

Winter 1999  
Delivery Schedule  
Inside!

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# Radio Market Report

Philadelphia

Includes Instant Qualitative Profile with  
Scarborough qualitative information



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Media  
Rating Council®

Fall 1998  
September 24 - December 16

182 Philadelphia  
Fall 1998

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# Radio Market Report

## 1998-99 Survey Schedule

### Fall 1998

September 24 - December 16

### Winter 1999

January 7 - March 31

### Spring 1999

April 1 - June 23

### Summer 1999

July 1 - September 22

### Fall 1999

September 23 - December 15



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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 1998 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

## Warning

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## Winter '99 Delivery Schedule

Including Phase 1 &  
Phase 2 Arbitrends:  
One page in from the  
back of the report

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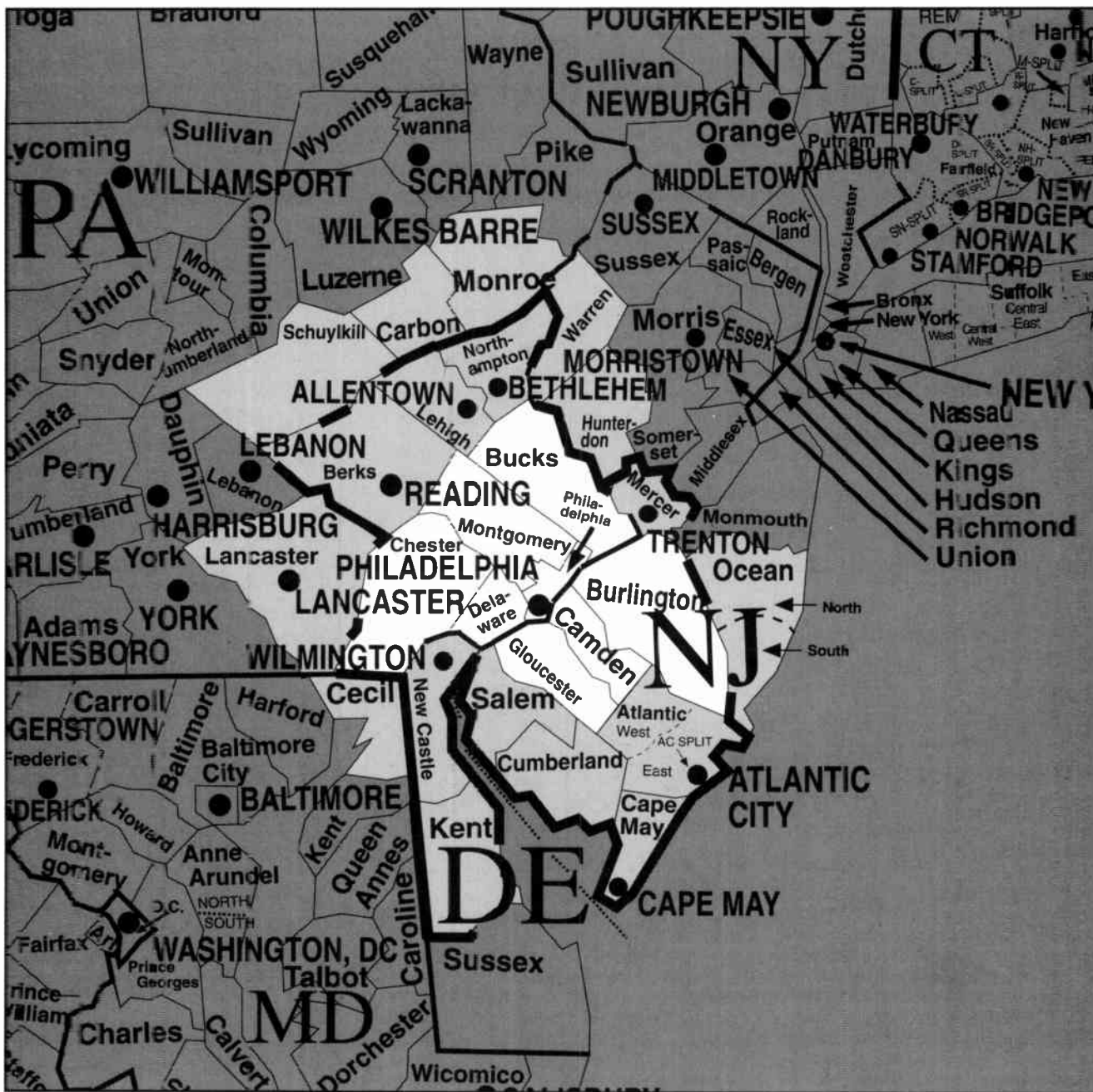
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**Please note**/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

# Philadelphia

and Philadelphia DMA®



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Metro   
  TSA   
  DMA®

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

**Metro Rank:** 5

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

### Station Subscribers to This Report\*

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WIOQ-FM	WIP-AM
WJJZ-FM	WKXW-FM	WMGK-FM	WMMR-FM	WOGL-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.



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

Estimated P12+ Population	In-Tab	Area	County/ Split County	HDA		Estimated P12+ Population	In-Tab	Area	County/ Split County	HDA	
				ST	Blk. / Hisp.					ST	Blk. / Hisp.
345,700	397	MTD	BURLINGTON	NJ	B	116,100	229	TD	CUMBERLAND	NJ	
412,800	461	MTD	CAMDEN	NJ	B H	104,700	75	T	HUNTERDON	NJ	
204,600	224	MTD	GLOUCESTER	NJ		280,500	646	TD	MERCER	NJ	B
488,100	563	MTD	BUCKS	PA		348,700	561	T	OCEAN NORTH	NJ	
353,000	374	MTD	CHESTER	PA		81,500	161	T	OCEAN SOUTH	NJ	
455,700	534	MTD	DELAWARE	PA	B	58,400	132	TD	SALEM	NJ	
607,900	697	MTD	MONTGOMERY	PA		82,400	232	T	WARREN	NJ	
1,198,100	1,428	MTD	PHILADELPHIA	PA	B H	299,800	460	TD	BERKS	PA	
102,700	114	TD	KENT	DE		50,400	138	T	CARBON	PA	
401,100	1,066	TD	NEW CASTLE	DE	B	373,600	842	T	LANCASTER	PA	
67,000	149	T	CECIL	MD		251,000	775	TD	LEHIGH	PA	
32,000	121	TD	ATLANTIC AC-SPLIT	NJ		105,700	212	T	MONROE	PA	
139,400	634	TD	ATLANTIC EAST	NJ	B	218,200	634	TD	NORTHAMPTON	PA	
28,000	114	TD	ATLANTIC WEST	NJ		128,800	129	T	SCHUYLKILL	PA	
83,800	418	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	847	706,000	628	516,100
HDHA	77	59,000	33	32,500

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

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

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

For total Metro in-tab counts for applicable ethnic groups, see Page 4 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
<b>Men</b>															
12-24	407,300	10.0	422	9.0	10.0	736,100	9.9	1,129	9.0	9.9					
18-24	213,100	5.2	213	4.6	5.2	386,600	5.2	541	4.3	5.2	324,300	5.3	436	4.4	5.3
25-34	351,900	8.7	374	8.0	8.7	630,200	8.5	956	7.6	8.5	524,700	8.6	774	7.7	8.6
35-44	383,100	9.4	388	8.3	9.4	701,000	9.4	1,107	8.8	9.5	573,400	9.4	869	8.7	9.4
45-49	170,200	4.2	213	4.6	4.2	312,200	4.2	599	4.8	4.2	254,900	4.2	488	4.9	4.2
50-54	144,500	3.6	180	3.8	3.6	264,300	3.6	519	4.1	3.6	217,000	3.6	417	4.2	3.6
55-64	212,700	5.2	242	5.2	5.2	389,400	5.2	673	5.4	5.2	320,100	5.3	537	5.4	5.3
65+	258,300	6.4	290	6.2	6.4	505,200	6.8	805	6.4	6.8	393,600	6.5	629	6.3	6.5
18+	1,733,800	42.6	1,900	40.6	42.6	3,188,900	43.0	5,200	41.5	43.0	2,608,000	42.9	4,150	41.4	42.9
<b>Women</b>															
12-24	399,000	9.8	510	10.9	9.8	720,700	9.7	1,246	10.0	9.7					
18-24	213,300	5.2	258	5.5	5.2	385,400	5.2	588	4.7	5.2	324,000	5.3	482	4.8	5.3
25-34	354,400	8.7	436	9.3	8.7	626,500	8.4	1,044	8.3	8.4	522,200	8.6	860	8.6	8.6
35-44	404,900	10.0	515	11.0	10.0	727,800	9.8	1,389	11.1	9.8	599,300	9.9	1,101	11.0	9.9
45-49	184,400	4.5	221	4.7	4.5	331,700	4.5	631	5.0	4.5	273,500	4.5	513	5.1	4.5
50-54	156,700	3.9	228	4.9	3.9	280,300	3.8	578	4.6	3.8	232,800	3.8	464	4.6	3.8
55-64	237,900	5.9	294	6.3	5.9	431,700	5.8	778	6.2	5.8	354,800	5.8	630	6.3	5.8
65+	400,600	9.9	365	7.8	9.9	762,600	10.3	1,066	8.5	10.3	602,600	9.9	826	8.2	9.9
18+	1,952,200	48.0	2,317	49.5	48.0	3,546,000	47.8	6,074	48.5	47.8	2,909,200	47.9	4,876	48.7	47.9
<b>P18+</b>	3,686,000	90.7	4,217	90.1	90.7	6,734,900	90.8	11,274	90.0	90.8	5,517,200	90.8	9,026	90.1	90.8
<b>Teens 12-17</b>	379,900	9.3	461	9.9	9.3	684,800	9.2	1,246	10.0	9.2	559,700	9.2	995	9.9	9.2
<b>Black P12+</b>	766,600	18.9	994	21.2	18.9										
<b>Hispanic P12+</b>	167,900	4.1	213	4.6	4.1										
<b>Total P12+</b>	<b>4,085,900</b>		<b>4,678</b>			<b>7,418,700</b>		<b>12,520</b>			<b>6,076,900</b>		<b>10,021</b>		

**Diary Placement/Return**

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,702	8,150	6,516
UNL - Est. Usable Households in Sample	2,697	7,135	5,922
TOT - Est. Usable Households in Sample	5,399	15,285	12,438
LST - Est. Persons in Usable Households	6,237	18,204	14,658
UNL - Est. Persons in Usable Households	6,491	16,755	13,919
TOT - Est. Persons in Usable Households	12,728	34,959	28,577
LST - Contacted Households	2,600	7,707	6,157
UNL - Contacted Households	2,478	6,501	5,386
TOT - Contacted Households	5,078	14,208	11,545
LST - Households Accepting Diaries	1,932	5,554	4,426
UNL - Households Accepting Diaries	1,869	4,737	3,913
TOT - Households Accepting Diaries	3,801	10,291	8,339
LST - Persons Sent Diaries	4,483	12,501	10,034
UNL - Persons Sent Diaries	4,542	11,243	9,297
TOT - Persons Sent Diaries	9,025	23,744	19,331
LST - Diaries In-Tab	2,423	6,914	5,458
UNL - Diaries In-Tab	2,255	5,606	4,563
TOT - Diaries In-Tab	4,678	12,520	10,021
<b>Metro Sample Target</b>	<b>4,630</b>		
<b>Metro In-Tab/Target Index</b>	<b>101</b>		
<b>Metro Response Rate</b>	<b>37</b>		

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

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

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

LST - Listed UNL - Unlisted TOT - Total

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

# Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

(s) **KYW-AM 1060**

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

(s) **WDAS-FM 105.3**

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

(s) **WIP-AM 610**

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

(s) **WMMR-FM 93.3**

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

(s) **WPHI-FM 103.9**

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

(s) **WBEB-FM 101.1**

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

**WHAT-AM 1340**

2471 N 54th St  
Philadelphia, PA 19131  
(215) 581-5161 Fax: (215) 581-5185  
Format: News Talk Information  
Sales Rep: IN HOUSE  
Network: IND  
City of Lic./Alt City ID: Philadelphia, PA  
County/Spilt Co.: Philadelphia, PA  
Power Day/Night (watts): 1,000/1,000

(s) **WJJZ-FM 106.1**

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

(s) **WOGL-FM 98.1**

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

(s) **WPHT-AM 1210**

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

(s) **WDAS-AM 1480**

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

(s) **WIOQ-FM 102.1**

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

(s) **WMGK-FM 102.9**

3rd Fl W 1 Bala Cynwyd Plz  
Bala Cynwyd, PA 19004  
(610) 667-8500 Fax: (610) 664-9610  
Format: 70's Oldies/Classic Hits  
Sales Rep: MCGAVREN GUILD  
Network: IND  
City of Lic./Alt City ID: Philadelphia, PA  
County/Spilt Co.: Philadelphia, PA  
ERP (watts) / HAAT (meters): 8,500/360

(s) **WPEN-AM 950**

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

(s) **WPLY-FM 100.3**

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

(s) Station subscribers as of release to print

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

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial 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). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). 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 of this report for additional station information.

continued..

## Network Affiliation Abbreviations

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

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

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

# Station Information *(continued)*

For Stations Listed in This Report

*[Stations listed alphabetically left to right.]*

Home to Arbitron Radio Metro Area *(continued)*

## WURD-AM 900

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

## (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

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

## WAEB-AM 790

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

## WCTO-FM 96.1

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

## (s) 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

## WWJZ-AM 640

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

## (s) WYSP-FM 94.1

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

## WWDB-AM 860

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

## (s) WXTU-FM 92.5

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

## (s) WYXR-FM 104.5

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

## WAE8-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

## WEEU-AM 850

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

## WBYN-FM 107.5

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

## WFPG-FM 96.9

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

*continued...*

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

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## Network Affiliation Abbreviations

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

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

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



# Station Information *(continued)*

## For Stations Listed in This Report

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

*[Stations listed alphabetically left to right.]*

### **WJBR-FM 99.5**

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

### (s) **WKXW-FM 101.5**

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

### **WODE-FM 99.9**

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

### (s) **WRDR-FM 104.9**

P O Box 295  
Egg Harbor City, NJ 08215  
(609) 965-1055 Fax: (609) 965-3026  
Format: Soft Adult Contemporary  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Ar 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./Ar City ID: Wilmington, DE  
County/Split Co.: New Castle, DE  
ERP (watts) / HAAT (meters): 50,000/149

### **WJKS-FM 101.7**

704 King St Ste 604  
Wilmington, DE 19801  
(302) 622-8895 Fax: (302) 622-8678  
Format: Urban Contemporary  
Sales Rep: MCGAVREN GUILD  
Network: ABC  
City of Lic./Ar City ID: Canton/Wilmington, NJ  
County/Split Co.: Salem, NJ  
ERP (watts) / HAAT (meters): 3,000/91

### **WLEV-FM 100.7**

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

### **WPST-FM 97.5**

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

### **WRDX-FM 94.7**

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

### **WZXL-FM 100.7**

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

### **WKAP-AM 1470**

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

### **WNJO-FM 94.5**

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

### **WPUR-FM 107.3**

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

### **WRFY-FM 102.5**

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

### **WZZO-FM 95.1**

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

(s) Station subscribers as of release to print

- \* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
- ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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ESPN: ESPN Radio Network  
JRN: Jones Radio Network  
SBUSA: Sports Byline USA  
SOURCE: Westwood One Source Radio Network  
SRN: Salem Radio Network

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

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*continued...*

# Station Information *(continued)*

For Stations Listed in This Report

Outside Arbitron Radio Metro Area and the DMA

*[Stations listed alphabetically left to right.]*

## **WOR-AM 710**

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

(s) Station subscribers as of release to print

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

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

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

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

TALKNT: Talknet  
TARN: Talk America Radio Network  
UBN: United Broadcasting Network  
UNICA: Radio Unica Network  
UPI: United Press International Radio Network  
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*Notations*

# Metro Market Profile



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

## Household Data

	Metro Total	Metro %		Metro Total	Metro %
<b>Total Households</b>	1,802,800	100.0	<b>Seasonal Housing Units</b>	3,453	.2
<b>Households by Income</b>			<b>Education: Persons 25+</b>		
Under \$10,000	148,551	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	184,668	10.3	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,437	9.8	High school grad	1,042,876	32.9
\$30,000-39,999	169,645	9.4	College 1-3 yrs	641,096	20.2
\$40,000-49,999	163,686	9.1	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,946	20.2	<b>Colleges &amp; Universities</b>		
\$75,000-99,999	246,602	13.7	Total enrollment	247,454	100.0
\$100,000+	348,265	19.3	Full-time enrollment	138,901	56.1
Median income: \$53,572			<b>Occupation</b>		
<b>Value of Owner-Occupied Housing Units</b>			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	<b>Farm Population</b>		
Median value: \$100,800				10,441	
<b>Monthly Gross Rent</b>			<b>Transportation to Work</b>		
Less than \$200	36,209	2.0	Public	265,207	11.6
\$200-349	60,202	3.4	Driving to work	1,545,143	67.8
\$350-499	143,904	8.1	Carpool	271,619	11.9
\$500-649	144,950	8.2	Other	198,590	8.7
\$650-749	55,375	3.1	<b>Average Travel Time to Work (Min.)</b>		
\$750+	76,408	4.3		25	
Median rent: \$516			<b>Car Ownership by Household</b>		
<b>Household Size</b>			0 Cars	350,900	19.5
1 Person	465,800	25.8	1 Car	666,900	37.0
2 Persons	539,900	30.0	2 Cars	567,500	31.4
3-4 Persons	588,100	32.6	3+ Cars	217,500	12.1
5+ Persons	209,000	11.6			

## Group Quarters Population Estimates

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

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

## Ethnic Population Estimates

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

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

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

## Area Lifestyle Profile

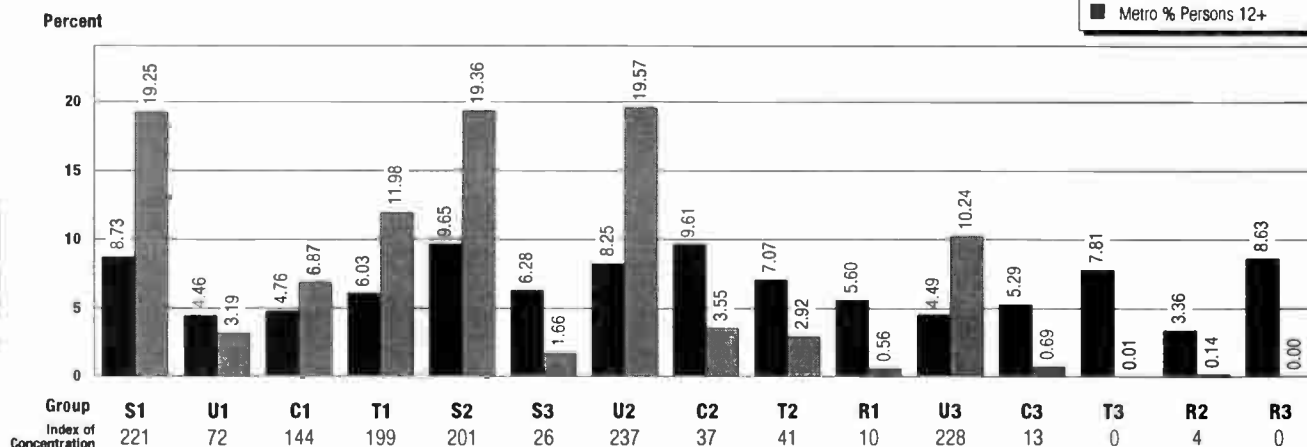
by PRIZM® Groups

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

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

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

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



## PRIZM® Groups

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Metro Market Profile *(continued)*

## Sales Data



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

### Metro Income\*

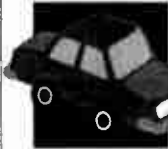
Total Income (\$000)	\$128,111,606
Median Household Income	\$53,572
Income per Household	\$71,063

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

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

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

## Car Registrations



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

Manufacturer	%
Chrysler Corporation	9.8
Ford Motor Company	14.1
General Motors Corporation	25.8
Honda	11.7
Mazda	2.2
Nissan	6.9
Toyota	10.6
Volkswagen/Audi	5.1
Other	13.8

\* Note: Figures are shown for January through June of the 1998 model year.

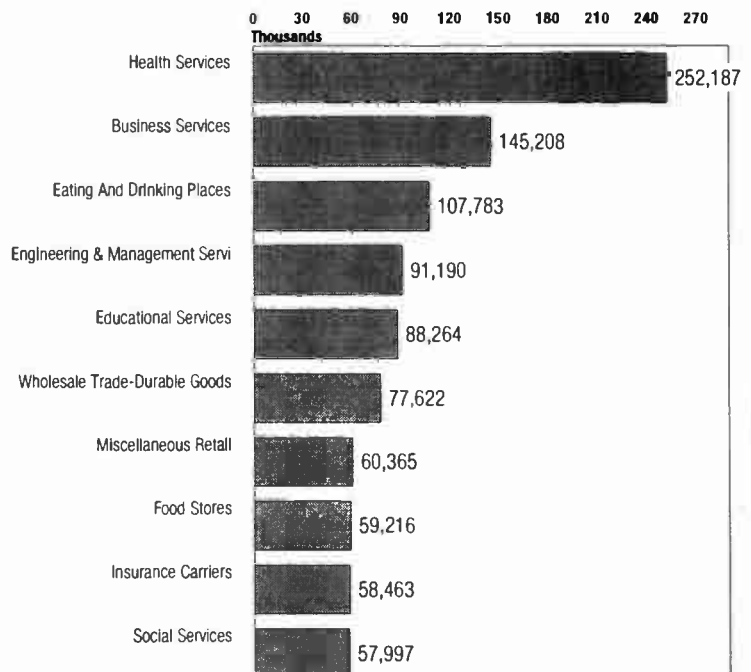
## Top Ten Employer Industries

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

### Metro Employer Industries

**Total Employees**  
1,905,964

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



## Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	446,927	24.9	YM	39,315	2.2
TV GUIDE	333,362	18.5	GLAMOUR	39,114	2.2
RDRS DIGST	241,387	13.4	TEEN	36,615	2.0
BTR HOME	124,470	6.9	PARENTS	36,290	2.0
NAT GEO	116,224	6.5	SP OP DGST	34,906	1.9
FAMLY CRCL	98,257	5.5	ROLLNG STN	33,805	1.9
TIME	98,063	5.5	NATL ENGR	32,983	1.8
WOMANS DAY	89,426	5.0	MENS HLTH	31,557	1.8
GD HSEKPNG	85,128	4.7	COOKING LT	31,353	1.7
LS HOME JN	85,110	4.7	GOLF DIGST	30,790	1.7
MCCALLS	78,943	4.4	LIFE	29,317	1.6
PEOPLE	70,371	3.9	CTRY LIVING	29,218	1.6
NEWSWEEK	69,466	3.9	ENTERTNMNT	28,066	1.6
SPORTS ILS	67,601	3.8	MADEMOSELL	26,062	1.4
PREVENTION	65,302	3.6	KPLINGERS	25,324	1.4
EBONY	57,022	3.2	POP SCIENC	25,230	1.4
PLAYBOY	52,835	2.9	BOYS LIFE	25,083	1.4
REDBOOK	50,924	2.8	SELF	23,974	1.3
SEVENTEEN	50,375	2.8	VOGUE	23,921	1.3
MONEY	49,088	2.7	GOLF MGZNE	23,387	1.3
COSMOPLTAN	48,539	2.7	POP MECHAN	22,638	1.3
STAR	48,028	2.7	FIELD STRM	18,983	1.1
SMITHSONIAN	47,249	2.6	OUTDR LIFE	14,555	0.8
MARTHA STW	45,581	2.5	SOU LIVING	-	-
US NWS&WR	41,886	2.3	SUNSET	-	-

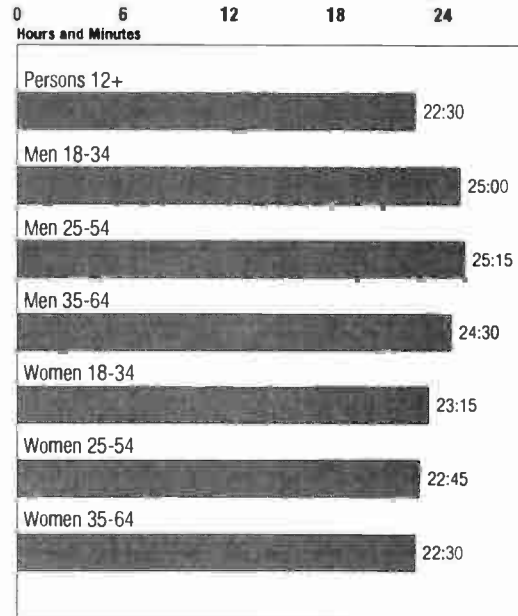
## Newspapers

Paper	Circulation	%
PHILADELPHIA INQUIRER	398,373	22
PHILADELPHIA DAILY NEWS	165,026	9
CAMDEN COURIER POST	84,163	5
BUCKS COUNTY COURIER TIMES	69,269	4
DELAWARE COUNTY TIMES	50,035	3
INTELLIGENCER RECORD	44,016	2
BURLINGTON COUNTY TIMES	39,398	2
WEST CHESTER DAILY LOCAL NEWS	33,841	2
USA TODAY	30,569	2
GLOUCESTER COUNTY TIMES	27,778	2
NORRISTOWN TIMES HERALD	23,040	1
POTTSTOWN MERCURY	21,993	1
LANSDALE REPORTER	19,706	1
TRENTONIAN	13,437	1
TRENTON TIMES	11,251	1
ALLENTOWN MORNING CALL	8,129	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,288	-
PRESS OF ATLANTIC CITY	1,065	-
LANCASTER INTELLIGENCER-JRNL	927	-
VINELAND DAILY JOURNAL	865	-
SALEM, TODAY'S SUNBEAM	213	-

## Radio Time Spent Listening\*

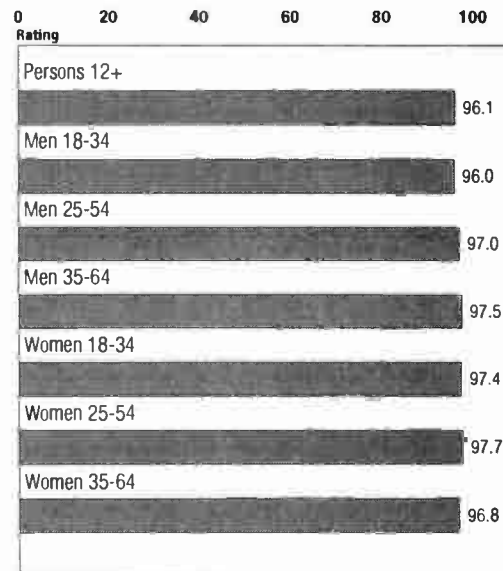
Metro

Mon-Sun 6AM-MID



## Radio 24-Hour Cume\*

Metro



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

\* Based on Arbitron's Fall 1998 radio survey.

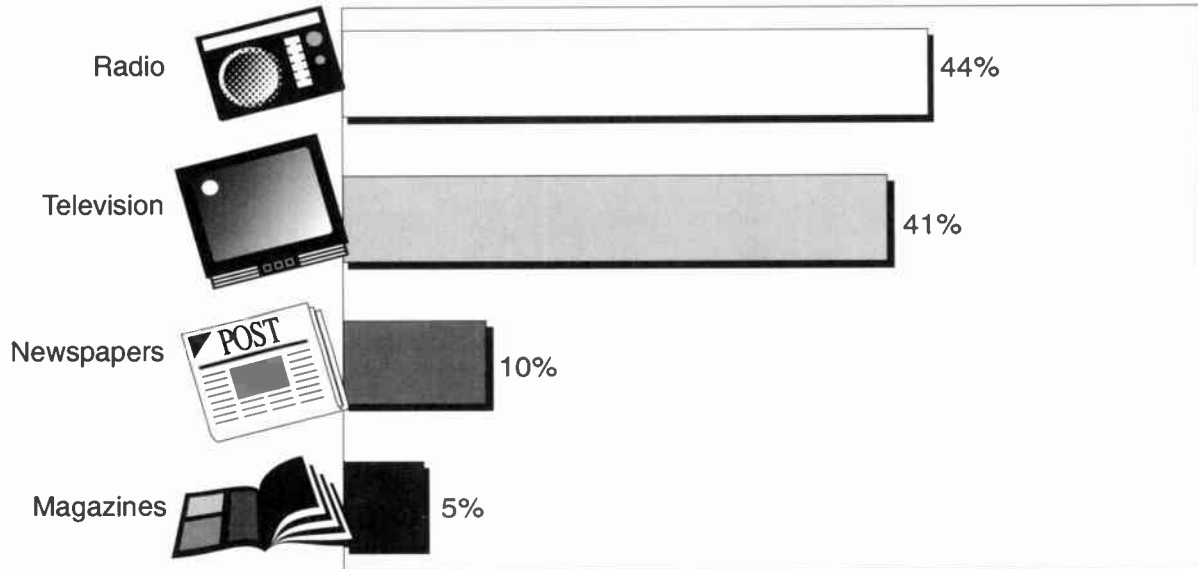
# Media Targeting 2000<sup>SM</sup>

A National Study of Consumers and Media



## People Spend More Time with Radio!

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



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

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

\* For the 48 contiguous states of the United States.

### How to Read

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

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

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



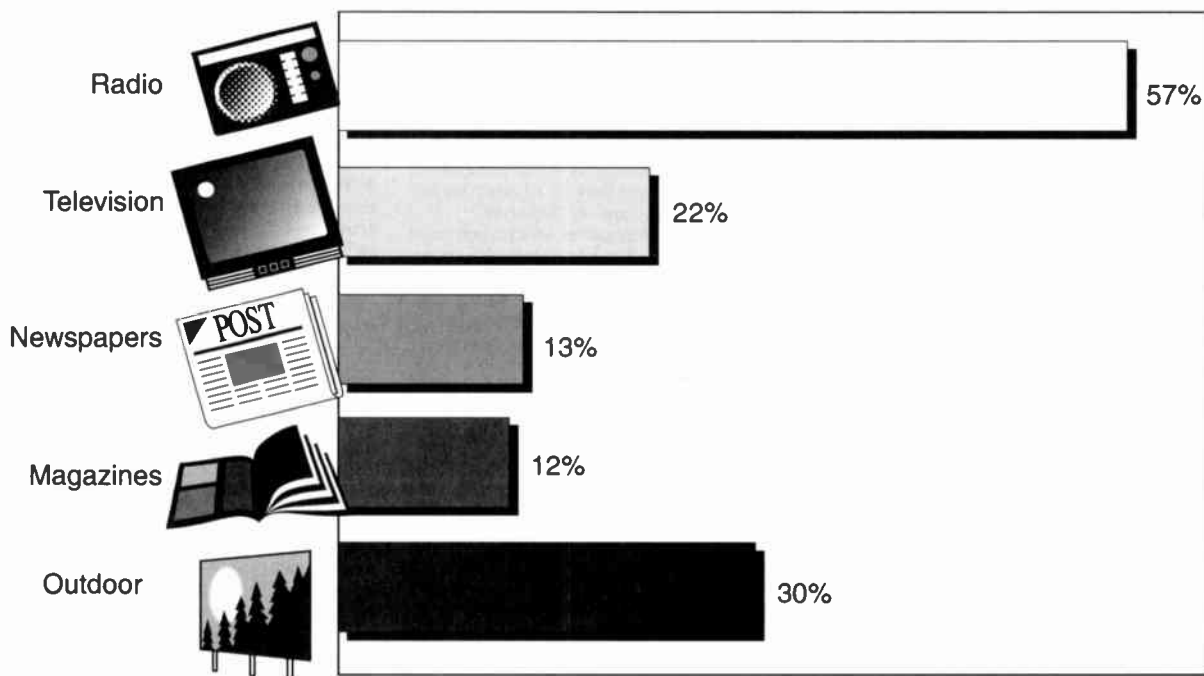
# Media Targeting 2000<sup>SM</sup>

A National Study of Consumers and Media



## Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

\* For the 48 contiguous states of the United States.

### How to Read

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

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

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

# Rating Distortion/Rating Bias Policies and Procedures

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

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

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

## Rating Distortion

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

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

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

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

Rating Distortion is sometimes confused with "hyping." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hying 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; hyping is not.

## Rating Distortion Violations

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

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

## Rating Bias

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

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

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

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

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

## Rating Bias/Extemporaneous Comments Violations

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

## General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

## Industry Statements

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

"The Arbitron Radio Advisory Council (ARAC) is very concerned about the continued practice of station activities that are intended to distort ratings data...we strongly recommend that Arbitron take serious action against any one 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 (DST) used in this Metro Survey Area. All Metro counties, including HDBA and/or HDHA splits, receive the same ethnic sampling procedures.

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

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

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

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

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

the 1990 research test for any of the remaining 16 station format groupings examined.

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

## The Sample

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

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

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

## The Stations

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

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WNJO-FM	WCHR-FM		03/02/98
WWDB-AM	WTEL-AM		10/06/98

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

No adjustments 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
WRDX-FM	FR 11/06/98 11:00A to 07:00P	REDUCED
	SA 11/07/98 08:00A to 08:45A	REDUCED
	SA 11/07/98 08:45A to 10:35A	OFF
	SA 11/07/98 10:35A to	
	TU 11/10/98 12:00P	REDUCED

# 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	
<b>KYW -AM</b>																				
FA '98	444	10420	1.1	6.4	1054	7222	2.6	10.4	419	4202	1.0	4.4	466	4963	1.1	5.7	156	2314	.4	4.5
SU '98	466	11395	1.1	6.4	1157	7873	2.8	11.2	393	4599	1.0	3.8	455	5206	1.1	5.5	181	2574	.4	4.8
SP '98	520	11797	1.3	7.2	1289	8111	3.2	12.2	470	4914	1.2	4.7	509	5491	1.2	6.0	188	2663	.5	5.1
WI '98	527	11919	1.3	7.4	1332	8487	3.3	12.3	450	4570	1.1	4.8	485	5231	1.2	5.8	205	2511	.5	5.8
<b>4-Book</b>	<b>489</b>	<b>11383</b>	<b>1.2</b>	<b>6.9</b>	<b>1208</b>	<b>7923</b>	<b>3.0</b>	<b>11.5</b>	<b>433</b>	<b>4571</b>	<b>1.1</b>	<b>4.4</b>	<b>479</b>	<b>5223</b>	<b>1.2</b>	<b>5.8</b>	<b>183</b>	<b>2516</b>	<b>.5</b>	<b>5.1</b>
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
<b>WBEB-FM</b>																				
FA '98	408	6243	1.0	5.9	534	3351	1.3	5.3	750	3202	1.8	7.9	491	3446	1.2	6.0	154	1854	.4	4.4
SU '98	451	6390	1.1	6.2	569	3347	1.4	5.5	837	3586	2.1	8.2	536	3530	1.3	6.5	194	2067	.5	5.2
SP '98	520	6934	1.3	7.2	671	3695	1.6	6.4	965	3642	2.4	9.7	633	4185	1.6	7.5	198	2221	.5	5.4
WI '98	413	6603	1.0	5.8	585	3327	1.4	5.4	772	3275	1.9	8.2	482	3471	1.2	5.8	138	1747	.3	3.9
<b>4-Book</b>	<b>448</b>	<b>6543</b>	<b>1.1</b>	<b>6.3</b>	<b>590</b>	<b>3430</b>	<b>1.4</b>	<b>5.7</b>	<b>831</b>	<b>3426</b>	<b>2.1</b>	<b>8.5</b>	<b>536</b>	<b>3658</b>	<b>1.3</b>	<b>6.5</b>	<b>171</b>	<b>1972</b>	<b>.4</b>	<b>4.7</b>
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
<b>WDAS-AM</b>																				
FA '98	80	1055	.2	1.2	150	545	.4	1.5	72	415	.2	.8	53	345	.1	.6	21	149	.1	.6
SU '98	73	944	.2	1.0	142	528	.3	1.4	78	404	.2	.8	44	242	.1	.5	18	179	.1	.5
SP '98	85	1254	.2	1.2	162	595	.4	1.5	69	380	.2	.7	60	397	.1	.7	17	186	.1	.5
WI '98	91	1225	.2	1.3	161	587	.4	1.5	87	450	.2	.9	75	370	.2	.9	36	272	.1	1.0
<b>4-Book</b>	<b>82</b>	<b>1120</b>	<b>.2</b>	<b>1.2</b>	<b>154</b>	<b>564</b>	<b>.4</b>	<b>1.5</b>	<b>77</b>	<b>412</b>	<b>.2</b>	<b>.8</b>	<b>58</b>	<b>339</b>	<b>.1</b>	<b>.7</b>	<b>23</b>	<b>197</b>	<b>.1</b>	<b>.7</b>
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
<b>WDAS-FM</b>																				
FA '98	411	4336	1.0	5.9	562	2590	1.4	5.6	478	2122	1.2	5.0	455	2394	1.1	5.5	307	1967	.8	8.9
SU '98	422	4465	1.0	5.8	565	2397	1.4	5.5	533	2331	1.3	5.2	458	2408	1.1	5.5	321	1928	.8	8.6
SP '98	445	4537	1.1	6.2	607	2502	1.5	5.8	513	2296	1.3	5.2	469	2567	1.2	5.6	355	2164	.9	9.7
WI '98	454	4360	1.1	6.4	636	2630	1.6	5.9	539	2155	1.3	5.7	485	2491	1.2	5.8	370	2052	.9	10.5
<b>4-Book</b>	<b>433</b>	<b>4425</b>	<b>1.1</b>	<b>6.1</b>	<b>593</b>	<b>2530</b>	<b>1.5</b>	<b>5.7</b>	<b>516</b>	<b>2226</b>	<b>1.3</b>	<b>5.3</b>	<b>467</b>	<b>2465</b>	<b>1.2</b>	<b>5.6</b>	<b>338</b>	<b>2028</b>	<b>.9</b>	<b>9.4</b>
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
<b>WHAT-AM</b>																				
FA '98	54	703	.1	.8	89	343	.2	.9	63	295	.2	.7	53	229	.1	.6	18	105	.1	.5
SU '98	90	884	.2	1.2	150	501	.4	1.5	135	535	.3	1.3	76	327	.2	.9	42	185	.1	1.1
SP '98	80	921	.2	1.1	125	446	.3	1.2	114	472	.3	1.2	61	244	.1	.7	24	160	.1	.7
WI '98	75	907	.2	1.1	97	463	.2	.9	125	469	.3	1.3	76	353	.2	.9	21	167	.1	.6
<b>4-Book</b>	<b>75</b>	<b>854</b>	<b>.2</b>	<b>1.1</b>	<b>115</b>	<b>438</b>	<b>.3</b>	<b>1.1</b>	<b>109</b>	<b>443</b>	<b>.3</b>	<b>1.1</b>	<b>67</b>	<b>288</b>	<b>.2</b>	<b>.8</b>	<b>26</b>	<b>154</b>	<b>.1</b>	<b>.7</b>
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
<b>WIOQ-FM</b>																				
FA '98	287	5998	.7	4.1	354	2818	.9	3.5	397	2848	1.0	4.2	394	3529	1.0	4.8	166	2181	.4	4.8
SU '98	288	6133	.7	4.0	309	2492	.8	3.0	424	3336	1.0	4.1	363	3520	.9	4.4	172	2236	.4	4.6
SP '98	280	5992	.7	3.9	272	2617	.7	2.6	393	2831	1.0	4.0	353	3275	.9	4.2	187	2102	.5	5.1
WI '98	264	6008	.6	3.7	341	2900	.8	3.1	305	2658	.7	3.2	366	3643	.9	4.4	165	2333	.4	4.7
<b>4-Book</b>	<b>280</b>	<b>6033</b>	<b>.7</b>	<b>3.9</b>	<b>319</b>	<b>2707</b>	<b>.8</b>	<b>3.1</b>	<b>380</b>	<b>2918</b>	<b>.9</b>	<b>3.9</b>	<b>369</b>	<b>3492</b>	<b>.9</b>	<b>4.5</b>	<b>173</b>	<b>2213</b>	<b>.4</b>	<b>4.8</b>
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
<b>WIP -AM</b>																				
FA '98	204	3875	.5	2.9	352	2125	.9	3.5	270	1623	.7	2.8	293	2252	.7	3.6	89	1253	.2	2.6
SU '98	194	3232	.5	2.7	378	1847	.9	3.7	263	1537	.6	2.6	271	1899	.7	3.3	70	935	.2	1.9
SP '98	187	3540	.5	2.6	384	2133	.9	3.6	244	1551	.6	2.5	242	1913	.6	2.9	82	1073	.2	2.2
WI '98	245	4461	.6	3.4	455	2507	1.1	4.2	303	2061	.7	3.2	349	2496	.9	4.2	106	1391	.3	3.0
<b>4-Book</b>	<b>208</b>	<b>3777</b>	<b>.5</b>	<b>2.9</b>	<b>392</b>	<b>2153</b>	<b>1.0</b>	<b>3.8</b>	<b>270</b>	<b>1693</b>	<b>.7</b>	<b>2.8</b>	<b>289</b>	<b>2140</b>	<b>.7</b>	<b>3.5</b>	<b>87</b>	<b>1163</b>	<b>.2</b>	<b>2.4</b>
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
<b>WJZ-FM</b>																				
FA '98	295	4502	.7	4.2	289	1907	.7	2.9	473	2162	1.2	5.0	401	2462	1.0	4.9	149	1434	.4	4.3
SU '98	300	4419	.7	4.1	270	1913	.7	2.6	485	2227	1.2	4.7	381	2591	.9	4.6	172	1436	.4	4.6
SP '98	326	4665	.8	4.5	320	1960	.8	3.0	519	2202	1.3	5.2	404	2601	1.0	4.8	174	1783	.4	4.7
WI '98	359	4725	.9	5.0	385	2197	.9	3.6	529	2222	1.3	5.6	489	2797	1.2	5.8	186	1722	.5	5.3
<b>4-Book</b>	<b>320</b>	<b>4578</b>	<b>.8</b>	<b>4.5</b>	<b>316</b>	<b>1994</b>	<b>.8</b>	<b>3.0</b>	<b>502</b>	<b>2203</b>	<b>1.3</b>	<b>5.1</b>	<b>419</b>	<b>2613</b>	<b>1.0</b>	<b>5.0</b>	<b>170</b>	<b>1594</b>	<b>.4</b>	<b>4.7</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Persons 12+

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	
<b>WMGK-FM</b>																				
FA '98	273	4757	.7	3.9	325	2288	.8	3.2	504	2353	1.2	5.3	384	2860	.9	4.7	92	1219	.2	2.7
SU '98	298	4922	.7	4.1	302	2204	.7	2.9	557	2688	1.4	5.4	382	3085	.9	4.6	120	1387	.3	3.2
SP '98	299	5006	.7	4.1	331	2240	.8	3.1	526	2512	1.3	5.3	391	2961	1.0	4.6	120	1386	.3	3.3
WI '98	278	5262	.7	3.9	321	2233	.8	3.0	450	2516	1.1	4.8	367	3209	.9	4.4	119	1642	.3	3.4
<b>4-Book</b>	<b>287</b>	<b>4987</b>	<b>.7</b>	<b>4.0</b>	<b>320</b>	<b>2241</b>	<b>.8</b>	<b>3.1</b>	<b>509</b>	<b>2517</b>	<b>1.3</b>	<b>5.2</b>	<b>381</b>	<b>3029</b>	<b>.9</b>	<b>4.6</b>	<b>113</b>	<b>1409</b>	<b>.3</b>	<b>3.2</b>
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
<b>WMMR-FM</b>																				
FA '98	248	4592	.6	3.6	316	2023	.8	3.1	460	2134	1.1	4.8	333	2792	.8	4.1	85	1174	.2	2.5
SU '98	258	4991	.6	3.6	306	2016	.8	3.0	441	2325	1.1	4.3	326	2732	.8	3.9	120	1675	.3	3.2
SP '98	216	4624	.5	3.0	318	1930	.8	3.0	328	2044	.8	3.3	259	2612	.6	3.1	85	1163	.2	2.3
WI '98	220	4598	.5	3.1	301	1921	.7	2.8	355	1976	.9	3.8	262	2586	.6	3.1	83	1246	.2	2.4
<b>4-Book</b>	<b>236</b>	<b>4701</b>	<b>.6</b>	<b>3.3</b>	<b>310</b>	<b>1973</b>	<b>.8</b>	<b>3.0</b>	<b>396</b>	<b>2120</b>	<b>1.0</b>	<b>4.1</b>	<b>295</b>	<b>2681</b>	<b>.7</b>	<b>3.6</b>	<b>93</b>	<b>1315</b>	<b>.2</b>	<b>2.6</b>
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
<b>WOGL-FM</b>																				
FA '98	382	6442	.9	5.5	460	2974	1.1	4.6	602	3172	1.5	6.3	403	3391	1.0	4.9	153	1748	.4	4.4
SU '98	355	6270	.9	4.9	466	2830	1.1	4.5	529	3035	1.3	5.2	417	3216	1.0	5.0	122	1658	.3	3.3
SP '98	356	6040	.9	4.9	455	2807	1.1	4.3	572	2856	1.4	5.8	438	3261	1.1	5.2	134	1703	.3	3.6
WI '98	324	5806	.8	4.6	442	2725	1.1	4.1	465	2573	1.1	4.9	369	3105	.9	4.4	98	1488	.2	2.8
<b>4-Book</b>	<b>354</b>	<b>6140</b>	<b>.9</b>	<b>5.0</b>	<b>456</b>	<b>2834</b>	<b>1.1</b>	<b>4.4</b>	<b>542</b>	<b>2909</b>	<b>1.3</b>	<b>5.6</b>	<b>407</b>	<b>3243</b>	<b>1.0</b>	<b>4.9</b>	<b>127</b>	<b>1649</b>	<b>.3</b>	<b>3.5</b>
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
<b>WPEN-AM</b>																				
FA '98	280	2810	.7	4.0	410	1688	1.0	4.1	421	1886	1.0	4.4	301	1712	.7	3.7	92	686	.2	2.7
SU '98	242	2864	.6	3.3	371	1586	.9	3.6	373	1866	.9	3.6	244	1514	.6	2.9	95	761	.2	2.5
SP '98	295	3213	.7	4.1	420	1749	1.0	4.0	437	2206	1.1	4.4	334	2010	.8	4.0	111	897	.3	3.0
WI '98	270	3281	.7	3.8	431	1838	1.1	4.0	395	2133	1.0	4.2	294	1690	.7	3.5	88	839	.2	2.5
<b>4-Book</b>	<b>272</b>	<b>3042</b>	<b>.7</b>	<b>3.8</b>	<b>408</b>	<b>1715</b>	<b>1.0</b>	<b>3.9</b>	<b>407</b>	<b>2023</b>	<b>1.0</b>	<b>4.2</b>	<b>293</b>	<b>1732</b>	<b>.7</b>	<b>3.5</b>	<b>97</b>	<b>796</b>	<b>.2</b>	<b>2.7</b>
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
<b>WPHI-FM</b>																				
FA '98	228	4035	.6	3.3	225	1808	.6	2.2	198	1848	.5	2.1	325	2495	.8	4.0	230	1972	.6	6.6
SU '98	225	3963	.6	3.1	186	1647	.5	1.8	274	2325	.7	2.7	306	2546	.8	3.7	218	2016	.5	5.8
SP '98	246	4154	.6	3.4	246	1955	.6	2.3	229	2174	.6	2.3	327	2794	.8	3.9	257	2089	.6	7.0
WI '98	250	4623	.6	3.5	267	2137	.7	2.5	202	1963	.5	2.1	375	2922	.9	4.5	236	2124	.6	6.7
<b>4-Book</b>	<b>237</b>	<b>4194</b>	<b>.6</b>	<b>3.3</b>	<b>231</b>	<b>1887</b>	<b>.6</b>	<b>2.2</b>	<b>226</b>	<b>2078</b>	<b>.6</b>	<b>2.3</b>	<b>333</b>	<b>2689</b>	<b>.8</b>	<b>4.0</b>	<b>235</b>	<b>2050</b>	<b>.6</b>	<b>6.5</b>
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
<b>WPHT-AM</b>																				
FA '98	70	1485	.2	1.0	129	575	.3	1.3	76	482	.2	.8	68	501	.2	.8	32	287	.1	.9
SU '98	95	2268	.2	1.3	163	727	.4	1.6	72	604	.2	.7	95	749	.2	1.1	93	876	.2	2.5
SP '98	86	2266	.2	1.2	116	630	.3	1.1	70	603	.2	.7	66	596	.2	.8	138	1018	.3	3.8
WI '98	76	1811	.2	1.1	168	714	.4	1.5	86	818	.2	.9	89	759	.2	1.1	27	360	.1	.8
<b>4-Book</b>	<b>82</b>	<b>1958</b>	<b>.2</b>	<b>1.2</b>	<b>144</b>	<b>662</b>	<b>.4</b>	<b>1.4</b>	<b>76</b>	<b>627</b>	<b>.2</b>	<b>.8</b>	<b>80</b>	<b>651</b>	<b>.2</b>	<b>1.0</b>	<b>73</b>	<b>635</b>	<b>.2</b>	<b>2.0</b>
FA '97	50	1593	.1	.7	63	514	.2	.6	74	499	.2	.8	52	495	.1	.6	29	420	.1	.8
<b>WPLY-FM</b>																				
FA '98	143	4441	.4	2.1	158	1925	.4	1.6	160	1708	.4	1.7	227	2734	.6	2.8	87	1657	.2	2.5
SU '98	164	4806	.4	2.3	181	1970	.4	1.8	202	2199	.5	2.0	223	2548	.5	2.7	105	1590	.3	2.8
SP '98	164	4965	.4	2.3	216	2241	.5	2.0	219	2169	.5	2.2	240	2829	.6	2.9	89	1628	.2	2.4
WI '98	159	4846	.4	2.2	240	2233	.6	2.2	153	1721	.4	1.6	216	2624	.5	2.6	108	1857	.3	3.1
<b>4-Book</b>	<b>158</b>	<b>4765</b>	<b>.4</b>	<b>2.2</b>	<b>199</b>	<b>2092</b>	<b>.5</b>	<b>1.9</b>	<b>184</b>	<b>1949</b>	<b>.5</b>	<b>1.9</b>	<b>227</b>	<b>2684</b>	<b>.6</b>	<b>2.8</b>	<b>97</b>	<b>1683</b>	<b>.3</b>	<b>2.7</b>
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
<b>WURD-AM</b>																				
FA '98	35	333	.1	.5	37	200	.1	.4	53	180	.1	.6	45	219	.1	.5	14	86	.4	.4
SU '98	34	378	.1	.5	33	204	.1	.3	37	225	.1	.4	43	232	.1	.5	15	104	.4	.4
SP '98	45	436	.1	.6	56	251	.1	.5	81	289	.2	.8	47	292	.1	.6	8	117	.2	.2
WI '98	32	431	.1	.5	36	216	.1	.3	50	294	.1	.5	39	267	.1	.5	7	72	.2	.2
<b>4-Book</b>	<b>37</b>	<b>395</b>	<b>.1</b>	<b>.5</b>	<b>41</b>	<b>218</b>	<b>.1</b>	<b>.4</b>	<b>55</b>	<b>247</b>	<b>.1</b>	<b>.6</b>	<b>44</b>	<b>253</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>95</b>	<b>.3</b>	<b>.3</b>
FA '97	44	440	.1	.6	82	283	.2	.8	59	312	.1	.6	37	297	.1	.4	18	184	.5	.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 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	
<b>WUSL-FM</b>																				
FA '98	369	5941	.9	5.3	440	2915	1.1	4.4	366	2653	.9	3.9	472	3271	1.2	5.7	334	2659	.8	9.6
SU '98	338	5641	.8	4.7	343	2501	.8	3.3	391	2960	1.0	3.8	401	3179	1.0	4.8	294	2598	.7	7.9
SP '98	367	5705	.9	5.1	426	2837	1.0	4.0	377	2756	.9	3.8	449	3372	1.1	5.3	294	2308	.7	8.0
WI '98	303	5466	.7	4.3	382	2637	.9	3.5	287	2302	.7	3.0	369	3037	.9	4.4	257	2290	.6	7.3
<b>4-Book</b>	<b>344</b>	<b>5688</b>	<b>.8</b>	<b>4.9</b>	<b>398</b>	<b>2723</b>	<b>1.0</b>	<b>3.8</b>	<b>355</b>	<b>2668</b>	<b>.9</b>	<b>3.6</b>	<b>423</b>	<b>3215</b>	<b>1.1</b>	<b>5.1</b>	<b>295</b>	<b>2464</b>	<b>.7</b>	<b>8.2</b>
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	9.4
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 39	492	.1	.6	* 35	182	.1	.3	59	287	.1	.6	* 34	126	.1	.4				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	309	4379	.8	4.4	417	2096	1.0	4.1	503	2319	1.2	5.3	229	1721	.6	2.8	221	1235	.5	6.4
SU '98	365	4683	.9	5.0	433	2189	1.1	4.2	617	2518	1.5	6.0	347	1952	.9	4.2	209	1350	.5	5.6
SP '98	286	4012	.7	4.0	330	1622	.8	3.1	484	2225	1.2	4.9	284	1635	.7	3.4	155	1050	.4	4.2
WI '98	363	4722	.9	5.1	394	2056	1.0	3.6	650	2726	1.6	6.9	350	2031	.9	4.2	180	1255	.4	5.1
<b>4-Book</b>	<b>331</b>	<b>4449</b>	<b>.8</b>	<b>4.6</b>	<b>394</b>	<b>1991</b>	<b>1.0</b>	<b>3.8</b>	<b>564</b>	<b>2447</b>	<b>1.4</b>	<b>5.8</b>	<b>303</b>	<b>1835</b>	<b>.8</b>	<b>3.7</b>	<b>191</b>	<b>1223</b>	<b>.5</b>	<b>5.3</b>
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	4.6
<b>WWJZ-AM</b>																				
FA '98	25	469	.1	.4	25	226	.1	.2	43	319	.1	.5	23	203	.1	.3	7	56		.2
SU '98	48	593	.1	.7	49	247	.1	.5	64	360	.2	.6	49	262	.1	.6	32	213	.1	.9
SP '98	25	351	.1	.3	32	156	.1	.3	36	237	.1	.4	29	220	.1	.3	3	55		.1
WI '98	24	416	.1	.3	37	226	.1	.3	35	245	.1	.4	35	240	.1	.4	1	20		
<b>4-Book</b>	<b>31</b>	<b>457</b>	<b>.1</b>	<b>.4</b>	<b>36</b>	<b>214</b>	<b>.1</b>	<b>.3</b>	<b>45</b>	<b>290</b>	<b>.1</b>	<b>.5</b>	<b>34</b>	<b>231</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>86</b>		<b>.3</b>
FA '97	31	507	.1	.4	42	274	.1	.4	47	309	.1	.5	36	245	.1	.4	4	63		.1
<b>WXTU-FM</b>																				
FA '98	295	3984	.7	4.2	425	2378	1.0	4.2	389	2123	1.0	4.1	358	2517	.9	4.4	124	1224	.3	3.6
SU '98	340	4319	.8	4.7	444	2555	1.1	4.3	503	2561	1.2	4.9	393	2755	1.0	4.8	136	1502	.3	3.6
SP '98	311	3839	.8	4.3	397	2196	1.0	3.8	464	2222	1.1	4.7	418	2422	1.0	5.0	109	1199	.3	3.0
WI '98	302	3977	.7	4.2	391	2243	1.0	3.6	435	2368	1.1	4.6	392	2663	1.0	4.7	125	1319	.3	3.6
<b>4-Book</b>	<b>312</b>	<b>4030</b>	<b>.8</b>	<b>4.4</b>	<b>414</b>	<b>2343</b>	<b>1.0</b>	<b>4.0</b>	<b>448</b>	<b>2319</b>	<b>1.1</b>	<b>4.6</b>	<b>390</b>	<b>2589</b>	<b>1.0</b>	<b>4.7</b>	<b>124</b>	<b>1311</b>	<b>.3</b>	<b>3.5</b>
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	2.9
<b>WXXM-FM</b>																				
FA '98	145	4011	.4	2.1	169	1931	.4	1.7	193	1655	.5	2.0	224	2456	.6	2.7	85	1433	.2	2.5
SU '98	169	4468	.4	2.3	179	1923	.4	1.7	226	2008	.6	2.2	236	2635	.6	2.9	102	1599	.3	2.7
SP '98	157	4285	.4	2.2	202	1966	.5	1.9	217	1914	.5	2.2	195	2430	.5	2.3	71	1449	.2	1.9
WI '98	158	4082	.4	2.2	181	1854	.4	1.7	193	1707	.5	2.0	219	2473	.5	2.6	93	1527	.2	2.6
<b>4-Book</b>	<b>157</b>	<b>4212</b>	<b>.4</b>	<b>2.2</b>	<b>183</b>	<b>1919</b>	<b>.4</b>	<b>1.8</b>	<b>207</b>	<b>1821</b>	<b>.5</b>	<b>2.1</b>	<b>219</b>	<b>2499</b>	<b>.6</b>	<b>2.6</b>	<b>88</b>	<b>1502</b>	<b>.2</b>	<b>2.4</b>
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	2.1
<b>WYSP-FM</b>																				
FA '98	392	6926	1.0	5.6	1162	4379	2.9	11.5	460	2817	1.1	4.8	268	2194	.7	3.3	99	1233	.2	2.9
SU '98	393	6814	1.0	5.4	1235	4670	3.0	12.0	455	3097	1.1	4.4	265	2373	.7	3.2	125	1532	.3	3.3
SP '98	369	6666	.9	5.1	1081	4376	2.7	10.2	488	3179	1.2	4.9	281	2621	.7	3.3	89	1362	.2	2.4
WI '98	382	6637	.9	5.4	1245	4722	3.1	11.5	453	3026	1.1	4.8	267	2337	.7	3.2	92	1405	.2	2.6
<b>4-Book</b>	<b>384</b>	<b>6761</b>	<b>1.0</b>	<b>5.4</b>	<b>1181</b>	<b>4537</b>	<b>2.9</b>	<b>11.3</b>	<b>464</b>	<b>3030</b>	<b>1.1</b>	<b>4.7</b>	<b>270</b>	<b>2381</b>	<b>.7</b>	<b>3.3</b>	<b>101</b>	<b>1383</b>	<b>.2</b>	<b>2.8</b>
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	2.7
<b>WYXR-FM</b>																				
FA '98	217	4846	.5	3.1	302	2378	.7	3.0	294	2052	.7	3.1	248	2443	.6	3.0	140	1609	.3	4.0
SU '98	223	4583	.5	3.1	274	1952	.7	2.7	353	2011	.9	3.4	272	2374	.7	3.3	109	1577	.3	2.9
SP '98	237	5028	.6	3.3	260	2045	.6	2.5	324	1980	.8	3.3	315	2788	.8	3.7	162	1791	.4	4.4
WI '98	224	5061	.5	3.2	278	2162	.7	2.6	307	2103	.8	3.3	269	2459	.7	3.2	150	1737	.4	4.3
<b>4-Book</b>	<b>225</b>	<b>4880</b>	<b>.5</b>	<b>3.2</b>	<b>279</b>	<b>2134</b>	<b>.7</b>	<b>2.7</b>	<b>320</b>	<b>2037</b>	<b>.8</b>	<b>3.3</b>	<b>276</b>	<b>2516</b>	<b>.7</b>	<b>3.3</b>	<b>140</b>	<b>1679</b>	<b>.4</b>	<b>3.9</b>
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	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 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
<b>WBYN-FM</b>																				
FA '98	22	387	.1	.3	31	192	.1	.3	23	142	.1	.2	27	212	.1	.3	16	150		.5
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	23	437	.1	.3	26	193	.1	.2	35	165	.1	.4	21	159	.1	.2	13	148		.4
<b>WCTO-FM</b>																				
FA '98	22	305	.1	.3	31	172	.1	.3	40	174	.1	.4	30	186	.1	.4	9	60		.3
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	41	995	.1	.6	45	401	.1	.4	75	450	.2	.8	62	564	.2	.8	15	269		.4
SU '98	39	713	.1	.5	44	297	.1	.4	74	308	.2	.7	50	302	.1	.6	27	214	.1	.7
SP '98	37	750	.1	.5	54	295	.1	.5	55	291	.1	.6	39	363	.1	.5	23	248	.1	.6
WI '98	29	838	.1	.4	36	332	.1	.3	54	339	.1	.6	32	347	.1	.4	13	261		.4
<b>4-Book</b>	<b>37</b>	<b>824</b>	<b>.1</b>	<b>.5</b>	<b>45</b>	<b>331</b>	<b>.1</b>	<b>.4</b>	<b>65</b>	<b>347</b>	<b>.2</b>	<b>.7</b>	<b>46</b>	<b>394</b>	<b>.1</b>	<b>.6</b>	<b>20</b>	<b>248</b>	<b>.1</b>	<b>.5</b>
FA '97	28	863	.1	.4	40	327	.1	.4	36	287	.1	.4	36	375	.1	.4	18	213		.5
<b>WKXV-FM</b>																				
FA '98	89	1707	.2	1.3	106	667	.3	1.0	162	858	.4	1.7	133	865	.3	1.6	43	464	.1	1.2
SU '98	65	1507	.2	.9	85	686	.2	.8	113	696	.3	1.1	105	910	.3	1.3	25	328	.1	.7
SP '98	67	1302	.2	.9	106	648	.3	1.0	119	578	.3	1.2	105	721	.3	1.2	17	269		.5
WI '98	72	1499	.2	1.0	86	657	.2	.8	81	559	.2	.9	129	824	.3	1.5	41	405	.1	1.2
<b>4-Book</b>	<b>73</b>	<b>1504</b>	<b>.2</b>	<b>1.0</b>	<b>96</b>	<b>665</b>	<b>.3</b>	<b>.9</b>	<b>119</b>	<b>673</b>	<b>.3</b>	<b>1.2</b>	<b>118</b>	<b>830</b>	<b>.3</b>	<b>1.4</b>	<b>32</b>	<b>367</b>	<b>.1</b>	<b>.9</b>
FA '97	68	1367	.2	.9	101	616	.2	.9	93	605	.2	.9	122	854	.3	1.4	37	372	.1	1.0
<b>+WNJO-FM</b>																				
FA '98	45	989	.1	.6	44	449	.1	.4	87	449	.2	.9	60	470	.1	.7	14	225		.4
SU '98	75	1138	.2	1.0	99	504	.2	1.0	121	558	.3	1.2	79	596	.2	1.0	36	347	.1	1.0
SP '98	50	1144	.1	.7	50	444	.1	.5	72	564	.2	.7	56	574	.1	.7	24	341	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	95	3109	.2	1.4	116	1294	.3	1.1	100	1141	.2	1.1	134	1633	.3	1.6	59	926	.1	1.7
SU '98	106	3323	.3	1.5	115	1191	.3	1.1	140	1489	.3	1.4	144	1861	.4	1.7	76	1221	.2	2.0
SP '98	95	3004	.2	1.3	122	1321	.3	1.2	117	1240	.3	1.2	137	1510	.3	1.6	63	1087	.2	1.7
WI '98	89	3035	.2	1.3	106	1259	.3	1.0	99	1025	.2	1.0	124	1550	.3	1.5	64	1065	.2	1.8
<b>4-Book</b>	<b>96</b>	<b>3118</b>	<b>.2</b>	<b>1.4</b>	<b>115</b>	<b>1266</b>	<b>.3</b>	<b>1.1</b>	<b>114</b>	<b>1224</b>	<b>.3</b>	<b>1.2</b>	<b>135</b>	<b>1639</b>	<b>.3</b>	<b>1.6</b>	<b>66</b>	<b>1075</b>	<b>.2</b>	<b>1.8</b>
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
<b>WRDR-FM</b>																				
FA '98	31	700	.1	.4	39	315	.1	.4	38	304	.1	.4	39	364	.1	.5	9	223		.3
SU '98	25	626	.1	.3	21	253	.1	.2	35	327	.1	.3	24	292	.1	.3	13	156		.3
SP '98	51	872	.1	.7	30	324	.1	.3	86	442	.2	.9	73	530	.2	.9	26	292	.1	.7
WI '98	47	912	.1	.7	36	372	.1	.3	66	533	.2	.7	68	509	.2	.8	23	241	.1	.7
<b>4-Book</b>	<b>39</b>	<b>778</b>	<b>.1</b>	<b>.5</b>	<b>32</b>	<b>316</b>	<b>.1</b>	<b>.3</b>	<b>56</b>	<b>402</b>	<b>.2</b>	<b>.6</b>	<b>51</b>	<b>424</b>	<b>.2</b>	<b>.6</b>	<b>18</b>	<b>228</b>	<b>.1</b>	<b>.5</b>
FA '97	55	891	.1	.8	65	374	.2	.6	92	558	.2	.9	79	540	.2	.9	9	207		.3
<b>TOTALS</b>																				
FA '98	6945	39022	17.1		10109	34087	24.9		9493	29653	23.3		8220	32770	20.2		3466	22301	8.5	
SU '98	7244	39194	17.8		10316	33798	25.3		10234	31398	25.1		8273	33257	20.3		3738	23780	9.2	
SP '98	7219	39136	17.7		10556	34241	25.9		9912	30305	24.3		8415	33429	20.7		3676	23413	9.0	
WI '98	7109	39445	17.5		10843	34934	26.6		9431	29645	23.2		8363	33431	20.5		3518	22964	8.6	
<b>4-Book</b>	<b>7129</b>	<b>39199</b>	<b>17.5</b>		<b>10456</b>	<b>34265</b>	<b>25.7</b>		<b>9768</b>	<b>30250</b>	<b>24.0</b>		<b>8318</b>	<b>33222</b>	<b>20.4</b>		<b>3600</b>	<b>23115</b>	<b>8.8</b>	
FA '97	7231	39206	17.8		10789	34875	26.5		9811	29912	24.1		8471	33235	20.8		3541	23122	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 '98	629	9444	1.5	6.8	312	5689	.8	6.2	720	2972	1.8	13.5	336	1634	.8	4.1	213	1099	.5	3.6
4-Book	686	10402	1.7	7.2	348	6147	.9	6.7	812	3206	2.0	14.5	364	1731	.9	4.3	251	1180	.6	4.2
WBEB-FM																				
FA '98	604	5265	1.5	6.5	232	2942	.6	4.6	244	869	.6	4.6	479	1381	1.2	5.9	287	914	.7	4.9
4-Book	666	5469	1.6	7.0	247	3166	.6	4.8	253	871	.6	4.5	480	1435	1.2	5.7	295	973	.7	5.0
WDAS-AM																				
FA '98	90	758	.2	1.0	102	829	.3	2.0	74	143	.2	1.4	80	192	.2	1.0	57	123	.1	1.0
4-Book	95	733	.2	1.0	100	870	.3	1.9	77	170	.2	1.4	68	180	.2	.8	42	98	.1	.7
WDAS-FM																				
FA '98	497	3714	1.2	5.3	328	2553	.8	6.5	326	809	.8	6.1	466	1104	1.1	5.7	434	955	1.1	7.4
4-Book	525	3721	1.3	5.5	334	2726	.8	6.4	298	767	.7	5.3	471	1148	1.2	5.6	375	919	.9	6.3
WHAT-AM																				
FA '98	68	508	.2	.7	53	476	.1	1.0	68	154	.2	1.3	65	130	.2	.8	26	54	.1	.4
4-Book	98	647	.2	1.0	67	546	.2	1.3	73	165	.2	1.3	101	202	.3	1.2	42	108	.1	.7
WIOQ-FM																				
FA '98	383	5141	.9	4.1	198	3355	.5	3.9	178	634	.4	3.3	356	1521	.9	4.4	265	1068	.7	4.5
4-Book	358	5114	.9	3.8	213	3289	.5	4.1	164	635	.4	2.9	383	1460	1.0	4.6	293	1086	.7	4.9
WIP -AM																				
FA '98	302	3366	.7	3.2	105	1713	.3	2.1	127	439	.3	2.4	173	656	.4	2.1	94	425	.2	1.6
4-Book	314	3289	.8	3.3	101	1609	.3	2.0	128	475	.3	2.3	174	651	.4	2.1	101	407	.2	1.7
WJJZ-FM																				
FA '98	394	3569	1.0	4.2	219	2417	.5	4.3	153	517	.4	2.9	340	947	.8	4.2	337	905	.8	5.8
4-Book	419	3636	1.1	4.4	246	2618	.6	4.7	207	643	.5	3.7	405	1032	1.0	4.8	336	939	.8	5.7
WMGK-FM																				
FA '98	412	4079	1.0	4.4	148	2220	.4	2.9	150	522	.4	2.8	290	947	.7	3.6	217	766	.5	3.7
4-Book	412	4225	1.0	4.3	183	2508	.5	3.5	170	584	.4	3.0	376	1155	.9	4.5	270	904	.7	4.5
WMMR-FM																				
FA '98	377	3852	.9	4.1	127	2191	.3	2.5	105	482	.3	2.0	279	1032	.7	3.4	206	735	.5	3.5
4-Book	339	3861	.8	3.6	148	2373	.4	2.8	144	552	.4	2.6	294	1084	.8	3.5	185	735	.5	3.1
WOGL-FM																				
FA '98	497	5147	1.2	5.3	334	3644	.8	6.6	297	916	.7	5.6	557	1667	1.4	6.8	366	1126	.9	6.3
4-Book	474	4866	1.2	5.0	296	3429	.7	5.7	253	838	.6	4.6	487	1431	1.2	5.8	347	1099	.9	5.8
WPEN-AM																				
FA '98	381	2437	.9	4.1	228	1978	.6	4.5	336	889	.8	6.3	477	1038	1.2	5.9	261	711	.6	4.5
4-Book	372	2674	.9	3.9	213	2046	.5	4.1	335	907	.8	6.0	436	1114	1.1	5.2	251	706	.6	4.2
WPHI-FM																				
FA '98	245	3494	.6	2.6	195	2330	.5	3.9	134	423	.3	2.5	319	980	.8	3.9	283	886	.7	4.8
4-Book	260	3646	.6	2.7	196	2438	.5	3.8	130	431	.3	2.3	320	1082	.8	3.8	287	917	.7	4.8
WPHT-AM																				
FA '98	90	1068	.2	1.0	61	660	.2	1.2	50	132	.1	.9	84	195	.2	1.0	40	88	.1	.7
4-Book	98	1299	.3	1.1	59	874	.2	1.1	41	130	.1	.7	63	190	.2	.7	44	137	.1	.8
WPLY-FM																				
FA '98	180	3704	.4	1.9	115	2311	.3	2.3	74	418	.2	1.4	251	1079	.6	3.1	149	798	.4	2.6
4-Book	202	3951	.5	2.1	120	2526	.3	2.3	87	425	.2	1.6	227	1117	.6	2.7	159	784	.4	2.7
WURD-AM																				
FA '98	46	296	.1	.5	30	230	.1	.6	18	61	.1	.3	59	161	.1	.7	52	107	.1	.9
4-Book	47	352	.1	.5	36	267	.1	.7	34	88	.1	.6	78	183	.2	.9	41	95	.1	.7
WUSL-FM																				
FA '98	421	4830	1.0	4.5	297	3567	.7	5.9	227	661	.6	4.3	430	1453	1.1	5.3	396	1118	1.0	6.8
4-Book	389	4695	.9	4.1	297	3473	.7	5.7	218	689	.6	3.9	439	1381	1.1	5.2	387	1126	1.0	6.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 48	390	.1	.5	* 16	172	.3	* 32	73	.1	.6	23	64	.1	.3	* 3	9	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WWDB-FM</b>																				
FA '98	392	3517	1.0	4.2	220	2312	.5	4.4	290	824	.7	5.4	241	669	.6	3.0	152	398	.4	2.6
4-Book	431	3516	1.1	4.5	246	2480	.6	4.8	351	931	.9	6.2	287	830	.7	3.4	162	409	.4	2.7
<b>WWJZ-AM</b>																				
FA '98	32	398	.1	.3	26	342	.1	.5	34	128	.1	.6	42	135	.1	.5	14	57	.1	.2
4-Book	39	376	.1	.4	30	295	.1	.6	40	118	.1	.7	50	136	.2	.6	25	69	.1	.4
<b>WXTU-FM</b>																				
FA '98	390	3452	1.0	4.2	242	2688	.6	4.8	275	847	.7	5.2	369	1156	.9	4.5	290	1005	.7	5.0
4-Book	420	3523	1.1	4.4	249	2601	.6	4.8	275	880	.7	4.9	454	1317	1.1	5.4	309	953	.7	5.2
<b>WXXM-FM</b>																				
FA '98	195	3392	.5	2.1	97	2133	.2	1.9	54	352	.1	1.0	187	853	.5	2.3	126	603	.3	2.2
4-Book	203	3525	.5	2.1	123	2284	.3	2.3	75	345	.2	1.4	224	976	.6	2.6	176	755	.4	3.0
<b>WYSP-FM</b>																				
FA '98	617	5519	1.5	6.6	191	2993	.5	3.8	132	434	.3	2.5	275	974	.7	3.4	165	593	.4	2.8
4-Book	625	5898	1.6	6.6	145	2471	.4	2.8	131	480	.3	2.4	261	988	.7	3.1	174	652	.4	2.9
<b>WYXR-FM</b>																				
FA '98	282	3766	.7	3.0	154	2541	.4	3.0	150	515	.4	2.8	263	983	.6	3.2	208	683	.5	3.6
4-Book	294	3760	.7	3.1	162	2532	.4	3.1	142	522	.4	2.6	312	1076	.8	3.7	219	723	.6	3.7
<b>WBYN-FM</b>																				
FA '98	27	303	.1	.3	18	220	.4	.4	24	57	.1	.5	38	69	.1	.5	24	61	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	34	258	.1	.4	10	152	.2	.2	16	46	.1	.3	19	42	.1	.2	9	34	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	62	799	.2	.7	21	422	.1	.4	22	105	.1	.4	50	126	.1	.6	29	116	.1	.5
4-Book	53	623	.1	.6	19	353	.1	.4	20	72	.1	.4	33	125	.1	.4	20	88	.1	.4
<b>WKXW-FM</b>																				
FA '98	136	1452	.3	1.5	35	644	.1	.7	37	149	.1	.7	42	233	.1	.5	41	156	.1	.7
4-Book	112	1276	.3	1.2	32	530	.1	.6	36	145	.1	.7	51	193	.1	.6	30	121	.1	.5
<b>+WNJO-FM</b>																				
FA '98	66	781	.2	.7	28	545	.1	.6	28	111	.1	.5	70	288	.2	.9	42	174	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	115	2443	.3	1.2	84	1738	.2	1.7	64	295	.2	1.2	156	635	.4	1.9	133	485	.3	2.3
4-Book	120	2462	.3	1.3	74	1607	.2	1.5	53	254	.1	1.0	128	598	.3	1.5	112	488	.3	1.9
<b>WRDR-FM</b>																				
FA '98	38	537	.1	.4	33	382	.1	.7	24	89	.1	.5	71	203	.2	.9	46	143	.1	.8
4-Book	47	630	.1	.5	38	471	.1	.8	27	103	.1	.5	78	211	.2	.9	59	184	.2	1.0
<b>TOTALS</b>																				
FA '98	9294	38384	22.9		5053	32832	12.4		5329	14793	13.1		8150	20113	20.0		5838	15370	14.4	
4-Book	9534	38566	23.4		5202	33094	12.8		5601	15419	13.8		8458	20838	20.8		5959	15596	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 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	
<b>KYW -AM</b>																				
FA '98	116	681	.3	3.4	606	2418	1.5	14.1	278	1440	.7	4.5	217	981	.5	4.9	108	602	.3	4.2
4-Book	128	702	.3	3.7	694	2689	1.7	15.4	305	1515	.8	5.0	206	895	.5	4.7	137	775	.4	4.7
<b>WBEB-FM</b>																				
FA '98	141	653	.3	4.1	163	698	.4	3.8	293	1018	.7	4.8	167	616	.4	3.8	68	359	.2	2.6
4-Book	154	641	.4	4.3	165	628	.4	3.7	281	1024	.7	4.6	209	687	.5	4.7	129	526	.3	4.4
<b>WDAS-AM</b>																				
FA '98	40	69	.1	1.2	258	588	.6	6.0	179	465	.4	2.9	91	236	.2	2.1	52	138	.1	2.0
4-Book	26	60	.1	.8	316	640	.8	7.0	196	513	.5	3.2	69	166	.2	1.6	28	87	.1	1.0
<b>WDAS-FM</b>																				
FA '98	260	627	.6	7.6	189	433	.5	4.4	272	682	.7	4.4	259	692	.6	5.9	393	752	1.0	15.1
4-Book	270	693	.7	7.7	205	478	.5	4.6	262	751	.7	4.3	265	594	.7	6.0	486	894	1.2	16.7
<b>WHAT-AM</b>																				
FA '98	23	65	.1	.7	127	264	.3	2.9	72	203	.2	1.2	35	93	.1	.8	14	24		.5
4-Book	32	79	.1	.9	141	285	.4	3.2	88	245	.2	1.5	44	116	.1	1.0	20	46		.7
<b>WIOQ-FM</b>																				
FA '98	165	820	.4	4.8	99	417	.2	2.3	263	1150	.6	4.3	169	696	.4	3.8	72	393	.2	2.8
4-Book	186	815	.5	5.3	93	407	.2	2.1	251	1054	.6	4.1	195	752	.5	4.4	117	476	.3	4.0
<b>WIP -AM</b>																				
FA '98	68	313	.2	2.0	82	258	.2	1.9	120	448	.3	2.0	115	500	.3	2.6	62	311	.2	2.4
4-Book	46	218	.1	1.3	92	335	.2	2.0	118	432	.3	2.0	95	347	.2	2.1	53	238	.2	1.8
<b>WJZZ-FM</b>																				
FA '98	164	553	.4	4.8	161	466	.4	3.7	247	731	.6	4.0	211	540	.5	4.8	135	420	.3	5.2
4-Book	207	659	.5	5.9	151	504	.4	3.4	266	830	.6	4.4	237	609	.6	5.4	148	464	.4	5.2
<b>WMGK-FM</b>																				
FA '98	94	403	.2	2.7	66	314	.2	1.5	192	670	.5	3.1	124	429	.3	2.8	45	244	.1	1.7
4-Book	116	489	.3	3.3	63	290	.2	1.4	196	758	.5	3.2	184	576	.5	4.1	82	350	.2	2.8
<b>WMMR-FM</b>																				
FA '98	86	405	.2	2.5	49	219	.1	1.1	144	584	.4	2.3	73	396	.2	1.7	60	250	.1	2.3
4-Book	95	422	.2	2.7	71	271	.2	1.6	175	708	.5	2.9	138	505	.4	3.1	68	310	.2	2.4
<b>WGL-FM</b>																				
FA '98	209	687	.5	6.1	390	1034	1.0	9.0	393	1254	1.0	6.4	271	753	.7	6.2	187	544	.5	7.2
4-Book	182	659	.5	5.2	326	893	.8	7.3	339	1150	.8	5.6	266	772	.7	6.0	168	540	.4	5.9
<b>WPEN-AM</b>																				
FA '98	111	379	.3	3.2	142	531	.3	3.3	241	768	.6	3.9	169	439	.4	3.8	85	260	.2	3.3
4-Book	74	294	.2	2.1	134	487	.3	3.0	229	747	.6	3.8	157	433	.4	3.5	89	292	.2	3.1
<b>WPHI-FM</b>																				
FA '98	275	862	.7	8.0	66	266	.2	1.5	155	523	.4	2.5	157	557	.4	3.6	141	423	.3	5.4
4-Book	247	831	.6	7.1	75	277	.2	1.7	165	645	.4	2.7	185	574	.5	4.2	140	498	.3	4.9
<b>WPHT-AM</b>																				
FA '98	23	102	.1	.7	127	308	.3	2.9	76	241	.2	1.2	44	113	.1	1.0	48	162	.1	1.8
4-Book	47	170	.1	1.3	82	228	.2	1.8	98	365	.3	1.6	61	216	.2	1.4	35	128	.1	1.2
<b>WPLY-FM</b>																				
FA '98	106	569	.3	3.1	60	304	.1	1.4	117	565	.3	1.9	113	487	.3	2.6	37	293	.1	1.4
4-Book	102	523	.3	2.9	55	314	.2	1.2	137	744	.3	2.3	119	553	.3	2.7	59	395	.2	2.0
<b>WURD-AM</b>																				
FA '98	17	63		.5	14	47		.3	40	104		.7	29	84		.7	8	32		.3
4-Book	12	39		.3	16	47		.4	53	126		.9	37	88		.8	10	27		.3
<b>WUSL-FM</b>																				
FA '98	328	1019	.8	9.6	216	729	.5	5.0	378	1197	.9	6.1	252	795	.6	5.7	132	489	.3	5.1
4-Book	327	980	.8	9.3	240	756	.6	5.4	350	1140	.9	5.8	229	732	.6	5.2	166	567	.4	5.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 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
+WVDB-AM																				
WTEL-AM																				
FA '98					* 18	39	.4		7	27	.1	*								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
FA '98	135	476	.3	3.9	241	734	.6	5.6	453	841	1.1	7.4	85	270	.2	1.9	144	426	.4	5.5
4-Book	160	534	.4	4.5	263	812	.7	5.8	496	994	1.2	8.2	95	279	.2	2.1	133	430	.4	4.6
WVJZ-AM																				
FA '98	12	60	.4		36	107	.1	.8	48	163	.1	.8	14	74	.3		5	21	.2	
4-Book	9	41	.3		40	103	.1	.9	44	142	.1	.7	20	60	.4		14	45	.5	
WXTU-FM																				
FA '98	110	502	.3	3.2	227	756	.6	5.3	337	1100	.8	5.5	257	788	.6	5.8	89	331	.2	3.4
4-Book	128	511	.4	3.7	182	618	.5	4.1	323	1012	.8	5.3	228	738	.6	5.1	95	374	.3	3.3
WXXM-FM																				
FA '98	81	438	.2	2.4	38	241	.1	.9	128	665	.3	2.1	88	454	.2	2.0	54	364	.1	2.1
4-Book	89	475	.2	2.6	51	257	.1	1.1	158	725	.4	2.6	121	532	.3	2.7	72	392	.2	2.5
WYSP-FM																				
FA '98	107	388	.3	3.1	66	211	.2	1.5	399	1331	1.0	6.5	313	1120	.8	7.1	53	250	.1	2.0
4-Book	92	378	.2	2.6	50	194	.1	1.1	207	861	.5	3.4	174	673	.5	3.9	64	297	.1	2.2
WYXR-FM																				
FA '98	118	541	.3	3.5	105	406	.3	2.4	158	732	.4	2.6	123	499	.3	2.8	100	406	.2	3.8
4-Book	105	495	.3	3.0	87	359	.2	1.9	184	725	.5	3.0	139	516	.3	3.1	94	407	.2	3.3
WBYN-FM																				
FA '98	4	11	.1		15	75	.3		6	32	.1		17	38	.4		20	132	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM																				
FA '98	8	20	.2		2	8			18	56	.3		6	42	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '98	16	65	.5		10	77	.2		26	120	.1	.4	10	49	.2		1	17		
4-Book	15	72	.5		11	59	.3		24	98	.1	.4	16	72	.4		9	44		.3
WKXV-FM																				
FA '98	31	124	.1	.9	36	117	.1	.8	43	126	.1	.7	24	74	.1	.5	28	84	.1	1.1
4-Book	20	81	.1	.6	33	112	.1	.7	36	139	.1	.6	30	97	.1	.7	22	82	.1	.8
+WNJO-FM																				
FA '98	13	100	.4		13	62	.3		22	134	.1	.4	20	93	.5		17	78	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
FA '98	58	348	.1	1.7	29	175	.1	.7	91	482	.2	1.5	100	421	.2	2.3	38	269	.1	1.5
4-Book	54	339	.1	1.6	29	171	.1	.7	92	483	.2	1.5	79	328	.2	1.8	43	252	.1	1.5
WRDR-FM																				
FA '98	5	33	.1		8	35	.2		58	143	.1	.9	41	140	.1	.9	12	52	.5	
4-Book	30	94	.1	.8	13	59	.3		49	145	.1	.8	31	115	.1	.7	11	51	.4	
TOTALS																				
FA '98	3419	10498	8.4		4311	12245	10.6		6152	16948	15.1		4396	12212	10.8		2602	7946	6.4	
4-Book	3512	10736	8.6		4497	12802	11.1		6085	16904	14.9		4449	11989	10.9		2892	8841	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 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
<b>KYW -AM</b>																			
FA '98	9	562	.1	.8	37	381	.5	2.7	4	88	.4	3	90	.2	1	35	.1	1	.1
SU '98	13	687	.2	1.0	33	332	.4	2.6	7	122	.1	10	148	.1	7	122	.1	7	.7
SP '98	16	773	.2	1.3	43	510	.5	3.2	9	179	.1	14	237	.2	4	138	.4	4	.4
WI '98	16	761	.2	1.4	49	555	.6	3.5	6	127	.1	14	247	.2	9	88	.1	9	.9
<b>4-Book</b>	<b>14</b>	<b>696</b>	<b>.2</b>	<b>1.1</b>	<b>41</b>	<b>445</b>	<b>.5</b>	<b>3.0</b>	<b>7</b>	<b>129</b>	<b>.1</b>	<b>10</b>	<b>181</b>	<b>.1</b>	<b>5</b>	<b>96</b>	<b>.1</b>	<b>5</b>	<b>.5</b>
FA '97	15	884	.2	1.3	49	521	.6	3.6	7	177	.1	18	230	.2	3	82	.3	3	.3
<b>WBEB-FM</b>																			
FA '98	42	965	.5	3.7	43	393	.5	3.2	61	393	.8	55	402	.7	37	448	.5	37	3.5
SU '98	43	986	.5	3.4	36	343	.4	2.8	76	415	.9	45	442	.6	35	390	.4	35	3.5
SP '98	71	1364	.9	5.9	79	574	1.0	5.8	102	551	1.3	81	706	1.0	49	535	.6	49	4.8
WI '98	50	1125	.6	4.4	54	400	.7	3.9	74	338	.9	60	518	.7	37	441	.5	37	3.6
<b>4-Book</b>	<b>52</b>	<b>1110</b>	<b>.6</b>	<b>4.4</b>	<b>53</b>	<b>428</b>	<b>.7</b>	<b>3.9</b>	<b>78</b>	<b>424</b>	<b>1.0</b>	<b>60</b>	<b>517</b>	<b>.8</b>	<b>40</b>	<b>454</b>	<b>.5</b>	<b>40</b>	<b>3.9</b>
FA '97	53	1114	.7	4.4	53	426	.7	3.9	81	456	1.0	70	563	.9	38	421	.5	38	3.4
<b>WDAS-AM</b>																			
FA '98	5	128	.1	.4	12	59	.1	.9	4	27	.4	4	33	.3					
SU '98	1	40		.1	1	28		.1		5						5			
SP '98	4	168		.3	5	55		.4	3	37	.2	5	65	.1		19			.2
WI '98	7	132	.1	.6	12	50	.1	.9	3	28	.3	3	22	.2	2	12		2	.2
<b>4-Book</b>	<b>4</b>	<b>117</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>48</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>24</b>	<b>.2</b>	<b>3</b>	<b>30</b>	<b>.2</b>	<b>1</b>	<b>9</b>		<b>1</b>	<b>.1</b>
FA '97	7	82	.1	.6	9	26	.1	.7	9	20	.1	7	30	.1	2	17		2	.2
<b>WDAS-FM</b>																			
FA '98	53	871	.7	4.6	55	401	.7	4.1	52	327	.6	58	364	.7	59	436	.7	59	5.6
SU '98	35	687	.4	2.8	36	237	.4	2.8	47	285	.6	41	278	.5	43	287	.5	43	4.3
SP '98	39	782	.5	3.3	54	326	.7	4.0	40	296	.5	33	323	.4	40	351	.5	40	3.9
WI '98	50	768	.6	4.4	64	323	.8	4.6	56	243	.7	58	343	.7	52	416	.6	52	5.1
<b>4-Book</b>	<b>44</b>	<b>777</b>	<b>.6</b>	<b>3.8</b>	<b>52</b>	<b>322</b>	<b>.7</b>	<b>3.9</b>	<b>49</b>	<b>288</b>	<b>.6</b>	<b>48</b>	<b>327</b>	<b>.6</b>	<b>49</b>	<b>373</b>	<b>.6</b>	<b>49</b>	<b>4.7</b>
FA '97	43	777	.5	3.6	36	283	.4	2.7	43	235	.5	44	299	.5	42	369	.5	42	3.7
<b>WHAT-AM</b>																			
FA '98		4				4													
SU '98	1	55		.1		11				11									
SP '98		14				11							6						
WI '98		8																	
<b>4-Book</b>		<b>20</b>				<b>7</b>				<b>3</b>			<b>2</b>						
FA '97	1	42		.1						8			10		1	34		1	.1
<b>WIOQ-FM</b>																			
FA '98	97	2495	1.2	8.4	95	1233	1.2	7.1	70	1015	.9	148	1514	1.8	95	1248	1.2	95	9.1
SU '98	140	2853	1.7	11.2	128	1159	1.6	9.9	198	1670	2.4	198	1688	2.4	100	1238	1.2	100	9.9
SP '98	120	2636	1.5	10.0	103	1163	1.3	7.6	143	1294	1.8	157	1470	1.9	101	1139	1.2	101	9.8
WI '98	96	2645	1.2	8.4	113	1226	1.4	8.1	72	1040	.9	138	1660	1.7	89	1173	1.1	89	8.7
<b>4-Book</b>	<b>113</b>	<b>2657</b>	<b>1.4</b>	<b>9.5</b>	<b>110</b>	<b>1195</b>	<b>1.4</b>	<b>8.2</b>	<b>121</b>	<b>1255</b>	<b>1.5</b>	<b>160</b>	<b>1583</b>	<b>2.0</b>	<b>96</b>	<b>1200</b>	<b>1.2</b>	<b>96</b>	<b>9.4</b>
FA '97	108	2649	1.3	9.1	101	1045	1.2	7.5	87	1062	1.1	150	1561	1.9	113	1225	1.4	113	10.0
<b>WIP -AM</b>																			
FA '98	15	412	.2	1.3	21	189	.3	1.6	18	126	.2	22	165	.3	11	137	.1	11	1.0
SU '98	11	287	.1	.9	19	124	.2	1.5	15	127	.2	18	145	.2	8	106	.1	8	.8
SP '98	20	445	.2	1.7	34	221	.4	2.5	15	134	.2	27	211	.3	20	189	.2	20	1.9
WI '98	17	402	.2	1.5	34	229	.4	2.4	9	118	.1	24	171	.3	10	162	.1	10	1.0
<b>4-Book</b>	<b>16</b>	<b>387</b>	<b>.2</b>	<b>1.4</b>	<b>27</b>	<b>191</b>	<b>.3</b>	<b>2.0</b>	<b>14</b>	<b>126</b>	<b>.2</b>	<b>23</b>	<b>173</b>	<b>.3</b>	<b>12</b>	<b>149</b>	<b>.1</b>	<b>12</b>	<b>1.2</b>
FA '97	26	603	.3	2.2	37	363	.5	2.7	25	187	.3	40	367	.5	13	210	.2	13	1.2
<b>WJZZ-FM</b>																			
FA '98	20	380	.2	1.7	18	132	.2	1.3	29	134	.4	33	164	.4	14	111	.2	14	1.3
SU '98	12	219	.1	1.0	5	61	.1	.4	25	92	.3	12	83	.1	2	46		2	.2
SP '98	14	312	.2	1.2	11	105	.1	.8	15	86	.2	24	131	.3	10	121	.1	10	1.0
WI '98	23	414	.3	2.0	15	117	.2	1.1	43	164	.5	34	194	.4	12	114	.1	12	1.2
<b>4-Book</b>	<b>17</b>	<b>331</b>	<b>.2</b>	<b>1.5</b>	<b>12</b>	<b>104</b>	<b>.2</b>	<b>.9</b>	<b>28</b>	<b>119</b>	<b>.4</b>	<b>26</b>	<b>143</b>	<b>.3</b>	<b>10</b>	<b>98</b>	<b>.1</b>	<b>10</b>	<b>.9</b>
FA '97	10	305	.1	.8	12	119	.1	.9	13	140	.2	11	140	.1	13	103	.2	13	1.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener 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
<b>WMGK-FM</b>																				
FA '98	39	895	.5	3.4	40	398	.5	3.0	66	361	.8	5.8	63	434	.8	4.0	19	290	.2	1.8
SU '98	43	942	.5	3.4	30	279	.4	2.3	75	478	.9	4.5	55	494	.7	3.5	23	340	.3	2.3
SP '98	50	1052	.6	4.2	48	347	.6	3.5	85	508	1.1	6.6	62	545	.8	4.2	24	234	.3	2.3
WI '98	35	858	.4	3.1	31	305	.4	2.2	42	319	.5	3.9	46	463	.6	3.1	28	320	.3	2.7
<b>4-Book</b>	<b>42</b>	<b>937</b>	<b>.5</b>	<b>3.5</b>	<b>37</b>	<b>332</b>	<b>.5</b>	<b>2.8</b>	<b>67</b>	<b>417</b>	<b>.8</b>	<b>5.2</b>	<b>57</b>	<b>484</b>	<b>.7</b>	<b>3.7</b>	<b>24</b>	<b>296</b>	<b>.3</b>	<b>2.3</b>
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
<b>WMMR-FM</b>																				
FA '98	40	948	.5	3.5	31	284	.4	2.3	68	363	.8	6.0	67	586	.8	4.3	24	316	.3	2.3
SU '98	58	1309	.7	4.6	52	366	.6	4.0	110	665	1.4	6.6	77	733	1.0	5.0	34	554	.4	3.4
SP '98	36	1272	.4	3.0	44	521	.5	3.2	39	426	.5	3.0	46	645	.6	3.1	21	395	.3	2.0
WI '98	41	1254	.5	3.6	34	450	.4	2.4	52	468	.6	4.9	52	641	.6	3.5	30	454	.4	2.9
<b>4-Book</b>	<b>44</b>	<b>1196</b>	<b>.5</b>	<b>3.7</b>	<b>40</b>	<b>405</b>	<b>.5</b>	<b>3.0</b>	<b>67</b>	<b>481</b>	<b>.8</b>	<b>5.1</b>	<b>61</b>	<b>651</b>	<b>.8</b>	<b>4.0</b>	<b>27</b>	<b>430</b>	<b>.4</b>	<b>2.7</b>
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
<b>WOGL-FM</b>																				
FA '98	24	702	.3	2.1	20	289	.2	1.5	29	245	.4	2.6	34	316	.4	2.2	17	137	.2	1.6
SU '98	32	753	.4	2.6	24	213	.3	1.9	57	368	.7	3.4	50	371	.6	3.2	13	206	.2	1.3
SP '98	22	652	.3	1.8	19	222	.2	1.4	36	248	.4	2.8	28	273	.3	1.9	9	171	.1	.9
WI '98	19	640	.2	1.7	20	164	.2	1.4	19	201	.2	1.8	24	272	.3	1.6	13	194	.2	1.3
<b>4-Book</b>	<b>24</b>	<b>687</b>	<b>.3</b>	<b>2.1</b>	<b>21</b>	<b>222</b>	<b>.2</b>	<b>1.6</b>	<b>35</b>	<b>266</b>	<b>.4</b>	<b>2.7</b>	<b>34</b>	<b>308</b>	<b>.4</b>	<b>2.2</b>	<b>13</b>	<b>177</b>	<b>.2</b>	<b>1.3</b>
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
<b>WPEN-AM</b>																				
FA '98		37				9														
SU '98		26								9										
SP '98		21												11				11		
WI '98	7	54	.1	.6	10	19	.1	.7	12	40	.1	1.1	12	37	.1	.8		6		
<b>4-Book</b>	<b>2</b>	<b>35</b>	<b>.2</b>		<b>3</b>	<b>7</b>	<b>.2</b>		<b>3</b>	<b>12</b>	<b>.3</b>		<b>3</b>	<b>12</b>	<b>.2</b>			<b>4</b>		
FA '97		22								7							1	15		.1
<b>WPHI-FM</b>																				
FA '98	150	2477	1.9	13.1	139	1213	1.7	10.3	102	1183	1.3	9.0	226	1629	2.8	14.5	172	1366	2.1	16.4
SU '98	153	2642	1.9	12.2	125	1134	1.5	9.7	179	1637	2.2	10.7	213	1754	2.6	13.7	157	1477	1.9	15.6
SP '98	166	2665	2.1	13.9	170	1381	2.1	12.5	146	1383	1.8	11.4	206	1863	2.5	13.8	181	1476	2.2	17.6
WI '98	163	2871	2.0	14.3	159	1338	2.0	11.3	116	1216	1.4	10.8	244	1924	3.0	16.3	177	1566	2.2	17.3
<b>4-Book</b>	<b>158</b>	<b>2664</b>	<b>2.0</b>	<b>13.4</b>	<b>148</b>	<b>1267</b>	<b>1.8</b>	<b>11.0</b>	<b>136</b>	<b>1355</b>	<b>1.7</b>	<b>10.5</b>	<b>222</b>	<b>1793</b>	<b>2.7</b>	<b>14.6</b>	<b>172</b>	<b>1471</b>	<b>2.1</b>	<b>16.7</b>
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
<b>WPHT-AM</b>																				
FA '98	4	57	.3		11	32	.1	.8					1	14	.1		7	11	.1	.7
SU '98	2	64	.2						4	6		.2	2	20	.1		3	43	.3	
SP '98	1	89	.1		1	23	.1			9				8			3	42	.3	
WI '98	1	36	.1		1	5	.1			13				14				9		
<b>4-Book</b>	<b>2</b>	<b>62</b>	<b>.2</b>		<b>3</b>	<b>15</b>	<b>.3</b>		<b>1</b>	<b>7</b>	<b>.1</b>		<b>1</b>	<b>14</b>	<b>.1</b>		<b>3</b>	<b>26</b>	<b>.3</b>	
FA '97	1	42	.1		1	18	.1		1	10	.1						1	7	.1	
<b>WPLY-FM</b>																				
FA '98	68	2119	.8	5.9	75	909	.9	5.6	57	813	.7	5.0	108	1306	1.3	6.9	57	1013	.7	5.4
SU '98	83	2337	1.0	6.6	76	972	.9	5.9	101	1325	1.2	6.0	106	1275	1.3	6.8	73	960	.9	7.3
SP '98	90	2507	1.1	7.5	110	1192	1.4	8.1	89	1129	1.1	6.9	136	1618	1.7	9.1	69	987	.9	6.7
WI '98	88	2488	1.1	7.7	115	1135	1.4	8.2	79	964	1.0	7.4	122	1534	1.5	8.1	81	1195	1.0	7.9
<b>4-Book</b>	<b>82</b>	<b>2363</b>	<b>1.0</b>	<b>6.9</b>	<b>94</b>	<b>1052</b>	<b>1.2</b>	<b>7.0</b>	<b>82</b>	<b>1058</b>	<b>1.0</b>	<b>6.3</b>	<b>118</b>	<b>1433</b>	<b>1.5</b>	<b>7.7</b>	<b>70</b>	<b>1039</b>	<b>.9</b>	<b>6.8</b>
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
<b>WURD-AM</b>																				
FA '98	10	103	.1	.9	8	39	.1	.6	14	71	.2	1.2	19	58	.2	1.2	5	31	.1	.5
SU '98	4	42	.3		9	33	.1	.7	3	27	.2		3	27	.2					
SP '98	3	75	.3		4	17	.3		4	37	.3		4	43	.3		1	26	.1	
WI '98	11	154	.1	1.0	15	94	.2	1.1	10	95	.1	.9	15	111	.2	1.0	5	45	.1	.5
<b>4-Book</b>	<b>7</b>	<b>94</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>46</b>	<b>.1</b>	<b>.7</b>	<b>8</b>	<b>58</b>	<b>.1</b>	<b>.7</b>	<b>10</b>	<b>60</b>	<b>.1</b>	<b>.7</b>	<b>3</b>	<b>26</b>	<b>.1</b>	<b>.3</b>
FA '97	5	113	.1	.4	5	42	.1	.4	4	58	.4		7	89	.1	.5	5	70	.1	.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>WUSL-FM</b>																				
FA '98	181	3122	2.2	15.8	211	1625	2.6	15.7	127	1380	1.6	11.2	236	1892	2.9	15.1	212	1727	2.6	20.2
SU '98	188	2923	2.3	15.0	156	1294	1.9	12.1	205	1704	2.5	12.3	240	1855	3.0	15.5	194	1610	2.4	19.3
SP '98	190	3126	2.3	15.9	198	1620	2.4	14.6	159	1494	2.0	12.4	256	2073	3.2	17.1	183	1596	2.3	17.8
WI '98	152	2843	1.9	13.3	178	1418	2.2	12.7	106	1120	1.3	9.9	194	1782	2.4	12.9	165	1504	2.0	16.1
<b>4-Book</b>	<b>178</b>	<b>3004</b>	<b>2.2</b>	<b>15.0</b>	<b>186</b>	<b>1489</b>	<b>2.3</b>	<b>13.8</b>	<b>149</b>	<b>1425</b>	<b>1.9</b>	<b>11.5</b>	<b>232</b>	<b>1901</b>	<b>2.9</b>	<b>15.2</b>	<b>189</b>	<b>1609</b>	<b>2.3</b>	<b>18.4</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	*	2		10						4		10								
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	3	133		.3	1	30		.1	3	58		.3	2	10		.1	5	47		.5
SU '98	7	130	.1	.6	9	55	.1	.7	6	50	.1	.4	4	39		.3	11	31	.1	1.1
SP '98	1	46		.1	1	20		.1	3	27		.2								
WI '98	9	149	.1	.8	6	64	.1	.4	18	66	.2	1.7	15	53	.2	1.0	3	37		.3
<b>4-Book</b>	<b>5</b>	<b>115</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>42</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>50</b>	<b>.1</b>	<b>.7</b>	<b>5</b>	<b>26</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>29</b>	<b>.1</b>	<b>.5</b>
FA '97	2	96		.2	3	14		.2	1	17		.1	1	25		.1		18		
<b>WVJZ-AM</b>																				
FA '98																				
SU '98		7																	7	
SP '98	1	10		.1	2	10		.1										2	10	.2
WI '98		5							1	5		.1	1	5		.1				
<b>4-Book</b>		<b>6</b>			<b>1</b>	<b>3</b>			<b>1</b>	<b>1</b>			<b>1</b>	<b>1</b>			<b>1</b>	<b>4</b>		<b>.1</b>
FA '97																				
<b>WXTU-FM</b>																				
FA '98	33	470	.4	2.9	34	233	.4	2.5	50	246	.6	4.4	46	282	.6	3.0	15	174	.2	1.4
SU '98	38	442	.5	3.0	44	253	.5	3.4	63	277	.8	3.8	50	311	.6	3.2	21	186	.3	2.1
SP '98	23	345	.3	1.9	30	235	.4	2.2	35	195	.4	2.7	34	231	.4	2.3	9	97	.1	.9
WI '98	27	456	.3	2.4	32	232	.4	2.3	26	246	.3	2.4	31	306	.4	2.1	21	266	.3	2.1
<b>4-Book</b>	<b>30</b>	<b>428</b>	<b>.4</b>	<b>2.6</b>	<b>35</b>	<b>238</b>	<b>.4</b>	<b>2.6</b>	<b>44</b>	<b>241</b>	<b>.5</b>	<b>3.3</b>	<b>40</b>	<b>283</b>	<b>.5</b>	<b>2.7</b>	<b>17</b>	<b>181</b>	<b>.2</b>	<b>1.6</b>
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
<b>WXXM-FM</b>																				
FA '98	62	1781	.8	5.4	74	839	.9	5.5	69	673	.9	6.1	93	1073	1.2	6.0	49	746	.6	4.7
SU '98	65	1818	.8	5.2	45	629	.6	3.5	90	992	1.1	5.4	92	1105	1.1	5.9	46	758	.6	4.6
SP '98	60	1895	.7	5.0	74	837	.9	5.4	67	844	.8	5.2	63	1065	.8	4.2	43	769	.5	4.2
WI '98	70	1863	.9	6.1	79	850	1.0	5.6	72	780	.9	6.7	102	1132	1.3	6.8	54	830	.7	5.3
<b>4-Book</b>	<b>64</b>	<b>1839</b>	<b>.8</b>	<b>5.4</b>	<b>68</b>	<b>789</b>	<b>.9</b>	<b>5.0</b>	<b>75</b>	<b>822</b>	<b>.9</b>	<b>5.9</b>	<b>88</b>	<b>1094</b>	<b>1.1</b>	<b>5.7</b>	<b>48</b>	<b>776</b>	<b>.6</b>	<b>4.7</b>
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
<b>WYSP-FM</b>																				
FA '98	103	1704	1.3	9.0	262	1109	3.2	19.5	121	731	1.5	10.7	96	708	1.2	6.2	47	556	.6	4.5
SU '98	115	1977	1.4	9.2	277	1245	3.4	21.5	130	994	1.6	7.8	101	853	1.2	6.5	61	561	.8	6.1
SP '98	83	1890	1.0	6.9	172	1027	2.1	12.6	121	921	1.5	9.4	84	886	1.0	5.6	34	576	.4	3.3
WI '98	87	1818	1.1	7.6	212	1105	2.6	15.1	101	802	1.2	9.4	85	794	1.1	5.7	40	704	.5	3.9
<b>4-Book</b>	<b>97</b>	<b>1847</b>	<b>1.2</b>	<b>8.2</b>	<b>231</b>	<b>1122</b>	<b>2.8</b>	<b>17.2</b>	<b>118</b>	<b>862</b>	<b>1.5</b>	<b>9.3</b>	<b>92</b>	<b>810</b>	<b>1.1</b>	<b>6.0</b>	<b>46</b>	<b>599</b>	<b>.6</b>	<b>4.5</b>
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
<b>WYXR-FM</b>																				
FA '98	42	1281	.5	3.7	37	415	.5	2.7	30	303	.4	2.7	42	507	.5	2.7	71	658	.9	6.8
SU '98	46	1200	.6	3.7	35	369	.4	2.7	68	470	.8	4.1	45	483	.6	2.9	48	531	.6	4.8
SP '98	58	1500	.7	4.8	38	463	.5	2.8	48	409	.6	3.7	72	598	.9	4.8	95	718	1.2	9.3
WI '98	33	1377	.4	2.9	18	313	.2	1.3	22	335	.3	2.1	32	495	.4	2.1	66	645	.8	6.4
<b>4-Book</b>	<b>45</b>	<b>1340</b>	<b>.6</b>	<b>3.8</b>	<b>32</b>	<b>390</b>	<b>.4</b>	<b>2.4</b>	<b>42</b>	<b>379</b>	<b>.5</b>	<b>3.2</b>	<b>48</b>	<b>521</b>	<b>.6</b>	<b>3.1</b>	<b>70</b>	<b>638</b>	<b>.9</b>	<b>6.8</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBVN-FM</b>																				
FA '98		28																		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97		23				7							1	16	.1					
<b>WCTO-FM</b>																				
FA '98	1	48		.1	2	29		.1	2	29		.2		10			1	29	.1	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WJBR-FM</b>																				
FA '98	3	182		.3	3	61		.2	5	76		.4	3	93		.2	3	57	.3	
SU '98	2	94		.2	2	36		.2	2	18		.1	1	18		.1	3	43	.3	
SP '98	4	171		.3	2	76		.1	5	17		.1	5	86		.1	8	78	.8	
WI '98	3	194		.3	1	44		.1	2	58		.2	3	63		.2	4	86	.4	
4-Book	3	160		.3	2	54		.2	2	42		.2	3	65		.2	5	66	.5	
FA '97	3	161		.3	1	23		.1	1	24		.1	5	84		.1	4	54	.4	
<b>WKXV-FM</b>																				
FA '98	7	154		.6	5	21		.4	7	70		.6	14	66		.2	4	27	.4	
SU '98	5	172		.4	4	54		.3	11	78		.7	8	115		.1	3	61	.3	
SP '98	4	102		.3	1	27		.1	6	20		.1	6	52		.1	5	42	.1	
WI '98	3	101		.3	2	34		.1	3	45		.3	4	43		.3	4	51	.4	
4-Book	5	132		.4	3	34		.2	7	53		.5	8	69		.1	4	45	.4	
FA '97	6	176		.5	5	57		.4	11	71		1.0	17	127		.2	2	54	.2	
<b>+WNJO-FM</b>																				
FA '98	4	119		.3	2	64		.1	4	39		.4	9	35		.1	3	35	.3	
SU '98	2	80		.2	1	8		.1	2	45		.1	1	24		.1	4	16	.4	
SP '98	5	167		.4	3	41		.2	7	70		.5	5	82		.1	4	44	.4	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WPST-FM</b>																				
FA '98	51	1492		4.4	49	614		3.6	48	515		4.2	77	781		1.0	49	642	.6	
SU '98	51	1716		4.1	45	571		3.5	56	774		3.4	64	986		.8	50	725	.6	
SP '98	43	1429		3.6	45	622		3.3	49	561		3.8	53	681		.7	42	620	.5	
WI '98	44	1497		3.8	47	655		3.4	32	475		3.0	63	852		.8	48	678	.6	
4-Book	47	1534		4.0	47	616		3.5	46	581		3.6	64	825		.8	47	666	.6	
FA '97	38	1262		3.2	42	555		3.1	31	412		2.7	42	738		.5	42	698	.5	
<b>WRDR-FM</b>																				
FA '98		16							1	6		.1		10						
SU '98		35							1	9		.1		18						
SP '98		20				4								8				8		
WI '98		25								8			1	10		.1	1	16	.1	
4-Book		24				1			1	6		.1		12				6		
FA '97		21																		
<b>TOTALS</b>																				
FA '98	1148	7726	14.2		1346	6252	16.7		1130	4924	14.0		1558	6379	19.3		1049	5785	13.0	
SU '98	1253	7714	15.5		1289	5781	15.9		1670	6259	20.7		1553	6600	19.2		1006	5770	12.4	
SP '98	1198	7793	14.8		1360	6309	16.8		1286	5393	15.9		1493	6660	18.5		1027	5833	12.7	
WI '98	1143	7804	14.1		1402	6449	17.3		1070	4751	13.2		1500	6718	18.6		1024	5924	12.7	
4-Book	1186	7759	14.7		1349	6198	16.7		1289	5332	16.0		1526	6589	18.9		1027	5828	12.7	
FA '97	1193	7797	14.8		1349	6344	16.7		1140	5011	14.1		1538	6656	19.0		1125	5913	13.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

	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 '98	14	452	.2	1.1	5	210	.1	.6	19	81	.2	3.0	5	40	.1	.4	8	47	.1	.7
4-Book	18	590	.3	1.4	11	251	.1	1.1	26	92	.3	3.9	8	44	.1	.5	9	40	.1	.7
WBEB-FM																				
FA '98	54	733	.7	4.1	25	373	.3	2.8	15	67	.2	2.4	50	163	.6	3.8	40	112	.5	3.4
4-Book	65	837	.8	4.8	37	510	.5	3.8	25	87	.3	3.7	59	192	.7	3.9	44	127	.6	3.6
WDAS-AM																				
FA '98	6	78	.1	.5	5	77	.1	.6	5	8	.1	.8	3	12		.2				
4-Book	4	69	.1	.3	6	76	.1	.7	3	6	.1	.5	2	8		.2			2	
WDAS-FM																				
FA '98	55	645	.7	4.1	47	420	.6	5.3	51	91	.6	8.2	34	92	.4	2.6	43	121	.5	3.7
4-Book	50	551	.6	3.6	32	386	.4	3.5	29	76	.4	4.5	36	101	.5	2.5	26	88	.3	2.1
WHAT-AM																				
FA '98		4																		
4-Book		7				15		.1										8	.1	.3
WIOQ-FM																				
FA '98	102	2156	1.3	7.7	90	1627	1.1	10.2	59	236	.7	9.5	144	732	1.8	10.8	125	543	1.6	10.6
4-Book	130	2284	1.6	9.3	95	1560	1.2	10.1	55	243	.7	8.4	158	663	2.0	10.7	137	546	1.7	11.1
WIP -AM																				
FA '98	20	301	.2	1.5	10	190	.1	1.1	1	10		.2	15	78	.2	1.1	8	30	.1	.7
4-Book	21	288	.3	1.5	10	153	.1	1.0	5	24		.7	10	47	.1	.7	8	34	.1	.7
WJZZ-FM																				
FA '98	27	251	.3	2.0	12	188	.1	1.4	15	43	.2	2.4	19	39	.2	1.4	11	32	.1	.9
4-Book	23	215	.3	1.7	13	182	.2	1.4	10	34	.1	1.5	19	42	.2	1.3	16	49	.2	1.3
WMGK-FM																				
FA '98	57	724	.7	4.3	20	380	.2	2.3	22	66	.3	3.5	32	117	.4	2.4	33	128	.4	2.8
4-Book	55	757	.7	4.0	30	433	.4	3.2	18	69	.2	2.7	58	164	.7	3.8	53	174	.6	4.3
WMMR-FM																				
FA '98	56	783	.7	4.2	21	429	.3	2.4	4	17		.6	42	205	.5	3.2	52	193	.6	4.4
4-Book	57	967	.7	4.1	32	574	.4	3.4	26	88	.3	3.8	62	245	.8	4.2	45	187	.6	3.7
WOGL-FM																				
FA '98	28	542	.3	2.1	20	251	.2	2.3	11	39	.1	1.8	32	103	.4	2.4	31	93	.4	2.6
4-Book	31	501	.4	2.2	20	309	.3	2.1	9	35	.1	1.4	37	110	.5	2.5	30	99	.4	2.4
WPEN-AM																				
FA '98		9				27												8		.2
4-Book	3	21		.2	1	14		.1	3	7		.5	2	7		.2	2	5		.2
WPHI-FM																				
FA '98	151	2226	1.9	11.4	131	1563	1.6	14.8	90	278	1.1	14.4	190	634	2.4	14.3	196	613	2.4	16.7
4-Book	166	2357	2.1	12.1	133	1652	1.7	14.2	88	287	1.1	13.4	217	735	2.7	14.7	189	633	2.3	15.4
WPHT-AM																				
FA '98	4	46		.3	1	11		.1												
4-Book	2	31		.2	1	15		.1										4		.1
WPLY-FM																				
FA '98	78	1800	1.0	5.9	56	1142	.7	6.3	28	161	.3	4.5	102	526	1.3	7.7	82	455	1.0	7.0
4-Book	97	2049	1.2	7.1	64	1341	.8	6.8	38	207	.5	5.7	109	563	1.4	7.4	84	429	1.0	6.8
WURD-AM																				
FA '98	14	84	.2	1.1	8	62	.1	.9	4	22		.6	15	50	.2	1.1	19	30	.2	1.6
4-Book	9	81	.1	.7	6	56	.1	.7	7	21	.1	1.1	13	35	.2	.9	9	16	.1	.7
WUSL-FM																				
FA '98	186	2629	2.3	14.0	149	1940	1.8	16.8	112	353	1.4	17.9	243	878	3.0	18.3	190	604	2.4	16.1
4-Book	186	2611	2.3	13.5	156	1893	1.9	16.6	114	378	1.4	17.3	238	803	2.9	16.2	206	675	2.6	16.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 12-24

	Monday-Friday 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
+WVDB-AM WTEL-AM FA '98 4-Book	* 2 **	10 **	.2 **	.2 **	* **	** **	** **	** **	* **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **	** **
WVDB-FM FA '98 4-Book	2 6	88 85	.2 .1	.2 .5	5 4	47 48	.1 .1	.6 .4	4 4	8 8	.1 .1	.7 .7	4 4	14 14	.1 .1	.2 .2	2 2	3 3		.1 .1
WVJZ-AM FA '98 4-Book	1 1	4 4		.1 .1		4 4			1 1	3 3		.1 .1								
WXTU-FM FA '98 4-Book	44 40	359 364	.5 .5	3.3 2.9	26 23	309 284	.3 .3	2.9 2.4	24 18	82 68	.3 .2	3.8 2.7	22 27	94 110	.3 .3	1.7 1.9	34 31	113 97	.4 .4	2.9 2.5
WXXM-FM FA '98 4-Book	78 77	1486 1560	1.0 1.0	5.9 5.6	42 54	1019 1041	.5 .7	4.7 5.7	20 25	133 123	.2 .3	3.2 3.8	79 91	380 404	1.0 1.1	5.9 6.2	40 71	221 325	.5 .9	3.4 5.7
WYSP-FM FA '98 4-Book	157 145	1444 1614	1.9 1.8	11.8 10.5	46 47	697 781	.6 .6	5.2 5.0	39 37	129 143	.5 .5	6.3 5.7	77 82	277 329	1.0 1.1	5.8 5.6	54 62	202 235	.7 .8	4.6 5.0
WYXR-FM FA '98 4-Book	36 41	818 856	.4 .5	2.7 2.9	34 35	647 662	.4 .4	3.8 3.7	13 20	34 75	.2 .2	2.1 3.0	37 55	153 214	.5 .7	2.8 3.6	34 40	130 153	.4 .5	2.9 3.2
WBYN-FM FA '98 4-Book	** **	** **	** **	** **	** **	28 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WCTO-FM FA '98 4-Book	2 **	29 **		.2 **	1 **	19 **		.1 **	** **	** **	** **	** **	** **	** **	** **	** **	2 **	10 **		.2 **
WJBR-FM FA '98 4-Book	4 3	148 113		.3 .2	2 2	60 68		.2 .2	1 1	2 2		.1 .1	1 1	17 11		.1 .1	1 1	6 8		.1 .1
WKXW-FM FA '98 4-Book	9 6	96 100	.1 .1	.7 .5	6 3	80 49	.1 .1	.7 .3	5 3	27 14	.1 .1	.8 .5	7 4	19 15	.1 .1	.5 .2	3 3	9 9		.2 .2
+WNJD-FM FA '98 4-Book	5 **	82 **	.1 **	.4 **	2 **	62 **	** **	.2 **	5 **	8 **	.1 **	.8 **	6 **	35 **	.1 **	.5 **	** **	7 **	** **	** **
WPST-FM FA '98 4-Book	57 52	1195 1218	.7 .7	4.3 3.8	41 39	871 864	.5 .5	4.6 4.2	27 25	116 120	.3 .3	4.3 3.8	71 60	304 300	.9 .7	5.3 4.1	74 59	246 252	.9 .7	6.3 4.8
WROR-FM FA '98 4-Book		16 18			1 1	10 6		.1 .1									5 2	10 6	.1 .1	.4 .1
TOTALS FA '98 4-Book	1329 1381	7475 7562	16.5 17.1		885 941	6372 6509	11.0 11.7		624 657	1853 1928	7.7 8.1		1330 1472	3657 3896	16.5 18.2		1177 1236	3102 3255	14.6 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

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 '98	1	20	.1	.1	2	25	.5	.5	6	50	.1	.7	1	8	.1	.6	3	21	.5
4-Book	6	15	.1	.6	20	86	.2	4.1	9	57	.1	.9	5	25	.1	.6	8	37	1.0
WBEB-FM																			
FA '98	16	85	.2	1.6	22	80	.3	5.2	21	80	.3	2.3	18	67	.2	2.0	14	90	.2
4-Book	31	129	.4	3.2	23	70	.3	4.8	33	126	.4	3.3	39	116	.5	4.3	35	146	4.6
WDAS-AM																			
FA '98					22	64	.3	5.2	5	38	.1	.6	2	26		.2	2	7	.3
4-Book	2	3		.2	23	52	.3	4.8	14	45	.2	1.4	3	13		.3	1	5	.1
WDAS-FM																			
FA '98	42	105	.5	4.2	36	61	.4	8.6	47	110	.6	5.2	54	141	.7	5.9	67	139	.8
4-Book	24	79	.3	2.5	19	40	.2	4.1	27	82	.4	2.9	30	70	.4	3.3	63	136	8.7
WHAT-AM																			
FA '98					2	6		.4	2	2		.2	1	2		.1	1	2	.1
4-Book	1	2		.1	2	6		.4	2	2		.2	1	2		.1	1	2	.1
WIOQ-FM																			
FA '98	93	503	1.2	9.3	45	201	.6	10.7	116	523	1.4	12.9	97	374	1.2	10.7	36	248	.4
4-Book	99	462	1.2	10.3	39	200	.5	8.4	116	534	1.4	11.9	94	384	1.2	10.3	54	243	7.3
WIP -AM																			
FA '98	5	26	.1	.5	5	9	.1	1.2	12	71	.1	1.3	16	57	.2	1.8	13	60	.2
4-Book	7	28	.1	.7	8	23	.1	1.6	12	41	.1	1.2	13	39	.2	1.5	11	53	1.5
WJZ-FM																			
FA '98	5	19	.1	.5	7	19	.1	1.7	15	47	.2	1.7	17	35	.2	1.9	11	46	.1
4-Book	7	24	.1	.8	6	26	.1	1.3	18	43	.2	1.8	17	39	.2	1.9	13	40	1.8
WMGK-FM																			
FA '98	10	76	.1	1.0	5	28	.1	1.2	16	85	.2	1.8	16	75	.2	1.8	21	102	.3
4-Book	29	113	.4	3.1	6	28	.1	1.2	26	119	.3	2.7	26	102	.4	2.9	20	91	2.8
WMMR-FM																			
FA '98	21	100	.3	2.1	1	10		.2	24	88	.3	2.7	9	43	.1	1.0	14	76	.2
4-Book	27	122	.4	2.8	7	24	.1	1.5	35	143	.4	3.6	28	111	.4	3.1	20	89	2.7
WGL-FM																			
FA '98	13	51	.2	1.3	13	40	.2	3.1	20	63	.2	2.2	29	80	.4	3.2	14	35	.2
4-Book	15	66	.2	1.5	13	41	.2	2.7	17	77	.2	1.8	26	79	.3	2.8	16	51	2.2
WPEN-AM																			
FA '98		10											1	9		.1			
4-Book		3											2	5		.2			
WPHI-FM																			
FA '98	209	648	2.6	21.0	46	184	.6	11.0	89	360	1.1	9.9	102	382	1.3	11.2	107	330	1.3
4-Book	179	604	2.2	18.4	50	181	.6	10.5	102	438	1.3	10.4	123	388	1.6	13.4	103	383	14.2
WPHT-AM																			
FA '98													8	11	.1	.9			
4-Book	1	4		.1					1	4		.1	2	5		.3	2	2	.2
WPLY-FM																			
FA '98	73	382	.9	7.3	35	164	.4	8.3	42	244	.5	4.7	58	259	.7	6.4	22	155	.3
4-Book	64	335	.8	6.6	29	180	.4	6.4	72	414	.9	7.3	66	327	.8	7.3	43	258	5.8
WURD-AM																			
FA '98	4	22		.4	3	11		.7	6	18	.1	.7	11	18	.1	1.2			
4-Book	1	7		.1	3	10		.7	9	27	.1	1.0	8	20	.1	.9	1	5	.2
WUSL-FM																			
FA '98	177	603	2.2	17.8	73	291	.9	17.4	173	630	2.1	19.2	143	530	1.8	15.7	67	328	.8
4-Book	194	616	2.4	20.3	89	287	1.1	18.7	161	578	2.0	16.5	131	467	1.6	14.4	100	383	13.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
+WVDB-AM VTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	2	9		.3	2	8		.5	22	28	.3	2.4	13	18	.2	1.4	2	20		.3
WVJZ-AM FA '98 4-Book	1	4		.1																
WXTU-FM FA '98 4-Book	25	95	.3	2.5	19	88	.2	4.5	25	92	.3	2.8	37	111	.5	4.1	27	85	.3	4.3
WXXM-FM FA '98 4-Book	49	251	.6	4.9	12	94	.1	2.9	57	299	.7	6.3	36	223	.4	4.0	30	203	.4	4.8
WYSP-FM FA '98 4-Book	56	186	.7	5.6	9	35	.1	2.1	65	255	.8	7.2	51	162	.6	5.6	13	71	.2	2.1
WYXR-FM FA '98 4-Book	46	176	.6	4.6	19	67	.2	4.5	28	184	.3	3.1	38	138	.5	4.2	50	199	.6	7.9
WBYN-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	28		.5
WCTO-FM FA '98 4-Book	2	10		.2	**	**	**	**	**	**	**	**	1	10		.1	**	**	**	**
WJBR-FM FA '98 4-Book	6	19	.1	.6	1	11		.2	1	11		.1	2	20		.2	3	16		.4
WKXW-FM FA '98 4-Book	9	19	.1	.9	4	17		1.0	6	20	.1	.7	7	20	.1	.8	4	10		.6
+WNJO-FM FA '98 4-Book	**	**	**	**	4	8		1.0	2	17		.2	1	7		.1	1	10		.2
WPST-FM FA '98 4-Book	42	217	.5	4.2	15	77	.2	3.6	34	201	.4	3.8	45	192	.6	4.9	23	172	.3	3.7
WRDR-FM FA '98 4-Book	1	2		.1																
TOTALS FA '98 4-Book	995	2759	12.3		420	1382	5.2		902	2746	11.2		910	2377	11.3		629	2000	7.8	
	964	2752	11.9		470	1522	5.8		977	2960	12.1		912	2462	11.3		727	2262	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 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	
<b>KYW -AM</b>																				
FA '98	31	1450	.3	1.5	90	872	.8	3.0	26	431	.2	.9	31	559	.3	1.2	11	233	.1	1.0
SU '98	43	1773	.4	2.1	114	977	1.0	4.1	31	465	.3	1.0	52	673	.5	2.0	17	350	.1	1.4
SP '98	41	1755	.4	1.9	109	1099	.9	3.6	30	571	.3	1.0	51	740	.4	1.9	14	360	.1	1.1
WI '98	59	2318	.5	2.8	199	1636	1.7	6.5	38	582	.3	1.3	56	922	.5	2.2	21	311	.2	1.8
<b>4-Book</b>	<b>44</b>	<b>1824</b>	<b>.4</b>	<b>2.1</b>	<b>128</b>	<b>1146</b>	<b>1.1</b>	<b>4.3</b>	<b>31</b>	<b>512</b>	<b>.3</b>	<b>1.1</b>	<b>48</b>	<b>724</b>	<b>.4</b>	<b>1.8</b>	<b>16</b>	<b>314</b>	<b>.1</b>	<b>1.3</b>
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
<b>WBEB-FM</b>																				
FA '98	111	1689	1.0	5.3	131	868	1.2	4.4	209	838	1.8	7.0	145	904	1.3	5.5	46	566	.4	4.0
SU '98	109	1737	.9	5.2	115	877	1.0	4.1	227	945	2.0	7.3	125	897	1.1	4.8	53	577	.5	4.4
SP '98	158	2069	1.4	7.2	181	1059	1.6	6.0	295	1070	2.6	9.4	201	1199	1.7	7.5	70	738	.6	5.5
WI '98	125	1837	1.1	6.0	165	902	1.4	5.4	252	863	2.2	8.8	149	981	1.3	5.8	44	549	.4	3.9
<b>4-Book</b>	<b>126</b>	<b>1833</b>	<b>1.1</b>	<b>5.9</b>	<b>148</b>	<b>927</b>	<b>1.3</b>	<b>5.0</b>	<b>246</b>	<b>929</b>	<b>2.2</b>	<b>8.1</b>	<b>155</b>	<b>995</b>	<b>1.4</b>	<b>5.9</b>	<b>53</b>	<b>608</b>	<b>.5</b>	<b>4.5</b>
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
<b>WDAS-AM</b>																				
FA '98	13	210	.1	.6	27	125	.2	.9	12	59	.1	.4	12	81	.1	.5	3	28		.3
SU '98	11	123	.1	.5	26	89	.2	.9	18	42	.2	.6	4	17		.2		7		
SP '98	8	216	.1	.4	16	74	.1	.5	6	41	.1	.2	5	44		.2				
WI '98	20	290	.2	1.0	26	138	.2	.8	21	100	.2	.7	20	80	.2	.8	12	43	.1	1.1
<b>4-Book</b>	<b>13</b>	<b>210</b>	<b>.1</b>	<b>.6</b>	<b>24</b>	<b>107</b>	<b>.2</b>	<b>.8</b>	<b>14</b>	<b>61</b>	<b>.2</b>	<b>.5</b>	<b>10</b>	<b>56</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>20</b>		<b>.4</b>
FA '97	17	198	.1	.8	27	99	.2	.9	18	73	.2	.6	17	96	.1	.6	10	71	.1	.8
<b>WDAS-FM</b>																				
FA '98	166	1719	1.5	7.9	230	1096	2.0	7.8	202	880	1.8	6.8	180	887	1.6	6.8	140	892	1.2	12.1
SU '98	125	1631	1.1	6.0	184	892	1.6	6.6	158	862	1.4	5.1	137	893	1.2	5.3	102	694	.9	8.5
SP '98	139	1624	1.2	6.4	204	852	1.8	6.8	146	805	1.3	4.6	137	807	1.2	5.1	139	822	1.2	11.0
WI '98	171	1671	1.5	8.2	227	997	2.0	7.4	233	927	2.0	8.1	191	952	1.7	7.5	136	798	1.2	12.0
<b>4-Book</b>	<b>150</b>	<b>1661</b>	<b>1.3</b>	<b>7.1</b>	<b>211</b>	<b>959</b>	<b>1.9</b>	<b>7.2</b>	<b>185</b>	<b>869</b>	<b>1.6</b>	<b>6.2</b>	<b>161</b>	<b>885</b>	<b>1.4</b>	<b>6.2</b>	<b>129</b>	<b>802</b>	<b>1.1</b>	<b>10.9</b>
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
<b>WHAT-AM</b>																				
FA '98	3	49			5	16			3	12			4	21				17		
SU '98	6	143	.1	.3	12	52	.1	.4	7	63	.1	.2	4	31		.2	2	7		.2
SP '98	7	55	.1	.3	13	37	.1	.4	13	31	.1	.4	6	30	.1	.2	1	7		.1
WI '98	6	97	.1	.3	5	54			10	50	.1	.3	3	42		.1	2	18		.2
<b>4-Book</b>	<b>6</b>	<b>86</b>	<b>.1</b>	<b>.3</b>	<b>9</b>	<b>40</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>39</b>	<b>.1</b>	<b>.3</b>	<b>4</b>	<b>31</b>		<b>.2</b>	<b>1</b>	<b>11</b>		<b>.1</b>
FA '97	3	64			5	22			3	18			7	19	.1	.3	1	33		.1
<b>WIOQ-FM</b>																				
FA '98	124	2711	1.1	5.9	144	1238	1.3	4.9	188	1552	1.7	6.3	162	1645	1.4	6.1	70	963	.6	6.1
SU '98	138	2854	1.2	6.6	152	1191	1.3	5.4	228	1635	2.0	7.3	190	1714	1.6	7.3	67	1082	.6	5.6
SP '98	150	2982	1.3	6.9	139	1307	1.2	4.6	241	1614	2.1	7.7	185	1612	1.6	6.9	102	1073	.9	8.1
WI '98	132	2936	1.1	6.3	164	1284	1.4	5.3	173	1465	1.5	6.0	171	1803	1.5	6.7	81	1121	.7	7.1
<b>4-Book</b>	<b>136</b>	<b>2871</b>	<b>1.2</b>	<b>6.4</b>	<b>150</b>	<b>1255</b>	<b>1.3</b>	<b>5.1</b>	<b>208</b>	<b>1567</b>	<b>1.8</b>	<b>6.8</b>	<b>177</b>	<b>1694</b>	<b>1.5</b>	<b>6.8</b>	<b>80</b>	<b>1060</b>	<b>.7</b>	<b>6.7</b>
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
<b>WIP -AM</b>																				
FA '98	62	1143	.5	3.0	74	534	.7	2.5	88	522	.8	3.0	105	750	.9	4.0	28	390	.2	2.4
SU '98	57	1024	.5	2.7	82	577	.7	2.9	93	487	.8	3.0	98	649	.8	3.8	17	307	.1	1.4
SP '98	56	1101	.5	2.6	95	582	.8	3.2	79	492	.7	2.5	89	625	.8	3.3	29	351	.3	2.3
WI '98	71	1260	.6	3.4	126	701	1.1	4.1	90	508	.8	3.1	115	709	1.0	4.5	34	449	.3	3.0
<b>4-Book</b>	<b>62</b>	<b>1132</b>	<b>.5</b>	<b>2.9</b>	<b>94</b>	<b>599</b>	<b>.8</b>	<b>3.2</b>	<b>88</b>	<b>502</b>	<b>.8</b>	<b>2.9</b>	<b>102</b>	<b>683</b>	<b>.9</b>	<b>3.9</b>	<b>27</b>	<b>374</b>	<b>.2</b>	<b>2.3</b>
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
<b>WJZ-FM</b>																				
FA '98	60	901	.5	2.9	64	376	.6	2.2	92	394	.8	3.1	74	399	.7	2.8	44	369	.4	3.8
SU '98	44	804	.4	2.1	33	319	.3	1.2	71	299	.6	2.3	50	376	.4	1.9	33	272	.3	2.8
SP '98	53	880	.5	2.4	50	396	.4	1.7	83	397	.7	2.6	64	434	.6	2.4	41	382	.4	3.2
WI '98	59	1031	.5	2.8	59	417	.5	1.9	101	445	.9	3.5	75	495	.6	2.9	31	304	.3	2.7
<b>4-Book</b>	<b>54</b>	<b>904</b>	<b>.5</b>	<b>2.6</b>	<b>52</b>	<b>377</b>	<b>.5</b>	<b>1.8</b>	<b>87</b>	<b>384</b>	<b>.8</b>	<b>2.9</b>	<b>66</b>	<b>426</b>	<b>.6</b>	<b>2.5</b>	<b>37</b>	<b>332</b>	<b>.4</b>	<b>3.1</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	113	1838	1.0	5.4	128	901	1.1	4.3	215	911	1.9	7.2	169	1128	1.5	6.4	36	430	.3	3.1
SU '98	134	1986	1.2	6.4	109	815	.9	3.9	258	1117	2.2	8.3	177	1272	1.5	6.8	50	576	.4	4.2
SP '98	133	2160	1.2	6.1	148	945	1.3	4.9	252	1164	2.2	8.0	173	1345	1.5	6.5	46	543	.4	3.6
WI '98	112	2218	1.0	5.4	121	959	1.0	3.9	182	990	1.6	6.4	157	1366	1.4	6.2	56	762	.5	4.9
<b>4-Book</b>	<b>123</b>	<b>2051</b>	<b>1.1</b>	<b>5.8</b>	<b>127</b>	<b>905</b>	<b>1.1</b>	<b>4.3</b>	<b>227</b>	<b>1046</b>	<b>2.0</b>	<b>7.5</b>	<b>169</b>	<b>1278</b>	<b>1.5</b>	<b>6.5</b>	<b>47</b>	<b>578</b>	<b>.4</b>	<b>4.0</b>
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
<b>WMMR-FM</b>																				
FA '98	128	2097	1.1	6.1	133	802	1.2	4.5	267	1059	2.4	9.0	187	1358	1.7	7.1	43	561	.4	3.7
SU '98	138	2515	1.2	6.6	150	951	1.3	5.4	249	1275	2.2	8.0	178	1351	1.5	6.9	72	949	.6	6.0
SP '98	109	2390	.9	5.0	139	873	1.2	4.6	160	1123	1.4	5.1	143	1418	1.2	5.3	61	715	.5	4.8
WI '98	97	2271	.8	4.6	118	882	1.0	3.8	159	882	1.4	5.6	112	1257	1.0	4.4	31	636	.3	2.7
<b>4-Book</b>	<b>118</b>	<b>2318</b>	<b>1.0</b>	<b>5.6</b>	<b>135</b>	<b>877</b>	<b>1.2</b>	<b>4.6</b>	<b>209</b>	<b>1085</b>	<b>1.9</b>	<b>6.9</b>	<b>155</b>	<b>1346</b>	<b>1.4</b>	<b>5.9</b>	<b>52</b>	<b>715</b>	<b>.5</b>	<b>4.3</b>
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
<b>WOGL-FM</b>																				
FA '98	48	1134	.4	2.3	52	495	.5	1.8	87	523	.8	2.9	60	464	.5	2.3	21	214	.2	1.8
SU '98	48	1185	.4	2.3	46	406	.4	1.6	83	529	.7	2.7	73	525	.6	2.8	21	264	.2	1.8
SP '98	53	1117	.5	2.4	46	411	.4	1.5	88	486	.8	2.8	71	606	.6	2.7	23	275	.2	1.8
WI '98	35	946	.3	1.7	41	295	.4	1.3	53	387	.5	1.9	44	493	.4	1.7	16	242	.1	1.4
<b>4-Book</b>	<b>46</b>	<b>1096</b>	<b>.4</b>	<b>2.2</b>	<b>46</b>	<b>402</b>	<b>.4</b>	<b>1.6</b>	<b>78</b>	<b>481</b>	<b>.7</b>	<b>2.6</b>	<b>62</b>	<b>522</b>	<b>.5</b>	<b>2.4</b>	<b>20</b>	<b>249</b>	<b>.2</b>	<b>1.7</b>
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
<b>WPEN-AM</b>																				
FA '98		57				9			1	28				9						
SU '98	4	106		.2	2	28		.1	6	48		.2	5	37		.2	4	29		.3
SP '98	2	52		.1		10			3	9		.1	5	19		.2	1	14		.1
WI '98	9	111	.1	.4	12	30	.1	.4	14	58	.1	.5	16	73	.1	.6	4	16	.4	.4
<b>4-Book</b>	<b>4</b>	<b>82</b>		<b>.2</b>	<b>4</b>	<b>19</b>		<b>.1</b>	<b>6</b>	<b>36</b>		<b>.2</b>	<b>7</b>	<b>35</b>		<b>.3</b>	<b>2</b>	<b>15</b>		<b>.2</b>
FA '97	4	116		.2	1	37			10	28	.1	.3	7	32	.1	.3	1	19		.1
<b>WPHI-FM</b>																				
FA '98	126	2126	1.1	6.0	137	973	1.2	4.6	124	1073	1.1	4.2	179	1309	1.6	6.8	121	1017	1.1	10.5
SU '98	117	2019	1.0	5.6	112	933	1.0	4.0	138	1189	1.2	4.4	169	1441	1.5	6.5	119	1095	1.0	9.9
SP '98	130	2024	1.1	5.9	129	903	1.1	4.3	150	1229	1.3	4.8	166	1320	1.4	6.2	133	999	1.2	10.5
WI '98	133	2365	1.2	6.4	131	996	1.1	4.3	137	1271	1.2	4.8	177	1485	1.5	6.9	119	1074	1.0	10.5
<b>4-Book</b>	<b>127</b>	<b>2134</b>	<b>1.1</b>	<b>6.0</b>	<b>127</b>	<b>951</b>	<b>1.1</b>	<b>4.3</b>	<b>137</b>	<b>1191</b>	<b>1.2</b>	<b>4.6</b>	<b>173</b>	<b>1389</b>	<b>1.5</b>	<b>6.6</b>	<b>123</b>	<b>1046</b>	<b>1.1</b>	<b>10.4</b>
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
<b>WPHT-AM</b>																				
FA '98	5	109		.2	17	38	.2	.6		4			2	23		.1	8	30	.1	.7
SU '98	9	344	.1	.4	10	84	.1	.4	7	36	.1	.2	9	81	.1	.3	12	210	.1	1.0
SP '98	6	213	.1	.3	2	18		.1	2	49		.1	4	75		.1	17	150	.1	1.3
WI '98	4	220		.2	6	63	.1	.2	5	82		.2	5	72		.2	3	36		.3
<b>4-Book</b>	<b>6</b>	<b>222</b>		<b>.3</b>	<b>9</b>	<b>51</b>		<b>.3</b>	<b>4</b>	<b>43</b>		<b>.1</b>	<b>5</b>	<b>63</b>		<b>.2</b>	<b>10</b>	<b>107</b>		<b>.8</b>
FA '97	3	129		.1	7	54	.1	.2	4	38		.1	3	36		.1		8		
<b>WPLY-FM</b>																				
FA '98	82	2491	.7	3.9	88	1055	.8	3.0	111	1114	1.0	3.7	130	1621	1.1	4.9	40	877	.4	3.5
SU '98	71	2507	.6	3.4	82	1007	.7	2.9	88	1071	.8	2.8	100	1327	.9	3.9	42	841	.4	3.5
SP '98	99	2727	.9	4.5	124	1274	1.1	4.1	153	1409	1.3	4.9	143	1570	1.2	5.3	49	884	.4	3.9
WI '98	89	2683	.8	4.3	120	1233	1.0	3.9	108	1150	.9	3.8	123	1485	1.1	4.8	51	1068	.4	4.5
<b>4-Book</b>	<b>85</b>	<b>2602</b>	<b>.8</b>	<b>4.0</b>	<b>104</b>	<b>1142</b>	<b>.9</b>	<b>3.5</b>	<b>115</b>	<b>1186</b>	<b>1.0</b>	<b>3.8</b>	<b>124</b>	<b>1501</b>	<b>1.1</b>	<b>4.7</b>	<b>46</b>	<b>918</b>	<b>.4</b>	<b>3.9</b>
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
<b>WURD-AM</b>																				
FA '98	16	153	.1	.8	15	71	.1	.5	22	85	.2	.7	25	102	.2	.9	8	61	.1	.7
SU '98	11	124	.1	.5	13	69	.1	.5	19	85	.2	.6	13	89	.1	.5	1	23		.1
SP '98	15	156	.1	.7	17	98	.1	.6	27	110	.2	.9	18	105	.2	.7	4	46		.3
WI '98	14	233	.1	.7	12	108	.1	.4	25	162	.2	.9	19	145	.2	.7	5	35		.4
<b>4-Book</b>	<b>14</b>	<b>167</b>		<b>.7</b>	<b>14</b>	<b>87</b>		<b>.5</b>	<b>23</b>	<b>111</b>		<b>.8</b>	<b>19</b>	<b>110</b>		<b>.7</b>	<b>5</b>	<b>41</b>		<b>.4</b>
FA '97	25	228	.2	1.1	42	171	.4	1.4	40	208	.3	1.3	22	174	.2	.8	5	86		.4

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

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

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

# Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>WUSL-FM</b>																				
FA '98	211	2966	1.9	10.1	250	1554	2.2	8.5	232	1497	2.0	7.8	267	1741	2.4	10.1	182	1380	1.6	15.8
SU '98	194	2742	1.7	9.3	200	1366	1.7	7.1	222	1490	1.9	7.1	232	1720	2.0	9.0	178	1444	1.5	14.8
SP '98	193	2688	1.7	8.8	235	1503	2.0	7.8	222	1420	1.9	7.1	232	1694	2.0	8.7	143	1062	1.2	11.3
WI '98	156	2554	1.4	7.5	185	1187	1.6	6.0	173	1368	1.5	6.0	190	1508	1.6	7.5	116	1142	1.0	10.2
<b>4-Book</b>	<b>189</b>	<b>2738</b>	<b>1.7</b>	<b>8.9</b>	<b>218</b>	<b>1403</b>	<b>1.9</b>	<b>7.4</b>	<b>212</b>	<b>1444</b>	<b>1.8</b>	<b>7.0</b>	<b>230</b>	<b>1666</b>	<b>2.0</b>	<b>8.8</b>	<b>155</b>	<b>1257</b>	<b>1.3</b>	<b>13.0</b>
FA '97	169	2560	1.5	7.7	176	1310	1.5	5.9	196	1331	1.7	6.2	197	1397	1.7	7.3	156	1256	1.4	12.9
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 2	29		.1	*				4	10		.1	* 2	18		.1				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	22	575	.2	1.1	34	173	.3	1.2	32	232	.3	1.1	17	172	.2	.6	12	121	.1	1.0
SU '98	29	646	.3	1.4	24	171	.2	.9	44	288	.4	1.4	35	250	.3	1.4	25	162	.2	2.1
SP '98	17	356	.1	.8	17	121	.1	.6	29	153	.3	.9	19	142	.2	.7	10	69	.1	.8
WI '98	33	582	.3	1.6	25	106	.2	.8	78	311	.7	2.7	36	205	.3	1.4	14	120	.1	1.2
<b>4-Book</b>	<b>25</b>	<b>540</b>	<b>.2</b>	<b>1.2</b>	<b>25</b>	<b>143</b>	<b>.2</b>	<b>.9</b>	<b>46</b>	<b>246</b>	<b>.4</b>	<b>1.5</b>	<b>27</b>	<b>192</b>	<b>.3</b>	<b>1.0</b>	<b>15</b>	<b>118</b>	<b>.1</b>	<b>1.3</b>
FA '97	17	444	.1	.8	17	172	.1	.6	41	225	.4	1.3	12	126	.1	.4	6	76	.1	.5
<b>WYJZ-AM</b>																				
FA '98		18							8				1	18					8	
SU '98		27							9				1	18					9	
SP '98																				
WI '98		5						1	5				1	5						
<b>4-Book</b>		<b>13</b>							<b>6</b>				<b>1</b>	<b>10</b>					<b>4</b>	
FA '97																				
<b>WXTU-FM</b>																				
FA '98	75	1111	.7	3.6	101	650	.9	3.4	103	633	.9	3.5	112	784	1.0	4.2	26	412	.2	2.3
SU '98	68	1057	.6	3.2	83	559	.7	3.0	109	537	.9	3.5	96	691	.8	3.7	29	414	.3	2.4
SP '98	67	913	.6	3.1	78	526	.7	2.6	122	494	1.1	3.9	94	586	.8	3.5	28	289	.2	2.2
WI '98	66	1063	.6	3.2	79	607	.7	2.6	96	639	.8	3.4	88	722	.8	3.5	33	413	.3	2.9
<b>4-Book</b>	<b>69</b>	<b>1036</b>	<b>.6</b>	<b>3.3</b>	<b>85</b>	<b>586</b>	<b>.8</b>	<b>2.9</b>	<b>108</b>	<b>576</b>	<b>.9</b>	<b>3.6</b>	<b>98</b>	<b>696</b>	<b>.9</b>	<b>3.7</b>	<b>29</b>	<b>382</b>	<b>.3</b>	<b>2.5</b>
FA '97	55	905	.5	2.5	88	510	.8	2.9	72	495	.6	2.3	58	558	.5	2.1	27	388	.2	2.2
<b>WXXM-FM</b>																				
FA '98	86	2085	.8	4.1	93	1027	.8	3.2	142	1096	1.3	4.8	130	1378	1.1	4.9	35	756	.3	3.0
SU '98	111	2441	1.0	5.3	109	1139	.9	3.9	167	1199	1.4	5.4	158	1500	1.4	6.1	69	1009	.6	5.8
SP '98	85	2371	.7	3.9	109	1083	.9	3.6	126	1105	1.1	4.0	109	1406	.9	4.1	35	784	.3	2.8
WI '98	88	2308	.8	4.2	100	977	.9	3.3	104	988	.9	3.6	132	1498	1.1	5.2	50	946	.4	4.4
<b>4-Book</b>	<b>93</b>	<b>2301</b>	<b>.8</b>	<b>4.4</b>	<b>103</b>	<b>1057</b>	<b>.9</b>	<b>3.5</b>	<b>135</b>	<b>1097</b>	<b>1.2</b>	<b>4.5</b>	<b>132</b>	<b>1446</b>	<b>1.1</b>	<b>5.1</b>	<b>47</b>	<b>874</b>	<b>.4</b>	<b>4.0</b>
FA '97	79	1723	.7	3.6	64	681	.6	2.1	110	802	1.0	3.5	116	1070	1.0	4.3	48	730	.4	4.0
<b>WYSP-FM</b>																				
FA '98	239	3480	2.1	11.4	699	2414	6.2	23.7	319	1610	2.8	10.7	177	1338	1.6	6.7	52	749	.5	4.5
SU '98	221	3546	1.9	10.5	682	2538	5.9	24.4	250	1753	2.2	8.0	164	1385	1.4	6.3	73	930	.6	6.1
SP '98	250	3802	2.2	11.4	689	2626	6.0	23.0	355	1968	3.1	11.3	200	1596	1.7	7.5	59	835	.5	4.7
WI '98	218	3594	1.9	10.4	679	2550	5.9	22.1	273	1704	2.4	9.5	160	1409	1.4	6.3	57	873	.5	5.0
<b>4-Book</b>	<b>232</b>	<b>3606</b>	<b>2.0</b>	<b>10.9</b>	<b>687</b>	<b>2532</b>	<b>6.0</b>	<b>23.3</b>	<b>299</b>	<b>1759</b>	<b>2.6</b>	<b>9.9</b>	<b>175</b>	<b>1432</b>	<b>1.5</b>	<b>6.7</b>	<b>60</b>	<b>847</b>	<b>.5</b>	<b>5.1</b>
FA '97	265	4040	2.3	12.2	718	2765	6.2	23.9	356	2107	3.1	11.3	214	1653	1.9	7.9	53	836	.5	4.4
<b>WYXR-FM</b>																				
FA '98	101	2320	.9	4.8	140	1172	1.2	4.7	132	1089	1.2	4.4	118	1244	1.0	4.5	72	873	.6	6.2
SU '98	108	2112	.9	5.2	136	956	1.2	4.9	194	960	1.7	6.2	124	1058	1.1	4.8	46	788	.4	3.8
SP '98	124	2447	1.1	5.7	124	1020	1.1	4.1	160	978	1.4	5.1	172	1293	1.5	6.4	100	1029	.9	7.9
WI '98	97	2360	.8	4.6	96	914	.8	3.1	143	1018	1.2	5.0	123	1151	1.1	4.8	58	820	.5	5.1
<b>4-Book</b>	<b>108</b>	<b>2310</b>	<b>.9</b>	<b>5.1</b>	<b>124</b>	<b>1016</b>	<b>1.1</b>	<b>4.2</b>	<b>157</b>	<b>1011</b>	<b>1.4</b>	<b>5.2</b>	<b>134</b>	<b>1187</b>	<b>1.2</b>	<b>5.1</b>	<b>69</b>	<b>878</b>	<b>.6</b>	<b>5.8</b>
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	5.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-34

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
<b>WBYN-FM</b>																				
FA '98		45				9							1	17						
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	1	43			4	35		.1		8			1	16			1	17		.1
<b>WCTO-FM</b>																				
FA '98	3	93		.1	4	56		.1	5	47		.2	5	55		.2	1	19		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	7	318	.1	.3	8	118	.1	.3	11	134	.1	.4	15	172	.1	.6	4	73		.3
SU '98	10	202	.1	.5	12	90	.1	.4	22	70	.2	.7	16	97	.1	.6	4	90		.7
SP '98	10	244	.1	.5	8	78	.1	.3	17	43	.1	.5	15	124	.1	.6	9	98	.1	.3
WI '98	6	299	.1	.3	8	82	.1	.3	6	94	.1	.2	7	106	.1	.3	6	141	.1	.5
<b>4-Book</b>	8	266	.1	.4	9	92	.1	.3	14	85	.1	.5	13	125	.1	.5	6	101	.1	.5
FA '97	6	247	.1	.3	7	87	.1	.2	2	69		.1	6	73	.1	.2	6	52	.1	.5
<b>WKXV-FM</b>																				
FA '98	33	474	.3	1.6	26	98	.2	.9	62	251	.5	2.1	60	258	.5	2.3	20	148	.2	1.7
SU '98	14	472	.1	.7	11	198	.1	.4	31	200	.3	1.0	21	265	.2	.8	5	89		.4
SP '98	14	293	.1	.6	20	128	.2	.7	30	144	.3	1.0	21	162	.2	.8	1	27		.1
WI '98	18	436	.2	.9	20	200	.2	.7	25	224	.2	.9	36	285	.3	1.4	10	101	.1	.9
<b>4-Book</b>	20	419	.2	1.0	19	156	.2	.7	37	205	.3	1.3	35	243	.3	1.3	9	91	.1	.8
FA '97	18	409	.2	.8	16	99	.1	.5	24	148	.2	.8	43	281	.4	1.6	9	122	.1	.7
<b>+WNJO-FM</b>																				
FA '98	6	133	.1	.3	4	66		.1	11	68	.1	.4	11	47	.1	.4	3	28		.3
SU '98	13	214	.1	.6	22	77	.2	.8	25	77	.2	.8	13	87	.1	.5	4	30		.3
SP '98	6	210	.1	.3	5	71		.2	12	106	.1	.4	5	54		.2	2	27		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	51	1526	.5	2.4	61	548	.5	2.1	73	654	.6	2.4	74	822	.7	2.8	21	371	.2	1.8
SU '98	56	1660	.5	2.7	63	618	.5	2.3	82	772	.7	2.6	83	1023	.7	3.2	32	511	.3	2.7
SP '98	48	1470	.4	2.2	54	652	.5	1.8	70	753	.6	2.2	76	805	.7	2.8	28	513	.2	2.2
WI '98	47	1534	.4	2.3	58	707	.5	1.9	70	575	.6	2.4	57	770	.5	2.2	30	587	.3	2.6
<b>4-Book</b>	51	1548	.5	2.4	59	631	.5	2.0	74	689	.6	2.4	73	855	.7	2.8	28	496	.3	2.3
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
<b>WRDR-FM</b>																				
FA '98	2	63		.1		9			5	18		.2	1	19			1	26		.1
SU '98	1	55								9			1	37			2	9		.2
SP '98	1	57			2	25		.1	1	8			1	30						
WI '98	1	38			1	7				8			1	7			1	8		.1
<b>4-Book</b>	1	53			1	10			2	11		.1	1	23			1	11		.1
FA '97	1	36							2	17		.1	2	18						
<b>TOTALS</b>																				
FA '98	2093	10923	18.5		2952	9544	26.1		2981	8446	26.3		2648	9436	23.4		1155	6928	10.2	
SU '98	2096	11186	18.2		2799	9440	24.3		3114	9012	27.0		2587	9759	22.4		1199	7457	10.4	
SP '98	2185	11148	18.9		3001	9810	26.0		3141	8977	27.2		2675	9725	23.2		1265	7460	11.0	
WI '98	2088	11282	18.1		3070	9889	26.6		2864	8711	24.8		2549	9822	22.1		1138	7328	9.9	
<b>4-Book</b>	2116	11135	18.4		2956	9671	25.8		3025	8787	26.3		2615	9686	22.8		1189	7293	10.4	
FA '97	2181	11356	18.9		3001	9942	26.0		3156	9074	27.4		2700	9946	23.4		1207	7449	10.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		<b>Persons 18-34</b>																					
		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 '98		47	1206	.4	1.6	15	586	.1	1.1	29	223	.3	2.7	20	94	.2	.9	18	124	.2	1.0		
4-Book		66	1611	.6	2.3	22	641	.2	1.6	50	248	.4	4.5	23	129	.2	1.0	14	76	.2	.8		
WBEB-FM																							
FA '98		165	1424	1.5	5.7	59	667	.5	4.4	49	201	.4	4.5	133	350	1.2	5.9	85	221	.8	4.8		
4-Book		188	1523	1.7	6.5	64	774	.6	4.6	60	217	.5	5.3	122	344	1.1	5.2	72	221	.7	4.1		
WDAS-AM																							
FA '98		16	168	.1	.6	14	141	.1	1.1					9	27	.1	.4	1	7		.1		
4-Book		16	132	.1	.6	15	157	.1	1.1	7	17	.1	.6	8	21	.1	.3	3	8		.2		
WDAS-FM																							
FA '98		204	1461	1.8	7.1	115	929	1.0	8.7	103	222	.9	9.6	139	368	1.2	6.2	150	379	1.3	8.4		
4-Book		186	1407	1.6	6.5	100	930	.9	7.3	82	220	.7	7.4	145	362	1.3	6.2	103	286	.9	5.9		
WHAT-AM																							
FA '98		4	33		.1	3	23		.2	3	8		.3										
4-Book		7	55	.1	.3	6	51	.1	.4	7	14	.1	.7	5	13		.2	6	16	.1	.3		
WIOQ-FM																							
FA '98		167	2372	1.5	5.8	84	1513	.7	6.3	90	323	.8	8.3	134	619	1.2	6.0	143	517	1.3	8.0		
4-Book		180	2456	1.6	6.3	95	1585	.8	6.9	67	285	.6	6.0	167	659	1.5	7.2	138	517	1.2	7.8		
WIP -AM																							
FA '98		89	958	.8	3.1	37	540	.3	2.8	47	171	.4	4.4	69	219	.6	3.1	31	143	.3	1.7		
4-Book		94	975	.8	3.3	28	458	.3	2.0	34	134	.3	3.1	47	168	.4	2.1	31	117	.3	1.8		
WJZZ-FM																							
FA '98		78	663	.7	2.7	39	401	.3	2.9	22	45	.2	2.0	58	142	.5	2.6	70	117	.6	3.9		
4-Book		70	654	.6	2.4	38	458	.3	2.8	28	84	.2	2.5	51	139	.5	2.2	56	133	.5	3.2		
WMGK-FM																							
FA '98		174	1604	1.5	6.1	57	802	.5	4.3	69	202	.6	6.4	131	372	1.2	5.8	92	282	.8	5.2		
4-Book		178	1727	1.6	6.2	76	997	.7	5.5	72	222	.6	6.5	163	483	1.4	6.9	125	387	1.1	7.2		
WMMR-FM																							
FA '98		201	1768	1.8	7.0	56	938	.5	4.2	26	134	.2	2.4	132	434	1.2	5.9	113	314	1.0	6.4		
4-Book		170	1907	1.5	5.9	71	1136	.6	5.2	59	222	.5	5.2	139	497	1.2	5.9	91	355	.8	5.2		
WOGL-FM																							
FA '98		68	896	.6	2.4	31	424	.3	2.3	29	86	.3	2.7	59	163	.5	2.6	32	98	.3	1.8		
4-Book		63	843	.6	2.2	33	492	.3	2.4	23	93	.2	2.1	54	167	.5	2.3	45	155	.4	2.6		
WPEN-AM																							
FA '98		1	38			1	38		.1									1	9		.1		
4-Book		6	61		.2	2	35		.2	3	5		.3	3	8		.1	2	8		.1		
WPHI-FM																							
FA '98		145	1825	1.3	5.1	95	1273	.8	7.1	56	181	.5	5.2	139	449	1.2	6.2	150	459	1.3	8.4		
4-Book		146	1876	1.3	5.1	95	1220	.8	6.9	56	190	.5	4.9	151	525	1.3	6.4	155	484	1.3	8.8		
WPHT-AM																							
FA '98		6	52	.1	.2	2	57		.2														
4-Book		6	112	.1	.2	4	84		.3	1	2		.1	2	6		.1	3	11		.2		
WPLY-FM																							
FA '98		110	2170	1.0	3.8	62	1156	.5	4.7	39	235	.3	3.6	132	539	1.2	5.9	77	434	.7	4.3		
4-Book		114	2222	1.0	4.0	61	1321	.5	4.4	39	207	.3	3.5	120	579	1.1	5.1	82	428	.7	4.6		
WURD-AM																							
FA '98		21	128	.2	.7	12	103	.1	.9	4	22		.4	22	77	.2	1.0	22	42	.2	1.2		
4-Book		19	152	.2	.7	11	96	.1	.8	10	30	.1	.9	29	72	.3	1.2	12	31	.1	.7		
WUSL-FM																							
FA '98		248	2547	2.2	8.6	164	1850	1.4	12.3	112	347	1.0	10.4	256	765	2.3	11.4	218	595	1.9	12.3		
4-Book		219	2354	1.9	7.6	156	1728	1.4	11.3	114	358	1.0	10.2	243	712	2.1	10.4	195	576	1.7	11.1		

\*\* 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

	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
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98	* 3	29		.1	*	**	**	**	*	**	**	**	**	**	**	*	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WVDB-FM</b>																				
FA '98	28	411	.2	1.0	18	228	.2	1.4	21	53	.2	1.9	6	37	.1	.3	3	17	.2	
4-Book	34	378	.3	1.2	18	234	.2	1.3	18	48	.2	1.6	11	38	.1	.5	7	16	.1	
<b>WVJZ-AM</b>																				
FA '98		18			1	10		.1					4	10		.2	1	10	.1	
4-Book		13				4							1	3		.1		3		
<b>WXTU-FM</b>																				
FA '98	105	951	.9	3.7	55	741	.5	4.1	49	249	.4	4.5	70	266	.6	3.1	74	303	.7	
4-Book	98	890	.9	3.4	46	611	.4	3.3	36	168	.3	3.2	82	291	.7	3.5	57	224	.5	
<b>WXXM-FM</b>																				
FA '98	123	1834	1.1	4.3	53	1100	.5	4.0	34	215	.3	3.2	118	473	1.0	5.3	63	344	.6	
4-Book	124	1988	1.1	4.3	68	1251	.6	4.9	36	168	.3	3.3	126	547	1.1	5.4	93	436	.8	
<b>WYSP-FM</b>																				
FA '98	392	3044	3.5	13.7	91	1330	.8	6.8	77	223	.7	7.1	178	547	1.6	7.9	107	366	.9	
4-Book	381	3252	3.3	13.2	82	1338	.7	6.0	75	256	.7	6.6	164	607	1.5	7.0	114	405	1.0	
<b>WYXR-FM</b>																				
FA '98	130	1895	1.1	4.5	68	1216	.6	5.1	71	245	.6	6.6	113	493	1.0	5.0	75	297	.7	
4-Book	140	1773	1.2	4.8	75	1225	.7	5.4	62	246	.6	5.6	143	549	1.3	6.1	101	342	.9	
<b>WBYN-FM</b>																				
FA '98		17				28														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WCTO-FM</b>																				
FA '98	4	64		.1	1	38		.1	1	9		.1	2	9		.1	2	10	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WJBR-FM</b>																				
FA '98	11	248	.1	.4	2	122		.2				.2	2	20		.1	3	18	.2	
4-Book	12	184	.1	.4	3	111		.3	2	9		.2	4	26		.2	3	21	.2	
<b>WKXW-FM</b>																				
FA '98	50	380	.4	1.7	11	187	.1	.8	10	46	.1	.9	10	45	.1	.4	5	15	.3	
4-Book	31	366	.3	1.1	7	121	.1	.5	6	26	.1	.5	5	27	.1	.2	6	24	.3	
<b>+WNJO-FM</b>																				
FA '98	9	115	.1	.3	3	47		.2	2	9		.2	9	9	.1	.4	8	18	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WPST-FM</b>																				
FA '98	70	1231	.6	2.4	38	756	.3	2.9	36	167	.3	3.3	74	270	.7	3.3	69	248	.6	
4-Book	69	1268	.6	2.4	33	744	.3	2.4	24	128	.2	2.2	65	284	.6	2.8	53	241	.5	
<b>WRDR-FM</b>																				
FA '98	2	37		.1	4	28		.3	2	9		.2	15	19	.1	.7	10	19	.1	
4-Book	1	35			2	17		.1	1	2		.1	5	9		.2	3	7	.2	
<b>TOTALS</b>																				
FA '98	2870	10770	25.3		1329	8975	11.7		1078	3280	9.5		2240	5260	19.8		1779	4461	15.7	
4-Book	2878	10975	25.0		1375	9144	12.0		1117	3207	9.7		2336	5699	20.4		1758	4475	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 - 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	
KYW -AM																				
FA '98	6	57	.1	.5	28	130	.2	3.6	17	145	.2	1.1	3	27	.3	5	39	.7		
4-Book	9	48	.1	.8	46	201	.4	5.7	17	126	.2	1.1	13	60	.1	1.0	13	90	.1	1.4
WBEB-FM																				
FA '98	35	152	.3	3.0	36	139	.3	4.6	67	217	.6	4.3	46	142	.4	3.9	17	87	.2	2.3
4-Book	47	176	.4	4.1	42	130	.4	5.0	59	219	.5	3.8	58	168	.5	4.6	50	183	.5	5.6
WDAS-AM																				
FA '98					55	117	.5	7.0	35	118	.3	2.3	12	39	.1	1.0	3	18	.4	
4-Book	4	9		.4	52	107	.5	6.3	32	100	.3	2.1	13	30	.1	1.0	3	15	.3	
WDAS-FM																				
FA '98	105	214	.9	8.9	83	152	.7	10.6	102	263	.9	6.6	94	240	.8	8.0	139	288	1.2	19.1
4-Book	76	217	.7	6.7	62	153	.6	7.7	81	247	.7	5.2	82	180	.7	6.6	157	314	1.4	18.0
WHAT-AM																				
FA '98					6	8	.1	.8	2	8		.1	4	8		.3	8	8	.1	1.1
4-Book	3	8		.3	11	19	.1	1.4	5	12		.3	6	13		.5	3	7		.4
WIOQ-FM																				
FA '98	82	371	.7	7.0	47	190	.4	6.0	85	452	.8	5.5	68	289	.6	5.8	27	130	.2	3.7
4-Book	96	426	.9	8.5	39	167	.3	4.8	103	464	.9	6.6	86	342	.8	6.8	56	220	.5	6.2
WIP -AM																				
FA '98	14	80	.1	1.2	11	64	.1	1.4	64	233	.6	4.1	38	157	.3	3.2	18	82	.2	2.5
4-Book	8	46	.1	.7	21	79	.2	2.5	34	137	.3	2.1	33	109	.3	2.6	17	68	.2	1.9
WJJZ-FM																				
FA '98	38	138	.3	3.2	19	43	.2	2.4	39	96	.3	2.5	38	82	.3	3.2	28	143	.2	3.9
4-Book	34	103	.3	3.0	24	69	.2	2.9	44	135	.4	2.8	37	87	.3	2.9	31	110	.3	3.5
WMGK-FM																				
FA '98	42	141	.4	3.6	21	107	.2	2.7	50	207	.4	3.2	31	147	.3	2.6	15	97	.1	2.1
4-Book	45	178	.4	3.9	21	99	.2	2.6	67	272	.6	4.3	72	230	.6	5.7	39	170	.3	4.3
WMMR-FM																				
FA '98	34	188	.3	2.9	14	73	.1	1.8	68	262	.6	4.4	32	169	.3	2.7	20	111	.2	2.8
4-Book	48	209	.4	4.2	25	104	.2	3.0	88	342	.8	5.6	77	268	.7	6.0	35	152	.3	4.0
WGL-FM																				
FA '98	27	82	.2	2.3	38	129	.3	4.9	21	124	.2	1.4	24	83	.2	2.0	21	64	.2	2.9
4-Book	28	100	.3	2.4	28	100	.2	3.5	27	121	.3	1.7	35	101	.3	2.8	23	68	.2	2.7
WPEN-AM																				
FA '98		10							2	9		.1	1	9		.1				
4-Book		3			2	9		.3	4	12		.2	2	5		.2	2	2		.2
WPHI-FM																				
FA '98	154	449	1.4	13.1	36	144	.3	4.6	85	283	.8	5.5	69	310	.6	5.9	57	192	.5	7.8
4-Book	134	414	1.2	11.7	31	120	.3	3.8	80	310	.7	5.2	83	280	.7	6.6	62	236	.5	7.1
WPHT-AM																				
FA '98	4	19		.3	3	18		.4					8	11		.7	4	9		.6
4-Book	6	20		.5	6	16		.7	5	31		.3	5	22		.4	4	12		.5
WPLY-FM																				
FA '98	56	282	.5	4.8	36	142	.3	4.6	63	262	.6	4.1	62	262	.5	5.3	21	164	.2	2.9
4-Book	55	275	.5	4.8	24	137	.2	3.0	72	376	.6	4.6	56	275	.5	4.5	29	223	.3	3.4
WURD-AM																				
FA '98	9	39	.1	.8	3	11		.4	13	41		.8	20	51		1.7	1	7		.1
4-Book	3	12		.2	4	16		.5	17	45		1.1	12	28		1.0	2	7		.2
WUSL-FM																				
FA '98	196	595	1.7	16.7	106	388	.9	13.6	193	589	1.7	12.5	134	401	1.2	11.4	83	268	.7	11.4
4-Book	185	539	1.6	16.3	117	355	1.0	14.3	182	588	1.6	11.7	113	372	1.0	9.0	82	255	.7	9.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98					*								*							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	3	17		.3	15	52	.1	1.9	73	119	.6	4.7	15	28	.1	1.3	3	18	.4	
4-Book	13	36	.1	1.2	15	54	.1	1.8	62	122	.5	3.9	10	25	.1	.8	5	23	.6	
<b>WVJZ-AM</b>																				
FA '98																				
4-Book	1	1		.1																
<b>WXTU-FM</b>																				
FA '98	36	176	.3	3.1	38	191	.3	4.9	71	247	.6	4.6	77	213	.7	6.6	26	86	.2	
4-Book	27	120	.2	2.3	28	120	.2	3.5	57	200	.5	3.6	51	161	.5	4.1	27	110	.2	
<b>WXXM-FM</b>																				
FA '98	45	231	.4	3.8	28	141	.2	3.6	68	332	.6	4.4	36	184	.3	3.1	24	136	.2	
4-Book	53	262	.5	4.7	28	132	.2	3.4	86	366	.8	5.5	64	287	.6	5.1	44	221	.4	
<b>WYSP-FM</b>																				
FA '98	60	220	.5	5.1	32	110	.3	4.1	146	502	1.3	9.4	98	357	.9	8.4	22	125	.2	
4-Book	54	227	.5	4.7	25	99	.2	3.1	104	452	.9	6.7	82	315	.7	6.5	35	175	.3	
<b>WYXR-FM</b>																				
FA '98	54	279	.5	4.6	42	165	.4	5.4	77	366	.7	5.0	63	261	.6	5.4	48	206	.4	
4-Book	51	263	.5	4.5	37	159	.3	4.5	94	359	.8	6.0	68	253	.6	5.4	42	199	.4	
<b>WBYN-FM</b>																				
FA '98																	3	28		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	2	10		.2									1	19		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	5	34		.4	2	21		.3	5	37		.3	2	29		.2			9	
4-Book	6	31	.1	.5	4	18		.5	4	22		.3	2	18		.2			16	
<b>WKXV-FM</b>																				
FA '98	18	46	.2	1.5	7	30	.1	.9	10	38	.1	.6	10	35	.1	.9	15	36	.1	
4-Book	9	35	.1	.8	9	21	.1	1.0	8	39	.1	.5	8	23	.1	.6	7	25	.1	
<b>+WNJO-FM</b>																				
FA '98	1	9		.1						9							3	19		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	21	122	.2	1.8	13	93	.1	1.7	41	230	.4	2.7	46	160	.4	3.9	10	91	.1	
4-Book	23	146	.2	2.0	11	67	.1	1.3	39	217	.4	2.5	35	149	.3	2.8	16	102	.2	
<b>WRDR-FM</b>																				
FA '98									5	9		.3					1	2		.1
4-Book		2							2	7		.1								
<b>TOTALS</b>																				
FA '98	1174	3414	10.4		782	2345	6.9		1545	4292	13.6		1173	3298	10.4		727	2120	6.4	
4-Book	1140	3347	10.0		819	2430	7.1		1560	4415	13.6		1263	3374	11.0		871	2638	7.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		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	
<b>KYW -AM</b>																						
FA '98		134	4783	.6	3.2	377	3238	1.7	6.2	90	1464	.4	1.5	164	2228	.7	3.2	47	1002	.2	2.3	
SU '98		156	5189	.7	3.7	393	3287	1.7	6.6	118	1591	.5	1.9	189	2309	.8	3.8	66	1037	.3	3.1	
SP '98		170	5466	.7	4.0	479	3803	2.1	7.7	127	1739	.6	2.0	208	2572	.9	4.1	54	1151	.2	2.6	
WI '98		200	5800	.9	4.8	596	4173	2.6	9.2	145	1681	.6	2.5	200	2542	.9	3.9	70	1068	.3	3.5	
<b>4-Book</b>		<b>165</b>	<b>5310</b>	<b>.7</b>	<b>3.9</b>	<b>461</b>	<b>3625</b>	<b>2.0</b>	<b>7.4</b>	<b>120</b>	<b>1619</b>	<b>.5</b>	<b>2.0</b>	<b>190</b>	<b>2413</b>	<b>.8</b>	<b>3.8</b>	<b>59</b>	<b>1065</b>	<b>.3</b>	<b>2.9</b>	
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	
<b>WBEB-FM</b>																						
FA '98		269	3847	1.2	6.5	350	2183	1.5	5.7	499	2002	2.2	8.4	320	2167	1.4	6.2	110	1223	.5	5.4	
SU '98		270	3788	1.2	6.5	333	2129	1.4	5.6	552	2129	2.4	9.1	328	2131	1.4	6.5	107	1232	.5	5.0	
SP '98		329	4427	1.4	7.7	416	2376	1.8	6.7	630	2250	2.7	10.1	418	2749	1.8	8.2	124	1411	.5	5.9	
WI '98		257	4087	1.1	6.1	374	2176	1.6	5.8	496	1992	2.2	8.6	302	2180	1.3	6.0	85	1069	.4	4.2	
<b>4-Book</b>		<b>281</b>	<b>4037</b>	<b>1.2</b>	<b>6.7</b>	<b>368</b>	<b>2216</b>	<b>1.6</b>	<b>6.0</b>	<b>544</b>	<b>2093</b>	<b>2.4</b>	<b>9.1</b>	<b>342</b>	<b>2307</b>	<b>1.5</b>	<b>6.7</b>	<b>107</b>	<b>1234</b>	<b>.5</b>	<b>5.1</b>	
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	
<b>WDAS-AM</b>																						
FA '98		27	441	.1	.6	48	233	.2	.8	19	129	.1	.3	25	165	.1	.5	5	49	.2		
SU '98		22	355	.1	.5	47	224	.2	.8	24	140	.1	.4	13	65	.1	.3	5	78	.2		
SP '98		37	590	.2	.9	67	260	.3	1.1	40	133	.2	.6	25	155	.1	.5	3	46	.1		
WI '98		43	602	.2	1.0	68	286	.3	1.0	33	171	.1	.6	46	192	.2	.9	23	136	.1	1.1	
<b>4-Book</b>		<b>32</b>	<b>497</b>	<b>.2</b>	<b>.8</b>	<b>58</b>	<b>251</b>	<b>.3</b>	<b>.9</b>	<b>29</b>	<b>143</b>	<b>.1</b>	<b>.5</b>	<b>27</b>	<b>144</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>77</b>	<b>.1</b>	<b>.4</b>	
FA '97		37	499	.2	.9	56	231	.2	.9	34	149	.1	.5	36	184	.2	.7	20	145	.1	1.0	
<b>WDAS-FM</b>																						
FA '98		326	3230	1.4	7.8	444	2058	2.0	7.3	384	1675	1.7	6.5	362	1806	1.6	7.0	251	1598	1.1	12.3	
SU '98		340	3301	1.5	8.1	465	1927	2.0	7.8	427	1835	1.9	7.0	361	1881	1.6	7.2	269	1525	1.2	12.6	
SP '98		323	3302	1.4	7.6	464	1902	2.0	7.5	362	1689	1.6	5.8	333	1851	1.4	6.5	265	1636	1.2	12.7	
WI '98		342	3198	1.5	8.2	472	1980	2.1	7.3	429	1678	1.9	7.4	382	1959	1.7	7.5	275	1523	1.2	13.6	
<b>4-Book</b>		<b>333</b>	<b>3258</b>	<b>1.5</b>	<b>7.9</b>	<b>461</b>	<b>1967</b>	<b>2.0</b>	<b>7.5</b>	<b>401</b>	<b>1719</b>	<b>1.8</b>	<b>6.7</b>	<b>360</b>	<b>1874</b>	<b>1.6</b>	<b>7.1</b>	<b>265</b>	<b>1571</b>	<b>1.2</b>	<b>12.8</b>	
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	
<b>WHAT-AM</b>																						
FA '98		14	206	.1	.3	25	119	.1	.4	10	60	.2	.6	19	70	.1	.4	7	23	.3		
SU '98		24	360	.1	.6	37	154	.2	.6	43	189	.2	.7	15	92	.1	.3	5	69	.2		
SP '98		24	277	.1	.6	31	138	.1	.5	36	128	.2	.6	22	99	.1	.4	11	59	.5		
WI '98		25	344	.1	.6	28	177	.1	.4	44	156	.2	.8	26	145	.1	.5	6	56	.3		
<b>4-Book</b>		<b>22</b>	<b>297</b>	<b>.1</b>	<b>.5</b>	<b>30</b>	<b>147</b>	<b>.1</b>	<b>.5</b>	<b>33</b>	<b>133</b>	<b>.2</b>	<b>.6</b>	<b>21</b>	<b>102</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>52</b>	<b>.3</b>		
FA '97		28	356	.1	.7	30	160	.1	.5	45	165	.2	.7	35	129	.2	.7	8	98	.4		
<b>W100-FM</b>																						
FA '98		204	4208	.9	4.9	260	1897	1.1	4.2	331	2263	1.5	5.6	264	2415	1.2	5.1	93	1329	.4	4.6	
SU '98		203	4309	.9	4.9	228	1734	1.0	3.8	319	2333	1.4	5.2	258	2578	1.1	5.1	103	1546	.4	4.8	
SP '98		215	4446	.9	5.0	217	1959	.9	3.5	330	2253	1.4	5.3	269	2402	1.2	5.3	137	1479	.6	6.6	
WI '98		205	4449	.9	4.9	270	2082	1.2	4.2	271	2233	1.2	4.7	264	2646	1.1	5.2	111	1633	.5	5.5	
<b>4-Book</b>		<b>207</b>	<b>4353</b>	<b>.9</b>	<b>4.9</b>	<b>244</b>	<b>1918</b>	<b>1.1</b>	<b>3.9</b>	<b>313</b>	<b>2271</b>	<b>1.4</b>	<b>5.2</b>	<b>264</b>	<b>2510</b>	<b>1.2</b>	<b>5.2</b>	<b>111</b>	<b>1497</b>	<b>.5</b>	<b>5.4</b>	
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	
<b>WIP -AM</b>																						
FA '98		139	2565	.6	3.3	217	1339	1.0	3.5	194	1124	.9	3.3	213	1608	.9	4.1	63	898	.3	3.1	
SU '98		116	1907	.5	2.8	209	1100	.9	3.5	167	952	.7	2.7	172	1191	.7	3.4	40	534	.2	1.9	
SP '98		118	2232	.5	2.8	224	1317	1.0	3.6	173	964	.8	2.8	164	1252	.7	3.2	46	681	.2	2.2	
WI '98		165	2861	.7	3.9	314	1627	1.4	4.8	205	1279	.9	3.5	258	1702	1.1	5.1	67	908	.3	3.3	
<b>4-Book</b>		<b>135</b>	<b>2391</b>	<b>.6</b>	<b>3.2</b>	<b>241</b>	<b>1346</b>	<b>1.1</b>	<b>3.9</b>	<b>185</b>	<b>1080</b>	<b>.8</b>	<b>3.1</b>	<b>202</b>	<b>1438</b>	<b>.9</b>	<b>4.0</b>	<b>54</b>	<b>755</b>	<b>.3</b>	<b>2.6</b>	
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	
<b>WJZ-FM</b>																						
FA '98		183	2799	.8	4.4	202	1290	.9	3.3	309	1354	1.4	5.2	249	1551	1.1	4.8	92	963	.4	4.5	
SU '98		173	2620	.8	4.1	157	1137	.7	2.6	273	1173	1.2	4.5	224	1555	1.0	4.5	115	830	.5	5.4	
SP '98		206	3051	.9	4.8	194	1307	.8	3.1	335	1346	1.5	5.4	252	1678	1.1	4.9	125	1294	.5	6.0	
WI '98		201	2910	.9	4.8	212	1279	.9	3.3	295	1239	1.3	5.1	278	1644	1.2	5.5	109	1066	.5	5.4	
<b>4-Book</b>		<b>191</b>	<b>2845</b>	<b>.9</b>	<b>4.5</b>	<b>191</b>	<b>1253</b>	<b>.8</b>	<b>3.1</b>	<b>303</b>	<b>1278</b>	<b>1.4</b>	<b>5.1</b>	<b>251</b>	<b>1607</b>	<b>1.1</b>	<b>4.9</b>	<b>110</b>	<b>1038</b>	<b>.5</b>	<b>5.3</b>	
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	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends



Target Listener Trends - Persons 18-49

Persons 18-49																				
Monday-Sunday 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	
<b>WMGK-FM</b>																				
FA '98	249	4067	1.1	6.0	295	1975	1.3	4.8	467	2058	2.1	7.9	349	2541	1.5	6.8	79	1057	.3	3.9
SU '98	258	4134	1.1	6.2	253	1845	1.1	4.2	475	2263	2.1	7.8	340	2678	1.5	6.8	108	1200	.5	5.0
SP '98	273	4302	1.2	6.4	301	1991	1.3	4.9	480	2234	2.1	7.7	357	2614	1.6	7.0	109	1216	.5	5.2
WI '98	234	4540	1.0	5.6	268	1948	1.2	4.1	382	2214	1.7	6.6	314	2798	1.4	6.2	102	1460	.4	5.0
<b>4-Book</b>	<b>254</b>	<b>4261</b>	<b>1.1</b>	<b>6.1</b>	<b>279</b>	<b>1940</b>	<b>1.2</b>	<b>4.5</b>	<b>451</b>	<b>2192</b>	<b>2.0</b>	<b>7.5</b>	<b>340</b>	<b>2658</b>	<b>1.5</b>	<b>6.7</b>	<b>100</b>	<b>1233</b>	<b>.4</b>	<b>4.8</b>
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
<b>WMMR-FM</b>																				
FA '98	219	3854	1.0	5.3	269	1682	1.2	4.4	421	1864	1.9	7.1	305	2477	1.3	5.9	66	997	.3	3.2
SU '98	226	4303	1.0	5.4	276	1811	1.2	4.6	389	2027	1.7	6.4	289	2395	1.3	5.7	100	1413	.4	4.7
SP '98	197	4040	.9	4.6	293	1655	1.3	4.7	309	1907	1.3	5.0	232	2307	1.0	4.5	72	962	.3	3.4
WI '98	194	3985	.8	4.6	262	1648	1.1	4.0	324	1751	1.4	5.6	229	2247	1.0	4.5	66	1073	.3	3.3
<b>4-Book</b>	<b>209</b>	<b>4046</b>	<b>.9</b>	<b>5.0</b>	<b>275</b>	<b>1699</b>	<b>1.2</b>	<b>4.4</b>	<b>361</b>	<b>1887</b>	<b>1.6</b>	<b>6.0</b>	<b>264</b>	<b>2357</b>	<b>1.2</b>	<b>5.2</b>	<b>76</b>	<b>1111</b>	<b>.3</b>	<b>3.7</b>
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
<b>WOGL-FM</b>																				
FA '98	202	3581	.9	4.8	245	1634	1.1	4.0	320	1648	1.4	5.4	213	1762	.9	4.1	90	945	.4	4.4
SU '98	176	3472	.8	4.2	242	1552	1.1	4.0	265	1567	1.2	4.4	216	1764	.9	4.3	67	956	.3	3.1
SP '98	200	3540	.9	4.7	239	1610	1.0	3.9	339	1607	1.5	5.5	251	2002	1.1	4.9	72	1003	.3	3.4
WI '98	173	3314	.8	4.1	234	1472	1.0	3.6	256	1417	1.1	4.4	199	1811	.9	3.9	59	881	.3	2.9
<b>4-Book</b>	<b>188</b>	<b>3477</b>	<b>.9</b>	<b>4.5</b>	<b>240</b>	<b>1567</b>	<b>1.1</b>	<b>3.9</b>	<b>295</b>	<b>1560</b>	<b>1.3</b>	<b>4.9</b>	<b>220</b>	<b>1835</b>	<b>1.0</b>	<b>4.3</b>	<b>72</b>	<b>946</b>	<b>.3</b>	<b>3.5</b>
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
<b>WPEN-AM</b>																				
FA '98	12	248	.1	.3	21	92	.1	.3	18	118	.1	.3	7	74	.1	.1	4	24	.2	.2
SU '98	11	260	.1	.3	13	82	.1	.2	13	112	.1	.2	15	108	.1	.3	6	56	.3	.3
SP '98	10	238	.1	.2	14	104	.1	.2	17	103	.1	.3	15	110	.1	.3	1	34	.1	.1
WI '98	19	352	.1	.5	30	155	.1	.5	26	181	.1	.5	26	169	.1	.5	9	87	.4	.4
<b>4-Book</b>	<b>13</b>	<b>275</b>	<b>.1</b>	<b>.3</b>	<b>20</b>	<b>108</b>	<b>.1</b>	<b>.3</b>	<b>19</b>	<b>129</b>	<b>.1</b>	<b>.3</b>	<b>16</b>	<b>115</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>50</b>	<b>.2</b>	<b>.2</b>
FA '97	13	326	.1	.3	13	146	.1	.2	29	118	.1	.5	15	121	.1	.3	2	36	.1	.1
<b>WPHI-FM</b>																				
FA '98	152	2651	.7	3.6	167	1180	.7	2.7	160	1309	.7	2.7	216	1627	.9	4.2	136	1180	.6	6.7
SU '98	144	2542	.6	3.4	136	1119	.6	2.3	179	1464	.8	2.9	202	1752	.9	4.0	132	1237	.6	6.2
SP '98	147	2495	.6	3.5	147	1063	.6	2.4	165	1439	.7	2.7	194	1596	.8	3.8	144	1189	.6	6.9
WI '98	154	2932	.7	3.7	159	1268	.7	2.5	157	1485	.7	2.7	218	1785	.9	4.3	132	1239	.6	6.5
<b>4-Book</b>	<b>149</b>	<b>2655</b>	<b>.7</b>	<b>3.6</b>	<b>152</b>	<b>1158</b>	<b>.7</b>	<b>2.5</b>	<b>165</b>	<b>1424</b>	<b>.7</b>	<b>2.8</b>	<b>208</b>	<b>1690</b>	<b>.9</b>	<b>4.1</b>	<b>136</b>	<b>1211</b>	<b>.6</b>	<b>6.6</b>
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
<b>WPHT-AM</b>																				
FA '98	26	522	.1	.6	47	210	.2	.8	32	171	.1	.5	31	171	.1	.6	17	103	.1	.8
SU '98	33	874	.1	.8	51	225	.2	.9	33	211	.1	.5	37	302	.2	.7	26	413	.1	1.2
SP '98	25	885	.1	.6	34	226	.1	.5	20	234	.1	.3	22	276	.1	.4	39	427	.2	1.9
WI '98	23	651	.1	.5	51	262	.2	.8	22	248	.1	.4	23	284	.1	.5	14	129	.1	.7
<b>4-Book</b>	<b>27</b>	<b>733</b>	<b>.1</b>	<b>.6</b>	<b>46</b>	<b>231</b>	<b>.2</b>	<b>.8</b>	<b>27</b>	<b>216</b>	<b>.1</b>	<b>.4</b>	<b>28</b>	<b>258</b>	<b>.1</b>	<b>.6</b>	<b>24</b>	<b>268</b>	<b>.1</b>	<b>1.2</b>
FA '97	8	419	.1	.2	14	127	.1	.2	11	78	.1	.2	6	79	.1	.1	5	71	.1	.3
<b>WPLY-FM</b>																				
FA '98	109	3309	.5	2.6	125	1442	.5	2.0	144	1407	.6	2.4	171	2061	.8	3.3	51	1067	.2	2.5
SU '98	113	3497	.5	2.7	126	1384	.5	2.1	150	1486	.7	2.5	161	1880	.7	3.2	57	1108	.2	2.7
SP '98	125	3673	.5	2.9	169	1658	.7	2.7	196	1718	.9	3.2	181	2043	.8	3.5	53	1060	.2	2.5
WI '98	120	3646	.5	2.9	185	1663	.8	2.9	139	1408	.6	2.4	161	1915	.7	3.2	62	1266	.3	3.1
<b>4-Book</b>	<b>117</b>	<b>3531</b>	<b>.5</b>	<b>2.8</b>	<b>151</b>	<b>1537</b>	<b>.6</b>	<b>2.4</b>	<b>157</b>	<b>1505</b>	<b>.7</b>	<b>2.6</b>	<b>169</b>	<b>1975</b>	<b>.8</b>	<b>3.3</b>	<b>56</b>	<b>1125</b>	<b>.2</b>	<b>2.7</b>
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
<b>WURD-AM</b>																				
FA '98	27	251	.1	.6	27	161	.1	.4	37	135	.2	.6	34	156	.1	.7	14	78	.1	.7
SU '98	24	222	.1	.6	23	150	.1	.4	34	175	.1	.6	31	153	.1	.6	10	68	.5	.5
SP '98	38	326	.2	.9	51	215	.2	.8	69	243	.3	1.1	40	220	.2	.8	5	95	.2	.2
WI '98	23	316	.1	.5	30	182	.1	.5	34	234	.1	.6	30	196	.1	.6	5	35	.2	.2
<b>4-Book</b>	<b>28</b>	<b>279</b>	<b>.1</b>	<b>.7</b>	<b>33</b>	<b>177</b>	<b>.1</b>	<b>.5</b>	<b>44</b>	<b>197</b>	<b>.2</b>	<b>.7</b>	<b>34</b>	<b>181</b>	<b>.1</b>	<b>.7</b>	<b>9</b>	<b>69</b>	<b>.4</b>	<b>.4</b>
FA '97	39	367	.2	.9	77	251	.3	1.2	55	285	.2	.9	32	258	.1	.6	14	144	.1	.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 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
<b>WUSL-FM</b>																				
FA '98	262	3906	1.2	6.3	317	1932	1.4	5.2	292	1879	1.3	4.9	321	2161	1.4	6.2	218	1662	1.0	10.7
SU '98	238	3792	1.0	5.7	257	1744	1.1	4.3	285	1947	1.2	4.7	271	2146	1.2	5.4	201	1727	.9	9.4
SP '98	250	3653	1.1	5.9	304	1867	1.3	4.9	286	1814	1.2	4.6	286	2131	1.2	5.6	173	1282	.8	8.3
WI '98	203	3555	.9	4.8	254	1603	1.1	3.9	231	1728	1.0	4.0	239	1890	1.0	4.7	150	1405	.7	7.4
<b>4-Book</b>	<b>238</b>	<b>3727</b>	<b>1.1</b>	<b>5.7</b>	<b>283</b>	<b>1787</b>	<b>1.2</b>	<b>4.6</b>	<b>274</b>	<b>1842</b>	<b>1.2</b>	<b>4.6</b>	<b>279</b>	<b>2082</b>	<b>1.2</b>	<b>5.5</b>	<b>186</b>	<b>1519</b>	<b>.9</b>	<b>9.0</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 9	105		.2	* 1	18			19	61	.1	.3	* 3	23		.1				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	88	1658	.4	2.1	114	655	.5	1.9	158	758	.7	2.7	77	625	.3	1.5	43	426	.2	2.1
SU '98	84	1809	.4	2.0	77	596	.3	1.3	143	859	.6	2.4	107	765	.5	2.1	39	366	.2	1.8
SP '98	75	1501	.3	1.8	78	528	.3	1.3	138	740	.6	2.2	75	593	.3	1.5	42	337	.2	2.0
WI '98	108	1772	.5	2.6	91	603	.4	1.4	201	899	.9	3.5	113	696	.5	2.2	49	375	.2	2.4
<b>4-Book</b>	<b>89</b>	<b>1685</b>	<b>.4</b>	<b>2.1</b>	<b>90</b>	<b>596</b>	<b>.4</b>	<b>1.5</b>	<b>160</b>	<b>814</b>	<b>.7</b>	<b>2.7</b>	<b>93</b>	<b>670</b>	<b>.4</b>	<b>1.8</b>	<b>43</b>	<b>376</b>	<b>.2</b>	<b>2.1</b>
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
<b>WVJZ-AM</b>																				
FA '98	1	35								8			1	18				8		
SU '98	4	86		.1	7	8		.1	2	26			2	26			4	52		.2
SP '98	1	47			2	10			1	28										
WI '98	1	18							1	5			2	12						
<b>4-Book</b>	<b>2</b>	<b>47</b>			<b>2</b>	<b>5</b>			<b>1</b>	<b>17</b>			<b>1</b>	<b>14</b>			<b>1</b>	<b>15</b>		<b>.1</b>
FA '97		34			1	26								8						
<b>WXTU-FM</b>																				
FA '98	163	2198	.7	3.9	238	1331	1.0	3.9	215	1163	.9	3.6	228	1525	1.0	4.4	63	805	.3	3.1
SU '98	164	2262	.7	3.9	215	1319	.9	3.6	242	1248	1.1	4.0	207	1480	.9	4.1	57	904	.2	2.7
SP '98	157	2127	.7	3.7	191	1222	.8	3.1	268	1191	1.2	4.3	204	1284	.9	4.0	60	742	.3	2.9
WI '98	151	2187	.7	3.6	201	1253	.9	3.1	205	1222	.9	3.5	214	1524	.9	4.2	64	764	.3	3.2
<b>4-Book</b>	<b>159</b>	<b>2194</b>	<b>.7</b>	<b>3.8</b>	<b>211</b>	<b>1281</b>	<b>.9</b>	<b>3.4</b>	<b>233</b>	<b>1206</b>	<b>1.0</b>	<b>3.9</b>	<b>213</b>	<b>1453</b>	<b>.9</b>	<b>4.2</b>	<b>61</b>	<b>804</b>	<b>.3</b>	<b>3.0</b>
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
<b>WXXM-FM</b>																				
FA '98	117	2953	.5	2.8	131	1460	.6	2.1	178	1409	.8	3.0	183	1909	.8	3.6	54	1016	.2	2.6
SU '98	141	3516	.6	3.4	154	1610	.7	2.6	197	1560	.9	3.2	199	2107	.9	4.0	82	1320	.4	3.8
SP '98	130	3349	.6	3.1	176	1591	.8	2.8	194	1547	.8	3.1	166	1921	.7	3.2	47	1036	.2	2.3
WI '98	130	3168	.6	3.1	144	1414	.6	2.2	180	1442	.8	3.1	179	1981	.8	3.5	65	1157	.3	3.2
<b>4-Book</b>	<b>130</b>	<b>3247</b>	<b>.6</b>	<b>3.1</b>	<b>151</b>	<b>1519</b>	<b>.7</b>	<b>2.4</b>	<b>187</b>	<b>1490</b>	<b>.8</b>	<b>3.1</b>	<b>182</b>	<b>1980</b>	<b>.8</b>	<b>3.6</b>	<b>62</b>	<b>1132</b>	<b>.3</b>	<b>3.0</b>
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
<b>WYSP-FM</b>																				
FA '98	354	5820	1.6	8.5	1069	3874	4.7	17.5	432	2528	1.9	7.3	247	1924	1.1	4.8	75	987	.3	3.7
SU '98	345	5624	1.5	8.2	1101	3966	4.8	18.4	405	2675	1.8	6.7	236	2042	1.0	4.7	99	1253	.4	4.6
SP '98	331	5630	1.4	7.8	972	3806	4.2	15.7	453	2777	2.0	7.3	254	2231	1.1	5.0	69	1055	.3	3.3
WI '98	343	5608	1.5	8.2	1109	4042	4.8	17.1	430	2712	1.9	7.4	235	2084	1.0	4.6	75	1152	.3	3.7
<b>4-Book</b>	<b>343</b>	<b>5671</b>	<b>1.5</b>	<b>8.2</b>	<b>1063</b>	<b>3922</b>	<b>4.6</b>	<b>17.2</b>	<b>430</b>	<b>2673</b>	<b>1.9</b>	<b>7.2</b>	<b>243</b>	<b>2070</b>	<b>1.1</b>	<b>4.8</b>	<b>80</b>	<b>1112</b>	<b>.3</b>	<b>3.8</b>
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
<b>WYXR-FM</b>																				
FA '98	175	3740	.8	4.2	243	1969	1.1	4.0	238	1682	1.0	4.0	206	1982	.9	4.0	105	1208	.5	5.1
SU '98	181	3620	.8	4.3	235	1638	1.0	3.9	287	1596	1.2	4.7	222	1981	1.0	4.4	76	1227	.3	3.5
SP '98	203	3992	.9	4.8	227	1764	1.0	3.7	288	1688	1.3	4.6	277	2289	1.2	5.4	122	1449	.5	5.8
WI '98	182	4120	.8	4.3	215	1834	.9	3.3	274	1833	1.2	4.7	232	2093	1.0	4.6	101	1357	.4	5.0
<b>4-Book</b>	<b>185</b>	<b>3868</b>	<b>.8</b>	<b>4.4</b>	<b>230</b>	<b>1801</b>	<b>1.0</b>	<b>3.7</b>	<b>272</b>	<b>1700</b>	<b>1.2</b>	<b>4.5</b>	<b>234</b>	<b>2086</b>	<b>1.0</b>	<b>4.6</b>	<b>101</b>	<b>1310</b>	<b>.4</b>	<b>4.9</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	WBYN-FM																			
FA '98	6	190	.1	.1	15	113	.1	.2	3	28	.1	.1	10	106	.2	.2	2	51	.1	.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	11	169	.3	.3	17	91	.1	.3	15	58	.1	.2	8	63	.2	.2	4	45	.2	.2
WCTO-FM																				
FA '98	9	187	.2	.2	11	80	.2	.2	14	90	.1	.2	13	114	.1	.3	8	37	.4	.4
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '98	26	597	.1	.6	31	241	.1	.5	46	269	.2	.8	34	341	.1	.7	8	173	.4	.4
SU '98	21	419	.1	.5	21	157	.1	.4	43	151	.2	.7	37	202	.2	.7	9	137	.4	.4
SP '98	21	478	.1	.5	25	181	.1	.4	37	166	.2	.6	26	250	.1	.5	15	180	.1	.7
WI '98	20	543	.1	.5	27	211	.1	.4	39	203	.2	.7	24	220	.1	.5	8	197	.4	.4
4-Book	22	509	.1	.5	26	198	.1	.4	41	197	.2	.7	30	253	.1	.6	10	172	.5	.5
FA '97	21	561	.1	.5	34	246	.1	.5	32	201	.1	.5	27	244	.1	.5	8	100	.4	.4
WKXV-FM																				
FA '98	57	1010	.3	1.4	60	370	.3	1.0	100	501	.4	1.7	98	582	.4	1.9	30	310	.1	1.5
SU '98	48	1068	.2	1.1	60	462	.3	1.0	83	468	.4	1.4	82	673	.4	1.6	19	240	.1	.9
SP '98	43	911	.2	1.0	67	454	.3	1.1	76	443	.3	1.2	69	548	.3	1.3	10	196	.5	.5
WI '98	46	1014	.2	1.1	52	422	.2	.8	55	428	.2	1.0	89	607	.4	1.8	33	276	.1	1.6
4-Book	49	1001	.2	1.2	60	427	.3	1.0	79	460	.3	1.3	85	603	.4	1.7	23	256	.1	1.1
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
+WNJO-FM																				
FA '98	25	597	.1	.6	22	290	.1	.4	41	261	.2	.7	40	299	.2	.8	10	161	.5	.5
SU '98	46	672	.2	1.1	66	327	.3	1.1	78	357	.3	1.3	49	375	.2	1.0	24	178	.1	1.1
SP '98	25	695	.1	.6	23	310	.1	.4	44	336	.2	.7	33	340	.1	.6	10	199	.5	.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
FA '98	68	2275	.3	1.6	88	924	.4	1.4	89	913	.4	1.5	99	1198	.4	1.9	25	517	.1	1.2
SU '98	76	2367	.3	1.8	90	875	.4	1.5	106	1057	.5	1.7	109	1391	.5	2.2	44	753	.2	2.1
SP '98	74	2167	.3	1.7	100	947	.4	1.6	102	1004	.4	1.6	112	1150	.5	2.2	36	717	.2	1.7
WI '98	63	2170	.3	1.5	77	909	.3	1.2	89	774	.4	1.5	81	1062	.4	1.6	37	694	.2	1.8
4-Book	70	2245	.3	1.7	89	914	.4	1.4	97	937	.4	1.6	100	1200	.5	2.0	36	670	.2	1.7
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
WRDR-FM																				
FA '98	3	97	.1	.1	18	8	.1	.1	6	26	.1	.1	4	45	.1	.1	2	44	.1	.1
SU '98	1	105	.1	.1	8	8	.1	.1	1	26	.1	.1	2	79	.1	.1	2	9	.1	.1
SP '98	8	172	.2	.2	4	90	.1	.1	11	62	.2	.2	12	94	.1	.2	3	32	.1	.1
WI '98	12	180	.1	.3	8	118	.1	.1	21	133	.1	.4	19	115	.1	.4	3	41	.1	.1
4-Book	6	139	.2	.2	3	59	.1	.1	10	62	.2	.2	9	83	.1	.2	3	32	.1	.1
FA '97	9	151	.2	.2	13	70	.1	.2	19	86	.1	.3	8	57	.2	.2	1	34	.1	.1
TOTALS																				
FA '98	4169	22075	18.3	18.3	6123	19627	26.9	26.9	5930	17010	26.1	26.1	5152	19231	22.6	22.6	2040	13295	9.0	9.0
SU '98	4184	22324	18.2	18.2	5983	19275	26.1	26.1	6083	17621	26.5	26.5	5027	19428	21.9	21.9	2142	14055	9.3	9.3
SP '98	4258	22226	18.5	18.5	6205	19796	27.0	27.0	6209	17408	27.0	27.0	5112	19481	22.3	22.3	2088	13718	9.1	9.1
WI '98	4196	22399	18.3	18.3	6489	20090	28.3	28.3	5775	17042	25.1	25.1	5072	19500	22.1	22.1	2020	13611	8.8	8.8
4-Book	4202	22256	18.3	18.3	6200	19697	27.1	27.1	5999	17270	26.2	26.2	5091	19410	22.2	22.2	2073	13670	9.1	9.1
FA '97	4295	22430	18.7	18.7	6384	20301	27.8	27.8	6293	17720	27.4	27.4	5260	19796	22.9	22.9	1990	13599	8.7	8.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 18-49

# 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 '98	201	4231	.9	3.5	74	2096	.3	2.7	189	1046	.8	7.3	76	430	.3	1.7	61	371	.3	1.8
4-Book	247	4784	1.1	4.3	91	2290	.4	3.2	213	1053	.9	8.1	90	512	.4	1.9	69	341	.3	2.0
WBEB-FM																				
FA '98	398	3328	1.7	6.9	145	1720	.6	5.3	145	543	.6	5.6	306	806	1.3	6.7	188	550	.8	5.5
4-Book	428	3431	1.9	7.4	138	1804	.6	4.9	142	516	.6	5.4	273	811	1.2	5.8	164	542	.7	4.8
WDAS-AM																				
FA '98	30	321	.1	.5	35	316	.2	1.3	13	23	.1	.5	25	74	.1	.5	17	29	.1	.5
4-Book	38	313	.2	.6	39	378	.2	1.4	21	56	.1	.8	21	62	.1	.4	10	23	.1	.3
WDAS-FM																				
FA '98	396	2834	1.7	6.9	251	1864	1.1	9.1	250	591	1.1	9.6	350	837	1.5	7.6	350	778	1.5	10.2
4-Book	407	2812	1.8	7.0	246	1998	1.1	8.8	213	546	.9	8.1	341	843	1.5	7.3	288	718	1.3	8.4
WHAT-AM																				
FA '98	17	153	.1	.3	12	128	.1	.4	13	36	.1	.5	3	17	.1	.1	8	17	.1	.2
4-Book	28	220	.1	.5	20	183	.1	.7	18	38	.1	.7	25	58	.1	.6	20	46	.1	.6
WIOQ-FM																				
FA '98	288	3600	1.3	5.0	128	2228	.6	4.6	131	471	.6	5.0	221	930	1.0	4.8	190	723	.8	5.5
4-Book	277	3680	1.2	4.8	148	2323	.7	5.2	117	457	.5	4.4	265	1008	1.2	5.6	211	761	.9	6.1
WIP -AM																				
FA '98	207	2248	.9	3.6	68	1125	.3	2.5	81	315	.4	3.1	98	351	.4	2.1	63	294	.3	1.8
4-Book	207	2114	.9	3.6	59	966	.3	2.1	70	283	.3	2.7	99	361	.4	2.1	63	255	.3	1.9
WJJZ-FM																				
FA '98	258	2257	1.1	4.5	111	1334	.5	4.0	75	257	.3	2.9	170	490	.7	3.7	170	443	.7	5.0
4-Book	253	2213	1.1	4.4	135	1557	.6	4.8	110	352	.5	4.2	215	580	.9	4.6	181	514	.8	5.3
WMGK-FM																				
FA '98	378	3521	1.7	6.6	132	1924	.6	4.8	134	460	.6	5.1	273	875	1.2	5.9	197	680	.9	5.7
4-Book	364	3635	1.6	6.3	160	2148	.7	5.7	144	496	.6	5.4	329	1005	1.5	7.0	239	783	1.1	7.0
WMMR-FM																				
FA '98	338	3287	1.5	5.9	111	1854	.5	4.0	97	433	.4	3.7	251	902	1.1	5.5	175	599	.8	5.1
4-Book	304	3349	1.3	5.3	129	2062	.6	4.6	130	492	.6	4.9	259	949	1.1	5.5	155	626	.7	4.5
WGL-FM																				
FA '98	264	2872	1.2	4.6	168	1883	.7	6.1	149	457	.7	5.7	311	823	1.4	6.8	180	491	.8	5.2
4-Book	255	2765	1.1	4.4	147	1799	.6	5.3	121	420	.6	4.6	239	717	1.0	5.1	183	561	.8	5.3
WPEN-AM																				
FA '98	16	170	.1	.3	11	140	.1	.4	17	35	.1	.7	23	50	.1	.5	13	53	.1	.4
4-Book	18	207	.1	.3	10	150	.1	.4	15	42	.1	.6	15	44	.1	.3	8	36	.1	.2
WPHI-FM																				
FA '98	179	2282	.8	3.1	115	1501	.5	4.2	71	231	.3	2.7	189	575	.8	4.1	172	535	.8	5.0
4-Book	174	2305	.8	3.0	114	1459	.5	4.1	68	236	.3	2.6	182	623	.8	3.9	183	563	.8	5.3
WPHT-AM																				
FA '98	36	361	.2	.6	15	203	.1	.5	10	33	.1	.4	18	58	.1	.4	8	16	.1	.2
4-Book	33	456	.2	.6	18	296	.1	.6	12	39	.1	.4	20	59	.1	.4	13	45	.1	.4
WPLY-FM																				
FA '98	146	2826	.6	2.5	83	1606	.4	3.0	56	322	.2	2.2	199	774	.9	4.3	106	550	.5	3.1
4-Book	159	2941	.7	2.7	84	1793	.4	3.0	60	301	.3	2.3	175	810	.8	3.7	112	558	.5	3.3
WURD-AM																				
FA '98	33	218	.1	.6	24	188	.1	.9	14	48	.1	.5	45	130	.2	1.0	42	91	.2	1.2
4-Book	38	255	.1	.7	25	195	.1	.9	24	64	.1	.9	59	143	.3	1.3	28	68	.1	.8
WUSL-FM																				
FA '98	309	3233	1.4	5.4	209	2392	.9	7.6	142	439	.6	5.5	308	951	1.4	6.7	277	737	1.2	8.1
4-Book	278	3055	1.2	4.8	203	2298	.9	7.2	141	439	.6	5.4	302	900	1.3	6.4	252	715	1.1	7.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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 (0C)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+WVDB-AM																						
WTEL-AM																						
FA '98		* 11	88		.2	* 3	39		.1	* 6	18		.2	8	29		.2	*	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																						
FA '98		120	1277	.5	2.1	61	674	.3	2.2	66	189	.3	2.5	45	119	.2	1.0	26	87	.1	.8	
4-Book		118	1271	.5	2.1	68	726	.3	2.4	70	180	.3	2.6	54	163	.2	1.2	37	83	.2	1.1	
WVJZ-AM																						
FA '98			18			1	27			1	9			4	10		.1	1	10			
4-Book		2	26			2	22			2	6		.1	3	8		.1	1	4			
WXTU-FM																						
FA '98		226	1912	1.0	3.9	118	1455	.5	4.3	124	466	.5	4.8	164	628	.7	3.6	143	559	.6	4.2	
4-Book		220	1891	1.0	3.8	116	1366	.5	4.2	117	412	.5	4.5	206	678	.9	4.4	149	479	.6	4.4	
WXXM-FM																						
FA '98		165	2574	.7	2.9	74	1516	.3	2.7	43	296	.2	1.7	153	644	.7	3.3	102	492	.4	3.0	
4-Book		175	2761	.8	3.0	95	1724	.4	3.4	60	278	.3	2.3	178	759	.8	3.8	143	605	.6	4.2	
WYSP-FM																						
FA '98		571	4818	2.5	9.9	156	2394	.7	5.7	112	375	.5	4.3	247	830	1.1	5.4	156	535	.7	4.5	
4-Book		567	5034	2.5	9.8	122	2044	.5	4.4	113	409	.5	4.3	231	860	1.0	4.9	155	563	.7	4.5	
WYXR-FM																						
FA '98		230	2998	1.0	4.0	125	1992	.5	4.5	133	446	.6	5.1	204	768	.9	4.4	182	580	.8	5.3	
4-Book		248	3052	1.1	4.3	132	2059	.6	4.7	117	446	.5	4.4	262	919	1.2	5.6	183	602	.8	5.4	
WBYN-FM																						
FA '98		9	146		.2	3	96		.1	3	18		.1	3	9		.1	3	19		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM																						
FA '98		13	140	.1	.2	3	79		.1	6	27		.2	9	17		.2	3	17		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																						
FA '98		38	465	.2	.7	16	285	.1	.6	18	85	.1	.7	44	103	.2	1.0	17	65	.1	.5	
4-Book		34	372	.2	.6	10	219		.4	9	42		.3	19	71	.1	.4	10	51	.1	.3	
WKXW-FM																						
FA '98		87	841	.4	1.5	21	402	.1	.8	18	79	.1	.7	22	138	.1	.5	21	96	.1	.6	
4-Book		75	858	.3	1.3	19	339	.1	.7	19	85	.1	.7	24	107	.1	.5	17	77	.1	.5	
+WNJO-FM																						
FA '98		35	487	.2	.6	18	307	.1	.7	11	66		.4	43	153	.2	.9	34	125	.1	1.0	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																						
FA '98		92	1808	.4	1.6	56	1155	.2	2.0	49	230	.2	1.9	115	441	.5	2.5	99	348	.4	2.9	
4-Book		96	1792	.4	1.7	50	1082	.2	1.8	37	184	.2	1.4	98	434	.4	2.1	77	337	.3	2.3	
WRDR-FM																						
FA '98		3	63		.1	5	46		.2	2	9		.1	15	19	.1	.3	13	36	.1	.4	
4-Book		8	112		.2	7	61		.2	4	11		.2	16	31	.1	.3	12	35	.1	.4	
TOTALS																						
FA '98		5753	21770	25.3		2761	18378	12.1		2603	7609	11.4		4591	11120	20.2		3433	8807	15.1		
4-Book		5782	21952	25.3		2813	18408	12.3		2628	7573	11.4		4698	11582	20.5		3437	8867	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 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 '98	21	206	.1	1.0	140	692	.6	7.2	71	431	.3	2.1	44	259	.2	1.8	19	182	.1	1.3
4-Book	31	225	.1	1.5	175	800	.8	8.7	88	536	.4	2.6	52	253	.2	2.1	39	280	.2	2.3
WBEB-FM																				
FA '98	92	429	.4	4.5	97	428	.4	5.0	170	581	.7	5.0	109	379	.5	4.5	47	235	.2	3.2
4-Book	86	364	.4	4.1	88	333	.4	4.5	144	547	.6	4.3	117	400	.5	4.7	82	335	.4	4.9
WDAS-AM																				
FA '98	12	23	.1	.6	108	245	.5	5.5	81	222	.4	2.4	21	61	.1	.9	8	43		.6
4-Book	11	26	.1	.5	131	271	.6	6.6	83	229	.4	2.5	29	66	.2	1.2	10	38		.6
WDAS-FM																				
FA '98	219	514	1.0	10.7	137	316	.6	7.0	194	501	.9	5.7	188	513	.8	7.8	308	571	1.4	21.3
4-Book	206	529	.9	9.9	131	316	.6	6.6	179	516	.8	5.4	195	433	.8	7.8	384	694	1.7	23.3
WHAT-AM																				
FA '98	10	25		.5	28	57	.1	1.4	9	33		.3	9	15		.4	14	24	.1	1.0
4-Book	11	28	.1	.5	37	80	.2	1.8	28	66	.1	.9	16	34	.1	.7	8	17		.5
WIOQ-FM																				
FA '98	108	517	.5	5.3	57	255	.3	2.9	168	754	.7	5.0	97	441	.4	4.0	44	217	.2	3.0
4-Book	132	572	.6	6.3	62	260	.3	3.1	167	711	.7	5.0	129	504	.6	5.1	83	327	.4	5.0
WIP -AM																				
FA '98	46	215	.2	2.3	44	173	.2	2.3	93	357	.4	2.7	72	327	.3	3.0	41	194	.2	2.8
4-Book	26	128	.1	1.3	49	180	.2	2.4	69	269	.3	2.1	62	222	.3	2.5	33	137	.2	2.0
WJZZ-FM																				
FA '98	91	354	.4	4.5	86	217	.4	4.4	126	385	.6	3.7	112	310	.5	4.6	60	255	.3	4.1
4-Book	124	394	.6	6.0	92	280	.4	4.6	147	454	.7	4.4	125	334	.6	5.0	82	280	.4	5.0
WMGK-FM																				
FA '98	79	326	.3	3.9	64	303	.3	3.3	167	581	.7	4.9	104	366	.5	4.3	36	203	.2	2.5
4-Book	99	414	.4	4.8	54	250	.2	2.7	171	658	.8	5.1	161	491	.7	6.4	72	302	.3	4.4
WMMR-FM																				
FA '98	67	324	.3	3.3	47	206	.2	2.4	124	501	.5	3.7	66	358	.3	2.7	52	214	.2	3.6
4-Book	83	365	.4	4.0	66	247	.3	3.3	155	614	.7	4.7	123	445	.6	4.8	56	251	.2	3.4
WOGL-FM																				
FA '98	93	320	.4	4.5	197	520	.9	10.1	198	616	.9	5.8	133	366	.6	5.5	83	250	.4	5.7
4-Book	102	358	.5	4.9	151	438	.7	7.6	166	560	.7	5.0	140	398	.6	5.6	77	249	.3	4.7
WPEN-AM																				
FA '98	7	27		.3	11	43		.6	5	34		.1	9	17		.4	3	8		.2
4-Book	4	15		.2	10	45		.5	12	42		.1	8	16		.3	9	23		.5
WPHI-FM																				
FA '98	164	502	.7	8.0	37	148	.2	1.9	106	333	.5	3.1	89	353	.4	3.7	72	215	.3	5.0
4-Book	152	483	.7	7.3	42	152	.2	2.1	103	386	.5	3.1	102	331	.5	4.1	69	258	.3	4.2
WPHT-AM																				
FA '98	8	44		.4	23	74	.1	1.2	13	50	.1	.4	9	20		.4	27	74	.1	1.9
4-Book	15	63	.1	.7	19	52	.1	.9	27	110	.1	.8	18	74	.1	.7	17	57	.1	1.1
WPLY-FM																				
FA '98	60	341	.3	2.9	40	177	.2	2.1	84	378	.4	2.5	86	341	.4	3.5	23	183	.1	1.6
4-Book	65	339	.3	3.1	36	196	.2	1.8	100	522	.5	3.0	78	364	.4	3.1	35	262	.2	2.1
WURD-AM																				
FA '98	17	63	.1	.8	10	29		.5	31	86	.1	.9	27	79	.1	1.1	8	32		.6
4-Book	10	31	.1	.5	8	27		.4	39	93	.2	1.1	24	54	.1	1.0	7	17		.4
WUSL-FM																				
FA '98	238	707	1.0	11.6	162	563	.7	8.3	274	836	1.2	8.1	154	461	.7	6.4	95	303	.4	6.6
4-Book	221	640	1.0	10.6	175	548	.8	8.8	262	819	1.2	7.9	143	459	.7	5.7	106	325	.5	6.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	1	10		*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	32 48	98 123	.1 .2	1.6 2.3	63 60	246 211	.3 .3	3.2 3.0	205 209	318 394	.9 .9	6.0 6.2	26 26	64 74	.1 .1	1.1 1.1	15 22	82 83	.1 .1	1.0 1.3
WWJZ-AM FA '98 4-Book	1	1			1 2	8 4		.1 .1	1 1	9 4			4	8		.2	1	4		.1
WXTU-FM FA '98 4-Book	71 65	336 284	.3 .3	3.5 3.1	107 76	391 298	.5 .4	5.5 3.8	148 146	498 493	.7 .7	4.4 4.4	141 118	416 380	.6 .5	5.8 4.7	54 52	211 221	.2 .2	3.7 3.2
WXXM-FM FA '98 4-Book	57 66	306 347	.3 .3	2.8 3.2	33 41	185 200	.1 .2	1.7 2.0	92 122	445 526	.4 .5	2.7 3.7	62 91	296 394	.3 .4	2.6 3.6	38 53	232 279	.2 .3	2.6 3.2
WYSP-FM FA '98 4-Book	82 72	323 303	.4 .3	4.0 3.5	50 39	168 150	.2 .2	2.6 2.0	321 173	1033 716	1.4 .8	9.5 5.2	221 136	793 524	1.0 .6	9.1 5.4	40 50	192 230	.2 .2	2.8 3.0
WYXR-FM FA '98 4-Book	92 88	445 418	.4 .4	4.5 4.2	85 66	293 274	.4 .3	4.4 3.4	130 154	579 601	.6 .7	3.8 4.6	99 115	415 421	.4 .5	4.1 4.6	77 66	298 287	.3 .3	5.3 4.0
WBYN-FM FA '98 4-Book	**	**	**	**	6 **	26 **		.3 **	**	**	**	**	2 **	8 **		.1 **	7 **	61 **		.5 **
WCTO-FM FA '98 4-Book	2 **	10 **		.1 **	2 **	8 **		.1 **	2 **	16 **		.1 **	1 **	19 **		**	**	**	**	**
WJBR-FM FA '98 4-Book	11 9	43 43		.5 .4	7 7	46 36		.4 .4	20 14	80 53	.1 .1	.6 .4	2 7	29 38		.1 .3	1 3	17 28		.1 .2
WKXV-FM FA '98 4-Book	23 15	88 63	.1 .1	1.1 .7	18 19	55 61	.1 .1	.9 .9	22 21	64 95	.1 .1	.6 .6	23 23	70 71	.1 .1	.9 .9	17 16	44 51	.1 .1	1.2 1.0
+WNJO-FM FA '98 4-Book	8 **	61 **		.4 **	5 **	30 **		.3 **	9 **	67 **		.3 **	16 **	70 **		.1 **	15 **	63 **		1.0 **
WPST-FM FA '98 4-Book	29 29	208 200	.1 .1	1.4 1.4	15 16	117 97	.1 .1	.8 .8	61 64	343 333	.3 .3	1.8 1.9	67 53	274 217	.3 .2	2.8 2.1	17 21	136 132	.1 .1	1.2 1.3
WRDR-FM FA '98 4-Book	1 7	9 20		.3		2			5 8	9 21		.1 .2	2 4	8 16		.1 .2	2	6		.1
TOTALS FA '98 4-Book	2044 2078	6152 6184	9.0 9.1		1949 1996	5818 5970	8.6 8.7		3390 3337	9269 9320	14.9 14.6		2425 2512	6964 6778	10.7 11.0		1449 1639	4272 4901	6.4 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 - Persons 18-49

# 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	
<b>KYW -AM</b>																				
FA '98	129	4494	.7	3.8	357	3072	1.9	6.9	87	1415	.5	1.7	162	2161	.9	3.9	46	967	.2	3.1
SU '98	151	4794	.8	4.4	379	3114	2.0	7.4	114	1525	.6	2.3	185	2215	1.0	4.6	63	954	.3	3.9
SP '98	159	5035	.8	4.5	456	3522	2.4	8.6	120	1644	.6	2.3	196	2398	1.0	4.7	51	1050	.3	3.3
WI '98	187	5251	1.0	5.4	560	3772	3.0	10.0	140	1568	.7	2.9	187	2325	1.0	4.4	61	998	.3	4.1
<b>4-Book</b>	<b>157</b>	<b>4894</b>	<b>.8</b>	<b>4.5</b>	<b>438</b>	<b>3370</b>	<b>2.3</b>	<b>8.2</b>	<b>115</b>	<b>1538</b>	<b>.6</b>	<b>2.3</b>	<b>183</b>	<b>2275</b>	<b>1.0</b>	<b>4.4</b>	<b>55</b>	<b>992</b>	<b>.3</b>	<b>3.6</b>
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
<b>WBEB-FM</b>																				
FA '98	236	3324	1.3	6.9	318	1959	1.7	6.1	442	1680	2.4	8.9	278	1926	1.5	6.6	88	989	.5	5.9
SU '98	241	3235	1.3	7.0	305	1906	1.6	6.0	489	1869	2.6	9.9	295	1841	1.6	7.3	94	1042	.5	5.8
SP '98	272	3601	1.5	7.8	353	1978	1.9	6.6	534	1804	2.9	10.3	350	2305	1.9	8.3	90	1084	.5	5.8
WI '98	218	3442	1.2	6.3	332	1935	1.8	5.9	424	1736	2.3	8.7	256	1886	1.4	6.1	61	816	.3	4.1
<b>4-Book</b>	<b>242</b>	<b>3401</b>	<b>1.3</b>	<b>7.0</b>	<b>327</b>	<b>1945</b>	<b>1.8</b>	<b>6.2</b>	<b>472</b>	<b>1772</b>	<b>2.6</b>	<b>9.5</b>	<b>295</b>	<b>1990</b>	<b>1.6</b>	<b>7.1</b>	<b>83</b>	<b>983</b>	<b>.5</b>	<b>5.4</b>
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
<b>WDAS-AM</b>																				
FA '98	23	372	.1	.7	38	182	.2	.7	16	108	.1	.3	22	132	.1	.5	5	49	.3	.3
SU '98	22	342	.1	.6	46	210	.2	.9	24	140	.1	.5	13	65	.1	.3	5	78	.3	.3
SP '98	36	523	.2	1.0	64	240	.3	1.2	37	118	.2	.7	25	140	.1	.6	3	43	.2	.2
WI '98	39	523	.2	1.1	60	264	.3	1.1	31	149	.2	.6	44	176	.2	1.0	21	129	.1	1.4
<b>4-Book</b>	<b>30</b>	<b>440</b>	<b>.2</b>	<b>.9</b>	<b>52</b>	<b>224</b>	<b>.3</b>	<b>1.0</b>	<b>27</b>	<b>129</b>	<b>.2</b>	<b>.5</b>	<b>26</b>	<b>128</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>75</b>	<b>.6</b>	<b>.6</b>
FA '97	31	448	.2	.9	47	212	.3	.9	26	132	.1	.5	29	157	.2	.7	18	129	.1	1.3
<b>WDAS-FM</b>																				
FA '98	283	2645	1.5	8.3	395	1751	2.1	7.6	335	1398	1.8	6.7	321	1586	1.7	7.7	208	1333	1.1	14.0
SU '98	312	2871	1.7	9.1	435	1759	2.3	8.5	391	1608	2.1	7.9	331	1697	1.8	8.2	232	1358	1.2	14.3
SP '98	293	2836	1.6	8.3	419	1677	2.2	7.9	328	1490	1.8	6.3	312	1677	1.7	7.4	234	1403	1.3	15.2
WI '98	305	2677	1.6	8.8	421	1743	2.3	7.5	376	1463	2.0	7.7	339	1686	1.8	8.1	244	1240	1.3	16.2
<b>4-Book</b>	<b>298</b>	<b>2757</b>	<b>1.6</b>	<b>8.6</b>	<b>418</b>	<b>1733</b>	<b>2.2</b>	<b>7.9</b>	<b>358</b>	<b>1490</b>	<b>1.9</b>	<b>7.2</b>	<b>326</b>	<b>1662</b>	<b>1.8</b>	<b>7.9</b>	<b>230</b>	<b>1334</b>	<b>1.2</b>	<b>14.9</b>
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
<b>WHAT-AM</b>																				
FA '98	14	206	.1	.4	25	119	.1	.5	10	60	.1	.2	19	70	.1	.5	7	23	.5	.5
SU '98	24	323	.1	.7	37	154	.2	.7	43	189	.2	.9	15	92	.1	.4	5	69	.3	.3
SP '98	24	269	.1	.7	31	133	.2	.6	36	128	.2	.7	22	94	.1	.5	11	59	.1	.7
WI '98	25	344	.1	.7	28	177	.1	.5	44	156	.2	.9	26	145	.1	.6	6	56	.4	.4
<b>4-Book</b>	<b>22</b>	<b>286</b>	<b>.1</b>	<b>.6</b>	<b>30</b>	<b>146</b>	<b>.2</b>	<b>.6</b>	<b>33</b>	<b>133</b>	<b>.2</b>	<b>.7</b>	<b>21</b>	<b>100</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>52</b>	<b>.5</b>	<b>.5</b>
FA '97	27	330	.1	.8	30	160	.2	.5	45	156	.2	.8	33	120	.2	.8	7	71	.5	.5
<b>W100-FM</b>																				
FA '98	169	3137	.9	4.9	220	1423	1.2	4.2	286	1641	1.5	5.7	223	1782	1.2	5.3	69	878	.4	4.7
SU '98	135	2841	.7	3.9	157	1130	.8	3.1	205	1454	1.1	4.1	155	1684	.8	3.8	68	934	.4	4.2
SP '98	140	2981	.7	4.0	146	1322	.8	2.7	216	1404	1.2	4.2	174	1613	.9	4.1	80	906	.4	5.2
WI '98	155	3051	.8	4.4	211	1522	1.1	3.8	217	1524	1.2	4.5	202	1770	1.1	4.8	71	1115	.4	4.7
<b>4-Book</b>	<b>150</b>	<b>3003</b>	<b>.8</b>	<b>4.3</b>	<b>184</b>	<b>1349</b>	<b>1.0</b>	<b>3.5</b>	<b>231</b>	<b>1506</b>	<b>1.3</b>	<b>4.6</b>	<b>189</b>	<b>1712</b>	<b>1.0</b>	<b>4.5</b>	<b>72</b>	<b>958</b>	<b>.4</b>	<b>4.7</b>
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
<b>WIP -AM</b>																				
FA '98	128	2334	.7	3.7	203	1216	1.1	3.9	179	1025	1.0	3.6	198	1501	1.1	4.7	59	834	.3	4.0
SU '98	106	1724	.6	3.1	194	1014	1.0	3.8	154	855	.8	3.1	154	1076	.8	3.8	35	474	.2	2.2
SP '98	106	1972	.6	3.0	196	1167	1.0	3.7	164	890	.9	3.2	152	1131	.8	3.6	36	606	.2	2.3
WI '98	153	2591	.8	4.4	288	1477	1.5	5.2	196	1175	1.0	4.0	237	1552	1.3	5.6	61	799	.3	4.1
<b>4-Book</b>	<b>123</b>	<b>2155</b>	<b>.7</b>	<b>3.6</b>	<b>220</b>	<b>1219</b>	<b>1.2</b>	<b>4.2</b>	<b>173</b>	<b>986</b>	<b>.9</b>	<b>3.5</b>	<b>185</b>	<b>1315</b>	<b>1.0</b>	<b>4.4</b>	<b>48</b>	<b>678</b>	<b>.3</b>	<b>3.2</b>
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
<b>WJJZ-FM</b>																				
FA '98	166	2574	.9	4.8	188	1203	1.0	3.6	281	1244	1.5	5.6	219	1434	1.2	5.2	81	881	.4	5.5
SU '98	165	2480	.9	4.8	152	1085	.8	3.0	258	1133	1.4	5.2	215	1503	1.1	5.3	114	792	.6	7.0
SP '98	198	2896	1.1	5.6	191	1269	1.0	3.6	323	1283	1.7	6.2	235	1597	1.3	5.6	117	1210	.6	7.6
WI '98	185	2599	1.0	5.3	201	1194	1.1	3.6	260	1113	1.4	5.3	255	1518	1.4	6.1	104	1005	.6	6.9
<b>4-Book</b>	<b>179</b>	<b>2637</b>	<b>1.0</b>	<b>5.1</b>	<b>183</b>	<b>1188</b>	<b>1.0</b>	<b>3.5</b>	<b>281</b>	<b>1193</b>	<b>1.5</b>	<b>5.6</b>	<b>231</b>	<b>1513</b>	<b>1.3</b>	<b>5.6</b>	<b>104</b>	<b>972</b>	<b>.6</b>	<b>6.8</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	217	3464	1.2	6.3	268	1735	1.4	5.2	406	1787	2.2	8.2	297	2222	1.6	7.1	67	830	.4	4.5
SU '98	225	3536	1.2	6.6	230	1671	1.2	4.5	413	1942	2.2	8.3	293	2303	1.6	7.2	90	964	.5	5.6
SP '98	228	3603	1.2	6.5	260	1741	1.4	4.9	401	1828	2.1	7.7	300	2195	1.6	7.1	87	1042	.5	5.6
WI '98	211	3930	1.1	6.1	247	1731	1.3	4.4	344	1957	1.8	7.1	284	2455	1.5	6.7	87	1229	.5	5.8
<b>4-Book</b>	<b>220</b>	<b>3633</b>	<b>1.2</b>	<b>6.4</b>	<b>251</b>	<b>1720</b>	<b>1.3</b>	<b>4.8</b>	<b>391</b>	<b>1879</b>	<b>2.1</b>	<b>7.8</b>	<b>294</b>	<b>2294</b>	<b>1.6</b>	<b>7.0</b>	<b>83</b>	<b>1016</b>	<b>.5</b>	<b>5.4</b>
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
<b>WMMR-FM</b>																				
FA '98	185	3206	1.0	5.4	241	1475	1.3	4.6	356	1577	1.9	7.2	249	2048	1.3	5.9	47	766	.3	3.2
SU '98	178	3388	1.0	5.2	226	1497	1.2	4.4	293	1507	1.6	5.9	222	1841	1.2	5.5	77	1026	.4	4.8
SP '98	171	3188	.9	4.9	260	1331	1.4	4.9	276	1567	1.5	5.3	203	1871	1.1	4.8	59	718	.3	3.8
WI '98	162	3093	.9	4.6	237	1333	1.3	4.2	274	1371	1.5	5.6	191	1787	1.0	4.5	49	767	.3	3.3
<b>4-Book</b>	<b>174</b>	<b>3219</b>	<b>1.0</b>	<b>5.0</b>	<b>241</b>	<b>1409</b>	<b>1.3</b>	<b>4.5</b>	<b>300</b>	<b>1506</b>	<b>1.6</b>	<b>6.0</b>	<b>216</b>	<b>1887</b>	<b>1.2</b>	<b>5.2</b>	<b>58</b>	<b>819</b>	<b>.3</b>	<b>3.8</b>
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
<b>WQGL-FM</b>																				
FA '98	185	3170	1.0	5.4	229	1431	1.2	4.4	293	1436	1.6	5.9	187	1553	1.0	4.5	79	893	.4	5.3
SU '98	154	3026	.8	4.5	221	1390	1.2	4.3	218	1336	1.2	4.4	181	1528	1.0	4.5	61	857	.3	3.8
SP '98	183	3196	1.0	5.2	224	1471	1.2	4.2	306	1402	1.6	5.9	230	1845	1.2	5.5	66	886	.4	4.3
WI '98	159	2953	.8	4.6	218	1372	1.2	3.9	239	1268	1.3	4.9	185	1645	1.0	4.4	49	772	.3	3.3
<b>4-Book</b>	<b>170</b>	<b>3086</b>	<b>.9</b>	<b>4.9</b>	<b>223</b>	<b>1416</b>	<b>1.2</b>	<b>4.2</b>	<b>264</b>	<b>1361</b>	<b>1.4</b>	<b>5.3</b>	<b>196</b>	<b>1643</b>	<b>1.1</b>	<b>4.7</b>	<b>64</b>	<b>852</b>	<b>.4</b>	<b>4.2</b>
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
<b>WPEN-AM</b>																				
FA '98	12	219	.1	.4	20	82	.1	.4	18	118	.1	.4	7	74		.2	4	24		.3
SU '98	11	251	.1	.3	13	82	.1	.3	13	103	.1	.3	15	108	.1	.4	6	56		.4
SP '98	10	216	.1	.3	14	104	.1	.3	17	103	.1	.3	15	100	.1	.4	1	23		.1
WI '98	12	319	.1	.3	21	143	.1	.4	14	148	.1	.3	14	145	.1	.3	9	87		.6
<b>4-Book</b>	<b>11</b>	<b>251</b>	<b>.1</b>	<b>.3</b>	<b>17</b>	<b>103</b>	<b>.1</b>	<b>.4</b>	<b>16</b>	<b>118</b>	<b>.1</b>	<b>.3</b>	<b>13</b>	<b>107</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>48</b>		<b>.4</b>
FA '97	13	316	.1	.4	13	146	.1	.2	29	118	.2	.5	15	121	.1	.3	1	26		.1
<b>WPHI-FM</b>																				
FA '98	73	1433	.4	2.1	83	560	.4	1.6	90	608	.5	1.8	97	818	.5	2.3	48	559	.3	3.2
SU '98	66	1234	.4	1.9	56	472	.3	1.1	84	633	.4	1.7	89	760	.5	2.2	58	512	.3	3.6
SP '98	75	1328	.4	2.1	72	506	.4	1.4	77	689	.4	1.5	112	817	.6	2.7	72	577	.4	4.7
WI '98	77	1563	.4	2.2	85	708	.5	1.5	81	692	.4	1.7	121	896	.6	2.9	48	515	.3	3.2
<b>4-Book</b>	<b>73</b>	<b>1390</b>	<b>.4</b>	<b>2.1</b>	<b>74</b>	<b>562</b>	<b>.4</b>	<b>1.4</b>	<b>83</b>	<b>656</b>	<b>.4</b>	<b>1.7</b>	<b>105</b>	<b>823</b>	<b>.6</b>	<b>2.5</b>	<b>57</b>	<b>541</b>	<b>.3</b>	<b>3.7</b>
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
<b>WPHT-AM</b>																				
FA '98	23	484	.1	.7	37	188	.2	.7	32	171	.2	.6	30	165	.2	.7	10	92	.1	.7
SU '98	31	825	.2	.9	51	225	.3	1.0	29	205	.2	.6	35	287	.2	.9	24	380	.1	1.5
SP '98	25	859	.1	.7	33	217	.2	.6	20	234	.1	.4	21	268	.1	.5	38	410	.2	2.5
WI '98	22	615	.1	.6	50	257	.3	.9	21	235	.1	.4	23	270	.1	.5	14	119	.1	.9
<b>4-Book</b>	<b>25</b>	<b>696</b>	<b>.1</b>	<b>.7</b>	<b>43</b>	<b>222</b>	<b>.3</b>	<b>.8</b>	<b>26</b>	<b>211</b>	<b>.2</b>	<b>.5</b>	<b>27</b>	<b>248</b>	<b>.2</b>	<b>.7</b>	<b>22</b>	<b>250</b>	<b>.1</b>	<b>1.4</b>
FA '97	8	400	.1	.2	13	118	.1	.2	10	67	.1	.2	6	79		.1	5	71		.4
<b>WPLY-FM</b>																				
FA '98	71	2119	.4	2.1	79	952	.4	1.5	97	849	.5	1.9	114	1375	.6	2.7	27	599	.1	1.8
SU '98	76	2293	.4	2.2	94	947	.5	1.8	97	822	.5	2.0	113	1233	.6	2.8	32	622	.2	2.0
SP '98	72	2291	.4	2.1	104	1005	.6	2.0	125	986	.7	2.4	101	1148	.5	2.4	20	595	.1	1.3
WI '98	67	2226	.4	1.9	119	1043	.6	2.1	68	698	.4	1.4	89	1032	.5	2.1	27	642	.1	1.8
<b>4-Book</b>	<b>72</b>	<b>2232</b>	<b>.4</b>	<b>2.1</b>	<b>99</b>	<b>987</b>	<b>.5</b>	<b>1.9</b>	<b>97</b>	<b>839</b>	<b>.5</b>	<b>1.9</b>	<b>104</b>	<b>1197</b>	<b>.6</b>	<b>2.5</b>	<b>27</b>	<b>615</b>	<b>.1</b>	<b>1.7</b>
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
<b>WURD-AM</b>																				
FA '98	17	174	.1	.5	18	122	.1	.3	25	83	.1	.5	16	114	.1	.4	9	47		.6
SU '98	22	192	.1	.6	20	126	.1	.4	31	150	.2	.6	30	136	.2	.7	10	68	.1	.6
SP '98	36	281	.2	1.0	47	198	.3	.9	66	215	.4	1.3	36	192	.2	.9	4	77		.3
WI '98	16	215	.1	.5	21	115	.1	.4	26	167	.1	.5	18	113	.1	.4	1	8		.1
<b>4-Book</b>	<b>23</b>	<b>216</b>	<b>.1</b>	<b>.7</b>	<b>27</b>	<b>140</b>	<b>.2</b>	<b>.5</b>	<b>37</b>	<b>154</b>	<b>.2</b>	<b>.7</b>	<b>25</b>	<b>139</b>	<b>.2</b>	<b>.6</b>	<b>6</b>	<b>50</b>		<b>.4</b>
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

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

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

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

# Target Listener Trends

Persons 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	
<b>WUSL-FM</b>																				
FA '98	162	2273	.9	4.7	207	1135	1.1	4.0	203	1011	1.1	4.1	199	1177	1.1	4.8	110	803	.6	7.4
SU '98	132	2296	.7	3.9	168	1051	.9	3.3	169	1101	.9	3.4	137	1147	.7	3.4	91	892	.5	5.6
SP '98	154	2122	.8	4.4	193	1032	1.0	3.6	191	1023	1.0	3.7	167	1147	.9	4.0	95	581	.5	6.2
WI '98	129	2214	.7	3.7	171	1043	.9	3.1	155	1045	.8	3.2	148	1081	.8	3.5	81	702	.4	5.4
<b>4-Book</b>	<b>144</b>	<b>2226</b>	<b>.8</b>	<b>4.2</b>	<b>185</b>	<b>1065</b>	<b>1.0</b>	<b>3.5</b>	<b>180</b>	<b>1045</b>	<b>1.0</b>	<b>3.6</b>	<b>163</b>	<b>1138</b>	<b>.9</b>	<b>3.9</b>	<b>94</b>	<b>745</b>	<b>.5</b>	<b>6.2</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 7	95		.2	* 1	18			15	50	.1	.3	* 3	23		.1				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	85	1571	.5	2.5	114	645	.6	2.2	156	719	.8	3.1	75	615	.4	1.8	40	396	.2	2.7
SU '98	77	1710	.4	2.3	68	563	.4	1.3	137	809	.7	2.8	103	726	.6	2.5	29	335	.2	1.8
SP '98	74	1466	.4	2.1	78	519	.4	1.5	135	714	.7	2.6	75	593	.4	1.8	42	337	.2	2.7
WI '98	101	1687	.5	2.9	88	574	.5	1.6	184	848	1.0	3.8	99	655	.5	2.4	47	345	.3	3.1
<b>4-Book</b>	<b>84</b>	<b>1609</b>	<b>.5</b>	<b>2.5</b>	<b>87</b>	<b>575</b>	<b>.5</b>	<b>1.7</b>	<b>153</b>	<b>773</b>	<b>.8</b>	<b>3.1</b>	<b>88</b>	<b>647</b>	<b>.5</b>	<b>2.1</b>	<b>40</b>	<b>353</b>	<b>.2</b>	<b>2.6</b>
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
<b>WVJZ-AM</b>																				
FA '98	1	35								8			1	18				8		
SU '98	4	86		.1	7	8		.1	2	26			2	26			4	52		.2
SP '98	1	47			2	10			1	28										
WI '98		13											1	7						
<b>4-Book</b>	<b>2</b>	<b>45</b>			<b>2</b>	<b>5</b>			<b>1</b>	<b>16</b>			<b>1</b>	<b>13</b>			<b>1</b>	<b>15</b>		<b>.1</b>
FA '97		34			1	26								8						
<b>WXTU-FM</b>																				
FA '98	139	1899	.8	4.1	211	1176	1.1	4.1	170	952	.9	3.4	190	1294	1.0	4.5	55	698	.3	3.7
SU '98	140	1994	.7	4.1	186	1159	1.0	3.6	196	1061	1.0	4.0	174	1287	.9	4.3	48	805	.3	3.0
SP '98	141	1898	.8	4.0	169	1075	.9	3.2	238	1037	1.3	4.6	180	1133	1.0	4.3	56	695	.3	3.6
WI '98	133	1860	.7	3.8	179	1099	1.0	3.2	183	1008	1.0	3.8	194	1306	1.0	4.6	53	566	.3	3.5
<b>4-Book</b>	<b>138</b>	<b>1913</b>	<b>.8</b>	<b>4.0</b>	<b>186</b>	<b>1127</b>	<b>1.0</b>	<b>3.5</b>	<b>197</b>	<b>1015</b>	<b>1.1</b>	<b>4.0</b>	<b>185</b>	<b>1255</b>	<b>1.0</b>	<b>4.4</b>	<b>53</b>	<b>691</b>	<b>.3</b>	<b>3.5</b>
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
<b>WXXM-FM</b>																				
FA '98	79	2088	.4	2.3	88	1036	.5	1.7	116	913	.6	2.3	126	1321	.7	3.0	36	667	.2	2.4
SU '98	98	2493	.5	2.9	125	1246	.7	2.5	129	940	.7	2.6	137	1455	.7	3.4	52	817	.3	3.2
SP '98	95	2276	.5	2.7	128	1123	.7	2.4	148	1030	.8	2.8	129	1318	.7	3.1	27	661	.1	1.7
WI '98	86	2076	.5	2.5	99	961	.5	1.8	120	885	.6	2.5	114	1295	.6	2.7	39	679	.2	2.6
<b>4-Book</b>	<b>90</b>	<b>2233</b>	<b>.5</b>	<b>2.6</b>	<b>110</b>	<b>1092</b>	<b>.6</b>	<b>2.1</b>	<b>128</b>	<b>942</b>	<b>.7</b>	<b>2.6</b>	<b>127</b>	<b>1347</b>	<b>.7</b>	<b>3.1</b>	<b>39</b>	<b>706</b>	<b>.2</b>	<b>2.5</b>
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
<b>WYSP-FM</b>																				
FA '98	262	4530	1.4	7.6	825	2975	4.5	15.9	317	1883	1.7	6.4	162	1369	.9	3.9	42	597	.2	2.8
SU '98	255	4236	1.4	7.5	867	3003	4.6	17.0	301	1952	1.6	6.1	158	1418	.8	3.9	60	911	.3	3.7
SP '98	266	4373	1.4	7.6	833	3092	4.5	15.7	345	2071	1.8	6.6	192	1663	1.0	4.6	52	730	.3	3.4
WI '98	274	4326	1.5	7.9	924	3207	4.9	16.6	336	2027	1.8	6.9	180	1508	1.0	4.3	52	682	.3	3.5
<b>4-Book</b>	<b>264</b>	<b>4366</b>	<b>1.4</b>	<b>7.7</b>	<b>862</b>	<b>3069</b>	<b>4.6</b>	<b>16.3</b>	<b>325</b>	<b>1983</b>	<b>1.7</b>	<b>6.5</b>	<b>173</b>	<b>1490</b>	<b>.9</b>	<b>4.2</b>	<b>52</b>	<b>730</b>	<b>.3</b>	<b>3.4</b>
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
<b>WYXR-FM</b>																				
FA '98	146	2974	.8	4.3	214	1682	1.2	4.1	211	1434	1.1	4.2	179	1661	1.0	4.3	61	798	.3	4.1
SU '98	151	2862	.8	4.4	207	1362	1.1	4.1	237	1285	1.3	4.8	195	1672	1.0	4.8	50	914	.3	3.1
SP '98	159	3022	.8	4.5	195	1399	1.0	3.7	244	1346	1.3	4.7	219	1908	1.2	5.2	59	981	.3	3.8
WI '98	163	3255	.9	4.7	206	1660	1.1	3.7	254	1555	1.4	5.2	208	1787	1.1	4.9	74	975	.4	4.9
<b>4-Book</b>	<b>155</b>	<b>3028</b>	<b>.8</b>	<b>4.5</b>	<b>206</b>	<b>1526</b>	<b>1.1</b>	<b>3.9</b>	<b>237</b>	<b>1405</b>	<b>1.3</b>	<b>4.7</b>	<b>200</b>	<b>1757</b>	<b>1.1</b>	<b>4.8</b>	<b>61</b>	<b>917</b>	<b>.3</b>	<b>4.0</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBYN-FM</b>																				
FA '98	6	162		.2	15	113	.1	.3	3	28		.1	10	106	.1	.2	2	51		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	11	161	.1	.3	17	91	.1	.3	15	58	.1	.3	8	55		.2	4	45		.3
<b>WCTO-FM</b>																				
FA '98	9	149		.3	10	61	.1	.2	14	70	.1	.3	13	104	.1	.3	7	18		.5
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	24	479	.1	.7	29	200	.2	.6	42	207	.2	.8	33	289	.2	.8	7	142		.5
SU '98	21	356	.1	.6	21	147	.1	.4	42	141	.2	.8	37	192	.2	.9	8	108		.5
SP '98	17	357	.1	.5	23	130	.1	.4	37	156	.2	.7	22	189	.1	.5	7	110		.5
WI '98	18	409	.1	.5	26	184	.1	.5	37	168	.2	.8	22	175	.1	.5	5	138		.3
<b>4-Book</b>	<b>20</b>	<b>400</b>	<b>.1</b>	<b>.6</b>	<b>25</b>	<b>165</b>	<b>.1</b>	<b>.5</b>	<b>40</b>	<b>168</b>	<b>.2</b>	<b>.8</b>	<b>29</b>	<b>211</b>	<b>.2</b>	<b>.7</b>	<b>7</b>	<b>125</b>		<b>.5</b>
FA '97	19	476	.1	.5	33	228	.2	.6	32	184	.2	.6	23	200	.1	.5	6	75		.4
<b>WKXW-FM</b>																				
FA '98	51	883	.3	1.5	57	360	.3	1.1	93	431	.5	1.9	83	525	.4	2.0	27	290	.1	1.8
SU '98	43	957	.2	1.3	57	436	.3	1.1	73	408	.4	1.5	75	578	.4	1.8	16	188	.1	1.0
SP '98	40	872	.2	1.1	67	444	.4	1.3	70	422	.4	1.3	64	519	.3	1.5	9	178		.6
WI '98	44	927	.2	1.3	51	395	.3	.9	52	390	.3	1.1	87	571	.5	2.1	29	232	.2	1.9
<b>4-Book</b>	<b>45</b>	<b>910</b>	<b>.2</b>	<b>1.3</b>	<b>58</b>	<b>409</b>	<b>.3</b>	<b>1.1</b>	<b>72</b>	<b>413</b>	<b>.4</b>	<b>1.5</b>	<b>77</b>	<b>548</b>	<b>.4</b>	<b>1.9</b>	<b>20</b>	<b>222</b>	<b>.1</b>	<b>1.3</b>
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
<b>+WNJO-FM</b>																				
FA '98	23	538	.1	.7	20	251	.1	.4	37	222	.2	.7	37	280	.2	.9	10	151	.1	.7
SU '98	44	638	.2	1.3	64	319	.3	1.3	78	349	.4	1.6	49	358	.3	1.2	21	169	.1	1.3
SP '98	23	617	.1	.7	21	276	.1	.4	40	294	.2	.8	32	323	.2	.8	10	190	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	41	1504	.2	1.2	59	636	.3	1.1	49	585	.3	1.0	56	822	.3	1.3	10	284	.1	.7
SU '98	51	1499	.3	1.5	64	576	.3	1.3	78	670	.4	1.6	74	829	.4	1.8	26	469	.1	1.6
SP '98	50	1465	.3	1.4	75	659	.4	1.4	66	649	.4	1.3	82	783	.4	1.9	19	424	.1	1.2
WI '98	43	1427	.2	1.2	55	577	.3	1.0	65	528	.3	1.3	60	686	.3	1.4	16	363	.1	1.1
<b>4-Book</b>	<b>46</b>	<b>1474</b>	<b>.3</b>	<b>1.3</b>	<b>63</b>	<b>612</b>	<b>.3</b>	<b>1.2</b>	<b>65</b>	<b>608</b>	<b>.4</b>	<b>1.3</b>	<b>68</b>	<b>780</b>	<b>.4</b>	<b>1.6</b>	<b>18</b>	<b>385</b>	<b>.1</b>	<b>1.2</b>
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
<b>WRDR-FM</b>																				
FA '98	3	88		.1	18				6	26		.1	3	35		.1	2	44		.1
SU '98	1	87			8				1	26			2	61			2	9		.1
SP '98	8	172		.2	4	90		.1	11	62	.1	.2	12	94	.1	.3	3	32		.2
WI '98	12	172	.1	.3	8	118		.1	21	125	.1	.4	19	115	.1	.5	2	33		.1
<b>4-Book</b>	<b>6</b>	<b>130</b>	<b>.2</b>	<b>.3</b>	<b>3</b>	<b>59</b>	<b>.1</b>	<b>.1</b>	<b>10</b>	<b>60</b>	<b>.1</b>	<b>.2</b>	<b>9</b>	<b>76</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>30</b>		<b>.1</b>
FA '97	9	138		.3	13	70	.1	.2	19	86	.1	.4	8	57		.2	1	34		.1
<b>TOTALS</b>																				
FA '98	3426	17979	18.5		5194	16195	28.1		4976	13831	26.9		4189	15750	22.7		1481	10342	8.0	
SU '98	3420	18191	18.3		5100	15936	27.3		4953	14169	26.5		4058	15771	21.7		1618	10971	8.6	
SP '98	3509	18113	18.8		5316	16341	28.4		5204	14064	27.8		4208	15933	22.5		1543	10699	8.2	
WI '98	3485	18263	18.6		5583	16681	29.8		4870	13874	26.0		4209	15850	22.5		1502	10509	8.0	
<b>4-Book</b>	<b>3460</b>	<b>18137</b>	<b>18.6</b>		<b>5298</b>	<b>16288</b>	<b>28.4</b>		<b>5001</b>	<b>13985</b>	<b>26.8</b>		<b>4166</b>	<b>15826</b>	<b>22.4</b>		<b>1536</b>	<b>10630</b>	<b>8.2</b>	
FA '97	3541	18260	18.9		5491	16880	29.3		5328	14372	28.5		4341	16128	23.2		1414	10569	7.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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	
<b>KYW -AM</b>																				
FA '98	193	4008	1.0	4.0	72	1980	.4	3.2	185	1008	1.0	8.2	71	390	.4	1.8	58	343	.3	2.1
4-Book	236	4425	1.3	4.9	85	2151	.5	3.7	200	1007	1.1	8.8	85	483	.5	2.2	63	320	.4	2.3
<b>WBEB-FM</b>																				
FA '98	353	2886	1.9	7.3	128	1531	.7	5.6	136	505	.7	6.0	274	711	1.5	7.1	153	474	.8	5.6
4-Book	373	2918	2.0	7.7	114	1525	.6	5.0	124	462	.7	5.5	233	691	1.3	6.0	132	465	.7	4.8
<b>WDAS-AM</b>																				
FA '98	24	258	.1	.5	34	291	.2	1.5	13	23	.1	.6	23	62	.1	.6	17	29	.1	.6
4-Book	34	274	.2	.7	36	345	.2	1.6	20	52	.1	.9	19	54	.1	.5	10	22	.1	.4
<b>WDAS-FM</b>																				
FA '98	349	2384	1.9	7.3	214	1593	1.2	9.4	202	519	1.1	8.9	321	765	1.7	8.4	315	681	1.7	11.5
4-Book	366	2440	2.0	7.6	223	1748	1.2	9.7	192	497	1.0	8.5	315	777	1.7	8.2	273	661	1.5	9.9
<b>WHAT-AM</b>																				
FA '98	17	153	.1	.4	12	128	.1	.5	13	36	.1	.6	3	17	.1	.1	8	17	.1	.3
4-Book	28	219	.2	.6	20	171	.1	.8	18	38	.1	.8	25	58	.1	.7	17	40	.1	.6
<b>WIOQ-FM</b>																				
FA '98	246	2658	1.3	5.1	98	1590	.5	4.3	102	357	.6	4.5	188	732	1.0	4.9	135	504	.7	4.9
4-Book	204	2516	1.1	4.2	106	1567	.6	4.6	94	344	.5	4.1	200	730	1.1	5.2	144	499	.8	5.2
<b>WIP -AM</b>																				
FA '98	192	2064	1.0	4.0	61	1039	.3	2.7	81	315	.4	3.6	87	314	.5	2.3	61	275	.3	2.2
4-Book	191	1923	1.0	4.0	53	881	.3	2.3	68	269	.4	3.0	93	338	.5	2.4	59	237	.3	2.1
<b>WJJZ-FM</b>																				
FA '98	233	2101	1.3	4.9	103	1233	.6	4.5	67	239	.4	3.0	159	475	.9	4.1	159	418	.9	5.8
4-Book	235	2082	1.3	4.9	128	1445	.7	5.5	104	333	.6	4.6	201	554	1.1	5.2	170	481	.9	6.2
<b>WMGK-FM</b>																				
FA '98	330	3044	1.8	6.9	118	1670	.6	5.2	117	412	.6	5.2	243	776	1.3	6.3	167	585	.9	6.1
4-Book	318	3112	1.7	6.6	140	1877	.8	6.1	132	457	.7	5.8	289	894	1.6	7.5	200	663	1.1	7.3
<b>WMMR-FM</b>																				
FA '98	288	2731	1.6	6.0	96	1573	.5	4.2	97	433	.5	4.3	213	742	1.2	5.5	138	478	.7	5.1
4-Book	256	2659	1.4	5.3	107	1670	.6	4.6	110	429	.6	4.8	211	775	1.2	5.4	124	501	.7	4.5
<b>WUGL-FM</b>																				
FA '98	241	2516	1.3	5.0	157	1741	.8	6.9	142	441	.8	6.3	290	758	1.6	7.6	161	437	.9	5.9
4-Book	231	2452	1.3	4.8	136	1629	.7	5.9	116	402	.6	5.1	219	656	1.2	5.7	165	500	.9	6.0
<b>WPEN-AM</b>																				
FA '98	15	160	.1	.3	11	121	.1	.5	17	35	.1	.8	23	50	.1	.6	13	53	.1	.5
4-Book	15	192	.1	.3	9	142	.1	.4	13	39	.1	.6	14	41	.1	.4	7	33	.1	.3
<b>WPHI-FM</b>																				
FA '98	90	1178	.5	1.9	60	715	.3	2.6	44	145	.2	1.9	109	299	.6	2.8	83	260	.4	3.0
4-Book	87	1169	.5	1.8	58	721	.3	2.5	34	128	.2	1.5	91	305	.5	2.4	93	264	.5	3.4
<b>WPHT-AM</b>																				
FA '98	33	334	.2	.7	14	192	.1	.6	10	33	.1	.4	18	58	.1	.5	8	16	.1	.3
4-Book	32	436	.2	.7	17	286	.1	.8	12	39	.1	.5	20	59	.1	.5	13	42	.1	.5
<b>WPLY-FM</b>																				
FA '98	97	1789	.5	2.0	55	1054	.3	2.4	38	217	.2	1.7	142	511	.8	3.7	61	294	.3	2.2
4-Book	100	1796	.5	2.1	52	1094	.3	2.3	43	192	.2	1.9	114	526	.6	3.0	70	318	.4	2.5
<b>WURD-AM</b>																				
FA '98	20	161	.1	.4	17	134	.1	.7	10	26	.1	.4	34	88	.2	.9	24	61	.1	.9
4-Book	30	201	.2	.6	21	159	.1	.9	19	50	.1	.9	50	117	.3	1.3	22	55	.1	.8
<b>WUSL-FM</b>																				
FA '98	203	1811	1.1	4.2	123	1328	.7	5.4	86	241	.5	3.8	166	481	.9	4.3	178	450	1.0	6.5
4-Book	176	1743	.9	3.6	121	1333	.7	5.3	85	248	.5	3.8	176	499	1.0	4.5	152	389	.8	5.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 25-49

Persons 25-49																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+WVDB-AM</b>																			
WTEL-AM																			
FA '98	* 9	78	.2	* 3	39	.1	* 6	18	.3	8	29	.2	* **	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																			
FA '98																			
4-Book	118	1227	.6	57	637	.3	2.5	66	189	.4	2.9	45	119	.2	1.2	26	87	.1	1.0
4-Book	113	1221	.6	64	690	.4	2.8	66	175	.4	2.9	51	154	.3	1.3	35	80	.2	1.3
<b>WVJZ-AM</b>																			
FA '98																			
4-Book	1	18		2	27	.1		2	9			3	10	.1		1	10		
4-Book		24			21				6		.1		8	.1			4		
<b>WXTU-FM</b>																			
FA '98																			
4-Book	189	1642	1.0	106	1296	.6	4.7	113	417	.6	5.0	156	578	.8	4.1	125	490	.7	4.6
4-Book	190	1638	1.0	105	1187	.6	4.6	108	367	.6	4.8	190	605	1.0	4.9	133	419	.7	4.8
<b>WXXM-FM</b>																			
FA '98																			
4-Book	110	1792	.6	53	1087	.3	2.3	34	220	.2	1.5	108	470	.6	2.8	81	370	.4	3.0
4-Book	122	1867	.7	66	1186	.4	2.9	48	216	.3	2.1	128	546	.7	3.3	103	412	.5	3.8
<b>WYSP-FM</b>																			
FA '98																			
4-Book	426	3694	2.3	121	1887	.7	5.3	75	263	.4	3.3	186	639	1.0	4.8	111	382	.6	4.1
4-Book	444	3862	2.4	89	1510	.5	3.9	83	307	.5	3.7	171	628	.9	4.4	109	399	.6	4.0
<b>WYXR-FM</b>																			
FA '98																			
4-Book	202	2473	1.1	105	1619	.6	4.6	128	431	.7	5.7	185	675	1.0	4.8	153	474	.8	5.6
4-Book	216	2494	1.2	110	1645	.6	4.8	105	397	.6	4.7	224	766	1.2	5.8	156	499	.8	5.7
<b>WBYN-FM</b>																			
FA '98																			
4-Book	9	146	.2	2	68	.1		3	18	.1		3	9	.1		3	19	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																			
FA '98																			
4-Book	12	121	.1	3	60	.1		6	27	.3		9	17	.2		1	7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																			
FA '98																			
4-Book	35	372	.2	15	238	.1	.7	18	85	.1	.8	43	93	.2	1.1	17	65	.1	.6
4-Book	32	300	.2	9	171	.4		9	42	.1	.4	19	63	.1	.5	10	48	.1	.4
<b>WKXV-FM</b>																			
FA '98																			
4-Book	79	764	.4	16	335	.1	.7	13	52	.1	.6	18	128	.1	.5	21	96	.1	.8
4-Book	69	785	.4	17	307	.1	.7	18	77	.1	.8	23	100	.1	.6	15	69	.1	.6
<b>+WNJO-FM</b>																			
FA '98																			
4-Book	32	438	.2	17	288	.1	.7	11	66	.1	.5	43	153	.2	1.1	34	125	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																			
FA '98																			
4-Book	54	1170	.3	38	804	.2	1.7	32	168	.2	1.4	78	308	.4	2.0	56	220	.3	2.1
4-Book	65	1174	.4	33	690	.2	1.4	25	124	.2	1.1	65	283	.4	1.7	50	221	.3	1.8
<b>WRDR-FM</b>																			
FA '98																			
4-Book	3	53	.1	4	36	.2		2	9	.1		15	19	.1	.4	8	27	.3	
4-Book	8	103	.2	6	58	.3		4	11	.2		16	31	.1	.4	10	32	.1	.4
<b>TOTALS</b>																			
FA '98																			
4-Book	4803	17751	26.0	2271	14982	12.3		2261	6597	12.2		3838	9204	20.8		2728	7039	14.8	
4-Book	4836	17901	25.9	2301	14983	12.3		2267	6552	12.2		3864	9496	20.7		2749	7123	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

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	20	186	.1	1.3	139	684	.8	8.2	67	404	.4	2.3	44	259	.2	2.2	17	162	.1	1.5
4-Book	27	213	.2	1.7	165	755	.9	9.3	82	502	.5	2.9	49	242	.3	2.4	34	250	.2	2.7
<b>WBEB-FM</b>																				
FA '98	82	403	.4	5.5	79	367	.4	4.6	156	544	.8	5.4	97	342	.5	4.9	36	175	.2	3.2
4-Book	68	297	.4	4.4	71	283	.4	4.1	128	485	.7	4.6	94	336	.5	4.6	59	244	.3	4.6
<b>WDAS-AM</b>																				
FA '98	12	23	.1	.8	103	227	.6	6.0	80	198	.4	2.8	20	42	.1	1.0	8	43	.1	.7
4-Book	9	24	.1	.6	124	258	.7	7.1	78	208	.4	2.8	28	58	.2	1.4	10	38	.1	.8
<b>WDAS-FM</b>																				
FA '98	186	447	1.0	12.4	108	270	.6	6.3	158	415	.9	5.5	156	433	.8	7.9	254	468	1.4	22.6
4-Book	190	479	1.0	12.1	118	287	.6	6.7	161	464	.9	5.8	175	393	.9	8.6	334	590	1.8	26.3
<b>WHAT-AM</b>																				
FA '98	10	25	.1	.7	28	57	.2	1.6	9	33	.1	.3	9	15	.1	.5	14	24	.1	1.2
4-Book	11	26	.1	.7	35	76	.2	2.0	28	66	.1	1.0	16	34	.1	.8	8	14	.1	.6
<b>WIOQ-FM</b>																				
FA '98	72	308	.4	4.8	38	178	.2	2.2	135	581	.7	4.7	65	298	.4	3.3	36	145	.2	3.2
4-Book	83	334	.5	5.3	48	186	.3	2.7	120	466	.6	4.3	90	330	.5	4.4	58	219	.3	4.5
<b>WIP -AM</b>																				
FA '98	44	209	.2	2.9	39	164	.2	2.3	80	287	.4	2.8	60	297	.3	3.1	36	178	.2	3.2
4-Book	23	116	.1	1.5	44	165	.3	2.5	62	241	.3	2.2	50	194	.3	2.5	27	111	.1	2.2
<b>WJJZ-FM</b>																				
FA '98	86	336	.5	5.7	80	198	.4	4.7	114	351	.6	4.0	103	296	.6	5.2	56	223	.3	5.0
4-Book	120	380	.7	7.7	89	268	.5	5.1	139	428	.8	5.0	117	313	.6	5.7	77	259	.4	6.1
<b>WMGK-FM</b>																				
FA '98	73	286	.4	4.9	60	283	.3	3.5	157	521	.8	5.4	99	336	.5	5.0	24	133	.1	2.1
4-Book	80	344	.4	5.1	51	236	.3	2.9	154	580	.8	5.5	146	429	.8	7.1	60	240	.3	4.6
<b>WMMR-FM</b>																				
FA '98	61	271	.3	4.1	46	196	.2	2.7	104	430	.6	3.6	58	314	.3	2.9	43	156	.2	3.8
4-Book	64	280	.4	4.2	60	228	.3	3.5	129	513	.7	4.6	104	364	.6	5.0	45	195	.2	3.6
<b>WVGL-FM</b>																				
FA '98	92	299	.5	6.1	185	490	1.0	10.9	192	587	1.0	6.7	115	309	.6	5.8	72	230	.4	6.4
4-Book	96	326	.5	6.1	143	410	.8	8.1	159	521	.9	5.7	127	357	.7	6.2	66	216	.3	5.3
<b>WPEN-AM</b>																				
FA '98	7	18	.1	.5	11	43	.1	.6	5	34	.1	.2	8	8	.1	.4	3	8	.1	.3
4-Book	4	13	.1	.2	10	45	.1	.6	12	42	.1	.5	6	11	.1	.3	9	23	.1	.7
<b>WPHI-FM</b>																				
FA '98	62	195	.3	4.1	20	82	.1	1.2	66	162	.4	2.3	56	175	.3	2.8	33	87	.2	2.9
4-Book	66	210	.4	4.3	24	87	.1	1.4	61	195	.3	2.2	58	169	.3	2.8	34	102	.2	2.7
<b>WPHT-AM</b>																				
FA '98	8	44	.1	.5	23	74	.1	1.3	13	50	.1	.5	1	8	.1	.1	27	74	.1	2.4
4-Book	14	61	.1	.9	19	52	.1	1.0	27	110	.2	1.0	16	69	.1	.8	16	55	.1	1.3
<b>WPLY-FM</b>																				
FA '98	28	156	.2	1.9	22	108	.1	1.3	71	298	.4	2.5	53	218	.3	2.7	13	123	.1	1.2
4-Book	36	170	.2	2.3	24	120	.1	1.4	61	306	.3	2.2	47	213	.3	2.3	16	127	.1	1.3
<b>WURD-AM</b>																				
FA '98	13	41	.1	.9	7	18	.1	.4	25	68	.1	.9	16	60	.1	.8	8	32	.1	.7
4-Book	8	24	.1	.6	6	21	.1	.4	34	76	.2	1.2	19	44	.1	.9	6	15	.1	.5
<b>WUSL-FM</b>																				
FA '98	133	366	.7	8.8	115	353	.6	6.7	161	452	.9	5.6	78	188	.4	4.0	60	135	.3	5.3
4-Book	114	320	.6	7.3	128	398	.7	7.4	168	494	.9	6.0	78	221	.4	3.8	59	157	.3	4.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98					*				1	10			*							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	32	98	.2	2.1	62	238	.3	3.6	183	290	1.0	6.3	14	45	.1	.7	14	72	.1	1.2
4-Book	46	115	.3	3.0	60	209	.3	3.4	199	378	1.1	7.1	22	65	.1	1.1	21	79	.1	1.7
<b>WVJZ-AM</b>																				
FA '98					1	8		.1	1	9										
4-Book					2	4		.1	1	4			4	8		.2	1	4		.1
<b>WXTU-FM</b>																				
FA '98	58	286	.3	3.9	96	340	.5	5.6	135	450	.7	4.7	125	357	.7	6.4	45	172	.2	4.0
4-Book	58	254	.3	3.7	67	253	.4	3.8	132	435	.7	4.7	105	329	.6	5.2	42	184	.2	3.3
<b>WXXM-FM</b>																				
FA '98	32	187	.2	2.1	25	147	.1	1.5	69	342	.4	2.4	49	214	.3	2.5	24	161	.1	2.1
4-Book	39	217	.2	2.5	29	151	.2	1.7	85	377	.5	3.1	64	253	.4	3.1	27	164	.1	2.2
<b>WYSP-FM</b>																				
FA '98	44	184	.2	2.9	43	143	.2	2.5	270	826	1.5	9.4	195	702	1.1	9.9	32	152	.2	2.9
4-Book	44	192	.2	2.8	29	109	.2	1.6	132	528	.7	4.7	103	401	.6	5.1	35	164	.2	2.8
<b>WYXR-FM</b>																				
FA '98	62	315	.3	4.1	73	272	.4	4.3	114	482	.6	4.0	76	326	.4	3.9	48	181	.3	4.3
4-Book	63	303	.3	4.0	57	240	.3	3.3	128	489	.7	4.6	98	353	.5	4.8	42	180	.2	3.4
<b>WBYN-FM</b>																				
FA '98					6	26		.4					2	8		.1	4	32		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98					2	8		.1	2	16		.1	1	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	9	37		.6	6	35		.4	19	69	.1	.7	1	9		.1	1	17		.1
4-Book	5	24		.3	6	32		.4	13	47	.1	.5	6	26		.3	2	18		.1
<b>WKXW-FM</b>																				
FA '98	14	69	.1	.9	14	42	.1	.8	16	44	.1	.6	15	50	.1	.8	13	35	.1	1.2
4-Book	11	51	.1	.7	18	58	.1	1.0	18	83	.1	.6	18	59	.1	.9	15	47	.1	1.2
<b>+WNJO-FM</b>																				
FA '98	8	61		.5	5	30		.3	8	58		.3	16	70	.1	.8	13	53	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	16	131	.1	1.1	9	88		.5	51	253	.3	1.8	47	210	.3	2.4	14	97	.1	1.2
4-Book	16	111	.1	1.1	11	71		.6	49	223	.3	1.7	34	128	.2	1.7	10	64		.8
<b>WRDR-FM</b>																				
FA '98	1	9		.1					5	9		.2	2	8		.1				
4-Book	7	20		.5		2			8	21		.3	4	16		.2	2	6		.2
<b>TOTALS</b>																				
FA '98	1504	4671	8.1		1704	5097	9.2		2886	7801	15.6		1967	5729	10.6		1122	3294	6.1	
4-Book	1562	4717	8.4		1752	5238	9.4		2796	7719	15.0		2039	5486	10.9		1260	3748	6.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KYW -AM</b>																				
FA '98	185	5553	.9	4.7	479	3832	2.2	8.0	149	1837	.7	2.6	224	2725	1.0	4.6	62	1147	.3	3.7
SU '98	194	5885	.9	4.9	502	3868	2.3	8.5	138	1901	.6	2.4	233	2763	1.1	5.0	79	1217	.4	4.3
SP '98	201	6156	.9	4.9	562	4230	2.6	9.0	167	2010	.8	2.8	247	2940	1.1	5.1	63	1280	.3	3.6
WI '98	225	6263	1.0	5.6	659	4485	3.0	10.2	166	1911	.8	3.0	230	2740	1.1	4.8	76	1184	.4	4.5
4-Book	201	5964	.9	5.0	551	4104	2.5	8.9	155	1915	.7	2.7	234	2792	1.1	4.9	70	1207	.4	4.0
FA '97	201	6117	.9	4.9	534	4210	2.5	8.4	151	2097	.7	2.5	242	3059	1.1	4.8	64	1180	.3	3.8
<b>WBEB-FM</b>																				
FA '98	289	3959	1.3	7.3	388	2337	1.8	6.5	545	2044	2.5	9.5	350	2334	1.6	7.2	98	1141	.5	5.9
SU '98	290	3902	1.3	7.3	376	2306	1.7	6.3	574	2238	2.7	10.1	352	2287	1.6	7.5	110	1221	.5	5.9
SP '98	331	4177	1.5	8.1	446	2335	2.1	7.2	649	2147	3.0	10.8	424	2690	2.0	8.7	99	1226	.5	5.7
WI '98	264	4063	1.2	6.6	399	2280	1.8	6.1	515	2138	2.4	9.2	306	2267	1.4	6.3	72	968	.3	4.2
4-Book	294	4025	1.3	7.3	402	2315	1.9	6.5	571	2142	2.7	9.9	358	2395	1.7	7.4	95	1139	.5	5.4
FA '97	295	3991	1.4	7.1	394	2297	1.8	6.2	567	2080	2.6	9.3	355	2266	1.6	7.0	84	1066	.4	5.0
<b>WDAS-AM</b>																				
FA '98	26	441	.1	.7	42	209	.2	.7	17	133	.1	.3	25	166	.1	.5	5	49	.3	
SU '98	28	450	.1	.7	55	244	.3	.9	32	173	.1	.6	18	98	.1	.4	6	94	.3	
SP '98	41	600	.2	1.0	78	302	.4	1.3	39	146	.2	.6	31	183	.1	.6	4	51	.2	
WI '98	50	607	.2	1.2	76	292	.4	1.2	45	190	.2	.8	60	224	.3	1.2	25	172	.1	1.5
4-Book	36	525	.2	.9	63	262	.3	1.0	33	161	.2	.6	34	168	.2	.7	10	92	.6	
FA '97	42	531	.2	1.0	71	275	.3	1.1	41	183	.2	.7	44	209	.2	.9	18	142	.1	1.1
<b>WDAS-FM</b>																				
FA '98	320	2936	1.5	8.1	456	1961	2.1	7.6	375	1531	1.7	6.5	363	1778	1.7	7.5	228	1454	1.1	13.7
SU '98	339	3152	1.6	8.5	467	1900	2.2	7.9	425	1782	2.0	7.4	359	1855	1.7	7.6	252	1469	1.2	13.6
SP '98	350	3206	1.6	8.6	475	1874	2.2	7.6	389	1683	1.8	6.5	377	1896	1.7	7.7	280	1584	1.3	16.0
WI '98	345	3016	1.6	8.6	497	2006	2.3	7.7	409	1603	1.9	7.3	367	1852	1.7	7.6	275	1439	1.3	16.1
4-Book	339	3078	1.6	8.5	474	1935	2.2	7.7	400	1650	1.9	6.9	367	1845	1.7	7.6	259	1487	1.2	14.9
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
<b>WHAT-AM</b>																				
FA '98	16	265	.1	.4	27	132	.1	.4	13	90	.1	.2	22	85	.1	.5	7	23	.4	
SU '98	28	419	.1	.7	42	190	.2	.7	51	246	.2	.9	19	123	.1	.4	6	73	.3	
SP '98	36	379	.2	.9	55	186	.3	.9	53	179	.2	.9	30	119	.1	.6	13	77	.1	.7
WI '98	30	421	.1	.7	32	199	.1	.5	54	200	.2	1.0	30	158	.1	.6	6	56	.4	
4-Book	28	371	.1	.7	39	177	.2	.6	43	179	.2	.8	25	121	.1	.5	8	57	.5	
FA '97	35	399	.2	.8	47	218	.2	.7	54	190	.2	.9	38	152	.2	.8	10	98	.6	
<b>W100-FM</b>																				
FA '98	174	3268	.8	4.4	232	1483	1.1	3.9	297	1694	1.4	5.2	228	1872	1.1	4.7	70	908	.3	4.2
SU '98	141	2971	.7	3.5	168	1199	.8	2.8	211	1481	1.0	3.7	161	1740	.7	3.4	70	967	.3	3.8
SP '98	155	3229	.7	3.8	164	1425	.8	2.6	245	1518	1.1	4.1	193	1758	.9	4.0	85	944	.4	4.9
WI '98	164	3230	.8	4.1	225	1633	1.0	3.5	232	1587	1.1	4.1	219	1890	1.0	4.5	73	1129	.3	4.3
4-Book	159	3175	.8	4.0	197	1435	.9	3.2	246	1570	1.2	4.3	200	1815	.9	4.2	75	987	.3	4.3
FA '97	122	2775	.6	3.0	164	1219	.8	2.6	205	1485	.9	3.4	143	1513	.7	2.8	53	791	.2	3.2
<b>WIP -AM</b>																				
FA '98	153	2685	.7	3.9	264	1465	1.2	4.4	204	1147	.9	3.5	231	1714	1.1	4.8	66	926	.3	4.0
SU '98	122	2043	.6	3.1	234	1204	1.1	3.9	170	963	.8	3.0	181	1297	.8	3.9	38	523	.2	2.1
SP '98	129	2282	.6	3.2	253	1426	1.2	4.1	189	1025	.9	3.1	175	1308	.8	3.6	42	690	.2	2.4
WI '98	177	2996	.8	4.4	339	1744	1.6	5.2	225	1375	1.0	4.0	274	1848	1.3	5.7	66	893	.3	3.9
4-Book	145	2502	.7	3.7	273	1460	1.3	4.4	197	1128	.9	3.4	215	1542	1.0	4.5	53	758	.3	3.1
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
<b>WJJZ-FM</b>																				
FA '98	198	3002	.9	5.0	220	1390	1.0	3.7	335	1461	1.6	5.8	269	1696	1.3	5.6	88	988	.4	5.3
SU '98	209	2958	1.0	5.3	205	1369	.9	3.5	334	1431	1.5	5.8	271	1801	1.3	5.8	131	971	.6	7.1
SP '98	234	3313	1.1	5.7	234	1445	1.1	3.8	392	1533	1.8	6.5	286	1888	1.3	5.9	129	1351	.6	7.4
WI '98	236	3136	1.1	5.9	267	1494	1.2	4.1	347	1373	1.6	6.2	321	1855	1.5	6.7	124	1207	.6	7.3
4-Book	219	3102	1.0	5.5	232	1425	1.1	3.8	352	1450	1.6	6.1	287	1810	1.4	6.0	118	1129	.6	6.8
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

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 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
<b>WMGK-FM</b>																				
FA '98	229	3714	1.1	5.8	283	1864	1.3	4.7	426	1919	2.0	7.4	312	2357	1.5	6.4	72	904	.3	4.3
SU '98	240	3736	1.1	6.0	247	1776	1.1	4.2	439	2017	2.0	7.7	314	2454	1.5	6.7	95	1038	.4	5.1
SP '98	241	3842	1.1	5.9	274	1828	1.3	4.4	423	1938	2.0	7.0	320	2355	1.5	6.6	94	1116	.4	5.4
WI '98	227	4182	1.1	5.6	268	1861	1.2	4.1	376	2100	1.7	6.7	304	2625	1.4	6.3	89	1300	.4	5.2
4-Book	<b>234</b>	<b>3869</b>	<b>1.1</b>	<b>5.8</b>	<b>268</b>	<b>1832</b>	<b>1.2</b>	<b>4.4</b>	<b>416</b>	<b>1994</b>	<b>1.9</b>	<b>7.2</b>	<b>313</b>	<b>2448</b>	<b>1.5</b>	<b>6.5</b>	<b>88</b>	<b>1090</b>	.4	<b>5.0</b>
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
<b>WMMR-FM</b>																				
FA '98	197	3433	.9	5.0	267	1622	1.2	4.4	374	1667	1.7	6.5	259	2139	1.2	5.4	54	807	.3	3.2
SU '98	188	3518	.9	4.7	242	1563	1.1	4.1	313	1589	1.4	5.5	232	1924	1.1	4.9	82	1066	.4	4.4
SP '98	176	3295	.8	4.3	270	1389	1.2	4.3	285	1598	1.3	4.7	206	1920	1.0	4.2	60	759	.3	3.4
WI '98	170	3216	.8	4.2	254	1419	1.2	3.9	283	1388	1.3	5.0	200	1849	.9	4.1	51	780	.2	3.0
4-Book	<b>183</b>	<b>3366</b>	<b>.9</b>	<b>4.6</b>	<b>258</b>	<b>1498</b>	<b>1.2</b>	<b>4.2</b>	<b>314</b>	<b>1561</b>	<b>1.4</b>	<b>5.4</b>	<b>224</b>	<b>1958</b>	<b>1.1</b>	<b>4.7</b>	<b>62</b>	<b>853</b>	.3	<b>3.5</b>
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
<b>WOGL-FM</b>																				
FA '98	263	4084	1.2	6.6	322	1931	1.5	5.4	409	1973	1.9	7.1	281	2162	1.3	5.8	108	1193	.5	6.5
SU '98	211	3852	1.0	5.3	297	1828	1.4	5.0	306	1743	1.4	5.4	243	1999	1.1	5.2	79	1060	.4	4.3
SP '98	246	4105	1.1	6.0	313	1928	1.4	5.0	410	1829	1.9	6.8	308	2307	1.4	6.3	88	1135	.4	5.0
WI '98	221	3827	1.0	5.5	302	1879	1.4	4.7	328	1711	1.5	5.8	260	2109	1.2	5.4	67	1020	.3	3.9
4-Book	<b>235</b>	<b>3967</b>	<b>1.1</b>	<b>5.9</b>	<b>309</b>	<b>1892</b>	<b>1.4</b>	<b>5.0</b>	<b>363</b>	<b>1814</b>	<b>1.7</b>	<b>6.3</b>	<b>273</b>	<b>2149</b>	<b>1.3</b>	<b>5.7</b>	<b>86</b>	<b>1102</b>	.4	<b>4.9</b>
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
<b>WPEN-AM</b>																				
FA '98	27	330	.1	.7	40	150	.2	.7	40	177	.2	.7	27	139	.1	.6	15	57	.1	.9
SU '98	21	399	.1	.5	24	150	.1	.4	29	170	.1	.5	27	190	.1	.6	10	86	.1	.5
SP '98	15	324	.1	.4	23	145	.1	.4	25	154	.1	.4	20	148	.1	.4	2	42	.1	.1
WI '98	19	424	.1	.5	44	217	.2	.7	24	209	.1	.4	19	201	.1	.4	10	104	.1	.6
4-Book	<b>21</b>	<b>369</b>	<b>.1</b>	<b>.5</b>	<b>33</b>	<b>166</b>	<b>.2</b>	<b>.6</b>	<b>30</b>	<b>178</b>	<b>.1</b>	<b>.5</b>	<b>23</b>	<b>170</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>72</b>	.1	<b>.5</b>
FA '97	19	448	.1	.5	25	226	.1	.4	31	162	.1	.5	20	183	.1	.4	5	58	.1	.3
<b>WPFI-FM</b>																				
FA '98	75	1480	.3	1.9	85	583	.4	1.4	91	621	.4	1.6	98	842	.5	2.0	53	582	.2	3.2
SU '98	67	1271	.3	1.7	58	490	.3	1.0	87	664	.4	1.5	90	766	.4	1.9	58	518	.3	3.1
SP '98	76	1382	.4	1.9	72	531	.3	1.2	79	721	.4	1.3	114	856	.5	2.3	72	577	.3	4.1
WI '98	84	1679	.4	2.1	107	780	.5	1.6	86	724	.4	1.5	129	955	.6	2.7	54	547	.2	3.2
4-Book	<b>76</b>	<b>1453</b>	<b>.4</b>	<b>1.9</b>	<b>81</b>	<b>596</b>	<b>.4</b>	<b>1.3</b>	<b>86</b>	<b>683</b>	<b>.4</b>	<b>1.5</b>	<b>108</b>	<b>855</b>	<b>.5</b>	<b>2.2</b>	<b>59</b>	<b>556</b>	.3	<b>3.4</b>
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
<b>WPHT-AM</b>																				
FA '98	29	668	.1	.7	49	256	.2	.8	41	220	.2	.7	35	243	.2	.7	10	110	.1	.6
SU '98	44	1103	.2	1.1	80	336	.4	1.3	30	247	.1	.5	51	390	.2	1.1	39	489	.2	2.1
SP '98	30	1008	.1	.7	48	287	.2	.8	23	267	.1	.4	22	275	.1	.5	44	469	.2	2.5
WI '98	30	831	.1	.7	78	367	.4	1.2	24	295	.1	.4	32	371	.1	.7	14	134	.1	.8
4-Book	<b>33</b>	<b>903</b>	<b>.1</b>	<b>.8</b>	<b>64</b>	<b>312</b>	<b>.3</b>	<b>1.0</b>	<b>30</b>	<b>257</b>	<b>.1</b>	<b>.5</b>	<b>35</b>	<b>320</b>	<b>.2</b>	<b>.8</b>	<b>27</b>	<b>301</b>	.1	<b>1.5</b>
FA '97	15	601	.1	.4	22	167	.1	.3	21	124	.1	.3	18	157	.1	.4	9	133	.1	.5
<b>WPLY-FM</b>																				
FA '98	74	2268	.3	1.9	83	994	.4	1.4	99	875	.5	1.7	117	1404	.5	2.4	29	644	.1	1.7
SU '98	77	2357	.4	1.9	95	954	.4	1.6	98	844	.5	1.7	114	1247	.5	2.4	32	622	.1	1.7
SP '98	73	2374	.3	1.8	105	1021	.5	1.7	127	994	.6	2.1	103	1193	.5	2.1	20	620	.1	1.1
WI '98	68	2275	.3	1.7	120	1058	.6	1.8	68	714	.3	1.2	89	1049	.4	1.8	27	642	.1	1.6
4-Book	<b>73</b>	<b>2319</b>	<b>.3</b>	<b>1.8</b>	<b>101</b>	<b>1007</b>	<b>.5</b>	<b>1.6</b>	<b>98</b>	<b>857</b>	<b>.5</b>	<b>1.7</b>	<b>106</b>	<b>1223</b>	<b>.5</b>	<b>2.2</b>	<b>27</b>	<b>632</b>	.1	<b>1.5</b>
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
<b>WURD-AM</b>																				
FA '98	18	179	.1	.5	21	126	.1	.3	27	88	.1	.5	16	114	.1	.3	9	47	.1	.5
SU '98	27	252	.1	.7	22	161	.1	.4	32	187	.1	.6	33	145	.2	.7	15	77	.1	.8
SP '98	40	311	.2	1.0	49	210	.2	.8	71	228	.3	1.2	40	221	.2	.8	7	91	.1	.4
WI '98	18	233	.1	.4	21	122	.1	.3	30	178	.1	.5	20	131	.1	.4	2	16	.1	.1
4-Book	<b>26</b>	<b>244</b>	<b>.1</b>	<b>.7</b>	<b>28</b>	<b>155</b>	<b>.1</b>	<b>.5</b>	<b>40</b>	<b>170</b>	<b>.2</b>	<b>.7</b>	<b>27</b>	<b>153</b>	<b>.2</b>	<b>.6</b>	<b>8</b>	<b>58</b>	.1	<b>.5</b>
FA '97	39	327	.2	.9	77	241	.4	1.2	55	255	.3	.9	30	209	.1	.6	13	113	.1	.8

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\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>WUSL-FM</b>																				
FA '98	170	2463	.8	4.3	217	1212	1.0	3.6	217	1089	1.0	3.8	208	1242	1.0	4.3	114	855	.5	6.8
SU '98	141	2428	.7	3.5	177	1108	.8	3.0	176	1173	.8	3.1	148	1199	.7	3.2	94	925	.4	5.1
SP '98	162	2231	.7	4.0	199	1074	.9	3.2	204	1097	.9	3.4	180	1199	.8	3.7	102	615	.5	5.8
WI '98	137	2338	.6	3.4	183	1114	.8	2.8	161	1080	.7	2.9	160	1129	.7	3.3	89	743	.4	5.2
<b>4-Book</b>	<b>153</b>	<b>2365</b>	<b>.7</b>	<b>3.8</b>	<b>194</b>	<b>1127</b>	<b>.9</b>	<b>3.2</b>	<b>190</b>	<b>1110</b>	<b>.9</b>	<b>3.3</b>	<b>174</b>	<b>1192</b>	<b>.8</b>	<b>3.6</b>	<b>100</b>	<b>785</b>	<b>.5</b>	<b>5.7</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 9	161		2	* 2	34			16	67	.1	.3	* 7	40		.1				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	104	1964	.5	2.6	135	819	.6	2.2	195	928	.9	3.4	90	774	.4	1.9	47	502	.2	2.8
SU '98	107	2069	.5	2.7	101	701	.5	1.7	179	982	.8	3.1	136	904	.6	2.9	50	464	.2	2.7
SP '98	91	1792	.4	2.2	103	645	.5	1.7	168	866	.8	2.8	95	723	.4	1.9	45	394	.2	2.6
WI '98	131	2105	.6	3.3	115	745	.5	1.8	256	1098	1.2	4.6	126	841	.6	2.6	58	450	.3	3.4
<b>4-Book</b>	<b>108</b>	<b>1983</b>	<b>.5</b>	<b>2.7</b>	<b>114</b>	<b>728</b>	<b>.5</b>	<b>1.9</b>	<b>200</b>	<b>969</b>	<b>.9</b>	<b>3.5</b>	<b>112</b>	<b>811</b>	<b>.5</b>	<b>2.3</b>	<b>50</b>	<b>453</b>	<b>.2</b>	<b>2.9</b>
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
<b>WVJZ-AM</b>																				
FA '98	1	35								8				18					8	
SU '98	7	106		.2	11	28	.1	.2	5	46		.1	7	46		.1	4	65		.2
SP '98	1	64			2	10			2	45				9						
WI '98	1	31			1	9			2	18			1	7						
<b>4-Book</b>	<b>3</b>	<b>59</b>		.1	<b>4</b>	<b>12</b>		.1	<b>2</b>	<b>29</b>			<b>2</b>	<b>20</b>			<b>1</b>	<b>18</b>		.1
FA '97	1	45			2	37			2	10			1	19						
<b>WXTU-FM</b>																				
FA '98	169	2276	.8	4.3	262	1453	1.2	4.4	206	1158	1.0	3.6	226	1539	1.1	4.7	65	747	.3	3.9
SU '98	183	2430	.8	4.6	244	1446	1.1	4.1	263	1335	1.2	4.6	222	1557	1.0	4.7	63	955	.3	3.4
SP '98	173	2319	.8	4.2	226	1371	1.0	3.6	274	1272	1.3	4.6	228	1442	1.1	4.7	67	789	.3	3.8
WI '98	170	2316	.8	4.2	218	1357	1.0	3.4	238	1268	1.1	4.2	249	1607	1.2	5.2	65	690	.3	3.8
<b>4-Book</b>	<b>174</b>	<b>2335</b>	<b>.8</b>	<b>4.3</b>	<b>238</b>	<b>1407</b>	<b>1.1</b>	<b>3.9</b>	<b>245</b>	<b>1258</b>	<b>1.2</b>	<b>4.3</b>	<b>231</b>	<b>1536</b>	<b>1.1</b>	<b>4.8</b>	<b>65</b>	<b>795</b>	<b>.3</b>	<b>3.7</b>
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
<b>WXXM-FM</b>																				
FA '98	80	2131	.4	2.0	89	1053	.4	1.5	119	945	.6	2.1	128	1343	.6	2.6	36	667	.2	2.2
SU '98	102	2568	.5	2.6	131	1267	.6	2.2	134	982	.6	2.3	140	1497	.6	3.0	52	830	.2	2.8
SP '98	96	2333	.4	2.4	128	1129	.6	2.1	149	1051	.7	2.5	130	1344	.6	2.7	27	669	.1	1.5
WI '98	87	2156	.4	2.2	100	993	.5	1.5	121	908	.6	2.2	118	1333	.5	2.4	39	687	.2	2.3
<b>4-Book</b>	<b>91</b>	<b>2297</b>	<b>.4</b>	<b>2.3</b>	<b>112</b>	<b>1111</b>	<b>.5</b>	<b>1.8</b>	<b>131</b>	<b>972</b>	<b>.6</b>	<b>2.3</b>	<b>129</b>	<b>1379</b>	<b>.6</b>	<b>2.7</b>	<b>39</b>	<b>713</b>	<b>.2</b>	<b>2.2</b>
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
<b>WYSP-FM</b>																				
FA '98	268	4775	1.2	6.8	845	3107	3.9	14.1	320	1923	1.5	5.6	164	1408	.8	3.4	43	622	.2	2.6
SU '98	265	4490	1.2	6.7	910	3178	4.2	15.3	306	2010	1.4	5.4	159	1459	.7	3.4	62	941	.3	3.4
SP '98	278	4589	1.3	6.8	873	3223	4.0	14.0	359	2161	1.7	6.0	197	1736	.9	4.0	54	766	.2	3.1
WI '98	286	4534	1.3	7.1	981	3374	4.5	15.1	348	2130	1.6	6.2	181	1525	.8	3.8	52	689	.2	3.0
<b>4-Book</b>	<b>274</b>	<b>4597</b>	<b>1.3</b>	<b>6.9</b>	<b>902</b>	<b>3221</b>	<b>4.2</b>	<b>14.6</b>	<b>333</b>	<b>2056</b>	<b>1.6</b>	<b>5.8</b>	<b>175</b>	<b>1532</b>	<b>.8</b>	<b>3.7</b>	<b>53</b>	<b>755</b>	<b>.2</b>	<b>3.0</b>
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
<b>WYXR-FM</b>																				
FA '98	157	3168	.7	4.0	237	1788	1.1	3.9	225	1529	1.0	3.9	188	1767	.9	3.9	66	867	.3	4.0
SU '98	167	3063	.8	4.2	225	1463	1.0	3.8	270	1379	1.2	4.7	217	1784	1.0	4.6	55	980	.3	3.0
SP '98	172	3267	.8	4.2	219	1517	1.0	3.5	265	1431	1.2	4.4	231	2025	1.1	4.7	62	1017	.3	3.5
WI '98	172	3455	.8	4.3	229	1746	1.1	3.5	263	1631	1.2	4.7	217	1879	1.0	4.5	78	1018	.4	4.6
<b>4-Book</b>	<b>167</b>	<b>3238</b>	<b>.8</b>	<b>4.2</b>	<b>228</b>	<b>1629</b>	<b>1.1</b>	<b>3.7</b>	<b>256</b>	<b>1493</b>	<b>1.2</b>	<b>4.4</b>	<b>213</b>	<b>1864</b>	<b>1.0</b>	<b>4.4</b>	<b>65</b>	<b>971</b>	<b>.3</b>	<b>3.8</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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 25-54

	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
<b>WBYN-FM</b>																				
FA '98	6	180		.2	16	130	.1	.3	3	28		.1	11	114	.1	.2	2	51		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	13	203	.1	.3	17	108	.1	.3	18	67	.1	.3	11	72	.1	.2	5	54		.3
<b>WCTD-FM</b>																				
FA '98	14	183	.1	.4	20	89	.1	.3	26	98	.1	.5	20	131	.1	.4	8	31		.5
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	32	614	.1	.8	39	282	.2	.6	60	267	.3	1.0	45	377	.2	.9	9	174		.5
SU '98	26	430	.1	.7	26	172	.1	.4	51	176	.2	.9	43	224	.2	.9	18	143	.1	1.0
SP '98	21	421	.1	.5	34	161	.2	.5	39	179	.2	.6	24	219	.1	.5	8	133		.5
WI '98	21	507	.1	.5	31	235	.1	.5	43	218	.2	.8	26	219	.1	.5	6	154		.4
<b>4-Book</b>	25	493	.1	.6	33	213	.2	.5	48	210	.2	.8	35	260	.2	.7	10	151		.6
FA '97	20	524	.1	.5	33	236	.2	.5	32	193	.1	.5	24	224	.1	.5	7	91		.4
<b>WKXV-FM</b>																				
FA '98	59	1082	.3	1.5	63	427	.3	1.0	104	540	.5	1.8	103	651	.5	2.1	29	325	.1	1.7
SU '98	49	1093	.2	1.2	69	537	.3	1.2	82	494	.4	1.4	82	650	.4	1.7	20	208	.1	1.1
SP '98	48	1004	.2	1.2	81	516	.4	1.3	84	480	.4	1.4	73	581	.3	1.5	11	202	.1	.6
WI '98	47	1044	.2	1.2	57	469	.3	.9	54	416	.2	1.0	93	628	.4	1.9	29	249	.1	1.7
<b>4-Book</b>	51	1056	.2	1.3	68	487	.3	1.1	81	483	.4	1.4	88	628	.4	1.8	22	246	.1	1.3
FA '97	53	943	.2	1.3	84	462	.4	1.3	66	380	.3	1.1	88	595	.4	1.7	29	257	.1	1.7
<b>+WNJD-FM</b>																				
FA '98	35	725	.2	.9	34	351	.2	.6	68	336	.3	1.2	47	401	.2	1.0	11	182	.1	.7
SU '98	53	784	.2	1.3	77	389	.4	1.3	86	393	.4	1.5	58	430	.3	1.2	26	254	.1	1.4
SP '98	37	826	.2	.9	36	352	.2	.6	59	416	.3	1.0	44	425	.2	.9	12	237	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	41	1549	.2	1.0	59	643	.3	1.0	49	585	.2	.9	56	836	.3	1.2	10	284		.6
SU '98	54	1567	.2	1.4	66	602	.3	1.1	83	697	.4	1.5	77	857	.4	1.6	27	496	.1	1.5
SP '98	51	1535	.2	1.3	77	690	.4	1.2	67	658	.3	1.1	83	800	.4	1.7	20	448	.1	1.1
WI '98	45	1502	.2	1.1	59	596	.3	.9	67	539	.3	1.2	60	686	.3	1.2	16	380	.1	.9
<b>4-Book</b>	48	1538	.2	1.2	65	633	.3	1.1	67	620	.3	1.2	69	795	.4	1.4	18	402	.1	1.0
FA '97	44	1543	.2	1.1	52	633	.2	.8	72	629	.3	1.2	60	773	.3	1.2	19	516	.1	1.1
<b>WRDR-FM</b>																				
FA '98	5	109		.1	3	40			6	26		.1	6	57		.1	2	50		.1
SU '98	3	158		.1	3	53		.1	3	77		.1	5	107		.1	2	24		.1
SP '98	11	226	.1	.3	7	122		.1	18	97	.1	.3	17	127	.1	.3	4	44		.2
WI '98	17	260	.1	.4	13	148	.1	.2	27	146	.1	.5	25	169	.1	.5	5	51		.3
<b>4-Book</b>	9	188	.1	.2	7	91		.1	14	87	.1	.3	13	115	.1	.3	3	42		.2
FA '97	12	205	.1	.3	16	96	.1	.3	24	127	.1	.4	13	97	.1	.3	2	48		.1
<b>TOTALS</b>																				
FA '98	3959	20888	18.4		6003	18895	27.9		5753	16126	26.8		4838	18298	22.5		1668	11743	7.8	
SU '98	3974	21028	18.4		5938	18492	27.5		5711	16332	26.4		4698	18363	21.7		1850	12589	8.6	
SP '98	4072	20952	18.8		6233	18903	28.8		6005	16178	27.8		4885	18499	22.6		1751	12164	8.1	
WI '98	4027	21060	18.6		6489	19260	30.0		5619	15927	26.0		4826	18178	22.3		1705	12008	7.9	
<b>4-Book</b>	4008	20982	18.6		6166	18888	28.6		5772	16141	26.8		4812	18335	22.3		1744	12126	8.1	
FA '97	4128	21084	19.1		6389	19433	29.6		6101	16382	28.2		5040	18632	23.3		1675	12186	7.8	

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

# Target Listener Estimates

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	
<b>KYW -AM</b>																				
FA '98	273	4998	1.3	4.9	111	2583	.5	4.2	267	1318	1.2	9.9	113	603	.5	2.5	73	422	.3	2.3
4-Book	301	5408	1.4	5.4	112	2709	.5	4.2	270	1288	1.3	9.9	107	608	.5	2.4	78	404	.3	2.5
<b>WBEB-FM</b>																				
FA '98	437	3432	2.0	7.9	156	1870	.7	5.9	165	617	.8	6.1	335	887	1.6	7.5	191	574	.9	6.1
4-Book	454	3465	2.1	8.1	144	1864	.7	5.4	153	559	.7	5.6	295	869	1.4	6.6	173	589	.8	5.4
<b>WDAS-AM</b>																				
FA '98	27	308	.1	.5	39	351	.2	1.5	13	23	.1	.5	26	71	.1	.6	17	29	.1	.5
4-Book	42	334	.2	.7	44	411	.2	1.6	23	62	.1	.9	24	69	.1	.5	14	31	.1	.5
<b>WDAS-FM</b>																				
FA '98	396	2649	1.8	7.1	245	1811	1.1	9.2	232	600	1.1	8.6	376	870	1.7	8.4	355	754	1.7	11.3
4-Book	412	2708	1.9	7.4	260	1995	1.2	9.7	227	588	1.1	8.3	369	897	1.7	8.2	317	749	1.5	10.0
<b>WHAT-AM</b>																				
FA '98	20	197	.1	.4	15	167	.1	.6	13	36	.1	.5	10	25	.1	.2	8	17	.1	.3
4-Book	36	275	.2	.7	25	229	.1	1.0	23	50	.1	.9	29	69	.1	.7	18	44	.1	.6
<b>WIOQ-FM</b>																				
FA '98	256	2777	1.2	4.6	100	1639	.5	3.8	103	368	.5	3.8	197	756	.9	4.4	137	508	.6	4.3
4-Book	217	2657	1.0	3.9	112	1649	.5	4.2	100	366	.5	3.6	214	767	1.0	4.8	152	524	.7	4.8
<b>WIP -AM</b>																				
FA '98	231	2402	1.1	4.2	74	1168	.3	2.8	103	357	.5	3.8	111	388	.5	2.5	72	300	.3	2.3
4-Book	226	2249	1.1	4.1	64	1029	.3	2.4	89	322	.4	3.3	114	416	.5	2.6	65	262	.3	2.0
<b>WJZ-FM</b>																				
FA '98	280	2455	1.3	5.0	126	1482	.6	4.8	86	312	.4	3.2	200	599	.9	4.5	222	592	1.0	7.0
4-Book	295	2482	1.4	5.3	153	1705	.7	5.7	129	410	.6	4.7	253	678	1.2	5.6	211	606	1.0	6.6
<b>WMGK-FM</b>																				
FA '98	347	3257	1.6	6.3	125	1764	.6	4.7	123	438	.6	4.6	252	800	1.2	5.6	183	629	.9	5.8
4-Book	339	3321	1.6	6.1	148	1990	.7	5.5	142	485	.7	5.2	306	949	1.4	6.8	210	695	1.0	6.6
<b>WMMR-FM</b>																				
FA '98	305	2926	1.4	5.5	100	1648	.5	3.8	98	446	.5	3.6	224	790	1.0	5.0	150	532	.7	4.8
4-Book	269	2781	1.2	4.8	110	1732	.5	4.1	112	443	.5	4.1	218	804	1.0	4.9	133	531	.6	4.2
<b>WGL-FM</b>																				
FA '98	343	3282	1.6	6.2	227	2351	1.1	8.6	214	637	1.0	7.9	397	1104	1.8	8.9	234	635	1.1	7.4
4-Book	319	3181	1.5	5.7	189	2176	.9	7.0	162	550	.8	5.9	307	912	1.4	6.8	224	680	1.0	7.0
<b>WPEN-AM</b>																				
FA '98	36	258	.2	.6	20	179	.1	.8	30	64	.1	1.1	45	79	.2	1.0	23	69	.1	.7
4-Book	29	286	.1	.5	15	206	.1	.6	23	66	.1	.9	27	75	.1	.6	13	52	.1	.4
<b>WPHI-FM</b>																				
FA '98	91	1225	.4	1.6	62	744	.3	2.3	44	145	.2	1.6	120	327	.6	2.7	87	273	.4	2.8
4-Book	91	1230	.4	1.6	60	744	.3	2.2	38	135	.2	1.4	96	320	.5	2.1	95	272	.4	3.0
<b>WPHT-AM</b>																				
FA '98	42	478	.2	.8	18	250	.1	.7	10	33	.1	.4	26	75	.1	.6	16	33	.1	.5
4-Book	42	586	.2	.8	22	370	.1	.8	15	48	.1	.6	26	78	.1	.6	17	55	.1	.5
<b>WPLY-FM</b>																				
FA '98	100	1858	.5	1.8	59	1152	.3	2.2	45	247	.2	1.7	148	543	.7	3.3	67	343	.3	2.1
4-Book	102	1843	.5	1.8	54	1142	.3	2.0	44	202	.2	1.6	117	539	.5	2.6	73	341	.3	2.3
<b>WURD-AM</b>																				
FA '98	22	165	.1	.4	17	134	.1	.6	10	26	.1	.4	34	88	.2	.8	24	61	.1	.8
4-Book	33	225	.2	.6	26	184	.1	1.0	24	60	.1	.9	56	132	.3	1.3	28	66	.1	.9
<b>WUSL-FM</b>																				
FA '98	214	1943	1.0	3.9	131	1450	.6	4.9	92	250	.4	3.4	171	499	.8	3.8	182	464	.8	5.8
4-Book	186	1851	.9	3.4	130	1424	.6	4.8	90	265	.4	3.3	183	525	.8	4.1	166	413	.8	5.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>+WWDB-AM</b>																				
WTEL-AM																				
FA '98	* 10	118		.2	* 6	65		.2	* 6	18		.2	12	38	.1	.3	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	144	1528	.7	2.6	71	808	.3	2.7	90	265	.4	3.3	60	188	.3	1.3	40	116	.2	1.3
4-Book	146	1510	.7	2.6	81	876	.4	3.0	91	248	.4	3.3	72	221	.4	1.6	48	105	.2	1.5
<b>WWJZ-AM</b>																				
FA '98		18			1	27			1	9			4	10		.1	1	10		
4-Book	3	38			2	26		.1	3	12		.1	4	12		.1	2	6		.1
<b>WXTU-FM</b>																				
FA '98	230	1985	1.1	4.1	131	1547	.6	4.9	142	493	.7	5.3	194	674	.9	4.3	155	584	.7	4.9
4-Book	239	2023	1.1	4.3	132	1450	.6	4.9	137	468	.7	5.0	249	741	1.2	5.5	172	528	.8	5.4
<b>WXXM-FM</b>																				
FA '98	112	1835	.5	2.0	54	1097	.3	2.0	34	220	.2	1.3	108	473	.5	2.4	81	374	.4	2.6
4-Book	125	1916	.6	2.2	68	1214	.3	2.5	50	219	.3	1.8	132	561	.6	2.9	103	420	.5	3.2
<b>WYSP-FM</b>																				
FA '98	433	3849	2.0	7.8	126	2008	.6	4.8	81	288	.4	3.0	191	669	.9	4.3	111	382	.5	3.5
4-Book	460	4050	2.2	8.2	92	1576	.5	3.5	87	321	.4	3.2	174	645	.8	3.9	112	412	.5	3.5
<b>WYXR-FM</b>																				
FA '98	217	2628	1.0	3.9	110	1713	.5	4.2	133	463	.6	4.9	198	725	.9	4.4	162	501	.8	5.1
4-Book	234	2665	1.1	4.2	117	1737	.5	4.4	112	420	.5	4.1	240	803	1.1	5.3	168	537	.8	5.3
<b>WBYN-FM</b>																				
FA '98	9	163		.2	2	68		.1	3	18		.1	3	9		.1	3	19		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	22	156	.1	.4	4	87		.2	6	27		.2	11	24	.1	.2	2	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	49	498	.2	.9	16	269	.1	.6	19	92	.1	.7	45	100	.2	1.0	18	72	.1	.6
4-Book	39	375	.2	.7	10	206		.4	10	47	.1	.4	20	73	.1	.5	12	60	.1	.4
<b>WKXW-FM</b>																				
FA '98	91	943	.4	1.6	21	401	.1	.8	19	81	.1	.7	20	135	.1	.4	29	116	.1	.9
4-Book	79	917	.4	1.4	20	363	.1	.8	23	99	.1	.8	26	120	.1	.6	18	80	.1	.6
<b>+WNJO-FM</b>																				
FA '98	51	600	.2	.9	23	407	.1	.9	16	89	.1	.6	58	211	.3	1.3	40	159	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	55	1190	.3	1.0	39	829	.2	1.5	32	168	.1	1.2	84	322	.4	1.9	57	230	.3	1.8
4-Book	67	1207	.3	1.2	34	722	.2	1.3	26	129	.1	.9	67	294	.3	1.5	52	231	.3	1.6
<b>WRDR-FM</b>																				
FA '98	5	75		.1	5	51		.2	2	9		.1	18	33	.1	.4	11	41	.1	.3
4-Book	12	151	.1	.2	9	99	.1	.3	6	23		.2	21	49	.1	.5	16	53	.1	.5
<b>TOTALS</b>																				
FA '98	5550	20659	25.8		2650	17387	12.3		2696	7799	12.5		4479	10800	20.8		3152	8185	14.7	
4-Book	5598	20717	25.9		2691	17367	12.5		2728	7815	12.6		4510	11022	20.9		3186	8250	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

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	46	275	.2	2.7	210	927	1.0	10.2	105	588	.5	3.1	77	359	.4	3.4	32	233	.1	2.4
4-Book	41	277	.2	2.3	231	1001	1.1	10.6	102	614	.5	3.2	64	310	.3	2.7	43	306	.2	2.9
<b>WBEB-FM</b>																				
FA '98	99	455	.5	5.7	102	480	.5	4.9	187	646	.9	5.6	111	402	.5	4.9	43	204	.2	3.3
4-Book	83	366	.4	4.6	92	371	.4	4.3	164	605	.8	5.1	116	410	.6	5.0	64	276	.3	4.3
<b>WDAS-AM</b>																				
FA '98	12	23	.1	.7	115	259	.5	5.6	91	242	.4	2.7	26	56	.1	1.2	16	59	.1	1.2
4-Book	10	28	.1	.6	148	305	.7	6.9	92	255	.4	2.9	33	72	.2	1.5	14	46	.1	.9
<b>WDAS-FM</b>																				
FA '98	201	477	.9	11.7	112	288	.5	5.4	184	484	.9	5.5	187	501	.9	8.3	293	556	1.4	22.4
4-Book	214	544	1.0	12.0	151	353	.7	6.9	188	546	.9	5.8	203	452	1.0	8.7	384	688	1.8	26.1
<b>WHAT-AM</b>																				
FA '98	14	34	.1	.8	36	78	.2	1.7	14	49	.1	.4	10	21	.1	.4	14	24	.1	1.1
4-Book	14	34	.1	.8	54	110	.3	2.5	36	96	.2	1.1	20	42	.1	.9	9	18	.1	.7
<b>WIOQ-FM</b>																				
FA '98	72	308	.3	4.2	39	185	.2	1.9	137	587	.6	4.1	69	313	.3	3.1	36	145	.2	2.7
4-Book	85	346	.4	4.7	50	193	.3	2.3	128	485	.6	4.0	98	355	.5	4.2	61	230	.3	4.1
<b>WIP -AM</b>																				
FA '98	45	224	.2	2.6	58	190	.3	2.8	92	310	.4	2.7	75	337	.3	3.3	40	204	.2	3.1
4-Book	24	123	.1	1.4	59	217	.3	2.7	74	281	.3	2.3	58	222	.3	2.5	31	130	.2	2.2
<b>WJJZ-FM</b>																				
FA '98	101	385	.5	5.9	94	269	.4	4.5	129	407	.6	3.9	113	326	.5	5.0	68	259	.3	5.2
4-Book	142	458	.7	8.0	103	326	.5	4.7	162	504	.8	5.1	131	361	.6	5.6	86	298	.4	5.9
<b>WMGK-FM</b>																				
FA '98	78	302	.4	4.5	61	286	.3	3.0	172	565	.8	5.1	104	343	.5	4.6	24	133	.1	1.8
4-Book	84	360	.4	4.7	54	248	.2	2.5	167	626	.8	5.2	153	456	.7	6.5	62	254	.3	4.1
<b>WMMR-FM</b>																				
FA '98	64	295	.3	3.7	48	209	.2	2.3	104	430	.5	3.1	58	314	.3	2.6	46	164	.2	3.5
4-Book	67	290	.3	3.8	63	243	.3	2.9	132	528	.6	4.1	107	376	.5	4.5	47	210	.2	3.2
<b>WGL-FM</b>																				
FA '98	146	494	.7	8.5	260	686	1.2	12.6	258	770	1.2	7.7	179	469	.8	7.9	122	364	.6	9.3
4-Book	133	455	.6	7.4	193	557	.9	8.9	211	691	1.0	6.5	173	492	.8	7.4	111	329	.5	7.6
<b>WPEN-AM</b>																				
FA '98	12	28	.1	.7	21	79	.1	1.0	13	50	.1	.4	14	24	.1	.6	4	16	.1	.3
4-Book	5	16	.1	.3	14	61	.1	.7	18	59	.1	.6	9	22	.1	.4	9	25	.1	.6
<b>WPHI-FM</b>																				
FA '98	64	204	.3	3.7	20	82	.1	1.0	66	162	.3	2.0	56	175	.3	2.5	33	87	.2	2.5
4-Book	67	217	.3	3.8	25	89	.1	1.2	61	198	.3	1.9	59	175	.3	2.6	34	102	.2	2.3
<b>WPHT-AM</b>																				
FA '98	9	53	.1	.5	30	109	.1	1.5	15	74	.1	.4	1	8	.1	.4	36	98	.2	2.7
4-Book	18	80	.1	1.0	27	81	.1	1.2	35	140	.2	1.1	19	90	.1	.8	20	67	.1	1.4
<b>WPLY-FM</b>																				
FA '98	33	187	.2	1.9	25	133	.1	1.2	76	320	.4	2.3	55	228	.3	2.4	15	138	.1	1.1
4-Book	38	182	.2	2.1	25	131	.1	1.2	63	319	.3	2.0	49	219	.2	2.1	17	137	.1	1.1
<b>WURD-AM</b>																				
FA '98	13	41	.1	.8	7	18	.1	.3	25	68	.1	.7	16	60	.1	.7	8	32	.1	.6
4-Book	10	29	.1	.6	11	30	.1	.5	39	90	.2	1.2	28	62	.1	1.2	8	22	.1	.5
<b>WUSL-FM</b>																				
FA '98	141	389	.7	8.2	129	388	.6	6.2	178	495	.8	5.3	85	217	.4	3.8	62	147	.3	4.7
4-Book	126	346	.6	7.1	136	422	.6	6.3	176	521	.8	5.5	88	244	.4	3.7	64	172	.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 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
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	* 3	9	.1	.1	3	18	.1	.1	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	34	107	.2	2.0	78	297	.4	3.8	221	363	1.0	6.6	19	59	.1	.8	15	79	.1	1.1
WVJZ-AM FA '98 4-Book		2			1	8		.1	1	9		.6	5	10		.2	2	5		.1
WXTU-FM FA '98 4-Book	64	320	.3	3.7	114	399	.5	5.5	189	604	.9	5.6	149	443	.7	6.6	50	187	.2	3.8
WXXM-FM FA '98 4-Book	32	187	.1	1.9	25	147	.1	1.2	70	349	.3	2.1	49	214	.2	2.2	24	161	.1	1.8
WYSP-FM FA '98 4-Book	44	184	.2	2.6	45	150	.2	2.2	288	899	1.3	8.6	207	753	1.0	9.2	32	152	.1	2.4
WYXR-FM FA '98 4-Book	71	354	.3	4.1	77	302	.4	3.7	120	522	.6	3.6	76	326	.4	3.4	48	181	.2	3.7
WBYN-FM FA '98 4-Book	**	**	**	**	6	26	.3	.3	**	**	**	**	2	8	.1	.1	4	32	.3	.3
WCTO-FM FA '98 4-Book	**	**	**	**	2	8	.1	.1	9	37	.3	.3	4	23	.2	.2	**	**	**	**
WJBR-FM FA '98 4-Book	10	46	.6	.6	7	43	.3	.3	23	86	.1	.7	1	9			1	17	.1	.1
WKXV-FM FA '98 4-Book	18	84	.1	1.0	22	78	.1	1.1	29	72	.1	.9	17	54	.1	.8	13	35	.1	1.0
+WNJO-FM FA '98 4-Book	11	84	.1	.6	6	45	.3	.3	20	113	.1	.6	17	76	.1	.8	16	68	.1	1.2
WPST-FM FA '98 4-Book	16	131	.1	.9	9	88	.4	.4	54	262	.3	1.6	47	210	.2	2.1	14	97	.1	1.1
WRDR-FM FA '98 4-Book	1	9	.1	.1	2	8	.1	.1	5	9	.1	.1	2	8	.1	.1	4	15	.3	.3
TOTALS FA '98 4-Book	1723	5400	8.0		2067	6168	9.6		3350	9103	15.6		2254	6532	10.5		1310	3861	6.1	
	1790	5478	8.3		2169	6366	10.1		3235	8925	15.0		2339	6324	10.9		1463	4335	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 - Persons 25-54

# 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	
<b>KYW -AM</b>																				
FA '98	250	6054	1.3	7.3	599	4295	3.2	11.5	227	2231	1.2	4.6	302	3178	1.6	7.5	82	1351	.4	6.1
SU '98	237	6335	1.3	6.9	614	4462	3.3	11.7	185	2289	1.0	3.8	254	3029	1.4	6.5	95	1453	.5	6.4
SP '98	253	6572	1.4	7.4	678	4630	3.6	12.8	212	2271	1.1	4.3	285	3197	1.5	7.2	84	1392	.4	6.1
WI '98	269	6244	1.4	7.8	686	4422	3.7	12.4	211	2173	1.1	4.4	276	2916	1.5	6.9	115	1412	.6	8.2
4-Book	252	6301	1.4	7.4	644	4452	3.5	12.1	209	2241	1.1	4.3	279	3080	1.5	7.0	94	1402	.5	6.7
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
<b>WBEB-FM</b>																				
FA '98	263	3496	1.4	7.7	360	2022	1.9	6.9	507	1939	2.7	10.3	305	2029	1.6	7.6	86	976	.5	6.4
SU '98	271	3483	1.4	7.9	380	2054	2.0	7.3	517	1986	2.8	10.6	329	2140	1.8	8.4	86	1056	.5	5.8
SP '98	298	3636	1.6	8.7	416	2090	2.2	7.8	571	1969	3.0	11.7	360	2345	1.9	9.0	93	1043	.5	6.8
WI '98	251	3724	1.3	7.3	369	2052	2.0	6.7	482	2040	2.6	10.0	304	2113	1.6	7.6	68	863	.4	4.8
4-Book	271	3585	1.4	7.9	381	2055	2.0	7.2	519	1984	2.8	10.7	325	2157	1.7	8.2	83	985	.5	6.0
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
<b>WDAS-AM</b>																				
FA '98	39	516	.2	1.1	65	262	.3	1.2	36	213	.2	.7	30	201	.2	.7	8	67	.1	.6
SU '98	28	511	.1	.8	51	275	.3	1.0	31	205	.2	.6	20	126	.1	.5	8	111	.1	.5
SP '98	52	606	.3	1.5	94	323	.5	1.8	46	188	.2	.9	43	217	.2	1.1	12	119	.1	.9
WI '98	48	580	.3	1.4	85	271	.5	1.5	37	209	.2	.8	46	192	.2	1.1	23	187	.1	1.6
4-Book	42	553	.2	1.2	74	283	.4	1.4	38	204	.2	.8	35	184	.2	.9	13	121	.1	.9
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
<b>WDAS-FM</b>																				
FA '98	224	2129	1.2	6.6	311	1326	1.6	6.0	259	1082	1.4	5.3	251	1277	1.3	6.3	145	870	.8	10.8
SU '98	271	2326	1.4	7.9	366	1394	2.0	7.0	343	1294	1.8	7.0	278	1289	1.5	7.1	201	1047	1.1	13.6
SP '98	280	2408	1.5	8.2	378	1495	2.0	7.1	332	1286	1.8	6.8	304	1525	1.6	7.6	194	1153	1.0	14.2
WI '98	254	2191	1.4	7.4	388	1469	2.1	7.0	286	1071	1.5	5.9	257	1345	1.4	6.4	203	1039	1.1	14.4
4-Book	257	2264	1.4	7.5	361	1421	1.9	6.8	305	1183	1.6	6.3	273	1359	1.5	6.9	186	1027	1.0	13.3
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
<b>WHAT-AM</b>																				
FA '98	28	395	.1	.8	39	189	.2	.7	36	159	.2	.7	26	125	.1	.6	10	61	.1	.7
SU '98	39	447	.2	1.1	64	228	.3	1.2	73	292	.4	1.5	26	145	.1	.7	10	75	.1	.7
SP '98	39	517	.2	1.1	53	236	.3	1.0	54	233	.3	1.1	29	115	.2	.7	17	114	.1	1.2
WI '98	30	462	.2	.9	34	205	.2	.6	57	219	.3	1.2	34	170	.2	.8	5	73	.1	.4
4-Book	34	455	.2	1.0	48	215	.3	.9	55	226	.3	1.1	29	139	.2	.7	11	81	.1	.8
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
<b>WIOQ-FM</b>																				
FA '98	95	1773	.5	2.8	145	787	.8	2.8	172	851	.9	3.5	119	952	.6	3.0	25	413	.1	1.9
SU '98	76	1749	.4	2.2	97	701	.5	1.9	103	789	.5	2.1	77	977	.4	2.0	38	504	.2	2.6
SP '98	84	1764	.4	2.5	100	773	.5	1.9	123	761	.7	2.5	105	950	.6	2.6	40	452	.2	2.9
WI '98	84	1760	.4	2.4	121	927	.6	2.2	114	840	.6	2.4	117	1014	.6	2.9	34	543	.2	2.4
4-Book	85	1762	.4	2.5	116	797	.6	2.2	128	810	.7	2.6	105	973	.6	2.6	34	478	.2	2.5
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
<b>WIP -AM</b>																				
FA '98	119	2125	.6	3.5	245	1320	1.3	4.7	160	894	.8	3.2	158	1250	.8	3.9	45	656	.2	3.3
SU '98	105	1610	.6	3.1	220	960	1.2	4.2	140	766	.7	2.9	140	999	.7	3.6	36	392	.2	2.4
SP '98	102	1831	.5	3.0	236	1246	1.3	4.4	136	819	.7	2.8	123	1006	.7	3.1	28	491	.1	2.0
WI '98	147	2536	.8	4.3	288	1488	1.5	5.2	177	1243	.9	3.7	217	1592	1.2	5.4	55	719	.3	3.9
4-Book	118	2026	.6	3.5	247	1254	1.3	4.6	153	931	.8	3.2	160	1212	.9	4.0	41	565	.2	2.9
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
<b>WJZZ-FM</b>																				
FA '98	200	2879	1.1	5.9	199	1263	1.1	3.8	335	1467	1.8	6.8	281	1740	1.5	7.0	81	891	.4	6.0
SU '98	212	2893	1.1	6.2	212	1325	1.1	4.1	331	1496	1.8	6.8	286	1858	1.5	7.3	120	964	.6	8.1
SP '98	247	3232	1.3	7.2	246	1379	1.3	4.6	411	1560	2.2	8.4	314	1935	1.7	7.9	120	1240	.6	8.8
WI '98	246	3053	1.3	7.1	265	1481	1.4	4.8	360	1380	1.9	7.4	333	1881	1.8	8.3	128	1210	.7	9.1
4-Book	226	3014	1.2	6.6	231	1362	1.2	4.3	359	1476	1.9	7.4	304	1854	1.6	7.6	112	1076	.6	8.0
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	<b>WMGK-FM</b>																			
FA '98	152	2585	.8	4.5	185	1230	1.0	3.6	283	1340	1.5	5.7	203	1609	1.1	5.1	50	725	.3	3.7
SU '98	147	2462	.8	4.3	173	1201	.9	3.3	260	1284	1.4	5.3	193	1622	1.0	4.9	65	707	.3	4.4
SP '98	160	2469	.9	4.7	175	1187	.9	3.3	268	1235	1.4	5.5	213	1489	1.1	5.4	72	783	.4	5.3
WI '98	149	2701	.8	4.3	183	1177	1.0	3.3	261	1454	1.4	5.4	185	1674	1.0	4.6	50	790	.3	3.5
<b>4-Book</b>	<b>152</b>	<b>2554</b>	<b>.8</b>	<b>4.5</b>	<b>179</b>	<b>1199</b>	<b>1.0</b>	<b>3.4</b>	<b>268</b>	<b>1328</b>	<b>1.4</b>	<b>5.5</b>	<b>199</b>	<b>1599</b>	<b>1.1</b>	<b>5.0</b>	<b>59</b>	<b>751</b>	<b>.3</b>	<b>4.2</b>
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
<b>WMMR-FM</b>																				
FA '98	109	2097	.6	3.2	172	1087	.9	3.3	181	955	1.0	3.7	135	1277	.7	3.4	34	495	.2	2.5
SU '98	109	2030	.6	3.2	153	1002	.8	2.9	176	884	.9	3.6	135	1160	.7	3.5	36	548	.2	2.4
SP '98	97	1814	.5	2.8	167	860	.9	3.1	162	835	.9	3.3	99	986	.5	2.5	16	297	.1	1.2
WI '98	110	1887	.6	3.2	169	872	.9	3.1	188	928	1.0	3.9	132	1091	.7	3.3	39	462	.2	2.8
<b>4-Book</b>	<b>106</b>	<b>1957</b>	<b>.6</b>	<b>3.1</b>	<b>165</b>	<b>955</b>	<b>.9</b>	<b>3.1</b>	<b>177</b>	<b>901</b>	<b>1.0</b>	<b>3.6</b>	<b>125</b>	<b>1129</b>	<b>.7</b>	<b>3.2</b>	<b>31</b>	<b>451</b>	<b>.2</b>	<b>2.2</b>
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
<b>WOGL-FM</b>																				
FA '98	286	4299	1.5	8.4	345	2109	1.8	6.6	443	2186	2.3	9.0	302	2422	1.6	7.5	116	1289	.6	8.6
SU '98	257	4086	1.4	7.5	359	2080	1.9	6.9	371	1915	2.0	7.6	292	2267	1.6	7.5	90	1207	.5	6.1
SP '98	273	4157	1.5	8.0	371	2099	2.0	7.0	447	2052	2.4	9.1	332	2321	1.8	8.3	97	1229	.5	7.1
WI '98	248	3965	1.3	7.2	345	2085	1.8	6.2	354	1803	1.9	7.3	282	2194	1.5	7.0	75	1077	.4	5.3
<b>4-Book</b>	<b>266</b>	<b>4127</b>	<b>1.4</b>	<b>7.8</b>	<b>355</b>	<b>2093</b>	<b>1.9</b>	<b>6.7</b>	<b>404</b>	<b>1989</b>	<b>2.2</b>	<b>8.3</b>	<b>302</b>	<b>2301</b>	<b>1.6</b>	<b>7.6</b>	<b>95</b>	<b>1201</b>	<b>.5</b>	<b>6.8</b>
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
<b>WPEN-AM</b>																				
FA '98	71	853	.4	2.1	104	455	.5	2.0	114	486	.6	2.3	73	413	.4	1.8	23	166	.1	1.7
SU '98	63	920	.3	1.8	95	430	.5	1.8	97	447	.5	2.0	69	491	.4	1.8	17	230	.1	1.1
SP '98	71	946	.4	2.1	110	523	.6	2.1	88	568	.5	1.8	83	562	.4	2.1	27	257	.1	2.0
WI '98	74	1028	.4	2.1	145	608	.8	2.6	95	563	.5	2.0	85	539	.5	2.1	24	279	.1	1.7
<b>4-Book</b>	<b>70</b>	<b>937</b>	<b>.4</b>	<b>2.0</b>	<b>114</b>	<b>504</b>	<b>.6</b>	<b>2.1</b>	<b>99</b>	<b>516</b>	<b>.5</b>	<b>2.0</b>	<b>78</b>	<b>501</b>	<b>.4</b>	<b>2.0</b>	<b>23</b>	<b>233</b>	<b>.1</b>	<b>1.6</b>
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
<b>WPHI-FM</b>																				
FA '98	31	628	.2	.9	33	230	.2	.6	40	271	.2	.8	38	356	.2	.9	26	210	.1	1.9
SU '98	32	600	.2	.9	28	218	.1	.5	52	330	.3	1.1	37	344	.2	.9	15	160	.1	1.0
SP '98	19	572	.1	.6	20	200	.1	.4	18	264	.1	.4	32	347	.2	.8	11	191	.1	.8
WI '98	30	691	.2	.9	50	351	.3	.9	24	247	.1	.5	48	358	.3	1.2	19	197	.1	1.3
<b>4-Book</b>	<b>28</b>	<b>623</b>	<b>.2</b>	<b>.8</b>	<b>33</b>	<b>250</b>	<b>.2</b>	<b>.6</b>	<b>34</b>	<b>278</b>	<b>.2</b>	<b>.7</b>	<b>39</b>	<b>351</b>	<b>.2</b>	<b>1.0</b>	<b>18</b>	<b>190</b>	<b>.1</b>	<b>1.3</b>
FA '97	27	664	.1	.8	28	211	.1	.5	37	298	.2	.7	33	324	.2	.8	26	256	.1	2.0
<b>WPHT-AM</b>																				
FA '98	47	890	.2	1.4	88	378	.5	1.7	59	294	.3	1.2	53	352	.3	1.3	12	147	.1	.9
SU '98	55	1187	.3	1.6	103	380	.5	2.0	41	323	.2	.8	68	466	.4	1.7	37	392	.2	2.5
SP '98	34	1134	.2	1.0	74	419	.4	1.4	25	291	.1	.5	26	284	.1	.7	34	432	.2	2.5
WI '98	47	1046	.3	1.4	126	432	.7	2.3	55	432	.3	1.1	44	510	.2	1.1	15	189	.1	1.1
<b>4-Book</b>	<b>46</b>	<b>1064</b>	<b>.3</b>	<b>1.4</b>	<b>98</b>	<b>402</b>	<b>.5</b>	<b>1.9</b>	<b>45</b>	<b>335</b>	<b>.2</b>	<b>.9</b>	<b>48</b>	<b>403</b>	<b>.3</b>	<b>1.2</b>	<b>25</b>	<b>290</b>	<b>.2</b>	<b>1.8</b>
FA '97	26	815	.1	.7	34	250	.2	.6	38	172	.2	.8	29	220	.2	.7	13	194	.1	1.0
<b>WPLY-FM</b>																				
FA '98	31	998	.2	.9	41	438	.2	.8	35	328	.2	.7	44	483	.2	1.1	14	236	.1	1.0
SU '98	44	1111	.2	1.3	48	400	.3	.9	64	446	.3	1.3	63	573	.3	1.6	15	276	.1	1.0
SP '98	28	1081	.1	.8	46	417	.2	.9	46	342	.2	.9	39	524	.2	1.0	5	210	.1	.4
WI '98	32	1052	.2	.9	68	474	.4	1.2	32	293	.2	.7	40	467	.2	1.0	11	208	.1	.8
<b>4-Book</b>	<b>34</b>	<b>1061</b>	<b>.2</b>	<b>1.0</b>	<b>51</b>	<b>432</b>	<b>.3</b>	<b>1.0</b>	<b>44</b>	<b>352</b>	<b>.2</b>	<b>.9</b>	<b>47</b>	<b>512</b>	<b>.2</b>	<b>1.2</b>	<b>11</b>	<b>233</b>	<b>.1</b>	<b>.8</b>
FA '97	23	954	.1	.7	25	386	.1	.4	25	371	.1	.5	43	480	.2	1.0	13	283	.1	1.0
<b>WURD-AM</b>																				
FA '98	18	145	.1	.5	21	121	.1	.4	29	76	.2	.6	18	93	.1	.4	5	17	.1	.4
SU '98	20	210	.1	.6	13	122	.1	.2	17	133	.1	.3	28	119	.1	.7	14	81	.1	.9
SP '98	28	221	.1	.8	36	135	.2	.7	48	152	.3	1.0	26	151	.1	.7	4	64	.3	.3
WI '98	12	120	.1	.3	19	82	.1	.3	18	90	.1	.4	15	81	.1	.4	1	8	.1	.1
<b>4-Book</b>	<b>20</b>	<b>174</b>	<b>.1</b>	<b>.6</b>	<b>22</b>	<b>115</b>	<b>.1</b>	<b>.4</b>	<b>28</b>	<b>113</b>	<b>.2</b>	<b>.6</b>	<b>22</b>	<b>111</b>	<b>.1</b>	<b>.6</b>	<b>6</b>	<b>43</b>	<b>.4</b>	<b>.4</b>
FA '97	16	148	.1	.5	35	80	.2	.6	19	86	.1	.4	10	84	.1	.2	9	58	.7	.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>WUSL-FM</b>																				
FA '98	72	1352	.4	2.1	86	514	.5	1.7	88	589	.5	1.8	83	576	.4	2.1	47	399	.2	3.5
SU '98	59	1356	.3	1.7	74	519	.4	1.4	78	565	.4	1.6	56	542	.3	1.4	30	342	.2	2.0
SP '98	75	1306	.4	2.2	93	526	.5	1.8	86	593	.5	1.8	77	570	.4	1.9	44	316	.2	3.2
WI '98	66	1248	.4	1.9	98	549	.5	1.8	82	475	.4	1.7	69	481	.4	1.7	43	325	.2	3.0
<b>4-Book</b>	<b>68</b>	<b>1316</b>	<b>.4</b>	<b>2.0</b>	<b>88</b>	<b>527</b>	<b>.5</b>	<b>1.7</b>	<b>84</b>	<b>556</b>	<b>.5</b>	<b>1.7</b>	<b>71</b>	<b>542</b>	<b>.4</b>	<b>1.8</b>	<b>41</b>	<b>346</b>	<b>.2</b>	<b>2.9</b>
FA '97	65	1230	.3	1.9	89	548	.5	1.6	73	557	.4	1.5	86	609	.5	2.1	37	293	.2	2.8
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 18	251	.1	.5	* 13	89	.1	.2	32	144	.2	.6	* 11	64	.1	.3	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	149	2323	.8	4.4	181	1107	1.0	3.5	271	1196	1.4	5.5	125	981	.7	3.1	79	585	.4	5.9
SU '98	137	2287	.7	4.0	141	963	.8	2.7	242	1201	1.3	5.0	137	962	.7	3.5	59	534	.3	4.0
SP '98	130	2168	.7	3.8	148	875	.8	2.8	223	1109	1.2	4.6	132	871	.7	3.3	74	553	.4	5.4
WI '98	169	2491	.9	4.9	183	1179	1.0	3.3	319	1358	1.7	6.6	155	1038	.8	3.9	67	558	.4	4.7
<b>4-Book</b>	<b>146</b>	<b>2317</b>	<b>.8</b>	<b>4.3</b>	<b>163</b>	<b>1031</b>	<b>.9</b>	<b>3.1</b>	<b>264</b>	<b>1216</b>	<b>1.4</b>	<b>5.4</b>	<b>137</b>	<b>963</b>	<b>.7</b>	<b>3.5</b>	<b>70</b>	<b>558</b>	<b>.4</b>	<b>5.0</b>
FA '97	143	2289	.8	4.1	233	1049	1.2	4.2	236	1149	1.3	4.8	123	845	.7	3.0	48	647	.3	3.6
<b>WWJZ-AM</b>																				
FA '98	2	82	.1	.1	3	38	.1	.1	4	27	.1	.1	18	18	.1	.1	1	9	.1	.1
SU '98	16	153	.1	.5	20	44	.1	.4	14	87	.1	.3	14	51	.1	.4	13	82	.1	.9
SP '98	11	154	.1	.3	10	58	.1	.2	21	103	.1	.4	15	90	.1	.4	2	36	.1	.1
WI '98	5	127	.1	.1	11	78	.1	.2	12	72	.1	.2	3	53	.1	.1	10	10	.1	.1
<b>4-Book</b>	<b>9</b>	<b>129</b>	<b>.1</b>	<b>.3</b>	<b>11</b>	<b>55</b>	<b>.1</b>	<b>.2</b>	<b>13</b>	<b>72</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>53</b>	<b>.1</b>	<b>.2</b>	<b>4</b>	<b>34</b>	<b>.1</b>	<b>.3</b>
FA '97	3	102	.1	.1	2	44	.1	.1	2	10	.1	.1	9	39	.1	.2	9	39	.1	.2
<b>WXTU-FM</b>																				
FA '98	180	2141	1.0	5.3	278	1384	1.5	5.3	240	1122	1.3	4.9	214	1502	1.1	5.3	68	610	.4	5.1
SU '98	215	2422	1.1	6.3	290	1509	1.5	5.5	312	1458	1.7	6.4	244	1624	1.3	6.2	80	898	.4	5.4
SP '98	176	2162	.9	5.2	230	1239	1.2	4.3	255	1235	1.4	5.2	229	1348	1.2	5.8	55	676	.3	4.0
WI '98	185	2205	1.0	5.4	258	1318	1.4	4.7	260	1250	1.4	5.4	248	1545	1.3	6.2	68	726	.4	4.8
<b>4-Book</b>	<b>189</b>	<b>2233</b>	<b>1.0</b>	<b>5.6</b>	<b>264</b>	<b>1363</b>	<b>1.4</b>	<b>5.0</b>	<b>267</b>	<b>1266</b>	<b>1.5</b>	<b>5.5</b>	<b>234</b>	<b>1505</b>	<b>1.2</b>	<b>5.9</b>	<b>68</b>	<b>728</b>	<b>.4</b>	<b>4.8</b>
FA '97	167	2188	.9	4.8	252	1288	1.3	4.5	240	1107	1.3	4.8	184	1337	1.0	4.5	54	610	.3	4.1
<b>WXXM-FM</b>																				
FA '98	35	979	.2	1.0	45	476	.2	.9	45	373	.2	.9	57	584	.3	1.4	20	268	.1	1.5
SU '98	33	1182	.2	1.0	53	510	.3	1.0	36	418	.2	.7	45	649	.2	1.2	13	324	.1	.9
SP '98	46	1082	.2	1.3	67	514	.4	1.3	68	472	.4	1.4	60	551	.3	1.5	12	261	.1	.9
WI '98	44	980	.2	1.3	46	480	.2	.8	78	496	.4	1.6	50	531	.3	1.2	15	229	.1	1.1
<b>4-Book</b>	<b>40</b>	<b>1056</b>	<b>.2</b>	<b>1.2</b>	<b>53</b>	<b>495</b>	<b>.3</b>	<b>1.0</b>	<b>57</b>	<b>440</b>	<b>.3</b>	<b>1.2</b>	<b>53</b>	<b>579</b>	<b>.3</b>	<b>1.3</b>	<b>15</b>	<b>271</b>	<b>.1</b>	<b>1.1</b>
FA '97	23	747	.1	.7	24	298	.1	.4	33	295	.2	.7	31	382	.2	.8	9	185	.1	.7
<b>WYSP-FM</b>																				
FA '98	136	2834	.7	4.0	430	1705	2.3	8.3	131	1053	.7	2.7	76	680	.4	1.9	30	290	.2	2.2
SU '98	143	2528	.8	4.2	499	1762	2.7	9.5	174	1032	.9	3.6	75	728	.4	1.9	27	361	.1	1.8
SP '98	99	2177	.5	2.9	347	1405	1.9	6.5	120	985	.6	2.5	59	707	.3	1.5	13	266	.1	1.0
WI '98	143	2410	.8	4.1	516	1829	2.8	9.3	172	1163	.9	3.6	77	711	.4	1.9	18	286	.1	1.3
<b>4-Book</b>	<b>130</b>	<b>2487</b>	<b>.7</b>	<b>3.8</b>	<b>448</b>	<b>1675</b>	<b>2.4</b>	<b>8.4</b>	<b>149</b>	<b>1058</b>	<b>.8</b>	<b>3.1</b>	<b>72</b>	<b>707</b>	<b>.4</b>	<b>1.8</b>	<b>22</b>	<b>301</b>	<b>.1</b>	<b>1.6</b>
FA '97	166	3102	.9	4.8	495	1721	2.6	8.9	201	1051	1.1	4.1	83	709	.4	2.0	28	365	.1	2.1
<b>WYXR-FM</b>																				
FA '98	100	1856	.5	2.9	150	1027	.8	2.9	154	835	.8	3.1	110	963	.6	2.7	40	449	.2	3.0
SU '98	98	1952	.5	2.9	128	872	.7	2.4	139	842	.7	2.9	127	1124	.7	3.2	40	559	.2	2.7
SP '98	96	1953	.5	2.8	130	916	.7	2.4	154	868	.8	3.1	124	1212	.7	3.1	27	480	.1	2.0
WI '98	107	2074	.6	3.1	160	1061	.9	2.9	157	958	.8	3.2	130	1070	.7	3.2	52	628	.3	3.7
<b>4-Book</b>	<b>100</b>	<b>1959</b>	<b>.5</b>	<b>2.9</b>	<b>142</b>	<b>969</b>	<b>.8</b>	<b>2.7</b>	<b>151</b>	<b>876</b>	<b>.8</b>	<b>3.1</b>	<b>123</b>	<b>1092</b>	<b>.7</b>	<b>3.1</b>	<b>40</b>	<b>529</b>	<b>.2</b>	<b>2.9</b>
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	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

## 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			
	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
<b>WBVN-FM</b>																				
FA '98	9	202		.3	19	142	.1	.4	5	49		.1	14	127	.1	.3	5	70		.4
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	18	225	.1	.5	18	113	.1	.3	32	98	.2	.6	19	104	.1	.5	5	57		.4
<b>WCTD-FM</b>																				
FA '98	17	182	.1	.5	23	96	.1	.4	32	96	.2	.6	24	121	.1	.6	8	31		.6
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	29	479	.2	.8	35	222	.2	.7	60	251	.3	1.2	39	311	.2	1.0	6	150		.4
SU '98	23	358	.1	.7	25	123	.1	.5	42	148	.2	.9	31	157	.2	.8	21	110	.1	1.4
SP '98	23	398	.1	.7	41	172	.2	.8	34	193	.2	.7	21	193	.1	.5	12	122	.1	.9
WI '98	22	451	.1	.6	26	224	.1	.5	47	204	.3	1.0	25	215	.1	.6	6	93		.4
<b>4-Book</b>	<b>24</b>	<b>422</b>	<b>.1</b>	<b>.7</b>	<b>32</b>	<b>185</b>	<b>.2</b>	<b>.6</b>	<b>46</b>	<b>199</b>	<b>.3</b>	<b>1.0</b>	<b>29</b>	<b>219</b>	<b>.2</b>	<b>.7</b>	<b>11</b>	<b>119</b>	<b>.1</b>	<b>.8</b>
FA '97	21	491	.1	.6	33	226	.2	.6	34	202	.2	.7	29	254	.2	.7	9	109		.7
<b>WKXV-FM</b>																				
FA '98	42	925	.2	1.2	65	438	.3	1.2	71	427	.4	1.4	63	517	.3	1.6	16	244	.1	1.2
SU '98	49	912	.3	1.4	68	430	.4	1.3	81	445	.4	1.7	81	595	.4	2.1	20	231	.1	1.3
SP '98	45	845	.2	1.3	76	434	.4	1.4	76	408	.4	1.6	71	501	.4	1.8	12	218	.1	.9
WI '98	39	854	.2	1.1	49	344	.3	.9	42	280	.2	.9	73	475	.4	1.8	26	240	.1	1.8
<b>4-Book</b>	<b>44</b>	<b>884</b>	<b>.2</b>	<b>1.3</b>	<b>65</b>	<b>412</b>	<b>.4</b>	<b>1.2</b>	<b>68</b>	<b>390</b>	<b>.4</b>	<b>1.4</b>	<b>72</b>	<b>522</b>	<b>.4</b>	<b>1.8</b>	<b>19</b>	<b>233</b>	<b>.1</b>	<b>1.3</b>
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
<b>+WNJD-FM</b>																				
FA '98	36	756	.2	1.1	40	358	.2	.8	75	363	.4	1.5	40	389	.2	1.0	9	172		.7
SU '98	60	817	.3	1.8	73	397	.4	1.4	92	426	.5	1.9	65	484	.3	1.7	31	309	.2	2.1
SP '98	38	765	.2	1.1	38	333	.2	.7	55	378	.3	1.1	45	433	.2	1.1	17	256	.1	1.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	19	839	.1	.6	28	409	.1	.5	17	288	.1	.3	27	407	.1	.7	4	146		.3
SU '98	24	793	.1	.7	32	291	.2	.6	29	320	.2	.6	33	414	.2	.8	12	269	.1	.8
SP '98	27	777	.1	.8	48	336	.3	.9	34	270	.2	.7	37	370	.2	.9	10	239	.1	.7
WI '98	17	718	.1	.5	23	220	.1	.4	20	210	.1	.4	24	292	.1	.6	7	131		.5
<b>4-Book</b>	<b>22</b>	<b>782</b>	<b>.1</b>	<b>.7</b>	<b>33</b>	<b>314</b>	<b>.2</b>	<b>.6</b>	<b>25</b>	<b>272</b>	<b>.2</b>	<b>.5</b>	<b>30</b>	<b>371</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>196</b>	<b>.1</b>	<b>.6</b>
FA '97	23	764	.1	.7	26	301	.1	.5	29	319	.2	.6	33	423	.2	.8	11	279	.1	.8
<b>WRDR-FM</b>																				
FA '98	13	283	.1	.4	17	103	.1	.3	9	103		.2	20	162	.1	.5	4	107		.3
SU '98	10	265	.1	.3	7	95		.1	11	130	.1	.2	12	156	.1	.3	5	60		.3
SP '98	28	533	.1	.8	16	219	.1	.3	45	260	.2	.9	40	315	.2	1.0	16	209	.1	1.2
WI '98	27	437	.1	.8	18	234	.1	.3	37	220	.2	.8	43	299	.2	1.1	8	95		.6
<b>4-Book</b>	<b>20</b>	<b>380</b>	<b>.1</b>	<b>.6</b>	<b>15</b>	<b>163</b>	<b>.1</b>	<b>.3</b>	<b>26</b>	<b>178</b>	<b>.1</b>	<b>.5</b>	<b>29</b>	<b>233</b>	<b>.2</b>	<b>.7</b>	<b>8</b>	<b>118</b>	<b>.1</b>	<b>.6</b>
FA '97	23	381	.1	.7	31	210	.2	.6	37	196	.2	.7	30	200	.2	.7	3	78		.2
<b>TOTALS</b>																				
FA '98	3415	18387	18.0	5203	16649	27.5	4927	14301	26.0	4007	15894	21.2	1345	9832	7.1					
SU '98	3426	18209	18.3	5226	16202	27.9	4877	14129	26.0	3913	15736	20.9	1483	10532	7.9					
SP '98	3409	18141	18.2	5308	16262	28.3	4897	13890	26.1	3978	15814	21.2	1367	9969	7.3					
WI '98	3448	18163	18.4	5523	16522	29.5	4836	13842	25.8	4022	15563	21.5	1411	9972	7.5					
<b>4-Book</b>	<b>3425</b>	<b>18225</b>	<b>18.2</b>	<b>5315</b>	<b>16409</b>	<b>28.3</b>	<b>4884</b>	<b>14041</b>	<b>26.0</b>	<b>3980</b>	<b>15752</b>	<b>21.2</b>	<b>1402</b>	<b>10076</b>	<b>7.5</b>					
FA '97	3485	18104	18.6	5570	16683	29.7	4954	13936	26.4	4107	15827	21.9	1322	9867	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

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	
<b>KYW -AM</b>																				
FA '98	365	5584	1.9	7.7	161	3099	.8	6.6	397	1706	2.1	14.7	191	929	1.0	4.8	111	562	.6	4.1
4-Book	365	5779	1.9	7.7	161	3267	.9	6.6	394	1665	2.1	14.2	162	822	.9	4.0	117	582	.6	4.3
<b>WBEB-FM</b>																				
FA '98	400	3023	2.1	8.5	139	1774	.7	5.7	156	547	.8	5.8	278	820	1.5	7.0	164	516	.9	6.0
4-Book	417	3093	2.2	8.8	137	1779	.7	5.6	147	510	.8	5.3	282	854	1.5	7.0	177	586	1.0	6.5
<b>WDAS-AM</b>																				
FA '98	43	385	.2	.9	52	400	.3	2.1	33	62	.2	1.2	49	122	.3	1.2	33	73	.2	1.2
4-Book	48	369	.3	1.0	52	429	.3	2.1	37	87	.2	1.3	37	98	.2	.9	22	55	.1	.8
<b>WDAS-FM</b>																				
FA '98	272	1911	1.4	5.7	191	1334	1.0	7.8	209	528	1.1	7.8	307	634	1.6	7.7	263	530	1.4	9.7
4-Book	312	1966	1.7	6.6	209	1515	1.1	8.6	199	493	1.1	7.2	297	694	1.6	7.4	246	569	1.3	9.1
<b>WHAT-AM</b>																				
FA '98	34	281	.2	.7	31	291	.2	1.3	24	61	.1	.9	31	65	.2	.8	19	43	.1	.7
4-Book	45	332	.2	1.0	32	298	.2	1.3	27	61	.2	1.0	40	95	.2	1.0	22	49	.1	.8
<b>WIOQ-FM</b>																				
FA '98	148	1483	.8	3.1	49	797	.3	2.0	46	169	.2	1.7	103	350	.5	2.6	48	210	.3	1.8
4-Book	117	1457	.6	2.5	61	857	.4	2.5	61	210	.3	2.2	118	400	.6	3.0	81	271	.5	3.0
<b>WIP -AM</b>																				
FA '98	185	1956	1.0	3.9	51	858	.3	2.1	66	217	.3	2.5	70	269	.4	1.8	48	213	.3	1.8
4-Book	184	1836	1.0	3.9	54	837	.3	2.2	76	270	.4	2.8	95	355	.5	2.4	50	208	.3	1.9
<b>WJJZ-FM</b>																				
FA '98	277	2383	1.5	5.9	146	1542	.8	6.0	102	372	.5	3.8	220	616	1.2	5.5	224	623	1.2	8.2
4-Book	303	2460	1.6	6.4	169	1744	.9	7.0	141	447	.8	5.1	279	715	1.5	6.9	231	670	1.2	8.5
<b>WMGK-FM</b>																				
FA '98	228	2210	1.2	4.8	85	1268	.4	3.5	75	302	.4	2.8	155	546	.8	3.9	122	451	.6	4.5
4-Book	219	2212	1.2	4.6	96	1318	.5	4.0	91	326	.5	3.2	193	605	1.0	4.8	127	445	.7	4.7
<b>WMMR-FM</b>																				
FA '98	164	1800	.9	3.5	63	1056	.3	2.6	73	320	.4	2.7	141	542	.7	3.5	74	339	.4	2.7
4-Book	158	1633	.9	3.3	67	1028	.4	2.7	78	301	.4	2.8	140	506	.7	3.5	77	313	.4	2.8
<b>WUGL-FM</b>																				
FA '98	370	3485	2.0	7.8	253	2630	1.3	10.4	211	653	1.1	7.8	417	1256	2.2	10.4	278	807	1.5	10.2
4-Book	358	3354	1.9	7.6	219	2407	1.2	9.0	190	629	1.0	6.9	367	1053	2.0	9.2	249	769	1.3	9.2
<b>WPEN-AM</b>																				
FA '98	98	663	.5	2.1	55	536	.3	2.3	66	208	.3	2.5	110	242	.6	2.8	81	193	.4	3.0
4-Book	97	784	.5	2.1	55	591	.3	2.3	90	238	.5	3.2	112	297	.6	2.8	63	201	.3	2.4
<b>WPHI-FM</b>																				
FA '98	37	526	.2	.8	24	280	.1	1.0	15	50	.1	.6	71	174	.4	1.8	26	89	.1	1.0
4-Book	35	519	.2	.8	22	285	.1	.9	16	54	.1	.6	44	130	.2	1.1	32	92	.2	1.2
<b>WPHT-AM</b>																				
FA '98	66	686	.3	1.4	37	350	.2	1.5	24	63	.1	.9	64	146	.3	1.6	40	88	.2	1.5
4-Book	62	751	.3	1.3	31	447	.2	1.3	20	67	.1	.7	41	114	.2	1.0	28	83	.1	1.0
<b>WPLY-FM</b>																				
FA '98	40	747	.2	.8	26	566	.1	1.1	26	127	.1	1.0	75	277	.4	1.9	34	165	.2	1.3
4-Book	47	799	.2	1.0	26	539	.1	1.1	26	111	.2	1.0	59	253	.3	1.5	35	159	.2	1.3
<b>WURD-AM</b>																				
FA '98	23	132	.1	.5	16	111	.1	.7	12	30	.1	.4	31	68	.2	.8	31	66	.2	1.1
4-Book	24	156	.1	.5	20	139	.1	.9	20	47	.1	.7	40	92	.3	1.0	26	58	.2	1.0
<b>WUSL-FM</b>																				
FA '98	86	988	.5	1.8	65	784	.3	2.7	50	138	.3	1.9	69	258	.4	1.7	84	199	.4	3.1
4-Book	81	960	.5	1.7	64	751	.3	2.6	42	127	.2	1.5	80	247	.5	2.0	82	193	.4	3.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 35-64

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	
<b>+WVDB-AM</b>																				
<b>VTEL-AM</b>																				
FA '98	* 23	207	.1	.5	* 8	93	.3	.3	* 10	26	.1	.4	12	38	.1	.3	* 3	9	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WWDB-FM</b>																				
FA '98	199	1872	1.1	4.2	107	1143	.6	4.4	127	383	.7	4.7	116	318	.6	2.9	73	198	.4	2.7
4-Book	194	1812	1.1	4.1	113	1173	.6	4.6	143	399	.8	5.1	127	368	.7	3.2	66	173	.4	2.4
<b>WWJZ-AM</b>																				
FA '98	3	65	.1	.1	2	55	.1	.1	3	30	.1	.1	3	8	.1	.1	2	9	.1	.1
4-Book	11	98	.1	.2	8	75	.4	.4	8	30	.3	.3	15	34	.1	.4	9	17	.1	.3
<b>WXTU-FM</b>																				
FA '98	244	1936	1.3	5.2	141	1440	.7	5.8	181	492	1.0	6.7	240	710	1.3	6.0	154	535	.8	5.7
4-Book	256	1984	1.4	5.4	151	1459	.8	6.2	179	532	1.0	6.4	286	772	1.5	7.1	191	538	1.0	7.0
<b>WXXM-FM</b>																				
FA '98	49	834	.3	1.0	22	444	.1	.9	10	81	.1	.4	35	175	.2	.9	44	161	.2	1.6
4-Book	55	852	.3	1.2	30	518	.2	1.2	27	116	.2	1.0	57	230	.3	1.4	51	180	.3	1.9
<b>WYSP-FM</b>																				
FA '98	206	2087	1.1	4.4	82	1330	.4	3.4	51	185	.3	1.9	79	332	.4	2.0	49	178	.3	1.8
4-Book	217	2129	1.2	4.6	48	834	.2	2.0	48	179	.3	1.7	74	282	.4	1.9	44	176	.3	1.6
<b>WYXR-FM</b>																				
FA '98	139	1474	.7	2.9	70	978	.4	2.9	72	251	.4	2.7	127	390	.7	3.2	120	329	.6	4.4
4-Book	140	1607	.7	2.9	71	1016	.4	2.9	69	240	.4	2.5	149	453	.8	3.7	101	318	.5	3.7
<b>WBYN-FM</b>																				
FA '98	12	177	.1	.3	5	98	.2	.2	7	28	.3	.3	6	18	.2	.2	3	19	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	27	163	.1	.6	6	103	.2	.2	10	26	.1	.4	16	33	.1	.4	2	14	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	46	407	.2	1.0	15	213	.1	.6	19	92	.1	.7	48	100	.3	1.2	17	63	.1	.6
4-Book	37	335	.2	.8	12	180	.1	.5	13	47	.1	.5	25	80	.1	.6	12	50	.1	.4
<b>WKXV-FM</b>																				
FA '98	67	802	.4	1.4	16	329	.1	.7	15	70	.1	.6	16	115	.1	.4	25	108	.1	.9
4-Book	68	749	.4	1.4	18	342	.1	.8	23	96	.1	.8	31	128	.2	.8	18	79	.1	.7
<b>+WNJO-FM</b>																				
FA '98	54	607	.3	1.1	23	432	.1	.9	20	88	.1	.7	54	235	.3	1.4	33	148	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	24	633	.1	.5	21	453	.1	.9	13	62	.1	.5	48	195	.3	1.2	33	119	.2	1.2
4-Book	29	573	.2	.6	18	385	.1	.7	14	63	.1	.5	36	165	.2	.9	27	108	.2	1.0
<b>WRDR-FM</b>																				
FA '98	15	218	.1	.3	15	147	.1	.6	6	35	.2	.2	30	77	.2	.8	16	81	.1	.6
4-Book	23	313	.2	.5	21	235	.1	.8	15	64	.1	.5	41	102	.2	1.0	31	110	.2	1.2
<b>TOTALS</b>																				
FA '98	4731	18183	25.0		2437	15412	12.9		2693	7536	14.2		3991	9815	21.1		2716	7187	14.3	
4-Book	4739	17977	25.2		2435	15272	13.0		2778	7740	14.8		4014	9761	21.4		2719	7144	14.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	51	314	.3	3.8	295	1297	1.6	13.1	140	747	.7	4.4	111	503	.6	5.4	47	326	.2	4.0
4-Book	56	351	.3	3.9	314	1321	1.7	14.0	141	785	.8	4.8	96	436	.5	4.8	60	377	.3	4.8
<b>WBEB-FM</b>																				
FA '98	97	410	.5	7.1	101	456	.5	4.5	174	602	.9	5.5	89	362	.5	4.3	43	210	.2	3.6
4-Book	72	324	.4	5.0	89	380	.5	4.0	165	596	.9	5.6	109	395	.6	5.3	50	233	.3	4.0
<b>WDAS-AM</b>																				
FA '98	14	37	.1	1.0	123	279	.6	5.5	98	229	.5	3.1	50	104	.3	2.4	25	62	.1	2.1
4-Book	11	35	.1	.8	159	322	.9	7.2	99	258	.5	3.4	39	85	.2	2.0	18	48	.1	1.5
<b>WDAS-FM</b>																				
FA '98	138	365	.7	10.2	84	233	.4	3.7	136	333	.7	4.3	138	372	.7	6.7	240	428	1.3	20.3
4-Book	173	416	.9	11.9	120	270	.7	5.3	149	405	.8	5.0	161	357	.9	7.9	305	532	1.6	24.4
<b>WHAT-AM</b>																				
FA '98	18	54	.1	1.3	71	161	.4	3.2	53	120	.3	1.7	25	64	.1	1.2	7	17		.6
4-Book	16	39	.1	1.1	71	159	.4	3.2	49	147	.3	1.7	23	53	.1	1.1	10	22		.8
<b>WIDO-FM</b>																				
FA '98	26	146	.1	1.9	21	91	.1	.9	88	328	.5	2.8	33	167	.2	1.6	17	87	.1	1.4
4-Book	39	161	.2	2.6	28	110	.2	1.2	75	281	.4	2.5	51	193	.3	2.5	32	121	.2	2.6
<b>WIP -AM</b>																				
FA '98	35	158	.2	2.6	66	179	.3	2.9	44	174	.2	1.4	57	252	.3	2.8	27	137	.1	2.3
4-Book	23	109	.2	1.7	54	195	.3	2.4	59	217	.3	2.0	48	177	.3	2.4	25	112	.1	2.0
<b>WJZZ-FM</b>																				
FA '98	105	378	.6	7.7	132	379	.7	5.9	170	499	.9	5.4	130	358	.7	6.3	84	221	.4	7.1
4-Book	154	498	.8	10.6	112	366	.6	5.0	176	545	.9	6.0	152	412	.8	7.6	96	290	.5	7.8
<b>WMGK-FM</b>																				
FA '98	47	226	.2	3.5	43	199	.2	1.9	132	425	.7	4.2	78	226	.4	3.8	21	115	.1	1.8
4-Book	60	265	.3	4.2	37	174	.2	1.7	118	439	.7	4.0	98	298	.5	4.9	36	148	.2	2.9
<b>WMMR-FM</b>																				
FA '98	35	160	.2	2.6	35	147	.2	1.6	65	275	.3	2.1	38	217	.2	1.9	35	112	.2	3.0
4-Book	39	173	.2	2.7	45	163	.3	2.0	76	310	.4	2.6	50	199	.3	2.5	24	120	.1	1.9
<b>WOGL-FM</b>																				
FA '98	162	541	.9	11.9	296	753	1.6	13.1	302	900	1.6	9.6	198	520	1.0	9.6	156	429	.8	13.2
4-Book	135	479	.8	9.4	242	656	1.3	10.8	255	831	1.4	8.6	188	543	1.0	9.3	129	404	.7	10.4
<b>WPEN-AM</b>																				
FA '98	26	97	.1	1.9	39	152	.2	1.7	54	173	.3	1.7	50	110	.3	2.4	20	90	.1	1.7
4-Book	15	73	.1	1.1	37	145	.2	1.7	54	188	.3	1.8	38	101	.2	1.9	30	102	.2	2.4
<b>WPHI-FM</b>																				
FA '98	13	72	.1	1.0	1	4			21	50	.1	.7	20	42	.1	1.0	16	29	.1	1.4
4-Book	19	81	.1	1.3	12	37	.1	.5	25	85	.1	.9	21	59	.1	1.1	7	26		.6
<b>WPHT-AM</b>																				
FA '98	8	44		.6	57	155	.3	2.5	45	120	.2	1.4	21	54	.1	1.0	34	102	.2	2.9
4-Book	18	82	.1	1.2	42	122	.2	1.9	49	165	.3	1.7	27	105	.1	1.3	21	70	.1	1.7
<b>WPLY-FM</b>																				
FA '98	9	90		.7	8	67		.4	26	137	.1	.8	26	90	.1	1.3	3	34		.3
4-Book	12	79		.8	13	71		.6	30	161	.1	1.0	26	98	.1	1.3	6	49		.5
<b>WURD-AM</b>																				
FA '98	8	24		.6	10	27		.4	24	55	.1	.8	8	33		.4	7	26		.6
4-Book	9	26	.1	.6	9	22	.1	.4	28	64	.2	1.0	23	50	.1	1.1	8	18		.6
<b>WUSL-FM</b>																				
FA '98	58	156	.3	4.3	82	248	.4	3.6	118	344	.6	3.7	42	117	.2	2.0	15	47	.1	1.3
4-Book	53	142	.3	3.7	76	251	.4	3.4	98	290	.5	3.3	48	124	.2	2.4	29	90	.2	2.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 35-64

Target Listener Estimates - Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+VVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98					* 14	28	.1	.6	3	18		.1	*							
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	61	212	.3	4.5	99	379	.5	4.4	285	497	1.5	9.0	34	113	.2	1.7	42	148	.2	3.6
<b>4-Book</b>	68	214	.4	4.7	105	372	.6	4.7	292	556	1.6	9.8	40	124	.2	2.0	43	149	.2	3.5
<b>WVJZ-AM</b>																				
FA '98					3	12		.1	3	17		.1								
<b>4-Book</b>	2	6		.1	10	22	.1	.4	11	31	.1	.4	8	16		.4	5	16		.4
<b>WXTU-FM</b>																				
FA '98	47	227	.2	3.5	149	423	.8	6.6	208	649	1.1	6.6	122	423	.6	5.9	38	177	.2	3.2
<b>4-Book</b>	72	297	.4	4.9	109	370	.6	4.9	196	578	1.0	6.6	131	426	.7	6.5	49	202	.3	3.9
<b>WXXM-FM</b>																				
FA '98	12	75	.1	.9	5	44		.2	26	137	.1	.8	28	130	.1	1.4	14	96	.1	1.2
<b>4-Book</b>	13	91	.1	.9	16	83	.1	.7	39	184	.2	1.3	28	118	.2	1.4	9	62	.1	.7
<b>WYSP-FM</b>																				
FA '98	28	121	.1	2.1	29	73	.2	1.3	225	702	1.2	7.1	163	575	.9	7.9	23	75	.1	1.9
<b>4-Book</b>	21	85	.1	1.4	17	59	.1	.8	86	330	.5	2.8	69	263	.4	3.4	17	70	.1	1.4
<b>WYXR-FM</b>																				
FA '98	47	205	.2	3.5	56	194	.3	2.5	68	279	.4	2.2	45	189	.2	2.2	30	108	.2	2.5
<b>4-Book</b>	44	188	.2	3.0	41	158	.2	1.8	77	303	.4	2.6	56	205	.3	2.7	29	107	.2	2.3
<b>WBYN-FM</b>																				
FA '98					7	37		.3	4	21		.1	11	17	.1	.5	6	51		.5
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98					2	8		.1	11	45	.1	.3	5	22		.2				
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	8	18		.6	5	32		.2	18	59	.1	.6						8		
<b>4-Book</b>	8	33		.5	5	29		.2	15	51	.1	.5	9	36	.1	.4	5	21		.4
<b>WKXV-FM</b>																				
FA '98	11	67	.1	.8	18	60	.1	.8	31	77	.2	1.0	14	39	.1	.7	2	8		.2
<b>4-Book</b>	9	41	.1	.7	18	73	.1	.8	20	82	.1	.7	19	67	.1	1.0	11	41	.1	.9
<b>+WNJO-FM</b>																				
FA '98	12	91	.1	.9	8	49		.4	20	116	.1	.6	17	76	.1	.8	14	59	.1	1.2
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	8	86		.6	2	25		.1	26	141	.1	.8	30	134	.2	1.5	7	44		.6
<b>4-Book</b>	6	56		.5	6	35		.3	28	131	.1	1.0	21	76	.2	1.1	6	37		.5
<b>WRDR-FM</b>																				
FA '98	5	33		.4	5	25		.2	34	56	.2	1.1	16	48	.1	.8	4	15		.3
<b>4-Book</b>	15	58	.1	1.1	6	31		.3	29	71	.2	1.0	18	65	.1	.9	7	28		.5
<b>TOTALS</b>																				
FA '98	1357	4416	7.2		2251	6327	11.9		3156	8457	16.7		2053	5764	10.8		1181	3541	6.2	
<b>4-Book</b>	1448	4573	7.7		2240	6438	11.9		2970	8138	15.8		2024	5488	10.8		1246	3713	6.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	4	291	.1	.8	15	181	.4	2.4	2	36	.4		1	40	.1			29		
SU '98	7	362	.2	1.2	15	161	.4	2.2	4	96	.1	.5	4	75	.1	.5	5	80	.1	1.2
SP '98	11	440	.3	1.9	28	304	.7	4.2	7	95	.2	1.2	9	127	.2	1.3	3	82	.1	.6
WI '98	8	407	.2	1.5	23	290	.6	3.6	3	79	.1	.6	7	121	.2	.9	6	18	.1	1.2
<b>4-Book</b>	<b>8</b>	<b>375</b>	<b>.2</b>	<b>1.4</b>	<b>20</b>	<b>234</b>	<b>.5</b>	<b>3.1</b>	<b>4</b>	<b>77</b>	<b>.1</b>	<b>.7</b>	<b>5</b>	<b>91</b>	<b>.1</b>	<b>.7</b>	<b>4</b>	<b>52</b>	<b>.1</b>	<b>.8</b>
FA '97	7	434	.2	1.3	23	244	.6	3.7	4	94	.1	.7	7	124	.2	1.0	2	68		.4
<b>WBEB-FM</b>																				
FA '98	8	286	.2	1.5	5	67	.1	.8	10	102	.2	1.9	15	117	.4	2.0	15	91	.4	3.1
SU '98	9	293	.2	1.5	8	91	.2	1.2	16	126	.4	1.9	7	101	.2	1.0	5	64	.1	1.2
SP '98	30	512	.7	5.3	32	212	.8	4.8	47	191	1.2	7.8	33	263	.8	4.6	21	190	.5	4.4
WI '98	15	320	.4	2.7	13	102	.3	2.0	28	109	.7	5.3	18	170	.4	2.4	8	112	.2	1.6
<b>4-Book</b>	<b>16</b>	<b>353</b>	<b>.4</b>	<b>2.8</b>	<b>15</b>	<b>118</b>	<b>.4</b>	<b>2.2</b>	<b>25</b>	<b>132</b>	<b>.6</b>	<b>4.2</b>	<b>18</b>	<b>163</b>	<b>.5</b>	<b>2.5</b>	<b>12</b>	<b>114</b>	<b>.3</b>	<b>2.6</b>
FA '97	13	351	.3	2.3	16	163	.4	2.6	18	151	.4	3.4	16	157	.4	2.2	5	112	.1	1.0
<b>WDAS-AM</b>																				
FA '98	2	69		.4	7	37	.2	1.1					2	12		.3				
SU '98		7																		
SP '98	2	83		.4	4	30	.1	.6	2	16		.3	2	33		.3	1	5		.2
WI '98	1	44		.2	2	8		.3	1	9		.2	1	9		.1				
<b>4-Book</b>	<b>1</b>	<b>51</b>		<b>.3</b>	<b>3</b>	<b>19</b>		<b>.5</b>	<b>1</b>	<b>6</b>		<b>.1</b>	<b>1</b>	<b>14</b>		<b>.2</b>		<b>1</b>		<b>.1</b>
FA '97	1	28		.2		10								10						
<b>WDAS-FM</b>																				
FA '98	18	338	.4	3.4	25	187	.6	4.0	21	153	.5	4.0	23	128	.6	3.0	12	111	.3	2.5
SU '98	10	196	.2	1.7	8	70	.2	1.2	17	69	.4	2.0	18	79	.4	2.5	10	62	.2	2.3
SP '98	21	329	.5	3.7	33	169	.8	4.9	26	123	.6	4.3	21	154	.5	2.9	20	150	.5	4.2
WI '98	20	293	.5	3.7	24	132	.6	3.7	29	133	.7	5.5	20	141	.5	2.7	13	111	.3	2.6
<b>4-Book</b>	<b>17</b>	<b>289</b>	<b>.4</b>	<b>3.1</b>	<b>23</b>	<b>140</b>	<b>.6</b>	<b>3.5</b>	<b>23</b>	<b>120</b>	<b>.6</b>	<b>4.0</b>	<b>21</b>	<b>126</b>	<b>.5</b>	<b>2.8</b>	<b>14</b>	<b>109</b>	<b>.3</b>	<b>2.9</b>
FA '97	19	278	.5	3.4	18	111	.4	2.9	24	104	.6	4.5	23	117	.6	3.1	14	134	.3	2.7
<b>WHAT-AM</b>																				
FA '98		4				4														
SU '98		24																		
SP '98																				
WI '98		8																		
<b>4-Book</b>		<b>9</b>				<b>1</b>														
FA '97		9																		
<b>WIOQ-FM</b>																				
FA '98	25	809	.6	4.7	23	389	.6	3.7	14	283	.3	2.7	46	430	1.1	6.0	24	350	.6	4.9
SU '98	39	916	1.0	6.6	34	398	.8	5.1	61	481	1.5	7.3	57	509	1.4	7.8	23	329	.6	5.4
SP '98	50	1063	1.2	8.8	48	463	1.2	7.2	57	530	1.4	9.5	62	538	1.5	8.7	42	444	1.0	8.8
WI '98	32	950	.8	5.9	30	350	.7	4.7	22	344	.5	4.2	48	565	1.2	6.5	34	369	.8	6.9
<b>4-Book</b>	<b>37</b>	<b>935</b>	<b>.9</b>	<b>6.5</b>	<b>34</b>	<b>400</b>	<b>.8</b>	<b>5.2</b>	<b>39</b>	<b>410</b>	<b>.9</b>	<b>5.9</b>	<b>53</b>	<b>511</b>	<b>1.3</b>	<b>7.3</b>	<b>31</b>	<b>373</b>	<b>.8</b>	<b>6.5</b>
FA '97	48	1013	1.2	8.6	33	377	.8	5.3	42	397	1.0	7.9	66	584	1.6	9.0	57	508	1.4	10.9
<b>WIP -AM</b>																				
FA '98	13	337	.3	2.5	17	168	.4	2.7	17	110	.4	3.3	20	143	.5	2.6	8	93	.2	1.6
SU '98	11	278	.3	1.9	19	124	.5	2.8	15	127	.4	1.8	18	145	.4	2.5	8	96	.2	1.9
SP '98	19	374	.5	3.4	34	196	.8	5.1	15	116	.4	2.5	27	211	.7	3.8	18	138	.4	3.8
WI '98	15	308	.4	2.7	28	179	.7	4.3	9	92	.2	1.7	23	144	.6	3.1	9	138	.2	1.8
<b>4-Book</b>	<b>15</b>	<b>324</b>	<b>.4</b>	<b>2.6</b>	<b>25</b>	<b>167</b>	<b>.6</b>	<b>3.7</b>	<b>14</b>	<b>111</b>	<b>.4</b>	<b>2.3</b>	<b>22</b>	<b>161</b>	<b>.6</b>	<b>3.0</b>	<b>11</b>	<b>116</b>	<b>.3</b>	<b>2.3</b>
FA '97	23	497	.6	4.1	31	324	.8	5.0	25	187	.6	4.7	38	319	.9	5.2	9	170	.2	1.7
<b>WJZ-FM</b>																				
FA '98	7	187	.2	1.3	6	76	.1	1.0	9	52	.2	1.7	11	68	.3	1.4	6	50	.1	1.2
SU '98	5	106	.1	.8	1	18		.1	9	27	.2	1.1	4	38	.1	.5	1	23		.2
SP '98	6	147	.1	1.1	5	63	.1	.7	3	27	.1	.5	10	77	.2	1.4	4	45	.1	.8
WI '98	11	235	.3	2.0	5	43	.1	.8	18	86	.4	3.4	18	105	.4	2.4	9	66	.2	1.8
<b>4-Book</b>	<b>7</b>	<b>169</b>	<b>.2</b>	<b>1.3</b>	<b>4</b>	<b>50</b>	<b>.1</b>	<b>.7</b>	<b>10</b>	<b>48</b>	<b>.2</b>	<b>1.7</b>	<b>11</b>	<b>72</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>46</b>	<b>.1</b>	<b>1.0</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
<b>VMGK-FM</b>																					
FA '98	25	496	.6	4.7	17	170	.4	2.7	45	189	1.1	8.6	45	229	1.1	5.9	15	188	.4	3.1	
SU '98	25	474	.6	4.2	21	157	.5	3.1	44	238	1.1	5.3	23	231	.6	3.1	15	199	.4	3.5	
SP '98	22	514	.5	3.9	20	152	.5	3.0	42	243	1.0	7.0	25	249	.6	3.5	11	150	.3	2.3	
WI '98	21	447	.5	3.8	19	170	.5	3.0	29	195	.7	5.5	23	223	.6	3.1	19	144	.5	3.8	
<b>4-Book</b>	<b>23</b>	<b>483</b>	<b>.6</b>	<b>4.2</b>	<b>19</b>	<b>162</b>	<b>.5</b>	<b>3.0</b>	<b>40</b>	<b>216</b>	<b>1.0</b>	<b>6.6</b>	<b>29</b>	<b>233</b>	<b>.7</b>	<b>3.9</b>	<b>15</b>	<b>170</b>	<b>.4</b>	<b>3.2</b>	
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	
<b>VMMR-FM</b>																					
FA '98	29	629	.7	5.5	19	169	.5	3.1	54	280	1.3	10.3	51	416	1.3	6.7	21	224	.5	4.3	
SU '98	41	785	1.0	6.9	37	242	.9	5.5	80	408	2.0	9.6	58	466	1.4	7.9	23	312	.6	5.4	
SP '98	27	792	.7	4.8	40	393	1.0	6.0	27	224	.7	4.5	35	420	.9	4.9	13	230	.3	2.7	
WI '98	31	806	.8	5.7	23	291	.6	3.6	41	346	1.0	7.8	41	398	1.0	5.5	21	273	.5	4.2	
<b>4-Book</b>	<b>32</b>	<b>753</b>	<b>.8</b>	<b>5.7</b>	<b>30</b>	<b>274</b>	<b>.8</b>	<b>4.6</b>	<b>51</b>	<b>315</b>	<b>1.3</b>	<b>8.1</b>	<b>46</b>	<b>425</b>	<b>1.2</b>	<b>6.3</b>	<b>20</b>	<b>260</b>	<b>.5</b>	<b>4.2</b>	
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	
<b>WOGL-FM</b>																					
FA '98	12	304	.3	2.3	14	141	.3	2.3	15	129	.4	2.9	18	142	.4	2.3	12	54	.3	2.5	
SU '98	16	307	.4	2.7	14	83	.3	2.1	36	165	.9	4.3	24	178	.6	3.3	4	55	.1	.9	
SP '98	14	283	.3	2.5	9	106	.2	1.3	25	152	.6	4.2	23	173	.6	3.2	6	108	.1	1.3	
WI '98	12	277	.3	2.2	17	98	.4	2.6	11	87	.3	2.1	15	141	.4	2.0	10	95	.2	2.0	
<b>4-Book</b>	<b>14</b>	<b>293</b>	<b>.3</b>	<b>2.4</b>	<b>14</b>	<b>107</b>	<b>.3</b>	<b>2.1</b>	<b>22</b>	<b>133</b>	<b>.6</b>	<b>3.4</b>	<b>20</b>	<b>159</b>	<b>.5</b>	<b>2.7</b>	<b>8</b>	<b>78</b>	<b>.2</b>	<b>1.7</b>	
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	
<b>VPEN-AM</b>																					
FA '98		19				9															
SU '98		9							9												
SP '98		21											11					11			
WI '98		21							7				14					6			
<b>4-Book</b>		<b>18</b>				<b>4</b>			<b>4</b>				<b>6</b>					<b>4</b>			
FA '97																					
<b>WPHI-FM</b>																					
FA '98	79	1160	1.9	15.0	75	514	1.8	12.1	39	490	1.0	7.5	128	778	3.1	16.7	95	668	2.3	19.6	
SU '98	68	1141	1.7	11.5	54	495	1.3	8.1	89	737	2.2	10.6	104	756	2.5	14.2	68	636	1.7	15.9	
SP '98	75	1267	1.8	13.2	76	632	1.9	11.3	68	636	1.7	11.3	100	874	2.4	14.0	81	713	2.0	16.9	
WI '98	79	1352	1.9	14.4	67	647	1.6	10.4	53	563	1.3	10.0	127	976	3.1	17.1	90	728	2.2	18.2	
<b>4-Book</b>	<b>75</b>	<b>1230</b>	<b>1.8</b>	<b>13.5</b>	<b>68</b>	<b>572</b>	<b>1.7</b>	<b>10.5</b>	<b>62</b>	<b>607</b>	<b>1.6</b>	<b>9.9</b>	<b>115</b>	<b>846</b>	<b>2.8</b>	<b>15.5</b>	<b>84</b>	<b>686</b>	<b>2.1</b>	<b>17.7</b>	
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	
<b>WPHT-AM</b>																					
FA '98	3	43	.1	.6	11	32	.3	1.8										7	11	.2	1.4
SU '98	1	52		.2									1	9		.1		3	43	.1	.7
SP '98	1	75		.2	1	8		.1		9			8					3	42	.1	.6
WI '98	1	28		.2	1	5		.2		13			5						9		
<b>4-Book</b>	<b>2</b>	<b>50</b>		<b>.3</b>	<b>3</b>	<b>11</b>		<b>.5</b>		<b>6</b>			<b>6</b>					<b>3</b>	<b>26</b>	<b>.1</b>	<b>.7</b>
FA '97	1	26		.2		8			1	10		.2									
<b>WPLY-FM</b>																					
FA '98	36	1025	.9	6.8	41	430	1.0	6.6	29	385	.7	5.6	55	579	1.4	7.2	33	540	.8	6.8	
SU '98	40	1068	1.0	6.8	34	432	.8	5.1	56	641	1.4	6.7	49	547	1.2	6.7	35	370	.9	8.2	
SP '98	38	1175	.9	6.7	44	530	1.1	6.6	37	543	.9	6.2	54	698	1.3	7.6	33	416	.8	6.9	
WI '98	44	1213	1.1	8.0	51	533	1.2	7.9	44	470	1.1	8.3	62	735	1.5	8.3	45	582	1.1	9.1	
<b>4-Book</b>	<b>40</b>	<b>1120</b>	<b>1.0</b>	<b>7.1</b>	<b>43</b>	<b>481</b>	<b>1.0</b>	<b>6.6</b>	<b>42</b>	<b>510</b>	<b>1.0</b>	<b>6.7</b>	<b>55</b>	<b>640</b>	<b>1.4</b>	<b>7.5</b>	<b>37</b>	<b>477</b>	<b>.9</b>	<b>7.8</b>	
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	
<b>WURD-AM</b>																					
FA '98	2	38		.4	3	8		.5	2	18		.4	3	16		.4					
SU '98		7			1	7		.1	1	7		.1									
SP '98	2	49		.4	1	7		.1	4	18		.7	3	23		.4		1	9		
WI '98	6	81		1.1	8	53		1.2	5	52		.9	11	55		1.5		4	27		
<b>4-Book</b>	<b>3</b>	<b>44</b>		<b>.5</b>	<b>3</b>	<b>19</b>		<b>.5</b>	<b>3</b>	<b>24</b>		<b>.5</b>	<b>4</b>	<b>24</b>		<b>.6</b>		<b>1</b>	<b>9</b>		
FA '97	1	54		.2	1	25		.2	1	18		.2	3	35		.4		2	35		

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
<b>WUSL-FM</b>																				
FA '98	79	1440	1.9	15.0	73	662	1.8	11.8	53	589	1.3	10.2	118	830	2.9	15.4	102	778	2.5	21.0
SU '98	83	1341	2.0	14.1	63	564	1.5	9.4	90	767	2.2	10.8	117	853	2.9	16.0	87	743	2.1	20.3
SP '98	78	1493	1.9	13.8	79	683	1.9	11.8	54	598	1.3	9.0	104	915	2.5	14.6	87	739	2.1	18.2
WI '98	66	1339	1.6	12.1	65	604	1.6	10.1	45	545	1.1	8.5	94	837	2.3	12.6	80	705	2.0	16.2
4-Book	77	1403	1.9	13.8	70	628	1.7	10.8	61	625	1.5	9.6	108	859	2.7	14.7	89	741	2.2	18.9
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	*	2		.4	*				4	10	.1	.8	*							
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	2	80		.4	1	30		.2	2	41		.4	2	10		.3	3	20		.6
SU '98	6	108	.1	1.0	6	50	.1	.9	5	45	.1	.6	4	39	.1	.5	11	31	.3	2.6
SP '98	1	26		.2					2	18		.3								
WI '98	4	79	.1	.7	3	40	.1	.5	8	26	.2	1.5	8	24	.2	1.1	1	9		2
4-Book	3	73	.1	.6	3	30	.1	.4	4	33	.1	.7	4	18	.1	.5	4	15	.1	.9
FA '97	1	41		.2	1	7		.2		9				7						
<b>WWJZ-AM</b>																				
FA '98																				
SU '98																				
SP '98	1	10		.2	2	10		.3									2	10		.4
WI '98		5							1	5		.2	1	5		.1		2		
4-Book		4		.1	1	3		.1		1		.1		1			1	3		.1
FA '97																				
<b>WXTU-FM</b>																				
FA '98	12	200	.3	2.3	11	83	.3	1.8	15	91	.4	2.9	16	92	.4	2.1	6	79	.1	1.2
SU '98	22	199	.5	3.7	23	108	.6	3.4	36	118	.9	4.3	30	172	.7	4.1	12	90	.3	2.8
SP '98	5	136	.1	.9	5	55	.1	.7	5	50	.1	.8	7	73	.2	1.0	2	33		.4
WI '98	13	211	.3	2.4	12	68	.3	1.9	14	121	.3	2.7	15	145	.4	2.0	13	114	.3	2.6
4-Book	13	187	.3	2.3	13	79	.3	2.0	18	95	.4	2.7	17	121	.4	2.3	8	79	.2	1.8
FA '97	5	140	.1	.9	9	77	.2	1.4	9	53	.2	1.7	4	60	.1	.5	4	78	.1	.8
<b>WXXM-FM</b>																				
FA '98	19	674	.5	3.6	20	274	.5	3.2	16	265	.4	3.1	35	398	.9	4.6	16	232	.4	3.3
SU '98	23	707	.6	3.9	15	217	.4	2.2	36	353	.9	4.3	33	449	.8	4.5	13	229	.3	3.0
SP '98	22	732	.5	3.9	30	314	.7	4.5	28	328	.7	4.7	21	364	.5	2.9	12	262	.3	2.5
WI '98	30	710	.7	5.5	26	290	.6	4.0	27	287	.7	5.1	51	393	1.2	6.9	26	292	.6	5.3
4-Book	24	706	.6	4.2	23	274	.6	3.5	27	308	.7	4.3	35	401	.9	4.7	17	254	.4	3.5
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
<b>WYSP-FM</b>																				
FA '98	83	1194	2.0	15.7	197	820	4.8	31.7	104	544	2.6	19.9	81	502	2.0	10.6	37	382	.9	7.6
SU '98	93	1319	2.3	15.8	229	902	5.6	34.3	111	684	2.7	13.3	76	592	1.9	10.4	46	413	1.1	10.7
SP '98	61	1261	1.5	10.8	117	730	2.9	17.4	95	598	2.3	15.8	58	595	1.4	8.1	26	406	.6	5.4
WI '98	65	1226	1.6	11.9	158	732	3.9	24.5	74	572	1.8	14.0	66	541	1.6	8.9	31	469	.8	6.3
4-Book	76	1250	1.9	13.6	175	796	4.3	27.0	96	600	2.4	15.8	70	558	1.7	9.5	35	418	.9	7.5
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
<b>WYXR-FM</b>																				
FA '98	12	364	.3	2.3	4	49	.1	.6	5	78	.1	1.0	13	132	.3	1.7	23	204	.6	4.7
SU '98	14	375	.3	2.4	14	98	.3	2.1	22	147	.5	2.6	15	143	.4	2.0	11	147	.3	2.6
SP '98	23	505	.6	4.1	12	163	.3	1.8	13	90	.3	2.2	38	162	.9	5.3	36	199	.9	7.5
WI '98	9	389	.2	1.6	4	62	.1	.6	6	139	.1	1.1	6	93	.1	.8	18	175	.4	3.6
4-Book	15	408	.4	2.6	9	93	.2	1.3	12	114	.3	1.7	18	133	.4	2.5	22	181	.6	4.6
FA '97	9	503	.2	1.6	6	146	.1	1.0	6	106	.1	1.1	9	157	.2	1.2	14	227	.3	2.7

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBYN-FM</b>																				
FA '98		28																		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		16											1	16		.1				
<b>WCTO-FM</b>																				
FA '98	1	29		.2	2	19		.3	2	19		.4					1	19		.2
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98		40				9							1	21		.1				
SU '98		13				4												9		
SP '98	2	53		.4		7				7			3	37		.4	5	20		1.0
WI '98	1	55		.2		17			2	32		.4	2	40		.3	1	22		.2
<b>4-Book</b>	1	40		.2		9			1	10		.1	2	25		.2	2	13		.3
FA '97	2	42		.4		9			1	17		.2	3	34		.4	3	17		.6
<b>WKXV-FM</b>																				
FA '98	3	31		.6					4	21		.8	11	21		.3	1	10		.2
SU '98	2	69		.3		10			7	34		.8	5	44		.7	1	25		.2
SP '98	2	42		.4	1	27		.1	2	11		.3	4	25		.6	1	7		.2
WI '98	2	45		.4	1	16		.2	1	17		.2	2	17		.3	3	31		.6
<b>4-Book</b>	2	47		.4	1	13		.1	4	21		.5	6	27		.8	2	18		.3
FA '97	1	64		.2	2	22		.3	1	26		.2	4	34		.5		8		
<b>+WNJO-FM</b>																				
FA '98	1	49		.2	1	29		.2	1	19		.2	1	9		.1		19		
SU '98	1	18		.2										9			3	9		.7
SP '98	4	101		.7	3	25		.4	5	47		.8	4	66		.6	4	44		.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	15	502		2.8	8	177		1.3	20	218		3.8	23	245		3.0	15	218		3.1
SU '98	22	786		3.7	16	209		2.4	25	317		3.0	29	412		4.0	22	294		5.1
SP '98	14	511		2.5	18	256		2.7	15	188		2.5	18	243		2.5	10	177		2.1
WI '98	11	454		2.0	12	192		1.9	8	159		1.5	19	239		2.6	10	151		2.0
<b>4-Book</b>	16	563		2.8	14	209		2.1	17	221		2.7	22	285		3.0	14	210		3.1
FA '97	9	396		1.6	6	124		1.0	8	138		1.5	12	223		1.6	12	198		2.3
<b>WRDR-FM</b>																				
FA '98																				
SU '98		18							1	9		.1		9						
SP '98																				
WI '98		17											1	10		.1		8		
<b>4-Book</b>		9								2				5				2		
FA '97		9																		
<b>TOTALS</b>																				
FA '98	527	3854	12.9		621	3006	15.2		522	2361	12.8		766	3027	18.8		485	2755	11.9	
SU '98	590	3833	14.4		667	2784	16.3		836	3000	20.5		733	3208	17.9		428	2599	10.5	
SP '98	567	3927	13.9		671	3075	16.4		601	2555	14.7		712	3188	17.4		478	2799	11.7	
WI '98	547	3895	13.4		644	3104	15.8		528	2315	12.9		744	3283	18.2		495	2757	12.1	
<b>4-Book</b>	558	3877	13.7		651	2992	15.9		622	2558	15.2		739	3177	18.1		472	2728	11.6	
FA '97	558	3885	13.7		625	3089	15.3		534	2413	13.1		734	3310	18.0		521	2756	12.8	

Target Listener Trends - Men 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 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 '98	6	231	.1	1.0	3	115	.1	.8	8	47	.2	2.9	5	29	.1	1.0	8	47	.2	1.5
4-Book	10	319	.2	1.5	7	131	.2	1.6	14	49	.4	4.3	5	26	.1	.8	7	26	.2	1.3
WBEB-FM																				
FA '98	10	201	.2	1.6	1	64		.3					1	10		.2	3	10	.1	.6
4-Book	20	251	.5	3.0	10	149	.2	2.3	6	25	.1	1.7	16	55	.4	2.4	11	33	.3	2.0
WDAS-AM																				
FA '98	3	37	.1	.5	2	45		.5					3	12	.1	.6				
4-Book	2	26	.1	.3	2	36		.5					1	3		.2				
WDAS-FM																				
FA '98	23	295	.6	3.7	13	166	.3	3.5	27	37	.7	9.9	6	39	.1	1.1	21	61	.5	4.0
4-Book	22	227	.6	3.4	11	137	.3	2.6	13	24	.3	4.6	12	39	.3	1.7	11	31	.3	2.0
WHAT-AM																				
FA '98		4															1	2		.2
4-Book		1				8		.2												
WIOQ-FM																				
FA '98	27	690	.7	4.3	22	493	.5	6.0	17	64	.4	6.2	36	186	.9	6.9	28	144	.7	5.4
4-Book	42	786	1.0	6.2	31	498	.8	7.4	20	79	.5	6.5	50	196	1.2	7.8	37	142	.9	6.8
WIP -AM																				
FA '98	18	270	.4	2.9	7	160	.2	1.9	1	10		.4	13	68	.3	2.5	6	20	.1	1.2
4-Book	20	256	.5	3.0	9	139	.2	2.0	5	24	.1	1.6	9	45	.2	1.5	7	27	.2	1.3
WJZ-FM																				
FA '98	9	119	.2	1.4	3	86	.1	.8	12	33	.3	4.4	1	9		.2				
4-Book	9	108	.2	1.3	6	90	.2	1.5	5	18	.1	1.8	6	19	.2	.9	7	19	.2	1.2
WMGK-FM																				
FA '98	36	378	.9	5.7	13	218	.3	3.5	15	39	.4	5.5	23	58	.6	4.4	20	69	.5	3.8
4-Book	30	379	.8	4.6	17	242	.4	4.1	10	37	.3	3.3	30	84	.8	4.8	29	93	.7	5.3
WMMR-FM																				
FA '98	42	556	1.0	6.7	11	231	.3	3.0	4	10	.1	1.5	22	80	.5	4.2	35	120	.9	6.7
4-Book	43	619	1.1	6.3	22	351	.5	5.1	16	48	.4	5.1	42	147	1.0	6.5	32	118	.8	5.9
WOGL-FM																				
FA '98	16	254	.4	2.5	6	61	.1	1.6					2	10		.4	5	10	.1	1.0
4-Book	19	236	.5	2.8	8	106	.2	2.0	3	11	.1	.9	12	36	.3	1.8	12	29	.3	2.1
WPEN-AM																				
FA '98		9				9														
4-Book		13				2														
WPHI-FM																				
FA '98	78	1040	1.9	12.4	70	711	1.7	19.0	54	163	1.3	19.8	85	252	2.1	16.3	123	344	3.0	23.7
4-Book	80	1090	2.0	12.1	61	732	1.5	14.8	42	139	1.0	14.1	96	317	2.3	15.2	90	289	2.2	16.8
WPHT-AM																				
FA '98	3	32	.1	.5	1	11		.3												
4-Book	1	19		.1	1	15		.2									1	4		.1
WPLY-FM																				
FA '98	41	802	1.0	6.5	28	560	.7	7.6	9	56	.2	3.3	37	230	.9	7.1	51	226	1.3	9.8
4-Book	46	956	1.1	6.9	30	611	.7	7.2	19	89	.5	6.4	46	234	1.1	7.3	37	179	.9	6.9
WURD-AM																				
FA '98	3	26	.1	.5	1	19		.3					3	8	.1	.6	6	11	.1	1.2
4-Book	4	36	.1	.6	2	24		.4	2	6	.1	.8	3	8	.1	.5	2	6		.5
WUSL-FM																				
FA '98	79	1184	1.9	12.6	63	843	1.5	17.1	38	142	.9	13.9	111	374	2.7	21.2	87	276	2.1	16.7
4-Book	78	1203	1.9	11.7	65	846	1.6	15.6	49	177	1.2	16.0	100	352	2.5	16.0	90	291	2.2	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

## 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
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98	* 2	10	.3		*				*								*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	2	71	.3		3	29	.1	.8												
4-Book	4	59	.1	.6	2	32	.1	.6	3	7	.1	1.0	3	10	.1	.4				
<b>WVJZ-AM</b>																				
FA '98																				
4-Book	1	4	.1			4	.1		1	3	.2									
<b>WXTU-FM</b>																				
FA '98	14	142	.3	2.2	11	129	.3	3.0	4	20	.1	1.5	2	10	.4		12	40	.3	2.3
4-Book	16	151	.4	2.3	10	121	.3	2.5	9	30	.2	2.8	10	33	.2	1.5	12	34	.3	2.3
<b>WXXM-FM</b>																				
FA '98	23	549	.6	3.7	13	359	.3	3.5	6	51	.1	2.2	20	94	.5	3.8	3	10	.1	.6
4-Book	28	592	.7	4.3	20	372	.5	4.8	8	48	.2	2.5	31	117	.8	4.8	27	85	.7	4.9
<b>WYSP-FM</b>																				
FA '98	126	1026	3.1	20.1	37	486	.9	10.1	31	87	.8	11.4	59	179	1.4	11.3	37	108	.9	7.1
4-Book	113	1100	2.8	16.9	36	530	.9	8.8	29	106	.7	9.6	63	215	1.5	10.0	44	163	1.1	8.1
<b>WYXR-FM</b>																				
FA '98	7	200	.2	1.1	13	181	.3	3.5	5	11	.1	1.8	25	62	.6	4.8	23	42	.6	4.4
4-Book	13	242	.3	1.9	12	184	.3	2.8	7	24	.2	2.3	20	57	.5	3.2	18	47	.4	3.3
<b>WBYN-FM</b>																				
FA '98						28														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	1	19	.2																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98		30			1	10												2		
4-Book	1	30	.1		1	18	.1													
<b>WKXV-FM</b>																				
FA '98	5	21	.1	.8																
4-Book	3	39	.1	.5		12	.1		1	4	.2		1	4	.2			2		
<b>+WNJO-FM</b>																				
FA '98	1	29	.2			30							3	20	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	17	382	.4	2.7	10	262	.2	2.7	5	31	.1	1.8	23	100	.6	4.4	13	53	.3	2.5
4-Book	18	444	.4	2.6	12	287	.3	3.0	8	44	.2	2.6	19	82	.5	3.0	18	67	.4	3.3
<b>WRDR-FM</b>																				
FA '98		7																		
4-Book																				
<b>TOTALS</b>																				
FA '98	628	3700	15.4		368	2963	9.0		273	792	6.7		523	1566	12.8		520	1386	12.8	
4-Book	667	3750	16.3		419	3098	10.3		304	898	7.5		635	1711	15.6		541	1405	13.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - 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	
KYW -AM FA '98 4-Book	1 6	20 15	.2 .1	1.3 1.3	2 11	17 48	1.4 .3	5.3 5.3	4 4	20 20	.1 .1	.9 .9	4 4	17 17	.1 .1	1.0 1.0	3 6	21 25	.1 .2	1.1 1.8
WBEB-FM FA '98 4-Book	4 9	35 33	.1 .2	.9 2.0	5 5	15 15	.1 1.9	1.9 1.9	12 12	42 42	.3 .3	2.6 2.6	10 10	30 30	.2 .2	2.2 2.2	13 13	36 36	.3 .3	3.6 3.6
WDAS-AM FA '98 4-Book	1 1	1 1	.1 .1	.1 .1	10 11	37 27	.2 .2	6.8 5.4	2 5	20 21	.6 .1	1.2 1.2	2 1	20 5	.5 .1	.5 .1	2 1	7 2	.8 .2	.8 .2
WDAS-FM FA '98 4-Book	11 7	36 24	.3 .2	2.6 1.6	17 9	25 19	.4 .2	11.6 5.0	10 8	30 27	.2 .2	2.9 1.8	10 9	34 25	.2 .2	2.4 2.1	7 21	34 46	.2 .5	2.7 5.9
WHAT-AM FA '98 4-Book	1 1	2 2	.2 .2	.2 .2	1 1	4 4	.7 .7	.7 .7	2 2	2 2	.1 .1	.5 .5	1 1	2 2	.1 .1	.1 .1	1 1	2 2	.2 .2	.2 .2
WIOQ-FM FA '98 4-Book	22 33	130 152	.5 .8	5.2 7.3	14 17	55 79	.3 .4	9.6 8.6	28 38	134 161	.7 1.0	8.0 8.8	22 27	115 114	.5 .7	5.4 6.2	9 24	77 97	.2 .6	3.4 7.1
WIP -AM FA '98 4-Book	2 6	20 24	.5 .1	1.2 1.2	5 8	9 23	.1 .2	3.4 4.0	9 11	54 37	.2 .3	2.6 2.5	13 12	43 33	.3 .3	3.2 2.8	8 10	46 45	.2 .2	3.0 2.8
WJJZ-FM FA '98 4-Book	4 5	12 14	.1 .1	.9 1.1	1 1	11 11	.6 .6	.6 .6	1 9	12 24	.3 .2	2.0 2.0	7 9	10 18	.2 .2	1.7 2.2	2 7	18 21	.8 .2	.8 2.2
WMGK-FM FA '98 4-Book	8 18	61 70	.2 .5	1.9 4.1	3 3	10 17	.1 .1	2.1 1.8	9 15	49 62	.2 .4	2.6 3.5	10 17	30 59	.2 .4	2.4 3.9	17 14	62 58	.4 .3	6.4 4.3
WMMR-FM FA '98 4-Book	5 18	41 78	.1 .5	1.2 4.0	1 3	10 12	.7 .1	1.5 1.5	10 24	40 100	.2 .6	2.9 5.4	4 22	20 70	.1 .6	1.0 5.2	11 15	51 64	.3 .4	4.2 4.3
WOGL-FM FA '98 4-Book	1 7	10 25	.2 .2	1.4 1.4	6 8	21 25	.1 .2	4.1 4.2	11 9	20 34	.3 .2	3.2 2.2	14 10	30 23	.3 .2	3.4 2.2	10 6	10 12	.2 .1	3.8 1.9
WPEN-AM FA '98 4-Book													1 2	9 2	.2 .1	.2 .1				
WPHI-FM FA '98 4-Book	110 82	334 273	2.7 2.0	26.0 18.3	23 21	92 77	.6 .5	15.8 11.0	36 43	137 166	.9 1.0	10.3 10.1	59 62	194 183	1.4 1.5	14.4 14.5	66 48	177 185	1.6 1.2	25.0 15.4
WPHT-AM FA '98 4-Book	1 1	4 4	.3 .3	.3 .3					1 1	4 4	.1 .1	.1 .1	2 2	11 5	.2 .1	2.0 .6	2 2	2 2	.4 .4	.4 .4
WPLY-FM FA '98 4-Book	48 36	234 171	1.2 .9	11.3 8.2	14 13	70 82	.3 .3	9.6 7.3	21 34	120 192	.5 .8	6.0 7.9	28 34	138 141	.7 .8	6.8 7.8	13 18	79 113	.3 .4	4.9 5.3
WURD-AM FA '98 4-Book		1 1	.1 .1	.1 .1	1 1	3 3	.5 .5	.5 .5	4 4	11 11	.1 .1	.8 .8	2 2	10 10	.1 .1	.5 .5	1 1	3 3	.1 .1	.1 .1
WUSL-FM FA '98 4-Book	82 89	251 267	2.0 2.2	19.4 20.0	18 29	92 105	.4 .7	12.3 14.2	69 55	246 218	1.7 1.4	19.8 13.5	69 60	225 220	1.7 1.5	16.8 14.1	23 41	115 167	.6 1.0	8.7 12.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Men 12-24

	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
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	2	8		.5					14 6	20 9	.3 .1	4.0 1.5	8 4	10 7	.2 .1	2.0 .9	1 1	10 5		.4 .2
WWJZ-AM FA '98 4-Book	1	4		.2																
WXTU-FM FA '98 4-Book	11 9	40 32	.3 .2	2.6 2.1	11 7	39 25	.3 .2	7.5 3.8	12 12	40 43	.3 .3	3.4 3.0	19 11	41 30	.5 .3	4.6 2.5	15 11	41 32	.4 .3	5.7 3.3
WXXM-FM FA '98 4-Book	13 19	74 106	.3 .5	3.1 4.2	4 6	43 28	.1 .1	2.7 2.9	23 30	140 122	.6 .7	6.6 6.9	22 21	108 87	.5 .5	5.4 4.8	11 20	88 91	.3 .5	4.2 6.0
WYSP-FM FA '98 4-Book	39 32	118 122	1.0 .8	9.2 7.3	5 14	29 57	.1 .3	3.4 6.5	56 43	205 176	1.4 1.1	16.1 10.5	51 41	162 146	1.3 1.0	12.4 9.5	11 20	61 84	.3 .5	4.2 6.4
WYXR-FM FA '98 4-Book	18 12	60 46	.4 .3	4.3 2.7	3 6	16 23	.1 .1	2.1 2.7	8 14	56 52	.2 .3	2.3 3.2	16 9	51 29	.4 .2	3.9 2.2	7 9	49 47	.2 .2	2.7 2.5
WBYN-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3 **	28 **	.1 **	1.1 **
WCTO-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '98 4-Book	1	4		.3	1	4		.5	1	4		.1	1	10 8		.2 .3	1	8		.3
WKXV-FM FA '98 4-Book										4		.1	1	2		.3		2		.1
+WNJO-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	9 **	**	**	**	**	**	**	**	**	**	**
WPST-FM FA '98 4-Book	9 11	67 74	.2 .3	2.1 2.5	2 3	20 20	.1 .1	1.4 1.8	9 14	67 84	.2 .3	2.6 3.3	9 16	59 72	.2 .4	2.2 3.7	8 10	75 59	.2 .3	3.0 3.3
WRDR-FM FA '98 4-Book																				
TOTALS FA '98 4-Book	423 447	1168 1240	10.4 10.9		146 194	541 643	3.6 4.8		348 425	1141 1301	8.5 10.4		410 428	1084 1131	10.1 10.5		264 327	897 1028	6.5 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

## 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
<b>KYW -AM</b>																				
FA '98	15	759	.3	1.4	37	425	.7	2.3	16	232	.3	1.1	18	307	.3	1.3	6	163	.1	1.0
SU '98	28	1025	.5	2.6	75	626	1.3	4.9	23	284	.4	1.4	38	467	.7	2.9	11	220	.2	1.9
SP '98	25	934	.4	2.2	66	587	1.1	3.9	18	342	.3	1.1	29	386	.5	2.1	8	206	.1	1.2
WI '98	33	1236	.6	3.2	107	838	1.9	6.6	26	389	.5	1.9	31	500	.5	2.5	14	166	.2	2.3
<b>4-Book</b>	<b>25</b>	<b>989</b>	<b>.5</b>	<b>2.4</b>	<b>71</b>	<b>619</b>	<b>1.3</b>	<b>4.4</b>	<b>21</b>	<b>312</b>	<b>.4</b>	<b>1.4</b>	<b>29</b>	<b>415</b>	<b>.5</b>	<b>2.2</b>	<b>10</b>	<b>189</b>	<b>.2</b>	<b>1.6</b>
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
<b>WBEB-FM</b>																				
FA '98	30	483	.5	2.8	29	196	.5	1.8	57	220	1.0	3.8	46	263	.8	3.3	18	136	.3	2.9
SU '98	20	488	.3	1.9	26	201	.5	1.7	35	207	.6	2.2	18	207	.3	1.4	11	150	.2	1.9
SP '98	59	674	1.0	5.1	73	349	1.3	4.4	119	347	2.1	7.2	68	409	1.2	4.9	26	242	.5	4.0
WI '98	30	577	.5	2.9	42	238	.7	2.6	52	242	.9	3.7	29	305	.5	2.3	14	208	.2	2.3
<b>4-Book</b>	<b>35</b>	<b>556</b>	<b>.6</b>	<b>3.2</b>	<b>43</b>	<b>246</b>	<b>.8</b>	<b>2.6</b>	<b>66</b>	<b>254</b>	<b>1.2</b>	<b>4.2</b>	<b>40</b>	<b>296</b>	<b>.7</b>	<b>3.0</b>	<b>17</b>	<b>184</b>	<b>.3</b>	<b>2.8</b>
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
<b>WDAS-AM</b>																				
FA '98	3	65	.1	.3	9	56	.2	.6		10			3	22	.1	.2				
SU '98	3	34	.1	.3	9	34	.2	.6	4	17	.1	.3	3	9	.1	.2				
SP '98	2	70		.2	2	10		.1	2	10		.1		10						
WI '98	2	75		.2	5	31		.3	1	19		.1	3	20		.1	.2			
<b>4-Book</b>	<b>3</b>	<b>61</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>33</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>14</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>15</b>	<b>.1</b>	<b>.2</b>				
FA '97	4	62	.1	.4	6	27	.1	.4	5	18	.1	.3	3	29	.1	.2	3	9	.1	.5
<b>WDAS-FM</b>																				
FA '98	70	757	1.2	6.5	106	527	1.9	6.7	90	408	1.6	6.0	82	387	1.5	5.9	48	367	.8	7.8
SU '98	43	607	.7	4.1	58	357	1.0	3.8	63	340	1.1	4.0	51	331	.9	3.9	33	235	.6	5.6
SP '98	53	637	.9	4.6	91	365	1.6	5.4	49	303	.9	3.0	47	246	.8	3.4	51	290	.9	7.8
WI '98	64	762	1.1	6.1	88	428	1.5	5.5	92	426	1.6	6.6	81	376	1.4	6.5	45	285	.8	7.4
<b>4-Book</b>	<b>58</b>	<b>691</b>	<b>1.0</b>	<b>5.3</b>	<b>86</b>	<b>419</b>	<b>1.5</b>	<b>5.4</b>	<b>74</b>	<b>369</b>	<b>1.3</b>	<b>4.9</b>	<b>65</b>	<b>335</b>	<b>1.2</b>	<b>4.9</b>	<b>44</b>	<b>294</b>	<b>.8</b>	<b>7.2</b>
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
<b>WHAT-AM</b>																				
FA '98	1	10		.1									4	10	.1	.3				
SU '98	4	83	.1	.4	7	29	.1	.5	6	40	.1	.4	3	23	.1	.2	2	17		.3
SP '98	6	25	.1	.5	12	17	.2	.7	10	17	.2	.6	5	17	.1	.4				
WI '98	3	53	.1	.3	2	25		.1	7	20	.1	.5	1	20		.1		11		
<b>4-Book</b>	<b>4</b>	<b>43</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>18</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>19</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>18</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>7</b>		<b>.1</b>
FA '97	3	31	.1	.3	5	22	.1	.3	3	9	.1	.2	6	9	.1	.4				
<b>WIOQ-FM</b>																				
FA '98	43	964	.8	4.0	43	347	.8	2.7	61	488	1.1	4.1	58	555	1.0	4.2	36	321	.6	5.9
SU '98	53	1043	.9	5.0	59	407	1.0	3.9	82	492	1.4	5.1	79	602	1.4	6.0	30	431	.5	5.1
SP '98	69	1151	1.2	6.0	60	505	1.0	3.6	98	529	1.7	5.9	79	536	1.4	5.7	56	390	1.0	8.5
WI '98	42	1104	.7	4.0	49	425	.9	3.0	49	492	.9	3.5	48	617	.8	3.8	31	444	.5	5.1
<b>4-Book</b>	<b>52</b>	<b>1066</b>	<b>.9</b>	<b>4.8</b>	<b>53</b>	<b>421</b>	<b>.9</b>	<b>3.3</b>	<b>73</b>	<b>500</b>	<b>1.3</b>	<b>4.7</b>	<b>66</b>	<b>578</b>	<b>1.2</b>	<b>4.9</b>	<b>38</b>	<b>397</b>	<b>.7</b>	<b>6.2</b>
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
<b>WIP -AM</b>																				
FA '98	58	942	1.0	5.4	71	505	1.3	4.5	87	478	1.5	5.8	101	656	1.8	7.2	24	327	.4	3.9
SU '98	52	879	.9	4.9	69	512	1.2	4.5	84	447	1.5	5.3	91	611	1.6	6.9	16	267	.3	2.7
SP '98	48	908	.8	4.2	81	484	1.4	4.8	66	430	1.1	4.0	76	587	1.3	5.4	25	288	.4	3.8
WI '98	66	1034	1.1	6.3	109	584	1.9	6.8	85	474	1.5	6.1	112	666	1.9	8.9	34	410	.6	5.6
<b>4-Book</b>	<b>56</b>	<b>941</b>	<b>1.0</b>	<b>5.2</b>	<b>83</b>	<b>521</b>	<b>1.5</b>	<b>5.2</b>	<b>81</b>	<b>457</b>	<b>1.4</b>	<b>5.3</b>	<b>95</b>	<b>630</b>	<b>1.7</b>	<b>7.1</b>	<b>25</b>	<b>323</b>	<b>.4</b>	<b>4.0</b>
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
<b>WJJZ-FM</b>																				
FA '98	28	385	.5	2.6	33	159	.6	2.1	48	180	.8	3.2	32	174	.6	2.3	22	172	.4	3.6
SU '98	18	315	.3	1.7	14	131	.2	.9	26	115	.5	1.6	19	149	.3	1.4	16	114	.3	2.7
SP '98	22	318	.4	1.9	25	160	.4	1.5	35	177	.6	2.1	26	158	.5	1.9	12	107	.2	1.8
WI '98	22	429	.4	2.1	20	118	.3	1.2	29	163	.5	2.1	32	206	.6	2.6	18	145	.3	3.0
<b>4-Book</b>	<b>23</b>	<b>362</b>	<b>.4</b>	<b>2.1</b>	<b>23</b>	<b>142</b>	<b>.4</b>	<b>1.4</b>	<b>35</b>	<b>159</b>	<b>.6</b>	<b>2.3</b>	<b>27</b>	<b>172</b>	<b>.5</b>	<b>2.1</b>	<b>17</b>	<b>135</b>	<b>.3</b>	<b>2.8</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	70	940	1.2	6.5	80	449	1.4	5.0	139	490	2.5	9.3	100	577	1.8	7.2	22	253	.4	3.6
SU '98	70	933	1.2	6.6	61	379	1.1	4.0	140	487	2.4	8.8	84	548	1.5	6.4	28	273	.5	4.8
SP '98	68	1039	1.2	5.9	78	441	1.4	4.7	136	515	2.4	8.2	83	585	1.4	5.9	22	275	.4	3.3
WI '98	63	1147	1.1	6.0	61	499	1.1	3.8	101	517	1.8	7.3	84	698	1.5	6.7	37	402	.6	6.1
<b>4-Book</b>	<b>68</b>	<b>1015</b>	<b>1.2</b>	<b>6.3</b>	<b>70</b>	<b>442</b>	<b>1.3</b>	<b>4.4</b>	<b>129</b>	<b>502</b>	<b>2.3</b>	<b>8.4</b>	<b>88</b>	<b>602</b>	<b>1.6</b>	<b>6.6</b>	<b>27</b>	<b>301</b>	<b>.5</b>	<b>4.5</b>
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
<b>WMMR-FM</b>																				
FA '98	86	1285	1.5	8.0	81	478	1.4	5.1	189	707	3.3	12.6	125	871	2.2	9.0	33	375	.6	5.4
SU '98	100	1610	1.7	9.4	103	656	1.8	6.8	195	884	3.4	12.2	137	883	2.4	10.4	50	619	.9	8.5
SP '98	84	1426	1.5	7.3	111	591	1.9	6.6	125	704	2.2	7.6	110	885	1.9	7.9	47	460	.8	7.1
WI '98	73	1474	1.3	7.0	86	570	1.5	5.3	124	639	2.2	8.9	80	855	1.4	6.4	20	399	.3	3.3
<b>4-Book</b>	<b>86</b>	<b>1449</b>	<b>1.5</b>	<b>7.9</b>	<b>95</b>	<b>574</b>	<b>1.7</b>	<b>6.0</b>	<b>158</b>	<b>734</b>	<b>2.8</b>	<b>10.3</b>	<b>113</b>	<b>874</b>	<b>2.0</b>	<b>8.4</b>	<b>38</b>	<b>463</b>	<b>.7</b>	<b>6.1</b>
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
<b>WOGL-FM</b>																				
FA '98	26	518	.5	2.4	30	237	.5	1.9	43	272	.8	2.9	33	219	.6	2.4	16	92	.3	2.6
SU '98	26	607	.5	2.5	27	198	.5	1.8	46	284	.8	2.9	43	262	.7	3.3	10	127	.2	1.7
SP '98	38	507	.7	3.3	34	270	.6	2.0	67	289	1.2	4.1	59	369	1.0	4.2	19	173	.3	2.9
WI '98	22	410	.4	2.1	28	168	.5	1.7	33	170	.6	2.4	26	238	.5	2.1	12	139	.2	2.0
<b>4-Book</b>	<b>28</b>	<b>511</b>	<b>.5</b>	<b>2.6</b>	<b>30</b>	<b>218</b>	<b>.5</b>	<b>1.9</b>	<b>47</b>	<b>254</b>	<b>.9</b>	<b>3.1</b>	<b>40</b>	<b>272</b>	<b>.7</b>	<b>3.0</b>	<b>14</b>	<b>133</b>	<b>.3</b>	<b>2.3</b>
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
<b>WPEN-AM</b>																				
FA '98		47				9			1	28		.1		9						
SU '98		49			2	18		.1	1	30		.1								
SP '98		31				10								11				11		
WI '98	2	55		.2	3	18	.1	.2		9			3	27	.1	.2	3	8	.1	.5
<b>4-Book</b>	<b>1</b>	<b>46</b>		<b>.1</b>	<b>1</b>	<b>14</b>		<b>.1</b>	<b>1</b>	<b>17</b>		<b>.1</b>	<b>1</b>	<b>12</b>		<b>.1</b>	<b>1</b>	<b>5</b>		<b>.1</b>
FA '97	2	62		.2		8			3	14	.1	.2	3	25	.1	.2		9		
<b>WPHI-FM</b>																				
FA '98	71	1047	1.3	6.6	82	454	1.5	5.2	58	485	1.0	3.9	101	619	1.8	7.2	78	528	1.4	12.7
SU '98	54	859	.9	5.1	44	400	.8	2.9	75	579	1.3	4.7	81	627	1.4	6.2	55	514	1.0	9.3
SP '98	65	947	1.1	5.7	58	407	1.0	3.5	73	555	1.3	4.4	86	645	1.5	6.2	76	447	1.3	11.6
WI '98	61	1161	1.1	5.8	50	448	.9	3.1	60	598	1.0	4.3	87	701	1.5	6.9	62	543	1.1	10.2
<b>4-Book</b>	<b>63</b>	<b>1004</b>	<b>1.1</b>	<b>5.8</b>	<b>59</b>	<b>427</b>	<b>1.1</b>	<b>3.7</b>	<b>67</b>	<b>554</b>	<b>1.2</b>	<b>4.3</b>	<b>89</b>	<b>648</b>	<b>1.6</b>	<b>6.6</b>	<b>68</b>	<b>508</b>	<b>1.2</b>	<b>11.0</b>
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
<b>WPHT-AM</b>																				
FA '98	4	60	.1	.4	14	29	.2	.9									8	21	.1	1.3
SU '98	6	260	.1	.6	7	53	.1	.5	1	11		.1	7	55	.1	.5	10	190	.2	1.7
SP '98	5	189	.1	.4	2	18		.1	1	41		.1	3	67	.1	.2	16	133	.3	2.4
WI '98	4	168	.1	.4	6	54	.1	.4	4	67	.1	.3	3	43	.1	.2	3	36	.1	.5
<b>4-Book</b>	<b>5</b>	<b>169</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>39</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>30</b>		<b>.1</b>	<b>3</b>	<b>41</b>	<b>.1</b>	<b>.2</b>	<b>9</b>	<b>95</b>	<b>.2</b>	<b>1.5</b>
FA '97	2	103		.2	6	45	.1	.4	4	38	.1	.2	2	27		.1		8		
<b>WPLY-FM</b>																				
FA '98	41	1234	.7	3.8	40	446	.7	2.5	58	553	1.0	3.9	62	736	1.1	4.4	20	412	.4	3.3
SU '98	38	1183	.7	3.6	37	381	.6	2.4	53	486	.9	3.3	58	605	1.0	4.4	23	401	.4	3.9
SP '98	50	1256	.9	4.4	62	560	1.1	3.7	80	669	1.4	4.8	70	684	1.2	5.0	25	451	.4	3.8
WI '98	42	1251	.7	4.0	51	536	.9	3.2	52	565	.9	3.7	58	676	1.0	4.6	26	495	.5	4.3
<b>4-Book</b>	<b>43</b>	<b>1231</b>	<b>.8</b>	<b>4.0</b>	<b>48</b>	<b>481</b>	<b>.8</b>	<b>3.0</b>	<b>61</b>	<b>568</b>	<b>1.1</b>	<b>3.9</b>	<b>62</b>	<b>675</b>	<b>1.1</b>	<b>4.6</b>	<b>24</b>	<b>440</b>	<b>.4</b>	<b>3.8</b>
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
<b>WURD-AM</b>																				
FA '98	4	59	.1	.4	4	18	.1	.3	4	24	.1	.3	6	41	.1	.4	3	24	.1	.5
SU '98	5	43	.1	.5	3	27	.1	.2	13	43	.2	.8	7	30	.1	.5	1	6		.2
SP '98	4	58	.1	.3	5	40	.1	.3	7	32	.1	.4	5	18	.1	.4	1	9		.2
WI '98	7	127	.1	.7	7	54	.1	.4	10	87	.2	.7	12	75	.2	1.0	5	35	.1	.8
<b>4-Book</b>	<b>5</b>	<b>72</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>35</b>	<b>.1</b>	<b>.3</b>	<b>9</b>	<b>47</b>	<b>.2</b>	<b>.6</b>	<b>8</b>	<b>41</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>19</b>	<b>.1</b>	<b>.4</b>
FA '97	7	100	.1	.6	18	80	.3	1.1	8	80	.1	.5	5	63	.1	.4	1	32		.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

	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
<b>WUSL-FM</b>																				
FA '98	102	1399	1.8	9.5	100	703	1.8	6.3	93	661	1.6	6.2	149	825	2.6	10.7	107	727	1.9	17.4
SU '98	81	1259	1.4	7.6	79	582	1.4	5.2	92	654	1.6	5.8	105	813	1.8	8.0	76	677	1.3	12.9
SP '98	86	1273	1.5	7.5	103	698	1.8	6.2	97	630	1.7	5.9	101	764	1.8	7.2	79	520	1.4	12.0
WI '98	73	1226	1.3	7.0	74	520	1.3	4.6	82	685	1.4	5.9	90	721	1.6	7.2	64	550	1.1	10.6
<b>4-Book</b>	<b>86</b>	<b>1289</b>	<b>1.5</b>	<b>7.9</b>	<b>89</b>	<b>626</b>	<b>1.6</b>	<b>5.6</b>	<b>91</b>	<b>658</b>	<b>1.6</b>	<b>6.0</b>	<b>111</b>	<b>781</b>	<b>2.0</b>	<b>8.3</b>	<b>82</b>	<b>619</b>	<b>1.4</b>	<b>13.2</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 2	20		.2	*				4	10	.1	.3	*	1	9		.1			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	14	268	.2	1.3	25	74	.4	1.6	20	132	.4	1.3	13	94	.2	.9	8	76	.1	1.3
SU '98	18	401	.3	1.7	10	88	.2	.7	24	180	.4	1.5	23	177	.4	1.8	19	110	.3	3.2
SP '98	10	184	.2	.9	10	49	.2	.6	14	64	.2	.8	15	70	.3	1.1	8	42	.1	1.2
WI '98	24	372	.4	2.3	20	56	.3	1.2	55	201	1.0	4.0	26	135	.5	2.1	12	74	.2	2.0
<b>4-Book</b>	<b>17</b>	<b>306</b>	<b>.3</b>	<b>1.6</b>	<b>16</b>	<b>67</b>	<b>.3</b>	<b>1.0</b>	<b>28</b>	<b>144</b>	<b>.5</b>	<b>1.9</b>	<b>19</b>	<b>119</b>	<b>.4</b>	<b>1.5</b>	<b>12</b>	<b>76</b>	<b>.2</b>	<b>1.9</b>
FA '97	9	209	.2	.8	9	67	.2	.6	27	120	.5	1.7	6	62	.1	.4	3	33	.1	.5
<b>WVJZ-AM</b>																				
FA '98		10												10						
SU '98		9												9		.1				
SP '98																				
WI '98		5							1	5		.1	1	5		.1				
<b>4-Book</b>		<b>6</b>								<b>1</b>				<b>6</b>		<b>.1</b>				
FA '97																				
<b>WXTU-FM</b>																				
FA '98	29	481	.5	2.7	42	275	.7	2.6	38	263	.7	2.5	45	343	.8	3.2	10	205	.2	1.6
SU '98	31	435	.5	2.9	45	232	.8	3.0	50	195	.9	3.1	37	284	.6	2.8	13	193	.2	2.2
SP '98	27	364	.5	2.3	31	183	.5	1.9	52	198	.9	3.1	44	241	.8	3.1	10	108	.2	1.5
WI '98	39	549	.7	3.7	39	265	.7	2.4	58	342	1.0	4.2	50	324	.9	4.0	25	198	.4	4.1
<b>4-Book</b>	<b>32</b>	<b>457</b>	<b>.6</b>	<b>2.9</b>	<b>39</b>	<b>239</b>	<b>.7</b>	<b>2.5</b>	<b>50</b>	<b>250</b>	<b>.9</b>	<b>3.2</b>	<b>44</b>	<b>298</b>	<b>.8</b>	<b>3.3</b>	<b>15</b>	<b>176</b>	<b>.3</b>	<b>2.4</b>
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
<b>WXXM-FM</b>																				
FA '98	26	853	.5	2.4	25	337	.4	1.6	42	449	.7	2.8	47	558	.8	3.4	13	292	.2	2.1
SU '98	49	1032	.9	4.6	48	463	.8	3.2	75	465	1.3	4.7	71	617	1.2	5.4	34	409	.6	5.8
SP '98	39	990	.7	3.4	49	437	.9	2.9	63	439	1.1	3.8	51	551	.9	3.6	8	280	.1	1.2
WI '98	41	1001	.7	3.9	44	394	.8	2.7	46	427	.8	3.3	62	582	1.1	5.0	28	414	.5	4.6
<b>4-Book</b>	<b>39</b>	<b>969</b>	<b>.7</b>	<b>3.6</b>	<b>42</b>	<b>408</b>	<b>.7</b>	<b>2.6</b>	<b>57</b>	<b>445</b>	<b>1.0</b>	<b>3.7</b>	<b>58</b>	<b>577</b>	<b>1.0</b>	<b>4.4</b>	<b>21</b>	<b>349</b>	<b>.4</b>	<b>3.4</b>
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
<b>WYSP-FM</b>																				
FA '98	191	2365	3.4	17.8	554	1698	9.8	34.9	265	1192	4.7	17.6	141	943	2.5	10.1	41	517	.7	6.7
SU '98	167	2331	2.9	15.7	541	1802	9.4	35.6	190	1226	3.3	11.9	114	928	2.0	8.7	47	608	.8	8.0
SP '98	190	2448	3.3	16.5	504	1770	8.8	30.1	289	1315	5.0	17.5	155	1101	2.7	11.1	42	541	.7	6.4
WI '98	161	2405	2.8	15.4	512	1698	8.9	31.7	201	1185	3.5	14.5	115	1020	2.0	9.2	35	581	.6	5.8
<b>4-Book</b>	<b>177</b>	<b>2387</b>	<b>3.1</b>	<b>16.4</b>	<b>528</b>	<b>1742</b>	<b>9.2</b>	<b>33.1</b>	<b>236</b>	<b>1230</b>	<b>4.1</b>	<b>15.4</b>	<b>131</b>	<b>998</b>	<b>2.3</b>	<b>9.8</b>	<b>41</b>	<b>562</b>	<b>.7</b>	<b>6.7</b>
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
<b>WYXR-FM</b>																				
FA '98	29	704	.5	2.7	33	263	.6	2.1	29	273	.5	1.9	34	325	.6	2.4	24	287	.4	3.9
SU '98	39	734	.7	3.7	52	276	.9	3.4	70	324	1.2	4.4	40	330	.7	3.0	12	273	.2	2.0
SP '98	39	844	.7	3.4	26	264	.5	1.6	35	241	.6	2.1	65	390	1.1	4.6	40	319	.7	6.1
WI '98	28	809	.5	2.7	16	210	.3	1.0	27	371	.5	1.9	27	298	.5	2.2	27	322	.5	4.5
<b>4-Book</b>	<b>34</b>	<b>773</b>	<b>.6</b>	<b>3.1</b>	<b>32</b>	<b>253</b>	<b>.6</b>	<b>2.0</b>	<b>40</b>	<b>302</b>	<b>.7</b>	<b>2.6</b>	<b>42</b>	<b>336</b>	<b>.7</b>	<b>3.1</b>	<b>26</b>	<b>300</b>	<b>.5</b>	<b>4.1</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	-----																			
<b>WBYN-FM</b>																				
FA '98	**	38	**	**	**	9	**	**	**	**	**	**	**	9	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		17			1	9		.1						8						
<b>WCTO-FM</b>																				
FA '98	2	57		.2	3	38	.1	.2	4	38	.1	.3	4	28	.1	.3		9		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98		50				9							1	20		.1				
SU '98	4	66	.1	.4	3	34	.1	.2	8	24	.1	.5	6	24	.1	.5	1	27		.2
SP '98	2	67		.2		10				39		.3	4	39	.1	.3	5	30	.1	.8
WI '98	2	117		.2	1	35		.1	2	33		.1	2	66		.2	2	42		.3
<b>4-Book</b>	2	75		.2	1	22		.1	3	14		.2	3	37	.1	.3	2	25		.3
FA '97	2	76		.2	3	41	.1	.2	1	19		.1	3	19	.1	.2	2	19		.3
<b>WKXV-FM</b>																				
FA '98	20	206	.4	1.9	17	31	.3	1.1	39	126	.7	2.6	42	125	.7	3.0	10	68	.2	1.6
SU '98	7	182	.1	.7	2	35		.1	19	62	.3	1.2	11	98	.2	.8	1	25		.2
SP '98	7	129	.1	.6	7	78	.1	.4	14	66	.2	.8	15	67	.3	1.1		8		
WI '98	6	132	.1	.6	5	37	.1	.3	7	84	.1	.5	13	88	.2	1.0	5	42	.1	.8
<b>4-Book</b>	10	162	.2	1.0	8	45	.1	.5	20	85	.3	1.3	20	95	.4	1.5	4	36	.1	.7
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
<b>+WNJO-FM</b>																				
FA '98	3	76	.1	.3	2	28		.1	2	39		.1	7	28	.1	.5	3	28	.1	.5
SU '98	9	113	.2	.8	17	41	.3	1.1	16	41	.3	1.0	8	50	.1	.6	4	30	.1	.7
SP '98	2	59		.2	2	18		.1	3	29	.1	.2		10				8		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	21	600	.4	2.0	23	169	.4	1.4	30	276	.5	2.0	31	317	.5	2.2	9	164	.2	1.5
SU '98	25	747	.4	2.4	21	223	.4	1.4	35	303	.6	2.2	31	432	.5	2.4	19	236	.3	3.2
SP '98	17	526	.3	1.5	18	264	.3	1.1	27	275	.5	1.6	31	263	.5	2.2	8	152	.1	1.2
WI '98	15	513	.3	1.4	15	230	.3	.9	28	205	.5	2.0	24	244	.4	1.9	7	172	.1	1.2
<b>4-Book</b>	20	597	.4	1.8	19	222	.4	1.2	30	265	.5	2.0	29	314	.5	2.2	11	181	.2	1.8
FA '97	10	546	.2	.9	14	238	.2	.9	11	191	.2	.7	14	277	.2	1.0	8	149	.1	1.3
<b>WRDR-FM</b>																				
FA '98	1	26		.1		9												17		
SU '98		18											1	18		.1				
SP '98																				
WI '98		22			1	7		.1					1	7		.1				
<b>4-Book</b>		17				4							1	6		.1		4		
FA '97	1	17		.1					2	17		.1	2	11		.1				
<b>TOTALS</b>																				
FA '98	1075	5404	19.0		1588	4744	28.1		1502	4068	26.6		1394	4691	24.7		615	3502	10.9	
SU '98	1061	5557	18.4		1518	4746	26.4		1594	4348	27.7		1313	4798	22.8		589	3635	10.2	
SP '98	1149	5519	20.0		1673	4853	29.1		1652	4300	28.7		1398	4762	24.3		658	3561	11.4	
WI '98	1045	5585	18.2		1614	4913	28.1		1387	4266	24.1		1252	4797	21.8		605	3554	10.5	
<b>4-Book</b>	1083	5516	18.9		1598	4814	27.9		1534	4246	26.8		1339	4762	23.4		617	3563	10.8	
FA '97	1141	5637	19.8		1593	4952	27.7		1631	4437	28.4		1417	5010	24.6		625	3506	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 Trends - 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		
<b>KYW -AM</b>																					
FA '98	23	601	.4	1.5	8	309	.1	1.3	16	132	.3	2.8	10	58	.2	.9	14	89	.2	1.6	
4-Book	39	872	.7	2.6	12	340	.2	1.8	28	146	.5	4.9	14	69	.2	1.2	9	42	.2	1.1	
<b>WBEB-FM</b>																					
FA '98	45	382	.8	3.0	13	142	.2	2.1	18	63	.3	3.1	34	82	.6	3.1	18	52	.3	2.0	
4-Book	51	434	.9	3.4	18	216	.3	2.7	20	69	.4	3.6	35	98	.6	3.1	17	52	.3	2.0	
<b>WDAS-AM</b>																					
FA '98	4	56	.1	.3	3	41	.1	.5					3	12	.1	.3					
4-Book	4	37	.1	.2	3	45	.1	.4	1	4		.3	1	3		.1					
<b>WDAS-FM</b>																					
FA '98	92	692	1.6	6.1	46	418	.8	7.3	52	107	.9	9.0	53	174	.9	4.8	80	193	1.4	9.1	
4-Book	75	598	1.3	5.0	36	359	.6	5.4	24	63	.4	4.1	44	133	.8	4.0	44	113	.8	5.1	
<b>WHAT-AM</b>																					
FA '98	1	10		.1																	
4-Book	5	28	.1	.4	2	20	.1	.3	2	2		.2	2	4	.1	.2	2	6		.2	
<b>WIOQ-FM</b>																					
FA '98	54	802	1.0	3.6	28	477	.5	4.5	35	125	.6	6.0	33	153	.6	3.0	50	158	.9	5.7	
4-Book	65	868	1.2	4.3	38	567	.7	5.8	29	111	.5	5.0	60	232	1.0	5.3	55	180	1.0	6.5	
<b>WIP -AM</b>																					
FA '98	86	855	1.5	5.7	31	430	.5	4.9	46	163	.8	7.9	63	182	1.1	5.7	24	116	.4	2.7	
4-Book	86	853	1.5	5.8	24	383	.4	3.7	31	121	.6	5.4	43	141	.7	3.9	28	101	.5	3.2	
<b>WJJZ-FM</b>																					
FA '98	38	284	.7	2.5	15	164	.3	2.4	16	27	.3	2.8	22	66	.4	2.0	23	35	.4	2.6	
4-Book	29	256	.5	1.9	16	195	.3	2.5	15	38	.3	2.7	20	59	.4	1.8	20	42	.4	2.4	
<b>WMGK-FM</b>																					
FA '98	109	805	1.9	7.3	33	394	.6	5.2	40	107	.7	6.9	78	180	1.4	7.1	56	156	1.0	6.3	
4-Book	98	835	1.7	6.6	41	498	.7	6.3	44	123	.8	7.8	92	238	1.6	8.2	67	190	1.2	8.0	
<b>WMMR-FM</b>																					
FA '98	136	1129	2.4	9.1	34	496	.6	5.4	18	73	.3	3.1	80	220	1.4	7.3	76	198	1.3	8.6	
4-Book	125	1231	2.2	8.4	49	692	.9	7.4	41	141	.7	7.0	95	309	1.7	8.5	63	232	1.1	7.4	
<b>WUGL-FM</b>																					
FA '98	36	440	.6	2.4	17	156	.3	2.7	19	43	.3	3.3	21	55	.4	1.9	15	45	.3	1.7	
4-Book	40	415	.7	2.6	17	207	.3	2.6	15	53	.3	2.7	25	59	.4	2.2	21	65	.4	2.5	
<b>WPEN-AM</b>																					
FA '98	1	38		.1	1	28		.2										1	9		.1
4-Book	1	36		.1	1	18		.1	1	2		.1	1	2		.1		2			
<b>WPHI-FM</b>																					
FA '98	79	871	1.4	5.3	52	593	.9	8.3	38	88	.7	6.6	81	204	1.4	7.4	88	254	1.6	10.0	
4-Book	71	876	1.3	4.8	44	568	.8	6.6	25	88	.5	4.4	72	241	1.3	6.4	72	226	1.3	8.5	
<b>WPHT-AM</b>																					
FA '98	4	29	.1	.3	1	31		.2													
4-Book	4	79	.1	.3	4	67	.1	.6	1	2		.3	2	6	.1	.2	2	8		.3	
<b>WPLY-FM</b>																					
FA '98	54	1013	1.0	3.6	33	546	.6	5.2	20	115	.4	3.5	70	241	1.2	6.4	41	201	.7	4.6	
4-Book	57	1036	1.0	3.8	30	581	.6	4.6	19	88	.3	3.4	56	231	1.0	4.9	39	179	.7	4.6	
<b>WURD-AM</b>																					
FA '98	5	48	.1	.3	4	35	.1	.6					8	24	.1	.7	6	11	.1	.7	
4-Book	7	67	.1	.5	4	38	.1	.6	3	9	.1	.4	12	27	.2	1.1	2	6		.3	
<b>WUSL-FM</b>																					
FA '98	113	1198	2.0	7.6	80	805	1.4	12.7	53	143	.9	9.2	128	331	2.3	11.7	123	312	2.2	13.9	
4-Book	97	1104	1.7	6.5	69	767	1.2	10.4	53	164	.9	9.1	103	314	1.8	9.2	97	268	1.7	11.4	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 18-34

Target Listener Estimates - Men 18-34

	Monday-Friday 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
+WWDB-AM WTEL-AM FA '98 4-Book	* 3 **	20 **	.1 **	.2 **	* **	** **	** **	** **	* **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
WWDB-FM FA '98 4-Book	19 22	210 220	.3 .4	1.3 1.5	10 11	105 136	.2 .2	1.6 1.7	16 15	27 35	.3 .3	2.8 2.7	6 7	37 25	.1 .1	.5 .7	3 2	17 9	.1 .1	.3 .3
WWJZ-AM FA '98 4-Book		10 6			1	10 4		.2 .1					4 1	10 3	.1 .1	.4 .1	1	10 3		.1
WXTU-FM FA '98 4-Book	41 45	408 377	.7 .8	2.7 3.0	20 20	311 259	.4 .4	3.2 3.0	13 13	94 67	.2 .2	2.2 2.2	21 34	67 103	.4 .6	1.9 3.1	30 25	122 90	.5 .4	3.4 3.0
WXXM-FM FA '98 4-Book	38 52	710 820	.7 .9	2.5 3.5	14 27	402 486	.2 .5	2.2 4.0	11 14	69 71	.2 .3	1.9 2.5	26 45	125 186	.5 .8	2.4 4.0	13 37	87 152	.2 .6	1.5 4.4
WYSP-FM FA '98 4-Book	316 294	2069 2173	5.6 5.2	21.1 19.7	71 61	905 877	1.3 1.1	11.3 9.3	59 59	154 192	1.0 1.0	10.2 10.2	140 123	378 406	2.5 2.2	12.8 11.0	71 77	221 264	1.3 1.4	8.0 9.1
WYXR-FM FA '98 4-Book	32 38	520 524	.6 .7	2.1 2.6	27 31	341 386	.5 .6	4.3 4.7	36 29	94 95	.6 .5	6.2 5.0	44 56	154 178	.8 1.0	4.0 5.0	32 42	91 118	.6 .7	3.6 5.0
WBYN-FM FA '98 4-Book	**	9 **	**	**	**	28 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM FA '98 4-Book	4 **	38 **	.1 **	.3 **	1 **	19 **	**	.2 **	1 **	9 **	**	.2 **	2 **	9 **	**	.2 **	**	**	**	**
WJBR-FM FA '98 4-Book	2	29 48		.2	1	30 32		.2		2		.1	1	3		.1	1	3		.1
WKXW-FM FA '98 4-Book	33 16	178 140	.6 .3	2.2 1.1	4 3	52 45	.1 .1	.6 .4	2 1	9 6	.3 .2		4 2	18 9	.1 .1	.4 .2	5 2	15 6	.1 .1	.6 .2
+WNJO-FM FA '98 4-Book	3 **	67 **	.1 **	.2 **	3 **	37 **	.1 **	.5 **	2 **	9 **	**	.3 **	9 **	9 **	.2 **	.8 **	8 **	18 **	.1 **	.9 **
WPST-FM FA '98 4-Book	28 26	453 474	.5 .5	1.9 1.8	16 13	312 288	.3 .2	2.5 2.0	12 8	69 49	.2 .1	2.1 1.3	34 25	126 110	.6 .5	3.1 2.2	26 24	96 87	.5 .4	2.9 2.8
WRDR-FM FA '98 4-Book		9 9			2 1	9 6		.3 .1	2 1	9 2		.3 .1	9 3	9 4	.2 .1	.8 .2	5 1	9 2	.1 .1	.6 .2
TOTALS FA '98 4-Book	1496 1494	5341 5439	26.5 26.1		629 660	4278 4421	11.1 11.5		579 574	1646 1602	10.2 10.0		1096 1120	2514 2671	19.4 19.6		882 846	2165 2095	15.6 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

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	
<b>KYW -AM</b>																				
FA '98	3	39	.1	.6	8	39	.1	2.5	7	58	.1	1.0	1	9	.2	5	39	.1	1.5	
4-Book	7	31	.2	1.1	20	102	.4	5.6	9	57	.2	1.3	6	29	.1	1.0	6	47	.1	1.4
<b>WBEB-FM</b>																				
FA '98	5	36	.1	.9	8	18	.1	2.5	14	33	.2	2.0	4	10	.1	.7	4	19	.1	1.2
4-Book	14	43	.3	2.4	12	27	.2	3.1	17	57	.3	2.4	11	30	.2	1.8	18	53	.3	3.8
<b>WDAS-AM</b>																				
FA '98					12	41	.2	3.8	7	41	.1	1.0	1	12	.2					
4-Book					10	27	.2	2.8	3	24	.1	.5	4	10	.1	.7	1	7		.2
<b>WDAS-FM</b>																				
FA '98	47	96	.8	8.7	36	53	.6	11.4	31	81	.5	4.4	18	83	.3	3.3	51	100	.9	15.5
4-Book	31	90	.5	5.4	24	55	.4	6.7	24	76	.4	3.4	24	60	.4	3.8	66	124	1.2	15.2
<b>WHAT-AM</b>																				
FA '98					6	11	.1	1.5	3	6	.1	.3	2	4	.3					
4-Book	1	4		.2														1	2	.1
<b>WIOQ-FM</b>																				
FA '98	23	82	.4	4.3	23	68	.4	7.3	21	103	.4	3.0	19	92	.3	3.5	20	66	.4	6.1
4-Book	41	156	.7	7.0	15	56	.3	4.4	32	134	.6	4.6	36	131	.6	5.7	35	123	.6	7.7
<b>WIP -AM</b>																				
FA '98	10	65	.2	1.9	11	64	.2	3.5	49	181	.9	7.0	32	124	.6	5.9	13	68	.2	3.9
4-Book	7	40	.1	1.2	19	74	.3	5.4	28	108	.5	3.9	27	86	.5	4.4	15	60	.3	3.3
<b>WJJZ-FM</b>																				
FA '98	23	80	.4	4.3	9	16	.2	2.8	5	28	.1	.7	11	18	.2	2.0	11	51	.2	3.3
4-Book	15	48	.3	2.7	9	26	.2	2.4	13	55	.2	1.9	18	37	.3	2.8	17	54	.3	3.8
<b>WMGK-FM</b>																				
FA '98	23	79	.4	4.3	10	40	.2	3.2	29	93	.5	4.1	15	56	.3	2.8	9	39	.2	2.7
4-Book	25	84	.4	4.3	10	42	.2	2.8	35	112	.6	4.9	34	110	.6	5.5	22	78	.4	4.8
<b>WMMR-FM</b>																				
FA '98	18	94	.3	3.3	5	29	.1	1.6	39	136	.7	5.6	15	92	.3	2.8	13	84	.2	3.9
4-Book	33	120	.6	5.7	16	61	.3	4.4	59	212	1.1	8.4	53	169	.9	8.4	26	105	.5	5.8
<b>WGL-FM</b>																				
FA '98	17	47	.3	3.2	20	37	.4	6.3	5	25	.1	.7	16	40	.3	3.0	19	37	.3	5.8
4-Book	17	48	.3	2.9	16	46	.3	4.6	11	51	.2	1.6	19	41	.3	3.0	12	29	.2	3.0
<b>WPEN-AM</b>																				
FA '98									2	9		.3	1	9		.2				
4-Book					1	4		.4	2	7		.3		2		.1				
<b>WPHI-FM</b>																				
FA '98	89	245	1.6	16.5	23	70	.4	7.3	35	96	.6	5.0	25	152	.4	4.6	27	90	.5	8.2
4-Book	69	206	1.2	12.0	13	45	.2	3.7	29	123	.5	4.1	37	133	.7	5.9	29	123	.5	6.7
<b>WPHT-AM</b>																				
FA '98	2	10		.4	1	9		.3					8	11	.1	1.5				
4-Book	5	18	.1	.9	5	12	.1	1.3	4	24	.1	.6	5	20	.1	.9	3	7	.1	.7
<b>WPLY-FM</b>																				
FA '98	33	155	.6	6.1	17	68	.3	5.4	34	126	.6	4.9	31	137	.5	5.8	16	125	.3	4.8
4-Book	34	142	.6	5.9	12	56	.2	3.6	35	165	.6	4.9	28	122	.5	4.6	14	105	.3	3.4
<b>WURD-AM</b>																				
FA '98	5	17	.1	.9					5	17	.1	.7	4	17	.1	.7				
4-Book	2	6		.3	1	2		.2	9	21	.2	1.3	2	9	.1	.3				
<b>WUSL-FM</b>																				
FA '98	101	264	1.8	18.7	43	134	.8	13.6	86	257	1.5	12.3	72	201	1.3	13.4	28	94	.5	8.5
4-Book	87	240	1.5	15.2	45	120	.8	12.9	64	224	1.1	9.2	56	184	1.0	9.4	39	111	.7	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 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
+WVDB-AM VTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	7	17	.1	1.2	5	9	.1	1.6	38	58	.7	5.4	10	20	.2	1.9	3	12	.1	.6
WWJZ-AM FA '98 4-Book	1	1		.1																
WXTU-FM FA '98 4-Book	12	47	.2	2.2	13	73	.2	4.1	30	94	.5	4.3	35	86	.6	6.5	10	39	.2	3.0
WXXM-FM FA '98 4-Book	5	40	.1	.9	15	57	.3	4.7	18	113	.3	2.6	16	112	.3	3.0	11	68	.2	3.3
WYSP-FM FA '98 4-Book	36	115	.6	6.7	22	88	.4	7.0	125	393	2.2	17.9	85	300	1.5	15.8	19	98	.3	5.8
WYXR-FM FA '98 4-Book	25	96	.4	4.6	11	46	.2	3.5	30	113	.5	4.3	32	108	.6	5.9	8	47	.1	2.4
WBYN-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '98 4-Book	1	10		.2	1	10		.3	1	5		.2	1	10		.2		4		.1
WKXW-FM FA '98 4-Book	5	18	.1	.9	4	5	.1	.8	4	18	.1	.6	4	16	.1	.5	3	7	.1	.4
+WNJO-FM FA '98 4-Book	1	9		.2	**	**	**	**	**	9	**	**	**	**	**	**	**	**	**	**
WPST-FM FA '98 4-Book	8	47	.1	1.5	4	28	.1	1.3	20	99	.4	2.9	19	74	.3	3.5	5	38	.1	1.5
WRDR-FM FA '98 4-Book	11	58	.2	2.0	2	12	.1	.7	13	74	.3	1.9	15	67	.3	2.5	6	35	.1	1.6
TOTALS FA '98 4-Book	539	1500	9.5		316	948	5.6		700	1903	12.4		538	1562	9.5		330	1001	5.8	
	575	1585	10.1		356	1052	6.2		701	1986	12.2		614	1600	10.7		438	1281	7.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KYW -AM</b>																				
FA '98	71	2579	.6	3.3	182	1742	1.6	5.6	48	786	.4	1.6	102	1248	.9	3.8	29	649	.3	2.7
SU '98	88	2821	.8	4.1	210	1844	1.9	6.5	82	875	.7	2.7	118	1395	1.0	4.5	34	568	.3	3.1
SP '98	98	2884	.9	4.5	258	2012	2.3	7.7	76	950	.7	2.4	139	1486	1.2	5.2	34	705	.3	3.2
WI '98	108	3132	1.0	5.1	303	2205	2.7	8.9	94	997	.8	3.3	118	1464	1.0	4.6	39	620	.3	3.7
<b>4-Book</b>	<b>91</b>	<b>2854</b>	<b>.8</b>	<b>4.3</b>	<b>238</b>	<b>1951</b>	<b>2.1</b>	<b>7.2</b>	<b>75</b>	<b>902</b>	<b>.7</b>	<b>2.5</b>	<b>119</b>	<b>1398</b>	<b>1.0</b>	<b>4.5</b>	<b>34</b>	<b>636</b>	<b>.3</b>	<b>3.2</b>
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
<b>WBEB-FM</b>																				
FA '98	72	1169	.6	3.4	82	541	.7	2.5	129	535	1.2	4.3	85	568	.8	3.2	41	327	.4	3.8
SU '98	54	1088	.5	2.5	73	550	.6	2.3	83	474	.7	2.7	61	490	.5	2.3	31	334	.3	2.9
SP '98	108	1481	1.0	4.9	135	712	1.2	4.0	208	678	1.8	6.6	144	953	1.3	5.4	42	457	.4	3.9
WI '98	58	1289	.5	2.7	97	597	.9	2.9	85	472	.8	3.0	58	639	.5	2.2	30	391	.3	2.8
<b>4-Book</b>	<b>73</b>	<b>1257</b>	<b>.7</b>	<b>3.4</b>	<b>97</b>	<b>600</b>	<b>.9</b>	<b>2.9</b>	<b>126</b>	<b>540</b>	<b>1.1</b>	<b>4.2</b>	<b>87</b>	<b>663</b>	<b>.8</b>	<b>3.3</b>	<b>36</b>	<b>377</b>	<b>.4</b>	<b>3.4</b>
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
<b>WDAS-AM</b>																				
FA '98	6	138	.1	.3	13	71	.1	.4	2	43	.1	.1	3	42	.1	.1				
SU '98	5	90	.2	.2	11	59	.1	.3	5	32	.2	.2	6	31	.1	.2	1	22		.1
SP '98	10	193	.1	.5	18	67	.2	.5	12	28	.1	.4	8	45	.1	.3	1	19		.1
WI '98	9	197	.1	.4	16	74	.1	.5	2	25	.1	.1	11	61	.1	.4	4	28		.4
<b>4-Book</b>	<b>8</b>	<b>155</b>	<b>.1</b>	<b>.4</b>	<b>15</b>	<b>68</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>32</b>	<b>.2</b>	<b>.2</b>	<b>7</b>	<b>45</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>17</b>		<b>.2</b>
FA '97	7	141	.1	.3	10	61	.1	.3	5	18	.2	.2	6	51	.1	.2	4	28		.4
<b>WDAS-FM</b>																				
FA '98	136	1392	1.2	6.4	213	938	1.9	6.5	158	714	1.4	5.3	148	753	1.3	5.5	88	607	.8	8.2
SU '98	140	1346	1.2	6.5	208	791	1.8	6.4	178	719	1.6	5.8	158	723	1.4	6.0	101	570	.9	9.3
SP '98	126	1387	1.1	5.7	186	782	1.6	5.6	115	656	1.0	3.6	120	661	1.1	4.5	110	647	1.0	10.2
WI '98	134	1417	1.2	6.3	185	830	1.6	5.4	163	740	1.4	5.7	154	773	1.4	6.0	109	627	1.0	10.2
<b>4-Book</b>	<b>134</b>	<b>1386</b>	<b>1.2</b>	<b>6.2</b>	<b>198</b>	<b>835</b>	<b>1.7</b>	<b>6.0</b>	<b>154</b>	<b>707</b>	<b>1.4</b>	<b>5.1</b>	<b>145</b>	<b>728</b>	<b>1.3</b>	<b>5.5</b>	<b>102</b>	<b>613</b>	<b>1.9</b>	<b>9.5</b>
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
<b>WHAT-AM</b>																				
FA '98	3	56	.1	.1	1	19	.1	.1	3	7	.1	.1	12	37	.1	.4		10		
SU '98	12	177	.1	.6	24	85	.2	.7	24	111	.2	.8	6	31	.1	.2	4	46		.4
SP '98	16	120	.1	.7	22	66	.2	.7	28	77	.2	.9	18	55	.2	.7	4	31		.4
WI '98	16	187	.1	.8	16	98	.1	.5	33	84	.3	1.2	17	82	.2	.7	4	34		.4
<b>4-Book</b>	<b>12</b>	<b>135</b>	<b>.1</b>	<b>.6</b>	<b>16</b>	<b>67</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>70</b>	<b>.2</b>	<b>.8</b>	<b>13</b>	<b>51</b>	<b>.2</b>	<b>.5</b>	<b>3</b>	<b>30</b>		<b>.3</b>
FA '97	15	171	.1	.7	19	91	.2	.6	24	97	.2	.8	22	72	.2	.8	3	35		.3
<b>WIOQ-FM</b>																				
FA '98	81	1489	.7	3.8	96	563	.9	2.9	137	707	1.2	4.6	107	814	1.0	4.0	47	437	.4	4.4
SU '98	70	1544	.6	3.3	77	556	.7	2.4	102	609	.9	3.3	101	881	.9	3.8	43	636	.4	4.0
SP '98	97	1700	.9	4.4	87	715	.8	2.6	139	755	1.2	4.4	119	787	1.1	4.5	77	539	.7	7.1
WI '98	68	1654	.6	3.2	84	691	.7	2.5	85	731	.8	3.0	78	864	.7	3.0	41	622	.4	3.8
<b>4-Book</b>	<b>79</b>	<b>1597</b>	<b>.7</b>	<b>3.7</b>	<b>86</b>	<b>631</b>	<b>.8</b>	<b>2.6</b>	<b>116</b>	<b>701</b>	<b>1.0</b>	<b>3.8</b>	<b>101</b>	<b>837</b>	<b>.9</b>	<b>3.8</b>	<b>52</b>	<b>559</b>	<b>.5</b>	<b>4.8</b>
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
<b>WIP -AM</b>																				
FA '98	122	2122	1.1	5.7	187	1164	1.7	5.7	180	991	1.6	6.0	195	1404	1.7	7.3	52	784	.5	4.9
SU '98	103	1623	.9	4.8	173	948	1.5	5.3	155	862	1.4	5.0	160	1107	1.4	6.1	36	477	.3	3.3
SP '98	103	1834	.9	4.7	193	1086	1.7	5.8	148	842	1.3	4.7	146	1129	1.3	5.5	42	571	.4	3.9
WI '98	147	2378	1.3	6.9	271	1377	2.4	8.0	186	1177	1.6	6.5	236	1554	2.1	9.2	59	797	.5	5.5
<b>4-Book</b>	<b>119</b>	<b>1989</b>	<b>1.1</b>	<b>5.5</b>	<b>206</b>	<b>1144</b>	<b>1.8</b>	<b>6.2</b>	<b>167</b>	<b>968</b>	<b>1.5</b>	<b>5.6</b>	<b>184</b>	<b>1299</b>	<b>1.6</b>	<b>7.0</b>	<b>47</b>	<b>657</b>	<b>.4</b>	<b>4.4</b>
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
<b>WJZ-FM</b>																				
FA '98	91	1241	.8	4.3	96	590	.9	2.9	156	609	1.4	5.2	128	692	1.1	4.8	51	466	.5	4.8
SU '98	83	1226	.7	3.9	75	544	.7	2.3	131	548	1.2	4.3	107	740	.9	4.0	57	411	.5	5.2
SP '98	90	1318	.8	4.1	92	578	.8	2.8	132	562	1.2	4.2	108	708	1.0	4.1	56	552	.5	5.2
WI '98	92	1283	.8	4.3	92	513	.8	2.7	132	507	1.2	4.6	134	744	1.2	5.2	60	449	.5	5.6
<b>4-Book</b>	<b>89</b>	<b>1267</b>	<b>.8</b>	<b>4.2</b>	<b>89</b>	<b>556</b>	<b>.8</b>	<b>2.7</b>	<b>138</b>	<b>557</b>	<b>1.3</b>	<b>4.6</b>	<b>119</b>	<b>721</b>	<b>1.1</b>	<b>4.5</b>	<b>56</b>	<b>470</b>	<b>.5</b>	<b>5.2</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>VMGK-FM</b>																				
FA '98	151	2209	1.4	7.1	188	1018	1.7	5.7	274	1118	2.5	9.1	206	1349	1.8	7.7	55	610	.5	5.2
SU '98	147	2097	1.3	6.9	149	960	1.3	4.6	275	1076	2.4	8.9	183	1314	1.6	6.9	65	596	.6	6.0
SP '98	149	2132	1.3	6.8	171	1011	1.5	5.1	281	1078	2.5	8.9	184	1296	1.6	6.9	50	671	.4	4.6
WI '98	135	2340	1.2	6.3	150	982	1.3	4.4	224	1080	2.0	7.8	178	1467	1.6	6.9	63	790	.6	5.9
<b>4-Book</b>	<b>146</b>	<b>2195</b>	<b>1.3</b>	<b>6.8</b>	<b>165</b>	<b>993</b>	<b>1.5</b>	<b>5.0</b>	<b>264</b>	<b>1088</b>	<b>2.4</b>	<b>8.7</b>	<b>188</b>	<b>1357</b>	<b>1.7</b>	<b>7.1</b>	<b>58</b>	<b>667</b>	<b>.5</b>	<b>5.4</b>
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
<b>WMMR-FM</b>																				
FA '98	143	2392	1.3	6.7	166	1031	1.5	5.1	293	1208	2.6	9.8	189	1512	1.7	7.1	48	656	.4	4.5
SU '98	170	2732	1.5	7.9	206	1238	1.8	6.4	309	1347	2.7	10.0	230	1616	2.0	8.7	71	920	.6	6.5
SP '98	155	2423	1.4	7.0	236	1064	2.1	7.1	255	1263	2.3	8.0	179	1423	1.6	6.7	55	614	.5	5.1
WI '98	131	2479	1.2	6.2	174	1023	1.5	5.1	224	1158	2.0	7.8	151	1458	1.3	5.9	41	680	.4	3.8
<b>4-Book</b>	<b>150</b>	<b>2507</b>	<b>1.4</b>	<b>7.0</b>	<b>196</b>	<b>1089</b>	<b>1.7</b>	<b>5.9</b>	<b>270</b>	<b>1244</b>	<b>2.4</b>	<b>8.9</b>	<b>187</b>	<b>1502</b>	<b>1.7</b>	<b>7.1</b>	<b>54</b>	<b>718</b>	<b>.5</b>	<b>5.0</b>
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
<b>WQGL-FM</b>																				
FA '98	99	1497	.9	4.6	116	660	1.0	3.5	171	710	1.5	5.7	101	703	.9	3.8	46	405	.4	4.3
SU '98	94	1703	.8	4.4	130	740	1.2	4.0	145	729	1.3	4.7	124	900	1.1	4.7	37	438	.3	3.4
SP '98	112	1669	1.0	5.1	123	792	1.1	3.7	196	763	1.7	6.2	150	967	1.3	5.6	42	553	.4	3.9
WI '98	82	1422	.7	3.9	113	664	1.0	3.3	116	514	1.0	4.1	101	847	.9	3.9	36	440	.3	3.4
<b>4-Book</b>	<b>97</b>	<b>1573</b>	<b>.9</b>	<b>4.5</b>	<b>121</b>	<b>714</b>	<b>1.1</b>	<b>3.6</b>	<b>157</b>	<b>679</b>	<b>1.4</b>	<b>5.2</b>	<b>119</b>	<b>854</b>	<b>1.1</b>	<b>4.5</b>	<b>40</b>	<b>459</b>	<b>.4</b>	<b>3.8</b>
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
<b>WPEN-AM</b>																				
FA '98	8	117	.1	.4	14	46	.1	.4	16	72	.1	.5	5	36	.1	.2	3	8	.1	.3
SU '98	3	114	.1	.1	2	28	.1	.1	1	49	.1	.1	6	26	.1	.2	1	18	.1	.1
SP '98	3	105	.1	.1	4	46	.1	.1	4	28	.1	.1	3	38	.1	.1	1	11	.1	.1
WI '98	6	194	.1	.3	11	86	.1	.3	5	75	.1	.2	7	82	.1	.3	5	40	.1	.5
<b>4-Book</b>	<b>5</b>	<b>133</b>	<b>.1</b>	<b>.2</b>	<b>8</b>	<b>52</b>	<b>.1</b>	<b>.2</b>	<b>7</b>	<b>56</b>	<b>.1</b>	<b>.2</b>	<b>5</b>	<b>46</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>19</b>	<b>.1</b>	<b>.2</b>
FA '97	5	135	.1	.2	4	43	.1	.1	11	41	.1	.3	6	58	.1	.2	1	18	.1	.1
<b>WPHI-FM</b>																				
FA '98	83	1335	.7	3.9	95	586	.8	2.9	70	582	.6	2.3	119	818	1.1	4.4	88	623	.8	8.2
SU '98	66	1020	.6	3.1	53	464	.5	1.6	89	660	.8	2.9	98	732	.9	3.7	63	574	.6	5.8
SP '98	71	1114	.6	3.2	66	496	.6	2.0	77	637	.7	2.4	101	758	.9	3.8	80	521	.7	7.4
WI '98	69	1353	.6	3.2	66	552	.6	1.9	67	663	.6	2.3	99	815	.9	3.8	66	589	.6	6.2
<b>4-Book</b>	<b>72</b>	<b>1206</b>	<b>.6</b>	<b>3.4</b>	<b>70</b>	<b>525</b>	<b>.6</b>	<b>2.1</b>	<b>76</b>	<b>636</b>	<b>.7</b>	<b>2.5</b>	<b>104</b>	<b>781</b>	<b>1.0</b>	<b>3.9</b>	<b>74</b>	<b>577</b>	<b>.7</b>	<b>6.9</b>
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
<b>WPHT-AM</b>																				
FA '98	13	304	.1	.6	26	127	.2	.8	13	80	.1	.4	13	71	.1	.5	9	49	.1	.8
SU '98	24	650	.2	1.1	34	162	.3	1.1	16	125	.1	.5	32	223	.3	1.2	22	355	.2	2.0
SP '98	21	657	.2	1.0	26	142	.2	.8	18	196	.2	.6	16	236	.1	.6	35	353	.3	3.2
WI '98	17	462	.2	.8	35	191	.3	1.0	14	174	.1	.5	14	167	.1	.5	13	113	.1	1.2
<b>4-Book</b>	<b>19</b>	<b>518</b>	<b>.2</b>	<b>.9</b>	<b>30</b>	<b>156</b>	<b>.3</b>	<b>.9</b>	<b>15</b>	<b>144</b>	<b>.1</b>	<b>.5</b>	<b>19</b>	<b>174</b>	<b>.2</b>	<b>.7</b>	<b>20</b>	<b>218</b>	<b>.2</b>	<b>1.8</b>
FA '97	7	352	.1	.3	13	111	.1	.4	11	63	.1	.3	6	70	.1	.2	2	65	.1	.2
<b>WPLY-FM</b>																				
FA '98	53	1636	.5	2.5	55	649	.5	1.7	70	668	.6	2.3	81	916	.7	3.0	27	509	.2	2.5
SU '98	65	1641	.6	3.0	70	601	.6	2.2	92	681	.8	3.0	100	867	.9	3.8	33	506	.3	3.0
SP '98	61	1684	.5	2.8	78	712	.7	2.3	96	774	.9	3.0	90	863	.8	3.4	28	514	.2	2.6
WI '98	61	1759	.5	2.9	96	781	.9	2.8	68	691	.6	2.4	78	864	.7	3.0	33	621	.3	3.1
<b>4-Book</b>	<b>60</b>	<b>1680</b>	<b>.5</b>	<b>2.8</b>	<b>75</b>	<b>686</b>	<b>.7</b>	<b>2.3</b>	<b>82</b>	<b>704</b>	<b>.7</b>	<b>2.7</b>	<b>87</b>	<b>878</b>	<b>.8</b>	<b>3.3</b>	<b>30</b>	<b>538</b>	<b>.3</b>	<b>2.8</b>
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
<b>WURD-AM</b>																				
FA '98	7	102	.1	.3	6	53	.1	.2	4	24	.1	.1	7	54	.1	.3	7	31	.1	.7
SU '98	7	74	.1	.3	5	57	.1	.2	17	74	.2	.6	9	41	.1	.3	1	16	.1	.1
SP '98	14	139	.1	.6	16	86	.1	.5	24	86	.2	.8	17	64	.2	.6	1	24	.1	.1
WI '98	13	170	.1	.6	18	89	.2	.5	16	130	.1	.6	19	98	.2	.7	5	35	.1	.5
<b>4-Book</b>	<b>10</b>	<b>121</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>71</b>	<b>.1</b>	<b>.4</b>	<b>15</b>	<b>79</b>	<b>.1</b>	<b>.5</b>	<b>13</b>	<b>64</b>	<b>.2</b>	<b>.5</b>	<b>4</b>	<b>27</b>	<b>.1</b>	<b>.4</b>
FA '97	11	147	.1	.5	33	108	.3	1.0	10	98	.1	.3	8	80	.1	.3	4	41	.1	.4

Target Listener Trends - Men 18-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>WUSL-FM</b>																				
FA '98	130	1848	1.2	6.1	127	885	1.1	3.9	126	840	1.1	4.2	187	1044	1.7	7.0	132	898	1.2	12.4
SU '98	96	1609	.9	4.5	93	664	.8	2.9	115	825	1.0	3.7	123	970	1.1	4.7	85	791	.8	7.8
SP '98	109	1636	1.0	5.0	129	800	1.1	3.9	124	776	1.1	3.9	126	940	1.1	4.7	91	610	.8	8.4
WI '98	88	1601	.8	4.1	91	643	.8	2.7	98	834	.9	3.4	108	852	1.0	4.2	76	641	.7	7.1
<b>4-Book</b>	<b>106</b>	<b>1674</b>	<b>1.0</b>	<b>4.9</b>	<b>110</b>	<b>748</b>	<b>1.0</b>	<b>3.4</b>	<b>116</b>	<b>819</b>	<b>1.0</b>	<b>3.8</b>	<b>136</b>	<b>952</b>	<b>1.2</b>	<b>5.2</b>	<b>96</b>	<b>735</b>	<b>.9</b>	<b>8.9</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 5	56		.2	*	**	**	**	10	37	.1	.3	* 1	9				**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	56	912	.5	2.6	73	349	.7	2.2	100	456	.9	3.3	60	384	.5	2.2	29	244	.3	2.7
SU '98	52	1054	.5	2.4	39	331	.3	1.2	90	483	.8	2.9	75	478	.7	2.8	25	187	.2	2.3
SP '98	47	816	.4	2.1	43	257	.4	1.3	81	383	.7	2.6	56	350	.5	2.1	33	215	.3	3.1
WI '98	67	1033	.6	3.1	47	328	.4	1.4	126	532	1.1	4.4	78	453	.7	3.0	31	216	.3	2.9
<b>4-Book</b>	<b>56</b>	<b>954</b>	<b>.5</b>	<b>2.6</b>	<b>51</b>	<b>316</b>	<b>.5</b>	<b>1.5</b>	<b>99</b>	<b>464</b>	<b>.9</b>	<b>3.4</b>	<b>67</b>	<b>416</b>	<b>.6</b>	<b>2.5</b>	<b>30</b>	<b>216</b>	<b>.3</b>	<b>2.8</b>
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
<b>WVJZ-AM</b>																				
FA '98		10												10						
SU '98	3	43		.1	7	8	.1	.2	2	8		.1	2	17		.1	3	27		.3
SP '98	1	37			2	10		.1	1	28			1	5			1	7		.1
WI '98	1	11			2	5		.1	1	5			1	8			1	7		.1
<b>4-Book</b>	<b>1</b>	<b>25</b>			<b>2</b>	<b>5</b>		<b>.1</b>	<b>1</b>	<b>10</b>			<b>1</b>	<b>8</b>			<b>1</b>	<b>7</b>		<b>.1</b>
FA '97		19			1	11			1	10			1	8			1	7		.1
<b>WXTU-FM</b>																				
FA '98	65	991	.6	3.1	100	555	.9	3.1	98	514	.9	3.3	82	661	.7	3.1	27	389	.2	2.5
SU '98	88	1029	.8	4.1	130	637	1.2	4.0	128	538	1.1	4.2	105	693	.9	4.0	26	443	.2	2.4
SP '98	78	955	.7	3.5	100	518	.9	3.0	139	509	1.2	4.4	104	589	.9	3.9	27	328	.2	2.5
WI '98	78	1042	.7	3.7	88	527	.8	2.6	108	565	1.0	3.8	115	647	1.0	4.5	38	336	.3	3.6
<b>4-Book</b>	<b>77</b>	<b>1004</b>	<b>.7</b>	<b>3.6</b>	<b>105</b>	<b>559</b>	<b>1.0</b>	<b>3.2</b>	<b>118</b>	<b>532</b>	<b>1.1</b>	<b>3.9</b>	<b>102</b>	<b>648</b>	<b>.9</b>	<b>3.9</b>	<b>30</b>	<b>374</b>	<b>.2</b>	<b>2.8</b>
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
<b>WXXM-FM</b>																				
FA '98	39	1228	.3	1.8	42	507	.4	1.3	54	550	.5	1.8	67	803	.6	2.5	20	431	.2	1.9
SU '98	60	1514	.5	2.8	67	696	.6	2.1	79	564	.7	2.6	86	838	.8	3.3	41	540	.4	3.8
SP '98	67	1503	.6	3.0	96	743	.9	2.9	109	620	1.0	3.4	86	827	.8	3.2	17	424	.2	1.6
WI '98	64	1411	.6	3.0	68	584	.6	2.0	90	601	.8	3.2	90	830	.8	3.5	37	522	.3	3.5
<b>4-Book</b>	<b>58</b>	<b>1414</b>	<b>.5</b>	<b>2.7</b>	<b>68</b>	<b>633</b>	<b>.6</b>	<b>2.1</b>	<b>83</b>	<b>584</b>	<b>.8</b>	<b>2.8</b>	<b>82</b>	<b>825</b>	<b>.8</b>	<b>3.1</b>	<b>29</b>	<b>479</b>	<b>.3</b>	<b>2.7</b>
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
<b>WYSP-FM</b>																				
FA '98	278	3948	2.5	13.0	840	2709	7.5	25.7	357	1816	3.2	11.9	184	1303	1.6	6.9	53	681	.5	5.0
SU '98	260	3676	2.3	12.1	851	2801	7.5	26.3	311	1895	2.8	10.1	169	1348	1.5	6.4	69	813	.6	6.4
SP '98	249	3611	2.2	11.3	707	2560	6.3	21.2	366	1864	3.2	11.5	195	1533	1.7	7.3	50	658	.4	4.6
WI '98	256	3766	2.3	12.0	836	2745	7.4	24.6	322	1911	2.9	11.3	171	1503	1.5	6.6	51	818	.5	4.8
<b>4-Book</b>	<b>261</b>	<b>3750</b>	<b>2.3</b>	<b>12.1</b>	<b>809</b>	<b>2704</b>	<b>7.2</b>	<b>24.5</b>	<b>339</b>	<b>1872</b>	<b>3.0</b>	<b>11.2</b>	<b>180</b>	<b>1422</b>	<b>1.6</b>	<b>6.8</b>	<b>56</b>	<b>743</b>	<b>.5</b>	<b>5.2</b>
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
<b>WYXR-FM</b>																				
FA '98	52	1281	.5	2.4	65	561	.6	2.0	53	439	.5	1.8	61	594	.5	2.3	35	459	.3	3.3
SU '98	65	1235	.6	3.0	78	474	.7	2.4	108	457	1.0	3.5	81	662	.7	3.1	19	410	.2	1.7
SP '98	62	1433	.5	2.8	51	475	.5	1.5	64	462	.6	2.0	97	706	.9	3.6	46	464	.4	4.3
WI '98	63	1505	.6	3.0	63	512	.6	1.9	77	633	.7	2.7	75	690	.7	2.9	48	513	.4	4.5
<b>4-Book</b>	<b>61</b>	<b>1364</b>	<b>.6</b>	<b>2.8</b>	<b>64</b>	<b>506</b>	<b>.6</b>	<b>2.0</b>	<b>76</b>	<b>498</b>	<b>.7</b>	<b>2.5</b>	<b>79</b>	<b>663</b>	<b>.7</b>	<b>3.0</b>	<b>37</b>	<b>462</b>	<b>.3</b>	<b>3.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBYN-FM</b>																				
FA '98	3	101		.1	6	56	.1	.2	2	9		.1	7	56	.1	.3	1	26		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	4	50		.2	4	24		.1	8	8	.1	.3	4	26		.1				
<b>WCTD-FM</b>																				
FA '98	7	119	.1	.3	10	54	.1	.3	12	64	.1	.4	11	71	.1	.4	8	27	.1	.7
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	10	160	.1	.5	16	52	.1	.5	18	43	.2	.6	8	65	.1	.3	2	50		.2
SU '98	6	136	.1	.3	5	52		.2	9	39	.1	.3	14	74	.1	.5	1	27		.1
SP '98	9	150	.1	.4	10	49	.1	.3	16	47	.1	.5	10	75	.1	.4	6	56	.1	.6
WI '98	8	176	.1	.4	9	87	.1	.3	12	59	.1	.4	10	101	.1	.4	3	66		.3
4-Book	8	156	.1	.4	10	60	.1	.3	14	47	.1	.5	11	79	.1	.4	3	50		.3
FA '97	11	195	.1	.5	17	94	.2	.5	19	54	.2	.6	17	112	.2	.6	3	38		.3
<b>WKXV-FM</b>																				
FA '98	30	420	.3	1.4	33	156	.3	1.0	57	215	.5	1.9	57	264	.5	2.1	14	148	.1	1.3
SU '98	22	405	.2	1.0	22	128	.2	.7	34	138	.3	1.1	46	244	.4	1.7	12	100	.1	1.1
SP '98	21	406	.2	1.0	32	223	.3	1.0	36	175	.3	1.1	37	228	.3	1.4	4	59		.4
WI '98	21	372	.2	1.0	18	133	.2	.5	26	139	.2	.9	44	226	.4	1.7	16	120	.1	1.5
4-Book	24	401	.2	1.1	26	160	.3	.8	38	167	.3	1.3	46	241	.4	1.7	12	107	.1	1.1
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
<b>+WNJD-FM</b>																				
FA '98	12	321	.1	.6	10	140	.1	.3	18	145	.2	.6	20	161	.2	.7	5	79		.5
SU '98	24	295	.2	1.1	32	107	.3	1.0	38	148	.3	1.2	28	187	.2	1.1	15	113	.1	1.4
SP '98	11	283	.1	.5	9	143	.1	.3	20	133	.2	.6	14	136	.1	.5	5	91		.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	28	911	.3	1.3	33	316	.3	1.0	35	362	.3	1.2	44	487	.4	1.6	10	211	.1	.9
SU '98	31	996	.3	1.4	32	307	.3	1.0	42	386	.4	1.4	38	540	.3	1.4	23	326	.2	2.1
SP '98	29	801	.3	1.3	44	403	.4	1.3	39	354	.3	1.2	47	393	.4	1.8	12	235	.1	1.1
WI '98	23	779	.2	1.1	22	322	.2	.6	35	305	.3	1.2	37	370	.3	1.4	10	202	.1	.9
4-Book	28	872	.3	1.3	33	337	.3	1.0	38	352	.3	1.3	42	448	.4	1.6	14	244	.1	1.3
FA '97	20	828	.2	.9	26	372	.2	.8	27	333	.2	.8	30	445	.3	1.1	15	271	.1	1.5
<b>WRDR-FM</b>																				
FA '98	1	34				9							2	8		.1		17		
SU '98	1	35								9			1	28						
SP '98	1	25				8			1	9			1	8				9		
WI '98	8	111	.1	.4	4	70		.1	13	72	.1	.5	10	70	.1	.4	2	27		.2
4-Book	3	51		.1	1	22			4	23		.1	4	29		.1	1	13		.1
FA '97	2	46		.1	2	23		.1	4	23		.1	4	27		.1	1	17		.1
<b>TOTALS</b>																				
FA '98	2131	10771	19.1		3274	9648	29.3		3004	8011	26.9		2676	9479	23.9		1067	6590	9.5	
SU '98	2144	10958	19.0		3238	9515	28.7		3077	8214	27.3		2643	9490	23.4		1086	6798	9.6	
SP '98	2199	10862	19.5		3338	9697	29.6		3174	8161	28.1		2665	9459	23.6		1078	6571	9.6	
WI '98	2129	10985	18.9		3398	9849	30.1		2855	8113	25.3		2579	9568	22.9		1066	6722	9.4	
4-Book	2151	10894	19.1		3312	9677	29.4		3028	8125	26.9		2641	9499	23.5		1074	6670	9.5	
FA '97	2213	10986	19.6		3361	9975	29.8		3193	8531	28.3		2728	9814	24.2		1025	6523	9.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 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	
<b>KYW -AM</b>																				
FA '98	106	2239	.9	3.5	38	1123	.3	2.9	88	542	.8	6.7	43	249	.4	1.9	37	228	.3	2.2
4-Book	139	2576	1.2	4.6	46	1208	.4	3.3	110	557	1.0	8.2	49	279	.4	2.1	35	177	.3	2.1
<b>WBEB-FM</b>																				
FA '98	101	962	.9	3.4	41	428	.4	3.1	61	164	.5	4.6	90	201	.8	4.0	40	121	.4	2.4
4-Book	105	1009	.9	3.5	41	529	.4	3.0	47	160	.4	3.5	84	241	.7	3.6	46	144	.4	2.7
<b>WDAS-AM</b>																				
FA '98	6	108	.1	.2	10	96	.1	.8					10	30	.1	.4	8	8	.1	.5
4-Book	9	94	.1	.3	10	118	.1	.8	5	12		.4	5	14	.1	.2	2	2		.1
<b>WDAS-FM</b>																				
FA '98	172	1271	1.5	5.8	104	816	.9	7.9	108	265	1.0	8.2	151	388	1.4	6.7	162	352	1.4	9.8
4-Book	165	1195	1.5	5.5	100	805	.9	7.4	76	202	.7	5.7	125	307	1.1	5.4	120	289	1.1	7.2
<b>WHAT-AM</b>																				
FA '98	5	46		.2	1	30		.1					2	10		.1	2	10		.1
4-Book	17	106	.2	.6	9	75	.1	.6	5	12	.1	.4	18	28	.2	.8	8	21	.1	.5
<b>WIOQ-FM</b>																				
FA '98	115	1217	1.0	3.9	43	686	.4	3.3	52	175	.5	3.9	67	261	.6	3.0	61	216	.5	3.7
4-Book	102	1275	.9	3.4	56	820	.5	4.1	51	171	.5	3.8	92	346	.8	4.0	82	261	.7	4.9
<b>WIP -AM</b>																				
FA '98	187	1928	1.7	6.3	55	900	.5	4.2	80	307	.7	6.1	86	298	.8	3.8	52	238	.5	3.1
4-Book	185	1805	1.6	6.2	51	812	.5	3.7	65	256	.6	4.9	87	310	.8	3.8	55	217	.5	3.3
<b>WJJZ-FM</b>																				
FA '98	129	997	1.2	4.3	50	570	.4	3.8	41	124	.4	3.1	82	220	.7	3.6	68	185	.6	4.1
4-Book	117	976	1.1	3.9	62	708	.6	4.5	50	154	.5	3.7	94	242	.8	4.1	84	237	.8	5.1
<b>WMGK-FM</b>																				
FA '98	227	1865	2.0	7.6	82	1002	.7	6.2	88	263	.8	6.7	174	461	1.6	7.7	120	374	1.1	7.2
4-Book	210	1836	1.9	7.0	90	1126	.8	6.6	93	291	.8	6.9	187	517	1.7	8.1	127	392	1.2	7.6
<b>WMMR-FM</b>																				
FA '98	222	2062	2.0	7.4	67	1069	.6	5.1	63	270	.6	4.8	168	550	1.5	7.4	115	350	1.0	6.9
4-Book	222	2122	2.0	7.4	87	1251	.8	6.3	91	319	.8	6.7	179	599	1.6	7.8	106	406	1.0	6.4
<b>WQGL-FM</b>																				
FA '98	133	1213	1.2	4.5	77	709	.7	5.9	67	174	.6	5.1	132	265	1.2	5.8	87	230	.8	5.3
4-Book	135	1257	1.2	4.5	70	767	.6	5.1	56	186	.5	4.2	111	259	1.0	4.8	86	259	.8	5.1
<b>WPEN-AM</b>																				
FA '98	12	92	.1	.4	4	56		.3	11	20	.1	.8	9	9	.1	.4	5	19		.3
4-Book	7	102	.1	.2	4	69		.3	6	21	.1	.5	4	11		.2	2	14		.1
<b>WPHI-FM</b>																				
FA '98	93	1128	.8	3.1	61	731	.5	4.6	40	98	.4	3.0	111	290	1.0	4.9	96	294	.9	5.8
4-Book	83	1050	.7	2.8	51	656	.5	3.7	28	98	.3	2.1	89	286	.8	3.8	81	254	.7	4.8
<b>WPHT-AM</b>																				
FA '98	17	200	.2	.6	8	118	.1	.6	5	16		.4	13	33	.1	.6	8	8	.1	.5
4-Book	21	302	.2	.7	14	216	.1	1.0	8	23	.1	.6	17	44	.2	.8	11	36	.1	.7
<b>WPLY-FM</b>																				
FA '98	69	1331	.6	2.3	42	753	.4	3.2	24	141	.2	1.8	98	332	.9	4.3	54	266	.5	3.3
4-Book	82	1377	.7	2.7	41	811	.4	3.0	33	143	.3	2.5	83	341	.8	3.6	54	242	.5	3.3
<b>WURD-AM</b>																				
FA '98	6	83	.1	.2	10	78	.1	.8	8	16	.1	.6	14	39	.1	.6	8	19	.1	.5
4-Book	13	109	.2	.5	9	83	.1	.7	11	30	.1	.8	22	49	.2	1.0	5	15	.1	.3
<b>WUSL-FM</b>																				
FA '98	145	1527	1.3	4.9	100	1021	.9	7.6	60	164	.5	4.5	153	410	1.4	6.8	156	364	1.4	9.4
4-Book	120	1369	1.1	4.0	87	977	.8	6.4	61	186	.5	4.5	127	386	1.1	5.6	125	327	1.1	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

## 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
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98	* 6	47	.1	.2	* 2	26	.2	.2	* 3	10	.2	.2	5	17	.2	.2	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	79	757	.7	2.6	32	349	.3	2.4	31	78	.3	2.4	23	70	.2	1.0	15	54	.1	.9
4-Book	75	754	.7	2.5	39	396	.4	2.8	45	106	.4	3.3	32	91	.3	1.4	19	48	.2	1.2
<b>WVJZ-AM</b>																				
FA '98		10			1	10	.1	.1					4	10	.2	.2	1	10	.1	.1
4-Book	1	15			1	11	.1	.1	1	2	.1	.1	2	6	.1	.1	1	4	.1	.1
<b>WXTU-FM</b>																				
FA '98	94	874	.8	3.1	41	597	.4	3.1	40	177	.4	3.0	55	170	.5	2.4	57	227	.5	3.4
4-Book	109	843	1.0	3.6	53	599	.5	3.9	54	186	.5	4.0	97	266	.9	4.2	81	224	.7	4.8
<b>WXXM-FM</b>																				
FA '98	54	1023	.5	1.8	24	573	.2	1.8	15	102	.1	1.1	45	182	.4	2.0	33	162	.3	2.0
4-Book	78	1165	.7	2.6	40	714	.4	3.0	27	131	.3	2.0	70	283	.6	3.0	64	242	.6	3.8
<b>WYSP-FM</b>																				
FA '98	452	3262	4.0	15.1	119	1632	1.1	9.1	87	288	.8	6.6	181	558	1.6	8.0	98	307	.9	5.9
4-Book	434	3360	3.8	14.5	90	1357	.8	6.6	87	309	.8	6.5	169	568	1.5	7.4	103	357	.9	6.1
<b>WYXR-FM</b>																				
FA '98	59	931	.5	2.0	52	668	.5	4.0	62	187	.6	4.7	78	247	.7	3.4	83	210	.7	5.0
4-Book	73	961	.6	2.5	55	731	.5	4.1	47	172	.4	3.5	114	332	1.0	4.9	81	225	.7	4.8
<b>WBYN-FM</b>																				
FA '98	5	66	.2	.2	1	62	.1	.1	1	9	.1	.1					3	19	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTD-FM</b>																				
FA '98	11	90	.1	.4	1	36	.1	.1	2	19	.2	.2	2	9	.1	.1	1	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	14	102	.1	.5	8	99	.1	.6	5	30	.4	.4	36	50	.3	1.6	13	30	.1	.8
4-Book	12	108	.1	.4	5	69	.4	.4	3	16	.2	.2	13	24	.1	.6	6	19	.1	.4
<b>WKXW-FM</b>																				
FA '98	49	367	.4	1.6	7	145	.1	.5	5	18	.4	.4	9	56	.1	.4	15	55	.1	.9
4-Book	37	347	.3	1.2	8	133	.1	.5	7	40	.1	.5	11	40	.1	.5	6	25	.1	.4
<b>+WNJO-FM</b>																				
FA '98	16	271	.1	.5	8	159	.1	.6	3	17	.2	.2	24	79	.2	1.1	14	51	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	37	685	.3	1.2	25	486	.2	1.9	22	105	.2	1.7	54	193	.5	2.4	34	130	.3	2.1
4-Book	37	675	.3	1.2	20	425	.2	1.5	14	72	.1	1.1	39	171	.4	1.7	34	122	.3	2.0
<b>WRDR-FM</b>																				
FA '98	1	17			3	17	.2	.2	2	9	.2	.2	9	9	.1	.4	7	17	.1	.4
4-Book	3	42		.1	3	28	.3	.3	1	5	.1	.1	7	14	.1	.3	6	15	.1	.3
<b>TOTALS</b>																				
FA '98	2987	10643	26.7		1313	8788	11.7		1319	3739	11.8		2261	5273	20.2		1656	4147	14.8	
4-Book	2996	10747	26.6		1367	8866	12.2		1347	3787	12.0		2299	5458	20.4		1672	4191	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

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	14	141	.1	1.5	56	312	.5	6.6	42	244	.4	2.6	19	123	.2	1.7	16	142	.1	2.4
4-Book	16	124	.2	1.5	81	411	.7	8.7	44	268	.4	2.8	25	135	.2	2.0	21	156	.2	2.6
<b>WBEB-FM</b>																				
FA '98	21	103	.2	2.2	30	91	.3	3.6	48	155	.4	2.9	23	72	.2	2.1	16	81	.1	2.4
4-Book	26	105	.3	2.4	26	83	.2	2.8	40	164	.4	2.6	29	102	.3	2.4	28	102	.2	3.4
<b>WDAS-AM</b>																				
FA '98	1	8	.1		29	75	.3	3.4	28	75	.3	1.7	5	20	.5		2	18	.3	
4-Book	1	4	.1		39	88	.4	4.2	21	62	.2	1.3	9	22	.1	.7	3	16	.4	
<b>WDAS-FM</b>																				
FA '98	109	233	1.0	11.6	59	137	.5	7.0	78	199	.7	4.8	53	181	.5	4.8	105	205	.9	15.7
4-Book	93	228	.9	8.9	54	122	.5	5.9	75	199	.7	4.9	78	172	.7	6.4	168	289	1.5	20.7
<b>WHAT-AM</b>																				
FA '98	1	10	.1		2	10	.2											10		
4-Book	4	13	.4		14	33	.1	1.5	11	27	.1	.7	6	13	.1	.5	1	5	.1	
<b>WIOQ-FM</b>																				
FA '98	32	115	.3	3.4	24	73	.2	2.8	51	173	.5	3.1	30	130	.3	2.7	28	95	.3	4.2
4-Book	54	206	.5	5.1	22	77	.2	2.4	50	199	.4	3.3	47	181	.5	3.9	44	159	.4	5.3
<b>WIP -AM</b>																				
FA '98	31	155	.3	3.3	37	158	.3	4.4	66	259	.6	4.1	56	253	.5	5.1	32	151	.3	4.8
4-Book	21	106	.2	2.1	41	150	.4	4.4	59	223	.6	3.8	51	179	.5	4.2	28	115	.3	3.5
<b>WJJZ-FM</b>																				
FA '98	41	152	.4	4.4	42	85	.4	5.0	54	149	.5	3.3	44	122	.4	4.0	24	92	.2	3.6
4-Book	60	189	.6	5.6	42	124	.4	4.6	64	203	.6	4.2	59	149	.5	4.8	39	120	.4	4.8
<b>WMGK-FM</b>																				
FA '98	47	165	.4	5.0	42	161	.4	5.0	98	307	.9	6.0	56	160	.5	5.1	27	111	.2	4.0
4-Book	57	213	.5	5.4	35	135	.3	3.8	93	331	.9	6.0	86	247	.8	7.0	42	158	.4	5.2
<b>WMMR-FM</b>																				
FA '98	29	146	.3	3.1	21	109	.2	2.5	66	252	.6	4.1	34	196	.3	3.1	31	145	.3	4.6
4-Book	52	196	.5	4.9	43	150	.4	4.6	100	366	.9	6.6	82	277	.7	6.6	38	161	.4	4.7
<b>WGL-FM</b>																				
FA '98	39	130	.3	4.1	77	169	.7	9.1	93	212	.8	5.7	68	151	.6	6.2	48	120	.4	7.2
4-Book	56	163	.5	5.3	73	203	.7	7.9	88	217	.6	4.4	68	186	.6	5.6	40	109	.4	5.0
<b>WPEN-AM</b>																				
FA '98					5	10	.6		2	9	.1		1	9	.1		3	8	.4	
4-Book	1	3	.1		6	26	.1	.6	6	19	.1	.4	3	9	.3		3	11	.4	
<b>WPHI-FM</b>																				
FA '98	97	275	.9	10.3	23	70	.2	2.7	46	127	.4	2.8	29	172	.3	2.6	31	100	.3	4.6
4-Book	76	229	.7	7.3	17	55	.2	1.8	36	148	.3	2.3	42	150	.4	3.5	31	127	.3	3.8
<b>WPHT-AM</b>																				
FA '98	3	18	.3		14	41	.1	1.7	5	26	.3		8	11	.1	.7	8	23	.1	1.2
4-Book	12	47	.1	1.1	15	40	.1	1.7	21	84	.2	1.4	15	58	.2	1.2	11	33	.1	1.4
<b>WPLY-FM</b>																				
FA '98	34	165	.3	3.6	17	77	.2	2.0	41	184	.4	2.5	43	164	.4	3.9	17	135	.2	2.5
4-Book	40	181	.4	3.8	18	81	.2	1.9	44	226	.4	2.8	38	164	.3	3.1	17	123	.2	2.1
<b>WURD-AM</b>																				
FA '98	10	24	.1	1.1	5	8	.6		19	52	.2	1.2	7	25	.1	.6	6	16	.1	.9
4-Book	3	7	.3		3	9	.4		19	45	.2	1.2	5	19	.1	.4	2	4	.2	
<b>WUSL-FM</b>																				
FA '98	114	298	1.0	12.1	61	204	.5	7.2	123	372	1.1	7.6	86	233	.8	7.8	38	122	.3	5.7
4-Book	98	271	.9	9.4	66	193	.6	7.2	94	309	.9	6.1	69	216	.6	5.7	47	135	.4	5.8

\*\* 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 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)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+WVDB-AM																				
WTEL-AM					*				1	10		.1	*							
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
WVDB-FM																				
FA '98	22	56	.2	2.3	29	126	.3	3.4	105	158	.9	6.4	14	47	.1	1.3	8	47	.1	1.2
4-Book	30	71	.3	2.8	33	113	.3	3.6	111	206	1.0	7.2	20	57	.2	1.6	12	50	.1	1.5
WVJZ-AM																				
FA '98	1	1		.1	2	2		.2	1	2			3	6		.2		2		
4-Book																				
WXTU-FM																				
FA '98	25	129	.2	2.7	30	152	.3	3.6	56	195	.5	3.4	48	170	.4	4.4	19	87	.2	2.8
4-Book	33	142	.3	3.2	26	103	.3	2.9	66	211	.6	4.3	49	146	.4	4.0	22	92	.2	2.8
WXXM-FM																				
FA '98	10	67	.1	1.1	17	76	.2	2.0	34	161	.3	2.1	22	160	.2	2.0	18	107	.2	2.7
4-Book	27	138	.3	2.6	17	67	.2	1.9	49	177	.5	3.2	40	168	.3	3.3	27	136	.3	3.4
WYSP-FM																				
FA '98	48	165	.4	5.1	40	145	.4	4.7	267	817	2.4	16.4	181	644	1.6	16.5	32	139	.3	4.8
4-Book	49	195	.4	4.7	29	110	.3	3.2	132	509	1.2	8.4	107	387	1.0	9.0	35	151	.3	4.5
WYXR-FM																				
FA '98	38	131	.3	4.0	35	106	.3	4.2	54	215	.5	3.3	48	185	.4	4.4	24	88	.2	3.6
4-Book	36	159	.3	3.4	29	106	.3	3.2	61	201	.5	3.9	47	150	.4	3.9	24	98	.2	3.0
WBYN-FM																				
FA '98	**	**	**	**	2	17		.2	**	**	**	**	**	**	**	**	4	43		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM																				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	1	9		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '98	1	10		.1	2	18		.2	3	10		.2	1	10		.1				
4-Book	2	9		.2	4	21		.4	5	18		.3	2	11		.2	1	9		.1
WKXW-FM																				
FA '98	5	26		.5	4	10		.5	5	27		.3	2	18		.2	6	18		.9
4-Book	3	16		.3	7	16		.1	9	42		.6	9	28		.7	7	19		1.0
+WNJO-FM																				
FA '98	1	19		.1	1	7		.1	6	33		.4	12	44		1.1	5	19		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
FA '98	11	75	.1	1.2	6	45	.1	.7	28	142	.3	1.7	35	140	.3	3.2	11	66	.1	1.6
4-Book	14	81	.1	1.3	5	21	.1	.5	24	124	.2	1.5	23	100	.2	1.9	10	54	.1	1.2
WRDR-FM																				
FA '98													2	8		.2				
4-Book	6	13	.1	.6		2			2	8		.2	4	11		.3		2		
TOTALS																				
FA '98	941	2700	8.4		843	2531	7.5		1629	4290	14.6		1096	3371	9.8		668	2042	6.0	
4-Book	1054	2960	9.4		922	2706	8.2		1543	4275	13.7		1219	3292	10.8		802	2358	7.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 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
<b>KYV -AM</b>																				
FA '98	70	2426	.8	4.0	177	1678	2.0	6.3	47	767	.5	1.8	101	1208	1.1	4.6	29	620	.3	3.8
SU '98	85	2610	.9	4.8	201	1733	2.2	7.3	78	814	.9	3.1	116	1356	1.3	5.4	33	518	.4	3.9
SP '98	89	2617	1.0	4.9	241	1817	2.6	8.3	70	877	.8	2.6	131	1386	1.4	5.9	30	630	.3	3.7
WI '98	101	2836	1.1	5.7	286	2003	3.1	9.7	91	926	1.0	3.8	110	1351	1.2	5.1	33	602	.4	4.1
<b>4-Book</b>	<b>86</b>	<b>2622</b>	<b>1.0</b>	<b>4.9</b>	<b>226</b>	<b>1808</b>	<b>2.5</b>	<b>7.9</b>	<b>72</b>	<b>846</b>	<b>.8</b>	<b>2.8</b>	<b>115</b>	<b>1325</b>	<b>1.3</b>	<b>5.3</b>	<b>31</b>	<b>593</b>	<b>.4</b>	<b>3.9</b>
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
<b>WBEB-FM</b>																				
FA '98	66	1033	.7	3.7	77	485	.9	2.7	120	453	1.3	4.7	77	515	.9	3.5	30	279	.3	3.9
SU '98	48	929	.5	2.7	67	489	.7	2.4	74	417	.8	3.0	55	423	.6	2.6	28	300	.3	3.3
SP '98	83	1190	.9	4.5	112	584	1.2	3.9	163	511	1.8	6.0	115	775	1.3	5.2	25	332	.3	3.1
WI '98	45	1093	.5	2.5	84	512	.9	2.8	58	384	.6	2.4	45	539	.5	2.1	23	312	.3	2.9
<b>4-Book</b>	<b>61</b>	<b>1061</b>	<b>.7</b>	<b>3.4</b>	<b>85</b>	<b>518</b>	<b>.9</b>	<b>3.0</b>	<b>104</b>	<b>441</b>	<b>1.1</b>	<b>4.0</b>	<b>73</b>	<b>563</b>	<b>.8</b>	<b>3.4</b>	<b>27</b>	<b>306</b>	<b>.3</b>	<b>3.3</b>
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
<b>WDAS-AM</b>																				
FA '98	4	101	.2	.2	6	34	.1	.2	2	43	.1	.1	1	30	.1	.1				
SU '98	5	90	.1	.3	11	59	.1	.4	5	32	.1	.2	6	31	.1	.3	1	22	.1	.1
SP '98	9	165	.1	.5	16	57	.2	.6	10	19	.1	.4	8	36	.1	.4	1	19	.1	.1
WI '98	8	177	.1	.5	16	74	.2	.5	1	15	.1	.1	9	51	.1	.4	4	28	.5	.5
<b>4-Book</b>	<b>7</b>	<b>133</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>56</b>	<b>.2</b>	<b>.4</b>	<b>5</b>	<b>27</b>	<b>.1</b>	<b>.2</b>	<b>6</b>	<b>37</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>17</b>	<b>.2</b>	<b>.2</b>
FA '97	6	121	.1	.3	10	51	.1	.3	5	18	.1	.2	6	41	.1	.3	4	28	.5	.5
<b>WDAS-FM</b>																				
FA '98	122	1150	1.3	6.9	191	794	2.1	6.8	138	578	1.5	5.4	134	675	1.5	6.2	83	550	.9	10.8
SU '98	132	1216	1.4	7.5	203	747	2.2	7.4	167	657	1.8	6.7	144	671	1.6	6.7	93	539	1.0	10.9
SP '98	108	1191	1.2	5.9	157	661	1.7	5.4	91	572	1.0	3.4	107	591	1.2	4.8	94	549	1.0	11.7
WI '98	116	1149	1.3	6.5	162	707	1.8	5.5	135	616	1.5	5.6	135	640	1.5	6.3	96	517	1.0	12.0
<b>4-Book</b>	<b>120</b>	<b>1177</b>	<b>1.3</b>	<b>6.7</b>	<b>178</b>	<b>727</b>	<b>2.0</b>	<b>6.3</b>	<b>133</b>	<b>606</b>	<b>1.5</b>	<b>5.3</b>	<b>130</b>	<b>644</b>	<b>1.5</b>	<b>6.0</b>	<b>92</b>	<b>539</b>	<b>1.0</b>	<b>11.4</b>
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
<b>WHAT-AM</b>																				
FA '98	3	56	.2	.2	1	19	.1	.1	3	7	.1	.1	12	37	.1	.6		10		
SU '98	12	160	.1	.7	24	85	.3	.9	24	111	.3	1.0	6	31	.1	.3	4	46	.5	.5
SP '98	16	120	.2	.9	22	66	.2	.8	28	77	.3	1.0	18	55	.2	.8	4	31	.5	.5
WI '98	16	187	.2	.9	16	98	.2	.5	33	84	.4	1.4	17	82	.2	.8	4	34	.5	.5
<b>4-Book</b>	<b>12</b>	<b>131</b>	<b>.1</b>	<b>.7</b>	<b>16</b>	<b>67</b>	<b>.2</b>	<b>.6</b>	<b>22</b>	<b>70</b>	<b>.3</b>	<b>.9</b>	<b>13</b>	<b>51</b>	<b>.2</b>	<b>.6</b>	<b>3</b>	<b>30</b>	<b>.4</b>	<b>.4</b>
FA '97	15	171	.2	.8	19	91	.2	.6	24	97	.3	.9	22	72	.2	1.0	3	35	.4	.4
<b>WIOQ-FM</b>																				
FA '98	72	1153	.8	4.1	86	433	1.0	3.1	126	534	1.4	4.9	97	632	1.1	4.5	40	320	.4	5.2
SU '98	47	1040	.5	2.7	54	334	.6	2.0	68	382	.7	2.7	63	551	.7	2.9	31	420	.3	3.6
SP '98	62	1050	.7	3.4	53	448	.6	1.8	95	423	1.0	3.5	74	491	.8	3.3	47	261	.5	5.9
WI '98	51	1160	.6	2.9	66	521	.7	2.2	68	509	.7	2.8	56	583	.6	2.6	26	448	.3	3.2
<b>4-Book</b>	<b>58</b>	<b>1101</b>	<b>.7</b>	<b>3.3</b>	<b>65</b>	<b>434</b>	<b>.7</b>	<b>2.3</b>	<b>89</b>	<b>462</b>	<b>1.0</b>	<b>3.5</b>	<b>73</b>	<b>564</b>	<b>.8</b>	<b>3.3</b>	<b>36</b>	<b>362</b>	<b>.4</b>	<b>4.5</b>
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
<b>VIP -AM</b>																				
FA '98	114	1944	1.3	6.5	174	1048	1.9	6.2	165	902	1.8	6.5	183	1313	2.0	8.4	50	757	.6	6.5
SU '98	94	1449	1.0	5.3	158	863	1.7	5.8	142	765	1.6	5.7	142	992	1.6	6.6	32	426	.3	3.8
SP '98	92	1613	1.0	5.0	165	946	1.8	5.7	140	787	1.5	5.2	133	1008	1.5	6.0	32	516	.3	4.0
WI '98	136	2188	1.5	7.7	250	1268	2.7	8.5	178	1092	1.9	7.4	216	1430	2.4	10.1	53	703	.6	6.6
<b>4-Book</b>	<b>109</b>	<b>1799</b>	<b>1.2</b>	<b>6.1</b>	<b>187</b>	<b>1031</b>	<b>2.0</b>	<b>6.6</b>	<b>156</b>	<b>887</b>	<b>1.7</b>	<b>6.2</b>	<b>169</b>	<b>1186</b>	<b>1.9</b>	<b>7.8</b>	<b>42</b>	<b>601</b>	<b>.5</b>	<b>5.2</b>
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
<b>WJZ-FM</b>																				
FA '98	86	1136	1.0	4.9	94	560	1.0	3.4	147	567	1.6	5.8	117	645	1.3	5.4	46	424	.5	6.0
SU '98	81	1161	.9	4.6	74	535	.8	2.7	131	548	1.4	5.3	106	718	1.2	4.9	57	393	.6	6.7
SP '98	88	1265	1.0	4.8	90	558	1.0	3.1	132	552	1.4	4.9	103	666	1.1	4.6	53	528	.6	6.6
WI '98	86	1103	.9	4.8	91	493	1.0	3.1	120	437	1.3	5.0	120	669	1.3	5.6	56	415	.6	7.0
<b>4-Book</b>	<b>85</b>	<b>1166</b>	<b>1.0</b>	<b>4.8</b>	<b>87</b>	<b>537</b>	<b>1.0</b>	<b>3.1</b>	<b>133</b>	<b>526</b>	<b>1.4</b>	<b>5.3</b>	<b>112</b>	<b>675</b>	<b>1.2</b>	<b>5.1</b>	<b>53</b>	<b>440</b>	<b>.6</b>	<b>6.6</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	131	1865	1.4	7.4	177	920	2.0	6.3	232	959	2.6	9.1	169	1171	1.9	7.8	45	464	.5	5.8
SU '98	128	1807	1.4	7.3	134	868	1.5	4.9	240	927	2.6	9.7	163	1141	1.8	7.6	53	472	.6	6.2
SP '98	129	1800	1.4	7.0	152	888	1.7	5.3	243	904	2.7	9.0	163	1120	1.8	7.3	41	567	.4	5.1
WI '98	122	2025	1.3	6.9	137	865	1.5	4.6	197	916	2.2	8.2	164	1307	1.8	7.7	53	685	.6	6.6
<b>4-Book</b>	<b>128</b>	<b>1874</b>	<b>1.4</b>	<b>7.2</b>	<b>150</b>	<b>885</b>	<b>1.7</b>	<b>5.3</b>	<b>228</b>	<b>927</b>	<b>2.5</b>	<b>9.0</b>	<b>165</b>	<b>1185</b>	<b>1.8</b>	<b>7.6</b>	<b>48</b>	<b>547</b>	<b>.5</b>	<b>5.9</b>
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
<b>WMMR-FM</b>																				
FA '98	118	1967	1.3	6.7	150	925	1.7	5.4	242	989	2.7	9.5	147	1196	1.6	6.8	32	502	.4	4.1
SU '98	135	2172	1.5	7.7	170	1035	1.9	6.2	234	1003	2.6	9.4	178	1256	1.9	8.3	58	709	.6	6.8
SP '98	135	1925	1.5	7.4	207	827	2.3	7.2	231	1086	2.5	8.6	157	1146	1.7	7.0	46	477	.5	5.7
WI '98	108	1897	1.2	6.1	159	840	1.7	5.4	185	860	2.0	7.7	121	1162	1.3	5.6	30	512	.3	3.7
<b>4-Book</b>	<b>124</b>	<b>1990</b>	<b>1.4</b>	<b>7.0</b>	<b>172</b>	<b>907</b>	<b>1.9</b>	<b>6.1</b>	<b>223</b>	<b>985</b>	<b>2.5</b>	<b>8.8</b>	<b>151</b>	<b>1190</b>	<b>1.6</b>	<b>6.9</b>	<b>42</b>	<b>550</b>	<b>.5</b>	<b>5.1</b>
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
<b>VOGL-FM</b>																				
FA '98	89	1285	1.0	5.0	105	550	1.2	3.7	157	592	1.7	6.2	84	601	.9	3.9	36	383	.4	4.7
SU '98	81	1500	.9	4.6	116	663	1.3	4.2	113	610	1.2	4.5	106	790	1.2	4.9	36	421	.4	4.2
SP '98	101	1506	1.1	5.5	116	712	1.3	4.0	173	636	1.9	6.4	132	850	1.4	5.9	37	467	.4	4.6
WI '98	74	1259	.8	4.2	100	605	1.1	3.4	107	452	1.2	4.5	94	757	1.0	4.4	28	384	.3	3.5
<b>4-Book</b>	<b>86</b>	<b>1388</b>	<b>1.0</b>	<b>4.8</b>	<b>109</b>	<b>633</b>	<b>1.2</b>	<b>3.8</b>	<b>138</b>	<b>573</b>	<b>1.5</b>	<b>5.4</b>	<b>104</b>	<b>750</b>	<b>1.1</b>	<b>4.8</b>	<b>34</b>	<b>414</b>	<b>.4</b>	<b>4.3</b>
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
<b>WPEN-AM</b>																				
FA '98	8	98	.1	.5	13	36	.1	.5	16	72	.2	.6	5	36	.1	.2	3	8	.1	.4
SU '98	3	106	.2	.2	2	28	.1	.1	1	41	.1	.1	6	26	.1	.3	1	18	.1	.1
SP '98	3	84	.2	.2	4	46	.1	.1	4	28	.1	.1	2	27	.1	.1				
WI '98	6	194	.1	.3	11	86	.1	.4	5	75	.1	.2	7	82	.1	.3	5	40	.1	.6
<b>4-Book</b>	<b>5</b>	<b>121</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>49</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>54</b>	<b>.1</b>	<b>.2</b>	<b>5</b>	<b>43</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>17</b>	<b>.1</b>	<b>.3</b>
FA '97	5	135	.1	.3	4	43	.1	.1	11	41	.1	.4	6	58	.1	.3	1	18	.1	.1
<b>WPHI-FM</b>																				
FA '98	38	744	.4	2.2	44	308	.5	1.6	46	284	.5	1.8	48	450	.5	2.2	28	305	.3	3.6
SU '98	29	462	.3	1.6	15	170	.2	.5	38	248	.4	1.5	41	294	.4	1.9	32	258	.3	3.8
SP '98	36	554	.4	2.0	34	256	.4	1.2	33	273	.4	1.2	59	380	.6	2.6	42	242	.5	5.2
WI '98	32	697	.3	1.8	35	282	.4	1.2	32	296	.3	1.3	49	366	.5	2.3	22	241	.2	2.7
<b>4-Book</b>	<b>34</b>	<b>614</b>	<b>.4</b>	<b>1.9</b>	<b>32</b>	<b>254</b>	<b>.4</b>	<b>1.1</b>	<b>37</b>	<b>275</b>	<b>.4</b>	<b>1.5</b>	<b>49</b>	<b>373</b>	<b>.5</b>	<b>2.3</b>	<b>31</b>	<b>262</b>	<b>.3</b>	<b>3.8</b>
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
<b>WPHT-AM</b>																				
FA '98	10	272	.1	.6	16	105	.2	.6	13	80	.1	.5	13	71	.1	.6	2	37	.1	.3
SU '98	23	607	.3	1.3	34	162	.4	1.2	16	125	.2	.6	30	214	.3	1.4	19	321	.2	2.2
SP '98	21	632	.2	1.1	26	133	.3	.9	18	196	.2	.7	16	227	.2	.7	34	336	.4	4.2
WI '98	16	434	.2	.9	34	185	.4	1.2	13	161	.1	.5	14	162	.2	.7	12	104	.1	1.5
<b>4-Book</b>	<b>18</b>	<b>486</b>	<b>.2</b>	<b>1.0</b>	<b>28</b>	<b>146</b>	<b>.3</b>	<b>1.0</b>	<b>15</b>	<b>141</b>	<b>.2</b>	<b>.6</b>	<b>18</b>	<b>169</b>	<b>.2</b>	<b>.9</b>	<b>17</b>	<b>200</b>	<b>.2</b>	<b>2.1</b>
FA '97	7	342	.1	.4	13	111	.1	.4	9	53	.1	.3	6	70	.1	.3	2	65	.1	.3
<b>WPLY-FM</b>																				
FA '98	33	1075	.4	1.9	30	423	.3	1.1	45	383	.5	1.8	52	632	.6	2.4	14	280	.2	1.8
SU '98	46	1123	.5	2.6	57	457	.6	2.1	61	384	.7	2.5	71	580	.8	3.3	20	305	.2	2.3
SP '98	37	1026	.4	2.0	49	435	.5	1.7	68	416	.7	2.5	56	462	.6	2.5	8	261	.1	1.0
WI '98	35	1115	.4	2.0	69	514	.8	2.3	29	356	.3	1.2	44	461	.5	2.1	16	346	.2	2.0
<b>4-Book</b>	<b>38</b>	<b>1085</b>	<b>.4</b>	<b>2.1</b>	<b>51</b>	<b>457</b>	<b>.6</b>	<b>1.8</b>	<b>51</b>	<b>385</b>	<b>.6</b>	<b>2.0</b>	<b>56</b>	<b>534</b>	<b>.6</b>	<b>2.6</b>	<b>15</b>	<b>298</b>	<b>.2</b>	<b>1.8</b>
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
<b>WURD-AM</b>																				
FA '98	6	83	.1	.3	3	45	.1	.1	3	16	.1	.1	4	46	.1	.2	7	31	.1	.9
SU '98	7	67	.1	.4	3	50	.1	.1	16	67	.2	.6	9	41	.1	.4	1	16	.1	.1
SP '98	12	114	.1	.7	15	78	.2	.5	21	77	.2	.8	15	55	.2	.7	1	15	.1	.1
WI '98	8	108	.1	.5	13	46	.1	.4	12	88	.1	.5	11	54	.1	.5	1	8	.1	.1
<b>4-Book</b>	<b>8</b>	<b>93</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>55</b>	<b>.1</b>	<b>.3</b>	<b>13</b>	<b>62</b>	<b>.1</b>	<b>.5</b>	<b>10</b>	<b>49</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>18</b>	<b>.1</b>	<b>.3</b>
FA '97	11	127	.1	.6	32	98	.3	1.1	9	88	.1	.3	7	60	.1	.3	3	21	.1	.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
<b>WUSL-FM</b>																				
FA '98	79	1075	.9	4.5	82	537	.9	2.9	88	461	1.0	3.5	120	604	1.3	5.5	68	457	.8	8.8
SU '98	50	915	.5	2.8	57	363	.6	2.1	67	434	.7	2.7	61	499	.7	2.8	36	414	.4	4.2
SP '98	70	877	.8	3.8	80	418	.9	2.8	91	471	1.0	3.4	78	504	.9	3.5	49	271	.5	6.1
WI '98	53	945	.6	3.0	58	387	.6	2.0	63	504	.7	2.6	64	460	.7	3.0	41	298	.4	5.1
<b>4-Book</b>	<b>63</b>	<b>953</b>	<b>.7</b>	<b>3.5</b>	<b>69</b>	<b>426</b>	<b>.8</b>	<b>2.5</b>	<b>77</b>	<b>468</b>	<b>.9</b>	<b>3.1</b>	<b>81</b>	<b>517</b>	<b>.9</b>	<b>3.7</b>	<b>49</b>	<b>360</b>	<b>.5</b>	<b>6.1</b>
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
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 3	46		.2	*				6	27	.1	.2	* 1	9						
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	54	862	.6	3.1	72	339	.8	2.6	98	426	1.1	3.8	59	374	.7	2.7	27	234	.3	3.5
SU '98	47	968	.5	2.7	33	303	.4	1.2	85	438	.9	3.4	71	439	.8	3.3	14	156	.2	1.6
SP '98	46	790	.5	2.5	43	257	.5	1.5	79	365	.9	2.9	56	350	.6	2.5	33	215	.4	4.1
WI '98	63	992	.7	3.5	45	311	.5	1.5	118	515	1.3	4.9	70	436	.8	3.3	31	207	.3	3.9
<b>4-Book</b>	<b>53</b>	<b>903</b>	<b>.6</b>	<b>3.0</b>	<b>48</b>	<b>303</b>	<b>.6</b>	<b>1.7</b>	<b>95</b>	<b>436</b>	<b>1.1</b>	<b>3.8</b>	<b>64</b>	<b>400</b>	<b>.7</b>	<b>3.0</b>	<b>26</b>	<b>203</b>	<b>.3</b>	<b>3.3</b>
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
<b>WWJZ-AM</b>																				
FA '98		10												10						
SU '98	3	43		.2	7	8	.1	.3	2	8		.1	2	17		.1	3	27		.4
SP '98	1	37		.1	2	10		.1	1	28										
WI '98		6																		
<b>4-Book</b>	<b>1</b>	<b>24</b>		<b>.1</b>	<b>2</b>	<b>5</b>		<b>.1</b>	<b>1</b>	<b>9</b>			<b>1</b>	<b>7</b>			<b>1</b>	<b>7</b>		<b>.1</b>
FA '97		19			1	11								8						
<b>WXTU-FM</b>																				
FA '98	59	881	.7	3.3	94	513	1.0	3.4	86	443	1.0	3.4	71	589	.8	3.3	25	351	.3	3.2
SU '98	76	910	.8	4.3	114	559	1.2	4.2	106	461	1.2	4.3	89	583	1.0	4.1	23	400	.3	2.7
SP '98	75	876	.8	4.1	98	492	1.1	3.4	136	473	1.5	5.0	99	544	1.1	4.4	26	309	.3	3.2
WI '98	69	877	.8	3.9	80	482	.9	2.7	96	461	1.0	4.0	105	539	1.1	4.9	32	238	.3	4.0
<b>4-Book</b>	<b>70</b>	<b>886</b>	<b>.8</b>	<b>3.9</b>	<b>97</b>	<b>512</b>	<b>1.1</b>	<b>3.4</b>	<b>106</b>	<b>460</b>	<b>1.2</b>	<b>4.2</b>	<b>91</b>	<b>564</b>	<b>1.0</b>	<b>4.2</b>	<b>27</b>	<b>325</b>	<b>.3</b>	<b>3.3</b>
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
<b>WXXM-FM</b>																				
FA '98	29	919	.3	1.6	31	378	.3	1.1	41	363	.5	1.6	49	598	.5	2.3	15	335	.2	1.9
SU '98	44	1142	.5	2.5	57	586	.6	2.1	51	356	.6	2.1	62	594	.7	2.9	31	383	.3	3.6
SP '98	54	1107	.6	2.9	77	570	.8	2.7	90	414	1.0	3.3	73	609	.8	3.3	13	278	.1	1.6
WI '98	44	995	.5	2.5	51	438	.6	1.7	66	385	.7	2.8	55	573	.6	2.6	25	361	.3	3.1
<b>4-Book</b>	<b>43</b>	<b>1041</b>	<b>.5</b>	<b>2.4</b>	<b>54</b>	<b>493</b>	<b>.6</b>	<b>1.9</b>	<b>62</b>	<b>380</b>	<b>.7</b>	<b>2.5</b>	<b>60</b>	<b>594</b>	<b>.7</b>	<b>2.8</b>	<b>21</b>	<b>339</b>	<b>.2</b>	<b>2.6</b>
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
<b>WYSP-FM</b>																				
FA '98	204	3076	2.3	11.6	656	2061	7.2	23.4	258	1344	2.9	10.1	111	900	1.2	5.1	28	420	.3	3.6
SU '98	191	2786	2.1	10.8	662	2131	7.2	24.1	223	1412	2.4	9.0	114	937	1.2	5.3	44	593	.5	5.2
SP '98	203	2841	2.2	11.1	617	2093	6.7	21.4	282	1418	3.1	10.4	154	1168	1.7	6.9	38	462	.4	4.7
WI '98	205	2914	2.2	11.5	703	2214	7.7	23.8	254	1425	2.8	10.6	131	1116	1.4	6.1	34	514	.4	4.2
<b>4-Book</b>	<b>201</b>	<b>2904</b>	<b>2.2</b>	<b>11.3</b>	<b>660</b>	<b>2125</b>	<b>7.2</b>	<b>23.2</b>	<b>254</b>	<b>1400</b>	<b>2.8</b>	<b>10.0</b>	<b>128</b>	<b>1030</b>	<b>1.4</b>	<b>5.9</b>	<b>36</b>	<b>497</b>	<b>.4</b>	<b>4.4</b>
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
<b>WYXR-FM</b>																				
FA '98	43	1042	.5	2.4	61	512	.7	2.2	48	371	.5	1.9	53	512	.6	2.4	19	307	.2	2.5
SU '98	56	1020	.6	3.2	65	405	.7	2.4	90	359	1.0	3.6	73	572	.8	3.4	14	325	.2	1.6
SP '98	44	1108	.5	2.4	44	370	.5	1.5	51	382	.6	1.9	66	614	.7	3.0	20	331	.2	2.5
WI '98	56	1253	.6	3.2	61	486	.7	2.1	71	518	.8	3.0	71	628	.8	3.3	34	376	.4	4.2
<b>4-Book</b>	<b>50</b>	<b>1106</b>	<b>.6</b>	<b>2.8</b>	<b>58</b>	<b>443</b>	<b>.7</b>	<b>2.1</b>	<b>65</b>	<b>408</b>	<b>.7</b>	<b>2.6</b>	<b>66</b>	<b>582</b>	<b>.7</b>	<b>3.0</b>	<b>22</b>	<b>335</b>	<b>.3</b>	<b>2.7</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBVN-FM</b>																				
FA '98	3	73	.2	.2	6	56	.1	.2	2	9	.1	.1	7	56	.1	.3	1	26	.1	.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	4	42	.2	.2	4	24	.1	.1	8	8	.1	.3	4	17	.2	.2				
<b>WCTO-FM</b>																				
FA '98	7	101	.1	.4	9	45	.1	.3	12	54	.1	.5	11	71	.1	.5	7	18	.1	.9
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	10	141	.1	.6	16	43	.2	.6	18	43	.2	.7	8	65	.1	.4	2	50	.1	.3
SU '98	5	127	.1	.3	5	52	.1	.2	9	39	.1	.4	14	74	.2	.6	1	18	.1	.1
SP '98	7	122	.1	.4	10	49	.1	.3	16	47	.2	.6	7	55	.1	.3	1	36	.1	.1
WI '98	7	135	.1	.4	9	70	.1	.3	11	35	.1	.5	9	76	.1	.4	3	59	.1	.4
4-Book	7	131	.1	.4	10	54	.1	.4	14	41	.2	.6	10	68	.1	.4	2	41	.1	.2
FA '97	10	168	.1	.5	17	85	.2	.6	19	45	.2	.7	14	93	.2	.6	2	28	.1	.3
<b>WKXW-FM</b>																				
FA '98	27	389	.3	1.5	33	156	.4	1.2	52	194	.6	2.0	46	243	.5	2.1	13	138	.1	1.7
SU '98	20	366	.2	1.1	22	128	.2	.8	28	114	.3	1.1	42	219	.5	1.9	11	75	.1	1.3
SP '98	20	395	.2	1.1	32	212	.3	1.1	34	165	.4	1.3	34	217	.4	1.5	4	59	.1	.5
WI '98	20	340	.2	1.1	18	124	.2	.6	26	129	.3	1.1	43	216	.5	2.0	14	96	.2	1.7
4-Book	22	373	.2	1.2	26	155	.3	.9	35	151	.4	1.4	41	224	.5	1.9	11	92	.1	1.3
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
<b>+WNJO-FM</b>																				
FA '98	11	302	.1	.6	9	120	.1	.3	17	126	.2	.7	19	151	.2	.9	5	70	.1	.6
SU '98	23	286	.3	1.3	32	107	.3	1.2	38	148	.4	1.5	27	179	.3	1.3	12	104	.1	1.4
SP '98	10	256	.1	.5	7	125	.1	.2	17	115	.2	.6	14	136	.2	.6	5	82	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	19	614	.2	1.1	28	228	.3	1.0	18	216	.2	.7	28	336	.3	1.3	5	108	.1	.6
SU '98	17	579	.2	1.0	20	173	.2	.7	25	218	.3	1.0	19	290	.2	.9	12	200	.1	1.4
SP '98	22	556	.2	1.2	34	277	.4	1.2	30	229	.3	1.1	38	275	.4	1.7	8	154	.1	1.0
WI '98	19	565	.2	1.1	17	225	.2	.6	29	237	.3	1.2	31	262	.3	1.4	8	134	.1	1.0
4-Book	19	579	.2	1.1	25	226	.3	.9	26	225	.3	1.0	29	291	.3	1.3	8	149	.1	1.0
FA '97	15	618	.2	.8	21	287	.2	.7	20	231	.2	.7	23	305	.3	1.0	8	171	.1	1.1
<b>WRDR-FM</b>																				
FA '98	1	34	.1	.1		9							2	8		.1		17		
SU '98	1	27	.1	.1					9	9			1	19				9		
SP '98	1	25	.1	.1		8			1	9			1	8						
WI '98	8	111	.1	.5	4	70	.1	.1	13	72	.1	.5	10	70	.1	.5	2	27	.1	.2
4-Book	3	49	.2	.2	1	22	.1	.1	4	23	.1	.1	4	26	.2	.2	1	13	.1	.1
FA '97	2	46	.1	.1	2	23	.1	.1	4	23	.1	.1	4	27	.2	.2	1	17	.1	.1
<b>TOTALS</b>																				
FA '98	1765	8746	19.5		2803	7959	31.0		2549	6477	28.2		2175	7786	24.0		772	5150	8.5	
SU '98	1761	8904	19.2		2742	7843	29.9		2487	6549	27.2		2155	7682	23.5		853	5402	9.3	
SP '98	1834	8800	20.0		2888	8006	31.5		2700	6588	29.5		2231	7754	24.4		802	5067	8.8	
WI '98	1775	8958	19.4		2956	8186	32.3		2397	6557	26.2		2143	7765	23.4		802	5289	8.8	
4-Book	1784	8852	19.5		2847	7999	31.2		2533	6543	27.8		2176	7747	23.8		807	5227	8.9	
FA '97	1853	8925	20.2		2943	8340	32.1		2739	6898	29.9		2294	7975	25.1		756	5150	8.3	

\*\* 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																				
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	
<b>KYW -AM</b>																				
FA '98	104	2125	1.1	4.1	37	1064	.4	3.4	86	522	1.0	7.5	39	220	.4	2.0	34	199	.4	2.5
4-Book	133	2370	1.4	5.3	42	1139	.5	3.7	103	532	1.1	8.9	45	262	.5	2.3	31	161	.4	2.3
<b>WBEB-FM</b>																				
FA '98	94	846	1.0	3.7	41	408	.5	3.7	61	164	.7	5.3	90	201	1.0	4.7	38	111	.4	2.8
4-Book	89	859	1.0	3.5	34	450	.4	3.1	42	144	.5	3.6	74	208	.8	3.9	37	123	.4	2.7
<b>WDAS-AM</b>																				
FA '98	3	72	.1	.1	9	83	.1	.8					8	18	.1	.4	8	8	.1	.6
4-Book	7	78	.1	.3	10	107	.1	.8	5	12	.1	.4	5	11	.1	.2	2	2		.2
<b>WDAS-FM</b>																				
FA '98	153	1058	1.7	6.1	94	692	1.0	8.6	82	228	.9	7.2	147	356	1.6	7.6	146	302	1.6	10.9
4-Book	146	1032	1.6	5.8	92	705	1.0	8.2	67	186	.7	5.8	118	282	1.3	6.1	114	268	1.2	8.3
<b>WHAT-AM</b>																				
FA '98	5	46	.1	.2	1	30	.1	.1					2	10	.1	.1	2	10	.1	.1
4-Book	17	106	.2	.7	8	71	.1	.7	5	12	.1	.4	18	28	.2	.9	8	21	.1	.6
<b>WIOQ-FM</b>																				
FA '98	105	933	1.2	4.2	35	519	.4	3.2	38	131	.4	3.3	61	233	.7	3.2	52	172	.6	3.9
4-Book	77	857	.9	3.1	41	571	.4	3.6	40	127	.4	3.4	73	260	.8	3.8	64	184	.7	4.7
<b>WIP -AM</b>																				
FA '98	173	1760	1.9	6.9	50	836	.6	4.6	80	307	.9	7.0	77	270	.9	4.0	51	229	.6	3.8
4-Book	169	1638	1.9	6.7	46	738	.5	4.1	63	242	.7	5.5	82	289	.9	4.3	51	204	.6	3.8
<b>WJJZ-FM</b>																				
FA '98	122	935	1.3	4.9	48	527	.5	4.4	35	116	.4	3.1	82	220	.9	4.2	68	185	.8	5.1
4-Book	112	917	1.2	4.5	59	656	.7	5.2	47	147	.5	4.1	89	231	1.0	4.6	81	228	.9	5.9
<b>WMGK-FM</b>																				
FA '98	196	1610	2.2	7.8	72	855	.8	6.6	78	234	.9	6.8	152	413	1.7	7.9	101	316	1.1	7.6
4-Book	185	1574	2.0	7.3	79	978	.9	7.0	88	271	1.0	7.5	165	461	1.8	8.6	106	329	1.2	7.8
<b>WMMR-FM</b>																				
FA '98	184	1669	2.0	7.3	58	932	.6	5.3	63	270	.7	5.5	149	500	1.6	7.7	87	272	1.0	6.5
4-Book	185	1684	2.0	7.3	71	1010	.8	6.3	77	280	.9	6.6	147	496	1.6	7.6	84	324	.9	6.2
<b>WOGL-FM</b>																				
FA '98	118	1031	1.3	4.7	72	659	.8	6.6	67	174	.7	5.9	130	255	1.4	6.7	82	220	.9	6.1
4-Book	118	1102	1.3	4.7	64	701	.7	5.7	54	178	.6	4.6	103	243	1.1	5.4	78	243	.9	5.7
<b>WPEN-AM</b>																				
FA '98	12	82	.1	.5	4	46	.1	.4	11	20	.1	1.0	9	9	.1	.5	5	19	.1	.4
4-Book	7	94	.1	.3	4	66	.1	.4	6	21	.1	.5	4	11	.1	.2	2	14		.2
<b>WPHT-FM</b>																				
FA '98	46	606	.5	1.8	30	374	.3	2.7	18	39	.2	1.6	77	187	.9	4.0	41	144	.5	3.1
4-Book	40	519	.4	1.6	26	315	.3	2.3	12	43	.2	1.0	49	146	.5	2.5	38	115	.4	2.8
<b>WPHT-AM</b>																				
FA '98	14	179	.2	.6	7	107	.1	.6	5	16	.1	.4	13	33	.1	.7	8	8	.1	.6
4-Book	20	288	.2	.8	13	207	.2	1.2	8	23	.1	.7	17	44	.2	.9	11	34	.2	.8
<b>WPLY-FM</b>																				
FA '98	42	875	.5	1.7	28	495	.3	2.6	19	111	.2	1.7	80	235	.9	4.1	29	163	.3	2.2
4-Book	52	855	.6	2.1	27	500	.3	2.4	27	107	.3	2.3	58	235	.6	3.0	36	149	.4	2.6
<b>WURD-AM</b>																				
FA '98	3	75	.1	.1	9	66	.1	.8	8	16	.1	.7	14	39	.2	.7	2	8		.1
4-Book	11	86	.1	.4	8	69	.1	.7	10	27	.1	.9	20	44	.2	1.0	2	9		.2
<b>WUSL-FM</b>																				
FA '98	96	868	1.1	3.8	57	544	.6	5.2	34	86	.4	3.0	75	195	.8	3.9	103	231	1.1	7.7
4-Book	76	747	.9	3.0	50	528	.5	4.5	34	95	.4	3.0	73	205	.8	3.8	78	178	.9	5.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 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
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98	* 3	37		.1	* 2	26		.2	* 3	10		.3	5	17	.1	.3	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	78	717	.9	3.1	29	330	.3	2.6	31	78	.3	2.7	23	70	.3	1.2	15	54	.2	1.1
4-Book	71	718	.8	2.8	37	371	.4	3.3	42	102	.5	3.6	30	83	.4	1.6	19	48	.2	1.5
<b>WVJZ-AM</b>																				
FA '98		10			1	10		.1					4	10		.2	1	10		.1
4-Book	1	14			1	10		.1	1	2		.1	2	6		.1	1	4		.1
<b>WXTU-FM</b>																				
FA '98	84	784	.9	3.3	38	538	.4	3.5	38	167	.4	3.3	55	170	.6	2.8	51	207	.6	3.8
4-Book	99	743	1.1	3.9	49	522	.5	4.3	49	167	.6	4.2	89	246	1.0	4.6	75	205	.9	5.5
<b>WXXM-FM</b>																				
FA '98	40	763	.4	1.6	18	436	.2	1.6	9	60	.1	.8	31	133	.3	1.6	30	151	.3	2.2
4-Book	59	831	.6	2.3	30	527	.3	2.6	22	102	.3	1.9	53	221	.6	2.8	49	191	.5	3.6
<b>WYSP-FM</b>																				
FA '98	335	2488	3.7	13.3	90	1299	1.0	8.2	57	210	.6	5.0	133	450	1.5	6.9	62	210	.7	4.6
4-Book	340	2593	3.7	13.5	65	1013	.7	5.8	64	232	.7	5.4	123	421	1.4	6.4	70	240	.8	5.1
<b>WYXR-FM</b>																				
FA '98	54	791	.6	2.1	42	550	.5	3.8	62	187	.7	5.4	62	205	.7	3.2	61	168	.7	4.6
4-Book	63	806	.7	2.5	46	621	.5	4.1	41	152	.5	3.5	100	294	1.1	5.2	68	199	.8	5.0
<b>WBYN-FM</b>																				
FA '98	5	66	.1	.2	1	33		.1	1	9		.1					3	19		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	11	81	.1	.4	1	36		.1	2	19		.2	2	9		.1	1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	14	93	.2	.6	8	89	.1	.7	5	30	.1	.4	36	50	.4	1.9	13	30	.1	1.0
4-Book	11	92	.1	.5	4	58		.4	3	16		.2	13	24	.1	.7	6	19	.1	.5
<b>WKXV-FM</b>																				
FA '98	44	346	.5	1.8	7	145	.1	.6	5	18	.1	.4	9	56	.1	.5	15	55	.2	1.1
4-Book	34	324	.4	1.4	7	127	.1	.6	7	39	.1	.6	11	37	.1	.6	6	25	.1	.5
<b>+WNJO-FM</b>																				
FA '98	15	252	.2	.6	8	149	.1	.7	3	17		.3	24	79	.3	1.2	14	51	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	24	447	.3	1.0	20	359	.2	1.8	17	75	.2	1.5	37	143	.4	1.9	27	110	.3	2.0
4-Book	27	441	.3	1.1	14	276	.2	1.3	10	45	.1	.9	28	128	.3	1.4	25	87	.3	1.8
<b>WRDR-FM</b>																				
FA '98	1	17			3	17		.3	2	9		.2	9	9	.1	.5	7	17	.1	.5
4-Book	3	39		.1	3	28		.3	1	5		.1	7	14	.1	.4	6	15	.1	.4
<b>TOTALS</b>																				
FA '98	2513	8662	27.8		1098	7175	12.1		1145	3291	12.6		1933	4413	21.4		1334	3338	14.7	
4-Book	2520	8739	27.6		1129	7213	12.4		1167	3287	12.8		1928	4512	21.1		1363	3420	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

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		
<b>KYW -AM</b>																					
FA '98	12	121	.1	1.7	56	312	.6	7.5	42	244	.5	3.0	19	123	.2	2.1	14	121	.2	2.6	
4-Book	12	112	.1	1.5	77	388	.8	9.3	41	258	.5	3.2	22	126	.2	2.2	17	137	.2	2.8	
<b>WBEB-FM</b>																					
FA '98	20	93	.2	2.9	30	91	.3	4.0	48	155	.5	3.4	23	72	.3	2.6	15	71	.2	2.8	
4-Book	21	92	.2	2.7	23	74	.3	2.8	33	139	.4	2.5	23	89	.3	2.4	18	76	.2	2.9	
<b>WDAS-AM</b>																					
FA '98	1	8		.1	26	63	.3	3.5	27	63	.3	1.9	4	8		.5	2	18		.4	
4-Book	1	4		.1	37	82	.4	4.5	20	54	.2	1.6	9	19	.1	.9	3	16		.5	
<b>WDAS-FM</b>																					
FA '98	100	208	1.1	14.3	41	112	.5	5.5	75	183	.8	5.3	51	162	.6	5.8	101	186	1.1	18.7	
4-Book	87	210	1.0	11.1	46	106	.5	5.6	71	182	.8	5.4	72	158	.8	7.3	149	251	1.6	23.7	
<b>WHAT-AM</b>																					
FA '98	1	10		.1	2	10		.3										10			
4-Book	3	11		.4	14	31	.2	1.7	11	27	.1	.9	6	13	.1	.6		3			
<b>WIOQ-FM</b>																					
FA '98	25	79	.3	3.6	13	46	.1	1.7	46	134	.5	3.2	20	83	.2	2.3	25	77	.3	4.6	
4-Book	35	120	.4	4.3	15	52	.2	1.8	35	124	.4	2.7	32	116	.3	3.3	29	103	.3	4.6	
<b>WIP -AM</b>																					
FA '98	31	155	.3	4.4	32	149	.4	4.3	57	205	.6	4.0	45	230	.5	5.1	30	141	.3	5.6	
4-Book	19	98	.2	2.5	36	134	.4	4.3	52	198	.6	4.0	40	155	.5	4.1	23	93	.2	3.7	
<b>WJJZ-FM</b>																					
FA '98	37	139	.4	5.3	42	85	.5	5.6	54	136	.6	3.8	44	122	.5	5.0	23	82	.3	4.3	
4-Book	58	182	.6	7.2	42	122	.5	5.2	61	188	.7	4.7	55	139	.6	5.6	36	112	.4	5.9	
<b>WMGK-FM</b>																					
FA '98	41	125	.5	5.9	39	151	.4	5.2	91	268	1.0	6.4	54	151	.6	6.1	19	82	.2	3.5	
4-Book	45	170	.5	5.7	33	127	.4	4.0	84	297	.9	6.5	76	210	.8	7.7	33	125	.4	5.3	
<b>WMMR-FM</b>																					
FA '98	28	136	.3	4.0	20	99	.2	2.7	56	212	.6	3.9	30	176	.3	3.4	24	105	.3	4.4	
4-Book	37	142	.4	4.6	40	139	.4	4.8	82	292	.9	6.4	67	225	.7	6.7	30	119	.3	4.8	
<b>WGL-FM</b>																					
FA '98	38	120	.4	5.4	72	158	.8	9.6	92	202	1.0	6.5	54	121	.6	6.1	37	110	.4	6.9	
4-Book	52	150	.6	6.5	66	185	.7	8.0	63	195	.7	4.8	61	172	.7	6.3	34	99	.4	5.6	
<b>WPEN-AM</b>																					
FA '98					5	10	.1	.7	2	9		.1						3	8		.6
4-Book	1	3		.1	6	26	.1	.7	6	19	.1	.4	3	7		.3	3	11	.1	.6	
<b>WPHI-FM</b>																					
FA '98	37	107	.4	5.3	9	36	.1	1.2	33	76	.4	2.3	13	72	.1	1.5	7	30	.1	1.3	
4-Book	35	99	.4	4.4	9	27	.1	1.1	22	82	.3	1.7	23	71	.3	2.4	13	37	.2	2.0	
<b>WPHT-AM</b>																					
FA '98	3	18		.4	14	41	.2	1.9	5	26	.1	.4						8	23	.1	1.5
4-Book	11	45	.1	1.4	15	40	.2	1.9	21	84	.3	1.7	13	53	.1	1.3	10	31	.1	1.6	
<b>WPLY-FM</b>																					
FA '98	14	57	.2	2.0	10	48	.1	1.3	33	134	.4	2.3	26	86	.3	2.9	9	96	.1	1.7	
4-Book	20	87	.2	2.5	13	53	.2	1.5	25	121	.3	1.9	24	97	.3	2.4	7	62	.1	1.2	
<b>WURD-AM</b>																					
FA '98	10	24	.1	1.4	5	8	.1	.7	19	52	.2	1.3	7	25	.1	.8	6	16	.1	1.1	
4-Book	3	6		.4	3	9		.4	17	39	.2	1.3	5	18	.1	.5	2	4		.3	
<b>WUSL-FM</b>																					
FA '98	55	155	.6	7.9	49	142	.5	6.5	71	208	.8	5.0	46	98	.5	5.2	26	64	.3	4.8	
4-Book	45	129	.5	5.7	51	141	.6	6.2	61	180	.7	4.7	36	89	.4	3.7	26	55	.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 Estimates

Target Listener Estimates - Men 25-49

Men 25-49																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 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				
+WWDB-AM WTEL-AM FA '98 4-Book				** ** ** *				** ** ** 1 10 .1				** ** ** *				** ** ** **							
WWDB-FM FA '98 4-Book				22 56 .2 3.1 27 63 .3 3.4				29 126 .3 3.9 33 113 .4 4.0				91 139 1.0 6.4 106 197 1.2 8.2				7 37 .1 .8 16 50 .2 1.6				8 47 .1 1.5 12 48 .2 2.0			
WWJZ-AM FA '98 4-Book								2 2 .2				1 2 .1				3 6 .3				2 .1			
WXTU-FM FA '98 4-Book				24 120 .3 3.4 31 129 .3 3.8				26 141 .3 3.5 23 92 .3 2.8				52 176 .6 3.7 59 184 .7 4.5				42 149 .5 4.7 44 131 .5 4.5				17 77 .2 3.1 18 77 .2 3.0			
WXXM-FM FA '98 4-Book				6 47 .1 .9 18 90 .2 2.2				16 66 .2 2.1 14 55 .2 1.8				24 102 .3 1.7 33 123 .4 2.6				16 122 .2 1.8 32 123 .4 3.3				15 87 .2 2.8 16 89 .2 2.7			
WYSP-FM FA '98 4-Book				19 79 .2 2.7 29 122 .3 3.6				37 125 .4 4.9 22 79 .2 2.6				223 652 2.5 15.7 100 375 1.1 7.4				155 553 1.7 17.5 80 292 .9 8.4				26 109 .3 4.8 26 108 .3 4.2			
WYXR-FM FA '98 4-Book				20 72 .2 2.9 26 122 .3 3.3				35 106 .4 4.7 25 89 .3 3.1				48 176 .5 3.4 51 163 .6 3.9				34 144 .4 3.8 39 131 .4 4.0				18 50 .2 3.3 18 71 .2 2.9			
WBYN-FM FA '98 4-Book				** ** ** **				2 17 .3 ** ** ** **				** ** ** **				** ** ** **				1 15 .2 ** ** ** **			
WCTO-FM FA '98 4-Book				** ** ** **				** ** ** **				** ** ** **				1 9 .1 ** ** ** **				** ** ** **			
WJBR-FM FA '98 4-Book				1 10 .1 1 5 .1				2 18 .3 4 18 .4				3 10 .2 5 18 .4				2 6 .2 6 .2				1 5 .1			
WKXW-FM FA '98 4-Book				5 26 .1 .7 3 16 .4				4 10 .5 7 16 .1 .9				5 27 .1 .4 9 40 .1 .7				2 18 .2 8 26 .1 .7				6 18 .1 1.1 7 19 .1 1.2			
+WNJO-FM FA '98 4-Book				1 19 .1 ** ** ** **				1 7 .1 ** ** ** **				5 24 .1 .4 ** ** ** **				12 44 .1 1.4 ** ** ** **				5 19 .1 .9 ** ** ** **			
WPST-FM FA '98 4-Book				10 65 .1 1.4 9 49 .1 1.2				5 35 .1 .7 4 16 .1 .4				24 95 .3 1.7 18 79 .2 1.3				27 100 .3 3.0 14 54 .2 1.4				10 46 .1 1.9 6 30 .1 1.0			
WRDR-FM FA '98 4-Book				6 13 .1 .7				2				2 8 .2 4 .2				2 8 .2 4 11 .3				2			
TOTALS FA '98 4-Book				700 2102 7.7 798 2290 8.8				750 2273 8.3 821 2407 9.0				1422 3646 15.7 1302 3539 14.3				886 2775 9.8 984 2666 10.8				540 1619 6.0 618 1812 6.8			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KYW -AM</b>																				
FA '98	98	2985	.9	4.8	232	2068	2.2	7.2	86	1030	.8	3.0	136	1518	1.3	5.4	38	725	.4	4.4
SU '98	106	3145	1.0	5.2	260	2076	2.5	8.2	89	1005	.8	3.1	140	1603	1.3	5.6	40	629	.4	4.2
SP '98	115	3249	1.1	5.4	299	2176	2.8	8.9	106	1094	1.0	3.4	165	1708	1.6	6.4	37	754	.4	4.1
WI '98	122	3385	1.2	6.0	332	2389	3.1	9.7	108	1110	1.0	3.9	141	1604	1.3	5.8	40	706	.4	4.4
<b>4-Book</b>	<b>110</b>	<b>3191</b>	<b>1.1</b>	<b>5.4</b>	<b>281</b>	<b>2177</b>	<b>2.7</b>	<b>8.5</b>	<b>97</b>	<b>1060</b>	<b>.9</b>	<b>3.4</b>	<b>146</b>	<b>1608</b>	<b>1.4</b>	<b>5.8</b>	<b>39</b>	<b>704</b>	<b>.4</b>	<b>4.3</b>
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
<b>WBEB-FM</b>																				
FA '98	84	1260	.8	4.1	94	593	.9	2.9	159	591	1.5	5.5	107	678	1.0	4.3	32	313	.3	3.7
SU '98	66	1192	.6	3.3	95	614	.9	3.0	104	538	1.0	3.7	78	607	.7	3.1	34	367	.3	3.6
SP '98	98	1409	.9	4.6	128	690	1.2	3.8	189	620	1.8	6.1	135	911	1.3	5.2	28	399	.3	3.1
WI '98	57	1294	.5	2.8	102	621	1.0	3.0	79	501	.7	2.9	55	643	.5	2.2	27	365	.3	3.0
<b>4-Book</b>	<b>76</b>	<b>1289</b>	<b>.7</b>	<b>3.7</b>	<b>105</b>	<b>630</b>	<b>1.0</b>	<b>3.2</b>	<b>133</b>	<b>563</b>	<b>1.3</b>	<b>4.6</b>	<b>94</b>	<b>710</b>	<b>.9</b>	<b>3.7</b>	<b>30</b>	<b>361</b>	<b>.3</b>	<b>3.4</b>
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
<b>WDAS-AM</b>																				
FA '98	5	124	.2	.2	6	43	.1	.2	3	52	.1	.1	2	43	.1	.1				
SU '98	6	109	.1	.3	11	59	.1	.3	5	32	.2	.2	6	31	.1	.2	1	22	.1	.1
SP '98	10	178	.1	.5	17	71	.2	.5	10	19	.1	.3	10	50	.1	.4	1	19	.1	.1
WI '98	8	184	.1	.4	16	74	.2	.5	1	23	.1	.1	9	51	.1	.4	4	36	.4	.4
<b>4-Book</b>	<b>7</b>	<b>149</b>	<b>.1</b>	<b>.4</b>	<b>13</b>	<b>62</b>	<b>.2</b>	<b>.4</b>	<b>5</b>	<b>32</b>	<b>.2</b>	<b>.2</b>	<b>7</b>	<b>44</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>19</b>	<b>.2</b>	<b>.2</b>
FA '97	6	128	.1	.3	10	51	.1	.3	5	24	.2	.2	6	41	.1	.2	4	28	.5	.5
<b>WDAS-FM</b>																				
FA '98	137	1260	1.3	6.8	215	891	2.0	6.7	154	636	1.5	5.3	151	763	1.4	6.0	92	607	.9	10.6
SU '98	142	1339	1.3	7.0	220	807	2.1	6.9	178	724	1.7	6.3	152	729	1.4	6.1	95	576	.9	9.9
SP '98	136	1362	1.3	6.4	185	758	1.8	5.5	124	656	1.2	4.0	141	693	1.3	5.5	117	626	1.1	12.9
WI '98	134	1289	1.3	6.6	206	839	2.0	6.0	151	691	1.4	5.5	142	703	1.3	5.8	112	613	1.1	12.4
<b>4-Book</b>	<b>137</b>	<b>1313</b>	<b>1.3</b>	<b>6.7</b>	<b>207</b>	<b>824</b>	<b>2.0</b>	<b>6.3</b>	<b>152</b>	<b>677</b>	<b>1.5</b>	<b>5.3</b>	<b>147</b>	<b>722</b>	<b>1.4</b>	<b>5.9</b>	<b>104</b>	<b>606</b>	<b>1.0</b>	<b>11.5</b>
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
<b>WHAT-AM</b>																				
FA '98	4	82	.2	.2	1	19	.1	.1	5	25	.2	.2	15	45	.1	.6		10		
SU '98	15	200	.1	.7	29	104	.3	.9	31	143	.3	1.1	10	50	.1	.4	4	46	.4	.4
SP '98	19	150	.2	.9	31	86	.3	.9	32	97	.3	1.0	19	65	.2	.7	5	41	.6	.6
WI '98	18	232	.2	.9	17	107	.2	.5	39	107	.4	1.4	17	82	.2	.7	4	34	.4	.4
<b>4-Book</b>	<b>14</b>	<b>166</b>	<b>.1</b>	<b>.7</b>	<b>20</b>	<b>79</b>	<b>.2</b>	<b>.6</b>	<b>27</b>	<b>93</b>	<b>.3</b>	<b>.9</b>	<b>15</b>	<b>61</b>	<b>.2</b>	<b>.6</b>	<b>3</b>	<b>33</b>	<b>.4</b>	<b>.4</b>
FA '97	17	196	.2	.8	21	105	.2	.6	29	111	.3	.9	25	90	.2	1.0	4	46	.5	.5
<b>WIOQ-FM</b>																				
FA '98	74	1220	.7	3.6	89	463	.8	2.8	127	551	1.2	4.4	101	682	1.0	4.0	40	333	.4	4.6
SU '98	51	1084	.5	2.5	61	348	.6	1.9	73	388	.7	2.6	67	566	.6	2.7	31	420	.3	3.2
SP '98	68	1155	.6	3.2	61	491	.6	1.8	106	459	1.0	3.4	81	550	.8	3.1	48	268	.5	5.3
WI '98	57	1268	.5	2.8	73	576	.7	2.1	78	537	.7	2.8	68	668	.6	2.8	28	461	.3	3.1
<b>4-Book</b>	<b>63</b>	<b>1182</b>	<b>.6</b>	<b>3.0</b>	<b>71</b>	<b>470</b>	<b>.7</b>	<b>2.2</b>	<b>96</b>	<b>484</b>	<b>.9</b>	<b>3.3</b>	<b>79</b>	<b>617</b>	<b>.8</b>	<b>3.2</b>	<b>37</b>	<b>371</b>	<b>.4</b>	<b>4.1</b>
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
<b>WIP -AM</b>																				
FA '98	137	2240	1.3	6.8	230	1274	2.2	7.2	189	1017	1.8	6.5	212	1483	2.0	8.5	58	841	.6	6.7
SU '98	107	1696	1.0	5.3	187	1005	1.8	5.9	157	843	1.5	5.5	167	1172	1.6	6.7	34	469	.3	3.6
SP '98	114	1890	1.1	5.4	221	1190	2.1	6.6	164	922	1.6	5.3	156	1185	1.5	6.1	38	583	.4	4.2
WI '98	157	2483	1.5	7.7	292	1477	2.8	8.6	204	1273	1.9	7.4	250	1674	2.4	10.2	57	773	.5	6.3
<b>4-Book</b>	<b>129</b>	<b>2077</b>	<b>1.2</b>	<b>6.3</b>	<b>233</b>	<b>1237</b>	<b>2.2</b>	<b>7.1</b>	<b>179</b>	<b>1014</b>	<b>1.7</b>	<b>6.2</b>	<b>196</b>	<b>1379</b>	<b>1.9</b>	<b>7.9</b>	<b>47</b>	<b>667</b>	<b>.5</b>	<b>5.2</b>
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
<b>WJZZ-FM</b>																				
FA '98	101	1376	1.0	5.0	118	679	1.1	3.7	168	692	1.6	5.8	139	795	1.3	5.5	51	492	.5	5.9
SU '98	103	1386	1.0	5.1	107	680	1.0	3.4	171	690	1.6	6.0	130	860	1.2	5.2	65	468	.6	6.8
SP '98	105	1443	1.0	5.0	104	600	1.0	3.1	166	666	1.6	5.3	123	801	1.2	4.8	60	613	.6	6.6
WI '98	105	1333	1.0	5.2	121	640	1.1	3.6	158	551	1.5	5.7	145	812	1.4	5.9	60	504	.6	6.6
<b>4-Book</b>	<b>104</b>	<b>1385</b>	<b>1.0</b>	<b>5.1</b>	<b>113</b>	<b>650</b>	<b>1.1</b>	<b>3.5</b>	<b>166</b>	<b>650</b>	<b>1.6</b>	<b>5.7</b>	<b>134</b>	<b>817</b>	<b>1.3</b>	<b>5.4</b>	<b>59</b>	<b>519</b>	<b>.6</b>	<b>6.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	140	2027	1.3	6.9	189	1000	1.8	5.9	248	1049	2.4	8.5	181	1269	1.7	7.2	49	510	.5	5.6
SU '98	136	1912	1.3	6.7	147	926	1.4	4.6	256	969	2.4	9.0	173	1211	1.6	7.0	54	485	.5	5.6
SP '98	136	1906	1.3	6.4	155	926	1.5	4.6	254	969	2.4	8.2	176	1196	1.7	6.8	46	615	.4	5.1
WI '98	134	2205	1.3	6.6	155	956	1.5	4.6	224	1019	2.1	8.1	179	1421	1.7	7.3	54	716	.5	6.0
<b>4-Book</b>	<b>137</b>	<b>2013</b>	<b>1.3</b>	<b>6.7</b>	<b>162</b>	<b>952</b>	<b>1.6</b>	<b>4.9</b>	<b>246</b>	<b>1002</b>	<b>2.3</b>	<b>8.5</b>	<b>177</b>	<b>1274</b>	<b>1.7</b>	<b>7.1</b>	<b>51</b>	<b>582</b>	<b>.5</b>	<b>5.6</b>
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
<b>WMMR-FM</b>																				
FA '98	128	2125	1.2	6.3	171	1030	1.6	5.3	259	1066	2.5	8.9	154	1252	1.5	6.1	39	529	.4	4.5
SU '98	143	2254	1.4	7.1	184	1074	1.7	5.8	251	1058	2.4	8.8	186	1310	1.8	7.5	61	735	.6	6.4
SP '98	139	2018	1.3	6.6	214	877	2.0	6.4	241	1117	2.3	7.7	160	1196	1.5	6.2	48	518	.5	5.3
WI '98	113	1979	1.1	5.5	170	891	1.6	5.0	192	869	1.8	7.0	125	1198	1.2	5.1	32	517	.3	3.5
<b>4-Book</b>	<b>131</b>	<b>2094</b>	<b>1.3</b>	<b>6.4</b>	<b>185</b>	<b>968</b>	<b>1.7</b>	<b>5.6</b>	<b>236</b>	<b>1028</b>	<b>2.3</b>	<b>8.1</b>	<b>156</b>	<b>1239</b>	<b>1.5</b>	<b>6.2</b>	<b>45</b>	<b>575</b>	<b>.5</b>	<b>4.9</b>
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
<b>WOGL-FM</b>																				
FA '98	125	1674	1.2	6.2	149	758	1.4	4.6	205	806	2.0	7.0	132	892	1.3	5.3	49	503	.5	5.6
SU '98	109	1842	1.0	5.4	152	843	1.4	4.8	154	736	1.5	5.4	139	980	1.3	5.6	41	505	.4	4.3
SP '98	137	1989	1.3	6.5	162	938	1.5	4.8	238	868	2.3	7.7	180	1106	1.7	7.0	47	587	.4	5.2
WI '98	98	1645	.9	4.8	134	832	1.3	3.9	133	617	1.3	4.8	125	934	1.2	5.1	37	510	.4	4.1
<b>4-Book</b>	<b>117</b>	<b>1788</b>	<b>1.1</b>	<b>5.7</b>	<b>149</b>	<b>843</b>	<b>1.4</b>	<b>4.5</b>	<b>183</b>	<b>757</b>	<b>1.8</b>	<b>6.2</b>	<b>144</b>	<b>978</b>	<b>1.4</b>	<b>5.8</b>	<b>44</b>	<b>526</b>	<b>.4</b>	<b>4.8</b>
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
<b>WPEN-AM</b>																				
FA '98	16	153	.2	.8	25	75	.2	.8	28	102	.3	1.0	14	57	.1	.6	9	21	.1	1.0
SU '98	6	162	.1	.3	4	49	.1	.1	5	61	.1	.2	12	60	.1	.5	1	24	.1	.1
SP '98	6	130	.1	.3	11	70	.1	.3	8	51	.1	.3	6	43	.1	.2				
WI '98	11	252	.1	.5	28	130	.3	.8	12	110	.1	.4	11	114	.1	.4	5	57	.6	.6
<b>4-Book</b>	<b>10</b>	<b>174</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>81</b>	<b>.2</b>	<b>.5</b>	<b>13</b>	<b>81</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>69</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>26</b>	<b>.4</b>	<b>.4</b>
FA '97	7	169	.1	.3	7	68	.1	.2	12	49	.1	.4	7	84	.1	.3	1	26	.1	.1
<b>WPHI-FM</b>																				
FA '98	39	757	.4	1.9	45	317	.4	1.4	46	284	.4	1.6	48	455	.5	1.9	30	314	.3	3.4
SU '98	30	474	.3	1.5	17	182	.2	.5	39	260	.4	1.4	41	294	.4	1.6	32	258	.3	3.3
SP '98	36	562	.3	1.7	34	264	.3	1.0	33	273	.3	1.1	60	389	.6	2.3	42	242	.4	4.6
WI '98	36	760	.3	1.8	45	321	.4	1.3	33	311	.3	1.2	55	405	.5	2.2	27	264	.3	3.0
<b>4-Book</b>	<b>35</b>	<b>638</b>	<b>.3</b>	<b>1.7</b>	<b>35</b>	<b>271</b>	<b>.3</b>	<b>1.1</b>	<b>38</b>	<b>282</b>	<b>.4</b>	<b>1.3</b>	<b>51</b>	<b>386</b>	<b>.5</b>	<b>2.0</b>	<b>33</b>	<b>270</b>	<b>.3</b>	<b>3.6</b>
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
<b>WPHT-AM</b>																				
FA '98	15	435	.1	.7	26	166	.2	.8	22	122	.2	.8	18	141	.2	.7	2	55	.2	.2
SU '98	32	804	.3	1.6	57	252	.5	1.8	16	146	.2	.6	39	266	.4	1.6	32	394	.3	3.3
SP '98	26	763	.2	1.2	39	190	.4	1.2	20	223	.2	.6	17	235	.2	.7	40	391	.4	4.4
WI '98	21	585	.2	1.0	54	265	.5	1.6	15	196	.1	.5	20	228	.2	.8	13	119	.1	1.4
<b>4-Book</b>	<b>24</b>	<b>647</b>	<b>.2</b>	<b>1.1</b>	<b>44</b>	<b>218</b>	<b>.4</b>	<b>1.4</b>	<b>18</b>	<b>172</b>	<b>.2</b>	<b>.6</b>	<b>24</b>	<b>218</b>	<b>.3</b>	<b>1.0</b>	<b>22</b>	<b>240</b>	<b>.2</b>	<b>2.3</b>
FA '97	13	482	.1	.6	21	151	.2	.6	18	92	.2	.6	14	121	.1	.5	6	110	.1	.7
<b>WPLY-FM</b>																				
FA '98	34	1153	.3	1.7	32	443	.3	1.0	45	395	.4	1.5	52	640	.5	2.1	15	298	.1	1.7
SU '98	46	1153	.4	2.3	58	465	.6	1.8	63	406	.6	2.2	72	587	.7	2.9	20	305	.2	2.1
SP '98	37	1036	.4	1.7	49	435	.5	1.5	68	416	.6	2.2	56	472	.5	2.2	9	270	.1	1.0
WI '98	35	1122	.3	1.7	69	522	.7	2.0	29	356	.3	1.1	44	461	.4	1.8	16	346	.2	1.8
<b>4-Book</b>	<b>38</b>	<b>1116</b>	<b>.4</b>	<b>1.9</b>	<b>52</b>	<b>466</b>	<b>.5</b>	<b>1.6</b>	<b>51</b>	<b>393</b>	<b>.5</b>	<b>1.8</b>	<b>56</b>	<b>540</b>	<b>.5</b>	<b>2.3</b>	<b>15</b>	<b>305</b>	<b>.2</b>	<b>1.7</b>
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
<b>WURD-AM</b>																				
FA '98	6	83	.1	.3	3	45	.1	.1	3	16	.1	.1	4	46	.1	.2	7	31	.1	.8
SU '98	9	104	.1	.4	5	80	.1	.2	17	97	.2	.6	9	41	.1	.4	1	16	.1	.1
SP '98	13	122	.1	.6	16	87	.2	.5	25	85	.2	.8	16	63	.2	.6	1	15	.1	.1
WI '98	8	108	.1	.4	13	46	.1	.4	12	88	.1	.4	11	54	.1	.4	1	8	.1	.1
<b>4-Book</b>	<b>9</b>	<b>104</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>65</b>	<b>.1</b>	<b>.3</b>	<b>14</b>	<b>72</b>	<b>.1</b>	<b>.5</b>	<b>10</b>	<b>51</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>18</b>	<b>.3</b>	<b>.3</b>
FA '97	12	136	.1	.6	32	98	.3	1.0	13	97	.1	.4	7	60	.1	.3	3	21	.1	.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>WUSL-FM</b>																				
FA '98	82	1145	.8	4.0	84	564	.8	2.6	90	475	.9	3.1	125	630	1.2	5.0	70	483	.7	8.0
SU '98	56	971	.5	2.8	62	380	.6	2.0	72	482	.7	2.5	68	520	.6	2.7	37	428	.4	3.9
SP '98	73	914	.7	3.4	81	423	.8	2.4	95	500	.9	3.1	84	516	.8	3.3	54	289	.5	6.0
WI '98	56	1024	.5	2.7	59	423	.6	1.7	65	526	.6	2.4	66	487	.6	2.7	43	309	.4	4.8
<b>4-Book</b>	<b>67</b>	<b>1014</b>	<b>.6</b>	<b>3.2</b>	<b>72</b>	<b>448</b>	<b>.7</b>	<b>2.2</b>	<b>81</b>	<b>496</b>	<b>.8</b>	<b>2.8</b>	<b>86</b>	<b>538</b>	<b>.8</b>	<b>3.4</b>	<b>51</b>	<b>377</b>	<b>.5</b>	<b>5.7</b>
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
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 5	106		.2	* 1	8			7	44	.1	.2	* 6	26	.1	.2				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	62	1067	.6	3.1	78	415	.7	2.4	117	545	1.1	4.0	66	449	.6	2.6	29	284	.3	3.3
SU '98	58	1129	.6	2.9	41	353	.4	1.3	100	519	.9	3.5	92	517	.9	3.7	24	199	.2	2.5
SP '98	55	985	.5	2.6	60	341	.6	1.8	97	438	.9	3.1	66	413	.6	2.6	34	238	.3	3.7
WI '98	83	1230	.8	4.1	60	404	.6	1.8	166	644	1.6	6.0	91	569	.9	3.7	40	252	.4	4.4
<b>4-Book</b>	<b>65</b>	<b>1103</b>	<b>.6</b>	<b>3.2</b>	<b>60</b>	<b>378</b>	<b>.6</b>	<b>1.8</b>	<b>120</b>	<b>537</b>	<b>1.1</b>	<b>4.2</b>	<b>79</b>	<b>487</b>	<b>.8</b>	<b>3.2</b>	<b>32</b>	<b>243</b>	<b>.3</b>	<b>3.5</b>
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
<b>WWJZ-AM</b>																				
FA '98		10												10						
SU '98	4	50		.2	8	15	.1	.3	2	15		.1	4	24		.2	3	34		.3
SP '98	1	53			2	10		.1	2	45		.1		9						
WI '98	1	24			1	9			2	18		.1								
<b>4-Book</b>	<b>2</b>	<b>34</b>		<b>.1</b>	<b>3</b>	<b>9</b>		<b>.1</b>	<b>2</b>	<b>20</b>		<b>.1</b>	<b>1</b>	<b>11</b>		<b>.1</b>	<b>1</b>	<b>9</b>		<b>.1</b>
FA '97		19			1	11								8						
<b>WXTU-FM</b>																				
FA '98	77	1078	.7	3.8	126	672	1.2	3.9	111	551	1.1	3.8	93	743	.9	3.7	28	376	.3	3.2
SU '98	98	1124	.9	4.8	143	708	1.4	4.5	140	582	1.3	4.9	116	718	1.1	4.7	31	488	.3	3.2
SP '98	92	1097	.9	4.3	128	651	1.2	3.8	158	552	1.5	5.1	127	727	1.2	4.9	32	331	.3	3.5
WI '98	87	1113	.8	4.3	97	616	.9	2.8	124	596	1.2	4.5	131	682	1.2	5.4	38	313	.4	4.2
<b>4-Book</b>	<b>89</b>	<b>1103</b>	<b>.8</b>	<b>4.3</b>	<b>124</b>	<b>662</b>	<b>1.2</b>	<b>3.8</b>	<b>133</b>	<b>570</b>	<b>1.3</b>	<b>4.6</b>	<b>117</b>	<b>718</b>	<b>1.1</b>	<b>4.7</b>	<b>32</b>	<b>377</b>	<b>.3</b>	<b>3.5</b>
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
<b>WXXM-FM</b>																				
FA '98	30	935	.3	1.5	31	381	.3	1.0	43	375	.4	1.5	49	606	.5	2.0	15	335	.1	1.7
SU '98	46	1190	.4	2.3	59	594	.6	1.9	52	377	.5	1.8	65	621	.6	2.6	32	389	.3	3.3
SP '98	55	1122	.5	2.6	77	570	.7	2.3	90	422	.9	2.9	73	617	.7	2.8	13	278	.1	1.4
WI '98	45	1043	.4	2.2	51	455	.5	1.5	66	400	.6	2.4	57	597	.5	2.3	26	369	.2	2.9
<b>4-Book</b>	<b>44</b>	<b>1073</b>	<b>.4</b>	<b>2.2</b>	<b>55</b>	<b>500</b>	<b>.5</b>	<b>1.7</b>	<b>63</b>	<b>394</b>	<b>.6</b>	<b>2.2</b>	<b>61</b>	<b>610</b>	<b>.6</b>	<b>2.4</b>	<b>22</b>	<b>343</b>	<b>.2</b>	<b>2.3</b>
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
<b>WYSP-FM</b>																				
FA '98	209	3273	2.0	10.3	673	2172	6.4	20.9	260	1377	2.5	8.9	112	934	1.1	4.5	29	445	.3	3.3
SU '98	198	2944	1.9	9.8	695	2253	6.6	21.9	227	1435	2.2	8.0	115	966	1.1	4.6	46	616	.4	4.8
SP '98	210	2988	2.0	9.9	643	2175	6.1	19.2	288	1485	2.7	9.3	156	1207	1.5	6.1	40	484	.4	4.4
WI '98	213	3047	2.0	10.5	739	2313	7.0	21.7	264	1503	2.5	9.6	132	1133	1.3	5.4	34	514	.3	3.8
<b>4-Book</b>	<b>208</b>	<b>3063</b>	<b>2.0</b>	<b>10.1</b>	<b>688</b>	<b>2228</b>	<b>6.5</b>	<b>20.9</b>	<b>260</b>	<b>1450</b>	<b>2.5</b>	<b>9.0</b>	<b>129</b>	<b>1060</b>	<b>1.3</b>	<b>5.2</b>	<b>37</b>	<b>515</b>	<b>.4</b>	<b>4.1</b>
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
<b>WYXR-FM</b>																				
FA '98	47	1140	.4	2.3	65	555	.6	2.0	52	431	.5	1.8	59	563	.6	2.4	22	342	.2	2.5
SU '98	63	1103	.6	3.1	75	461	.7	2.4	104	396	1.0	3.7	84	622	.8	3.4	17	352	.2	1.8
SP '98	50	1211	.5	2.4	53	433	.5	1.6	64	415	.6	2.1	73	670	.7	2.8	21	338	.2	2.3
WI '98	58	1301	.6	2.8	63	502	.6	1.8	72	534	.7	2.6	73	651	.7	3.0	34	376	.3	3.8
<b>4-Book</b>	<b>55</b>	<b>1189</b>	<b>.5</b>	<b>2.7</b>	<b>64</b>	<b>488</b>	<b>.6</b>	<b>2.0</b>	<b>73</b>	<b>444</b>	<b>.7</b>	<b>2.6</b>	<b>72</b>	<b>627</b>	<b>.7</b>	<b>2.9</b>	<b>24</b>	<b>352</b>	<b>.2</b>	<b>2.6</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 25-54

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	
<b>WBVN-FM</b>																				
FA '98	3	91	.1	7	73	.1	.2	2	9	.1	.1	7	65	.1	.3	1	26	.1	.1	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	5	67	.2	4	32	.1	.1	8	8	.1	.3	4	25	.2	.2	9				
<b>WCTO-FM</b>																				
FA '98	7	101	.1	.3	9	45	.1	.3	12	54	.1	.4	11	71	.1	.4	7	18	.1	.8
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WJBR-FM</b>																				
FA '98	14	203	.1	.7	21	82	.2	.7	24	64	.2	.8	15	108	.1	.6	3	73	.3	
SU '98	7	146	.1	.3	5	52	.2	.2	12	52	.1	.4	16	86	.2	.6	3	24	.3	
SP '98	10	163	.1	.5	21	80	.2	.6	17	63	.2	.5	9	79	.1	.3	2	51	.2	
WI '98	8	193	.1	.4	10	89	.1	.3	13	61	.1	.5	11	104	.1	.4	3	75	.3	
<b>4-Book</b>	<b>10</b>	<b>176</b>	<b>.1</b>	<b>.5</b>	<b>14</b>	<b>76</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>60</b>	<b>.2</b>	<b>.6</b>	<b>13</b>	<b>94</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>56</b>	<b>.3</b>	
FA '97	10	176	.1	.5	17	85	.2	.5	19	45	.2	.6	14	93	.1	.5	2	28	.2	
<b>WKXV-FM</b>																				
FA '98	30	478	.3	1.5	36	190	.3	1.1	56	220	.5	1.9	52	302	.5	2.1	13	147	.1	1.5
SU '98	23	427	.2	1.1	28	167	.3	.9	30	154	.3	1.1	45	246	.4	1.8	12	82	.1	1.3
SP '98	24	461	.2	1.1	40	245	.4	1.2	41	182	.4	1.3	39	241	.4	1.5	4	75	.4	
WI '98	23	410	.2	1.1	23	188	.2	.7	28	145	.3	1.0	47	243	.4	1.9	14	104	.1	1.5
<b>4-Book</b>	<b>25</b>	<b>444</b>	<b>.2</b>	<b>1.2</b>	<b>32</b>	<b>198</b>	<b>.3</b>	<b>1.0</b>	<b>39</b>	<b>175</b>	<b>.4</b>	<b>1.3</b>	<b>46</b>	<b>258</b>	<b>.4</b>	<b>1.8</b>	<b>11</b>	<b>102</b>	<b>.1</b>	<b>1.2</b>
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
<b>+WNJO-FM</b>																				
FA '98	16	404	.2	.8	13	180	.1	.4	30	185	.3	1.0	23	211	.2	.9	5	78	.6	
SU '98	27	361	.3	1.3	36	145	.3	1.1	43	168	.4	1.5	33	219	.3	1.3	14	151	.1	1.5
SP '98	16	379	.2	.8	14	165	.1	.4	28	185	.3	.9	21	201	.2	.8	5	100	.6	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WPST-FM</b>																				
FA '98	19	626	.2	.9	28	228	.3	.9	18	216	.2	.6	28	336	.3	1.1	5	108	.6	
SU '98	19	619	.2	.9	21	186	.2	.7	29	238	.3	1.0	20	305	.2	.8	13	220	.1	1.4
SP '98	22	590	.2	1.0	34	286	.3	1.0	30	238	.3	1.0	38	284	.4	1.5	8	171	.1	.9
WI '98	19	590	.2	.9	17	225	.2	.5	29	237	.3	1.1	31	262	.3	1.3	8	151	.1	.9
<b>4-Book</b>	<b>20</b>	<b>606</b>	<b>.2</b>	<b>.9</b>	<b>25</b>	<b>231</b>	<b>.3</b>	<b>.8</b>	<b>27</b>	<b>232</b>	<b>.3</b>	<b>.9</b>	<b>29</b>	<b>297</b>	<b>.3</b>	<b>1.2</b>	<b>9</b>	<b>163</b>	<b>.1</b>	<b>1.0</b>
FA '97	17	655	.2	.8	23	297	.2	.7	20	231	.2	.6	25	331	.2	1.0	9	181	.1	1.0
<b>WRDR-FM</b>																				
FA '98	1	43			1	18						2	16	.1			17			
SU '98	1	53			1	14			1	28			2	33	.1		8			
SP '98	1	45			1	16			1	21			2	24	.1		9			
WI '98	8	137	.1	.4	5	80	.1	.1	13	72	.1	.5	11	96	.1	.4	2	27	.2	
<b>4-Book</b>	<b>3</b>	<b>70</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>32</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>30</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>42</b>	<b>.2</b>	<b>.2</b>	<b>1</b>	<b>15</b>	<b>.1</b>	
FA '97	4	64	.2	.2	5	41	.1	.1	6	32	.1	.2	6	36	.1	.2	1	17	.1	
<b>TOTALS</b>																				
FA '98	2028	10157	19.3		3216	9287	30.6		2912	7557	27.7		2506	9018	23.9		870	5851	8.3	
SU '98	2028	10271	19.2		3172	9056	30.1		2844	7499	27.0		2488	8955	23.6		956	6131	9.1	
SP '98	2116	10164	20.1		3354	9236	31.8		3111	7588	29.5		2576	8978	24.4		907	5741	8.6	
WI '98	2038	10285	19.3		3406	9445	32.3		2757	7547	26.1		2446	8867	23.2		904	6006	8.6	
<b>4-Book</b>	<b>2053</b>	<b>10219</b>	<b>19.5</b>		<b>3287</b>	<b>9256</b>	<b>31.2</b>		<b>2906</b>	<b>7548</b>	<b>27.6</b>		<b>2504</b>	<b>8955</b>	<b>23.8</b>		<b>909</b>	<b>5932</b>	<b>8.7</b>	
FA '97	2137	10273	20.3		3366	9505	31.9		3122	7862	29.6		2623	9187	24.9		886	5945	8.4	

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

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

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

# Target Listener Estimates

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	
<b>KYW -AM</b>																				
FA '98	146	2640	1.4	5.1	54	1390	.5	4.2	134	682	1.3	9.7	58	323	.6	2.6	36	225	.3	2.3
4-Book	169	2892	1.6	5.8	55	1433	.5	4.2	139	676	1.3	10.0	55	330	.6	2.5	38	204	.4	2.4
<b>WBEB-FM</b>																				
FA '98	123	1048	1.2	4.3	51	524	.5	4.0	66	189	.6	4.8	108	244	1.0	4.8	61	162	.6	3.9
4-Book	112	1055	1.1	3.9	44	571	.4	3.3	51	177	.5	3.7	95	271	.9	4.3	54	171	.5	3.4
<b>WDAS-AM</b>																				
FA '98	3	94	.1	.1	11	96	.1	.9					11	27	.1	.5	8	8	.1	.5
4-Book	8	89	.1	.3	11	117	.1	.8	5	12	.4		6	15	.1	.3	3	4		.2
<b>WDAS-FM</b>																				
FA '98	172	1168	1.6	6.0	106	785	1.0	8.2	88	255	.8	6.4	162	382	1.5	7.2	161	325	1.5	10.4
4-Book	167	1148	1.6	5.8	108	820	1.0	8.2	84	232	.8	6.1	139	334	1.3	6.3	130	297	1.2	8.3
<b>WHAT-AM</b>																				
FA '98	7	63	.1	.2	3	56	.1	.2					9	18	.1	.4	2	10		.1
4-Book	21	132	.2	.7	10	93	.1	.7	6	14	.1	.4	20	32	.2	.9	9	23	.1	.6
<b>WIOQ-FM</b>																				
FA '98	107	996	1.0	3.7	36	545	.3	2.8	38	135	.4	2.7	63	241	.6	2.8	54	176	.5	3.5
4-Book	83	919	.8	2.9	43	610	.4	3.3	42	134	.4	3.0	77	275	.8	3.5	66	194	.6	4.2
<b>WIP -AM</b>																				
FA '98	209	2048	2.0	7.3	62	938	.6	4.8	102	349	1.0	7.4	100	338	1.0	4.5	63	254	.6	4.1
4-Book	201	1907	1.9	7.0	56	856	.5	4.2	82	287	.8	5.9	103	359	1.0	4.7	57	222	.6	3.7
<b>WJJZ-FM</b>																				
FA '98	144	1136	1.4	5.0	59	667	.6	4.6	45	154	.4	3.3	94	277	.9	4.2	95	281	.9	6.1
4-Book	140	1111	1.4	4.8	69	778	.7	5.3	54	181	.5	3.9	113	293	1.1	5.1	100	290	1.0	6.4
<b>WMGK-FM</b>																				
FA '98	209	1752	2.0	7.3	78	931	.7	6.1	84	260	.8	6.1	158	426	1.5	7.1	113	349	1.1	7.3
4-Book	199	1701	1.9	6.9	84	1052	.8	6.4	97	296	.9	6.9	174	491	1.7	7.9	112	349	1.1	7.2
<b>WMMR-FM</b>																				
FA '98	199	1800	1.9	6.9	61	980	.6	4.7	65	283	.6	4.7	160	541	1.5	7.1	92	299	.9	5.9
4-Book	196	1768	1.9	6.8	74	1053	.7	5.7	79	291	.8	5.6	153	518	1.5	6.9	90	345	.9	5.8
<b>WGL-FM</b>																				
FA '98	166	1351	1.6	5.8	106	929	1.0	8.2	101	246	1.0	7.3	182	429	1.7	8.1	115	296	1.1	7.4
4-Book	161	1421	1.5	5.5	90	963	.9	6.9	78	250	.7	5.5	143	369	1.4	6.5	105	321	1.0	6.7
<b>WPEN-AM</b>																				
FA '98	23	129	.2	.8	10	85	.1	.8	23	41	.2	1.7	24	31	.2	1.1	12	27	.1	.8
4-Book	14	137	.2	.5	7	99	.1	.5	13	36	.1	1.0	9	27	.1	.4	5	24	.1	.4
<b>WPHI-FM</b>																				
FA '98	46	619	.4	1.6	31	383	.3	2.4	18	39	.2	1.3	83	196	.8	3.7	41	144	.4	2.6
4-Book	41	544	.4	1.4	26	321	.3	2.0	12	43	.1	.9	50	149	.5	2.3	38	115	.4	2.4
<b>WPHT-AM</b>																				
FA '98	22	308	.2	.8	11	158	.1	.9	5	16	.1	.4	22	50	.2	1.0	16	25	.2	1.0
4-Book	28	401	.3	1.0	18	271	.2	1.3	10	29	.1	.7	22	60	.2	1.0	14	43	.2	.9
<b>WPLY-FM</b>																				
FA '98	43	908	.4	1.5	30	551	.3	2.3	23	128	.2	1.7	81	246	.8	3.6	30	176	.3	1.9
4-Book	53	875	.5	1.9	27	520	.3	2.1	28	113	.3	2.0	59	240	.6	2.7	37	156	.4	2.3
<b>WURD-AM</b>																				
FA '98	3	75	.1	.1	9	66	.1	.7	8	16	.1	.6	14	39	.1	.6	2	8		.1
4-Book	11	96	.1	.4	10	81	.1	.7	11	29	.1	.8	22	48	.2	1.0	4	11		.2
<b>WUSL-FM</b>																				
FA '98	99	915	.9	3.4	61	596	.6	4.7	40	95	.4	2.9	79	204	.8	3.5	107	244	1.0	6.9
4-Book	79	796	.7	2.7	55	573	.6	4.2	37	103	.4	2.7	77	221	.8	3.5	87	193	.8	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 Estimates

Target Listener Estimates - Men 25-54

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
<b>+WVDB-AM</b>																			
<b>WTEL-AM</b>																			
	5	70	.2	4	52	.3		3	10	.2		8	25	.1	.4	*			
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	FA '98																		
	4-Book																		
<b>WVDB-FM</b>																			
	89	878	.8	34	398	.3	2.6	44	112	.4	3.2	31	112	.3	1.4	24	62	.2	1.6
	89	873	.8	44	458	.4	3.4	52	137	.5	3.6	41	120	.4	1.8	27	56	.2	1.8
	FA '98																		
	4-Book																		
<b>WVJZ-AM</b>																			
	2	10		1	10		.1					4	10		.2	1	10		.1
	2	24		1	14		.1	2	6		.2	2	8		.1	1	4		.1
	FA '98																		
	4-Book																		
<b>WXTU-FM</b>																			
	110	968	1.0	53	677	.5	4.1	58	223	.6	4.2	80	224	.8	3.6	65	259	.6	4.2
	125	940	1.2	62	651	.6	4.7	64	222	.6	4.6	118	305	1.2	5.4	94	264	.9	6.0
	FA '98																		
	4-Book																		
<b>WXXM-FM</b>																			
	41	779	.4	19	440	.2	1.5	9	60	.1	.7	32	136	.3	1.4	30	155	.3	1.9
	60	857	.6	31	538	.3	2.3	24	104	.2	1.7	55	225	.5	2.5	49	194	.5	3.1
	FA '98																		
	4-Book																		
<b>WYSP-FM</b>																			
	342	2615	3.3	94	1386	.9	7.3	61	227	.6	4.4	134	459	1.3	6.0	62	210	.6	4.0
	351	2724	3.4	67	1056	.6	5.1	66	242	.6	4.7	123	427	1.2	5.6	71	246	.7	4.5
	FA '98																		
	4-Book																		
<b>WYXR-FM</b>																			
	58	877	.6	44	588	.4	3.4	66	204	.6	4.8	66	227	.6	2.9	65	180	.6	4.2
	70	878	.7	48	651	.5	3.7	42	161	.4	3.1	102	302	1.0	4.6	72	212	.7	4.6
	FA '98																		
	4-Book																		
<b>WBYN-FM</b>																			
	5	83	.2	1	33	.1		1	9	.1						3	19	.2	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	FA '98																		
	4-Book																		
<b>WCTO-FM</b>																			
	11	81	.1	1	36	.1		2	19	.1		2	9	.1		1	7	.1	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	FA '98																		
	4-Book																		
<b>WJBR-FM</b>																			
	21	146	.2	8	98	.1	.6	5	30	.4		36	50	.3	1.6	13	30	.1	.8
	15	127	.2	5	73	.4		3	16	.2		13	24	.1	.6	7	23	.1	.5
	FA '98																		
	4-Book																		
<b>WKXW-FM</b>																			
	48	422	.5	8	170	.1	.6	6	27	.1	.4	9	56	.1	.4	15	55	.1	1.0
	39	386	.4	9	153	.1	.7	10	51	.1	.7	13	47	.1	.6	7	27	.1	.5
	FA '98																		
	4-Book																		
<b>+WNJO-FM</b>																			
	23	346	.2	12	226	.1	.9	5	34	.4		34	123	.3	1.5	18	77	.2	1.2
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	FA '98																		
	4-Book																		
<b>WPST-FM</b>																			
	24	447	.2	20	371	.2	1.6	17	75	.2	1.2	37	143	.4	1.7	27	113	.3	1.7
	27	451	.2	15	288	.1	1.1	10	49	.1	.7	29	131	.3	1.3	25	92	.3	1.6
	FA '98																		
	4-Book																		
<b>WRDR-FM</b>																			
	1	26		3	26		.2	2	9	.1		11	18	.1	.5	8	26	.1	.5
	3	60		4	42		.3	1	9	.1		8	17	.1	.3	6	24	.1	.4
	FA '98																		
	4-Book																		
<b>TOTALS</b>																			
	2880	10073	27.4	1286	8320	12.3		1383	3899	13.2		2240	5159	21.3		1548	3917	14.7	
	2899	10095	27.5	1311	8337	12.5		1396	3923	13.3		2214	5232	21.0		1565	3943	14.9	
	FA '98																		
	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																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	22	169	.2	2.7	85	421	.8	9.2	58	338	.6	3.6	27	157	.3	2.6	23	157	.2	3.5
4-Book	17	143	.2	1.9	109	508	1.1	10.7	51	311	.5	3.4	27	155	.3	2.4	22	164	.2	3.0
<b>WBEB-FM</b>																				
FA '98	24	110	.2	3.0	37	121	.4	4.0	61	181	.6	3.8	30	98	.3	2.9	15	71	.1	2.3
4-Book	26	118	.2	2.8	29	101	.3	3.0	43	176	.4	2.9	29	109	.3	2.6	19	86	.2	2.6
<b>WDAS-AM</b>																				
FA '98	1	8		.1	28	72	.3	3.0	28	67	.3	1.7	4	8		.4	7	27	.1	1.1
4-Book	1	4		.1	39	91	.4	3.9	22	60	.2	1.5	9	22	.1	.8	4	18		.6
<b>WDAS-FM</b>																				
FA '98	112	231	1.1	13.8	45	130	.4	4.9	86	210	.8	5.3	67	194	.6	6.5	114	221	1.1	17.5
4-Book	100	244	1.0	11.1	59	140	.6	5.8	81	217	.8	5.4	80	179	.8	7.2	172	299	1.7	23.2
<b>WHAT-AM</b>																				
FA '98	5	19		.6	6	19	.1	.6	3	9		.2						10		
4-Book	4	13		.5	20	41	.2	1.9	14	35	.1	.9	6	13	.1	.5		3		
<b>WIOQ-FM</b>																				
FA '98	25	79	.2	3.1	13	46	.1	1.4	46	134	.4	2.8	22	91	.2	2.1	25	77	.2	3.8
4-Book	35	124	.3	3.8	15	52	.1	1.5	37	129	.4	2.5	36	125	.4	3.2	31	110	.3	4.3
<b>WIP -AM</b>																				
FA '98	32	164	.3	3.9	44	166	.4	4.7	66	222	.6	4.1	59	264	.6	5.7	33	167	.3	5.1
4-Book	20	104	.2	2.3	48	176	.5	4.6	62	232	.6	4.1	48	179	.5	4.3	27	109	.3	3.7
<b>WJZ-FM</b>																				
FA '98	46	165	.4	5.7	52	142	.5	5.6	58	155	.6	3.6	52	139	.5	5.0	32	104	.3	4.9
4-Book	69	225	.7	7.5	48	155	.5	4.8	67	216	.6	4.5	60	156	.6	5.4	40	129	.4	5.5
<b>WMGK-FM</b>																				
FA '98	46	141	.4	5.7	40	155	.4	4.3	103	300	1.0	6.4	57	154	.5	5.5	19	82	.2	2.9
4-Book	49	182	.5	5.4	34	133	.4	3.4	91	322	.9	6.1	80	224	.8	7.1	34	131	.3	4.7
<b>WMMR-FM</b>																				
FA '98	30	154	.3	3.7	21	112	.2	2.3	56	212	.5	3.5	30	176	.3	2.9	27	114	.3	4.1
4-Book	40	151	.4	4.3	42	151	.4	4.2	85	302	.8	5.7	69	236	.7	6.0	32	128	.3	4.3
<b>WOGL-FM</b>																				
FA '98	60	209	.6	7.4	105	251	1.0	11.3	118	275	1.1	7.3	91	214	.9	8.8	74	181	.7	11.4
4-Book	70	213	.7	7.6	89	257	.9	8.8	85	270	.8	5.7	87	239	.8	7.8	65	163	.6	8.9
<b>WPEN-AM</b>																				
FA '98	4	5		.5	9	32	.1	1.0	3	18		.2	2	8		.2	4	16		.6
4-Book	2	4		.2	8	37	.1	.8	8	28	.1	.5	3	11		.3	4	13		.5
<b>WPHI-FM</b>																				
FA '98	38	116	.4	4.7	9	36	.1	1.0	33	76	.3	2.0	13	72	.1	1.3	7	30	.1	1.1
4-Book	35	101	.3	3.9	9	27	.1	.9	22	85	.2	1.5	24	75	.2	2.1	13	37	.1	1.7
<b>WPHT-AM</b>																				
FA '98	3	26		.4	21	75	.2	2.3	7	43	.1	.4					15	40	.1	2.3
4-Book	14	61	.1	1.5	23	65	.2	2.3	28	109	.3	1.9	16	69	.2	1.4	12	37	.1	1.6
<b>WPLY-FM</b>																				
FA '98	16	75	.2	2.0	12	66	.1	1.3	34	143	.3	2.1	27	89	.3	2.6	10	104	.1	1.5
4-Book	20	92	.2	2.2	14	57	.1	1.3	26	127	.2	1.7	25	100	.3	2.2	7	67	.1	1.0
<b>WURD-AM</b>																				
FA '98	10	24	.1	1.2	5	8		.5	19	52	.2	1.2	7	25	.1	.7	6	16	.1	.9
4-Book	3	8		.3	4	11		.4	18	43	.2	1.2	11	27	.1	.9	2	6		.3
<b>WUSL-FM</b>																				
FA '98	59	164	.6	7.3	54	152	.5	5.8	73	217	.7	4.5	47	106	.4	4.5	29	77	.3	4.5
4-Book	51	141	.5	5.6	55	154	.5	5.4	64	191	.6	4.3	40	96	.4	3.6	29	66	.3	4.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Men 25-54

		Men 25-54																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
+WVDB-AM																							
WTEL-AM																							
FA '98						*	3		9		.3				3	18		.2		*			
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVDB-FM																							
FA '98		24	64	.2	3.0	33	143	.3	3.6	97	165	.9	6.0	7	37	.1	.7	8	47	.1	1.2		
4-Book		32	77	.3	3.5	41	136	.4	4.0	121	227	1.2	8.1	19	59	.2	1.7	15	57	.2	2.1		
WVJZ-AM																							
FA '98																							
4-Book						2	2		.2	1	2			3	6		.3			2			
WXTU-FM																							
FA '98		28	145	.3	3.4	40	177	.4	4.3	81	258	.8	5.0	56	185	.5	5.4	17	77	.2	2.6		
4-Book		35	155	.3	3.8	32	123	.3	3.2	78	238	.8	5.2	54	157	.5	4.8	20	87	.2	2.9		
WXXM-FM																							
FA '98		6	47	.1	.7	16	66	.2	1.7	24	102	.2	1.5	16	122	.2	1.5	15	87	.1	2.3		
4-Book		18	90	.2	1.9	15	61	.2	1.5	34	129	.3	2.3	32	123	.3	2.8	16	89	.1	2.3		
WYSP-FM																							
FA '98		19	79	.2	2.3	37	125	.4	4.0	237	704	2.3	14.6	165	597	1.6	15.9	26	109	.2	4.0		
4-Book		30	126	.3	3.3	23	84	.2	2.3	106	398	1.0	6.9	84	308	.8	7.7	27	114	.2	3.7		
WYXR-FM																							
FA '98		22	90	.2	2.7	36	116	.3	3.9	49	194	.5	3.0	34	144	.3	3.3	18	50	.2	2.8		
4-Book		28	128	.3	3.0	27	98	.3	2.7	55	181	.5	3.7	40	134	.4	3.5	18	71	.2	2.5		
WBYN-FM																							
FA '98						2	17		.2									1	15		.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCTO-FM																							
FA '98														1	9		.1						
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WJBR-FM																							
FA '98		2	20	.2		2	18		.2	5	20		.3							1	5		.1
4-Book		3	14	.3		4	23		.4	6	23		.4	2	8		.2						
WKXW-FM																							
FA '98		8	34	.1	1.0	5	18		.5	10	36	.1	.6	4	23		.4	6	18		.1	.9	
4-Book		5	20	.1	.6	11	31	.1	1.0	10	42	.1	.6	9	31	.1	.8	8	22	.1	1.1		
+WNJO-FM																							
FA '98		2	28	.2		2	16		.2	15	66	.1	.9	12	44	.1	1.2	6	28	.1	.9		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																							
FA '98		10	65	.1	1.2	5	35		.5	28	103	.3	1.7	27	100	.3	2.6	10	46	.1	1.5		
4-Book		9	49	.1	1.0	4	16		.3	20	84	.2	1.3	14	56	.2	1.2	6	31	.1	.8		
WRDR-FM																							
FA '98		7	17	.1	.7	1	7		.1	2	8		.2	2	8		.2	2	8		.3		
4-Book														4	15		.4	1	4		.1		
TOTALS																							
FA '98		812	2513	7.7		927	2786	8.8		1621	4237	15.4		1036	3171	9.9		651	1913	6.2			
4-Book		912	2682	8.6		1016	2957	9.7		1497	4093	14.2		1124	3050	10.7		727	2113	6.9			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	134	3211	1.5	7.8	301	2287	3.3	11.1	135	1245	1.5	5.5	179	1709	2.0	8.7	41	773	.5	6.1
SU '98	124	3293	1.4	7.1	298	2295	3.3	10.9	118	1242	1.3	4.8	146	1660	1.6	6.9	44	686	.5	5.8
SP '98	144	3452	1.6	8.5	355	2427	3.9	13.2	135	1216	1.5	5.6	188	1837	2.1	9.2	52	835	.6	7.5
WI '98	132	3356	1.5	7.6	325	2331	3.6	11.5	114	1139	1.3	4.8	158	1689	1.8	7.6	50	777	.6	7.0
<b>4-Book</b>	<b>134</b>	<b>3328</b>	<b>1.5</b>	<b>7.8</b>	<b>320</b>	<b>2335</b>	<b>3.5</b>	<b>11.7</b>	<b>126</b>	<b>1211</b>	<b>1.4</b>	<b>5.2</b>	<b>168</b>	<b>1724</b>	<b>1.9</b>	<b>8.1</b>	<b>47</b>	<b>768</b>	<b>.6</b>	<b>6.6</b>
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
<b>WBEB-FM</b>																				
FA '98	77	1174	.8	4.5	95	568	1.0	3.5	141	585	1.5	5.7	90	589	1.0	4.4	29	300	.3	4.3
SU '98	78	1212	.9	4.5	112	617	1.2	4.1	128	576	1.4	5.2	99	670	1.1	4.7	34	348	.4	4.5
SP '98	95	1307	1.1	5.6	119	633	1.3	4.4	176	594	2.0	7.2	126	842	1.4	6.2	33	373	.4	4.8
WI '98	68	1275	.8	3.9	110	649	1.2	3.9	100	556	1.1	4.2	77	659	.9	3.7	31	370	.3	4.4
<b>4-Book</b>	<b>80</b>	<b>1242</b>	<b>.9</b>	<b>4.6</b>	<b>109</b>	<b>617</b>	<b>1.2</b>	<b>4.0</b>	<b>136</b>	<b>578</b>	<b>1.5</b>	<b>5.6</b>	<b>98</b>	<b>690</b>	<b>1.1</b>	<b>4.8</b>	<b>32</b>	<b>348</b>	<b>.4</b>	<b>4.5</b>
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
<b>WDAS-AM</b>																				
FA '98	7	156	.1	.4	13	50	.1	.5	6	68	.1	.2	2	59	.1	.1				
SU '98	4	123	.2	.2	3	28	.1	.1	1	18	.1	.1	3	22	.1	.1	2	32	.1	.3
SP '98	10	166	.1	.6	19	84	.2	.7	10	27	.1	.4	10	50	.1	.5	1	27	.1	.1
WI '98	11	178	.1	.6	18	63	.2	.6	4	33	.2	.2	8	41	.1	.4	8	55	.1	1.1
<b>4-Book</b>	<b>8</b>	<b>156</b>	<b>.1</b>	<b>.5</b>	<b>13</b>	<b>56</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>37</b>	<b>.1</b>	<b>.2</b>	<b>6</b>	<b>43</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>29</b>	<b>.1</b>	<b>.4</b>
FA '97	6	120	.1	.3	10	45	.1	.4	5	19	.1	.2	8	35	.1	.4	2	30	.1	.3
<b>WOAS-FM</b>																				
FA '98	90	876	1.0	5.2	150	580	1.6	5.5	101	404	1.1	4.1	91	517	1.0	4.4	51	305	.6	7.6
SU '98	120	1043	1.3	6.9	197	602	2.2	7.2	143	509	1.6	5.8	130	517	1.4	6.1	78	429	.9	10.2
SP '98	125	1097	1.4	7.3	159	646	1.8	5.9	140	553	1.6	5.8	134	636	1.5	6.6	93	513	1.0	13.5
WI '98	106	892	1.2	6.1	172	616	1.9	6.1	110	458	1.2	4.6	96	518	1.1	4.6	95	491	1.1	13.4
<b>4-Book</b>	<b>110</b>	<b>977</b>	<b>1.2</b>	<b>6.4</b>	<b>170</b>	<b>611</b>	<b>1.9</b>	<b>6.2</b>	<b>124</b>	<b>481</b>	<b>1.4</b>	<b>5.1</b>	<b>113</b>	<b>547</b>	<b>1.3</b>	<b>5.4</b>	<b>79</b>	<b>435</b>	<b>.9</b>	<b>11.2</b>
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
<b>WHAT-AM</b>																				
FA '98	12	163	.1	.7	14	71	.2	.5	19	64	.2	.8	14	62	.2	.7	1	23	.1	.1
SU '98	15	178	.2	.9	26	91	.3	.9	38	139	.4	1.5	9	44	.1	.4	2	29	.1	.3
SP '98	15	195	.2	.9	19	87	.2	.7	24	97	.3	1.0	14	49	.2	.7	6	58	.1	.9
WI '98	18	208	.2	1.0	17	103	.2	.6	36	107	.4	1.5	20	82	.2	1.0	4	43	.1	.6
<b>4-Book</b>	<b>15</b>	<b>186</b>	<b>.2</b>	<b>.9</b>	<b>19</b>	<b>88</b>	<b>.2</b>	<b>.7</b>	<b>29</b>	<b>102</b>	<b>.3</b>	<b>1.2</b>	<b>14</b>	<b>59</b>	<b>.2</b>	<b>.7</b>	<b>3</b>	<b>38</b>	<b>.1</b>	<b>.5</b>
FA '97	18	187	.2	1.0	25	94	.3	.9	30	113	.3	1.2	24	92	.3	1.1	4	46	.1	.6
<b>WIOQ-FM</b>																				
FA '98	44	682	.5	2.6	64	298	.7	2.4	88	299	1.0	3.6	60	360	.7	2.9	11	136	.1	1.6
SU '98	22	623	.2	1.3	29	210	.3	1.1	27	153	.3	1.1	27	313	.3	1.3	13	204	.1	1.7
SP '98	34	670	.4	2.0	34	253	.4	1.3	51	261	.6	2.1	47	316	.5	2.3	23	156	.3	3.3
WI '98	33	666	.4	1.9	43	321	.5	1.5	47	267	.5	2.0	43	340	.5	2.1	13	192	.1	1.8
<b>4-Book</b>	<b>33</b>	<b>660</b>	<b>.4</b>	<b>2.0</b>	<b>43</b>	<b>271</b>	<b>.5</b>	<b>1.6</b>	<b>53</b>	<b>245</b>	<b>.6</b>	<b>2.2</b>	<b>44</b>	<b>332</b>	<b>.5</b>	<b>2.2</b>	<b>15</b>	<b>172</b>	<b>.2</b>	<b>2.1</b>
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
<b>WIP -AM</b>																				
FA '98	103	1735	1.1	6.0	209	1093	2.3	7.7	143	771	1.6	5.8	141	1075	1.5	6.9	37	585	.4	5.5
SU '98	94	1312	1.0	5.4	183	793	2.0	6.7	135	662	1.5	5.5	129	873	1.4	6.1	32	352	.4	4.2
SP '98	91	1477	1.0	5.3	208	1046	2.3	7.7	122	726	1.4	5.0	114	869	1.3	5.6	24	388	.3	3.5
WI '98	126	2058	1.4	7.3	245	1249	2.7	8.7	158	1112	1.8	6.6	190	1392	2.1	9.2	42	581	.5	5.9
<b>4-Book</b>	<b>104</b>	<b>1646</b>	<b>1.1</b>	<b>6.0</b>	<b>211</b>	<b>1045</b>	<b>2.3</b>	<b>7.7</b>	<b>140</b>	<b>818</b>	<b>1.6</b>	<b>5.7</b>	<b>144</b>	<b>1052</b>	<b>1.6</b>	<b>7.0</b>	<b>34</b>	<b>477</b>	<b>.4</b>	<b>4.8</b>
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
<b>WJZ-FM</b>																				
FA '98	105	1339	1.2	6.1	103	625	1.1	3.8	165	681	1.8	6.7	150	835	1.6	7.3	47	469	.5	7.0
SU '98	107	1394	1.2	6.1	111	676	1.2	4.0	171	710	1.9	7.0	138	882	1.5	6.5	64	499	.7	8.4
SP '98	109	1425	1.2	6.4	101	558	1.1	3.7	164	600	1.8	6.7	135	847	1.5	6.6	66	627	.7	9.6
WI '98	126	1441	1.4	7.3	131	715	1.5	4.6	195	650	2.2	8.2	171	914	1.9	8.2	64	538	.7	9.0
<b>4-Book</b>	<b>112</b>	<b>1400</b>	<b>1.3</b>	<b>6.5</b>	<b>112</b>	<b>644</b>	<b>1.2</b>	<b>4.0</b>	<b>174</b>	<b>660</b>	<b>1.9</b>	<b>7.2</b>	<b>149</b>	<b>870</b>	<b>1.6</b>	<b>7.2</b>	<b>60</b>	<b>533</b>	<b>.7</b>	<b>8.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	95	1501	1.0	5.5	123	674	1.4	4.5	161	760	1.8	6.5	126	931	1.4	6.2	38	421	.4	5.6
SU '98	88	1345	1.0	5.0	106	689	1.2	3.9	158	662	1.8	6.4	115	876	1.3	5.4	40	347	.4	5.3
SP '98	91	1237	1.0	5.3	100	646	1.1	3.7	159	656	1.8	6.5	117	815	1.3	5.7	35	463	.4	5.1
WI '98	96	1453	1.1	5.5	121	630	1.3	4.3	176	726	2.0	7.4	117	946	1.3	5.6	28	440	.3	3.9
<b>4-Book</b>	<b>93</b>	<b>1384</b>	<b>1.0</b>	<b>5.3</b>	<b>113</b>	<b>660</b>	<b>1.3</b>	<b>4.1</b>	<b>164</b>	<b>701</b>	<b>1.9</b>	<b>6.7</b>	<b>119</b>	<b>892</b>	<b>1.3</b>	<b>5.7</b>	<b>35</b>	<b>418</b>	<b>.4</b>	<b>5.0</b>
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
<b>WMMR-FM</b>																				
FA '98	72	1343	.8	4.2	111	702	1.2	4.1	130	629	1.4	5.3	78	756	.9	3.8	26	326	.3	3.9
SU '98	87	1262	1.0	5.0	125	659	1.4	4.6	144	537	1.6	5.9	114	806	1.3	5.4	27	357	.3	3.5
SP '98	79	1128	.9	4.6	136	543	1.5	5.0	143	601	1.6	5.9	78	626	.9	3.8	12	205	.1	1.7
WI '98	66	1128	.7	3.8	101	516	1.1	3.6	113	562	1.3	4.7	77	669	.9	3.7	24	299	.3	3.4
<b>4-Book</b>	<b>76</b>	<b>1215</b>	<b>.9</b>	<b>4.4</b>	<b>118</b>	<b>605</b>	<b>1.3</b>	<b>4.3</b>	<b>133</b>	<b>582</b>	<b>1.5</b>	<b>5.5</b>	<b>87</b>	<b>714</b>	<b>1.0</b>	<b>4.2</b>	<b>22</b>	<b>297</b>	<b>.3</b>	<b>3.1</b>
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
<b>WGL-FM</b>																				
FA '98	140	1853	1.5	8.1	164	873	1.8	6.0	233	915	2.6	9.4	147	1051	1.6	7.2	55	581	.6	8.2
SU '98	137	2001	1.5	7.8	195	1011	2.2	7.1	201	830	2.2	8.2	165	1152	1.8	7.8	49	597	.5	6.4
SP '98	149	2049	1.7	8.8	194	972	2.2	7.2	250	924	2.8	10.3	193	1110	2.1	9.5	50	643	.6	7.3
WI '98	106	1741	1.2	6.1	145	893	1.6	5.1	139	651	1.5	5.8	131	1006	1.5	6.3	36	493	.4	5.1
<b>4-Book</b>	<b>133</b>	<b>1911</b>	<b>1.5</b>	<b>7.7</b>	<b>175</b>	<b>937</b>	<b>2.0</b>	<b>6.4</b>	<b>206</b>	<b>830</b>	<b>2.3</b>	<b>8.4</b>	<b>159</b>	<b>1080</b>	<b>1.8</b>	<b>7.7</b>	<b>48</b>	<b>579</b>	<b>.5</b>	<b>6.8</b>
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
<b>WPEN-AM</b>																				
FA '98	37	374	.4	2.1	57	203	.6	2.1	66	204	.7	2.7	33	142	.4	1.6	12	81	.1	1.8
SU '98	25	380	.3	1.4	35	149	.4	1.3	36	160	.4	1.5	25	175	.3	1.2	5	100	.1	.7
SP '98	24	343	.3	1.4	34	206	.4	1.3	31	197	.3	1.3	25	169	.3	1.2	10	87	.1	1.5
WI '98	30	493	.3	1.7	57	268	.6	2.0	38	244	.4	1.6	34	296	.4	1.6	11	148	.1	1.5
<b>4-Book</b>	<b>29</b>	<b>398</b>	<b>.3</b>	<b>1.7</b>	<b>46</b>	<b>207</b>	<b>.5</b>	<b>1.7</b>	<b>43</b>	<b>201</b>	<b>.5</b>	<b>1.8</b>	<b>29</b>	<b>196</b>	<b>.4</b>	<b>1.4</b>	<b>10</b>	<b>104</b>	<b>.1</b>	<b>1.4</b>
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
<b>WPHI-FM</b>																				
FA '98	13	320	.1	.8	14	140	.2	.5	12	97	.1	.5	18	203	.2	.9	12	104	.1	1.8
SU '98	15	193	.2	.9	12	86	.1	.4	24	113	.3	1.0	18	115	.2	.9	8	60	.1	1.1
SP '98	6	176	.1	.4	8	98	.1	.3	5	82	.1	.2	15	122	.2	.7	4	74	.1	.6
WI '98	12	255	.1	.7	27	143	.3	1.0	8	80	.1	.3	18	153	.2	.9	9	69	.1	1.3
<b>4-Book</b>	<b>12</b>	<b>236</b>	<b>.1</b>	<b>.7</b>	<b>15</b>	<b>117</b>	<b>.2</b>	<b>.6</b>	<b>12</b>	<b>93</b>	<b>.2</b>	<b>.5</b>	<b>17</b>	<b>148</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>77</b>	<b>.1</b>	<b>1.2</b>
FA '97	14	257	.2	.8	15	97	.2	.5	21	113	.2	.9	16	102	.2	.8	14	118	.2	2.1
<b>WPHT-AM</b>																				
FA '98	28	580	.3	1.6	57	243	.6	2.1	37	186	.4	1.5	28	213	.3	1.4	4	77	.1	.6
SU '98	40	832	.4	2.3	71	279	.8	2.6	27	209	.3	1.1	51	313	.6	2.4	30	301	.3	3.9
SP '98	27	787	.3	1.6	58	286	.6	2.2	21	216	.2	.9	17	216	.2	.8	28	312	.3	4.1
WI '98	33	689	.4	1.9	102	329	1.1	3.6	31	225	.3	1.3	25	300	.3	1.2	13	148	.1	1.8
<b>4-Book</b>	<b>32</b>	<b>722</b>	<b>.4</b>	<b>1.9</b>	<b>72</b>	<b>284</b>	<b>.8</b>	<b>2.6</b>	<b>29</b>	<b>209</b>	<b>.3</b>	<b>1.2</b>	<b>30</b>	<b>261</b>	<b>.4</b>	<b>1.5</b>	<b>19</b>	<b>210</b>	<b>.2</b>	<b>2.6</b>
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
<b>WPLY-FM</b>																				
FA '98	13	490	.1	.8	17	223	.2	.6	14	136	.2	.6	19	187	.2	.9	8	115	.1	1.2
SU '98	28	525	.3	1.6	35	238	.4	1.3	42	227	.5	1.7	42	270	.5	2.0	10	114	.1	1.3
SP '98	11	448	.1	.6	17	152	.2	.6	16	114	.2	.7	19	189	.2	.9	2	72	.1	.3
WI '98	19	545	.2	1.1	47	281	.5	1.7	16	134	.2	.7	22	208	.2	1.1	7	126	.1	1.0
<b>4-Book</b>	<b>18</b>	<b>502</b>	<b>.2</b>	<b>1.0</b>	<b>29</b>	<b>224</b>	<b>.3</b>	<b>1.1</b>	<b>22</b>	<b>153</b>	<b>.3</b>	<b>.9</b>	<b>26</b>	<b>214</b>	<b>.3</b>	<b>1.2</b>	<b>7</b>	<b>107</b>	<b>.1</b>	<b>1.0</b>
FA '97	10	488	.1	.6	12	195	.1	.4	7	151	.1	.3	19	257	.2	.9	6	124	.1	.9
<b>WURD-AM</b>																				
FA '98	9	75	.1	.5	8	57	.1	.3	12	21	.1	.5	9	39	.1	.4	4	8	.1	.6
SU '98	5	111	.1	.3	3	67	.1	.1	5	60	.1	.2	8	48	.1	.4	1	29	.1	.1
SP '98	11	96	.1	.6	13	60	.1	.5	22	68	.2	.9	14	60	.2	.7	1	15	.1	.1
WI '98	5	43	.1	.3	11	35	.1	.4	6	43	.1	.3	6	23	.1	.3				
<b>4-Book</b>	<b>8</b>	<b>81</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>55</b>	<b>.1</b>	<b>.3</b>	<b>11</b>	<b>48</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>43</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>13</b>	<b>.1</b>	<b>.2</b>
FA '97	5	56	.1	.3	15	29	.2	.5	6	27	.1	.2	2	18	.1	.1	2	9	.1	.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>WUSL-FM</b>																				
FA '98	37	620	.4	2.1	33	221	.4	1.2	45	276	.5	1.8	53	298	.6	2.6	30	217	.3	4.5
SU '98	23	484	.3	1.3	24	159	.3	.9	33	242	.4	1.3	27	205	.3	1.3	10	133	.1	1.3
SP '98	31	479	.3	1.8	35	150	.4	1.3	37	236	.4	1.5	34	223	.4	1.7	22	135	.2	3.2
WI '98	22	513	.2	1.3	30	185	.3	1.1	30	220	.3	1.3	21	168	.2	1.0	14	103	.2	2.0
4-Book	28	524	.3	1.6	31	179	.4	1.1	36	244	.4	1.5	34	224	.4	1.7	19	147	.2	2.8
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 7	133	.1	.4	* 5	26	.1	.2	10	63	.1	.4	* 6	26	.1	.3	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	78	1259	.9	4.5	81	539	.9	3.0	153	656	1.7	6.2	74	547	.8	3.6	45	296	.5	6.7
SU '98	69	1187	.8	3.9	57	480	.6	2.1	130	579	1.4	5.3	90	522	1.0	4.3	21	199	.2	2.8
SP '98	65	1131	.7	3.8	74	419	.8	2.7	113	533	1.3	4.6	76	477	.8	3.7	35	260	.4	5.1
WI '98	90	1334	1.0	5.2	79	592	.9	2.8	179	708	2.0	7.5	100	639	1.1	4.8	35	251	.4	4.9
4-Book	76	1228	.9	4.4	73	508	.8	2.7	144	619	1.6	5.9	85	546	.9	4.1	34	252	.4	4.9
FA '97	71	1088	.8	4.1	109	420	1.2	3.9	120	506	1.3	4.9	71	460	.8	3.4	24	335	.3	3.6
<b>WVJZ-AM</b>																				
FA '98	1	25	.1	.1		8			2	9	.1	.1		9			1	9	.1	.1
SU '98	7	85	.1	.4	10	24	.1	.4	5	59	.1	.2	5	30	.1	.2	7	53	.1	.9
SP '98	7	102	.1	.4	8	40	.1	.3	16	85	.2	.7	9	57	.1	.4	1	19	.1	.1
WI '98	3	74	.2	.2	6	59	.1	.2	6	44	.1	.3	1	26	.1	.1				
4-Book	5	72	.1	.3	6	33	.1	.2	7	49	.1	.3	4	31	.1	.2	2	20	.1	.3
FA '97	1	38	.1	.1	1	11							6	19	.1	.3				
<b>WXTU-FM</b>																				
FA '98	84	1079	.9	4.9	127	653	1.4	4.7	124	574	1.4	5.0	93	780	1.0	4.5	28	303	.3	4.2
SU '98	117	1191	1.3	6.7	159	763	1.8	5.8	170	681	1.9	6.9	137	827	1.5	6.5	45	444	.5	5.9
SP '98	98	1048	1.1	5.8	131	606	1.5	4.9	157	549	1.7	6.5	125	689	1.4	6.1	28	309	.3	4.1
WI '98	96	1052	1.1	5.5	127	604	1.4	4.5	144	561	1.6	6.0	136	706	1.5	6.6	33	344	.4	4.6
4-Book	99	1093	1.1	5.7	136	657	1.5	5.0	149	591	1.7	6.1	123	751	1.4	5.9	34	350	.4	4.7
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
<b>WXXM-FM</b>																				
FA '98	15	426	.2	.9	21	182	.2	.8	16	131	.2	.6	22	270	.2	1.1	7	148	.1	1.0
SU '98	13	539	.1	.7	22	250	.2	.8	5	121	.1	.2	17	249	.2	.8	7	137	.1	.9
SP '98	29	567	.3	1.7	47	306	.5	1.7	46	188	.5	1.9	37	294	.4	1.8	8	144	.1	1.2
WI '98	24	498	.3	1.4	25	219	.3	.9	45	209	.5	1.9	31	280	.3	1.5	10	126	.1	1.4
4-Book	20	508	.2	1.2	29	239	.3	1.1	28	162	.3	1.2	27	273	.3	1.3	8	139	.1	1.1
FA '97	10	368	.1	.6	10	119	.1	.4	14	144	.2	.6	13	211	.1	.6	4	88		.6
<b>WYSP-FM</b>																				
FA '98	103	1952	1.1	6.0	327	1180	3.6	12.0	108	735	1.2	4.4	48	438	.5	2.3	20	216	.2	3.0
SU '98	109	1620	1.2	6.2	370	1223	4.1	13.5	139	744	1.5	5.7	58	471	.6	2.7	24	234	.3	3.2
SP '98	71	1427	.8	4.2	245	950	2.7	9.1	91	694	1.0	3.7	42	471	.5	2.1	10	150	.1	1.5
WI '98	107	1630	1.2	6.2	382	1263	4.2	13.5	132	823	1.5	5.5	59	519	.7	2.8	16	237	.2	2.3
4-Book	98	1657	1.1	5.7	331	1154	3.7	12.0	118	749	1.3	4.8	52	475	.6	2.5	18	209	.2	2.5
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
<b>WYXR-FM</b>																				
FA '98	30	754	.3	1.7	40	381	.4	1.5	32	280	.4	1.3	36	358	.4	1.8	14	225	.2	2.1
SU '98	37	691	.4	2.1	41	303	.5	1.5	56	216	.6	2.3	54	433	.6	2.6	14	194	.2	1.8
SP '98	31	758	.3	1.8	38	302	.4	1.4	44	283	.5	1.8	42	411	.5	2.1	7	153	.1	1.0
WI '98	37	785	.4	2.1	50	327	.6	1.8	52	287	.6	2.2	50	425	.6	2.4	21	191	.2	3.0
4-Book	34	747	.4	1.9	42	328	.5	1.6	46	267	.5	1.9	46	407	.5	2.2	14	191	.2	2.0
FA '97	31	708	.3	1.8	47	292	.5	1.7	45	249	.5	1.8	46	301	.5	2.2	11	165	.1	1.7

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBVN-FM</b>																				
FA '98	4	93		.2	8	75	.1	.3	3	21		.1	7	67	.1	.3	1	26		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	7	86	.1	.4	5	43	.1	.2	12	18	.1	.5	8	45	.1	.4	2	29		.3
<b>WCTO-FM</b>																				
FA '98	10	106	.1	.6	11	51	.1	.4	19	52	.2	.8	17	78	.2	.8	7	18	.1	1.0
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	16	209	.2	.9	23	100	.3	.8	30	92	.3	1.2	19	125	.2	.9	4	91		.6
SU '98	5	110	.1	.3	2	18		.1	4	29		.2	11	73	.1	.5	8	27	.1	1.1
SP '98	12	152	.1	.7	22	80	.2	.8	18	72	.2	.7	12	77	.1	.6	2	41		.3
WI '98	9	178	.1	.5	10	90	.1	.4	15	83	.2	.6	13	103	.1	.6	5	61	.1	.7
4-Book	11	162	.1	.6	14	72	.2	.5	17	69	.2	.7	14	95	.1	.7	5	55	.1	.7
FA '97	9	163	.1	.5	15	63	.2	.5	19	63	.2	.8	15	101	.2	.7	3	36		.5
<b>WKXW-FM</b>																				
FA '98	19	414	.2	1.1	33	199	.4	1.2	33	158	.4	1.3	24	244	.3	1.2	7	110	.1	1.0
SU '98	23	352	.3	1.3	32	172	.4	1.2	28	150	.3	1.1	46	229	.5	2.2	13	94	.1	1.7
SP '98	21	360	.2	1.2	39	186	.4	1.4	36	144	.4	1.5	30	203	.3	1.5	4	75		.6
WI '98	20	353	.2	1.2	19	159	.2	.7	26	94	.3	1.1	37	187	.4	1.8	12	97	.1	1.7
4-Book	21	370	.2	1.2	31	179	.4	1.1	31	137	.4	1.3	34	216	.4	1.7	9	94	.1	1.3
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
<b>+WNJO-FM</b>																				
FA '98	16	390	.2	.9	17	197	.2	.6	38	191	.4	1.5	17	192	.2	.8	2	60		.3
SU '98	32	397	.4	1.8	31	138	.3	1.1	49	184	.5	2.0	40	252	.4	1.9	18	185	.2	2.4
SP '98	18	366	.2	1.1	14	165	.2	.5	28	175	.3	1.2	22	201	.2	1.1	10	110	.1	1.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	8	357	.1	.5	12	164	.1	.4	6	105	.1	.2	14	186	.2	.7	1	48		.1
SU '98	8	289	.1	.5	12	97	.1	.4	11	103	.1	.4	8	122	.1	.4	5	109	.1	.7
SP '98	12	319	.1	.7	27	157	.3	1.0	13	98	.1	.5	16	149	.2	.8	5	111	.1	.7
WI '98	8	291	.1	.5	7	92	.1	.2	7	100	.1	.3	13	126	.1	.6	4	47		.6
4-Book	9	314	.1	.6	15	128	.2	.5	9	102	.1	.4	13	146	.2	.6	4	79	.1	.5
FA '97	13	329	.1	.7	14	144	.2	.5	16	142	.2	.6	18	205	.2	.9	7	131	.1	1.1
<b>WRDR-FM</b>																				
FA '98	7	121	.1	.4	6	48	.1	.2	4	33		.2	13	66	.1	.6	1	48		.1
SU '98	4	102		.2	3	33		.1	5	59	.1	.2	5	52	.1	.2		20		
SP '98	8	222	.1	.5	5	63	.1	.2	13	96	.1	.5	10	126	.1	.5	6	66	.1	.9
WI '98	12	205	.1	.7	5	96	.1	.2	14	95	.2	.6	18	148	.2	.9	4	62		.6
4-Book	8	163	.1	.5	5	60	.1	.2	9	71	.1	.4	12	98	.1	.6	3	49		.4
FA '97	11	153	.1	.6	15	97	.2	.5	12	50	.1	.5	17	87	.2	.8	2	47		.3
<b>TOTALS</b>																				
FA '98	1722	8870	18.9		2721	8064	29.9		2474	6629	27.2		2048	7731	22.5		673	4815	7.4	
SU '98	1750	8796	19.4		2743	7822	30.5		2452	6375	27.3		2114	7689	23.5		761	5013	8.5	
SP '98	1701	8709	18.9		2697	7867	30.0		2432	6413	27.0		2039	7574	22.7		689	4693	7.7	
WI '98	1731	8750	19.2		2826	7956	31.4		2388	6419	26.5		2074	7609	23.0		710	4951	7.9	
4-Book	1726	8781	19.1		2747	7927	30.5		2437	6459	27.0		2069	7651	22.9		708	4868	7.9	
FA '97	1742	8715	19.4		2826	8051	31.4		2463	6618	27.4		2093	7751	23.3		658	4805	7.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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 '98	199	2957	2.2	8.2	81	1662	.9	6.8	197	853	2.2	14.3	109	530	1.2	5.5	50	290	.5	3.8
4-Book	198	3061	2.2	8.2	78	1720	.9	6.6	196	853	2.2	14.0	80	439	.9	4.1	54	297	.6	4.1
WBEB-FM																				
FA '98	111	965	1.2	4.6	48	579	.5	4.1	65	173	.7	4.7	89	245	1.0	4.5	48	133	.5	3.7
4-Book	116	1023	1.3	4.8	46	624	.5	4.0	53	180	.6	3.8	94	304	1.1	4.8	60	207	.7	4.6
WDAS-AM																				
FA '98	7	126	.1	.3	11	115	.1	.9					12	36	.1	.6	9	30	.1	.7
4-Book	8	92	.1	.3	12	119	.1	1.0	5	11	.1	.4	6	17	.1	.3	3	10		.2
WDAS-FM																				
FA '98	113	800	1.2	4.7	76	548	.8	6.4	76	217	.8	5.5	124	263	1.4	6.2	101	201	1.1	7.8
4-Book	134	841	1.5	5.6	90	637	1.0	7.6	84	219	.9	6.0	125	268	1.4	6.4	101	228	1.1	7.7
WHAT-AM																				
FA '98	16	119	.2	.7	14	134	.2	1.2	12	26	.1	.9	22	44	.2	1.1	14	36	.2	1.1
4-Book	21	141	.3	.9	12	116	.1	1.0	9	23	.1	.6	24	43	.3	1.2	10	24	.2	.8
WIOQ-FM																				
FA '98	72	567	.8	3.0	16	235	.2	1.4	17	54	.2	1.2	35	116	.4	1.8	13	62	.1	1.0
4-Book	47	515	.5	2.0	21	301	.2	1.8	25	74	.3	1.8	37	131	.4	1.9	30	91	.3	2.3
WIP -AM																				
FA '98	163	1612	1.8	6.7	41	671	.5	3.5	66	217	.7	4.8	58	227	.6	2.9	42	175	.5	3.2
4-Book	163	1511	1.8	6.7	46	689	.5	3.9	68	236	.7	4.8	82	304	.9	4.2	42	169	.5	3.2
WJJZ-FM																				
FA '98	141	1105	1.5	5.8	79	726	.9	6.7	55	178	.6	4.0	115	286	1.3	5.8	113	316	1.2	8.7
4-Book	147	1139	1.6	6.1	83	831	.9	7.1	60	200	.7	4.3	133	319	1.5	6.8	120	346	1.3	9.2
WMGK-FM																				
FA '98	139	1263	1.5	5.7	57	720	.6	4.8	58	200	.6	4.2	106	304	1.2	5.3	77	260	.8	5.9
4-Book	134	1189	1.5	5.6	57	736	.6	4.9	66	215	.7	4.7	113	328	1.3	5.8	71	237	.8	5.4
WMMR-FM																				
FA '98	108	1134	1.2	4.5	38	658	.4	3.2	47	210	.5	3.4	103	379	1.1	5.2	45	179	.5	3.5
4-Book	114	1023	1.3	4.7	45	623	.5	3.8	55	195	.6	4.0	100	327	1.1	5.1	54	205	.6	4.1
WGL-FM																				
FA '98	185	1463	2.0	7.6	117	1126	1.3	9.9	96	259	1.1	7.0	188	505	2.1	9.5	134	375	1.5	10.3
4-Book	182	1519	2.0	7.5	104	1109	1.2	8.9	87	285	1.0	6.2	175	451	2.0	9.0	119	367	1.4	9.1
WPEN-AM																				
FA '98	53	299	.6	2.2	25	217	.3	2.1	32	84	.4	2.3	48	92	.5	2.4	46	86	.5	3.5
4-Book	40	328	.5	1.7	23	249	.3	2.0	41	106	.5	3.0	44	115	.5	2.2	27	82	.3	2.1
WPHI-FM																				
FA '98	15	270	.2	.6	11	166	.1	.9	3	10		.2	44	114	.5	2.2	8	39	.1	.6
4-Book	15	204	.2	.6	8	101	.1	.7	3	10		.2	22	54	.3	1.1	9	28	.1	.7
WPHT-AM																				
FA '98	41	446	.5	1.7	21	215	.2	1.8	10	25	.1	.7	46	100	.5	2.3	27	59	.3	2.1
4-Book	43	500	.5	1.8	22	307	.3	1.8	12	39	.1	.8	30	77	.3	1.5	20	61	.2	1.5
WPLY-FM																				
FA '98	16	360	.2	.7	10	272	.1	.8	8	52	.1	.6	31	112	.3	1.6	15	77	.2	1.2
4-Book	25	378	.3	1.0	12	259	.1	1.0	16	66	.2	1.2	29	120	.3	1.5	17	73	.2	1.3
WURD-AM																				
FA '98	10	62	.1	.4	10	69	.1	.8	10	21	.1	.7	14	31	.2	.7	12	24	.1	.9
4-Book	10	72	.1	.4	8	68	.1	.7	10	24	.1	.7	15	30	.2	.8	7	19	.1	.5
WUSL-FM																				
FA '98	44	461	.5	1.8	29	312	.3	2.4	25	50	.3	1.8	32	120	.4	1.6	50	95	.5	3.8
4-Book	34	384	.4	1.4	25	289	.3	2.1	17	46	.2	1.2	33	105	.4	1.7	41	89	.5	3.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>+WVDB-AM</b>																					
WTEL-AM																					
FA '98	* 8	97	.1	.3	* 6	70	.1	.5	* 7	18	.1	.5	8	25	.1	.4	* 3	9	.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WVDB-FM</b>																					
FA '98	106	1055	1.2	4.4	49	548	.5	4.1	59	157	.6	4.3	50	141	.5	2.5	32	89	.4	2.5	
4-Book	104	981	1.2	4.3	54	571	.6	4.6	67	183	.7	4.7	57	168	.6	3.0	33	81	.4	2.6	
<b>WWJZ-AM</b>																					
FA '98	1	25	.1	.2	4	8	.1	.3	1	8	.1	.3	3	8	.1	.2					
4-Book	6	62	.1	.2	4	32	.1	.3	4	14	.1	.3	9	22	.1	.5	3	7		.2	
<b>WXTU-FM</b>																					
FA '98	115	1013	1.3	4.8	66	695	.7	5.6	91	240	1.0	6.6	124	312	1.4	6.2	75	257	.8	5.8	
4-Book	137	971	1.5	5.7	76	689	.9	6.5	97	283	1.1	7.0	148	350	1.7	7.6	108	284	1.2	8.2	
<b>WXXM-FM</b>																					
FA '98	20	347	.2	.8	11	192	.1	.9	4	32	.3	.3	19	60	.2	1.0	24	87	.3	1.8	
4-Book	28	386	.3	1.2	15	255	.2	1.3	15	64	.2	1.0	28	103	.3	1.5	28	94	.3	2.1	
<b>WYSP-FM</b>																					
FA '98	157	1423	1.7	6.5	62	917	.7	5.2	41	160	.5	3.0	47	207	.5	2.4	28	95	.3	2.2	
4-Book	163	1430	1.8	6.8	35	569	.4	2.9	37	136	.4	2.6	50	180	.6	2.6	28	103	.3	2.1	
<b>WYXR-FM</b>																					
FA '98	36	568	.4	1.5	32	406	.4	2.7	31	119	.3	2.3	54	147	.6	2.7	59	141	.6	4.5	
4-Book	45	569	.5	1.9	28	405	.3	2.4	21	93	.2	1.5	64	175	.7	3.3	44	128	.5	3.3	
<b>WBYN-FM</b>																					
FA '98	6	86	.1	.2	1	45	.1	.1	1	9	.1	.1					3	19		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																					
FA '98	16	96	.2	.7	2	43	.2	.2	6	18	.1	.4	3	9	.2	.2	1	7		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																					
FA '98	24	162	.3	1.0	8	87	.1	.7	5	30	.1	.4	40	59	.4	2.0	13	30	.1	1.0	
4-Book	15	123	.2	.6	6	70	.1	.6	4	19	.1	.3	17	33	.2	.9	8	25	.1	.6	
<b>WKXW-FM</b>																					
FA '98	31	363	.3	1.3	6	151	.1	.5	4	18	.1	.3	6	45	.1	.3	11	48	.1	.8	
4-Book	32	322	.4	1.3	8	142	.1	.7	10	48	.1	.7	13	51	.2	.7	7	31	.1	.6	
<b>+WNJO-FM</b>																					
FA '98	25	333	.3	1.0	10	214	.1	.8	10	33	.1	.7	28	129	.3	1.4	10	59	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																					
FA '98	10	258	.1	.4	10	203	.1	.8	10	37	.1	.7	19	67	.2	1.0	10	46	.1	.8	
4-Book	12	220	.1	.5	8	156	.1	.7	7	28	.1	.5	16	65	.2	.8	11	42	.1	.8	
<b>WRDR-FM</b>																					
FA '98	7	73	.1	.3	10	97	.1	.8	3	17	.1	.2	16	41	.2	.8	11	49	.1	.8	
4-Book	9	136	.1	.4	9	115	.1	.8	6	30	.1	.4	14	37	.2	.7	12	45	.2	1.0	
<b>TOTALS</b>																					
FA '98	2419	8769	26.6		1184	7472	13.0		1375	3715	15.1		1986	4760	21.8		1302	3425	14.3		
4-Book	2419	8658	26.8		1176	7331	13.0		1397	3865	15.5		1951	4643	21.6		1315	3415	14.6		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

# Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	25	184	.3	3.9	137	653	1.5	12.9	74	416	.8	4.8	55	287	.6	5.8	23	171	.3	4.0
4-Book	24	174	.3	3.3	148	663	1.6	14.3	68	398	.8	4.9	46	234	.5	4.7	31	204	.4	5.1
<b>WBEB-FM</b>																				
FA '98	37	137	.4	5.8	32	117	.4	3.0	63	205	.7	4.0	34	125	.4	3.6	16	80	.2	2.8
4-Book	27	125	.3	3.8	30	127	.3	2.9	53	207	.6	3.8	37	136	.4	3.8	17	86	.2	2.8
<b>WDAS-AM</b>																				
FA '98	1	8		.2	36	69	.4	3.4	22	38	.2	1.4	5	20	.1	.5	7	27	.1	1.2
4-Book	2	8		.3	48	97	.5	4.6	23	55	.2	1.7	6	17	.1	.6	5	16	.1	.9
<b>WDAS-FM</b>																				
FA '98	75	166	.8	11.8	42	131	.5	4.0	58	145	.6	3.7	50	130	.5	5.3	74	156	.8	12.8
4-Book	80	182	.9	11.1	47	111	.5	4.5	65	170	.7	4.7	70	146	.8	7.3	133	231	1.5	21.6
<b>WHAT-AM</b>																				
FA '98	6	32	.1	.9	26	71	.3	2.5	21	35	.2	1.3	10	26	.1	1.1		10		
4-Book	4	15	.1	.6	22	49	.3	2.1	17	42	.2	1.2	7	18	.1	.8		3		
<b>W100-FM</b>																				
FA '98	9	32	.1	1.4	1	6		.1	29	71	.3	1.9	13	46	.1	1.4	9	28	.1	1.6
4-Book	15	56	.2	2.1	7	27	.1	.7	21	73	.2	1.5	16	61	.2	1.7	12	43	.1	2.0
<b>WIP -AM</b>																				
FA '98	23	107	.3	3.6	52	154	.6	4.9	29	112	.3	1.9	44	189	.5	4.7	22	109	.2	3.8
4-Book	19	90	.2	2.7	44	155	.5	4.1	50	185	.6	3.7	41	146	.5	4.2	21	91	.2	3.5
<b>WJJZ-FM</b>																				
FA '98	47	148	.5	7.4	75	209	.8	7.1	108	227	1.2	6.9	75	183	.8	8.0	48	96	.5	8.3
4-Book	80	253	.9	11.0	58	192	.6	5.6	91	260	1.0	6.5	76	197	.8	8.0	47	128	.5	8.0
<b>WMGK-FM</b>																				
FA '98	32	120	.4	5.1	33	125	.4	3.1	82	255	.9	5.3	43	107	.5	4.6	19	81	.2	3.3
4-Book	37	150	.4	5.1	27	107	.3	2.6	66	248	.8	4.7	56	156	.7	5.9	22	88	.3	3.6
<b>WMMR-FM</b>																				
FA '98	13	69	.1	2.1	18	93	.2	1.7	33	143	.4	2.1	22	132	.2	2.3	21	70	.2	3.6
4-Book	23	90	.2	3.1	30	104	.3	2.9	48	179	.5	3.5	33	128	.4	3.3	14	69	.1	2.3
<b>WUGL-FM</b>																				
FA '98	64	234	.7	10.1	121	306	1.3	11.4	140	368	1.5	9.0	96	227	1.1	10.2	91	230	1.0	15.7
4-Book	70	228	.8	9.7	110	318	1.2	10.5	111	350	1.2	7.9	87	251	1.0	9.0	74	207	.9	12.2
<b>WPEN-AM</b>																				
FA '98	12	45	.1	1.9	18	68	.2	1.7	14	61	.2	.9	18	42	.2	1.9	15	64	.2	2.6
4-Book	5	23	.1	.8	19	76	.2	1.9	21	80	.3	1.5	16	41	.2	1.6	16	54	.2	2.6
<b>WPHI-FM</b>																				
FA '98	10	46	.1	1.6					12	31	.1	.8	4	20		.4	5	17	.1	.9
4-Book	8	27	.1	1.1	4	10	.1	.4	7	28	.1	.5	6	21	.1	.6	2	6		.4
<b>WPHT-AM</b>																				
FA '98	1	16		.2	40	93	.4	3.8	20	68	.2	1.3	10	17	.1	1.1	17	49	.2	2.9
4-Book	11	54	.1	1.5	33	89	.4	3.2	35	121	.4	2.6	21	74	.2	2.1	12	42	.1	2.1
<b>WPLY-FM</b>																				
FA '98	3	28		.5	3	27		.3	8	66	.1	.5	13	30	.1	1.4	2	19		.3
4-Book	7	47	.1	1.0	7	30	.1	.6	10	68	.1	.7	11	44	.1	1.2	3	23		.5
<b>WURD-AM</b>																				
FA '98	5	8	.1	.8	8	18	.1	.8	20	45	.2	1.3	5	13	.1	.5	6	16	.1	1.0
4-Book	2	4		.2	4	11		.4	13	30	.1	.9	11	26	.1	1.0	2	6		.3
<b>WUSL-FM</b>																				
FA '98	21	56	.2	3.3	28	92	.3	2.6	45	137	.5	2.9	22	54	.2	2.3	13	40	.1	2.2
4-Book	18	46	.2	2.5	29	101	.3	2.8	35	104	.4	2.5	20	45	.2	2.1	12	37	.1	1.9

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Men 35-64

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 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	
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98																				
4-Book																				
**	**	**	**	* 8	18	.1	.8	3	18		.2	*	**	**	**	**	**	**	**	
<b>WVDB-FM</b>																				
FA '98																				
4-Book																				
36	103	.4	5.7	47	198	.5	4.4	130	233	1.4	8.3	10	52	.1	1.1	20	77	.2	3.5	
35	100	.4	5.0	47	171	.5	4.5	146	273	1.6	10.5	21	69	.2	2.2	18	70	.2	3.0	
<b>WWJZ-AM</b>																				
FA '98																				
4-Book																				
1	3		.1	5	9	.1	.5	5	13	.1	.4	4	8		.4	1	4		.1	
<b>WXTU-FM</b>																				
FA '98																				
4-Book																				
22	124	.2	3.5	68	196	.7	6.4	97	338	1.1	6.2	40	179	.4	4.2	11	66	.1	1.9	
36	151	.4	4.9	49	167	.5	4.8	93	270	1.0	6.6	58	184	.7	5.9	22	85	.2	3.6	
<b>WXXM-FM</b>																				
FA '98																				
4-Book																				
5	27	.1	.8	2	19		.2	18	65	.2	1.2	9	65	.1	1.0	7	39	.1	1.2	
7	45	.1	1.0	8	36	.1	.8	18	76	.2	1.3	13	60	.2	1.4	6	33	.1	1.0	
<b>WYSP-FM</b>																				
FA '98																				
4-Book																				
18	68	.2	2.8	27	66	.3	2.5	184	553	2.0	11.8	127	456	1.4	13.5	18	49	.2	3.1	
14	55	.2	1.9	13	43	.1	1.2	67	252	.7	4.5	54	198	.6	5.7	12	46	.2	2.0	
<b>WYXR-FM</b>																				
FA '98																				
4-Book																				
15	53	.2	2.4	27	79	.3	2.5	34	139	.4	2.2	20	103	.2	2.1	18	57	.2	3.1	
15	65	.2	2.1	15	54	.2	1.5	29	109	.3	2.1	21	80	.2	2.2	13	47	.1	2.1	
<b>WBYN-FM</b>																				
FA '98																				
4-Book																				
**	**	**	**	4	28		.4	1	12		.1	**	**	**	**	1	15		.2	
<b>WCTO-FM</b>																				
FA '98																				
4-Book																				
**	**	**	**	**	**	**	**	2	9		.1	1	9		.1	**	**	**	**	
<b>WJBR-FM</b>																				
FA '98																				
4-Book																				
1	9		.2	1	8		.1	5	20	.1	.3	4	15	.1	.5	3	7		.5	
3	11		.4	3	18		.3	8	23	.1	.6	4	15	.1	.5	3	7		.5	
<b>WKXW-FM</b>																				
FA '98																				
4-Book																				
6	25	.1	.9	5	18	.1	.5	10	33	.1	.6	4	23		.4	5	15	.1	.8	
3	12	.1	.5	8	28	.1	.8	9	40	.1	.6	9	30	.1	.9	5	15	.1	.8	
<b>+WNJO-FM</b>																				
FA '98																				
4-Book																				
1	18		.2	2	16		.2	15	66	.2	1.0	12	44	.1	1.3	4	18		.7	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98																				
4-Book																				
3	29		.5	1	16		.1	13	60	.1	.8	20	75	.2	2.1	6	28	.1	1.0	
3	24		.4	2	9		.2	13	58	.1	.9	9	37	.1	1.0	5	23	.1	.7	
<b>WRDR-FM</b>																				
FA '98																				
4-Book																				
2	16		.3	5	25	.1	.5	28	47	.3	1.8	9	25	.1	1.0	2	8		.3	
10	35	.1	1.4	3	21		.3	13	35	.1	.9	11	36	.1	1.2	2	12		.4	
<b>TOTALS</b>																				
FA '98																				
4-Book																				
633	2066	7.0		1059	2970	11.6		1557	4081	17.1		943	2868	10.4		578	1722	6.3		
719	2213	8.0		1042	3021	11.6		1398	3785	15.5		969	2681	10.7		606	1791	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 12-24																				
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	
<b>KYW -AM</b>																				
FA '98	5	272	.1	.8	22	200	.6	3.0	2	53	.1	.3	2	49	.1	.3		6		
SU '98	6	325	.2	.9	18	172	.5	2.9	3	26	.1	.4	5	74	.1	.6	2	43	.1	.3
SP '98	5	334	.1	.8	15	206	.4	2.2	3	84	.1	.4	5	110	.1	.6	1	56		.2
WI '98	8	354	.2	1.3	27	265	.7	3.6	3	48	.1	.6	6	126	.2	.8	3	70	.1	.6
<b>4-Book</b>	<b>6</b>	<b>321</b>	<b>.2</b>	<b>1.0</b>	<b>21</b>	<b>211</b>	<b>.6</b>	<b>2.9</b>	<b>3</b>	<b>53</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>90</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>44</b>	<b>.1</b>	<b>.3</b>
FA '97	8	449	.2	1.3	26	276	.7	3.6	4	83	.1	.7	11	105	.3	1.4	1	14		.2
<b>WBEB-FM</b>																				
FA '98	34	679	.9	5.5	38	326	1.0	5.2	51	291	1.3	8.4	40	286	1.0	5.1	22	357	.6	3.9
SU '98	34	694	.9	5.1	28	252	.7	4.5	59	289	1.5	7.1	38	341	1.0	4.6	30	326	.8	5.2
SP '98	41	852	1.0	6.5	47	363	1.2	6.8	56	359	1.4	8.2	48	442	1.2	6.1	28	345	.7	5.1
WI '98	35	806	.9	5.9	40	298	1.0	5.3	46	228	1.2	8.5	42	348	1.1	5.6	29	329	.7	5.5
<b>4-Book</b>	<b>36</b>	<b>758</b>	<b>.9</b>	<b>5.8</b>	<b>38</b>	<b>310</b>	<b>1.0</b>	<b>5.5</b>	<b>53</b>	<b>292</b>	<b>1.4</b>	<b>8.1</b>	<b>42</b>	<b>354</b>	<b>1.1</b>	<b>5.4</b>	<b>27</b>	<b>339</b>	<b>.7</b>	<b>4.9</b>
FA '97	40	763	1.0	6.3	38	263	1.0	5.2	63	304	1.6	10.4	54	406	1.4	6.7	33	308	.8	5.5
<b>WDAS-AM</b>																				
FA '98	2	60	.1	.3	5	22	.1	.7	4	27	.1	.7	2	21	.1	.3				
SU '98		33			1	28		.2		5								5		
SP '98	2	85	.1	.3	1	25		.1	1	20		.1	3	32	.1	.4	1	14		.2
WI '98	5	88	.1	.8	10	42	.3	1.3	2	18	.1	.4	1	12		.1	2	12	.1	.4
<b>4-Book</b>	<b>2</b>	<b>67</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>29</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>16</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>8</b>		<b>.2</b>
FA '97	6	53	.2	.9	9	17	.2	1.2	9	20	.2	1.5	7	20	.2	.9	2	17	.1	.3
<b>WDAS-FM</b>																				
FA '98	36	533	.9	5.8	30	214	.8	4.1	32	174	.8	5.3	35	236	.9	4.4	47	325	1.2	8.3
SU '98	25	490	.6	3.8	28	167	.7	4.5	30	216	.8	3.6	23	199	.6	2.8	34	225	.9	5.9
SP '98	17	453	.4	2.7	21	157	.5	3.1	14	173	.4	2.0	12	169	.3	1.5	21	201	.5	3.8
WI '98	30	476	.8	5.0	39	191	1.0	5.1	26	110	.7	4.8	38	203	1.0	5.0	39	305	1.0	7.4
<b>4-Book</b>	<b>27</b>	<b>488</b>	<b>.7</b>	<b>4.3</b>	<b>30</b>	<b>182</b>	<b>.8</b>	<b>4.2</b>	<b>26</b>	<b>168</b>	<b>.7</b>	<b>3.9</b>	<b>27</b>	<b>202</b>	<b>.7</b>	<b>3.4</b>	<b>35</b>	<b>264</b>	<b>.9</b>	<b>6.4</b>
FA '97	24	500	.6	3.8	18	172	.5	2.5	19	131	.5	3.1	22	182	.6	2.7	28	235	.7	4.6
<b>WHAT-AM</b>																				
FA '98																				
SU '98		31				11				11										
SP '98		14				11								6						
WI '98																				
<b>4-Book</b>	<b>1</b>	<b>11</b>				<b>6</b>				<b>3</b>				<b>2</b>						
FA '97	1	34		.2						8			1	10		.1	1	34		.2
<b>WIOQ-FM</b>																				
FA '98	72	1686	1.8	11.6	71	844	1.8	9.8	56	733	1.4	9.2	103	1084	2.6	13.0	72	898	1.8	12.7
SU '98	101	1937	2.5	15.2	94	760	2.4	15.1	137	1188	3.4	16.4	141	1179	3.5	17.2	77	909	1.9	13.3
SP '98	70	1573	1.8	11.1	55	699	1.4	8.0	86	764	2.2	12.6	94	932	2.4	12.0	59	695	1.5	10.7
WI '98	64	1695	1.6	10.7	84	875	2.1	11.1	50	695	1.3	9.2	90	1095	2.3	11.9	55	804	1.4	10.4
<b>4-Book</b>	<b>77</b>	<b>1723</b>	<b>1.9</b>	<b>12.2</b>	<b>76</b>	<b>795</b>	<b>1.9</b>	<b>11.0</b>	<b>82</b>	<b>845</b>	<b>2.1</b>	<b>11.9</b>	<b>107</b>	<b>1073</b>	<b>2.7</b>	<b>13.5</b>	<b>66</b>	<b>827</b>	<b>1.7</b>	<b>11.8</b>
FA '97	60	1636	1.5	9.5	68	668	1.7	9.4	45	665	1.1	7.4	84	976	2.1	10.4	56	717	1.4	9.3
<b>WIP -AM</b>																				
FA '98	2	76	.1	.3	4	21	.1	.6		16			2	22	.1	.3	3	43	.1	.5
SU '98		9																9		
SP '98	1	71		.2	1	25		.1		19							2	52	.1	.4
WI '98	1	94		.2	5	49	.1	.7	1	26		.2	1	27		.1		24		.4
<b>4-Book</b>	<b>1</b>	<b>63</b>		<b>.2</b>	<b>3</b>	<b>24</b>	<b>.1</b>	<b>.4</b>		<b>15</b>		<b>.1</b>	<b>1</b>	<b>12</b>		<b>.1</b>	<b>1</b>	<b>32</b>	<b>.1</b>	<b>.2</b>
FA '97	2	107	.1	.3	6	38	.2	.8					2	48	.1	.2	4	40	.1	.7
<b>WJJZ-FM</b>																				
FA '98	13	193	.3	2.1	12	56	.3	1.7	20	82	.5	3.3	22	96	.6	2.8	8	61	.2	1.4
SU '98	7	113	.2	1.1	4	43	.1	.6	16	65	.4	1.9	8	45	.2	1.0	1	23		.2
SP '98	8	165	.2	1.3	5	42	.1	.7	12	59	.3	1.8	13	55	.3	1.7	6	75	.2	1.1
WI '98	12	179	.3	2.0	10	73	.3	1.3	25	78	.6	4.6	16	89	.4	2.1	4	49	.1	.8
<b>4-Book</b>	<b>10</b>	<b>163</b>	<b>.3</b>	<b>1.6</b>	<b>8</b>	<b>54</b>	<b>.2</b>	<b>1.1</b>	<b>18</b>	<b>71</b>	<b>.5</b>	<b>2.9</b>	<b>15</b>	<b>71</b>	<b>.4</b>	<b>1.9</b>	<b>5</b>	<b>52</b>	<b>.1</b>	<b>.9</b>
FA '97	3	124	.1	.5	8	52	.2	1.1	3	49	.1	.5	1	35		.1	3	42	.1	.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Women 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
<b>WMGK-FM</b>																				
FA '98	13	399	.3	2.1	23	228	.6	3.2	21	173	.5	3.5	19	204	.5	2.4	4	102	.1	.7
SU '98	18	468	.5	2.7	9	122	.2	1.4	31	241	.8	3.7	31	263	.8	3.8	8	141	.2	1.4
SP '98	27	538	.7	4.3	28	195	.7	4.1	43	264	1.1	6.3	38	296	1.0	4.9	14	84	.4	2.6
WI '98	14	411	.4	2.3	12	135	.3	1.6	13	124	.3	2.4	23	240	.6	3.0	10	176	.3	1.9
<b>4-Book</b>	<b>18</b>	<b>454</b>	<b>.5</b>	<b>2.9</b>	<b>18</b>	<b>170</b>	<b>.5</b>	<b>2.6</b>	<b>27</b>	<b>201</b>	<b>.7</b>	<b>4.0</b>	<b>28</b>	<b>251</b>	<b>.7</b>	<b>3.5</b>	<b>9</b>	<b>126</b>	<b>.3</b>	<b>1.7</b>
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
<b>WMMR-FM</b>																				
FA '98	11	319	.3	1.8	13	115	.3	1.8	14	84	.4	2.3	16	170	.4	2.0	3	92	.1	.5
SU '98	17	524	.4	2.6	15	124	.4	2.4	30	257	.8	3.6	19	266	.5	2.3	12	242	.3	2.1
SP '98	9	481	.2	1.4	4	128	.1	.6	12	202	.3	1.8	11	224	.3	1.4	8	165	.2	1.5
WI '98	10	448	.3	1.7	11	159	.3	1.5	12	122	.3	2.2	11	244	.3	1.5	9	181	.2	1.7
<b>4-Book</b>	<b>12</b>	<b>443</b>	<b>.3</b>	<b>1.9</b>	<b>11</b>	<b>132</b>	<b>.3</b>	<b>1.6</b>	<b>17</b>	<b>166</b>	<b>.5</b>	<b>2.5</b>	<b>14</b>	<b>226</b>	<b>.4</b>	<b>1.8</b>	<b>8</b>	<b>170</b>	<b>.2</b>	<b>1.5</b>
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
<b>WGL-FM</b>																				
FA '98	11	397	.3	1.8	7	148	.2	1.0	14	116	.4	2.3	16	174	.4	2.0	5	83	.1	.9
SU '98	16	446	.4	2.4	9	131	.2	1.4	21	203	.5	2.5	26	193	.7	3.2	9	151	.2	1.6
SP '98	8	369	.2	1.3	10	117	.3	1.5	11	96	.3	1.6	6	101	.2	.8	3	63	.1	.5
WI '98	7	363	.2	1.2	3	67	.1	.4	8	114	.2	1.5	9	131	.2	1.2	3	99	.1	.6
<b>4-Book</b>	<b>11</b>	<b>394</b>	<b>.3</b>	<b>1.7</b>	<b>7</b>	<b>116</b>	<b>.2</b>	<b>1.1</b>	<b>14</b>	<b>132</b>	<b>.4</b>	<b>2.0</b>	<b>14</b>	<b>150</b>	<b>.4</b>	<b>1.8</b>	<b>5</b>	<b>99</b>	<b>.1</b>	<b>.9</b>
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
<b>WPEN-AM</b>																				
FA '98		18																		
SU '98		17																		
SP '98																				
WI '98	7	33	.2	1.2	10	12	.3	1.3	12	33	.3	2.2	12	24	.3	1.6				
<b>4-Book</b>	<b>2</b>	<b>17</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>3</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>8</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>6</b>	<b>.1</b>	<b>.4</b>				
FA '97		22								7							1	15		.2
<b>WPHI-FM</b>																				
FA '98	71	1317	1.8	11.4	64	700	1.6	8.8	63	693	1.6	10.4	98	850	2.5	12.4	77	698	1.9	13.6
SU '98	85	1501	2.1	12.8	71	639	1.8	11.4	90	900	2.3	10.8	109	998	2.7	13.3	89	842	2.2	15.4
SP '98	90	1399	2.3	14.3	94	750	2.4	13.7	78	747	2.0	11.4	106	989	2.7	13.6	100	763	2.5	18.2
WI '98	84	1519	2.1	14.1	92	691	2.3	12.1	63	652	1.6	11.6	117	948	2.9	15.5	86	838	2.2	16.2
<b>4-Book</b>	<b>83</b>	<b>1434</b>	<b>2.1</b>	<b>13.2</b>	<b>80</b>	<b>695</b>	<b>2.0</b>	<b>11.5</b>	<b>74</b>	<b>748</b>	<b>1.9</b>	<b>11.1</b>	<b>108</b>	<b>946</b>	<b>2.7</b>	<b>13.7</b>	<b>88</b>	<b>785</b>	<b>2.2</b>	<b>15.9</b>
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
<b>WPHT-AM</b>																				
FA '98		14											1	14		.1				
SU '98	1	12		.2					4	6	.1	.5	1	12		.1				
SP '98		15			1	15		.1												
WI '98		8												8						
<b>4-Book</b>		<b>12</b>		<b>.1</b>		<b>4</b>			<b>1</b>	<b>2</b>		<b>.1</b>	<b>1</b>	<b>9</b>		<b>.1</b>				
FA '97		17			1	10		.1									1	7		.2
<b>WPLY-FM</b>																				
FA '98	32	1093	.8	5.2	34	479	.9	4.7	28	428	.7	4.6	53	726	1.3	6.7	24	473	.6	4.2
SU '98	43	1269	1.1	6.5	43	540	1.1	6.9	45	683	1.1	5.4	57	728	1.4	6.9	38	589	1.0	6.6
SP '98	52	1332	1.3	8.2	66	662	1.7	9.6	52	586	1.3	7.6	82	921	2.1	10.5	36	571	.9	6.6
WI '98	43	1275	1.1	7.2	65	602	1.6	8.6	36	494	.9	6.6	60	798	1.5	7.9	36	613	.9	6.8
<b>4-Book</b>	<b>43</b>	<b>1242</b>	<b>1.1</b>	<b>6.8</b>	<b>52</b>	<b>571</b>	<b>1.3</b>	<b>7.5</b>	<b>40</b>	<b>548</b>	<b>1.0</b>	<b>6.1</b>	<b>63</b>	<b>793</b>	<b>1.6</b>	<b>8.0</b>	<b>34</b>	<b>562</b>	<b>.9</b>	<b>6.1</b>
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
<b>WURD-AM</b>																				
FA '98	9	66	.2	1.4	5	31	.1	.7	12	53	.3	2.0	16	42	.4	2.0	5	31	.1	.9
SU '98	3	35	.1	.5	8	27	.2	1.3	2	21	.1	.2	3	27	.1	.4				
SP '98	1	26		.2	2	10	.1	.3		19			2	19	.1	.3				17
WI '98	5	73	.1	.8	7	41	.2	.9	5	43	.1	.9	4	57	.1	.5				18
<b>4-Book</b>	<b>5</b>	<b>50</b>	<b>.1</b>	<b>.7</b>	<b>6</b>	<b>27</b>	<b>.2</b>	<b>.8</b>	<b>5</b>	<b>34</b>	<b>.1</b>	<b>.8</b>	<b>6</b>	<b>36</b>	<b>.2</b>	<b>.8</b>	<b>1</b>	<b>17</b>		<b>.2</b>
FA '97	4	59	.1	.6	3	16	.1	.4	4	40	.1	.7	5	53	.1	.6	3	35	.1	.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 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
<b>WUSL-FM</b>																				
FA '98	101	1682	2.5	16.3	138	963	3.5	19.0	73	791	1.8	12.0	118	1062	3.0	14.9	110	949	2.8	19.5
SU '98	105	1582	2.6	15.8	93	730	2.3	15.0	115	937	2.9	13.8	123	1002	3.1	15.0	107	866	2.7	18.5
SP '98	113	1633	2.8	17.9	119	937	3.0	17.3	105	896	2.6	15.3	152	1158	3.8	19.4	96	857	2.4	17.5
WI '98	86	1504	2.2	14.4	113	813	2.8	14.9	61	575	1.5	11.3	101	944	2.5	13.4	85	799	2.1	16.0
<b>4-Book</b>	<b>101</b>	<b>1600</b>	<b>2.5</b>	<b>16.1</b>	<b>116</b>	<b>861</b>	<b>2.9</b>	<b>16.6</b>	<b>89</b>	<b>800</b>	<b>2.2</b>	<b>13.1</b>	<b>124</b>	<b>1042</b>	<b>3.1</b>	<b>15.7</b>	<b>100</b>	<b>868</b>	<b>2.5</b>	<b>17.9</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	*				*								*							
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	1	53		.2					1	18		.2					2	27	.1	.4
SU '98	1	22		.2	3	5	.1	.5	2	5	.1	.2								
SP '98		20			1	20		.1	1	9		.1								
WI '98	5	70	.1	.8	3	24	.1	.4	10	41	.3	1.8	7	30	.2	.9	3	28	.1	.6
<b>4-Book</b>	<b>2</b>	<b>41</b>		<b>.3</b>	<b>2</b>	<b>12</b>		<b>.3</b>	<b>4</b>	<b>18</b>		<b>.6</b>	<b>2</b>	<b>8</b>		<b>.2</b>	<b>1</b>	<b>14</b>		<b>.3</b>
FA '97	1	55		.2	1	7		.1		8				18				18		
<b>WVJZ-AM</b>																				
FA '98																				
SU '98		7																7		
SP '98																				
WI '98																				
<b>4-Book</b>		<b>2</b>																<b>2</b>		
FA '97																				
<b>WXTU-FM</b>																				
FA '98	21	270	.5	3.4	23	151	.6	3.2	35	155	.9	5.8	30	190	.8	3.8	8	95	.2	1.4
SU '98	16	243	.4	2.4	21	145	.5	3.4	27	159	.7	3.2	20	139	.5	2.4	9	96	.2	1.6
SP '98	18	209	.5	2.9	25	180	.6	3.6	30	144	.8	4.4	27	158	.7	3.5	6	64	.2	1.1
WI '98	14	245	.4	2.3	20	164	.5	2.6	13	125	.3	2.4	16	161	.4	2.1	8	152	.2	1.5
<b>4-Book</b>	<b>17</b>	<b>242</b>	<b>.5</b>	<b>2.8</b>	<b>22</b>	<b>160</b>	<b>.6</b>	<b>3.2</b>	<b>26</b>	<b>146</b>	<b>.7</b>	<b>4.0</b>	<b>23</b>	<b>162</b>	<b>.6</b>	<b>3.0</b>	<b>8</b>	<b>102</b>	<b>.2</b>	<b>1.4</b>
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
<b>WXXM-FM</b>																				
FA '98	43	1107	1.1	6.9	54	565	1.4	7.4	52	409	1.3	8.6	58	676	1.5	7.3	32	514	.8	5.7
SU '98	41	1111	1.0	6.2	30	411	.8	4.8	54	639	1.4	6.5	60	657	1.5	7.3	33	529	.8	5.7
SP '98	39	1163	1.0	6.2	44	523	1.1	6.4	39	516	1.0	5.7	42	701	1.1	5.4	31	507	.8	5.6
WI '98	40	1153	1.0	6.7	53	560	1.3	7.0	45	493	1.1	8.3	50	738	1.3	6.6	28	538	.7	5.3
<b>4-Book</b>	<b>41</b>	<b>1134</b>	<b>1.0</b>	<b>6.5</b>	<b>45</b>	<b>515</b>	<b>1.2</b>	<b>6.4</b>	<b>48</b>	<b>514</b>	<b>1.2</b>	<b>7.3</b>	<b>53</b>	<b>693</b>	<b>1.4</b>	<b>6.7</b>	<b>31</b>	<b>522</b>	<b>.8</b>	<b>5.6</b>
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
<b>WYSP-FM</b>																				
FA '98	21	509	.5	3.4	64	289	1.6	8.8	17	187	.4	2.8	15	206	.4	1.9	9	174	.2	1.6
SU '98	22	658	.6	3.3	48	343	1.2	7.7	19	310	.5	2.3	25	262	.6	3.0	15	148	.4	2.6
SP '98	22	629	.6	3.5	54	297	1.4	7.8	25	323	.6	3.6	26	291	.7	3.3	8	169	.2	1.5
WI '98	22	592	.6	3.7	55	373	1.4	7.3	27	230	.7	5.0	19	253	.5	2.5	9	235	.2	1.7
<b>4-Book</b>	<b>22</b>	<b>597</b>	<b>.6</b>	<b>3.5</b>	<b>55</b>	<b>326</b>	<b>1.4</b>	<b>7.9</b>	<b>22</b>	<b>263</b>	<b>.6</b>	<b>3.4</b>	<b>21</b>	<b>253</b>	<b>.6</b>	<b>2.7</b>	<b>10</b>	<b>182</b>	<b>.3</b>	<b>1.9</b>
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
<b>WYXR-FM</b>																				
FA '98	30	918	.8	4.8	32	366	.8	4.4	25	225	.6	4.1	29	375	.7	3.7	48	454	1.2	8.5
SU '98	32	825	.8	4.8	21	271	.5	3.4	46	323	1.2	5.5	30	340	.8	3.7	37	384	.9	6.4
SP '98	35	995	.9	5.5	27	300	.7	3.9	34	319	.9	5.0	34	436	.9	4.3	58	519	1.5	10.6
WI '98	24	988	.6	4.0	14	251	.4	1.8	15	196	.4	2.8	26	402	.7	3.4	49	470	1.2	9.2
<b>4-Book</b>	<b>30</b>	<b>932</b>	<b>.8</b>	<b>4.8</b>	<b>24</b>	<b>297</b>	<b>.6</b>	<b>3.4</b>	<b>30</b>	<b>266</b>	<b>.8</b>	<b>4.4</b>	<b>30</b>	<b>388</b>	<b>.8</b>	<b>3.8</b>	<b>48</b>	<b>457</b>	<b>1.2</b>	<b>8.7</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
-----																				
WBVN-FM																				
FA '98																				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		7				7														
WCTO-FM																				
FA '98		19				10				10				10			1	10		.2
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '98	3	142	.1	.5	3	51	.1	.4	5	76	.1	.8	2	72	.1	.3	3	57	.1	.5
SU '98	2	81	.1	.3	2	31	.1	.3	2	18	.1	.2	1	18	.1	.1	3	34	.1	.5
SP '98	2	118	.1	.3	2	69	.1	.3	2	10	.1	.3	2	49	.1	.3	4	59	.1	.7
WI '98	2	138	.1	.3	1	27	.1	.3	1	26	.1	.3	1	24	.1	.3	3	65	.1	.6
4-Book	2	120	.1	.4	2	45	.1	.3	2	33	.1	.3	2	41	.1	.2	3	54	.1	.6
FA '97	1	119		.2	1	14		.1		8			2	51	.1	.2	1	37		.2
WKXV-FM																				
FA '98	4	124	.1	.6	5	21	.1	.7	3	49	.1	.5	4	45	.1	.5	3	17	.1	.5
SU '98	3	103	.1	.5	3	44	.1	.5	4	44	.1	.5	3	71	.1	.4	2	36	.1	.3
SP '98	2	60	.1	.3					4	10	.1	.6	2	27	.1	.3	3	35	.1	.5
WI '98	2	56	.1	.3	1	18		.1	3	28	.1	.6	2	25	.1	.3	1	20		.2
4-Book	3	86	.1	.4	2	21	.1	.3	4	33	.1	.6	3	42	.1	.4	2	27	.1	.4
FA '97	5	111	.1	.8	3	35	.1	.4	10	45	.3	1.7	13	93	.3	1.6	2	46	.1	.3
+WNJO-FM																				
FA '98	3	70	.1	.5	1	35		.1	4	20	.1	.7	8	25	.2	1.0	2	15	.1	.4
SU '98	1	62		.2	1	8		.2	2	45	.1	.2	1	15		.1	1	8		.2
SP '98	1	66		.2	1	16		.1	2	23	.1	.3	1	16		.1				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
FA '98	36	990	.9	5.8	42	437	1.1	5.8	28	297	.7	4.6	53	537	1.3	6.7	34	424	.9	6.0
SU '98	29	931	.7	4.4	29	362	.7	4.7	31	457	.8	3.7	35	574	.9	4.3	28	431	.7	4.8
SP '98	30	918	.8	4.8	28	365	.7	4.1	34	373	.9	5.0	35	438	.9	4.5	31	443	.8	5.6
WI '98	33	1043	.8	5.5	35	464	.9	4.6	25	316	.6	4.6	44	614	1.1	5.8	37	527	.9	7.0
4-Book	32	971	.8	5.1	34	407	.9	4.8	30	361	.8	4.5	42	541	1.1	5.3	33	456	.8	5.9
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
WRDR-FM																				
FA '98		16							1	6		.2		10						
SU '98		16												9						
SP '98		20				4								8				8		
WI '98		8								8								8		.2
4-Book		15				1				4		.1		7				4		.1
FA '97		12																		
TOTALS																				
FA '98	621	3872	15.6		725	3246	18.2		608	2563	15.2		791	3353	19.8		565	3029	14.2	
SU '98	663	3880	16.6		622	2997	15.6		834	3259	20.9		821	3392	20.5		579	3170	14.5	
SP '98	631	3867	15.8		688	3234	17.2		685	2838	17.1		782	3473	19.6		549	3034	13.7	
WI '98	596	3909	14.9		758	3345	19.0		542	2437	13.6		756	3436	18.9		530	3167	13.3	
4-Book	628	3882	15.7		698	3206	17.5		667	2774	16.7		788	3414	19.7		556	3100	13.9	
FA '97	634	3912	15.9		724	3254	18.1		606	2597	15.2		804	3346	20.1		604	3157	15.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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		
<b>KYW -AM</b>																					
FA '98	8	221	.2	1.1	2	95	.1	.4	10	35	.3	2.9	1	10	.1						
4-Book	9	271	.2	1.2	4	120	.1	.7	12	43	.3	3.5	2	18	.1	.3	2	14	.1	.3	
<b>WBEB-FM</b>																					
FA '98	43	532	1.1	6.1	23	309	.6	4.4	15	67	.4	4.3	49	153	1.2	6.1	37	102	.9	5.6	
4-Book	45	587	1.2	6.3	26	361	.7	4.9	19	62	.5	5.2	42	137	1.1	5.1	33	95	.8	4.8	
<b>WDAS-AM</b>																					
FA '98	3	41	.1	.4	2	33	.1	.4	5	8	.1	1.4									
4-Book	2	44	.1	.3	4	40	.1	.8	3	6	.1	.8	2	5	.1	.2		2			
<b>WDAS-FM</b>																					
FA '98	32	350	.8	4.6	34	253	.9	6.6	24	53	.6	6.9	29	53	.7	3.6	22	60	.6	3.3	
4-Book	27	324	.7	3.8	21	249	.6	4.1	16	53	.4	4.5	24	62	.6	2.9	15	56	.4	2.2	
<b>WHAT-AM</b>																					
FA '98																					
4-Book		6			1	7		.1										3	7	.1	.4
<b>WIOQ-FM</b>																					
FA '98	75	1466	1.9	10.7	68	1134	1.7	13.2	42	172	1.1	12.0	107	546	2.7	13.3	97	399	2.4	14.8	
4-Book	88	1498	2.2	12.2	64	1062	1.6	12.3	35	164	.9	10.0	108	467	2.7	12.8	101	404	2.5	14.4	
<b>WIP -AM</b>																					
FA '98	2	30	.1	.3	2	30	.1	.4					2	10	.1	.2	1	10		.2	
4-Book	1	33	.1	.2	1	15		.2					1	3		.1	1	7		.2	
<b>WJJZ-FM</b>																					
FA '98	18	132	.5	2.6	9	102	.2	1.7	2	10	.1	.6	18	30	.5	2.2	11	32	.3	1.7	
4-Book	14	107	.4	2.0	7	91	.2	1.3	4	16	.2	1.2	13	24	.4	1.6	9	30	.2	1.3	
<b>WMGK-FM</b>																					
FA '98	21	346	.5	3.0	7	161	.2	1.4	8	27	.2	2.3	10	59	.3	1.2	13	59	.3	2.0	
4-Book	25	378	.6	3.5	13	191	.3	2.5	8	32	.2	2.3	28	81	.7	3.3	24	81	.6	3.5	
<b>WMMR-FM</b>																					
FA '98	14	227	.4	2.0	10	198	.3	1.9		7			20	126	.5	2.5	17	73	.4	2.6	
4-Book	14	348	.4	2.0	10	224	.3	2.0	10	40	.3	2.7	21	98	.5	2.5	14	69	.3	2.0	
<b>WGLL-FM</b>																					
FA '98	13	288	.3	1.9	14	190	.4	2.7	11	39	.3	3.1	30	93	.8	3.7	26	83	.7	4.0	
4-Book	12	265	.3	1.7	12	203	.4	2.3	6	24	.2	1.8	24	75	.6	2.9	18	70	.5	2.6	
<b>WPEN-AM</b>																					
FA '98						18												2	8	.1	.3
4-Book	3	8	.1	.4	1	12		.2	3	7	.1	.9	2	7	.1	.3	2	5	.1	.3	
<b>WPHI-FM</b>																					
FA '98	74	1185	1.9	10.6	61	852	1.5	11.8	37	116	.9	10.6	104	381	2.6	12.9	73	269	1.8	11.1	
4-Book	86	1267	2.2	12.1	72	920	1.8	13.8	47	149	1.2	13.2	120	418	3.0	14.4	99	344	2.5	14.3	
<b>WPHT-AM</b>																					
FA '98		14																			
4-Book	1	12		.1																	
<b>WPLY-FM</b>																					
FA '98	37	998	.9	5.3	28	581	.7	5.4	19	105	.5	5.4	65	296	1.6	8.1	31	229	.8	4.7	
4-Book	51	1093	1.3	7.1	34	730	.9	6.5	19	118	.5	5.2	63	330	1.6	7.5	47	250	1.2	6.7	
<b>WURD-AM</b>																					
FA '98	11	58	.3	1.6	6	42	.2	1.2	4	22	.1	1.1	12	42	.3	1.5	13	18	.3	2.0	
4-Book	5	45	.1	.7	4	31	.1	.8	5	15	.2	1.5	10	27	.3	1.2	6	10	.2	.9	
<b>WUSL-FM</b>																					
FA '98	107	1445	2.7	15.3	86	1097	2.2	16.6	74	210	1.9	21.1	132	504	3.3	16.4	102	328	2.6	15.5	
4-Book	108	1407	2.7	15.1	91	1047	2.3	17.4	64	200	1.6	18.3	138	452	3.5	16.4	117	384	3.0	16.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+WVQB-AM WTEL-AM FA '98 4-Book																			
*	**	**	**	*	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**
WVQB-FM FA '98 4-Book																			
2	26	.1	.3	1	16	.1	.3	1	1	.3	.3	1	4	.1	.1	2	3	.1	.2
WVJZ-AM FA '98 4-Book																			
WXTU-FM FA '98 4-Book																			
30	217	.8	4.3	15	180	.4	2.9	19	62	.5	5.4	19	83	.5	2.4	22	73	.6	3.3
24	213	.6	3.4	12	164	.3	2.3	8	38	.2	2.4	17	77	.5	2.1	18	64	.5	2.6
WXXM-FM FA '98 4-Book																			
55	937	1.4	7.8	29	660	.7	5.6	14	81	.4	4.0	59	285	1.5	7.3	38	211	1.0	5.8
49	969	1.2	6.8	33	669	.9	6.4	17	75	.5	4.8	60	286	1.5	7.2	45	241	1.2	6.4
WYSP-FM FA '98 4-Book																			
31	418	.8	4.4	10	211	.3	1.9	8	42	.2	2.3	18	98	.5	2.2	17	94	.4	2.6
32	515	.8	4.5	11	251	.3	2.1	8	37	.2	2.1	20	114	.5	2.4	18	72	.5	2.6
WYXR-FM FA '98 4-Book																			
29	618	.7	4.1	21	466	.5	4.1	7	23	.2	2.0	11	91	.3	1.4	12	88	.3	1.8
28	615	.7	3.9	24	478	.6	4.5	12	50	.3	3.5	35	158	.9	4.1	23	106	.6	3.2
WBYN-FM FA '98 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM FA '98 4-Book																			
**	10	**	**	1	19	**	.2	**	**	**	**	**	**	**	**	2	10	.1	.3
WJBR-FM FA '98 4-Book																			
4	118	.1	.6	1	50	.1	.2	1	2	.3	.3	1	17	.1	.1	1	6	.2	.2
2	83	.1	.3	2	50	.1	.3	1	2	.3	.3	1	11	.1	.1	1	6	.1	.1
WKXW-FM FA '98 4-Book																			
4	75	.1	.6	6	80	.2	1.2	5	27	.1	1.4	7	19	.2	.9	2	8	.1	.4
3	62	.1	.4	3	37	.1	.5	2	10	.1	.6	3	11	.1	.3	2	8	.1	.4
+WNJO-FM FA '98 4-Book																			
4	52	.1	.6	2	33	.1	.4	5	8	.1	1.4	3	15	.1	.4		7		
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM FA '98 4-Book																			
40	812	1.0	5.7	31	609	.8	6.0	22	85	.6	6.3	48	204	1.2	5.9	62	193	1.6	9.4
35	775	.9	4.9	27	577	.7	5.2	17	76	.5	4.8	42	219	1.0	5.0	42	185	1.1	6.1
WROR-FM FA '98 4-Book																			
	16			1	10		.2									5	10	.1	.8
	11				6		.1									2	6		.2
TOTALS FA '98 4-Book																			
701	3775	17.6		517	3409	13.0		350	1061	8.8		807	2091	20.2		657	1716	16.5	
714	3813	17.9		522	3411	13.1		353	1031	8.9		838	2186	21.0		695	1850	17.4	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 12-24																			
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 '98				1 8 .4				6 50 .2 1.1				1 8 .2							
4-Book				9 38 .3 3.3				5 37 .1 .8				1 8 .2				2 11 .1 .4			
WBEB-FM																			
FA '98				12 50 .3 2.1				21 80 .6 8.0				16 58 .4 3.2				14 80 .4 3.8			
4-Book				22 96 .6 4.3				21 85 .5 3.9				29 86 .7 6.0				22 110 .6 5.3			
WDAS-AM																			
FA '98				12 26 .3 4.4				2 19 .1 .4				6							
4-Book				13 25 .3 4.6				9 24 .2 1.7				3 8 .1 .6				1 3 .1			
WDAS-FM																			
FA '98				31 69 .8 5.4				19 36 .5 6.9				37 80 .9 6.7				44 107 1.1 8.8			
4-Book				17 55 .4 3.2				10 21 .3 3.5				20 54 .5 3.6				20 46 .5 4.2			
WHAT-AM																			
FA '98				1 2 .3															
4-Book																			
W100-FM																			
FA '98				71 373 1.8 12.4				32 146 .8 11.7				89 389 2.2 16.1				75 259 1.9 15.0			
4-Book				66 309 1.7 12.8				22 121 .6 8.2				78 373 2.0 14.0				68 270 1.7 13.9			
WIP -AM																			
FA '98				2 6 .1 .4				3 17 .1 .5				3 14 .1 .6				4 13 .1 1.1			
4-Book				1 4 .2				1 4 .1 .1				2 6 .1 .3				1 8 .4			
WJJZ-FM																			
FA '98				1 6 .2				7 19 .2 2.6				14 34 .4 2.5				10 25 .3 2.0			
4-Book				3 9 .1 .5				5 15 .1 1.8				8 20 .2 1.5				8 21 .2 1.6			
WMGK-FM																			
FA '98				2 15 .1 .4				3 18 .1 1.1				6 36 .2 1.1				7 44 .2 1.4			
4-Book				11 43 .3 2.2				3 11 .1 .9				11 57 .3 1.9				9 44 .3 1.9			
WMMR-FM																			
FA '98				16 59 .4 2.8				14 48 .4 2.5				5 24 .1 1.0				3 25 .1 .8			
4-Book				9 44 .2 1.6				4 13 .1 1.5				11 44 .3 2.0				6 41 .2 1.2			
WQGL-FM																			
FA '98				13 40 .3 2.3				7 20 .2 2.6				10 43 .3 1.8				14 50 .4 2.8			
4-Book				9 41 .2 1.6				5 16 .1 1.7				8 43 .3 1.5				16 56 .4 3.4			
WPEN-AM																			
FA '98				10															
4-Book				3												2 3 .1 .4			
WPH1-FM																			
FA '98				99 314 2.5 17.3				23 92 .6 8.4				53 223 1.3 9.6				42 188 1.1 8.4			
4-Book				97 330 2.5 18.7				28 104 .7 10.3				59 272 1.5 10.7				60 206 1.5 12.5			
WPHT-AM																			
FA '98																			
4-Book																			
WPLY-FM																			
FA '98				25 148 .6 4.4				21 94 .5 7.7				20 124 .5 3.6				30 121 .8 6.0			
4-Book				28 163 .7 5.4				16 98 .4 5.7				38 223 1.0 6.9				33 186 .8 6.8			
WURD-AM																			
FA '98				4 22 .1 .7				3 11 .1 1.1				6 18 .2 1.1				11 18 .3 2.2			
4-Book				1 6 .2				2 8 .1 .8				6 16 .2 1.1				6 11 .2 1.1			
WUSL-FM																			
FA '98				95 352 2.4 16.6				54 199 1.4 19.7				104 384 2.6 18.8				74 305 1.9 14.8			
4-Book				106 350 2.7 20.6				59 182 1.5 21.4				106 360 2.7 19.3				71 247 1.8 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

Target Listener Estimates - Women 12-24

	Women 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book		2			2	8	.1	.7	8	8	.2	1.4	5	8	.1	1.0	1	10		.3
		2			1	4		.3	5	9	.1	.9	1	2		.3		3		.1
WVJZ-AM FA '98 4-Book																				
WXTU-FM FA '98 4-Book	14	55	.4	2.5	8	48	.2	2.9	13	52	.3	2.3	18	70	.5	3.6	11	45	.3	3.0
	11	32	.3	2.1	8	39	.2	2.9	15	58	.4	2.7	12	54	.3	2.4	9	39	.3	2.2
WXXM-FM FA '98 4-Book	35	177	.9	6.1	8	50	.2	2.9	35	159	.9	6.3	14	115	.4	2.8	19	115	.5	5.2
	31	146	.8	5.9	12	61	.3	4.2	40	200	1.0	7.2	34	181	.9	7.2	25	133	.6	6.2
WYSP-FM FA '98 4-Book	17	68	.4	3.0	4	5	.1	1.5	10	50	.3	1.8					2	10	.1	.5
	12	53	.3	2.3	3	13	.1	.9	11	66	.3	2.1	7	36	.2	1.5	5	27	.2	1.3
WYXR-FM FA '98 4-Book	28	117	.7	4.9	17	52	.4	6.2	20	128	.5	3.6	22	86	.6	4.4	43	150	1.1	11.8
	23	107	.6	4.4	10	44	.3	3.7	22	109	.6	3.9	21	86	.5	4.2	37	151	1.0	9.3
WBYN-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM FA '98 4-Book	2	10	.1	.4	**	**	**	**	**	**	**	**	1	10		.2	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '98 4-Book	6	19	.2	1.1	1	11		.4	1	11		.2	1	10		.2	2	8	.1	.4
	5	20	.2	.9		3		.1	2	9		.3	1	10		.2				
WKXV-FM FA '98 4-Book	9	19	.2	1.6	4	17	.1	1.5	6	20	.2	1.1	7	20	.2	1.4	4	10	.1	1.1
	4	12	.1	.8	1	4		.4	3	10	.1	.5	4	10	.1	.9	1	5		.4
+WNJO-FM FA '98 4-Book	**	**	**	**	4	8	.1	1.5	2	8	.1	.4	1	7		.2	1	10		.3
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM FA '98 4-Book	33	151	.8	5.8	13	57	.3	4.7	25	134	.6	4.5	36	133	.9	7.2	15	97	.4	4.1
	27	153	.7	5.1	13	71	.3	4.7	26	162	.7	4.7	27	119	.7	5.5	22	123	.6	5.5
WRDR-FM FA '98 4-Book	1	2		.1																
TOTALS FA '98 4-Book	571	1591	14.3		274	841	6.9		554	1605	13.9		500	1293	12.5		365	1103	9.1	
	518	1512	13.0		276	879	6.9		552	1660	13.8		484	1331	12.1		401	1235	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	
<b>KYW -AM</b>																				
FA '98	16	691	.3	1.6	53	447	.9	3.9	10	199	.2	.7	13	252	.2	1.0	5	70	.1	.9
SU '98	15	748	.3	1.5	39	350	.7	3.0	8	181	.1	.5	13	206	.2	1.0	6	130	.1	1.0
SP '98	16	821	.3	1.5	43	512	.7	3.2	12	229	.2	.8	22	353	.4	1.7	7	153	.1	1.2
WI '98	26	1082	.4	2.5	92	798	1.6	6.3	13	193	.2	.9	25	423	.4	1.9	7	145	.1	1.3
<b>4-Book</b>	<b>18</b>	<b>836</b>	<b>.3</b>	<b>1.8</b>	<b>57</b>	<b>527</b>	<b>1.0</b>	<b>4.1</b>	<b>11</b>	<b>201</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>309</b>	<b>.3</b>	<b>1.4</b>	<b>6</b>	<b>125</b>	<b>.1</b>	<b>1.1</b>
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
<b>WBEB-FM</b>																				
FA '98	81	1205	1.4	8.0	103	672	1.8	7.6	152	618	2.7	10.3	99	641	1.7	7.9	28	431	.5	5.2
SU '98	89	1249	1.5	8.6	89	677	1.5	7.0	192	737	3.3	12.6	107	690	1.8	8.4	43	426	.7	7.0
SP '98	99	1396	1.7	9.6	107	710	1.8	8.1	176	723	3.0	11.8	133	790	2.3	10.4	44	497	.8	7.2
WI '98	96	1259	1.7	9.2	123	664	2.1	8.4	200	621	3.5	13.5	121	676	2.1	9.3	29	341	.5	5.4
<b>4-Book</b>	<b>91</b>	<b>1277</b>	<b>1.6</b>	<b>8.9</b>	<b>106</b>	<b>681</b>	<b>1.8</b>	<b>7.8</b>	<b>180</b>	<b>675</b>	<b>3.1</b>	<b>12.1</b>	<b>115</b>	<b>699</b>	<b>2.0</b>	<b>9.0</b>	<b>36</b>	<b>424</b>	<b>.6</b>	<b>6.2</b>
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
<b>WDAS-AM</b>																				
FA '98	10	145	.2	1.0	18	70	.3	1.3	12	50	.2	.8	9	59	.2	.7	3	28	.1	.6
SU '98	8	88	.1	.8	18	55	.3	1.4	14	25	.2	.9	1	8	.1	.1				
SP '98	7	146	.1	.7	14	64	.2	1.1	4	32	.1	.3	5	35	.1	.4		7		
WI '98	18	215	.3	1.7	21	107	.4	1.4	19	82	.3	1.3	17	60	.3	1.3	12	43	.2	2.3
<b>4-Book</b>	<b>11</b>	<b>149</b>	<b>.2</b>	<b>1.1</b>	<b>18</b>	<b>74</b>	<b>.3</b>	<b>1.3</b>	<b>12</b>	<b>47</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>41</b>	<b>.2</b>	<b>.6</b>	<b>4</b>	<b>20</b>	<b>.1</b>	<b>.7</b>
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
<b>WDAS-FM</b>																				
FA '98	95	962	1.7	9.3	124	568	2.2	9.1	112	473	2.0	7.6	98	500	1.7	7.8	91	524	1.6	16.9
SU '98	82	1024	1.4	7.9	126	536	2.2	9.8	94	521	1.6	6.2	86	562	1.5	6.8	69	459	1.2	11.3
SP '98	87	987	1.5	8.4	113	487	2.0	8.5	97	501	1.7	6.5	90	560	1.6	7.0	89	532	1.5	14.7
WI '98	107	909	1.8	10.3	139	569	2.4	9.5	141	501	2.4	9.5	110	576	1.9	8.5	91	513	1.6	17.1
<b>4-Book</b>	<b>93</b>	<b>971</b>	<b>1.6</b>	<b>9.0</b>	<b>126</b>	<b>540</b>	<b>2.2</b>	<b>9.2</b>	<b>111</b>	<b>499</b>	<b>1.9</b>	<b>7.5</b>	<b>96</b>	<b>550</b>	<b>1.7</b>	<b>7.5</b>	<b>85</b>	<b>507</b>	<b>1.5</b>	<b>15.0</b>
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
<b>WHAT-AM</b>																				
FA '98	2	40	.1	.2	5	16	.1	.4	3	12	.1	.2		12						
SU '98	3	60	.1	.3	4	23	.1	.3	1	23	.1	.1	1	8	.1	.1				
SP '98	1	30	.1	.1	1	20	.1	.1	3	14	.1	.2	1	13	.1	.1	1	7		.2
WI '98	3	44	.1	.3	3	30	.1	.2	3	30	.1	.2	2	22	.2	.2	2	7		.4
<b>4-Book</b>	<b>2</b>	<b>44</b>	<b>.1</b>	<b>.2</b>	<b>3</b>	<b>22</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>20</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>4</b>		<b>.2</b>
FA '97	1	33	.1	.1						8			1	10	.1	.1	1	33		.2
<b>WIOQ-FM</b>																				
FA '98	81	1747	1.4	8.0	101	892	1.8	7.4	127	1065	2.2	8.6	105	1091	1.8	8.4	33	641	.6	6.1
SU '98	85	1812	1.5	8.2	93	784	1.6	7.3	146	1143	2.5	9.6	111	1112	1.9	8.7	37	651	.6	6.1
SP '98	81	1831	1.4	7.8	79	803	1.4	5.9	143	1084	2.5	9.6	106	1076	1.8	8.3	47	683	.8	7.7
WI '98	91	1832	1.6	8.7	115	859	2.0	7.9	124	973	2.1	8.4	122	1186	2.1	9.4	51	677	.9	9.6
<b>4-Book</b>	<b>85</b>	<b>1806</b>	<b>1.5</b>	<b>8.2</b>	<b>97</b>	<b>835</b>	<b>1.7</b>	<b>7.1</b>	<b>135</b>	<b>1066</b>	<b>2.3</b>	<b>9.1</b>	<b>111</b>	<b>1116</b>	<b>1.9</b>	<b>8.7</b>	<b>42</b>	<b>663</b>	<b>.7</b>	<b>7.4</b>
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
<b>WIP -AM</b>																				
FA '98	4	202	.1	.4	4	29	.1	.3	1	44	.1	.1	4	95	.1	.3	4	63	.1	.7
SU '98	6	146	.1	.6	13	65	.2	1.0	9	41	.2	.6	6	38	.1	.5	1	40		.2
SP '98	8	194	.1	.8	14	98	.2	1.1	14	61	.2	.9	13	38	.2	1.0	3	63	.1	.5
WI '98	6	226	.1	.6	17	117	.3	1.2	5	34	.1	.3	4	43	.1	.3	1	39		.2
<b>4-Book</b>	<b>6</b>	<b>192</b>	<b>.1</b>	<b>.6</b>	<b>12</b>	<b>77</b>	<b>.2</b>	<b>.9</b>	<b>7</b>	<b>45</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>54</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>51</b>	<b>.1</b>	<b>.4</b>
FA '97	8	247	.1	.8	20	122	.3	1.4	5	39	.1	.3	10	117	.2	.8	5	78	.1	.9
<b>WJJZ-FM</b>																				
FA '98	32	517	.6	3.1	31	216	.5	2.3	45	214	.8	3.0	42	226	.7	3.4	22	197	.4	4.1
SU '98	26	489	.4	2.5	20	188	.3	1.6	45	184	.8	3.0	31	226	.5	2.4	17	158	.3	2.8
SP '98	32	562	.6	3.1	25	236	.4	1.9	48	221	.8	3.2	39	276	.7	3.1	30	275	.5	4.9
WI '98	37	602	.6	3.5	39	299	.7	2.7	72	282	1.2	4.9	43	290	.7	3.3	13	159	.2	2.4
<b>4-Book</b>	<b>32</b>	<b>543</b>	<b>.6</b>	<b>3.1</b>	<b>29</b>	<b>235</b>	<b>.5</b>	<b>2.1</b>	<b>53</b>	<b>225</b>	<b>.9</b>	<b>3.5</b>	<b>39</b>	<b>255</b>	<b>.7</b>	<b>3.1</b>	<b>21</b>	<b>197</b>	<b>.4</b>	<b>3.6</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	44	897	.8	4.3	49	451	.9	3.6	76	421	1.3	5.1	69	551	1.2	5.5	14	178	.2	2.6
SU '98	63	1053	1.1	6.1	48	436	.8	3.8	117	630	2.0	7.7	93	724	1.6	7.3	22	303	.4	3.6
SP '98	65	1120	1.1	6.3	70	504	1.2	5.3	116	649	2.0	7.8	90	761	1.6	7.0	24	267	.4	4.0
WI '98	49	1071	.8	4.7	60	459	1.0	4.1	81	473	1.4	5.5	74	669	1.3	5.7	20	360	.3	3.8
4-Book	55	1035	1.0	5.4	57	463	1.0	4.2	98	543	1.7	6.5	82	676	1.4	6.4	20	277	.3	3.5
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
<b>WMMR-FM</b>																				
FA '98	42	812	.7	4.1	52	324	.9	3.8	78	352	1.4	5.3	62	487	1.1	4.9	10	186	.2	1.9
SU '98	37	905	.6	3.6	46	296	.8	3.6	54	390	.9	3.6	41	468	.7	3.2	23	331	.4	3.8
SP '98	25	963	.4	2.4	28	282	.5	2.1	35	419	.6	2.4	33	534	.6	2.6	14	256	.2	2.3
WI '98	24	797	.4	2.3	32	313	.6	2.2	34	243	.6	2.3	32	402	.6	2.5	11	238	.2	2.1
4-Book	32	869	.5	3.1	40	304	.7	2.9	50	351	.9	3.4	42	473	.8	3.3	15	253	.3	2.5
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
<b>WGL-FM</b>																				
FA '98	22	616	.4	2.2	21	259	.4	1.5	44	251	.8	3.0	26	245	.5	2.1	5	122	.1	.9
SU '98	22	578	.4	2.1	20	208	.3	1.6	37	244	.6	2.4	30	263	.5	2.4	11	137	.2	1.8
SP '98	15	610	.3	1.4	13	141	.2	1.0	22	197	.4	1.5	12	237	.2	.9	4	102	.1	.7
WI '98	13	536	.2	1.2	13	128	.2	.9	21	216	.4	1.4	18	255	.3	1.4	3	103	.1	.6
4-Book	18	585	.3	1.7	17	184	.3	1.3	31	227	.6	2.1	22	250	.4	1.7	6	116	.1	1.0
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
<b>WPEN-AM</b>																				
FA '98		10																		
SU '98	4	57	.1	.4	1	10		.1	5	18	.1	.3	5	37	.1	.4	4	29	.1	.7
SP '98	2	21		.2					3	9	.1	.2	5	9	.1	.4		4		
WI '98	7	56	.1	.7	10	12	.2	.7	13	49	.2	.9	13	46	.2	1.0		7		
4-Book	3	36	.1	.3	3	6	.1	.2	5	19	.1	.4	6	23	.1	.5	1	10		.2
FA '97	3	54	.1	.3	1	29		.1	6	15	.1	.4	4	8	.1	.3	1	10		.2
<b>WPHI-FM</b>																				
FA '98	55	1079	1.0	5.4	55	519	1.0	4.0	66	589	1.2	4.5	79	690	1.4	6.3	43	489	.8	8.0
SU '98	63	1160	1.1	6.1	67	533	1.2	5.2	64	610	1.1	4.2	88	813	1.5	6.9	64	580	1.1	10.5
SP '98	66	1078	1.1	6.4	71	496	1.2	5.3	78	674	1.3	5.2	79	675	1.4	6.2	57	551	1.0	9.4
WI '98	72	1204	1.2	6.9	82	548	1.4	5.6	77	672	1.3	5.2	90	784	1.6	6.9	57	532	1.0	10.7
4-Book	64	1130	1.1	6.2	69	524	1.2	5.0	71	636	1.2	4.8	84	741	1.5	6.6	55	538	1.0	9.7
FA '97	63	1101	1.1	6.1	73	558	1.3	5.2	61	606	1.1	4.0	74	607	1.3	5.8	68	491	1.2	11.7
<b>WPHT-AM</b>																				
FA '98	1	49		.1	4	8		.3		4			2	23		.2		9		
SU '98	3	84	.1	.3	3	31	.1	.2	6	25	.1	.4	2	26		.2	2	20		.3
SP '98	1	24		.1					1	7		.1	1	7		.1	1	17		.2
WI '98	1	53		.1		9			2	15			2	29		.2				
4-Book	2	53		.2	2	12	.1	.1	2	13		.1	2	21		.2	1	12		.1
FA '97		25			1	10		.1					1	9		.1				
<b>WPLY-FM</b>																				
FA '98	41	1257	.7	4.0	48	609	.8	3.5	53	560	.9	3.6	68	884	1.2	5.4	20	464	.4	3.7
SU '98	33	1324	.6	3.2	45	626	.8	3.5	36	586	.6	2.4	42	722	.7	3.3	19	440	.3	3.1
SP '98	49	1471	.8	4.7	63	714	1.1	4.7	73	740	1.3	4.9	73	886	1.3	5.7	23	433	.4	3.8
WI '98	47	1432	.8	4.5	68	697	1.2	4.7	55	584	1.0	3.7	65	809	1.1	5.0	25	573	.4	4.7
4-Book	43	1371	.7	4.1	56	662	1.0	4.1	54	618	1.0	3.7	62	825	1.1	4.9	22	478	.4	3.8
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
<b>WURD-AM</b>																				
FA '98	12	94	.2	1.2	11	53	.2	.8	18	61	.3	1.2	19	60	.3	1.5	5	38	.1	.9
SU '98	6	80	.1	.6	10	43	.2	.8	6	42	.1	.4	6	59	.1	.5	1	16		.2
SP '98	11	99	.2	1.1	12	59	.2	.9	20	78	.3	1.3	14	86	.2	1.1	3	37	.1	.5
WI '98	7	107	.1	.7	5	54	.1	.3	15	75	.3	1.0	7	70	.1	.5				
4-Book	9	95	.2	.9	10	52	.2	.7	15	64	.3	1.0	12	69	.2	.9	2	23	.1	.4
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WUSL-FM</b>																				
FA '98	109	1567	1.9	10.7	150	851	2.6	11.0	139	836	2.4	9.4	118	916	2.1	9.4	75	653	1.3	13.9
SU '98	113	1483	2.0	10.9	121	784	2.1	9.5	129	836	2.2	8.5	127	907	2.2	10.0	102	767	1.8	16.7
SP '98	107	1414	1.8	10.3	131	805	2.3	9.9	125	790	2.2	8.4	131	930	2.3	10.3	64	542	1.1	10.5
WI '98	83	1328	1.4	8.0	112	666	1.9	7.7	91	684	1.6	6.2	99	787	1.7	7.6	52	592	.9	9.8
<b>4-Book</b>	<b>103</b>	<b>1448</b>	<b>1.8</b>	<b>10.0</b>	<b>129</b>	<b>777</b>	<b>2.2</b>	<b>9.5</b>	<b>121</b>	<b>787</b>	<b>2.1</b>	<b>8.1</b>	<b>119</b>	<b>885</b>	<b>2.1</b>	<b>9.3</b>	<b>73</b>	<b>639</b>	<b>1.3</b>	<b>12.7</b>
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
<b>+WDBB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	*	9			*								*	1	9	.1				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WDBB-FM</b>																				
FA '98	8	307	.1	.8	9	99	.2	.7	12	100	.2	.8	5	78	.1	.4	4	46	.1	.7
SU '98	12	245	.2	1.2	14	83	.2	1.1	20	108	.3	1.3	12	73	.2	.9	6	52	.1	1.0
SP '98	7	172	.1	.7	8	72	.1	.6	15	88	.3	1.0	5	72	.1	.4	2	27		.3
WI '98	9	210	.2	.9	5	50	.1	.3	23	111	.4	1.6	9	70	.2	.7	2	46		.4
<b>4-Book</b>	<b>9</b>	<b>234</b>	<b>.2</b>	<b>.9</b>	<b>9</b>	<b>76</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>102</b>	<b>.3</b>	<b>1.2</b>	<b>8</b>	<b>73</b>	<b>.2</b>	<b>.6</b>	<b>4</b>	<b>43</b>	<b>.1</b>	<b>.6</b>
FA '97	7	235	.1	.7	8	105	.1	.6	14	105	.2	.9	7	63	.1	.5	3	43	.1	.5
<b>WWJZ-AM</b>																				
FA '98		8								8			1	8	.1			8		
SU '98		18								9				9				9		
SP '98																				
WI '98																				
<b>4-Book</b>		7								4				4				4		
FA '97																				
<b>WXTU-FM</b>																				
FA '98	46	630	.8	4.5	59	374	1.0	4.3	65	370	1.1	4.4	67	441	1.2	5.3	16	207	.3	3.0
SU '98	37	623	.6	3.6	38	326	.7	3.0	59	342	1.0	3.9	59	407	1.0	4.6	16	221	.3	2.6
SP '98	41	549	.7	4.0	47	343	.8	3.5	70	296	1.2	4.7	50	345	.9	3.9	18	181	.3	3.0
WI '98	27	514	.5	2.6	40	342	.7	2.7	38	298	.7	2.6	38	397	.7	2.9	8	214	.1	1.5
<b>4-Book</b>	<b>38</b>	<b>579</b>	<b>.7</b>	<b>3.7</b>	<b>46</b>	<b>346</b>	<b>.8</b>	<b>3.4</b>	<b>58</b>	<b>327</b>	<b>1.0</b>	<b>3.9</b>	<b>54</b>	<b>398</b>	<b>1.0</b>	<b>4.2</b>	<b>15</b>	<b>206</b>	<b>.3</b>	<b>2.5</b>
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
<b>WXXM-FM</b>																				
FA '98	59	1232	1.0	5.8	67	691	1.2	4.9	100	648	1.8	6.8	83	820	1.5	6.6	22	464	.4	4.1
SU '98	63	1409	1.1	6.1	62	675	1.1	4.8	92	735	1.6	6.1	86	882	1.5	6.8	35	601	.6	5.7
SP '98	47	1381	.8	4.5	60	646	1.0	4.5	63	666	1.1	4.2	58	856	1.0	4.5	27	504	.5	4.4
WI '98	47	1307	.8	4.5	56	583	1.0	3.8	59	561	1.0	4.0	70	915	1.2	5.4	22	532	.4	4.1
<b>4-Book</b>	<b>54</b>	<b>1332</b>	<b>.9</b>	<b>5.2</b>	<b>61</b>	<b>649</b>	<b>1.1</b>	<b>4.5</b>	<b>79</b>	<b>653</b>	<b>1.4</b>	<b>5.3</b>	<b>74</b>	<b>868</b>	<b>1.3</b>	<b>5.8</b>	<b>27</b>	<b>525</b>	<b>.5</b>	<b>4.6</b>
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
<b>WYSP-FM</b>																				
FA '98	48	1116	.8	4.7	145	716	2.6	10.6	54	419	1.0	3.7	36	395	.6	2.9	11	232	.2	2.0
SU '98	54	1215	.9	5.2	141	736	2.4	11.0	61	528	1.1	4.0	51	457	.9	4.0	27	321	.5	4.4
SP '98	60	1355	1.0	5.8	185	856	3.2	13.9	66	653	1.1	4.4	46	495	.8	3.6	17	294	.3	2.8
WI '98	57	1188	1.0	5.5	167	852	2.9	11.5	72	519	1.2	4.9	45	389	.8	3.5	23	292	.4	4.3
<b>4-Book</b>	<b>55</b>	<b>1219</b>	<b>.9</b>	<b>5.3</b>	<b>160</b>	<b>790</b>	<b>2.8</b>	<b>11.8</b>	<b>63</b>	<b>530</b>	<b>1.1</b>	<b>4.3</b>	<b>45</b>	<b>434</b>	<b>.8</b>	<b>3.5</b>	<b>20</b>	<b>285</b>	<b>.4</b>	<b>3.4</b>
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
<b>WYXR-FM</b>																				
FA '98	72	1616	1.3	7.1	108	909	1.9	7.9	103	816	1.8	7.0	83	919	1.5	6.6	48	586	.8	8.9
SU '98	69	1377	1.2	6.7	83	680	1.4	6.5	124	636	2.1	8.2	84	728	1.5	6.6	35	515	.6	5.7
SP '98	85	1603	1.5	8.2	98	755	1.7	7.4	125	737	2.2	8.4	107	903	1.8	8.4	60	710	1.0	9.9
WI '98	70	1551	1.2	6.7	80	703	1.4	5.5	116	647	2.0	7.9	96	854	1.7	7.4	31	498	.5	5.8
<b>4-Book</b>	<b>74</b>	<b>1537</b>	<b>1.3</b>	<b>7.2</b>	<b>92</b>	<b>762</b>	<b>1.6</b>	<b>6.8</b>	<b>117</b>	<b>709</b>	<b>2.0</b>	<b>7.9</b>	<b>93</b>	<b>851</b>	<b>1.6</b>	<b>7.3</b>	<b>44</b>	<b>577</b>	<b>.7</b>	<b>7.6</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBYN-FM</b>																				
FA '98		8												8						
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	1	25		.1	3	25	.1	.2		8			1	8		.1	1	17		.2
<b>WCTD-FM</b>																				
FA '98	1	36		.1	1	18		.1		10			1	26		.1	1	10		.2
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	7	269	.1	.7	8	109	.1	.6	11	134	.2	.7	14	153	.2	1.1	4	73	.1	.7
SU '98	7	136	.1	.7	8	56	.1	.6	14	46	.2	.9	9	72	.2	.7	2	63		.3
SP '98	8	177	.1	.8	7	68	.1	.5	17	43	.3	1.1	11	85	.2	.9	4	68	.1	.7
WI '98	5	182	.1	.5	7	47	.1	.5	4	61	.1	.3	5	40	.1	.4	4	99	.1	.8
<b>4-Book</b>	7	191	.1	.7	8	70	.1	.6	12	71	.2	.8	10	88	.2	.8	4	76	.1	.6
FA '97	4	170	.1	.4	4	47	.1	.3	1	50		.1	3	54	.1	.2	4	33	.1	.7
<b>WKXV-FM</b>																				
FA '98	13	268	.2	1.3	9	67	.2	.7	23	125	.4	1.6	18	133	.3	1.4	10	80	.2	1.9
SU '98	7	290	.1	.7	10	162	.2	.8	12	138	.2	.8	9	167	.2	.7	4	64	.1	.7
SP '98	7	164	.1	.7	13	50	.2	1.0	16	78	.3	1.1	6	95	.1	.5	1	19		.2
WI '98	12	303	.2	1.2	15	162	.3	1.0	18	139	.3	1.2	23	197	.4	1.8	5	59	.1	.9
<b>4-Book</b>	10	256	.2	1.0	12	110	.2	.9	17	120	.3	1.2	14	148	.3	1.1	5	56	.1	.9
FA '97	8	273	.1	.8	4	60	.1	.3	13	111	.2	.9	19	183	.3	1.5	4	89	.1	.7
<b>+WJND-FM</b>																				
FA '98	3	58	.1	.3	2	38		.1	9	29	.2	.6	4	19	.1	.3				
SU '98	4	101	.1	.4	5	36	.1	.4	9	36	.2	.6	5	37	.1	.4				
SP '98	4	151	.1	.4	3	53	.1	.2	9	77	.2	.6	5	43	.1	.4	1	18		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	30	925	.5	2.9	39	379	.7	2.9	43	378	.8	2.9	42	505	.7	3.4	12	207	.2	2.2
SU '98	32	913	.6	3.1	43	395	.7	3.4	47	469	.8	3.1	51	591	.9	4.0	13	275	.2	2.1
SP '98	31	945	.5	3.0	36	387	.6	2.7	43	478	.7	2.9	45	542	.8	3.5	20	361	.3	3.3
WI '98	32	1022	.6	3.1	43	477	.7	3.0	42	370	.7	2.8	33	526	.6	2.5	23	415	.4	4.3
<b>4-Book</b>	31	951	.6	3.0	40	410	.7	3.0	44	424	.8	2.9	43	541	.8	3.4	17	315	.3	3.0
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
<b>WRDR-FM</b>																				
FA '98	2	36		.2					5	18	.1	.3	1	19		.1		9		
SU '98		37								9				18			2	9		.3
SP '98	1	57		.1	2	25		.2	1	8		.1	1	30		.1	1	8		.2
WI '98		16								8				8			1	8		.2
<b>4-Book</b>	1	37		.1	1	6		.1	2	11		.1	1	17		.1	1	7		.1
FA '97		19												7						
<b>TOTALS</b>																				
FA '98	1017	5519	17.9		1364	4800	24.0		1479	4378	26.1		1253	4745	22.1		540	3426	9.5	
SU '98	1034	5629	17.9		1280	4694	22.1		1520	4664	26.3		1274	4960	22.0		610	3822	10.5	
SP '98	1036	5629	17.9		1328	4957	22.9		1489	4677	25.7		1277	4963	22.1		607	3899	10.5	
WI '98	1043	5698	18.0		1457	4976	25.2		1477	4444	25.5		1297	5026	22.4		533	3774	9.2	
<b>4-Book</b>	1033	5619	17.9		1357	4857	23.6		1491	4541	25.9		1275	4924	22.2		573	3730	9.9	
FA '97	1040	5719	18.0		1408	4989	24.3		1524	4636	26.3		1282	4936	22.2		581	3943	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 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 '98	24	604	.4	1.7	8	277	.1	1.1	13	92	.2	2.6	10	35	.2	.9	3	35	.1	.3
4-Book	27	738	.5	2.0	10	301	.2	1.4	22	102	.4	4.0	9	60	.2	.8	4	33	.1	.5
WBEB-FM																				
FA '98	121	1042	2.1	8.8	46	525	.8	6.6	32	138	.6	6.4	99	268	1.7	8.7	67	169	1.2	7.5
4-Book	137	1089	2.4	9.9	46	558	.8	6.5	40	149	.7	7.2	87	246	1.5	7.2	56	169	1.0	6.1
WDAS-AM																				
FA '98	13	112	.2	.9	11	100	.2	1.6					7	14	.1	.6	1	7		.1
4-Book	13	95	.2	.9	12	112	.2	1.7	6	13	.1	1.0	7	18	.2	.6	3	8	.1	.3
WDAS-FM																				
FA '98	112	769	2.0	8.2	69	511	1.2	9.9	50	115	.9	10.0	86	193	1.5	7.5	69	186	1.2	7.7
4-Book	111	809	1.9	8.1	64	571	1.1	9.0	58	157	1.0	10.5	101	229	1.8	8.3	59	173	1.0	6.5
WHAT-AM																				
FA '98	3	24	.1	.2	3	23	.1	.4	3	8	.1	.6								
4-Book	3	28	.1	.2	4	31	.1	.5	6	12	.1	1.1	3	10	.1	.2	4	10	.1	.4
WIOQ-FM																				
FA '98	112	1570	2.0	8.2	57	1036	1.0	8.1	54	198	1.0	10.8	101	465	1.8	8.8	93	359	1.6	10.4
4-Book	116	1588	2.0	8.4	57	1018	1.0	8.0	38	174	.7	7.1	107	426	1.9	8.8	84	338	1.4	9.1
WIP -AM																				
FA '98	3	103	.1	.2	6	110	.1	.9	1	8		.2	6	36	.1	.5	7	27	.1	.8
4-Book	8	122	.2	.6	4	76	.1	.5	3	13	.1	.5	5	27	.1	.4	4	17	.1	.4
WJJZ-FM																				
FA '98	40	379	.7	2.9	24	237	.4	3.4	6	18	.1	1.2	36	76	.6	3.1	47	82	.8	5.2
4-Book	41	398	.7	3.0	22	263	.4	3.1	13	46	.2	2.3	31	79	.5	2.6	36	91	.6	3.9
WNGK-FM																				
FA '98	65	799	1.1	4.7	24	409	.4	3.4	29	95	.5	5.8	54	193	1.0	4.7	36	126	.6	4.0
4-Book	80	892	1.4	5.8	35	499	.6	4.8	28	100	.5	5.1	71	245	1.3	5.8	58	198	1.0	6.4
WMMR-FM																				
FA '98	65	639	1.1	4.7	22	442	.4	3.1	8	61	.1	1.6	52	215	.9	4.5	37	116	.7	4.1
4-Book	45	676	.8	3.2	23	444	.4	3.1	19	81	.3	3.4	44	189	.8	3.6	29	123	.5	3.2
WQGL-FM																				
FA '98	32	455	.6	2.3	15	268	.3	2.1	10	42	.2	2.0	38	108	.7	3.3	16	53	.3	1.8
4-Book	24	429	.4	1.7	16	285	.3	2.2	8	40	.2	1.6	29	107	.5	2.4	24	90	.4	2.7
WPEN-AM																				
FA '98						10														
4-Book	5	26	.1	.3	1	17		.2	3	3	.1	.5	3	6	.1	.2	2	6		.2
WPHI-FM																				
FA '98	66	954	1.2	4.8	43	680	.8	6.1	18	93	.3	3.6	58	245	1.0	5.1	61	204	1.1	6.8
4-Book	74	1000	1.3	5.4	51	652	.9	7.2	30	102	.5	5.4	79	284	1.4	6.5	83	258	1.5	9.0
WPHT-AM																				
FA '98	2	23		.1	1	26		.1												
4-Book	2	33		.2		17											1	2		.1
WPLY-FM																				
FA '98	56	1156	1.0	4.1	28	610	.5	4.0	19	119	.3	3.8	62	298	1.1	5.4	36	233	.6	4.0
4-Book	57	1185	1.0	4.1	31	740	.5	4.3	20	119	.4	3.7	64	348	1.1	5.3	43	250	.8	4.7
WURD-AM																				
FA '98	16	81	.3	1.2	8	68	.1	1.1	4	22	.1	.8	14	53	.2	1.2	16	30	.3	1.8
4-Book	12	86	.2	.9	7	58	.1	1.0	8	21	.2	1.4	17	45	.3	1.4	9	25	.2	1.0
WUSL-FM																				
FA '98	136	1349	2.4	9.9	84	1046	1.5	12.0	59	204	1.0	11.8	127	434	2.2	11.1	95	283	1.7	10.6
4-Book	123	1251	2.1	8.9	87	961	1.6	12.2	62	195	1.1	11.5	139	398	2.4	11.4	98	308	1.7	10.8

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 18-34

	Women 18-34																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98	*	9			*			*								*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	9	201	.2	.7	8	123	.1	1.1	5	26	.1	1.0								
4-Book	12	157	.2	.9	7	97	.1	.9	3	13	.1	.7	4	13	.1	.3	5	7	.1	.5
<b>WVJZ-AM</b>																				
FA '98		8																		
4-Book		7																		
<b>WXTU-FM</b>																				
FA '98	64	543	1.1	4.7	35	431	.6	5.0	36	155	.6	7.2	49	199	.9	4.3	45	181	.8	5.0
4-Book	53	513	.9	3.9	26	353	.5	3.7	23	102	.4	4.3	48	188	.9	4.0	32	134	.6	3.5
<b>WXXM-FM</b>																				
FA '98	85	1124	1.5	6.2	39	697	.7	5.6	23	145	.4	4.6	93	348	1.6	8.1	50	257	.9	5.6
4-Book	72	1169	1.3	5.2	41	765	.7	5.7	22	97	.4	4.0	82	361	1.4	6.7	56	283	1.0	6.2
<b>WYSP-FM</b>																				
FA '98	77	975	1.4	5.6	21	425	.4	3.0	18	69	.3	3.6	38	169	.7	3.3	37	145	.7	4.1
4-Book	87	1079	1.5	6.3	21	461	.4	3.0	16	64	.3	2.9	41	201	.7	3.4	37	140	.7	4.1
<b>WYXR-FM</b>																				
FA '98	98	1375	1.7	7.1	41	876	.7	5.9	35	151	.6	7.0	69	340	1.2	6.0	42	205	.7	4.7
4-Book	102	1249	1.8	7.4	45	839	.8	6.2	33	151	.6	6.1	87	371	1.5	7.1	58	224	1.0	6.4
<b>WBYN-FM</b>																				
FA '98		8																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98	1	26	.1		1	19	.1										2	10		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	11	219	.2	.8	2	91	.3						2	20	.2		3	18	.1	.3
4-Book	10	135	.2	.7	2	79	.3		2	7	.3		3	23	.1	.3	3	18	.1	.3
<b>WKXW-FM</b>																				
FA '98	17	202	.3	1.2	7	135	.1	1.0	7	36	.1	1.4	5	27	.1	.4				
4-Book	15	226	.3	1.0	5	77	.1	.6	4	20	.1	.8	3	18	.1	.2	4	18	.1	.4
<b>+WNJO-FM</b>																				
FA '98	5	48	.1	.4		10														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	41	779	.7	3.0	22	443	.4	3.1	24	99	.4	4.8	40	144	.7	3.5	42	152	.7	4.7
4-Book	43	794	.7	3.1	21	455	.4	2.9	17	80	.3	3.1	41	175	.7	3.4	29	154	.5	3.2
<b>WRDR-FM</b>																				
FA '98	2	27	.1		2	19	.3						6	9	.1	.5	5	10	.1	.6
4-Book	1	26	.1		1	11	.1						2	4	.2		2	4		.2
<b>TOTALS</b>																				
FA '98	1374	5429	24.2		700	4696	12.3		499	1634	8.8		1144	2746	20.2		897	2296	15.8	
4-Book	1383	5537	24.0		715	4723	12.4		544	1605	9.5		1216	3028	21.1		913	2380	15.9	

\*\* 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																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KYW -AM</b>																					
FA '98	4	18	.1	.6	20	91	.4	4.3	10	87	.2	1.2	2	18	.3						
4-Book	3	18	.1	.4	26	99	.5	5.6	8	69	.2	1.0	7	30	.1	1.0	6	43	.1	1.4	
<b>WBEB-FM</b>																					
FA '98	30	116	.5	4.7	28	122	.5	6.0	53	184	.9	6.3	42	131	.7	6.6	13	69	.2	3.3	
4-Book	33	133	.6	5.9	31	103	.6	6.6	42	161	.7	4.9	47	137	.8	7.3	32	131	.6	7.2	
<b>WDAS-AM</b>																					
FA '98					42	76	.7	9.0	28	77	.5	3.3	11	26	.2	1.7	3	18	.1	.8	
4-Book	4	9	.1	.8	41	80	.7	8.7	29	76	.5	3.4	9	20	.2	1.4	2	9	.1	.5	
<b>WDAS-FM</b>																					
FA '98	58	118	1.0	9.1	47	99	.8	10.1	71	182	1.3	8.4	75	157	1.3	11.8	88	187	1.6	22.2	
4-Book	46	127	.8	8.0	39	98	.7	8.3	57	171	1.0	6.6	58	120	1.0	9.1	90	190	1.6	21.1	
<b>WHAT-AM</b>																					
FA '98					6	8	.1	1.3	2	8	.2		4	8	.1	.6	8	8	.1	2.0	
4-Book	2	4	.1	.3	5	8	.1	1.2	3	6	.1	.3	4	9	.1	.6	3	4	.1	.7	
<b>WIOQ-FM</b>																					
FA '98	59	289	1.0	9.3	24	122	.4	5.2	64	349	1.1	7.6	49	197	.9	7.7	7	63	.1	1.8	
4-Book	56	269	1.0	9.9	24	111	.4	5.2	71	330	1.2	8.2	50	212	.9	7.7	22	97	.4	4.9	
<b>WIP -AM</b>																					
FA '98	3	15	.1	.5					15	52	.3	1.8	6	33	.1	.9	5	14	.1	1.3	
4-Book	1	7	.2		2	5	.1	.3	6	29	.1	.7	6	24	.1	.8	2	8		.5	
<b>WJJZ-FM</b>																					
FA '98	16	58	.3	2.5	11	27	.2	2.4	34	67	.6	4.0	28	64	.5	4.4	18	92	.3	4.5	
4-Book	19	55	.3	3.3	15	43	.3	3.4	31	80	.5	3.6	20	50	.4	3.1	14	57	.3	3.3	
<b>WMGK-FM</b>																					
FA '98	20	62	.4	3.1	12	67	.2	2.6	22	115	.4	2.6	16	91	.3	2.5	7	58	.1	1.8	
4-Book	20	94	.4	3.6	11	57	.2	2.4	33	161	.6	3.8	38	120	.7	5.8	17	92	.3	4.0	
<b>WMMR-FM</b>																					
FA '98	16	94	.3	2.5	9	44	.2	1.9	29	127	.5	3.4	17	77	.3	2.7	7	27	.1	1.8	
4-Book	15	90	.3	2.6	9	43	.2	2.0	29	131	.5	3.3	25	99	.4	3.6	10	47	.2	2.1	
<b>WUGL-FM</b>																					
FA '98	10	36	.2	1.6	18	91	.3	3.9	16	99	.3	1.9	7	43	.1	1.1	2	27		.5	
4-Book	11	53	.2	2.0	12	53	.2	2.6	16	71	.3	1.9	17	60	.3	2.6	11	40	.2	2.5	
<b>WPEN-AM</b>																					
FA '98		10																			
4-Book		3			1	5		.3	2	5		.2	2	3		.2	2	2		.3	
<b>WPHI-FM</b>																					
FA '98	65	204	1.1	10.2	13	74	.2	2.8	51	187	.9	6.0	44	158	.8	6.9	30	103	.5	7.6	
4-Book	65	208	1.1	11.5	18	75	.3	4.0	51	187	.9	6.0	47	148	.8	7.2	33	113	.6	7.7	
<b>WPHT-AM</b>																					
FA '98	2	9		.3	2	8		.4										4	9	.1	1.0
4-Book	1	2		.1	1	4		.2	1	6		.1		2		.1	1	5		.3	
<b>WPLY-FM</b>																					
FA '98	23	127	.4	3.6	19	75	.3	4.1	30	136	.5	3.6	31	125	.5	4.9	5	39	.1	1.3	
4-Book	22	133	.4	3.8	13	82	.2	2.8	37	212	.6	4.4	28	153	.5	4.3	15	119	.3	3.5	
<b>WURD-AM</b>																					
FA '98	4	22	.1	.6	3	11	.1	.6	8	25	.1	.9	16	34	.3	2.5	1	7		.3	
4-Book	1	7		.2	4	13	.1	.8	8	24	.2	1.0	10	19	.2	1.6	2	7		.4	
<b>WUSL-FM</b>																					
FA '98	95	330	1.7	15.0	63	254	1.1	13.5	107	332	1.9	12.7	62	200	1.1	9.8	55	174	1.0	13.9	
4-Book	98	299	1.7	17.4	71	235	1.3	15.5	118	364	2.1	13.8	57	187	1.0	8.7	44	144	.8	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 Estimates

## Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	+WWDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**
WWDB-FM FA '98 4-Book	3 6	17 19	.1 .1	.5 1.1	10 6	42 27	.2 .1	2.1 1.3	35 27	61 54	.6 .5	4.1 3.1	5 2	8 5	.1 .3	.8 .3	3 2	18 12	.1 .4	.8 .4
WWJZ-AM FA '98 4-Book																				
WXTU-FM FA '98 4-Book	25 13	129 62	.4 .2	3.9 2.2	25 18	118 81	.4 .3	5.4 3.9	42 31	153 121	.7 .6	5.0 3.6	42 29	127 104	.7 .5	6.6 4.4	16 15	47 64	.3 .3	4.0 3.4
WXXM-FM FA '98 4-Book	40 34	191 169	.7 .6	6.3 5.9	13 17	84 90	.2 .3	2.8 3.6	51 53	219 251	.9 .9	6.0 6.1	20 37	72 172	.4 .6	3.2 5.6	13 22	69 119	.2 .4	3.3 5.1
WYSP-FM FA '98 4-Book	24 16	105 78	.4 .3	3.8 2.8	10 6	23 26	.2 .1	2.1 1.3	21 25	109 147	.4 .4	2.5 2.9	12 18	57 88	.2 .3	1.9 2.8	3 10	27 62	.1 .2	.8 2.1
WYXR-FM FA '98 4-Book	29 29	183 162	.5 .5	4.6 5.1	31 20	120 97	.5 .3	6.7 4.3	47 55	253 243	.8 1.0	5.6 6.5	31 40	153 170	.5 .7	4.9 6.2	41 30	159 141	.7 .5	10.3 6.9
WBYN-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM FA '98 4-Book	2 **	10 **		.3 **	**	**	**	**	**	**	**	**	1 **	10 **		.2 **	**	**	**	**
WJBR-FM FA '98 4-Book	3 4	24 25	.1 .1	.5 .7	1 1	11 9		.2 .2	5 3	37 17	.1 .1	.6 .4	1 1	20 14	.2 .2		9 13			.3
WKXV-FM FA '98 4-Book	13 7	28 25	.2 .1	2.0 1.2	7 5	30 16	.1 .1	1.5 1.0	6 5	20 24	.1 .1	.7 .6	10 5	35 15	.2 .1	1.6 .8	9 4	18 17	.2 .1	2.3 .9
+WNJO-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1 **	10 **	.3 **
WPST-FM FA '98 4-Book	13 12	76 89	.2 .2	2.0 2.1	9 9	64 55	.2 .2	1.9 1.9	21 26	130 142	.4 .5	2.5 3.1	27 20	86 82	.5 .4	4.3 3.1	5 10	54 66	.1 .2	1.3 2.3
WRDR-FM FA '98 4-Book		2		.1					5 2	9 5	.1 .2	.6 .2					1	2		.1
TOTALS FA '98 4-Book	635 566	1914 1762	11.2 9.8		466 463	1397 1378	8.2 8.1		845 859	2389 2430	14.9 14.9		634 650	1736 1775	11.2 11.3		397 432	1119 1357	7.0 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

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	
<b>KYW -AM</b>																				
FA '98	63	2204	.5	3.1	194	1496	1.7	6.8	41	678	.4	1.4	62	980	.5	2.5	18	352	.2	1.8
SU '98	68	2368	.6	3.3	183	1443	1.6	6.7	36	717	.3	1.2	71	915	.6	3.0	32	469	.3	3.0
SP '98	72	2582	.6	3.5	220	1792	1.9	7.7	51	789	.4	1.7	69	1086	.6	2.8	21	446	.2	2.1
WI '98	92	2668	.8	4.5	294	1968	2.5	9.5	51	683	.4	1.7	82	1078	.7	3.3	31	448	.3	3.2
<b>4-Book</b>	<b>74</b>	<b>2456</b>	<b>.6</b>	<b>3.6</b>	<b>223</b>	<b>1675</b>	<b>1.9</b>	<b>7.7</b>	<b>45</b>	<b>717</b>	<b>.4</b>	<b>1.5</b>	<b>71</b>	<b>1015</b>	<b>.6</b>	<b>2.9</b>	<b>26</b>	<b>429</b>	<b>.3</b>	<b>2.5</b>
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
<b>WBEB-FM</b>																				
FA '98	197	2678	1.7	9.7	268	1642	2.3	9.4	370	1467	3.2	12.6	235	1599	2.0	9.5	69	896	.6	7.1
SU '98	216	2700	1.8	10.6	260	1579	2.2	9.5	469	1655	4.0	15.6	267	1641	2.3	11.2	76	898	.7	7.2
SP '98	221	2947	1.9	10.7	280	1664	2.4	9.8	423	1571	3.6	13.9	274	1796	2.3	11.2	82	954	.7	8.1
WI '98	199	2798	1.7	9.6	278	1579	2.4	9.0	411	1520	3.5	14.1	245	1541	2.1	9.8	55	678	.5	5.8
<b>4-Book</b>	<b>208</b>	<b>2781</b>	<b>1.8</b>	<b>10.2</b>	<b>272</b>	<b>1616</b>	<b>2.3</b>	<b>9.4</b>	<b>418</b>	<b>1553</b>	<b>3.6</b>	<b>14.1</b>	<b>255</b>	<b>1644</b>	<b>2.2</b>	<b>10.4</b>	<b>71</b>	<b>857</b>	<b>.6</b>	<b>7.1</b>
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
<b>WDAS-AM</b>																				
FA '98	21	303	.2	1.0	35	162	.3	1.2	17	86	.1	.6	22	123	.2	.9	5	49		.5
SU '98	16	266	.1	.8	36	165	.3	1.3	19	108	.2	.6	7	34	.1	.3	4	55		.4
SP '98	27	397	.2	1.3	49	193	.4	1.7	28	105	.2	.9	17	109	.1	.7	2	28		.2
WI '98	34	405	.3	1.6	52	212	.4	1.7	31	147	.3	1.1	35	132	.3	1.4	19	109	.2	2.0
<b>4-Book</b>	<b>25</b>	<b>343</b>	<b>.2</b>	<b>1.2</b>	<b>43</b>	<b>183</b>	<b>.4</b>	<b>1.5</b>	<b>24</b>	<b>112</b>	<b>.2</b>	<b>.8</b>	<b>20</b>	<b>100</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>60</b>	<b>.1</b>	<b>.8</b>
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
<b>WDAS-FM</b>																				
FA '98	190	1838	1.6	9.3	231	1120	2.0	8.1	226	961	2.0	7.7	214	1053	1.8	8.6	163	991	1.4	16.8
SU '98	200	1955	1.7	9.8	256	1136	2.2	9.3	249	1116	2.1	8.3	203	1158	1.7	8.5	168	955	1.4	15.9
SP '98	197	1915	1.7	9.6	278	1120	2.4	9.7	248	1033	2.1	8.2	213	1190	1.8	8.7	155	990	1.3	15.3
WI '98	208	1782	1.8	10.1	287	1150	2.5	9.3	265	937	2.3	9.1	228	1186	2.0	9.1	166	896	1.4	17.4
<b>4-Book</b>	<b>199</b>	<b>1873</b>	<b>1.7</b>	<b>9.7</b>	<b>263</b>	<b>1132</b>	<b>2.3</b>	<b>9.1</b>	<b>247</b>	<b>1012</b>	<b>2.1</b>	<b>8.3</b>	<b>215</b>	<b>1147</b>	<b>1.8</b>	<b>8.7</b>	<b>163</b>	<b>958</b>	<b>1.4</b>	<b>16.4</b>
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
<b>WHAT-AM</b>																				
FA '98	11	150	.1	.5	24	100	.2	.8	7	52	.1	.2	7	33	.1	.3	7	13	.1	.7
SU '98	12	183	.1	.6	12	69	.1	.4	19	77	.2	.6	9	60	.1	.4	1	24		.1
SP '98	8	158	.1	.4	10	72	.1	.3	8	51	.1	.3	4	44	.1	.2	7	28	.1	.7
WI '98	8	157	.1	.4	11	79	.1	.4	11	72	.1	.4	9	63	.1	.4	2	22		.2
<b>4-Book</b>	<b>10</b>	<b>162</b>	<b>.1</b>	<b>.5</b>	<b>14</b>	<b>80</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>63</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>50</b>	<b>.1</b>	<b>.3</b>	<b>4</b>	<b>22</b>	<b>.1</b>	<b>.4</b>
FA '97	13	186	.1	.6	12	69	.1	.4	21	67	.2	.7	13	58	.1	.5	5	63		.5
<b>WIOQ-FM</b>																				
FA '98	123	2719	1.1	6.0	164	1334	1.4	5.8	193	1555	1.7	6.6	157	1601	1.4	6.3	46	892	.4	4.7
SU '98	133	2765	1.1	6.5	150	1178	1.3	5.5	217	1724	1.9	7.2	157	1697	1.3	6.6	60	911	.5	5.7
SP '98	118	2746	1.0	5.7	131	1244	1.1	4.6	191	1498	1.6	6.3	151	1615	1.3	6.2	60	941	.5	5.9
WI '98	137	2796	1.2	6.6	186	1391	1.6	6.0	186	1502	1.6	6.4	186	1782	1.6	7.5	70	1010	.6	7.3
<b>4-Book</b>	<b>128</b>	<b>2757</b>	<b>1.1</b>	<b>6.2</b>	<b>158</b>	<b>1287</b>	<b>1.4</b>	<b>5.5</b>	<b>197</b>	<b>1570</b>	<b>1.7</b>	<b>6.6</b>	<b>163</b>	<b>1674</b>	<b>1.4</b>	<b>6.7</b>	<b>59</b>	<b>939</b>	<b>.5</b>	<b>5.9</b>
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
<b>WIP -AM</b>																				
FA '98	16	443	.1	.8	30	174	.3	1.1	14	133	.1	.5	18	204	.2	.7	11	114	.1	1.1
SU '98	13	284	.1	.6	36	151	.3	1.3	12	90	.1	.4	12	84	.1	.5	4	57		.4
SP '98	15	398	.1	.7	31	230	.3	1.1	25	122	.2	.8	19	123	.2	.8	5	110		.5
WI '98	18	483	.2	.9	43	251	.4	1.4	19	102	.2	.7	21	148	.2	.8	8	112	.1	.8
<b>4-Book</b>	<b>16</b>	<b>402</b>	<b>.1</b>	<b>.8</b>	<b>35</b>	<b>202</b>	<b>.3</b>	<b>1.2</b>	<b>18</b>	<b>112</b>	<b>.2</b>	<b>.6</b>	<b>18</b>	<b>140</b>	<b>.2</b>	<b>.7</b>	<b>7</b>	<b>98</b>	<b>.1</b>	<b>.7</b>
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
<b>WJJZ-FM</b>																				
FA '98	92	1558	.8	4.5	106	700	.9	3.7	153	745	1.3	5.2	121	859	1.0	4.9	41	496	.4	4.2
SU '98	90	1394	.8	4.4	82	593	.7	3.0	142	626	1.2	4.7	116	815	1.0	4.9	58	418	.5	5.5
SP '98	116	1732	1.0	5.6	102	729	.9	3.6	203	785	1.7	6.7	145	969	1.2	5.9	69	742	.6	6.8
WI '98	108	1627	.9	5.2	120	766	1.0	3.9	164	732	1.4	5.6	144	900	1.2	5.8	49	618	.4	5.1
<b>4-Book</b>	<b>102</b>	<b>1578</b>	<b>.9</b>	<b>4.9</b>	<b>103</b>	<b>697</b>	<b>.9</b>	<b>3.6</b>	<b>166</b>	<b>722</b>	<b>1.4</b>	<b>5.6</b>	<b>132</b>	<b>886</b>	<b>1.1</b>	<b>5.4</b>	<b>54</b>	<b>569</b>	<b>.5</b>	<b>5.4</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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			
	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
<b>WMGK-FM</b>																				
FA '98	97	1858	.8	4.8	107	957	.9	3.8	193	940	1.7	6.6	143	1192	1.2	5.8	24	446	.2	2.5
SU '98	111	2037	1.0	5.4	103	885	.9	3.8	200	1187	1.7	6.7	158	1364	1.4	6.6	43	603	.4	4.1
SP '98	124	2170	1.1	6.0	129	980	1.1	4.5	199	1157	1.7	6.6	173	1317	1.5	7.1	59	544	.5	5.8
WI '98	98	2200	.8	4.7	119	967	1.0	3.8	158	1134	1.4	5.4	136	1330	1.2	5.5	39	670	.3	4.1
<b>4-Book</b>	<b>108</b>	<b>2066</b>	<b>.9</b>	<b>5.2</b>	<b>115</b>	<b>947</b>	<b>1.0</b>	<b>4.0</b>	<b>188</b>	<b>1105</b>	<b>1.6</b>	<b>6.3</b>	<b>153</b>	<b>1301</b>	<b>1.3</b>	<b>6.3</b>	<b>41</b>	<b>566</b>	<b>.4</b>	<b>4.1</b>
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
<b>WMMR-FM</b>																				
FA '98	76	1462	.7	3.7	103	651	.9	3.6	128	656	1.1	4.4	116	965	1.0	4.7	18	341	.2	1.8
SU '98	56	1571	.5	2.7	71	573	.6	2.6	80	680	.7	2.7	59	779	.5	2.5	29	492	.2	2.7
SP '98	42	1617	.4	2.0	56	591	.5	2.0	54	644	.5	1.8	54	885	.5	2.2	17	348	.1	1.7
WI '98	63	1507	.5	3.0	88	625	.8	2.8	100	593	.9	3.4	78	789	.7	3.1	26	393	.2	2.7
<b>4-Book</b>	<b>59</b>	<b>1539</b>	<b>.5</b>	<b>2.9</b>	<b>80</b>	<b>610</b>	<b>.7</b>	<b>2.8</b>	<b>91</b>	<b>643</b>	<b>.8</b>	<b>3.1</b>	<b>77</b>	<b>855</b>	<b>.7</b>	<b>3.1</b>	<b>23</b>	<b>394</b>	<b>.2</b>	<b>2.2</b>
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
<b>WGL-FM</b>																				
FA '98	103	2085	.9	5.1	129	974	1.1	4.5	149	937	1.3	5.1	112	1059	1.0	4.5	44	540	.4	4.5
SU '98	82	1770	.7	4.0	111	812	1.0	4.0	121	838	1.0	4.0	92	864	.8	3.9	30	518	.3	2.8
SP '98	88	1871	.8	4.3	115	817	1.0	4.0	143	845	1.2	4.7	101	1035	.9	4.1	29	450	.2	2.9
WI '98	91	1892	.8	4.4	120	808	1.0	3.9	140	903	1.2	4.8	97	964	.8	3.9	22	441	.2	2.3
<b>4-Book</b>	<b>91</b>	<b>1905</b>	<b>.8</b>	<b>4.5</b>	<b>119</b>	<b>853</b>	<b>1.0</b>	<b>4.1</b>	<b>138</b>	<b>881</b>	<b>1.2</b>	<b>4.7</b>	<b>101</b>	<b>981</b>	<b>.9</b>	<b>4.1</b>	<b>31</b>	<b>487</b>	<b>.3</b>	<b>3.1</b>
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
<b>WPEN-AM</b>																				
FA '98	4	131	.2	.2	7	46	.1	.2	3	46	.1	.2	2	39	.1	.1	1	16	.1	.1
SU '98	8	145	.1	.4	11	55	.1	.4	12	63	.1	.4	9	82	.1	.4	5	38	.5	.5
SP '98	8	132	.1	.4	10	57	.1	.3	13	75	.1	.4	12	73	.1	.5	1	23	.1	.1
WI '98	13	159	.1	.6	19	69	.2	.6	21	106	.2	.7	19	87	.2	.8	4	47	.4	.4
<b>4-Book</b>	<b>8</b>	<b>142</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>57</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>73</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>70</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>31</b>	<b>.3</b>	<b>.3</b>
FA '97	8	191	.1	.4	9	102	.1	.3	17	77	.1	.5	10	63	.1	.4	1	18	.1	.1
<b>WPHI-FM</b>																				
FA '98	70	1316	.6	3.4	72	594	.6	2.5	89	727	.8	3.0	97	809	.8	3.9	48	557	.4	4.9
SU '98	78	1522	.7	3.8	83	655	.7	3.0	90	804	.8	3.0	104	1020	.9	4.4	69	663	.6	6.5
SP '98	76	1381	.7	3.7	81	566	.7	2.8	88	802	.8	2.9	93	838	.8	3.8	64	668	.5	6.3
WI '98	85	1579	.7	4.1	93	715	.8	3.0	90	822	.8	3.1	119	969	1.0	4.8	66	650	.6	6.9
<b>4-Book</b>	<b>77</b>	<b>1450</b>	<b>.7</b>	<b>3.8</b>	<b>82</b>	<b>633</b>	<b>.7</b>	<b>2.8</b>	<b>89</b>	<b>789</b>	<b>.8</b>	<b>3.0</b>	<b>103</b>	<b>909</b>	<b>.9</b>	<b>4.2</b>	<b>62</b>	<b>635</b>	<b>.5</b>	<b>6.2</b>
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
<b>WPHT-AM</b>																				
FA '98	13	218	.1	.6	21	83	.2	.7	18	91	.2	.6	18	100	.2	.7	8	55	.1	.8
SU '98	9	225	.1	.4	17	63	.1	.6	17	87	.1	.6	5	79	.2	.2	4	59	.4	.4
SP '98	4	228	.1	.2	8	84	.1	.3	2	37	.1	.5	5	41	.2	.2	4	74	.4	.4
WI '98	6	189	.1	.3	16	72	.1	.5	8	73	.1	.3	9	117	.1	.4	1	15	.1	.1
<b>4-Book</b>	<b>8</b>	<b>215</b>	<b>.1</b>	<b>.4</b>	<b>16</b>	<b>76</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>72</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>84</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>51</b>	<b>.4</b>	<b>.4</b>
FA '97	1	67	.1	.4	2	17	.1	.1		14	.1	.1	1	9	.1	.1	2	6	.2	.2
<b>WPLY-FM</b>																				
FA '98	56	1673	.5	2.7	69	793	.6	2.4	73	739	.6	2.5	90	1146	.8	3.6	24	558	.2	2.5
SU '98	48	1856	.4	2.4	57	783	.5	2.1	57	805	.5	1.9	62	1013	.5	2.6	24	602	.2	2.3
SP '98	65	1989	.6	3.2	91	946	.8	3.2	100	944	.9	3.3	91	1179	.8	3.7	25	546	.2	2.5
WI '98	59	1887	.5	2.9	89	882	.8	2.9	70	717	.6	2.4	82	1052	.7	3.3	28	645	.2	2.9
<b>4-Book</b>	<b>57</b>	<b>1851</b>	<b>.5</b>	<b>2.8</b>	<b>77</b>	<b>851</b>	<b>.7</b>	<b>2.7</b>	<b>75</b>	<b>801</b>	<b>.7</b>	<b>2.5</b>	<b>81</b>	<b>1098</b>	<b>.7</b>	<b>3.3</b>	<b>25</b>	<b>588</b>	<b>.2</b>	<b>2.6</b>
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
<b>WURD-AM</b>																				
FA '98	20	149	.2	1.0	21	108	.2	.7	33	111	.3	1.1	27	102	.2	1.1	7	47	.1	.7
SU '98	17	148	.1	.8	18	93	.2	.7	17	101	.1	.6	22	112	.2	.9	9	51	.1	.9
SP '98	25	187	.2	1.2	35	129	.3	1.2	46	157	.4	1.5	23	156	.2	.9	4	71	.4	.4
WI '98	11	146	.1	.5	12	93	.1	.4	18	104	.2	.6	12	98	.1	.5				
<b>4-Book</b>	<b>18</b>	<b>158</b>	<b>.2</b>	<b>.9</b>	<b>22</b>	<b>106</b>	<b>.2</b>	<b>.8</b>	<b>29</b>	<b>118</b>	<b>.3</b>	<b>1.0</b>	<b>21</b>	<b>117</b>	<b>.2</b>	<b>.9</b>	<b>5</b>	<b>42</b>	<b>.1</b>	<b>.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WUSL-FM</b>																				
FA '98	132	2058	1.1	6.5	190	1048	1.6	6.7	166	1039	1.4	5.7	134	1117	1.2	5.4	86	764	.7	8.8
SU '98	142	2184	1.2	7.0	164	1079	1.4	6.0	169	1123	1.4	5.6	148	1176	1.3	6.2	116	936	1.0	11.0
SP '98	141	2017	1.2	6.9	175	1067	1.5	6.1	162	1038	1.4	5.3	161	1192	1.4	6.6	82	672	.7	8.1
WI '98	115	1954	1.0	5.6	163	961	1.4	5.3	133	894	1.1	4.6	131	1038	1.1	5.3	74	764	.6	7.8
<b>4-Book</b>	<b>133</b>	<b>2053</b>	<b>1.1</b>	<b>6.5</b>	<b>173</b>	<b>1039</b>	<b>1.5</b>	<b>6.0</b>	<b>158</b>	<b>1024</b>	<b>1.3</b>	<b>5.3</b>	<b>144</b>	<b>1131</b>	<b>1.3</b>	<b>5.9</b>	<b>90</b>	<b>784</b>	<b>.8</b>	<b>8.9</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	*	4	.49	.2	*	1	.18		9	23	.1	.3	*	2	.14	.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	32	746	.3	1.6	41	306	.4	1.4	58	302	.5	2.0	16	241	.1	.6	14	182	.1	1.4
SU '98	32	755	.3	1.6	38	265	.3	1.4	53	376	.5	1.8	32	286	.3	1.3	15	180	.1	1.4
SP '98	28	685	.2	1.4	35	271	.3	1.2	57	358	.5	1.9	20	244	.2	.8	8	122	.1	.8
WI '98	42	739	.4	2.0	44	275	.4	1.4	75	367	.6	2.6	35	243	.3	1.4	18	159	.2	1.9
<b>4-Book</b>	<b>34</b>	<b>731</b>	<b>.3</b>	<b>1.7</b>	<b>40</b>	<b>279</b>	<b>.4</b>	<b>1.4</b>	<b>61</b>	<b>351</b>	<b>.5</b>	<b>2.1</b>	<b>26</b>	<b>254</b>	<b>.2</b>	<b>1.0</b>	<b>14</b>	<b>161</b>	<b>.1</b>	<b>1.4</b>
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
<b>WVJZ-AM</b>																				
FA '98		25							8				1	8				8		
SU '98	1	43							18					9			1	25		.1
SP '98		11												7						
WI '98		7											1	6				8		
<b>4-Book</b>	<b>22</b>								<b>7</b>				<b>1</b>	<b>6</b>				<b>8</b>		
FA '97		16			1	16														
<b>WXTU-FM</b>																				
FA '98	98	1207	.8	4.8	138	776	1.2	4.8	117	650	1.0	4.0	146	864	1.3	5.9	36	417	.3	3.7
SU '98	76	1234	.7	3.7	85	682	.7	3.1	113	710	1.0	3.8	102	786	.9	4.3	31	461	.3	2.9
SP '98	79	1172	.7	3.8	91	704	.8	3.2	129	682	1.1	4.3	99	695	.8	4.0	32	415	.3	3.2
WI '98	73	1145	.6	3.5	114	726	1.0	3.7	98	656	.8	3.4	98	877	.8	3.9	26	428	.2	2.7
<b>4-Book</b>	<b>82</b>	<b>1190</b>	<b>.7</b>	<b>4.0</b>	<b>107</b>	<b>722</b>	<b>.9</b>	<b>3.7</b>	<b>114</b>	<b>675</b>	<b>1.0</b>	<b>3.9</b>	<b>111</b>	<b>806</b>	<b>1.0</b>	<b>4.5</b>	<b>31</b>	<b>430</b>	<b>.3</b>	<b>3.1</b>
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
<b>WXMM-FM</b>																				
FA '98	78	1725	.7	3.8	89	953	.8	3.1	123	859	1.1	4.2	116	1106	1.0	4.7	35	584	.3	3.6
SU '98	81	2003	.7	4.0	87	914	.7	3.2	118	996	1.0	3.9	113	1269	1.0	4.7	41	781	.4	3.9
SP '98	63	1846	.5	3.1	80	847	.7	2.8	84	927	.7	2.8	80	1093	.7	3.3	30	612	.3	3.0
WI '98	66	1757	.6	3.2	76	829	.7	2.5	91	841	.8	3.1	89	1151	.8	3.6	28	635	.2	2.9
<b>4-Book</b>	<b>72</b>	<b>1833</b>	<b>.6</b>	<b>3.5</b>	<b>83</b>	<b>886</b>	<b>.7</b>	<b>2.9</b>	<b>104</b>	<b>906</b>	<b>.9</b>	<b>3.5</b>	<b>100</b>	<b>1155</b>	<b>.9</b>	<b>4.1</b>	<b>34</b>	<b>653</b>	<b>.3</b>	<b>3.4</b>
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
<b>WYSP-FM</b>																				
FA '98	76	1872	.7	3.7	229	1164	2.0	8.0	74	711	.6	2.5	63	622	.5	2.5	22	306	.2	2.3
SU '98	85	1949	.7	4.2	251	1165	2.1	9.1	94	781	.8	3.1	66	694	.6	2.8	30	440	.3	2.8
SP '98	82	2019	.7	4.0	266	1246	2.3	9.3	87	913	.7	2.9	59	698	.5	2.4	19	397	.2	1.9
WI '98	87	1841	.7	4.2	273	1297	2.3	8.8	108	801	.9	3.7	64	581	.5	2.6	24	335	.2	2.5
<b>4-Book</b>	<b>83</b>	<b>1920</b>	<b>.7</b>	<b>4.0</b>	<b>255</b>	<b>1218</b>	<b>2.2</b>	<b>8.8</b>	<b>91</b>	<b>802</b>	<b>.8</b>	<b>3.1</b>	<b>63</b>	<b>649</b>	<b>.5</b>	<b>2.6</b>	<b>24</b>	<b>370</b>	<b>.2</b>	<b>2.4</b>
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
<b>WYXR-FM</b>																				
FA '98	123	2459	1.1	6.0	178	1408	1.5	6.2	186	1243	1.6	6.4	144	1388	1.2	5.8	71	749	.6	7.3
SU '98	116	2385	1.0	5.7	157	1164	1.3	5.7	180	1140	1.5	6.0	141	1319	1.2	5.9	57	817	.5	5.4
SP '98	141	2559	1.2	6.9	176	1289	1.5	6.1	223	1226	1.9	7.3	180	1583	1.5	7.4	77	985	.7	7.6
WI '98	120	2614	1.0	5.8	152	1322	1.3	4.9	198	1200	1.7	6.8	157	1403	1.3	6.3	53	844	.5	5.6
<b>4-Book</b>	<b>125</b>	<b>2504</b>	<b>1.1</b>	<b>6.1</b>	<b>166</b>	<b>1296</b>	<b>1.4</b>	<b>5.7</b>	<b>197</b>	<b>1202</b>	<b>1.7</b>	<b>6.6</b>	<b>156</b>	<b>1423</b>	<b>1.3</b>	<b>6.4</b>	<b>65</b>	<b>849</b>	<b>.6</b>	<b>6.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBVN-FM</b>																				
FA '98	3	89	.1	.3	9	57	.1	.3	1	19			4	49	.2	.2	1	25		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	7	119	.1	.3	13	67	.1	.4	7	50	.1	.2	4	38	.2	.2	4	45		.4
<b>WCTO-FM</b>																				
FA '98	2	68		.1	1	26			2	26		.1	1	42			1	10		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	16	437	.1	.8	15	189	.1	.5	28	227	.2	1.0	26	277	.2	1.1	6	123	.1	.6
SU '98	16	283	.1	.8	16	105	.1	.6	34	112	.3	1.1	23	127	.2	1.0	8	110	.1	.8
SP '98	12	328	.1	.6	15	132	.1	.5	21	119	.2	.7	16	174	.1	.7	9	124	.1	.9
WI '98	13	367	.1	.6	18	124	.2	.6	27	144	.2	.9	13	119	.1	.5	5	131		.5
<b>4-Book</b>	<b>14</b>	<b>354</b>	<b>.1</b>	<b>.7</b>	<b>16</b>	<b>138</b>	<b>.1</b>	<b>.6</b>	<b>28</b>	<b>151</b>	<b>.2</b>	<b>.9</b>	<b>20</b>	<b>174</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>122</b>	<b>.1</b>	<b>.7</b>
FA '97	10	366	.1	.5	16	151	.1	.5	13	146	.1	.4	10	132	.1	.4	5	63		.5
<b>WKXV-FM</b>																				
FA '98	27	590	.2	1.3	28	214	.2	1.0	44	286	.4	1.5	41	318	.4	1.7	16	161	.1	1.6
SU '98	25	663	.2	1.2	38	334	.3	1.4	49	330	.4	1.6	36	430	.3	1.5	8	140	.1	.8
SP '98	22	506	.2	1.1	35	231	.3	1.2	40	267	.3	1.3	32	320	.3	1.3	6	137	.1	.6
WI '98	26	643	.2	1.3	34	289	.3	1.1	28	289	.2	1.0	46	381	.4	1.8	16	156	.1	1.7
<b>4-Book</b>	<b>25</b>	<b>601</b>	<b>.2</b>	<b>1.2</b>	<b>34</b>	<b>267</b>	<b>.3</b>	<b>1.2</b>	<b>40</b>	<b>293</b>	<b>.3</b>	<b>1.4</b>	<b>39</b>	<b>362</b>	<b>.4</b>	<b>1.6</b>	<b>12</b>	<b>149</b>	<b>.1</b>	<b>1.2</b>
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
<b>+WNJO-FM</b>																				
FA '98	13	276	.1	.6	12	150	.1	.4	23	116	.2	.8	20	138	.2	.8	5	82		.5
SU '98	22	377	.2	1.1	34	221	.3	1.2	40	209	.3	1.3	21	188	.2	.9	9	65	.1	.9
SP '98	14	412	.1	.7	14	167	.1	.5	24	203	.2	.8	19	204	.2	.8	5	108		.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	40	1364	.3	2.0	55	608	.5	1.9	54	551	.5	1.8	55	712	.5	2.2	15	306	.1	1.5
SU '98	45	1372	.4	2.2	58	568	.5	2.1	65	671	.6	2.2	72	851	.6	3.0	21	427	.2	2.0
SP '98	45	1366	.4	2.2	57	544	.5	2.0	63	650	.5	2.1	65	756	.6	2.7	24	482	.2	2.4
WI '98	40	1391	.3	1.9	55	586	.5	1.8	54	469	.5	1.8	45	692	.4	1.8	27	493	.2	2.8
<b>4-Book</b>	<b>43</b>	<b>1373</b>	<b>.4</b>	<b>2.1</b>	<b>56</b>	<b>577</b>	<b>.5</b>	<b>2.0</b>	<b>59</b>	<b>585</b>	<b>.5</b>	<b>2.0</b>	<b>59</b>	<b>753</b>	<b>.5</b>	<b>2.4</b>	<b>22</b>	<b>427</b>	<b>.2</b>	<b>2.2</b>
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
<b>WRDR-FM</b>																				
FA '98	2	63		.1		9			6	26	.1	.2	2	37		.1	1	27		.1
SU '98	1	70				8			1	17			1	51			2	9		.2
SP '98	7	146	.1	.3	4	82		.1	11	53	.1	.4	11	85	.1	.4	3	23		.3
WI '98	5	69		.2	4	47		.1	8	61	.1	.3	8	45	.1	.3	1	14		.1
<b>4-Book</b>	<b>4</b>	<b>87</b>		<b>.2</b>	<b>2</b>	<b>37</b>		<b>.1</b>	<b>7</b>	<b>39</b>	<b>.1</b>	<b>.2</b>	<b>6</b>	<b>55</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>18</b>		<b>.2</b>
FA '97	7	105	.1	.3	11	47	.1	.4	15	64	.1	.5	3	30		.1		16		
<b>TOTALS</b>																				
FA '98	2038	11304	17.6		2849	9978	24.6		2926	8999	25.3		2476	9753	21.4		973	6704	8.4	
SU '98	2040	11366	17.5		2745	9759	23.5		3006	9406	25.7		2384	9939	20.4		1056	7258	9.0	
SP '98	2058	11364	17.6		2867	10100	24.5		3035	9247	26.0		2446	10022	20.9		1010	7147	8.6	
WI '98	2067	11414	17.7		3091	10241	26.5		2920	8929	25.0		2493	9932	21.3		954	6890	8.2	
<b>4-Book</b>	<b>2051</b>	<b>11362</b>	<b>17.6</b>		<b>2888</b>	<b>10020</b>	<b>24.8</b>		<b>2972</b>	<b>9145</b>	<b>25.5</b>		<b>2450</b>	<b>9912</b>	<b>21.0</b>		<b>998</b>	<b>7000</b>	<b>8.6</b>	
FA '97	2082	11444	17.8		3023	10326	25.9		3100	9189	26.5		2532	9982	21.7		965	7076	8.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
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	
<b>KYW -AM</b>																				
FA '98	95	1992	.8	3.4	36	972	.3	2.5	101	505	.9	7.9	33	181	.3	1.4	24	144	.2	1.4
4-Book	108	2208	.9	3.9	45	1082	.4	3.2	103	496	.9	8.0	41	234	.4	1.7	33	164	.3	1.9
<b>WBEB-FM</b>																				
FA '98	297	2365	2.6	10.7	104	1292	.9	7.2	84	379	.7	6.5	216	605	1.9	9.3	147	429	1.3	8.3
4-Book	323	2422	2.8	11.6	97	1276	.8	6.7	95	355	.8	7.4	189	570	1.6	7.9	118	398	1.0	6.7
<b>WDAS-AM</b>																				
FA '98	24	213	.2	.9	25	221	.2	1.7	13	23	.1	1.0	15	44	.1	.6	9	21	.1	.5
4-Book	29	219	.3	1.1	28	260	.2	2.0	16	43	.1	1.2	17	48	.1	.7	8	21	.1	.5
<b>WDAS-FM</b>																				
FA '98	224	1563	1.9	8.1	147	1049	1.3	10.2	142	325	1.2	11.1	199	449	1.7	8.5	188	426	1.6	10.6
4-Book	242	1617	2.1	8.7	146	1194	1.3	10.1	136	344	1.2	10.7	216	536	1.9	9.0	167	430	1.5	9.5
<b>WHAT-AM</b>																				
FA '98	12	107	.1	.4	11	98	.1	.8	13	36	.1	1.0	1	7			5	7		.3
4-Book	11	114	.1	.4	12	108	.1	.8	13	26	.1	1.0	8	30	.1	.3	11	26	.1	.6
<b>WIOQ-FM</b>																				
FA '98	173	2383	1.5	6.3	85	1541	.7	5.9	79	297	.7	6.2	154	669	1.3	6.6	128	507	1.1	7.2
4-Book	174	2405	1.5	6.3	92	1503	.8	6.3	66	287	.6	5.2	172	662	1.5	7.2	128	500	1.1	7.3
<b>WIP -AM</b>																				
FA '98	20	320	.2	.7	13	225	.1	.9	1	8			12	53	.1	.5	11	56	.1	.6
4-Book	23	309	.2	.8	8	154	.1	.6	5	27			11	51	.1	.5	8	38	.1	.5
<b>WJJZ-FM</b>																				
FA '98	129	1260	1.1	4.7	62	765	.5	4.3	34	133	.3	2.6	88	270	.8	3.8	102	259	.9	5.7
4-Book	136	1237	1.2	4.9	74	849	.6	5.1	60	199	.5	4.6	121	337	1.1	5.1	97	277	.9	5.5
<b>WMGK-FM</b>																				
FA '98	151	1656	1.3	5.5	51	922	.4	3.5	46	198	.4	3.6	99	413	.9	4.2	77	306	.7	4.3
4-Book	154	1799	1.3	5.5	70	1023	.6	4.8	51	206	.4	4.0	143	487	1.2	5.9	111	391	1.0	6.3
<b>WMMR-FM</b>																				
FA '98	117	1225	1.0	4.2	45	785	.4	3.1	33	163	.3	2.6	82	352	.7	3.5	60	249	.5	3.4
4-Book	83	1228	.7	3.0	43	811	.4	2.9	39	173	.4	3.0	80	350	.7	3.4	49	221	.4	2.8
<b>WUGL-FM</b>																				
FA '98	131	1659	1.1	4.7	92	1174	.8	6.4	82	283	.7	6.4	179	558	1.5	7.7	93	261	.8	5.2
4-Book	121	1509	1.0	4.4	78	1032	.7	5.4	65	235	.6	5.1	129	458	1.1	5.4	97	302	.8	5.5
<b>WPEN-AM</b>																				
FA '98	4	78		.1	6	84	.1	.4	5	15		.4	14	41	.1	.6	8	34	.1	.5
4-Book	12	106	.1	.4	6	80	.1	.4	9	21	.1	.7	12	33	.1	.5	6	23	.1	.3
<b>WPHI-FM</b>																				
FA '98	86	1154	.7	3.1	54	771	.5	3.7	31	133	.3	2.4	78	285	.7	3.3	76	241	.7	4.3
4-Book	91	1255	.8	3.3	63	804	.6	4.4	40	139	.3	3.1	93	337	.8	3.9	102	309	.9	5.8
<b>WPHT-AM</b>																				
FA '98	19	161	.2	.7	7	85	.1	.5	5	17		.4	5	25		.2	1	8		.1
4-Book	12	154	.1	.5	4	80		.3	4	17		.3	3	15		.1	2	8		.1
<b>WPLY-FM</b>																				
FA '98	77	1495	.7	2.8	41	852	.4	2.8	32	181	.3	2.5	101	442	.9	4.3	51	284	.4	2.9
4-Book	77	1563	.7	2.8	43	982	.4	2.9	27	158	.2	2.1	92	468	.8	3.8	58	316	.5	3.3
<b>WURD-AM</b>																				
FA '98	27	135	.2	1.0	15	110	.1	1.0	6	32	.1	.5	31	91	.3	1.3	35	72	.3	2.0
4-Book	24	146	.2	.9	16	112	.2	1.1	13	34	.1	1.0	37	94	.3	1.5	24	54	.2	1.4
<b>WUSL-FM</b>																				
FA '98	164	1705	1.4	5.9	109	1371	.9	7.5	82	275	.7	6.4	155	542	1.3	6.7	120	374	1.0	6.8
4-Book	158	1686	1.4	5.7	116	1321	1.0	8.0	80	254	.7	6.3	175	514	1.5	7.3	127	388	1.1	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

Target Listener Estimates - Women 18-49

		Women 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+WVDB-AM																						
WTEL-AM																						
FA '98	* 5	41	.2		* 1	13	.1			* 3	8	.2		4	13	.2		*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																						
FA '98	40	520	.3	1.4	29	325	.3	2.0	34	111	.3	2.6	22	49	.2	.9	11	34	.1	.6		
4-Book	44	517	.4	1.6	29	329	.3	2.0	25	75	.2	1.9	22	72	.2	.9	17	35	.2	1.0		
WWJZ-AM																						
FA '98		8				17			1	9		.1		1	2							
4-Book		11				11			1	5		.1		1	2							
WXTU-FM																						
FA '98	133	1038	1.1	4.8	77	858	.7	5.3	84	289	.7	6.5	108	457	.9	4.6	85	333	.7	4.8		
4-Book	111	1047	1.0	4.0	63	767	.6	4.3	64	226	.5	5.0	109	411	.9	4.6	68	255	.6	3.8		
WXXM-FM																						
FA '98	111	1551	1.0	4.0	50	943	.4	3.5	29	194	.3	2.3	108	462	.9	4.6	70	330	.6	3.9		
4-Book	97	1596	.8	3.5	55	1010	.5	3.8	34	147	.3	2.6	108	476	1.0	4.5	80	363	.7	4.5		
WYSP-FM																						
FA '98	119	1556	1.0	4.3	37	762	.3	2.6	26	87	.2	2.0	66	272	.6	2.8	58	228	.5	3.3		
4-Book	133	1674	1.1	4.8	32	687	.3	2.2	26	100	.3	2.1	63	292	.6	2.6	52	206	.5	3.0		
WYXR-FM																						
FA '98	171	2067	1.5	6.2	73	1324	.6	5.0	71	259	.6	5.5	126	522	1.1	5.4	98	371	.8	5.5		
4-Book	175	2092	1.5	6.3	77	1329	.7	5.3	70	275	.6	5.5	148	587	1.3	6.2	103	378	.9	5.8		
WBYN-FM																						
FA '98	4	80	.1		2	35	.1		2	9	.2		3	9	.1							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM																						
FA '98	2	50	.1		2	43	.1		4	8	.3		6	8	.1	.3	2	10		.1		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																						
FA '98	23	362	.2	.8	8	186	.1	.6	13	55	.1	1.0	8	53	.1	.3	5	35		.3		
4-Book	22	264	.2	.8	6	150	.4		6	27	.1	.5	7	47	.1	.3	5	33		.3		
WKXV-FM																						
FA '98	38	474	.3	1.4	14	257	.1	1.0	13	60	.1	1.0	13	82	.1	.6	6	41	.1	.3		
4-Book	38	511	.3	1.4	12	206	.1	.8	12	45	.1	.9	13	67	.1	.6	11	52	.1	.6		
+WNJO-FM																						
FA '98	19	216	.2	.7	9	148	.1	.6	8	49	.1	.6	19	73	.2	.8	20	73	.2	1.1		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																						
FA '98	54	1123	.5	2.0	31	669	.3	2.1	27	124	.2	2.1	61	248	.5	2.6	65	218	.6	3.7		
4-Book	58	1117	.5	2.1	30	658	.3	2.0	23	111	.2	1.8	59	263	.5	2.4	44	215	.4	2.5		
WRDR-FM																						
FA '98	3	45	.1		2	28	.1						6	9	.1	.3	6	19	.1	.3		
4-Book	5	71	.1	.2	3	32	.2		3	6	.2		10	18	.1	.4	6	19	.1	.3		
TOTALS																						
FA '98	2766	11127	23.9		1448	9591	12.5		1284	3870	11.1		2330	5847	20.1		1777	4660	15.4			
4-Book	2786	11206	23.9		1446	9543	12.4		1281	3786	11.0		2399	6123	20.6		1765	4676	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

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	7	65	.1	.6	84	380	.7	7.6	29	187	.3	1.6	26	136	.2	2.0	3	41	.4	
4-Book	15	101	.2	1.5	95	390	.8	8.7	44	269	.4	2.5	28	119	.2	2.2	19	125	.2	2.2
<b>WBEB-FM</b>																				
FA '98	70	326	.6	6.3	66	337	.6	6.0	121	426	1.0	6.9	87	307	.8	6.5	32	154	.3	4.1
4-Book	59	260	.5	5.8	62	250	.6	5.8	104	384	.9	5.8	88	298	.8	6.9	55	233	.5	6.4
<b>WDAS-AM</b>																				
FA '98	11	15	.1	1.0	78	170	.7	7.1	53	147	.5	3.0	16	40	.1	1.2	5	25	.6	
4-Book	10	22	.1	1.0	92	184	.8	8.6	62	167	.6	3.5	20	44	.2	1.6	7	23	.1	.8
<b>WDAS-FM</b>																				
FA '98	110	282	1.0	10.0	78	178	.7	7.1	115	301	1.0	6.5	135	332	1.2	10.2	202	366	1.7	25.9
4-Book	114	302	1.0	11.1	77	194	.7	7.2	105	317	.9	5.8	117	261	1.0	9.0	215	405	1.8	25.7
<b>WHAT-AM</b>																				
FA '98	9	15	.1	.8	26	47	.2	2.4	9	33	.1	.5	9	15	.1	.7	14	15	.1	1.8
4-Book	7	15	.1	.7	23	47	.2	2.1	17	40	.2	.9	11	21	.1	.8	8	12	.1	.9
<b>WIOQ-FM</b>																				
FA '98	76	403	.7	6.9	33	182	.3	3.0	117	580	1.0	6.6	67	311	.6	5.0	16	122	.1	2.0
4-Book	78	367	.7	7.6	40	182	.4	3.7	117	512	1.0	6.5	82	324	.7	6.3	39	169	.3	4.6
<b>VIP -AM</b>																				
FA '98	15	60	.1	1.4	8	15	.1	.7	27	99	.2	1.5	17	74	.1	1.3	10	43	.1	1.3
4-Book	5	22	.1	.4	9	30	.1	.8	11	47	.1	.6	11	43	.1	.9	5	22	.1	.6
<b>WJZ-FM</b>																				
FA '98	51	203	.4	4.6	44	132	.4	4.0	71	237	.6	4.0	68	188	.6	5.1	36	163	.3	4.6
4-Book	64	205	.5	6.3	50	156	.4	4.6	83	251	.7	4.6	66	185	.6	5.1	43	160	.4	5.2
<b>WMGK-FM</b>																				
FA '98	32	161	.3	2.9	22	141	.2	2.0	69	274	.6	3.9	48	206	.4	3.6	9	92	.1	1.2
4-Book	42	202	.4	4.1	19	114	.2	1.8	79	327	.7	4.4	75	244	.7	5.8	31	145	.3	3.7
<b>WMMR-FM</b>																				
FA '98	38	178	.3	3.4	27	98	.2	2.4	58	249	.5	3.3	33	162	.3	2.5	21	69	.2	2.7
4-Book	31	169	.3	3.0	23	98	.2	2.1	55	249	.5	3.1	41	168	.4	3.1	18	90	.2	2.2
<b>WOGL-FM</b>																				
FA '98	54	190	.5	4.9	120	352	1.0	10.8	105	404	.9	6.0	65	214	.6	4.9	35	130	.3	4.5
4-Book	46	196	.4	4.5	79	236	.7	7.3	99	343	.9	5.6	72	211	.7	5.6	37	140	.3	4.5
<b>WPEN-AM</b>																				
FA '98	7	27	.1	.6	6	33	.1	.5	3	25	.2	.6	8	8	.1	.6				
4-Book	3	13	.1	.3	4	19	.1	.4	7	23	.1	.4	5	7	.1	.4	5	13	.1	.6
<b>WPHI-FM</b>																				
FA '98	68	226	.6	6.2	14	78	.1	1.3	60	206	.5	3.4	60	181	.5	4.5	41	115	.4	5.2
4-Book	76	254	.7	7.5	25	97	.2	2.4	67	238	.6	3.8	60	182	.5	4.7	38	131	.4	4.6
<b>WPHT-AM</b>																				
FA '98	5	26	.1	.5	9	34	.1	.8	8	24	.1	.5	1	8	.1	.6	19	51	.2	2.4
4-Book	3	15	.1	.3	3	13	.1	.3	6	26	.1	.4	3	16	.1	.4	6	24	.1	.7
<b>WPLY-FM</b>																				
FA '98	26	176	.2	2.4	23	100	.2	2.1	43	194	.4	2.4	43	177	.4	3.2	6	48	.1	.8
4-Book	25	158	.2	2.5	18	115	.2	1.7	56	296	.5	3.1	40	200	.4	3.0	18	139	.2	2.2
<b>WURD-AM</b>																				
FA '98	7	39	.1	.6	5	21	.1	.5	12	35	.1	.7	20	54	.2	1.5	2	17	.3	
4-Book	7	24	.1	.7	5	18	.1	.5	20	49	.2	1.2	19	35	.2	1.5	5	14	.3	
<b>WUSL-FM</b>																				
FA '98	123	409	1.1	11.2	101	359	.9	9.1	151	464	1.3	8.6	68	228	.6	5.1	57	181	.5	7.3
4-Book	123	369	1.1	11.9	109	354	1.0	10.3	168	510	1.4	9.4	74	243	.7	5.8	59	190	.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 Estimates

Target Listener Estimates - Women 18-49

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
+WWDB-AM WTEL-AM FA '98 4-Book				* ** ** **				** ** ** **				* ** ** **				** ** ** **			
WWDB-FM FA '98 4-Book				34 120 .3 3.1				100 160 .9 5.7				12 16 .1 .9				7 34 .1 .9			
WWJZ-AM FA '98 4-Book				1 8 .1				1 9 .1				1 3 .1				1 2 .1			
WXTU-FM FA '98 4-Book				77 239 .7 7.0				92 303 .8 5.2				93 247 .8 7.0				35 124 .3 4.5			
WXXM-FM FA '98 4-Book				16 109 .1 1.4				58 284 .5 3.3				39 136 .3 2.9				20 125 .2 2.6			
WYSP-FM FA '98 4-Book				10 23 .1 .9				54 216 .5 3.1				40 149 .3 3.0				8 53 .1 1.0			
WYXR-FM FA '98 4-Book				50 186 .4 4.5				76 364 .7 4.3				51 229 .4 3.8				53 210 .5 6.8			
WBYN-FM FA '98 4-Book				3 9 .3				** ** ** **				2 8 .2				2 18 .3			
WCTO-FM FA '98 4-Book				2 8 .2				2 16 .1				1 10 .1				** ** ** **			
WJBR-FM FA '98 4-Book				5 28 .5				17 69 .1 1.0				1 20 .1				1 17 .1			
WKXV-FM FA '98 4-Book				14 46 .1 1.3				17 37 .1 1.0				20 51 .2 1.5				10 26 .1 1.3			
+WNJO-FM FA '98 4-Book				4 23 .4				3 34 .2				4 25 .3				10 43 .1 1.3			
WPST-FM FA '98 4-Book				10 72 .1 .9				33 201 .3 1.9				33 135 .3 2.5				6 70 .1 .8			
WRDR-FM FA '98 4-Book				1 9 .1				5 9 .3				1 5 .1				2 4 .2			
TOTALS FA '98 4-Book				1106 3287 9.6				1761 4979 15.2				1329 3593 11.5				781 2230 6.8			
				1074 3264 9.2				1794 5046 15.4				1293 3486 11.1				837 2543 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	
<b>KYW -AM</b>																				
FA '98	60	2067	.6	3.6	180	1393	1.9	7.5	40	648	.4	1.6	61	953	.6	3.0	18	346	.2	2.5
SU '98	65	2184	.7	3.9	178	1381	1.9	7.5	36	711	.4	1.5	69	859	.7	3.6	30	435	.3	3.9
SP '98	69	2418	.7	4.1	215	1705	2.3	8.9	50	767	.5	2.0	66	1012	.7	3.3	20	420	.2	2.7
WI '98	86	2415	.9	5.0	274	1768	2.9	10.4	49	641	.5	2.0	77	974	.8	3.7	29	396	.3	4.1
<b>4-Book</b>	<b>70</b>	<b>2271</b>	<b>.7</b>	<b>4.2</b>	<b>212</b>	<b>1562</b>	<b>2.3</b>	<b>8.6</b>	<b>44</b>	<b>692</b>	<b>.5</b>	<b>1.8</b>	<b>68</b>	<b>950</b>	<b>.7</b>	<b>3.4</b>	<b>24</b>	<b>399</b>	<b>.3</b>	<b>3.3</b>
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
<b>WBEB-FM</b>																				
FA '98	170	2291	1.8	10.2	241	1474	2.6	10.1	321	1227	3.4	13.2	201	1412	2.1	10.0	57	710	.6	8.1
SU '98	192	2306	2.0	11.6	238	1417	2.5	10.1	415	1452	4.3	16.8	240	1417	2.5	12.6	66	742	.7	8.6
SP '98	188	2411	2.0	11.2	241	1394	2.5	9.9	372	1293	3.9	14.9	235	1531	2.5	11.9	65	752	.7	8.8
WI '98	172	2348	1.8	10.1	248	1423	2.6	9.4	366	1352	3.8	14.8	211	1346	2.2	10.2	37	504	.4	5.3
<b>4-Book</b>	<b>181</b>	<b>2339</b>	<b>1.9</b>	<b>10.8</b>	<b>242</b>	<b>1427</b>	<b>2.6</b>	<b>9.9</b>	<b>369</b>	<b>1331</b>	<b>3.9</b>	<b>14.9</b>	<b>222</b>	<b>1427</b>	<b>2.3</b>	<b>11.2</b>	<b>56</b>	<b>677</b>	<b>.6</b>	<b>7.7</b>
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
<b>WDAS-AM</b>																				
FA '98	19	270	.2	1.1	31	148	.3	1.3	14	65	.1	.6	21	102	.2	1.0	5	49	.1	.7
SU '98	16	252	.2	1.0	35	151	.4	1.5	19	108	.2	.8	7	34	.1	.4	4	55	.1	.5
SP '98	26	359	.3	1.6	49	183	.5	2.0	27	99	.3	1.1	17	104	.2	.9	2	25	.1	.3
WI '98	30	346	.3	1.8	45	190	.5	1.7	29	133	.3	1.2	34	124	.4	1.6	17	101	.2	2.4
<b>4-Book</b>	<b>23</b>	<b>307</b>	<b>.3</b>	<b>1.4</b>	<b>40</b>	<b>168</b>	<b>.4</b>	<b>1.6</b>	<b>22</b>	<b>101</b>	<b>.2</b>	<b>.9</b>	<b>20</b>	<b>91</b>	<b>.2</b>	<b>1.0</b>	<b>7</b>	<b>58</b>	<b>.1</b>	<b>1.0</b>
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
<b>WDAS-FM</b>																				
FA '98	160	1495	1.7	9.6	204	957	2.2	8.5	197	819	2.1	8.1	187	910	2.0	9.3	125	783	1.3	17.7
SU '98	179	1655	1.9	10.8	232	1012	2.4	9.8	224	952	2.3	9.1	187	1026	2.0	9.8	139	819	1.5	18.2
SP '98	185	1645	1.9	11.0	262	1015	2.7	10.8	237	918	2.5	9.5	205	1086	2.1	10.4	140	853	1.5	18.9
WI '98	189	1528	2.0	11.0	259	1036	2.7	9.9	242	846	2.5	9.8	205	1046	2.1	9.9	149	724	1.6	21.3
<b>4-Book</b>	<b>178</b>	<b>1581</b>	<b>1.9</b>	<b>10.6</b>	<b>239</b>	<b>1005</b>	<b>2.5</b>	<b>9.8</b>	<b>225</b>	<b>884</b>	<b>2.4</b>	<b>9.1</b>	<b>196</b>	<b>1017</b>	<b>2.1</b>	<b>9.9</b>	<b>138</b>	<b>795</b>	<b>1.5</b>	<b>19.0</b>
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
<b>WHAT-AM</b>																				
FA '98	11	150	.1	.7	24	100	.3	1.0	7	52	.1	.3	7	33	.1	.3	7	13	.1	1.0
SU '98	12	163	.1	.7	12	69	.1	.5	19	77	.2	.8	9	60	.1	.5	1	24	.1	.1
SP '98	8	149	.1	.5	9	67	.1	.4	8	51	.1	.3	4	38	.1	.2	7	28	.1	.9
WI '98	8	157	.1	.5	11	79	.1	.4	11	72	.1	.4	9	63	.1	.4	2	22	.1	.3
<b>4-Book</b>	<b>10</b>	<b>155</b>	<b>.1</b>	<b>.6</b>	<b>14</b>	<b>79</b>	<b>.2</b>	<b>.6</b>	<b>11</b>	<b>63</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>49</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>22</b>	<b>.1</b>	<b>.6</b>
FA '97	13	159	.1	.8	12	69	.1	.5	21	59	.2	.8	11	48	.1	.5	4	37	.1	.6
<b>WIOQ-FM</b>																				
FA '98	97	1985	1.0	5.8	134	990	1.4	5.6	160	1107	1.7	6.6	125	1150	1.3	6.2	29	559	.3	4.1
SU '98	87	1801	.9	5.2	104	796	1.1	4.4	137	1072	1.4	5.6	92	1133	1.0	4.8	37	514	.4	4.8
SP '98	77	1930	.8	4.6	93	874	1.0	3.8	121	981	1.3	4.8	100	1122	1.0	5.1	34	645	.4	4.6
WI '98	104	1891	1.1	6.1	145	1001	1.5	5.5	149	1015	1.6	6.0	146	1187	1.5	7.1	45	667	.5	6.4
<b>4-Book</b>	<b>91</b>	<b>1902</b>	<b>1.0</b>	<b>5.4</b>	<b>119</b>	<b>915</b>	<b>1.3</b>	<b>4.8</b>	<b>142</b>	<b>1044</b>	<b>1.5</b>	<b>5.8</b>	<b>116</b>	<b>1148</b>	<b>1.2</b>	<b>5.8</b>	<b>36</b>	<b>596</b>	<b>.4</b>	<b>5.0</b>
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
<b>WIP -AM</b>																				
FA '98	15	389	.2	.9	29	168	.3	1.2	14	123	.1	.6	16	188	.2	.8	8	77	.1	1.1
SU '98	13	275	.1	.8	36	151	.4	1.5	12	90	.1	.5	12	84	.1	.6	4	48	.1	.5
SP '98	15	359	.2	.9	31	221	.3	1.3	25	103	.3	1.0	19	123	.2	1.0	4	90	.1	.5
WI '98	17	403	.2	1.0	38	209	.4	1.4	19	84	.2	.8	20	122	.2	1.0	8	95	.1	1.1
<b>4-Book</b>	<b>15</b>	<b>357</b>	<b>.2</b>	<b>.9</b>	<b>34</b>	<b>187</b>	<b>.4</b>	<b>1.4</b>	<b>18</b>	<b>100</b>	<b>.2</b>	<b>.7</b>	<b>17</b>	<b>129</b>	<b>.2</b>	<b>.9</b>	<b>6</b>	<b>78</b>	<b>.1</b>	<b>.8</b>
FA '97	18	463	.2	1.1	37	222	.4	1.5	25	118	.3	1.0	28	216	.3	1.4	4	113	.1	.6
<b>WJJZ-FM</b>																				
FA '98	80	1438	.8	4.8	94	644	1.0	3.9	134	676	1.4	5.5	102	789	1.1	5.1	35	458	.4	4.9
SU '98	84	1318	.9	5.1	78	550	.8	3.3	126	585	1.3	5.1	109	785	1.1	5.7	57	398	.6	7.5
SP '98	109	1630	1.1	6.5	101	711	1.1	4.2	191	731	2.0	7.6	132	930	1.4	6.7	63	682	.7	8.5
WI '98	99	1496	1.0	5.8	111	701	1.2	4.2	140	677	1.5	5.7	135	848	1.4	6.5	48	590	.5	6.9
<b>4-Book</b>	<b>93</b>	<b>1471</b>	<b>1.0</b>	<b>5.6</b>	<b>96</b>	<b>652</b>	<b>1.0</b>	<b>3.9</b>	<b>148</b>	<b>667</b>	<b>1.6</b>	<b>6.0</b>	<b>120</b>	<b>838</b>	<b>1.3</b>	<b>6.0</b>	<b>51</b>	<b>532</b>	<b>.6</b>	<b>7.0</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	<b>WMGK-FM</b>																			
FA '98	87	1599	.9	5.2	91	814	1.0	3.8	174	828	1.8	7.2	128	1051	1.4	6.4	22	366	.2	3.1
SU '98	97	1730	1.0	5.8	95	803	1.0	4.0	173	1015	1.8	7.0	130	1162	1.4	6.8	37	492	.4	4.8
SP '98	100	1804	1.0	6.0	108	853	1.1	4.4	158	924	1.7	6.3	137	1076	1.4	6.9	46	475	.5	6.2
WI '98	89	1905	.9	5.2	110	866	1.2	4.2	147	1041	1.5	5.9	120	1148	1.3	5.8	33	544	.3	4.7
<b>4-Book</b>	<b>93</b>	<b>1760</b>	<b>1.0</b>	<b>5.6</b>	<b>101</b>	<b>834</b>	<b>1.1</b>	<b>4.1</b>	<b>163</b>	<b>952</b>	<b>1.7</b>	<b>6.6</b>	<b>129</b>	<b>1109</b>	<b>1.4</b>	<b>6.5</b>	<b>35</b>	<b>469</b>	<b>.4</b>	<b>4.7</b>
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
<b>WMMR-FM</b>																				
FA '98	67	1239	.7	4.0	91	550	1.0	3.8	115	587	1.2	4.7	103	852	1.1	5.1	15	264	.2	2.1
SU '98	43	1216	.5	2.6	56	462	.6	2.4	59	503	.6	2.4	44	585	.5	2.3	20	317	.2	2.6
SP '98	36	1263	.4	2.1	53	504	.6	2.2	44	481	.5	1.8	46	724	.5	2.3	12	241	.1	1.6
WI '98	54	1196	.6	3.2	78	493	.8	3.0	89	511	.9	3.6	70	626	.7	3.4	19	256	.2	2.7
<b>4-Book</b>	<b>50</b>	<b>1229</b>	<b>.6</b>	<b>3.0</b>	<b>70</b>	<b>502</b>	<b>.8</b>	<b>2.9</b>	<b>77</b>	<b>521</b>	<b>.8</b>	<b>3.1</b>	<b>66</b>	<b>697</b>	<b>.7</b>	<b>3.3</b>	<b>17</b>	<b>270</b>	<b>.2</b>	<b>2.3</b>
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
<b>WOGL-FM</b>																				
FA '98	96	1885	1.0	5.8	125	881	1.3	5.2	136	844	1.4	5.6	104	952	1.1	5.2	43	510	.5	6.1
SU '98	72	1526	.8	4.3	105	726	1.1	4.5	105	726	1.1	4.3	75	738	.8	3.9	25	436	.3	3.3
SP '98	82	1690	.9	4.9	108	758	1.1	4.4	132	765	1.4	5.3	99	995	1.0	5.0	28	419	.3	3.8
WI '98	86	1694	.9	5.0	118	767	1.2	4.5	132	816	1.4	5.3	91	889	1.0	4.4	21	388	.2	3.0
<b>4-Book</b>	<b>84</b>	<b>1699</b>	<b>.9</b>	<b>5.0</b>	<b>114</b>	<b>783</b>	<b>1.2</b>	<b>4.7</b>	<b>126</b>	<b>788</b>	<b>1.3</b>	<b>5.1</b>	<b>92</b>	<b>894</b>	<b>1.0</b>	<b>4.6</b>	<b>29</b>	<b>438</b>	<b>.3</b>	<b>4.1</b>
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
<b>WPEN-AM</b>																				
FA '98	4	121	.1	.2	7	46	.1	.3	3	46	.1	.1	2	39	.1	.1	1	16	.1	.1
SU '98	8	145	.1	.5	11	55	.1	.5	12	63	.1	.5	9	82	.1	.5	5	38	.1	.7
SP '98	8	132	.1	.5	10	57	.1	.4	13	75	.1	.5	12	73	.1	.6	1	23	.1	.1
WI '98	6	126	.1	.4	10	57	.1	.4	9	73	.1	.4	7	63	.1	.3	4	47	.1	.6
<b>4-Book</b>	<b>7</b>	<b>131</b>	<b>.1</b>	<b>.4</b>	<b>10</b>	<b>54</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>64</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>64</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>31</b>	<b>.1</b>	<b>.4</b>
FA '97	7	181	.1	.4	9	102	.1	.4	17	77	.2	.7	10	63	.1	.5		8		
<b>WPHI-FM</b>																				
FA '98	35	689	.4	2.1	39	253	.4	1.6	44	323	.5	1.8	49	367	.5	2.4	20	254	.2	2.8
SU '98	37	772	.4	2.2	40	302	.4	1.7	46	386	.5	1.9	48	466	.5	2.5	26	254	.3	3.4
SP '98	40	774	.4	2.4	38	251	.4	1.6	44	416	.5	1.8	53	437	.6	2.7	30	335	.3	4.0
WI '98	45	866	.5	2.6	50	426	.5	1.9	49	396	.5	2.0	72	530	.8	3.5	27	274	.3	3.9
<b>4-Book</b>	<b>39</b>	<b>775</b>	<b>.4</b>	<b>2.3</b>	<b>42</b>	<b>308</b>	<b>.4</b>	<b>1.7</b>	<b>46</b>	<b>380</b>	<b>.5</b>	<b>1.9</b>	<b>56</b>	<b>450</b>	<b>.6</b>	<b>2.8</b>	<b>26</b>	<b>279</b>	<b>.3</b>	<b>3.5</b>
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
<b>WPHT-AM</b>																				
FA '98	13	212	.1	.8	21	83	.2	.9	18	91	.2	.7	17	94	.2	.8	8	55	.1	1.1
SU '98	8	218	.1	.5	17	63	.2	.7	13	80	.1	.5	5	73	.1	.3	4	59	.1	.5
SP '98	4	228	.1	.2	8	84	.1	.3	2	37	.1	.1	5	41	.1	.3	4	74	.1	.5
WI '98	6	180	.1	.4	16	72	.2	.6	8	73	.1	.3	9	109	.1	.4	1	15	.1	.1
<b>4-Book</b>	<b>8</b>	<b>210</b>	<b>.1</b>	<b>.5</b>	<b>16</b>	<b>76</b>	<b>.2</b>	<b>.6</b>	<b>10</b>	<b>70</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>79</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>51</b>	<b>.1</b>	<b>.6</b>
FA '97	1	57	.1	.1	1	7	.1	.1		14			1	9			2	6		.3
<b>WPLY-FM</b>																				
FA '98	38	1043	.4	2.3	49	529	.5	2.0	52	466	.6	2.1	62	743	.7	3.1	13	319	.1	1.8
SU '98	31	1170	.3	1.9	37	490	.4	1.6	35	438	.4	1.4	42	653	.4	2.2	12	317	.1	1.6
SP '98	35	1265	.4	2.1	55	570	.6	2.3	57	570	.6	2.3	45	686	.5	2.3	12	335	.1	1.6
WI '98	32	1111	.3	1.9	51	529	.5	1.9	39	341	.4	1.6	45	571	.5	2.2	11	296	.1	1.6
<b>4-Book</b>	<b>34</b>	<b>1147</b>	<b>.4</b>	<b>2.1</b>	<b>48</b>	<b>530</b>	<b>.5</b>	<b>2.0</b>	<b>46</b>	<b>454</b>	<b>.5</b>	<b>1.9</b>	<b>49</b>	<b>663</b>	<b>.5</b>	<b>2.5</b>	<b>12</b>	<b>317</b>	<b>.1</b>	<b>1.7</b>
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
<b>WURD-AM</b>																				
FA '98	11	91	.1	.7	15	76	.2	.6	23	67	.2	.9	12	68	.1	.6	1	16	.1	.1
SU '98	15	125	.2	.9	17	76	.2	.7	15	83	.2	.6	21	95	.2	1.1	9	51	.1	1.2
SP '98	24	168	.3	1.4	32	119	.3	1.3	45	138	.5	1.8	21	137	.2	1.1	4	62	.1	.5
WI '98	8	108	.1	.5	8	69	.1	.3	14	79	.1	.6	8	60	.1	.4				
<b>4-Book</b>	<b>15</b>	<b>123</b>	<b>.2</b>	<b>.9</b>	<b>18</b>	<b>85</b>	<b>.2</b>	<b>.7</b>	<b>24</b>	<b>92</b>	<b>.3</b>	<b>1.0</b>	<b>16</b>	<b>90</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>32</b>	<b>.1</b>	<b>.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
<b>WUSL-FM</b>																				
FA '98	82	1199	.9	4.9	125	597	1.3	5.2	116	550	1.2	4.8	79	573	.8	3.9	42	346	.4	5.9
SU '98	82	1381	.9	4.9	112	687	1.2	4.7	102	667	1.1	4.1	76	647	.8	4.0	56	478	.6	7.3
SP '98	84	1245	.9	5.0	112	614	1.2	4.6	100	552	1.0	4.0	88	643	.9	4.4	46	311	.5	6.2
WI '98	75	1269	.8	4.4	113	656	1.2	4.3	93	540	1.0	3.8	84	620	.9	4.1	40	405	.4	5.7
<b>4-Book</b>	<b>81</b>	<b>1274</b>	<b>.9</b>	<b>4.8</b>	<b>116</b>	<b>639</b>	<b>1.2</b>	<b>4.7</b>	<b>103</b>	<b>577</b>	<b>1.1</b>	<b>4.2</b>	<b>82</b>	<b>621</b>	<b>.9</b>	<b>4.1</b>	<b>46</b>	<b>385</b>	<b>.5</b>	<b>6.3</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 4	49		.2	* 1	18			9	23	.1	.4	* 2	14		.1				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	31	708	.3	1.9	41	306	.4	1.7	58	292	.6	2.4	16	241	.2	.8	13	163	.1	1.8
SU '98	31	742	.3	1.9	35	260	.4	1.5	52	371	.5	2.1	32	286	.3	1.7	15	180	.2	2.0
SP '98	28	676	.3	1.7	34	262	.4	1.4	56	349	.6	2.2	20	244	.2	1.0	8	122	.1	1.1
WI '98	38	695	.4	2.2	43	264	.5	1.6	65	333	.7	2.6	29	219	.3	1.4	16	138	.2	2.3
<b>4-Book</b>	<b>32</b>	<b>705</b>	<b>.3</b>	<b>1.9</b>	<b>38</b>	<b>273</b>	<b>.4</b>	<b>1.6</b>	<b>58</b>	<b>336</b>	<b>.6</b>	<b>2.3</b>	<b>24</b>	<b>248</b>	<b>.3</b>	<b>1.2</b>	<b>13</b>	<b>151</b>	<b>.2</b>	<b>1.8</b>
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
<b>WVJZ-AM</b>																				
FA '98		25								8				8						8
SU '98	1	43		.1						18				9						25
SP '98		11																		
WI '98		7												7						
<b>4-Book</b>		<b>22</b>								<b>7</b>				<b>6</b>						<b>8</b>
FA '97		16			1	16														
<b>WXTU-FM</b>																				
FA '98	80	1018	.8	4.8	117	663	1.2	4.9	84	509	.9	3.5	119	705	1.3	5.9	30	348	.3	4.2
SU '98	64	1084	.7	3.9	72	599	.8	3.1	90	599	.9	3.6	85	704	.9	4.5	25	405	.3	3.3
SP '98	66	1022	.7	3.9	72	583	.8	3.0	102	564	1.1	4.1	81	588	.8	4.1	30	387	.3	4.0
WI '98	64	983	.7	3.7	99	617	1.0	3.8	87	547	.9	3.5	89	767	.9	4.3	21	328	.2	3.0
<b>4-Book</b>	<b>69</b>	<b>1027</b>	<b>.7</b>	<b>4.1</b>	<b>90</b>	<b>616</b>	<b>1.0</b>	<b>3.7</b>	<b>91</b>	<b>555</b>	<b>1.0</b>	<b>3.7</b>	<b>94</b>	<b>691</b>	<b>1.0</b>	<b>4.7</b>	<b>27</b>	<b>367</b>	<b>.3</b>	<b>3.6</b>
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
<b>WXXM-FM</b>																				
FA '98	50	1169	.5	3.0	57	658	.6	2.4	75	550	.8	3.1	78	723	.8	3.9	21	332	.2	3.0
SU '98	54	1351	.6	3.3	67	659	.7	2.8	78	585	.8	3.2	75	861	.8	3.9	21	434	.2	2.7
SP '98	40	1169	.4	2.4	51	553	.5	2.1	59	615	.6	2.4	56	709	.6	2.8	13	383	.1	1.8
WI '98	42	1080	.4	2.5	48	523	.5	1.8	54	500	.6	2.2	60	721	.6	2.9	14	318	.1	2.0
<b>4-Book</b>	<b>47</b>	<b>1192</b>	<b>.5</b>	<b>2.8</b>	<b>56</b>	<b>598</b>	<b>.6</b>	<b>2.3</b>	<b>67</b>	<b>563</b>	<b>.7</b>	<b>2.7</b>	<b>67</b>	<b>754</b>	<b>.7</b>	<b>3.4</b>	<b>17</b>	<b>367</b>	<b>.2</b>	<b>2.4</b>
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
<b>WYSP-FM</b>																				
FA '98	58	1454	.6	3.5	169	913	1.8	7.1	59	539	.6	2.4	51	468	.5	2.5	14	177	.1	2.0
SU '98	65	1450	.7	3.9	205	872	2.1	8.7	78	540	.8	3.2	43	480	.5	2.3	16	318	.2	2.1
SP '98	63	1532	.7	3.8	216	999	2.3	8.9	63	653	.7	2.5	38	496	.4	1.9	14	268	.1	1.9
WI '98	68	1412	.7	4.0	221	993	2.3	8.4	82	602	.9	3.3	49	392	.5	2.4	18	168	.2	2.6
<b>4-Book</b>	<b>64</b>	<b>1462</b>	<b>.7</b>	<b>3.8</b>	<b>203</b>	<b>944</b>	<b>2.1</b>	<b>8.3</b>	<b>71</b>	<b>584</b>	<b>.8</b>	<b>2.9</b>	<b>45</b>	<b>459</b>	<b>.5</b>	<b>2.3</b>	<b>16</b>	<b>233</b>	<b>.2</b>	<b>2.2</b>
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
<b>WYXR-FM</b>																				
FA '98	103	1931	1.1	6.2	153	1170	1.6	6.4	163	1063	1.7	6.7	125	1149	1.3	6.2	42	491	.4	5.9
SU '98	95	1842	1.0	5.7	142	956	1.5	6.0	147	926	1.5	6.0	122	1100	1.3	6.4	36	589	.4	4.7
SP '98	115	1914	1.2	6.9	151	1030	1.6	6.2	193	964	2.0	7.7	153	1294	1.6	7.7	39	651	.4	5.3
WI '98	106	2001	1.1	6.2	145	1174	1.5	5.5	183	1036	1.9	7.4	137	1160	1.4	6.6	40	599	.4	5.7
<b>4-Book</b>	<b>105</b>	<b>1922</b>	<b>1.1</b>	<b>6.3</b>	<b>148</b>	<b>1083</b>	<b>1.5</b>	<b>6.0</b>	<b>172</b>	<b>997</b>	<b>1.8</b>	<b>7.0</b>	<b>134</b>	<b>1176</b>	<b>1.4</b>	<b>6.7</b>	<b>39</b>	<b>583</b>	<b>.4</b>	<b>5.4</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	<b>WBYN-FM</b>																			
FA '98	3	89	.2	.2	9	57	.1	.4	1	19			4	49	.2	.2	1	25		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	7	119	.1	.4	13	67	.1	.5	7	50	.1	.3	4	38	.2	.2	4	45		.6
<b>WCTO-FM</b>																				
FA '98	1	49	.1	.1	1	16			2	16		.1	1	33						
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	14	338	.1	.8	13	158	.1	.5	24	164	.3	1.0	24	224	.3	1.2	5	92	.1	.7
SU '98	15	229	.2	.9	16	95	.2	.7	33	103	.3	1.3	23	118	.2	1.2	7	90	.1	.9
SP '98	10	236	.1	.6	13	81	.1	.5	21	109	.2	.8	14	133	.1	.7	6	74	.1	.8
WI '98	12	275	.1	.7	17	114	.2	.6	27	134	.3	1.1	13	99	.1	.6	2	79		.3
<b>4-Book</b>	<b>13</b>	<b>270</b>	<b>.1</b>	<b>.8</b>	<b>15</b>	<b>112</b>	<b>.2</b>	<b>.6</b>	<b>26</b>	<b>128</b>	<b>.3</b>	<b>1.1</b>	<b>19</b>	<b>144</b>	<b>.2</b>	<b>.9</b>	<b>5</b>	<b>84</b>	<b>.1</b>	<b>.7</b>
FA '97	9	308	.1	.5	15	143	.2	.6	13	139	.1	.5	9	107	.1	.4	4	47		.6
<b>WKXW-FM</b>																				
FA '98	23	494	.2	1.4	25	204	.3	1.0	41	237	.4	1.7	38	281	.4	1.9	14	152	.1	2.0
SU '98	23	591	.2	1.4	35	308	.4	1.5	45	295	.5	1.8	33	358	.3	1.7	6	113	.1	.8
SP '98	21	478	.2	1.3	35	231	.4	1.4	36	257	.4	1.4	30	301	.3	1.5	5	119	.1	.7
WI '98	24	587	.3	1.4	32	271	.3	1.2	26	261	.3	1.1	43	356	.5	2.1	15	136	.2	2.1
<b>4-Book</b>	<b>23</b>	<b>538</b>	<b>.2</b>	<b>1.4</b>	<b>32</b>	<b>254</b>	<b>.4</b>	<b>1.3</b>	<b>37</b>	<b>263</b>	<b>.4</b>	<b>1.5</b>	<b>36</b>	<b>324</b>	<b>.4</b>	<b>1.8</b>	<b>10</b>	<b>130</b>	<b>.1</b>	<b>1.4</b>
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
<b>+WNJO-FM</b>																				
FA '98	12	236	.1	.7	11	131	.1	.5	20	96	.2	.8	19	129	.2	.9	5	82	.1	.7
SU '98	22	352	.2	1.3	33	212	.3	1.4	40	201	.4	1.6	21	179	.2	1.1	9	65	.1	1.2
SP '98	14	361	.1	.8	13	152	.1	.5	23	180	.2	.9	19	188	.2	1.0	5	108	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	22	889	.2	1.3	31	408	.3	1.3	31	370	.3	1.3	28	486	.3	1.4	5	176	.1	.7
SU '98	34	920	.4	2.0	43	404	.5	1.8	54	452	.6	2.2	55	539	.6	2.9	14	269	.1	1.8
SP '98	28	908	.3	1.7	41	382	.4	1.7	36	420	.4	1.4	44	508	.5	2.2	11	270	.1	1.5
WI '98	24	862	.3	1.4	37	352	.4	1.4	36	291	.4	1.5	29	424	.3	1.4	8	229	.1	1.1
<b>4-Book</b>	<b>27</b>	<b>895</b>	<b>.3</b>	<b>1.6</b>	<b>38</b>	<b>387</b>	<b>.4</b>	<b>1.6</b>	<b>39</b>	<b>383</b>	<b>.4</b>	<b>1.6</b>	<b>39</b>	<b>489</b>	<b>.4</b>	<b>2.0</b>	<b>10</b>	<b>236</b>	<b>.1</b>	<b>1.3</b>
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
<b>WRDR-FM</b>																				
FA '98	2	54	.1	.1		9			6	26	.1	.2	2	27		.1	1	27		.1
SU '98	1	61	.1	.1		8			1	17			1	42		.1	2	9		.3
SP '98	7	146	.1	.4	4	82		.2	11	53	.1	.4	11	85	.1	.6	3	23		.4
WI '98	5	61	.1	.3	4	47		.2	8	53	.1	.3	8	45	.1	.4		6		
<b>4-Book</b>	<b>4</b>	<b>81</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>37</b>		<b>.1</b>	<b>7</b>	<b>37</b>	<b>.1</b>	<b>.2</b>	<b>6</b>	<b>50</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>16</b>		<b>.2</b>
FA '97	7	92	.1	.4	11	47	.1	.4	15	64	.2	.6	3	30		.1		16		
<b>TOTALS</b>																				
FA '98	1662	9233	17.6		2391	8236	25.3		2427	7354	25.7		2014	7964	21.3		708	5193	7.5	
SU '98	1659	9287	17.4		2358	8093	24.7		2466	7620	25.8		1903	8088	19.9		765	5570	8.0	
SP '98	1675	9312	17.5		2428	8335	25.4		2504	7476	26.2		1978	8179	20.7		741	5633	7.8	
WI '98	1711	9305	17.9		2627	8495	27.5		2473	7317	25.9		2066	8085	21.6		700	5221	7.3	
<b>4-Book</b>	<b>1677</b>	<b>9284</b>	<b>17.6</b>		<b>2451</b>	<b>8290</b>	<b>25.7</b>		<b>2468</b>	<b>7442</b>	<b>25.9</b>		<b>1990</b>	<b>8079</b>	<b>20.9</b>		<b>729</b>	<b>5404</b>	<b>7.7</b>	
FA '97	1688	9334	17.7		2547	8541	26.7		2589	7474	27.1		2047	8153	21.4		658	5419	6.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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	
<b>KYW -AM</b>																				
FA '98	89	1883	.9	3.9	35	916	.4	3.0	99	486	1.0	8.9	32	171	.3	1.7	24	144	.3	1.7
4-Book	103	2055	1.1	4.5	43	1012	.5	3.7	98	475	1.0	8.9	40	221	.4	2.1	32	159	.3	2.3
<b>WBEB-FM</b>																				
FA '98	260	2040	2.8	11.4	87	1123	.9	7.4	75	341	.8	6.7	184	510	1.9	9.7	115	363	1.2	8.3
4-Book	285	2059	3.0	12.3	80	1075	.9	6.9	82	318	.9	7.4	159	483	1.7	8.2	94	342	1.0	6.8
<b>WDAS-AM</b>																				
FA '98	21	186	.2	.9	24	208	.3	2.0	13	23	.1	1.2	15	44	.2	.8	9	21	.1	.6
4-Book	27	197	.3	1.2	26	238	.3	2.2	15	40	.2	1.3	15	43	.2	.8	8	20	.1	.6
<b>WDAS-FM</b>																				
FA '98	196	1326	2.1	8.6	120	900	1.3	10.2	120	291	1.3	10.7	174	409	1.8	9.1	169	379	1.8	12.1
4-Book	221	1408	2.4	9.5	131	1044	1.4	11.2	125	311	1.3	11.4	197	495	2.1	10.2	159	394	1.7	11.5
<b>WHAT-AM</b>																				
FA '98	12	107	.1	.5	11	98	.1	.9	13	36	.1	1.2	1	7	.1	.1	5	7	.1	.4
4-Book	11	113	.1	.5	12	101	.1	1.0	13	26	.1	1.2	8	30	.1	.4	8	19	.1	.6
<b>W100-FM</b>																				
FA '98	142	1725	1.5	6.2	62	1071	.7	5.3	64	226	.7	5.7	127	499	1.3	6.7	83	332	.9	6.0
4-Book	127	1659	1.3	5.5	65	996	.7	5.6	54	216	.6	4.8	127	470	1.3	6.6	81	315	.9	5.8
<b>WIP -AM</b>																				
FA '98	19	304	.2	.8	11	202	.1	.9	1	8	.1	.1	10	43	.1	.5	10	46	.1	.7
4-Book	22	285	.3	.9	7	143	.1	.6	5	27	.1	.5	11	49	.1	.6	8	33	.1	.6
<b>WJJZ-FM</b>																				
FA '98	112	1166	1.2	4.9	55	706	.6	4.7	32	123	.3	2.9	77	254	.8	4.0	91	233	1.0	6.5
4-Book	123	1165	1.3	5.3	69	789	.7	5.9	57	186	.6	5.2	112	322	1.2	5.8	89	253	1.0	6.4
<b>WMGK-FM</b>																				
FA '98	134	1433	1.4	5.9	46	815	.5	3.9	39	178	.4	3.5	91	363	1.0	4.8	66	269	.7	4.7
4-Book	133	1538	1.4	5.8	61	899	.6	5.2	44	186	.5	4.1	124	433	1.3	6.4	95	335	1.0	6.8
<b>WMMR-FM</b>																				
FA '98	104	1062	1.1	4.5	38	641	.4	3.2	33	163	.3	3.0	64	242	.7	3.4	51	206	.5	3.7
4-Book	71	976	.8	3.1	36	659	.4	3.0	33	148	.3	3.0	64	279	.7	3.3	40	177	.4	2.9
<b>WGL-FM</b>																				
FA '98	123	1486	1.3	5.4	85	1082	.9	7.2	76	267	.8	6.8	159	503	1.7	8.3	79	217	.8	5.7
4-Book	112	1351	1.2	4.8	72	929	.8	6.2	62	224	.7	5.6	115	413	1.2	5.9	87	258	.9	6.3
<b>WPEN-AM</b>																				
FA '98	4	78	.2	.2	6	74	.1	.5	5	15	.1	.4	14	41	.1	.7	8	34	.1	.6
4-Book	9	97	.1	.4	6	75	.1	.5	6	18	.1	.6	10	30	.1	.5	4	20	.1	.3
<b>WPHI-FM</b>																				
FA '98	44	572	.5	1.9	30	341	.3	2.6	26	106	.3	2.3	31	111	.3	1.6	42	116	.4	3.0
4-Book	48	649	.5	2.1	33	406	.4	2.8	22	86	.2	2.0	42	159	.4	2.2	55	150	.6	4.0
<b>WPHT-AM</b>																				
FA '98	19	155	.2	.8	7	85	.1	.6	5	17	.1	.4	5	25	.1	.3	1	8	.1	.1
4-Book	12	148	.1	.5	4	80	.1	.4	4	17	.1	.3	3	15	.1	.2	2	8	.1	.1
<b>WPLY-FM</b>																				
FA '98	54	915	.6	2.4	26	558	.3	2.2	19	106	.2	1.7	62	277	.7	3.3	33	131	.3	2.4
4-Book	47	941	.5	2.1	26	594	.3	2.2	16	85	.2	1.4	56	291	.6	2.9	34	169	.4	2.5
<b>WURD-AM</b>																				
FA '98	17	86	.2	.7	8	68	.1	.7	2	10	.2	.2	19	49	.2	1.0	22	54	.2	1.6
4-Book	20	115	.2	.9	13	90	.2	1.1	9	23	.1	.9	30	73	.3	1.5	20	47	.2	1.4
<b>WUSL-FM</b>																				
FA '98	107	943	1.1	4.7	66	785	.7	5.6	52	155	.6	4.7	91	286	1.0	4.8	74	220	.8	5.3
4-Book	100	996	1.0	4.3	71	806	.8	6.0	51	154	.5	4.6	104	294	1.1	5.4	73	212	.8	5.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>+WVDB-AM</b>																				
WTEL-AM																				
FA '98	* 5	41	.1	.2	* 1	13		.1	* 3	8		.3	4	13		.2	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98	40	510	.4	1.7	27	307	.3	2.3	34	111	.4	3.0	22	49	.2	1.2	11	34	.1	.8
4-Book	41	502	.4	1.8	28	319	.3	2.4	24	73	.3	2.1	21	71	.2	1.1	16	32	.2	1.1
<b>WVJZ-AM</b>																				
FA '98		8				17			1	9		.1		2		.1				
4-Book		11				11			1	5		.1								
<b>WXTU-FM</b>																				
FA '98	105	858	1.1	4.6	68	758	.7	5.8	75	250	.8	6.7	101	408	1.1	5.3	74	283	.8	5.3
4-Book	91	895	1.0	4.0	56	665	.6	4.8	60	200	.6	5.4	101	359	1.1	5.2	58	214	.6	4.2
<b>WXXM-FM</b>																				
FA '98	70	1029	.7	3.1	35	651	.4	3.0	25	159	.3	2.2	77	337	.8	4.0	51	219	.5	3.7
4-Book	64	1037	.7	2.8	36	658	.4	3.1	26	113	.3	2.3	75	326	.8	3.9	54	221	.6	3.9
<b>WYSP-FM</b>																				
FA '98	90	1206	1.0	3.9	31	588	.3	2.6	18	53	.2	1.6	53	189	.6	2.8	48	171	.5	3.4
4-Book	104	1270	1.1	4.5	24	498	.3	2.1	20	75	.2	1.8	48	207	.5	2.5	39	159	.4	2.8
<b>WYXR-FM</b>																				
FA '98	148	1682	1.6	6.5	63	1069	.7	5.4	65	244	.7	5.8	123	470	1.3	6.5	92	306	1.0	6.6
4-Book	153	1688	1.6	6.6	64	1024	.7	5.5	64	245	.7	5.8	124	471	1.3	6.4	88	300	.9	6.4
<b>WBYN-FM</b>																				
FA '98	4	80		.2	2	35		.2	2	9		.2	3	9		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTD-FM</b>																				
FA '98	1	41			2	24		.2	4	8		.4	6	8		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	21	279	.2	.9	7	148	.1	.6	13	55	.1	1.2	7	42	.1	.4	5	35	.1	.4
4-Book	21	208	.2	.9	5	113		.4	6	27	.1	.6	6	39	.1	.3	5	30	.1	.3
<b>WKXV-FM</b>																				
FA '98	35	418	.4	1.5	9	190	.1	.8	8	33	.1	.7	9	73	.1	.5	6	41	.1	.4
4-Book	35	461	.4	1.5	10	180	.1	.8	11	39	.1	1.0	12	63	.1	.6	8	45	.1	.6
<b>+WNJO-FM</b>																				
FA '98	17	186	.2	.7	9	138	.1	.8	8	49	.1	.7	19	73	.2	1.0	20	73	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	30	723	.3	1.3	18	444	.2	1.5	15	94	.2	1.3	40	165	.4	2.1	29	110	.3	2.1
4-Book	39	734	.4	1.7	19	414	.2	1.6	15	79	.2	1.4	37	156	.4	1.9	26	134	.3	1.9
<b>WRDR-FM</b>																				
FA '98	3	36		.1	2	18		.2					6	9	.1	.3	1	9		.1
4-Book	5	64	.1	.2	3	30		.3	3	6	.1	.3	10	18	.1	.5	5	17	.1	.3
<b>TOTALS</b>																				
FA '98	2290	9089	24.3		1173	7807	12.4		1117	3306	11.8		1905	4792	20.2		1393	3701	14.8	
4-Book	2316	9163	24.3		1172	7769	12.3		1100	3265	11.6		1936	4984	20.3		1387	3703	14.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KYW -AM</b>																				
FA '98	7	65	.1	.9	83	372	.9	8.7	25	160	.3	1.7	26	136	.3	2.4	3	41	.5	
4-Book	15	101	.2	2.0	88	367	1.0	9.4	40	244	.4	2.7	27	116	.3	2.6	17	113	.2	2.6
<b>WBEB-FM</b>																				
FA '98	62	310	.7	7.7	49	276	.5	5.1	108	389	1.1	7.4	74	270	.8	6.8	21	104	.2	3.6
4-Book	47	206	.5	6.1	48	209	.5	5.2	95	345	1.0	6.4	70	248	.8	6.7	41	168	.4	6.3
<b>WDAS-AM</b>																				
FA '98	11	15	.1	1.4	77	164	.8	8.1	52	135	.6	3.6	16	34	.2	1.5	5	25	.1	.9
4-Book	8	20	.1	1.1	88	175	.9	9.6	57	154	.6	3.9	19	39	.2	1.9	7	23	.1	1.1
<b>WDAS-FM</b>																				
FA '98	86	239	.9	10.7	67	158	.7	7.0	83	232	.9	5.7	105	271	1.1	9.7	153	283	1.6	26.3
4-Book	102	269	1.1	13.4	72	181	.8	7.7	90	283	1.0	6.0	102	234	1.1	9.7	185	339	2.0	28.7
<b>WHAT-AM</b>																				
FA '98	9	15	.1	1.1	26	47	.3	2.7	9	33	.1	.6	9	15	.1	.8	14	15	.1	2.4
4-Book	7	15	.1	.9	22	45	.3	2.4	17	40	.2	1.1	11	21	.1	1.0	8	12	.1	1.2
<b>WIDO-FM</b>																				
FA '98	46	230	.5	5.7	25	133	.3	2.6	89	447	.9	6.1	46	215	.5	4.3	10	68	.1	1.7
4-Book	48	214	.5	6.2	33	134	.4	3.5	85	342	.9	5.7	59	214	.6	5.6	29	117	.3	4.4
<b>WIP -AM</b>																				
FA '98	12	54	.1	1.5	8	15	.1	.8	23	82	.2	1.6	15	67	.2	1.4	6	37	.1	1.0
4-Book	4	18	.1	.5	9	30	.1	.9	10	43	.1	.7	10	39	.1	1.0	4	18	.1	.7
<b>WJZZ-FM</b>																				
FA '98	50	196	.5	6.2	37	113	.4	3.9	61	215	.6	4.2	59	173	.6	5.5	33	141	.3	5.7
4-Book	62	197	.6	8.2	47	147	.5	5.0	78	240	.8	5.2	61	174	.6	5.9	41	148	.4	6.4
<b>WMGK-FM</b>																				
FA '98	32	161	.3	4.0	21	131	.2	2.2	67	254	.7	4.6	44	185	.5	4.1	5	51	.1	.9
4-Book	35	174	.4	4.6	18	109	.2	1.9	70	284	.8	4.7	70	220	.7	6.6	26	116	.3	4.0
<b>WMMR-FM</b>																				
FA '98	33	134	.3	4.1	27	98	.3	2.8	48	218	.5	3.3	28	138	.3	2.6	19	51	.2	3.3
4-Book	27	138	.3	3.5	20	90	.2	2.2	47	221	.5	3.1	37	139	.4	3.4	15	76	.2	2.4
<b>WOGL-FM</b>																				
FA '98	53	179	.6	6.6	113	332	1.2	11.8	100	385	1.1	6.8	61	188	.6	5.6	34	120	.4	5.8
4-Book	44	176	.5	5.7	77	226	.8	8.2	96	326	1.0	6.4	66	185	.7	6.3	31	117	.3	4.9
<b>WPEN-AM</b>																				
FA '98	7	18	.1	.9	6	33	.1	.6	3	25	.2	.7	8	8	.1	.7	5	13	.1	.7
4-Book	3	11	.1	.4	4	19	.1	.4	7	23	.1	.4	4	4	.1	.3	5	13	.1	.7
<b>WPHI-FM</b>																				
FA '98	26	88	.3	3.2	10	46	.1	1.0	33	86	.3	2.3	42	102	.4	3.9	26	58	.3	4.5
4-Book	32	111	.4	4.3	15	60	.2	1.6	39	113	.4	2.6	34	97	.4	3.3	21	66	.2	3.4
<b>WPHT-AM</b>																				
FA '98	5	26	.1	.6	9	34	.1	.9	8	24	.1	.5	1	8	.1	.7	19	51	.2	3.3
4-Book	3	15	.1	.3	3	13	.1	.3	6	26	.1	.4	3	16	.1	.3	6	24	.1	1.0
<b>WPLY-FM</b>																				
FA '98	14	99	.1	1.7	12	60	.1	1.3	38	164	.4	2.6	26	132	.3	2.4	5	27	.1	.9
4-Book	16	83	.2	2.1	11	68	.1	1.2	36	185	.4	2.4	23	116	.3	2.2	9	64	.1	1.4
<b>WURD-AM</b>																				
FA '98	3	17	.1	.4	2	10	.1	.4	6	17	.1	.4	9	36	.1	.8	2	17	.1	.3
4-Book	6	18	.1	.7	3	12	.1	.7	17	38	.2	1.1	14	27	.2	1.3	5	11	.1	.6
<b>WUSL-FM</b>																				
FA '98	79	211	.8	9.8	67	210	.7	7.0	90	245	1.0	6.1	32	90	.3	3.0	34	71	.4	5.8
4-Book	70	191	.7	9.0	78	256	.8	8.5	106	314	1.2	7.1	42	132	.4	4.0	33	102	.4	5.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+WVDB-AM</b>																				
WTEL-AM					*								*							
FA '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	10	42	.1	1.2	33	111	.3	3.5	92	151	1.0	6.3	7	8	.1	.6	6	25	.1	1.0
4-Book	18	52	.2	2.5	27	97	.3	2.9	93	180	1.0	6.2	5	16	.1	.5	9	31	.1	1.4
<b>WWJZ-AM</b>																				
FA '98					1	8		.1	1	9		.1					1	2		.1
4-Book						2				2			1	3		.1				
<b>WXTU-FM</b>																				
FA '98	35	166	.4	4.4	70	199	.7	7.3	83	274	.9	5.7	83	207	.9	7.7	28	95	.3	4.8
4-Book	28	125	.3	3.7	44	162	.5	4.7	74	250	.8	5.0	61	197	.6	5.8	24	107	.3	3.7
<b>WXXM-FM</b>																				
FA '98	26	140	.3	3.2	10	81	.1	1.0	45	240	.5	3.1	33	92	.3	3.1	9	74	.1	1.5
4-Book	22	127	.2	2.8	16	96	.2	1.7	53	254	.6	3.5	32	130	.3	3.1	11	75	.2	1.7
<b>WYSP-FM</b>																				
FA '98	26	105	.3	3.2	6	17	.1	.6	47	173	.5	3.2	40	149	.4	3.7	6	43	.1	1.0
4-Book	15	70	.2	2.0	7	29	.1	.8	32	152	.4	2.2	23	109	.3	2.2	9	56	.1	1.4
<b>WYXR-FM</b>																				
FA '98	42	244	.4	5.2	38	165	.4	4.0	67	306	.7	4.6	42	182	.4	3.9	30	131	.3	5.2
4-Book	37	182	.4	4.9	32	151	.4	3.5	78	326	.8	5.3	59	222	.6	5.6	24	109	.3	3.8
<b>WBYN-FM</b>																				
FA '98					3	9		.3					2	8		.2	2	18		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WCTO-FM</b>																				
FA '98					2	8		.2	2	16		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	8	27	.1	1.0	4	17		.4	16	59	.2	1.1	1	9		.1	1	17		.2
4-Book	4	20	.1	.5	2	13		.2	8	29	.1	.5	5	20	.1	.4	1	14		.2
<b>WKXW-FM</b>																				
FA '98	9	43	.1	1.1	11	33	.1	1.2	11	16	.1	.8	13	31	.1	1.2	7	16	.1	1.2
4-Book	7	36	.1	1.0	11	42	.1	1.2	9	44	.1	.7	10	33	.1	1.0	8	28	.1	1.2
<b>+WNJO-FM</b>																				
FA '98	7	42	.1	.9	4	23		.4	3	34		.2	4	25		.4	8	33	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	6	65	.1	.7	4	53		.4	26	159	.3	1.8	20	110	.2	1.9	5	51	.1	.9
4-Book	7	61	.1	.9	7	55	.1	.8	31	145	.3	2.1	20	74	.2	1.9	5	34	.1	.7
<b>WRDR-FM</b>																				
FA '98	1	9		.1					5	9	.1	.3					2	4		.3
4-Book	1	6		.1					6	13	.1	.4	1	5		.1				
<b>TOTALS</b>																				
FA '98	804	2569	8.5		954	2824	10.1		1464	4156	15.5		1081	2954	11.5		582	1675	6.2	
4-Book	765	2427	8.1		931	2831	9.8		1495	4180	15.7		1056	2820	11.1		642	1936	6.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-54

	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
<b>KYW -AM</b>																				
FA '98	87	2568	.8	4.5	247	1764	2.2	8.9	63	807	.6	2.2	87	1207	.8	3.7	24	421	.2	3.0
SU '98	87	2739	.8	4.5	242	1792	2.2	8.7	49	896	.4	1.7	93	1160	.8	4.2	39	588	.4	4.4
SP '98	86	2907	.8	4.4	263	2054	2.4	9.1	61	916	.6	2.1	81	1233	.7	3.5	27	527	.2	3.2
WI '98	103	2877	.9	5.2	327	2096	3.0	10.6	57	801	.5	2.0	88	1136	.8	3.7	36	478	.3	4.5
<b>4-Book</b>	<b>91</b>	<b>2773</b>	<b>.8</b>	<b>4.7</b>	<b>270</b>	<b>1927</b>	<b>2.5</b>	<b>9.3</b>	<b>58</b>	<b>855</b>	<b>.5</b>	<b>2.0</b>	<b>87</b>	<b>1184</b>	<b>.8</b>	<b>3.8</b>	<b>32</b>	<b>504</b>	<b>.3</b>	<b>3.8</b>
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
<b>WBEB-FM</b>																				
FA '98	205	2700	1.9	10.6	294	1744	2.7	10.5	385	1453	3.5	13.6	243	1656	2.2	10.4	66	828	.6	8.3
SU '98	224	2710	2.0	11.5	282	1692	2.5	10.2	470	1699	4.2	16.4	274	1680	2.5	12.4	76	854	.7	8.5
SP '98	233	2768	2.1	11.9	318	1645	2.9	11.0	460	1527	4.2	15.9	290	1779	2.6	12.6	70	827	.6	8.3
WI '98	207	2768	1.9	10.4	298	1659	2.7	9.7	436	1637	3.9	15.2	251	1624	2.3	10.5	45	603	.4	5.6
<b>4-Book</b>	<b>217</b>	<b>2737</b>	<b>2.0</b>	<b>11.1</b>	<b>298</b>	<b>1685</b>	<b>2.7</b>	<b>10.4</b>	<b>438</b>	<b>1579</b>	<b>4.0</b>	<b>15.3</b>	<b>265</b>	<b>1685</b>	<b>2.4</b>	<b>11.5</b>	<b>64</b>	<b>778</b>	<b>.6</b>	<b>7.7</b>
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
<b>WDAS-AM</b>																				
FA '98	21	317	.2	1.1	36	167	.3	1.3	14	81	.1	.5	23	123	.2	1.0	5	49	.1	.6
SU '98	22	341	.2	1.1	44	186	.4	1.6	27	142	.2	.9	12	67	.1	.5	5	71	.1	.6
SP '98	31	422	.3	1.6	60	231	.5	2.1	29	127	.3	1.0	21	133	.2	.9	2	33	.1	.2
WI '98	41	422	.4	2.1	60	218	.5	1.9	44	167	.4	1.5	51	172	.5	2.1	21	136	.2	2.6
<b>4-Book</b>	<b>29</b>	<b>376</b>	<b>.3</b>	<b>1.5</b>	<b>50</b>	<b>201</b>	<b>.4</b>	<b>1.7</b>	<b>29</b>	<b>129</b>	<b>.3</b>	<b>1.0</b>	<b>27</b>	<b>124</b>	<b>.3</b>	<b>1.1</b>	<b>8</b>	<b>72</b>	<b>.1</b>	<b>1.0</b>
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
<b>WDAS-FM</b>																				
FA '98	182	1676	1.7	9.4	241	1070	2.2	8.6	221	895	2.0	7.8	212	1015	1.9	9.1	135	847	1.2	16.9
SU '98	197	1814	1.8	10.1	247	1092	2.2	8.9	247	1058	2.2	8.6	208	1126	1.9	9.4	157	893	1.4	17.6
SP '98	213	1844	1.9	10.9	289	1116	2.6	10.0	264	1027	2.4	9.1	237	1203	2.1	10.3	163	958	1.5	19.3
WI '98	210	1727	1.9	10.6	291	1167	2.6	9.4	258	912	2.3	9.0	225	1149	2.0	9.5	163	826	1.5	20.3
<b>4-Book</b>	<b>201</b>	<b>1765</b>	<b>1.8</b>	<b>10.3</b>	<b>267</b>	<b>1111</b>	<b>2.4</b>	<b>9.2</b>	<b>248</b>	<b>973</b>	<b>2.2</b>	<b>8.6</b>	<b>221</b>	<b>1123</b>	<b>2.0</b>	<b>9.6</b>	<b>155</b>	<b>881</b>	<b>1.4</b>	<b>18.5</b>
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
<b>WHAT-AM</b>																				
FA '98	11	182	.1	.6	26	113	.2	.9	8	65	.1	.3	7	40	.1	.3	7	13	.1	.9
SU '98	13	218	.1	.7	14	86	.1	.5	20	104	.2	.7	10	73	.1	.5	2	27	.1	.2
SP '98	17	229	.2	.9	24	100	.2	.8	21	82	.2	.7	11	53	.1	.5	9	36	.1	1.1
WI '98	11	189	.1	.6	15	92	.1	.5	15	92	.1	.5	13	76	.1	.5	2	22	.1	.2
<b>4-Book</b>	<b>13</b>	<b>205</b>	<b>.1</b>	<b>.7</b>	<b>20</b>	<b>98</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>86</b>	<b>.2</b>	<b>.6</b>	<b>10</b>	<b>61</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>25</b>	<b>.1</b>	<b>.6</b>
FA '97	17	203	.2	.9	26	114	.2	.9	25	79	.2	.8	13	61	.1	.5	6	52	.1	.8
<b>W100-FM</b>																				
FA '98	101	2048	.9	5.2	143	1019	1.3	5.1	170	1142	1.5	6.0	128	1190	1.2	5.5	29	575	.3	3.6
SU '98	90	1888	.8	4.6	107	851	1.0	3.9	138	1093	1.2	4.8	94	1174	.8	4.3	39	547	.4	4.4
SP '98	88	2074	.8	4.5	103	934	.9	3.6	139	1059	1.3	4.8	112	1208	1.0	4.9	37	676	.3	4.4
WI '98	107	1962	1.0	5.4	152	1057	1.4	4.9	154	1050	1.4	5.4	150	1222	1.4	6.3	45	667	.4	5.6
<b>4-Book</b>	<b>97</b>	<b>1993</b>	<b>.9</b>	<b>4.9</b>	<b>126</b>	<b>965</b>	<b>1.2</b>	<b>4.4</b>	<b>150</b>	<b>1086</b>	<b>1.4</b>	<b>5.3</b>	<b>121</b>	<b>1199</b>	<b>1.1</b>	<b>5.3</b>	<b>38</b>	<b>616</b>	<b>.4</b>	<b>4.5</b>
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
<b>WIP -AM</b>																				
FA '98	16	445	.1	.8	33	191	.3	1.2	15	130	.1	.5	19	231	.2	.8	8	85	.1	1.0
SU '98	15	348	.1	.8	47	199	.4	1.7	13	120	.1	.5	14	125	.1	.6	4	54	.1	.4
SP '98	15	392	.1	.8	33	236	.3	1.1	25	103	.2	.9	19	123	.2	.8	4	108	.1	.5
WI '98	20	513	.2	1.0	47	267	.4	1.5	20	101	.2	.7	24	174	.2	1.0	9	120	.1	1.1
<b>4-Book</b>	<b>17</b>	<b>425</b>	<b>.1</b>	<b>.9</b>	<b>40</b>	<b>223</b>	<b>.4</b>	<b>1.4</b>	<b>18</b>	<b>114</b>	<b>.2</b>	<b>.7</b>	<b>19</b>	<b>163</b>	<b>.2</b>	<b>.8</b>	<b>6</b>	<b>92</b>	<b>.1</b>	<b>.8</b>
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
<b>WJZ-FM</b>																				
FA '98	97	1625	.9	5.0	103	711	.9	3.7	167	769	1.5	5.9	130	901	1.2	5.6	37	496	.3	4.6
SU '98	106	1573	1.0	5.4	98	689	.9	3.5	163	740	1.5	5.7	141	940	1.3	6.4	66	502	.6	7.4
SP '98	129	1869	1.2	6.6	130	844	1.2	4.5	226	867	2.0	7.8	163	1087	1.5	7.1	69	738	.6	8.2
WI '98	132	1803	1.2	6.6	145	854	1.3	4.7	189	822	1.7	6.6	176	1042	1.6	7.4	64	703	.6	8.0
<b>4-Book</b>	<b>116</b>	<b>1718</b>	<b>1.1</b>	<b>5.9</b>	<b>119</b>	<b>775</b>	<b>1.1</b>	<b>4.1</b>	<b>186</b>	<b>800</b>	<b>1.7</b>	<b>6.5</b>	<b>153</b>	<b>993</b>	<b>1.4</b>	<b>6.6</b>	<b>59</b>	<b>610</b>	<b>.5</b>	<b>7.1</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	89	1687	.8	4.6	93	864	.8	3.3	179	870	1.6	6.3	131	1088	1.2	5.6	23	395	.2	2.9
SU '98	104	1823	.9	5.3	100	850	.9	3.6	183	1049	1.7	6.4	141	1244	1.3	6.4	41	553	.4	4.6
SP '98	105	1935	.9	5.4	119	902	1.1	4.1	169	969	1.5	5.8	144	1160	1.3	6.2	48	502	.4	5.7
WI '98	92	1976	.8	4.6	114	906	1.0	3.7	153	1081	1.4	5.3	125	1204	1.1	5.3	35	584	.3	4.4
<b>4-Book</b>	<b>98</b>	<b>1855</b>	<b>.9</b>	<b>5.0</b>	<b>107</b>	<b>881</b>	<b>1.0</b>	<b>3.7</b>	<b>171</b>	<b>992</b>	<b>1.6</b>	<b>6.0</b>	<b>135</b>	<b>1174</b>	<b>1.2</b>	<b>5.9</b>	<b>37</b>	<b>509</b>	<b>.3</b>	<b>4.4</b>
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
<b>WMMR-FM</b>																				
FA '98	69	1308	.6	3.6	96	592	.9	3.4	115	601	1.0	4.0	105	887	1.0	4.5	16	278	.1	2.0
SU '98	45	1264	.4	2.3	58	489	.5	2.1	62	531	.6	2.2	46	613	.4	2.1	21	331	.2	2.3
SP '98	37	1277	.3	1.9	56	512	.5	1.9	44	481	.4	1.5	46	724	.4	2.0	12	241	.1	1.4
WI '98	56	1237	.5	2.8	84	528	.8	2.7	91	519	.8	3.2	75	652	.7	3.2	19	263	.2	2.4
<b>4-Book</b>	<b>52</b>	<b>1272</b>	<b>.5</b>	<b>2.7</b>	<b>74</b>	<b>530</b>	<b>.7</b>	<b>2.5</b>	<b>78</b>	<b>533</b>	<b>.7</b>	<b>2.7</b>	<b>68</b>	<b>719</b>	<b>.6</b>	<b>3.0</b>	<b>17</b>	<b>278</b>	<b>.2</b>	<b>2.0</b>
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
<b>WGL-FM</b>																				
FA '98	138	2410	1.3	7.1	173	1172	1.6	6.2	204	1167	1.9	7.2	149	1271	1.4	6.4	60	691	.5	7.5
SU '98	102	2010	.9	5.2	145	985	1.3	5.2	152	1006	1.4	5.3	104	1019	.9	4.7	37	555	.3	4.1
SP '98	109	2116	1.0	5.6	152	990	1.4	5.3	173	961	1.6	6.0	128	1202	1.2	5.5	40	548	.4	4.7
WI '98	123	2182	1.1	6.2	167	1047	1.5	5.4	195	1093	1.8	6.8	135	1175	1.2	5.7	30	510	.3	3.7
<b>4-Book</b>	<b>118</b>	<b>2180</b>	<b>1.1</b>	<b>6.0</b>	<b>159</b>	<b>1049</b>	<b>1.5</b>	<b>5.5</b>	<b>181</b>	<b>1057</b>	<b>1.7</b>	<b>6.3</b>	<b>129</b>	<b>1167</b>	<b>1.2</b>	<b>5.6</b>	<b>42</b>	<b>576</b>	<b>.4</b>	<b>5.0</b>
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
<b>WPEN-AM</b>																				
FA '98	11	177	.1	.6	15	75	.1	.5	12	75	.1	.4	13	81	.1	.6	6	35	.1	.8
SU '98	16	236	.1	.8	20	101	.2	.7	23	109	.2	.8	15	131	.1	.7	9	63	.1	1.0
SP '98	10	194	.1	.5	12	75	.1	.4	17	103	.2	.6	15	105	.1	.6	2	42	.2	.2
WI '98	8	173	.1	.4	16	87	.1	.5	12	98	.1	.4	8	88	.1	.3	4	47	.5	.5
<b>4-Book</b>	<b>11</b>	<b>195</b>	<b>.1</b>	<b>.6</b>	<b>16</b>	<b>85</b>	<b>.1</b>	<b>.5</b>	<b>16</b>	<b>96</b>	<b>.2</b>	<b>.6</b>	<b>13</b>	<b>101</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>47</b>	<b>.1</b>	<b>.6</b>
FA '97	12	279	.1	.6	18	158	.2	.6	19	113	.2	.6	13	99	.1	.5	4	32	.5	.5
<b>WPHI-FM</b>																				
FA '98	37	722	.3	1.9	40	267	.4	1.4	45	336	.4	1.6	50	387	.5	2.1	23	267	.2	2.9
SU '98	37	797	.3	1.9	41	307	.4	1.5	48	403	.4	1.7	48	472	.4	2.2	26	260	.2	2.9
SP '98	40	820	.4	2.0	38	267	.3	1.3	46	447	.4	1.6	54	467	.5	2.3	30	335	.3	3.6
WI '98	48	919	.4	2.4	61	459	.6	2.0	53	413	.5	1.9	74	550	.7	3.1	27	283	.2	3.4
<b>4-Book</b>	<b>41</b>	<b>815</b>	<b>.4</b>	<b>2.1</b>	<b>45</b>	<b>325</b>	<b>.4</b>	<b>1.6</b>	<b>48</b>	<b>400</b>	<b>.4</b>	<b>1.7</b>	<b>57</b>	<b>469</b>	<b>.5</b>	<b>2.4</b>	<b>27</b>	<b>286</b>	<b>.2</b>	<b>3.2</b>
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
<b>WPHT-AM</b>																				
FA '98	14	233	.1	.7	23	90	.2	.8	19	98	.2	.7	18	102	.2	.8	8	55	.1	1.0
SU '98	12	299	.1	.6	22	84	.2	.8	14	101	.1	.5	12	124	.1	.5	7	95	.1	.8
SP '98	4	245	.2	.2	9	97	.1	.3	3	44	.1	.1	5	41	.2	.2	4	78	.5	.5
WI '98	9	245	.1	.5	24	103	.2	.8	9	99	.1	.3	12	143	.1	.5	1	15	.1	.1
<b>4-Book</b>	<b>10</b>	<b>256</b>	<b>.1</b>	<b>.5</b>	<b>20</b>	<b>94</b>	<b>.2</b>	<b>.7</b>	<b>11</b>	<b>86</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>103</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>61</b>	<b>.1</b>	<b>.6</b>
FA '97	2	119	.1	.1	1	16	.1	.1	3	32	.1	.1	4	36	.2	.2	3	23	.4	.4
<b>WPLY-FM</b>																				
FA '98	40	1115	.4	2.1	51	551	.5	1.8	53	479	.5	1.9	65	764	.6	2.8	14	347	.1	1.8
SU '98	31	1204	.3	1.6	37	490	.3	1.3	35	438	.3	1.2	42	660	.4	1.9	12	317	.1	1.3
SP '98	36	1339	.3	1.8	55	585	.5	1.9	59	578	.5	2.0	47	721	.4	2.0	12	350	.1	1.4
WI '98	33	1153	.3	1.7	51	537	.5	1.7	39	358	.4	1.4	46	588	.4	1.9	11	296	.1	1.4
<b>4-Book</b>	<b>35</b>	<b>1203</b>	<b>.3</b>	<b>1.8</b>	<b>49</b>	<b>541</b>	<b>.5</b>	<b>1.7</b>	<b>47</b>	<b>463</b>	<b>.4</b>	<b>1.6</b>	<b>50</b>	<b>683</b>	<b>.5</b>	<b>2.2</b>	<b>12</b>	<b>328</b>	<b>.1</b>	<b>1.5</b>
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
<b>WURD-AM</b>																				
FA '98	12	96	.1	.6	18	81	.2	.6	24	71	.2	.8	12	68	.1	.5	1	16	.1	.1
SU '98	19	148	.2	1.0	18	81	.2	.7	15	90	.1	.5	24	105	.2	1.1	13	61	.1	1.5
SP '98	26	189	.2	1.3	33	124	.3	1.1	46	143	.4	1.6	24	158	.2	1.0	6	76	.1	.7
WI '98	10	126	.1	.5	8	76	.1	.3	18	89	.2	.6	9	78	.1	.4	1	8	.1	.1
<b>4-Book</b>	<b>17</b>	<b>140</b>	<b>.2</b>	<b>.9</b>	<b>19</b>	<b>91</b>	<b>.2</b>	<b>.7</b>	<b>26</b>	<b>98</b>	<b>.2</b>	<b>.9</b>	<b>17</b>	<b>102</b>	<b>.2</b>	<b>.8</b>	<b>5</b>	<b>40</b>	<b>.1</b>	<b>.6</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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		
<b>WUSL-FM</b>																					
FA '98	88	1318	.8	4.6	133	649	1.2	4.8	128	614	1.2	4.5	83	612	.8	3.6	43	372	.4	5.4	
SU '98	85	1458	.8	4.4	115	727	1.0	4.2	104	691	.9	3.6	80	679	.7	3.6	57	497	.5	6.4	
SP '98	90	1318	.8	4.6	118	651	1.1	4.1	109	597	1.0	3.8	96	682	.9	4.2	48	326	.4	5.7	
WI '98	82	1314	.7	4.1	124	692	1.1	4.0	96	554	.9	3.4	94	642	.8	3.9	46	433	.4	5.7	
<b>4-Book</b>	<b>86</b>	<b>1352</b>	<b>.8</b>	<b>4.4</b>	<b>123</b>	<b>680</b>	<b>1.1</b>	<b>4.3</b>	<b>109</b>	<b>614</b>	<b>1.0</b>	<b>3.8</b>	<b>88</b>	<b>654</b>	<b>.8</b>	<b>3.8</b>	<b>49</b>	<b>407</b>	<b>.4</b>	<b>5.8</b>	
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	
<b>+WWDB-AM</b>																					
<b>VTEL-AM</b>																					
FA '98	*	4		.2	*	1		25		9		23		.1	.3	*	2		14		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																					
FA '98	42	897	.4	2.2	56	404	.5	2.0	79	383	.7	2.8	24	325	.2	1.0	17	218	.2	2.1	
SU '98	49	940	.4	2.5	60	348	.5	2.2	80	463	.7	2.8	44	387	.4	2.0	26	265	.2	2.9	
SP '98	36	806	.3	1.8	43	304	.4	1.5	71	428	.6	2.5	29	310	.3	1.3	11	156	.1	1.3	
WI '98	48	875	.4	2.4	55	341	.5	1.8	90	454	.8	3.1	35	271	.3	1.5	18	197	.2	2.2	
<b>4-Book</b>	<b>44</b>	<b>880</b>	<b>.4</b>	<b>2.2</b>	<b>54</b>	<b>349</b>	<b>.5</b>	<b>1.9</b>	<b>80</b>	<b>432</b>	<b>.7</b>	<b>2.8</b>	<b>33</b>	<b>323</b>	<b>.3</b>	<b>1.5</b>	<b>18</b>	<b>209</b>	<b>.2</b>	<b>2.1</b>	
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	
<b>WWJZ-AM</b>																					
FA '98		25								8				8				8			
SU '98	3	57		.2	3	13		.1	3	31		.1	4	22		.2	2	31		.2	
SP '98		11																			
WI '98		7												7							
<b>4-Book</b>	<b>1</b>	<b>25</b>		<b>.1</b>	<b>1</b>	<b>3</b>			<b>1</b>	<b>10</b>			<b>2</b>	<b>9</b>		<b>.1</b>	<b>1</b>	<b>10</b>		<b>.1</b>	
FA '97	1	26		.1	1	26			2	10		.1	1	10							
<b>WXTU-FM</b>																					
FA '98	92	1198	.8	4.8	136	781	1.2	4.9	96	607	.9	3.4	132	796	1.2	5.7	38	371	.3	4.8	
SU '98	85	1305	.8	4.4	102	738	.9	3.7	123	753	1.1	4.3	106	840	1.0	4.8	32	467	.3	3.6	
SP '98	81	1221	.7	4.1	98	720	.9	3.4	116	720	1.0	4.0	101	715	.9	4.4	34	458	.3	4.0	
WI '98	83	1204	.8	4.2	121	741	1.1	3.9	114	672	1.0	4.0	118	925	1.1	5.0	26	377	.2	3.2	
<b>4-Book</b>	<b>85</b>	<b>1232</b>	<b>.8</b>	<b>4.4</b>	<b>114</b>	<b>745</b>	<b>1.0</b>	<b>4.0</b>	<b>112</b>	<b>688</b>	<b>1.0</b>	<b>3.9</b>	<b>114</b>	<b>819</b>	<b>1.1</b>	<b>5.0</b>	<b>33</b>	<b>418</b>	<b>.3</b>	<b>3.9</b>	
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	
<b>WXXM-FM</b>																					
FA '98	51	1196	.5	2.6	58	672	.5	2.1	76	570	.7	2.7	78	737	.7	3.3	21	332	.2	2.6	
SU '98	56	1378	.5	2.9	72	673	.7	2.6	82	605	.7	2.9	75	876	.7	3.4	21	441	.2	2.3	
SP '98	41	1210	.4	2.1	52	559	.5	1.8	59	629	.5	2.0	57	727	.5	2.5	14	391	.1	1.7	
WI '98	42	1113	.4	2.1	49	538	.4	1.6	55	508	.5	1.9	60	737	.5	2.5	14	318	.1	1.7	
<b>4-Book</b>	<b>48</b>	<b>1224</b>	<b>.5</b>	<b>2.4</b>	<b>58</b>	<b>611</b>	<b>.5</b>	<b>2.0</b>	<b>68</b>	<b>578</b>	<b>.6</b>	<b>2.4</b>	<b>68</b>	<b>769</b>	<b>.6</b>	<b>2.9</b>	<b>18</b>	<b>371</b>	<b>.2</b>	<b>2.1</b>	
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	
<b>WYSP-FM</b>																					
FA '98	59	1502	.5	3.1	172	935	1.6	6.2	60	546	.5	2.1	51	474	.5	2.2	14	177	.1	1.8	
SU '98	67	1546	.6	3.4	214	925	1.9	7.7	79	574	.7	2.8	44	493	.4	2.0	16	325	.1	1.8	
SP '98	68	1601	.6	3.5	230	1048	2.1	8.0	71	676	.6	2.5	42	529	.4	1.8	15	281	.1	1.8	
WI '98	72	1487	.7	3.6	242	1061	2.2	7.9	84	628	.8	2.9	49	392	.4	2.1	18	175	.2	2.2	
<b>4-Book</b>	<b>67</b>	<b>1534</b>	<b>.6</b>	<b>3.4</b>	<b>215</b>	<b>992</b>	<b>2.0</b>	<b>7.5</b>	<b>74</b>	<b>606</b>	<b>.7</b>	<b>2.6</b>	<b>47</b>	<b>472</b>	<b>.4</b>	<b>2.0</b>	<b>16</b>	<b>240</b>	<b>.1</b>	<b>1.9</b>	
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	
<b>WYXR-FM</b>																					
FA '98	110	2028	1.0	5.7	172	1232	1.6	6.2	173	1097	1.6	6.1	130	1204	1.2	5.6	44	525	.4	5.5	
SU '98	104	1960	.9	5.3	151	1002	1.4	5.5	167	983	1.5	5.8	133	1162	1.2	6.0	38	628	.3	4.3	
SP '98	122	2056	1.1	6.2	165	1083	1.5	5.7	201	1016	1.8	6.9	159	1354	1.4	6.9	41	679	.4	4.9	
WI '98	115	2154	1.0	5.8	166	1244	1.5	5.4	191	1097	1.7	6.7	144	1228	1.3	6.1	44	642	.4	5.5	
<b>4-Book</b>	<b>113</b>	<b>2050</b>	<b>1.0</b>	<b>5.8</b>	<b>164</b>	<b>1140</b>	<b>1.5</b>	<b>5.7</b>	<b>183</b>	<b>1048</b>	<b>1.7</b>	<b>6.4</b>	<b>142</b>	<b>1237</b>	<b>1.3</b>	<b>6.2</b>	<b>42</b>	<b>619</b>	<b>.4</b>	<b>5.1</b>	
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	

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	<b>WBYN-FM</b>																			
FA '98	3	89	.2	.2	9	57	.1	.3	1	19			4	49	.2	.2	1	25		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	8	136	.1	.4	13	76	.1	.4	11	59	.1	.4	7	47	.1	.3	4	45		.5
<b>WCTO-FM</b>																				
FA '98	7	83	.1	.4	11	44	.1	.4	14	43	.1	.5	8	60	.1	.3		14		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	18	412	.2	.9	18	201	.2	.6	35	202	.3	1.2	30	269	.3	1.3	6	101	.1	.8
SU '98	20	283	.2	1.0	21	121	.2	.8	39	123	.4	1.4	27	138	.2	1.2	14	119	.1	1.6
SP '98	11	257	.1	.6	13	81	.1	.5	21	116	.2	.7	15	141	.1	.6	6	82	.1	.7
WI '98	14	314	.1	.7	21	146	.2	.7	30	157	.3	1.0	15	115	.1	.6	2	79		.2
<b>4-Book</b>	<b>16</b>	<b>317</b>	<b>.2</b>	<b>.8</b>	<b>18</b>	<b>137</b>	<b>.2</b>	<b>.7</b>	<b>31</b>	<b>150</b>	<b>.3</b>	<b>1.1</b>	<b>22</b>	<b>166</b>	<b>.2</b>	<b>.9</b>	<b>7</b>	<b>95</b>	<b>.1</b>	<b>.8</b>
FA '97	10	348	.1	.5	16	151	.1	.5	14	148	.1	.5	11	131	.1	.5	5	63		.6
<b>WKXW-FM</b>																				
FA '98	29	604	.3	1.5	27	237	.2	1.0	49	321	.4	1.7	51	349	.5	2.2	15	179	.1	1.9
SU '98	27	666	.2	1.4	41	370	.4	1.5	51	340	.5	1.8	37	404	.3	1.7	8	126	.1	.9
SP '98	24	543	.2	1.2	41	272	.4	1.4	43	298	.4	1.5	34	340	.3	1.5	6	126	.1	.7
WI '98	24	634	.2	1.2	33	281	.3	1.1	26	271	.2	.9	46	385	.4	1.9	15	146	.1	1.9
<b>4-Book</b>	<b>26</b>	<b>612</b>	<b>.2</b>	<b>1.3</b>	<b>36</b>	<b>290</b>	<b>.3</b>	<b>1.3</b>	<b>42</b>	<b>308</b>	<b>.4</b>	<b>1.5</b>	<b>42</b>	<b>370</b>	<b>.4</b>	<b>1.8</b>	<b>11</b>	<b>144</b>	<b>.1</b>	<b>1.4</b>
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
<b>+WNJO-FM</b>																				
FA '98	19	321	.2	1.0	21	172	.2	.8	38	151	.3	1.3	24	190	.2	1.0	6	104	.1	.8
SU '98	26	422	.2	1.3	41	244	.4	1.5	43	225	.4	1.5	25	211	.2	1.1	12	103	.1	1.3
SP '98	21	447	.2	1.1	23	188	.2	.8	31	231	.3	1.1	23	224	.2	1.0	7	137	.1	.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	22	923	.2	1.1	31	414	.3	1.1	31	370	.3	1.1	28	500	.3	1.2	5	176		.6
SU '98	35	948	.3	1.8	45	417	.4	1.6	54	459	.5	1.9	56	552	.5	2.5	14	276	.1	1.6
SP '98	29	945	.3	1.5	42	404	.4	1.5	36	420	.3	1.2	44	516	.4	1.9	11	277	.1	1.3
WI '98	26	912	.2	1.3	41	371	.4	1.3	37	302	.3	1.3	29	424	.3	1.2	8	229	.1	1.0
<b>4-Book</b>	<b>28</b>	<b>932</b>	<b>.3</b>	<b>1.4</b>	<b>40</b>	<b>402</b>	<b>.4</b>	<b>1.4</b>	<b>40</b>	<b>388</b>	<b>.4</b>	<b>1.4</b>	<b>39</b>	<b>498</b>	<b>.4</b>	<b>1.7</b>	<b>10</b>	<b>240</b>	<b>.1</b>	<b>1.1</b>
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
<b>WRDR-FM</b>																				
FA '98	3	67		.2	3	22		.1	6	26	.1	.2	4	41		.2	1	34		.1
SU '98	2	105		.1	3	39		.1	2	49		.1	3	74		.1	2	16		.2
SP '98	10	182	.1	.5	7	106	.1	.2	17	77	.2	.6	15	103	.1	.6	4	35		.5
WI '98	9	123	.1	.5	9	68	.1	.3	13	74	.1	.5	14	73	.1	.6	3	24		.4
<b>4-Book</b>	<b>6</b>	<b>119</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>59</b>	<b>.1</b>	<b>.2</b>	<b>10</b>	<b>57</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>73</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>27</b>		<b>.3</b>
FA '97	8	142	.1	.4	12	54	.1	.4	19	95	.2	.6	7	61	.1	.3	1	31		.1
<b>TOTALS</b>																				
FA '98	1931	10731	17.5		2787	9608	25.3		2841	8569	25.8		2332	9280	21.2		798	5892	7.3	
SU '98	1946	10757	17.6		2766	9436	25.0		2867	8833	25.9		2211	9409	20.0		894	6458	8.1	
SP '98	1956	10788	17.7		2879	9667	26.0		2894	8590	26.2		2309	9521	20.9		845	6422	7.6	
WI '98	1989	10775	18.0		3082	9815	27.9		2862	8380	25.9		2380	9311	21.5		802	6002	7.2	
<b>4-Book</b>	<b>1956</b>	<b>10763</b>	<b>17.7</b>		<b>2879</b>	<b>9632</b>	<b>26.1</b>		<b>2866</b>	<b>8593</b>	<b>26.0</b>		<b>2308</b>	<b>9380</b>	<b>20.9</b>		<b>835</b>	<b>6194</b>	<b>7.6</b>	
FA '97	1991	10811	18.0		3023	9927	27.3		2979	8520	26.9		2417	9445	21.8		789	6241	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 25-54																				
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	
<b>KYW -AM</b>																				
FA '98	127	2358	1.2	4.8	57	1193	.5	4.2	133	636	1.2	10.1	55	280	.5	2.5	37	197	.3	2.3
4-Book	132	2516	1.2	4.9	57	1275	.5	4.1	131	611	1.2	9.8	51	278	.5	2.3	40	200	.4	2.5
<b>WBEB-FM</b>																				
FA '98	313	2384	2.8	11.7	105	1346	1.0	7.7	99	428	.9	7.5	227	643	2.1	10.1	129	412	1.2	8.0
4-Book	341	2410	3.1	12.7	100	1293	.9	7.3	101	382	.9	7.6	201	598	1.8	8.8	119	419	1.1	7.3
<b>WDAS-AM</b>																				
FA '98	24	214	.2	.9	28	255	.3	2.1	13	23	.1	1.0	15	44	.1	.7	9	21	.1	.6
4-Book	35	245	.3	1.3	33	294	.3	2.4	18	50	.2	1.4	19	54	.2	.9	11	27	.1	.7
<b>WDAS-FM</b>																				
FA '98	224	1481	2.0	8.4	139	1025	1.3	10.2	145	345	1.3	11.0	215	488	2.0	9.6	194	429	1.8	12.1
4-Book	245	1560	2.2	9.1	153	1175	1.4	11.1	143	357	1.3	10.7	230	563	2.1	10.0	187	452	1.7	11.5
<b>WHAT-AM</b>																				
FA '98	13	133	.1	.5	12	111	.1	.9	13	36	.1	1.0	1	7			5	7		.3
4-Book	15	143	.1	.6	16	136	.2	1.1	17	36	.2	1.3	9	37	.1	.4	9	21	.1	.6
<b>W100-FM</b>																				
FA '98	149	1781	1.4	5.6	64	1093	.6	4.7	65	233	.6	5.0	135	515	1.2	6.0	83	332	.8	5.2
4-Book	134	1738	1.2	5.0	69	1039	.6	5.0	58	232	.5	4.3	137	492	1.2	6.0	86	330	.8	5.3
<b>WIP -AM</b>																				
FA '98	22	354	.2	.8	12	230	.1	.9	1	8			11	50	.1	.5	10	46	.1	.6
4-Book	25	343	.2	.9	9	174	.1	.6	7	35	.1	.5	12	56	.1	.5	9	40	.1	.5
<b>WJZZ-FM</b>																				
FA '98	136	1319	1.2	5.1	67	815	.6	4.9	41	158	.4	3.1	106	322	1.0	4.7	126	311	1.1	7.9
4-Book	155	1371	1.4	5.8	84	927	.8	6.1	75	229	.7	5.6	141	385	1.3	6.1	111	316	1.0	6.9
<b>VMGK-FM</b>																				
FA '98	138	1505	1.3	5.2	47	833	.4	3.4	39	178	.4	3.0	94	374	.9	4.2	70	281	.6	4.4
4-Book	140	1621	1.3	5.2	63	938	.6	4.6	45	189	.4	3.4	131	459	1.2	5.7	98	346	.9	6.0
<b>WMMR-FM</b>																				
FA '98	106	1125	1.0	4.0	39	668	.4	2.9	33	163	.3	2.5	64	250	.6	2.9	58	233	.5	3.6
4-Book	74	1013	.7	2.7	36	679	.4	2.7	34	152	.3	2.6	65	286	.6	2.9	43	186	.4	2.6
<b>WGL-FM</b>																				
FA '98	177	1931	1.6	6.6	121	1422	1.1	8.9	113	392	1.0	8.6	215	675	2.0	9.6	119	339	1.1	7.4
4-Book	158	1760	1.4	5.8	99	1213	.9	7.2	85	300	.8	6.4	164	543	1.5	7.2	119	360	1.1	7.3
<b>WPEN-AM</b>																				
FA '98	13	128	.1	.5	10	94	.1	.7	7	23	.1	.5	21	48	.2	.9	12	42	.1	.7
4-Book	15	150	.1	.6	8	107	.1	.6	10	31	.1	.7	18	48	.2	.8	8	29	.1	.5
<b>WPHI-FM</b>																				
FA '98	45	606	.4	1.7	31	361	.3	2.3	26	106	.2	2.0	37	131	.3	1.7	46	129	.4	2.9
4-Book	50	687	.5	1.8	34	424	.3	2.5	26	92	.2	1.9	46	171	.4	2.0	57	157	.5	3.5
<b>WPHT-AM</b>																				
FA '98	20	170	.2	.7	7	92	.1	.5	5	17		.4	5	25		.2	1	8		.1
4-Book	14	184	.1	.5	5	100	.1	.4	5	19		.4	4	18		.2	3	13		.2
<b>WPLY-FM</b>																				
FA '98	56	950	.5	2.1	29	601	.3	2.1	23	119	.2	1.8	67	297	.6	3.0	37	167	.3	2.3
4-Book	48	968	.4	1.8	27	622	.3	1.9	17	88	.2	1.3	58	299	.5	2.5	36	185	.4	2.2
<b>WURD-AM</b>																				
FA '98	19	90	.2	.7	8	68	.1	.6	2	10		.2	19	49	.2	.8	22	54	.2	1.4
4-Book	22	130	.2	.8	16	104	.2	1.2	13	32	.1	1.0	34	84	.3	1.5	25	56	.2	1.5
<b>WUSL-FM</b>																				
FA '98	116	1028	1.1	4.3	70	854	.6	5.1	52	155	.5	4.0	92	295	.8	4.1	74	220	.7	4.6
4-Book	107	1056	1.0	4.0	75	851	.7	5.4	53	162	.5	4.0	107	305	1.0	4.7	78	220	.7	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 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	
+WVDB-AM WTEL-AM FA '98 4-Book	* 5 **	48 **	.2 **	* 1 **	13 **	.1 **	.1 **	* 3 **	8 **	.2 **	.2 **	4 **	13 **	.2 **	.2 **	* **	**	**	**	
WVDB-FM FA '98 4-Book	55 57	649 637	.5 .5	2.1 2.1	37 37	410 417	.3 .4	2.7 2.7	46 39	153 112	.4 .4	3.5 2.9	29 32	75 100	.3 .3	1.3 1.4	16 21	54 49	.1 .2	1.0 1.3
WWJZ-AM FA '98 4-Book	1 1	8 14			1 1	17 13		.1 .1	1 1	9 6		.1 .1	2 2	4 4		.1 .1	1 1	2 2		.1 .1
WXTU-FM FA '98 4-Book	120 114	1017 1083	1.1 1.1	4.5 4.2	78 70	870 799	.7 .6	5.7 5.1	84 74	270 246	.8 .7	6.4 5.6	114 131	450 436	1.0 1.2	5.1 5.7	90 79	325 264	.8 .7	5.6 4.8
WXXM-FM FA '98 4-Book	71 65	1056 1059	.6 .6	2.7 2.4	35 37	657 677	.3 .4	2.6 2.7	25 27	159 115	.2 .2	1.9 2.0	77 77	337 337	.7 .7	3.4 3.4	51 55	219 226	.5 .5	3.2 3.4
WYSP-FM FA '98 4-Book	92 109	1234 1326	.8 1.0	3.4 4.0	32 26	623 520	.3 .2	2.3 1.9	20 22	60 79	.2 .2	1.5 1.6	57 51	210 218	.5 .5	2.5 2.2	48 41	171 166	.4 .4	3.0 2.5
WYXR-FM FA '98 4-Book	159 164	1751 1788	1.4 1.5	6.0 6.1	67 69	1125 1086	.6 .6	4.9 5.0	67 69	258 259	.6 .6	5.1 5.2	131 138	498 501	1.2 1.2	5.9 6.0	97 96	321 326	.9 .9	6.0 5.9
WBYN-FM FA '98 4-Book	4 **	80 **	.1 **	.1 **	2 **	35 **	.1 **	.1 **	2 **	9 **	.2 **	.2 **	3 **	9 **	.1 **	.1 **	**	**	**	**
WCTO-FM FA '98 4-Book	11 **	75 **	.1 **	.4 **	4 **	51 **	.3 **	.3 **	4 **	8 **	.3 **	.3 **	9 **	15 **	.1 **	.4 **	1 **	7 **	.1 **	.1 **
WJBR-FM FA '98 4-Book	28 25	352 248	.3 .3	1.0 .9	8 6	171 133	.1 .1	.6 .4	14 7	62 31	.1 .1	1.1 .6	9 8	50 48	.1 .1	.4 .3	5 6	42 37	.3 .3	.3 .3
WKXV-FM FA '98 4-Book	43 40	521 531	.4 .4	1.6 1.5	13 11	231 209	.1 .1	1.0 .8	13 13	54 49	.1 .1	1.0 1.0	11 13	80 73	.1 .1	.5 .6	14 11	61 53	.1 .1	.9 .7
+WNJO-FM FA '98 4-Book	28 **	255 **	.3 **	1.0 **	11 **	181 **	.1 **	.8 **	10 **	55 **	.1 **	.8 **	24 **	88 **	.2 **	1.1 **	22 **	82 **	.2 **	1.4 **
WPST-FM FA '98 4-Book	30 40	743 756	.3 .4	1.1 1.5	19 19	458 435	.2 .2	1.4 1.4	15 16	94 80	.1 .1	1.1 1.2	46 39	178 163	.4 .4	2.1 1.7	30 27	117 139	.3 .3	1.9 1.7
WRDR-FM FA '98 4-Book	4 8	49 91	.1 .1	.3 .3	2 5	25 56	.1 .1	.4 .4	5 5	15 15	.1 .1	.4 .4	7 14	16 32	.1 .2	.3 .6	2 9	16 30	.1 .1	.6 .6
TOTALS FA '98 4-Book	2669 2698	10587 10623	24.3 24.4		1364 1380	9067 9030	12.4 12.5		1313 1333	3901 3892	11.9 12.1		2239 2296	5641 5790	20.3 20.8		1604 1621	4268 4307	14.6 14.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	
KYW -AM																				
FA '98	24	105	.2	2.6	125	506	1.1	11.0	47	250	.4	2.7	50	202	.5	4.1	10	76	.1	1.5
4-Book	24	133	.2	2.7	122	492	1.1	10.5	52	304	.5	3.0	36	155	.4	3.0	22	142	.2	2.9
WBEB-FM																				
FA '98	75	345	.7	8.2	65	359	.6	5.7	126	465	1.1	7.3	80	304	.7	6.6	28	132	.3	4.2
4-Book	57	247	.5	6.4	63	271	.6	5.5	120	429	1.1	6.9	87	302	.8	7.2	45	190	.4	6.0
WDAS-AM																				
FA '98	11	15	.1	1.2	87	188	.8	7.6	63	175	.6	3.6	22	48	.2	1.8	8	32	.1	1.2
4-Book	9	24	.1	1.0	108	214	1.0	9.5	71	196	.7	4.1	24	51	.2	2.0	9	28	.1	1.3
WDAS-FM																				
FA '98	89	246	.8	9.8	67	158	.6	5.9	99	275	.9	5.7	120	308	1.1	9.8	179	335	1.6	27.2
4-Book	114	300	1.0	13.0	92	213	.8	8.0	108	329	1.0	6.2	122	274	1.1	10.1	212	388	1.9	28.9
WHAT-AM																				
FA '98	9	15	.1	1.0	30	59	.3	2.6	11	40	.1	.6	10	21	.1	.8	14	15	.1	2.1
4-Book	10	21	.1	1.1	34	68	.3	3.0	22	62	.2	1.2	15	29	.1	1.2	9	16	.1	1.3
WIOQ-FM																				
FA '98	46	230	.4	5.0	26	139	.2	2.3	91	453	.8	5.3	46	222	.4	3.8	10	68	.1	1.5
4-Book	50	222	.5	5.6	35	141	.3	3.0	91	356	.8	5.2	62	230	.6	5.1	29	120	.3	3.9
WIP -AM																				
FA '98	13	60	.1	1.4	14	24	.1	1.2	26	88	.2	1.5	16	72	.1	1.3	6	37	.1	.9
4-Book	4	20	.1	.4	11	41	.1	1.0	13	50	.1	.7	11	42	.1	.9	4	21	.1	.6
WJJZ-FM																				
FA '98	55	220	.5	6.0	42	127	.4	3.7	71	252	.6	4.1	61	187	.6	5.0	36	155	.3	5.5
4-Book	73	233	.7	8.5	55	171	.5	4.8	95	289	.9	5.5	71	205	.7	5.9	47	169	.4	6.5
WMGK-FM																				
FA '98	32	161	.3	3.5	21	131	.2	1.8	69	264	.6	4.0	47	189	.4	3.9	5	51	.1	.8
4-Book	36	178	.3	4.0	20	115	.2	1.7	76	305	.7	4.4	74	232	.7	6.0	27	123	.2	3.6
WMMR-FM																				
FA '98	34	141	.3	3.7	27	98	.2	2.4	48	218	.4	2.8	28	138	.3	2.3	19	51	.2	2.9
4-Book	27	140	.2	3.1	21	92	.2	1.8	47	226	.4	2.7	37	140	.4	3.0	16	82	.2	2.1
WUGL-FM																				
FA '98	85	285	.8	9.3	154	435	1.4	13.5	140	495	1.3	8.1	87	256	.8	7.1	48	183	.4	7.3
4-Book	62	242	.6	7.1	104	300	.9	9.0	125	421	1.2	7.2	86	254	.8	7.1	46	166	.4	6.3
WPEN-AM																				
FA '98	8	23	.1	.9	13	47	.1	1.1	11	32	.1	.6	12	15	.1	1.0	5	13	.1	.6
4-Book	3	12	.1	.4	6	24	.1	.6	10	31	.1	.6	6	10	.1	.5	5	13	.1	.6
WPHI-FM																				
FA '98	26	88	.2	2.9	10	46	.1	.9	33	86	.3	1.9	42	102	.4	3.4	26	58	.2	3.9
4-Book	33	116	.3	3.8	16	62	.2	1.4	39	113	.4	2.3	35	100	.3	2.9	21	66	.2	2.9
WPHT-AM																				
FA '98	5	26	.5		9	34	.1	.8	9	31	.1	.5	1	8	.1		21	58	.2	3.2
4-Book	4	20	.4		4	16	.4		7	31	.1	.4	3	21	.3		9	30	.1	1.3
WPLY-FM																				
FA '98	17	112	.2	1.9	13	67	.1	1.1	42	177	.4	2.4	28	139	.3	2.3	5	34	.1	.8
4-Book	17	91	.2	2.0	12	74	.1	1.0	38	192	.4	2.2	24	119	.2	2.0	9	70	.1	1.2
WURD-AM																				
FA '98	3	17	.3		2	10	.2		6	17	.1	.3	9	36	.1	.7	2	17	.1	.3
4-Book	7	21	.1	.7	7	19	.1	.6	21	47	.2	1.2	17	36	.2	1.4	6	16	.1	.8
WUSL-FM																				
FA '98	82	225	.7	9.0	75	237	.7	6.6	104	279	.9	6.0	37	111	.3	3.0	34	71	.3	5.2
4-Book	76	205	.7	8.6	82	268	.7	7.2	112	330	1.0	6.5	47	148	.4	3.9	35	106	.3	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 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
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	10 22	42 68	.1 .2	1.1 2.6	45 39	154 133	.4 .3	3.9 3.3	124 113	199 218	1.1 1.0	7.2 6.5	12 10	22 30	.1 .1	1.0 .8	7 11	32 41	.1 .1	1.1 1.4
WVJZ-AM FA '98 4-Book		2			1 1	8 4		.1 .1	1 1	9 4		.1 .1	2	4		.1	1	3		.2
WXTU-FM FA '98 4-Book	36 33	175 149	.3 .3	3.9 3.7	74 52	222 192	.7 .5	6.5 4.6	108 93	346 305	1.0 .9	6.2 5.3	93 74	259 239	.8 .7	7.6 6.1	33 28	110 125	.3 .3	5.0 3.8
WXXM-FM FA '98 4-Book	26 22	140 133	.2 .2	2.9 2.5	10 17	81 99	.1 .2	.9 1.5	46 54	247 263	.4 .5	2.7 3.1	33 33	92 134	.3 .3	2.7 2.7	9 11	74 79	.1 .1	1.4 1.5
WYSP-FM FA '98 4-Book	26 15	105 70	.2 .1	2.9 1.7	8 8	25 31	.1 .1	.7 .7	51 34	194 164	.5 .3	2.9 1.9	42 25	156 118	.4 .3	3.4 2.1	6 10	43 61	.1 .1	.9 1.3
WYXR-FM FA '98 4-Book	49 40	265 199	.4 .4	5.4 4.6	41 35	187 168	.4 .3	3.6 3.0	71 83	328 344	.6 .7	4.1 4.8	42 60	182 233	.4 .6	3.4 5.0	30 25	131 111	.3 .3	4.6 3.4
WBYN-FM FA '98 4-Book	**	**	**	**	3 **	9 **		.3 **	**	**	**	**	2 **	8 **		.2 **	2 **	18 **	**	.3 **
WCTO-FM FA '98 4-Book	**	**	**	**	2 **	8 **		.2 **	9 **	37 **	.1 **	.5 **	3 **	14 **		.2 **	**	**	**	**
WJBR-FM FA '98 4-Book	8 6	27 28	.1 .1	.9 .6	5 3	24 15		.4 .2	18 9	66 33	.2 .1	1.0 .5	1 5	9 22		.1 .4	1 1	17 15		.2 .2
WKXV-FM FA '98 4-Book	10 8	50 39	.1 .1	1.1 1.0	17 13	60 51	.2 .2	1.5 1.1	19 12	37 50	.2 .1	1.1 .7	13 11	31 37	.1 .1	1.1 .9	7 8	16 32	.1 .1	1.1 1.1
+WNJO-FM FA '98 4-Book	8 **	57 **	.1 **	.9 **	4 **	30 **		.4 **	5 **	47 **		.3 **	5 **	32 **		.4 **	10 **	40 **	.1 **	1.5 **
WPST-FM FA '98 4-Book	6 7	65 61	.1 .1	.7 .8	4 8	53 58		.4 .7	26 32	159 148	.2 .3	1.5 1.8	20 21	110 76	.2 .2	1.6 1.7	5 5	51 37		.8 .7
WRDR-FM FA '98 4-Book	1 1	9 8		.1 .1	1 1	2		.1	5 7	9 18		.3 .4	2 2	8		.1	2 2	7 6		.3 .3
TOTALS FA '98 4-Book	912 878	2886 2796	8.3 8.0		1140 1153	3382 3409	10.4 10.5		1729 1738	4866 4832	15.7 15.7		1219 1216	3361 3274	11.1 11.0		659 736	1948 2222	6.0 6.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-54

# 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
<b>KYW -AM</b>																				
FA '98	116	2843	1.2	6.9	298	2009	3.0	12.0	93	986	.9	3.8	124	1469	1.3	6.3	41	579	.4	6.1
SU '98	113	3042	1.2	6.7	316	2167	3.2	12.7	67	1047	.7	2.8	108	1369	1.1	6.0	51	767	.5	7.1
SP '98	109	3120	1.1	6.4	323	2204	3.3	12.4	77	1056	.8	3.1	97	1360	1.0	5.0	32	557	.3	4.7
WI '98	137	2888	1.4	8.0	360	2090	3.7	13.3	96	1034	1.0	3.9	118	1227	1.2	6.1	65	635	.7	9.3
<b>4-Book</b>	<b>119</b>	<b>2973</b>	<b>1.2</b>	<b>7.0</b>	<b>324</b>	<b>2118</b>	<b>3.3</b>	<b>12.6</b>	<b>83</b>	<b>1031</b>	<b>.9</b>	<b>3.4</b>	<b>112</b>	<b>1356</b>	<b>1.2</b>	<b>5.9</b>	<b>47</b>	<b>635</b>	<b>.5</b>	<b>6.8</b>
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
<b>WBEB-FM</b>																				
FA '98	186	2323	1.9	11.0	265	1453	2.7	10.7	365	1354	3.7	14.9	215	1440	2.2	11.0	57	676	.6	8.5
SU '98	193	2271	2.0	11.5	268	1437	2.8	10.8	389	1410	4.0	16.0	230	1470	2.4	12.8	51	708	.5	7.1
SP '98	203	2329	2.1	11.9	297	1457	3.1	11.4	395	1376	4.1	16.0	234	1503	2.4	12.1	61	671	.6	9.0
WI '98	184	2449	1.9	10.7	258	1403	2.7	9.6	382	1484	3.9	15.6	227	1454	2.3	11.7	37	493	.4	5.3
<b>4-Book</b>	<b>192</b>	<b>2343</b>	<b>2.0</b>	<b>11.3</b>	<b>272</b>	<b>1438</b>	<b>2.8</b>	<b>10.6</b>	<b>383</b>	<b>1406</b>	<b>3.9</b>	<b>15.6</b>	<b>227</b>	<b>1467</b>	<b>2.3</b>	<b>11.9</b>	<b>52</b>	<b>637</b>	<b>.5</b>	<b>7.5</b>
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
<b>WDAS-AM</b>																				
FA '98	32	360	.3	1.9	52	213	.5	2.1	30	145	.3	1.2	28	142	.3	1.4	8	67	.1	1.2
SU '98	25	388	.3	1.5	48	247	.5	1.9	29	186	.3	1.2	17	104	.2	.9	7	79	.1	1.0
SP '98	42	440	.4	2.5	75	239	.8	2.9	36	161	.4	1.5	34	168	.3	1.8	10	92	.1	1.5
WI '98	37	402	.4	2.2	67	209	.7	2.5	33	175	.3	1.3	38	151	.4	2.0	15	132	.2	2.1
<b>4-Book</b>	<b>34</b>	<b>398</b>	<b>.4</b>	<b>2.0</b>	<b>61</b>	<b>227</b>	<b>.6</b>	<b>2.4</b>	<b>32</b>	<b>167</b>	<b>.3</b>	<b>1.3</b>	<b>29</b>	<b>141</b>	<b>.3</b>	<b>1.5</b>	<b>10</b>	<b>93</b>	<b>.1</b>	<b>1.5</b>
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
<b>WDAS-FM</b>																				
FA '98	134	1253	1.4	7.9	160	746	1.6	6.4	158	679	1.6	6.4	160	760	1.6	8.2	94	565	1.0	14.0
SU '98	151	1284	1.6	9.0	169	792	1.7	6.8	200	785	2.1	8.2	148	772	1.5	8.2	123	618	1.3	17.0
SP '98	155	1311	1.6	9.1	219	849	2.3	8.4	192	733	2.0	7.8	170	890	1.7	8.8	101	640	1.0	14.9
WI '98	148	1299	1.5	8.6	216	853	2.2	8.0	176	613	1.8	7.2	161	828	1.7	8.3	108	549	1.1	15.4
<b>4-Book</b>	<b>147</b>	<b>1287</b>	<b>1.5</b>	<b>8.7</b>	<b>191</b>	<b>810</b>	<b>2.0</b>	<b>7.4</b>	<b>182</b>	<b>703</b>	<b>1.9</b>	<b>7.4</b>	<b>160</b>	<b>813</b>	<b>1.6</b>	<b>8.4</b>	<b>107</b>	<b>593</b>	<b>1.1</b>	<b>15.3</b>
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
<b>WHAT-AM</b>																				
FA '98	16	232	.2	.9	24	118	.2	1.0	17	95	.2	.7	11	63	.1	.6	9	38	.1	1.3
SU '98	23	269	.2	1.4	38	136	.4	1.5	35	153	.4	1.4	17	101	.2	.9	8	47	.1	1.1
SP '98	25	322	.3	1.5	34	150	.3	1.3	30	136	.3	1.2	15	66	.2	.8	11	56	.1	1.6
WI '98	13	254	.1	.8	17	102	.2	.6	20	112	.2	.8	15	89	.2	.8	1	30	.1	.1
<b>4-Book</b>	<b>19</b>	<b>269</b>	<b>.2</b>	<b>1.2</b>	<b>28</b>	<b>127</b>	<b>.3</b>	<b>1.1</b>	<b>26</b>	<b>124</b>	<b>.3</b>	<b>1.0</b>	<b>15</b>	<b>80</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>43</b>	<b>.1</b>	<b>1.0</b>
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
<b>W10Q-FM</b>																				
FA '98	51	1091	.5	3.0	80	490	.8	3.2	84	551	.9	3.4	59	592	.6	3.0	14	276	.1	2.1
SU '98	54	1126	.6	3.2	68	490	.7	2.7	76	636	.8	3.1	50	664	.5	2.8	25	300	.3	3.5
SP '98	50	1095	.5	2.9	66	520	.7	2.5	71	500	.7	2.9	58	634	.6	3.0	17	297	.2	2.5
WI '98	51	1094	.5	3.0	79	605	.8	2.9	67	573	.7	2.7	74	674	.8	3.8	21	351	.2	3.0
<b>4-Book</b>	<b>52</b>	<b>1102</b>	<b>.5</b>	<b>3.0</b>	<b>73</b>	<b>526</b>	<b>.8</b>	<b>2.8</b>	<b>75</b>	<b>565</b>	<b>.8</b>	<b>3.0</b>	<b>60</b>	<b>641</b>	<b>.6</b>	<b>3.2</b>	<b>19</b>	<b>306</b>	<b>.2</b>	<b>2.8</b>
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
<b>WIP -AM</b>																				
FA '98	16	391	.2	.9	36	227	.4	1.5	16	123	.2	.7	17	175	.2	.9	8	71	.1	1.2
SU '98	12	298	.1	.7	37	166	.4	1.5	5	104	.1	.2	11	127	.1	.6	4	39	.1	.6
SP '98	10	353	.1	.6	28	200	.3	1.1	14	94	.1	.6	9	137	.1	.5	5	103	.1	.7
WI '98	20	478	.2	1.2	43	239	.4	1.6	19	130	.2	.8	26	200	.3	1.3	13	138	.1	1.9
<b>4-Book</b>	<b>15</b>	<b>380</b>	<b>.2</b>	<b>.9</b>	<b>36</b>	<b>208</b>	<b>.4</b>	<b>1.4</b>	<b>14</b>	<b>113</b>	<b>.2</b>	<b>.6</b>	<b>16</b>	<b>160</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>88</b>	<b>.1</b>	<b>1.1</b>
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
<b>WJZ-FM</b>																				
FA '98	95	1540	1.0	5.6	97	638	1.0	3.9	170	787	1.7	6.9	131	904	1.3	6.7	34	422	.3	5.1
SU '98	105	1499	1.1	6.3	102	649	1.0	4.1	160	786	1.6	6.6	148	975	1.5	8.2	55	466	.6	7.6
SP '98	138	1806	1.4	8.1	145	821	1.5	5.6	247	960	2.5	10.0	180	1088	1.8	9.3	54	613	.6	8.0
WI '98	121	1612	1.2	7.0	133	766	1.4	4.9	165	729	1.7	6.7	161	967	1.7	8.3	64	672	.7	9.1
<b>4-Book</b>	<b>115</b>	<b>1614</b>	<b>1.2</b>	<b>6.8</b>	<b>119</b>	<b>719</b>	<b>1.2</b>	<b>4.6</b>	<b>186</b>	<b>816</b>	<b>1.9</b>	<b>7.6</b>	<b>155</b>	<b>984</b>	<b>1.6</b>	<b>8.1</b>	<b>52</b>	<b>543</b>	<b>.6</b>	<b>7.5</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WMGK-FM</b>																				
FA '98	57	1084	.6	3.4	61	556	.6	2.5	122	580	1.2	5.0	77	678	.8	3.9	12	304	.1	1.8
SU '98	59	1117	.6	3.5	67	512	.7	2.7	102	622	1.0	4.2	77	746	.8	4.3	25	360	.3	3.5
SP '98	69	1232	.7	4.0	75	541	.8	2.9	108	579	1.1	4.4	96	673	1.0	5.0	37	320	.4	5.5
WI '98	54	1249	.6	3.1	62	547	.6	2.3	85	728	.9	3.5	69	728	.7	3.5	21	351	.2	3.0
<b>4-Book</b>	<b>60</b>	<b>1171</b>	<b>.6</b>	<b>3.5</b>	<b>66</b>	<b>539</b>	<b>.7</b>	<b>2.6</b>	<b>104</b>	<b>627</b>	<b>1.1</b>	<b>4.3</b>	<b>80</b>	<b>706</b>	<b>.8</b>	<b>4.2</b>	<b>24</b>	<b>334</b>	<b>.3</b>	<b>3.5</b>
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
<b>WMMR-FM</b>																				
FA '98	37	754	.4	2.2	61	385	.6	2.5	51	325	.5	2.1	56	521	.6	2.9	8	169	.1	1.2
SU '98	22	768	.2	1.3	28	342	.3	1.1	32	347	.3	1.3	21	354	.2	1.2	8	190	.1	1.1
SP '98	18	686	.2	1.1	31	317	.3	1.2	19	234	.2	.8	21	360	.2	1.1	4	92	.0	.6
WI '98	44	759	.5	2.6	68	356	.7	2.5	75	366	.8	3.1	55	422	.6	2.8	16	163	.2	2.3
<b>4-Book</b>	<b>30</b>	<b>742</b>	<b>.3</b>	<b>1.8</b>	<b>47</b>	<b>350</b>	<b>.5</b>	<b>1.8</b>	<b>44</b>	<b>318</b>	<b>.5</b>	<b>1.8</b>	<b>38</b>	<b>414</b>	<b>.4</b>	<b>2.0</b>	<b>9</b>	<b>154</b>	<b>.1</b>	<b>1.3</b>
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
<b>WOGL-FM</b>																				
FA '98	146	2447	1.5	8.6	181	1236	1.8	7.3	211	1271	2.1	8.6	156	1371	1.6	8.0	61	708	.6	9.1
SU '98	120	2085	1.2	7.2	164	1069	1.7	6.6	170	1085	1.7	7.0	127	1115	1.3	7.1	41	610	.4	5.7
SP '98	123	2108	1.3	7.2	178	1127	1.8	6.8	197	1128	2.0	8.0	140	1211	1.4	7.2	46	587	.5	6.8
WI '98	142	2224	1.5	8.3	200	1193	2.1	7.4	215	1153	2.2	8.8	151	1188	1.6	7.8	40	585	.4	5.7
<b>4-Book</b>	<b>133</b>	<b>2216</b>	<b>1.4</b>	<b>7.8</b>	<b>181</b>	<b>1156</b>	<b>1.9</b>	<b>7.0</b>	<b>198</b>	<b>1159</b>	<b>2.0</b>	<b>8.1</b>	<b>144</b>	<b>1221</b>	<b>1.5</b>	<b>7.5</b>	<b>47</b>	<b>623</b>	<b>.5</b>	<b>6.8</b>
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
<b>WPEN-AM</b>																				
FA '98	34	479	.3	2.0	47	252	.5	1.9	48	282	.5	2.0	40	271	.4	2.0	11	85	.1	1.6
SU '98	38	540	.4	2.3	60	280	.6	2.4	61	287	.6	2.5	44	316	.5	2.4	12	130	.1	1.7
SP '98	47	604	.5	2.8	76	317	.8	2.9	58	371	.6	2.4	58	393	.6	3.0	17	170	.2	2.5
WI '98	44	535	.5	2.6	87	340	.9	3.2	57	319	.6	2.3	51	242	.5	2.6	13	131	.1	1.9
<b>4-Book</b>	<b>41</b>	<b>540</b>	<b>.4</b>	<b>2.4</b>	<b>68</b>	<b>297</b>	<b>.7</b>	<b>2.6</b>	<b>56</b>	<b>315</b>	<b>.6</b>	<b>2.3</b>	<b>48</b>	<b>306</b>	<b>.5</b>	<b>2.5</b>	<b>13</b>	<b>129</b>	<b>.1</b>	<b>1.9</b>
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
<b>WPHI-FM</b>																				
FA '98	18	308	.2	1.1	19	90	.2	.8	28	174	.3	1.1	20	153	.2	1.0	13	106	.1	1.9
SU '98	17	407	.2	1.0	17	132	.2	.7	27	216	.3	1.1	19	229	.2	1.1	6	100	.1	.8
SP '98	13	396	.1	.8	12	102	.1	.5	13	182	.1	.5	16	225	.2	.8	7	117	.1	1.0
WI '98	18	436	.2	1.0	23	208	.2	.9	16	166	.2	.7	30	205	.3	1.5	10	127	.1	1.4
<b>4-Book</b>	<b>17</b>	<b>387</b>	<b>.2</b>	<b>1.0</b>	<b>18</b>	<b>133</b>	<b>.2</b>	<b>.7</b>	<b>21</b>	<b>185</b>	<b>.2</b>	<b>.9</b>	<b>21</b>	<b>203</b>	<b>.2</b>	<b>1.1</b>	<b>9</b>	<b>113</b>	<b>.1</b>	<b>1.3</b>
FA '97	14	407	.1	.8	12	115	.1	.4	17	185	.2	.7	16	222	.2	.8	12	138	.1	1.8
<b>WPHT-AM</b>																				
FA '98	19	310	.2	1.1	30	135	.3	1.2	22	108	.2	.9	25	139	.3	1.3	8	70	.1	1.2
SU '98	15	355	.2	.9	32	101	.3	1.3	14	115	.1	.6	17	152	.2	.9	8	91	.1	1.1
SP '98	7	348	.1	.4	15	133	.2	.6	4	74	.2	.2	8	68	.1	.4	6	120	.1	.9
WI '98	14	357	.1	.8	25	102	.3	.9	24	207	.2	1.0	18	210	.2	.9	2	41	.0	.3
<b>4-Book</b>	<b>14</b>	<b>343</b>	<b>.2</b>	<b>.8</b>	<b>26</b>	<b>118</b>	<b>.3</b>	<b>1.0</b>	<b>16</b>	<b>126</b>	<b>.1</b>	<b>.7</b>	<b>17</b>	<b>142</b>	<b>.2</b>	<b>.9</b>	<b>6</b>	<b>81</b>	<b>.1</b>	<b>.9</b>
FA '97	6	259	.1	.3	2	40	.1	.1	7	67	.1	.3	7	71	.1	.3	7	76	.1	1.1
<b>WPLY-FM</b>																				
FA '98	18	509	.2	1.1	24	215	.2	1.0	21	193	.2	.9	26	296	.3	1.3	6	121	.1	.9
SU '98	16	586	.2	1.0	13	163	.1	.5	22	220	.2	.9	21	303	.2	1.2	5	162	.1	.7
SP '98	17	634	.2	1.0	30	265	.3	1.1	30	229	.3	1.2	20	336	.2	1.0	3	137	.0	.4
WI '98	13	507	.1	.8	21	193	.2	.8	16	159	.2	.7	19	259	.2	1.0	4	82	.0	.6
<b>4-Book</b>	<b>16</b>	<b>559</b>	<b>.2</b>	<b>1.0</b>	<b>22</b>	<b>209</b>	<b>.2</b>	<b>.9</b>	<b>22</b>	<b>200</b>	<b>.2</b>	<b>.9</b>	<b>22</b>	<b>299</b>	<b>.2</b>	<b>1.1</b>	<b>5</b>	<b>126</b>	<b>.1</b>	<b>.7</b>
FA '97	14	466	.1	.8	13	190	.1	.5	19	220	.2	.8	24	223	.2	1.2	7	159	.1	1.1
<b>WURD-AM</b>																				
FA '98	9	70	.1	.5	13	64	.1	.5	17	55	.2	.7	9	53	.1	.5	1	9	.0	.1
SU '98	15	98	.2	.9	10	55	.1	.4	12	73	.1	.5	20	71	.2	1.1	13	52	.1	1.8
SP '98	17	125	.2	1.0	23	75	.2	.9	26	84	.3	1.1	12	91	.1	.6	3	49	.0	.4
WI '98	7	77	.1	.4	7	47	.1	.3	12	47	.1	.5	9	58	.1	.5	1	8	.0	.1
<b>4-Book</b>	<b>12</b>	<b>93</b>	<b>.2</b>	<b>.7</b>	<b>13</b>	<b>60</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>65</b>	<b>.2</b>	<b>.7</b>	<b>13</b>	<b>68</b>	<b>.1</b>	<b>.7</b>	<b>5</b>	<b>30</b>	<b>.0</b>	<b>.6</b>
FA '97	10	92	.1	.6	20	51	.2	.7	13	59	.1	.5	8	66	.1	.4	7	49	.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

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	
<b>WUSL-FM</b>																				
FA '98	35	732	.4	2.1	53	293	.5	2.1	43	312	.4	1.8	30	278	.3	1.5	16	182	.2	2.4
SU '98	36	872	.4	2.1	50	360	.5	2.0	45	323	.5	1.9	29	337	.3	1.6	19	209	.2	2.6
SP '98	44	827	.5	2.6	58	376	.6	2.2	48	357	.5	1.9	43	347	.4	2.2	22	181	.2	3.2
WI '98	44	735	.5	2.6	68	364	.7	2.5	52	255	.5	2.1	48	313	.5	2.5	29	222	.3	4.1
<b>4-Book</b>	<b>40</b>	<b>792</b>	<b>.5</b>	<b>2.4</b>	<b>57</b>	<b>348</b>	<b>.6</b>	<b>2.2</b>	<b>47</b>	<b>312</b>	<b>.5</b>	<b>1.9</b>	<b>38</b>	<b>319</b>	<b>.4</b>	<b>2.0</b>	<b>22</b>	<b>199</b>	<b>.2</b>	<b>3.1</b>
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
<b>+WWDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	* 11	118	.1	.7	* 8	64	.1	.3	21	81	.2	.9	* 5	38	.1	.3				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WWDB-FM</b>																				
FA '98	71	1064	.7	4.2	100	567	1.0	4.0	119	539	1.2	4.9	52	434	.5	2.7	33	289	.3	4.9
SU '98	68	1100	.7	4.1	85	483	.9	3.4	112	622	1.2	4.6	47	440	.5	2.6	39	335	.4	5.4
SP '98	65	1038	.7	3.8	74	456	.8	2.8	110	576	1.1	4.5	56	394	.6	2.9	39	293	.4	5.8
WI '98	79	1157	.8	4.6	104	587	1.1	3.9	139	649	1.4	5.7	55	400	.6	2.8	32	307	.3	4.6
<b>4-Book</b>	<b>71</b>	<b>1090</b>	<b>.7</b>	<b>4.2</b>	<b>91</b>	<b>523</b>	<b>1.0</b>	<b>3.5</b>	<b>120</b>	<b>597</b>	<b>1.2</b>	<b>4.9</b>	<b>53</b>	<b>417</b>	<b>.6</b>	<b>2.8</b>	<b>36</b>	<b>306</b>	<b>.4</b>	<b>5.2</b>
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
<b>WWJZ-AM</b>																				
FA '98	1	57	.1	.1	3	31	.1	.1	2	18	.1	.1		9						
SU '98	9	69	.1	.5	9	20	.1	.4	9	29	.1	.4	10	20	.1	.6	6	29	.1	.8
SP '98	4	52	.2	.2	2	18	.1	.1	5	18	.1	.2	7	33	.1	.4	1	17		.1
WI '98	3	53	.2	.2	4	19	.1	.1	6	29	.1	.2	2	28	.1	.1		10		
<b>4-Book</b>	<b>4</b>	<b>58</b>	<b>.3</b>	<b>.3</b>	<b>5</b>	<b>22</b>	<b>.2</b>	<b>.2</b>	<b>6</b>	<b>24</b>	<b>.1</b>	<b>.2</b>	<b>5</b>	<b>23</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>14</b>		<b>.2</b>
FA '97	2	64	.1	.1	1	34	.1	.1	2	10	.1	.1	3	21	.1	.1				
<b>WXTU-FM</b>																				
FA '98	96	1062	1.0	5.7	151	731	1.5	6.1	117	548	1.2	4.8	120	722	1.2	6.1	41	307	.4	6.1
SU '98	97	1231	1.0	5.8	131	746	1.3	5.3	142	777	1.5	5.9	107	797	1.1	5.9	36	454	.4	5.0
SP '98	77	1115	.8	4.5	98	634	1.0	3.8	98	687	1.0	4.0	104	659	1.1	5.4	27	367	.3	4.0
WI '98	88	1153	.9	5.1	131	714	1.3	4.9	116	689	1.2	4.7	112	839	1.2	5.8	35	381	.4	5.0
<b>4-Book</b>	<b>90</b>	<b>1140</b>	<b>.9</b>	<b>5.3</b>	<b>128</b>	<b>706</b>	<b>1.3</b>	<b>5.0</b>	<b>118</b>	<b>675</b>	<b>1.2</b>	<b>4.9</b>	<b>111</b>	<b>754</b>	<b>1.2</b>	<b>5.8</b>	<b>35</b>	<b>377</b>	<b>.4</b>	<b>5.0</b>
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
<b>WXXM-FM</b>																				
FA '98	20	553	.2	1.2	23	294	.2	.9	28	242	.3	1.1	35	314	.4	1.8	13	120	.1	1.9
SU '98	21	643	.2	1.3	32	260	.3	1.3	31	297	.3	1.3	27	401	.3	1.5	6	187	.1	.8
SP '98	17	515	.2	1.0	21	207	.2	.8	22	284	.2	.9	23	256	.2	1.2	4	117		.6
WI '98	19	483	.2	1.1	21	262	.2	.8	33	288	.3	1.3	20	251	.2	1.0	6	104	.1	.9
<b>4-Book</b>	<b>19</b>	<b>549</b>	<b>.2</b>	<b>1.2</b>	<b>24</b>	<b>256</b>	<b>.2</b>	<b>1.0</b>	<b>29</b>	<b>278</b>	<b>.3</b>	<b>1.2</b>	<b>26</b>	<b>306</b>	<b>.3</b>	<b>1.4</b>	<b>7</b>	<b>132</b>	<b>.1</b>	<b>1.1</b>
FA '97	13	379	.1	.7	15	179	.2	.5	18	151	.2	.7	18	171	.2	.9	4	97		.6
<b>WYSP-FM</b>																				
FA '98	33	882	.3	2.0	104	526	1.1	4.2	23	318	.2	.9	27	243	.3	1.4	10	74	.1	1.5
SU '98	34	908	.3	2.0	129	539	1.3	5.2	35	287	.4	1.4	17	257	.2	.9	3	126		.4
SP '98	28	749	.3	1.6	102	455	1.0	3.9	29	291	.3	1.2	17	236	.2	.9	3	116		.4
WI '98	35	780	.4	2.0	134	565	1.4	5.0	40	340	.4	1.6	18	192	.2	.9	2	49		.3
<b>4-Book</b>	<b>33</b>	<b>830</b>	<b>.3</b>	<b>1.9</b>	<b>117</b>	<b>521</b>	<b>1.2</b>	<b>4.6</b>	<b>32</b>	<b>309</b>	<b>.3</b>	<b>1.3</b>	<b>20</b>	<b>232</b>	<b>.2</b>	<b>1.0</b>	<b>5</b>	<b>91</b>		<b>.7</b>
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
<b>WYXR-FM</b>																				
FA '98	69	1102	.7	4.1	109	646	1.1	4.4	122	555	1.2	5.0	74	605	.8	3.8	25	224	.3	3.7
SU '98	61	1261	.6	3.6	86	568	.9	3.5	83	627	.9	3.4	73	691	.8	4.1	25	364	.3	3.5
SP '98	66	1195	.7	3.9	93	614	1.0	3.6	110	585	1.1	4.5	83	801	.9	4.3	21	328	.2	3.1
WI '98	70	1289	.7	4.1	110	734	1.1	4.1	105	671	1.1	4.3	79	644	.8	4.1	31	437	.3	4.4
<b>4-Book</b>	<b>67</b>	<b>1212</b>	<b>.7</b>	<b>3.9</b>	<b>100</b>	<b>641</b>	<b>1.0</b>	<b>3.9</b>	<b>105</b>	<b>610</b>	<b>1.1</b>	<b>4.3</b>	<b>77</b>	<b>685</b>	<b>.8</b>	<b>4.1</b>	<b>26</b>	<b>338</b>	<b>.3</b>	<b>3.7</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
<b>WBYN-FM</b>																				
FA '98	5	109	.1	.3	10	67	.1	.4	1	28			7	60	.1	.4	4	43		.6
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	11	139	.1	.6	13	70	.1	.5	20	80	.2	.8	10	58	.1	.5	4	28		.6
<b>WCTO-FM</b>																				
FA '98	7	75	.1	.4	12	45	.1	.5	14	43	.1	.6	7	43	.1	.4		14		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>																				
FA '98	13	270	.1	.8	12	122	.1	.5	30	159	.3	1.2	19	186	.2	1.0	3	59		.4
SU '98	18	248	.2	1.1	24	105	.2	1.0	38	119	.4	1.6	20	84	.2	1.1	13	84	.1	1.8
SP '98	12	246	.1	.7	19	92	.2	.7	16	121	.2	.6	8	116	.1	.4	10	81	.1	1.5
WI '98	12	274	.1	.7	17	134	.2	.6	32	121	.3	1.3	12	112	.1	.6	1	32		.1
<b>4-Book</b>	<b>14</b>	<b>260</b>	<b>.1</b>	<b>.8</b>	<b>18</b>	<b>113</b>	<b>.2</b>	<b>.7</b>	<b>29</b>	<b>130</b>	<b>.3</b>	<b>1.2</b>	<b>15</b>	<b>125</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>64</b>	<b>.1</b>	<b>1.0</b>
FA '97	12	328	.1	.7	18	163	.2	.7	15	139	.2	.6	14	153	.1	.7	7	72	.1	1.1
<b>WKXV-FM</b>																				
FA '98	23	511	.2	1.4	32	239	.3	1.3	37	269	.4	1.5	38	273	.4	1.9	9	134	.1	1.3
SU '98	26	560	.3	1.6	36	258	.4	1.5	52	295	.5	2.1	36	366	.4	2.0	7	137	.1	1.0
SP '98	25	485	.3	1.5	37	247	.4	1.4	39	264	.4	1.6	41	299	.4	2.1	8	143	.1	1.2
WI '98	20	500	.2	1.2	31	185	.3	1.1	15	186	.2	.6	35	287	.4	1.8	14	143	.1	2.0
<b>4-Book</b>	<b>24</b>	<b>514</b>	<b>.3</b>	<b>1.4</b>	<b>34</b>	<b>232</b>	<b>.4</b>	<b>1.3</b>	<b>36</b>	<b>254</b>	<b>.4</b>	<b>1.5</b>	<b>38</b>	<b>306</b>	<b>.4</b>	<b>2.0</b>	<b>10</b>	<b>139</b>	<b>.1</b>	<b>1.4</b>
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
<b>+WNJO-FM</b>																				
FA '98	20	366	.2	1.2	23	161	.2	.9	38	172	.4	1.5	23	197	.2	1.2	6	112	.1	.9
SU '98	27	420	.3	1.6	42	259	.4	1.7	43	241	.4	1.8	25	232	.3	1.4	13	124	.1	1.8
SP '98	20	399	.2	1.2	24	169	.2	.9	28	204	.3	1.1	23	232	.2	1.2	8	146	.1	1.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WPST-FM</b>																				
FA '98	11	482	.1	.7	17	245	.2	.7	11	183	.1	.4	13	220	.1	.7	3	99		.4
SU '98	16	504	.2	1.0	20	194	.2	.8	18	217	.2	.7	25	292	.3	1.4	8	159	.1	1.1
SP '98	15	458	.2	.9	22	178	.2	.8	20	172	.2	.8	21	221	.2	1.1	5	128	.1	.7
WI '98	9	426	.1	.5	16	128	.2	.6	13	111	.1	.5	11	166	.1	.6	4	84		.6
<b>4-Book</b>	<b>13</b>	<b>468</b>	<b>.2</b>	<b>.8</b>	<b>19</b>	<b>186</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>171</b>	<b>.2</b>	<b>.6</b>	<b>18</b>	<b>225</b>	<b>.2</b>	<b>1.0</b>	<b>5</b>	<b>118</b>	<b>.1</b>	<b>.7</b>
FA '97	10	434	.1	.6	13	156	.1	.5	13	177	.1	.5	14	218	.1	.7	4	148		.6
<b>WRDR-FM</b>																				
FA '98	6	162	.1	.4	11	55	.1	.4	5	70	.1	.2	7	96	.1	.4	3	59		.4
SU '98	6	163	.1	.4	4	63		.2	6	71	.1	.2	8	104	.1	.4	5	40		.7
SP '98	20	310	.2	1.2	11	156	.1	.4	32	164	.3	1.3	30	189	.3	1.5	10	143	.1	1.5
WI '98	15	232	.2	.9	14	138	.1	.5	23	125	.2	.9	25	151	.3	1.3	3	34		.4
<b>4-Book</b>	<b>12</b>	<b>217</b>	<b>.2</b>	<b>.7</b>	<b>10</b>	<b>103</b>	<b>.1</b>	<b>.4</b>	<b>17</b>	<b>108</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>135</b>	<b>.2</b>	<b>.9</b>	<b>5</b>	<b>69</b>	<b>.1</b>	<b>.8</b>
FA '97	12	227	.1	.7	16	114	.2	.6	25	145	.3	1.0	13	113	.1	.6	1	31		.2
<b>TOTALS</b>																				
FA '98	1692	9518	17.2		2482	8585	25.2		2453	7672	24.9		1960	8163	19.9		673	5017	6.8	
SU '98	1675	9413	17.2		2482	8380	25.5		2425	7754	24.9		1799	8047	18.5		722	5519	7.4	
SP '98	1708	9432	17.6		2612	8395	26.8		2466	7477	25.3		1939	8240	19.9		678	5275	7.0	
WI '98	1717	9413	17.6		2697	8566	27.7		2448	7423	25.2		1947	7954	20.0		702	5021	7.2	
<b>4-Book</b>	<b>1698</b>	<b>9444</b>	<b>17.4</b>		<b>2568</b>	<b>8482</b>	<b>26.3</b>		<b>2448</b>	<b>7582</b>	<b>25.1</b>		<b>1911</b>	<b>8101</b>	<b>19.6</b>		<b>694</b>	<b>5208</b>	<b>7.1</b>	
FA '97	1743	9389	17.9		2743	8632	28.2		2490	7318	25.6		2014	8075	20.7		664	5062	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

<b>Women 35-64</b>																				
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	
<b>KYW -AM</b>																				
FA '98	165	2626	1.7	7.1	81	1437	.8	6.5	201	852	2.0	15.3	82	399	.8	4.1	61	272	.6	4.3
4-Book	166	2717	1.7	7.2	83	1547	.9	6.6	199	812	2.1	14.4	82	384	.8	4.0	63	286	.6	4.4
<b>WBEB-FM</b>																				
FA '98	288	2058	2.9	12.5	90	1195	.9	7.2	91	374	.9	6.9	188	575	1.9	9.4	116	383	1.2	8.2
4-Book	301	2070	3.1	13.0	91	1154	.9	7.2	95	330	1.0	6.9	188	550	1.9	9.1	117	379	1.2	8.3
<b>WDAS-AM</b>																				
FA '98	36	259	.4	1.6	41	285	.4	3.3	33	62	.3	2.5	37	86	.4	1.8	24	43	.2	1.7
4-Book	40	277	.4	1.7	40	310	.4	3.2	32	77	.3	2.3	32	81	.3	1.5	19	45	.2	1.3
<b>WDAS-FM</b>																				
FA '98	159	1111	1.6	6.9	115	786	1.2	9.2	134	311	1.4	10.2	182	371	1.8	9.1	163	329	1.7	11.5
4-Book	178	1125	1.8	7.7	119	878	1.2	9.5	115	274	1.2	8.4	172	426	1.8	8.3	146	341	1.5	10.4
<b>WHAT-AM</b>																				
FA '98	18	162	.2	.8	17	158	.2	1.4	12	35	.1	.9	10	21	.1	.5	5	7	.1	.4
4-Book	23	191	.3	1.0	20	182	.2	1.6	19	39	.2	1.4	16	52	.2	.8	12	26	.1	.9
<b>WIOQ-FM</b>																				
FA '98	75	915	.8	3.2	33	562	.3	2.6	29	115	.3	2.2	67	234	.7	3.3	35	148	.4	2.5
4-Book	70	943	.8	3.0	41	556	.4	3.3	36	136	.4	2.6	81	269	.9	3.9	52	180	.5	3.7
<b>WIP -AM</b>																				
FA '98	23	344	.2	1.0	10	188	.1	.8					11	43	.1	.5	5	38	.1	.4
4-Book	22	325	.2	.9	8	149	.1	.6	8	34	.1	.6	12	51	.1	.6	9	39	.1	.6
<b>WJZZ-FM</b>																				
FA '98	135	1278	1.4	5.8	67	816	.7	5.3	47	194	.5	3.6	105	331	1.1	5.2	111	307	1.1	7.9
4-Book	156	1321	1.6	6.7	85	914	.9	6.8	82	248	.9	5.9	146	396	1.5	7.1	111	324	1.1	7.9
<b>WMGK-FM</b>																				
FA '98	90	947	.9	3.9	28	548	.3	2.2	17	102	.2	1.3	49	242	.5	2.4	45	191	.5	3.2
4-Book	85	1024	.9	3.7	39	582	.4	3.1	24	111	.3	1.7	80	277	.8	3.9	56	208	.6	4.0
<b>WMMR-FM</b>																				
FA '98	56	666	.6	2.4	24	397	.2	1.9	26	110	.3	2.0	37	163	.4	1.8	29	160	.3	2.1
4-Book	43	611	.5	1.9	22	405	.2	1.7	23	106	.2	1.7	40	179	.4	2.0	23	108	.2	1.6
<b>WGL-FM</b>																				
FA '98	185	2021	1.9	8.0	136	1503	1.4	10.9	115	394	1.2	8.7	229	752	2.3	11.4	144	432	1.5	10.2
4-Book	176	1834	1.8	7.6	115	1297	1.2	9.2	103	344	1.1	7.5	192	603	2.0	9.3	131	402	1.4	9.3
<b>WPEN-AM</b>																				
FA '98	45	364	.5	1.9	30	319	.3	2.4	34	124	.3	2.6	63	150	.6	3.1	35	106	.4	2.5
4-Book	57	456	.6	2.4	31	343	.3	2.5	48	133	.5	3.5	69	182	.7	3.3	37	119	.4	2.6
<b>WPHI-FM</b>																				
FA '98	23	256	.2	1.0	12	114	.1	1.0	13	40	.1	1.0	26	59	.3	1.3	18	50	.2	1.3
4-Book	20	315	.2	.9	14	185	.2	1.1	14	44	.1	1.0	21	75	.2	1.0	23	64	.3	1.7
<b>WPHT-AM</b>																				
FA '98	25	240	.3	1.1	15	135	.2	1.2	14	37	.1	1.1	19	45	.2	.9	13	28	.1	.9
4-Book	19	250	.2	.8	9	141	.1	.7	9	28	.1	.7	11	37	.1	.5	8	22	.1	.5
<b>WPLY-FM</b>																				
FA '98	23	388	.2	1.0	16	293	.2	1.3	17	75	.2	1.3	44	165	.4	2.2	19	88	.2	1.3
4-Book	22	422	.2	.9	14	280	.2	1.1	9	45	.1	.7	30	133	.3	1.5	18	87	.2	1.2
<b>WURD-AM</b>																				
FA '98	13	70	.1	.6	6	42	.1	.5	2	10		.2	17	37	.2	.8	19	42	.2	1.3
4-Book	14	85	.1	.6	13	71	.2	1.0	11	24	.1	.8	25	62	.3	1.2	19	38	.2	1.4
<b>WUSL-FM</b>																				
FA '98	42	527	.4	1.8	35	473	.4	2.8	25	88	.3	1.9	36	138	.4	1.8	34	105	.3	2.4
4-Book	48	576	.5	2.1	38	462	.4	3.0	25	80	.3	1.8	47	142	.5	2.3	41	105	.4	3.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 35-64

		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
+WVDB-AM																					
WTEL-AM																					
FA '98	* 15	110	.2	.6	* 2	23	.2	.2	* 3	8	.2	.2	4	13	.2	.2	*	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																					
FA '98	92	817	.9	4.0	58	595	.6	4.6	69	226	.7	5.2	66	177	.7	3.3	41	109	.4	2.9	
4-Book	90	831	.9	3.9	59	602	.6	4.7	77	216	.8	5.6	70	200	.7	3.4	33	92	.3	2.3	
WWJZ-AM																					
FA '98	2	40	.1	.1	1	47	.1	.1	3	22	.2	.2					2	9	.1	.1	
4-Book	5	37	.1	.2	5	43	.1	.4	4	15	.3	.3	6	13	.1	.3	6	10	.1	.4	
WXTU-FM																					
FA '98	128	923	1.3	5.5	75	745	.8	6.0	90	252	.9	6.8	116	399	1.2	5.8	79	278	.8	5.6	
4-Book	119	1013	1.2	5.1	75	769	.8	6.0	82	250	.8	5.9	138	423	1.4	6.7	83	254	.9	5.9	
WXXM-FM																					
FA '98	29	487	.3	1.3	11	252	.1	.9	6	49	.1	.5	16	114	.2	.8	19	73	.2	1.3	
4-Book	27	466	.3	1.2	15	264	.2	1.2	13	52	.2	.9	29	127	.3	1.4	23	86	.2	1.6	
WYSP-FM																					
FA '98	49	664	.5	2.1	20	413	.2	1.6	10	26	.1	.8	32	125	.3	1.6	21	83	.2	1.5	
4-Book	55	698	.6	2.4	13	265	.1	1.0	12	43	.2	.9	25	102	.3	1.2	17	73	.2	1.2	
WYXR-FM																					
FA '98	103	907	1.0	4.5	38	573	.4	3.0	41	132	.4	3.1	73	242	.7	3.6	61	189	.6	4.3	
4-Book	95	1038	1.0	4.1	43	611	.5	3.4	48	147	.5	3.5	85	278	.9	4.1	57	190	.6	4.1	
WBYN-FM																					
FA '98	6	91	.1	.3	4	53	.3	.3	7	18	.1	.5	6	18	.1	.3	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTO-FM																					
FA '98	11	67	.1	.5	4	61	.3	.3	4	8	.3	.3	13	24	.1	.6	1	7	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																					
FA '98	21	244	.2	.9	7	126	.1	.6	14	62	.1	1.1	8	41	.1	.4	5	33	.1	.4	
4-Book	21	211	.2	.9	5	111	.1	.4	9	29	.1	.6	8	47	.1	.4	4	25	.1	.3	
WKXV-FM																					
FA '98	36	439	.4	1.6	11	178	.1	.9	11	52	.1	.8	10	70	.1	.5	14	61	.1	1.0	
4-Book	36	428	.4	1.6	11	200	.1	.9	13	48	.1	1.0	18	77	.2	.9	11	49	.1	.8	
+WNJO-FM																					
FA '98	29	274	.3	1.3	12	218	.1	1.0	10	55	.1	.8	26	105	.3	1.3	24	90	.2	1.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																					
FA '98	14	374	.1	.6	11	249	.1	.9	3	25	.2	.2	29	128	.3	1.4	23	73	.2	1.6	
4-Book	18	353	.2	.8	10	229	.1	.8	7	35	.1	.5	21	100	.2	1.0	16	66	.2	1.1	
WRDR-FM																					
FA '98	7	145	.1	.3	5	50	.1	.4	3	18	.2	.2	14	36	.1	.7	5	32	.1	.4	
4-Book	15	177	.2	.6	11	121	.1	.9	9	34	.1	.7	27	65	.3	1.3	19	65	.2	1.4	
TOTALS																					
FA '98	2313	9415	23.5		1253	7940	12.7		1318	3821	13.4		2005	5055	20.4		1413	3762	14.4		
4-Book	2321	9319	23.8		1259	7941	12.9		1381	3875	14.2		2062	5118	21.1		1404	3729	14.4		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	
KYW -AM																				
FA '98	27	130	.3	3.7	159	644	1.6	13.3	66	331	.7	4.1	56	216	.6	5.0	24	154	.2	4.0
4-Book	33	177	.3	4.5	167	658	1.7	13.9	73	386	.8	4.6	51	203	.5	4.8	29	173	.3	4.6
WBEB-FM																				
FA '98	59	273	.6	8.1	69	339	.7	5.8	110	397	1.1	6.9	55	237	.6	5.0	27	130	.3	4.5
4-Book	46	200	.5	6.3	60	254	.6	5.0	112	390	1.2	7.1	71	259	.8	6.7	33	147	.4	5.1
WDAS-AM																				
FA '98	14	29	.1	1.9	87	210	.9	7.3	76	190	.8	4.8	45	84	.5	4.1	17	35	.2	2.8
4-Book	9	27	.1	1.2	111	225	1.1	9.4	76	202	.8	4.9	33	67	.4	3.2	12	33	.1	2.0
WDAS-FM																				
FA '98	63	199	.6	8.7	42	102	.4	3.5	78	188	.8	4.9	87	243	.9	7.8	166	273	1.7	27.5
4-Book	93	234	.9	12.7	72	160	.7	6.0	83	235	.9	5.3	90	210	.9	8.5	172	302	1.8	26.8
WHAT-AM																				
FA '98	12	22	.1	1.7	45	91	.5	3.8	33	85	.3	2.1	16	38	.2	1.4	6	7	.1	1.0
4-Book	12	24	.1	1.6	49	110	.5	4.2	33	104	.3	2.1	16	35	.2	1.5	9	19	.1	1.5
WIOQ-FM																				
FA '98	17	114	.2	2.3	20	85	.2	1.7	59	257	.6	3.7	19	121	.2	1.7	9	59	.1	1.5
4-Book	24	106	.3	3.2	21	83	.2	1.8	55	209	.6	3.5	35	132	.4	3.3	20	79	.2	3.1
WIP -AM																				
FA '98	12	51	.1	1.7	14	24	.1	1.2	15	62	.2	.9	13	63	.1	1.2	5	29	.1	.8
4-Book	4	19	.1	.6	11	40	.1	.9	9	32	.1	.6	7	31	.1	.6	4	21	.1	.7
WJZZ-FM																				
FA '98	58	230	.6	8.0	58	170	.6	4.9	62	271	.6	3.9	56	175	.6	5.0	36	124	.4	6.0
4-Book	74	244	.8	10.2	54	175	.6	4.5	86	285	.9	5.5	76	215	.8	7.2	48	162	.5	7.7
WMGK-FM																				
FA '98	15	106	.2	2.1	10	74	.1	.8	50	170	.5	3.1	35	119	.4	3.2	3	34	.1	.5
4-Book	24	115	.3	3.2	10	67	.1	.8	52	191	.5	3.3	42	142	.5	4.0	15	60	.2	2.3
WMMR-FM																				
FA '98	22	91	.2	3.0	17	54	.2	1.4	32	132	.3	2.0	15	85	.2	1.4	14	42	.1	2.3
4-Book	17	83	.2	2.3	15	59	.2	1.3	28	131	.3	1.8	17	71	.2	1.6	10	52	.1	1.6
WGL-FM																				
FA '98	98	307	1.0	13.5	175	446	1.8	14.7	161	532	1.6	10.1	102	293	1.0	9.2	65	198	.7	10.8
4-Book	66	251	.7	9.1	132	338	1.4	11.0	144	481	1.5	9.2	100	292	1.0	9.6	55	198	.6	8.7
WPEN-AM																				
FA '98	14	52	.1	1.9	21	84	.2	1.8	39	112	.4	2.4	33	68	.3	3.0	4	26	.1	.7
4-Book	10	50	.1	1.4	18	69	.2	1.6	33	108	.3	2.1	23	60	.2	2.2	13	48	.1	2.1
WPHI-FM																				
FA '98	3	27	.1	.4	1	4	.1	.1	9	19	.1	.6	16	22	.2	1.4	10	13	.1	1.7
4-Book	12	54	.1	1.6	8	26	.1	.7	18	56	.2	1.1	15	39	.2	1.4	5	21	.1	.8
WPHT-AM																				
FA '98	7	27	.1	1.0	17	62	.2	1.4	24	51	.2	1.5	10	37	.1	.9	17	53	.2	2.8
4-Book	6	28	.1	.9	9	34	.1	.8	15	45	.1	.9	6	30	.1	.6	9	28	.1	1.4
WPLY-FM																				
FA '98	6	62	.1	.8	6	40	.1	.5	18	72	.2	1.1	13	59	.1	1.2	2	16	.1	.3
4-Book	5	32	.1	.7	7	41	.1	.6	20	93	.2	1.3	14	54	.2	1.4	4	26	.1	.6
WURD-AM																				
FA '98	3	17	.1	.4	2	10	.1	.2	4	10	.1	.3	4	20	.1	.4	2	10	.1	.3
4-Book	7	22	.1	1.0	5	11	.1	.4	15	35	.2	1.0	12	25	.1	1.1	6	13	.1	.8
WUSL-FM																				
FA '98	36	101	.4	5.0	54	157	.5	4.5	73	206	.7	4.6	20	63	.2	1.8	2	7	.1	.3
4-Book	35	96	.4	4.8	47	151	.5	4.0	63	186	.6	4.0	28	79	.3	2.7	18	53	.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 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
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	* 6 **	10 **	.1 **	.5 **	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book	25 33	109 114	.3 .4	3.5 4.5	51 59	181 201	.5 .6	4.3 4.9	155 145	264 283	1.6 1.5	9.7 9.3	24 19	60 54	.2 .2	2.2 1.8	23 26	71 80	.2 .3	3.8 4.0
WVJZ-AM FA '98 4-Book	2	3		.2	3 6	12 12		.3 .5	3 6	17 18		.2 .4	5	8		.4	4	11		.6
WXTU-FM FA '98 4-Book	25 36	104 146	.3 .4	3.5 5.0	81 60	226 202	.8 .6	6.8 5.0	110 104	311 308	1.1 1.0	6.9 6.6	82 74	244 242	.8 .8	7.4 7.0	26 27	111 117	.3 .3	4.3 4.3
WXXM-FM FA '98 4-Book	8 6	48 46	.1 .1	1.1 .8	3 8	25 47	.3 .1	.3 .7	8 21	72 108	.1 .2	.5 1.4	19 15	65 59	.2 .2	1.7 1.4	7 4	57 29	.1 .1	1.2 .6
WYSP-FM FA '98 4-Book	10 7	53 30	.1 .1	1.4 .9	2 4	7 17		.2 .3	41 19	149 77	.4 .2	2.6 1.2	36 15	118 64	.4 .2	3.2 1.4	5 5	26 24	.1 .1	.8 .8
WYXR-FM FA '98 4-Book	32 29	151 123	.3 .3	4.4 3.9	29 26	116 104	.3 .3	2.4 2.2	34 48	140 195	.3 .5	2.1 3.0	25 35	86 125	.3 .4	2.3 3.3	12 16	51 60	.1 .2	2.0 2.4
WBYN-FM FA '98 4-Book	**	**	**	**	3 **	9 **		.3 **	4 **	9 **		.3 **	11 **	17 **	.1 **	1.0 **	5 **	36 **	.1 **	.8 **
WCTO-FM FA '98 4-Book	**	**	**	**	2 **	8 **		.2 **	9 **	37 **	.1 **	.6 **	3 **	14 **		.3 **	**	**	**	**
WJBR-FM FA '98 4-Book	7 6	9 22	.1 .1	1.0 .8	5 3	24 11	.1 .1	.4 .2	13 7	40 28	.1 .1	.8 .5	5	20	.1	.4	2	8 14		.4
WKXV-FM FA '98 4-Book	6 6	42 28	.1 .1	.8 .9	14 11	43 45	.1 .1	1.2 .9	21 11	44 42	.2 .1	1.3 .7	10 11	16 36	.1 .1	.9 1.1	2 6	8 26	.1 .1	.3 1.0
+WNJO-FM FA '98 4-Book	10 **	73 **	.1 **	1.4 **	6 **	33 **	.1 **	.5 **	5 **	50 **	.1 **	.3 **	5 **	32 **	.1 **	.5 **	10 **	40 **	.1 **	1.7 **
WPST-FM FA '98 4-Book	4 3	57 32	.6 .4		1 3	8 26		.1 .3	13 15	81 73	.1 .1	.8 .9	10 12	59 40	.1 .1	.9 1.1	1 2	16 15		.2 .3
WRDR-FM FA '98 4-Book	2 5	17 23	.3 .1	.6	2	10		.2	7 16	8 36	.1 .2	.4 1.0	7 7	22 28	.1 .1	.6 .7	2 4	7 16		.3 .7
TOTALS FA '98 4-Book	724 729	2349 2361	7.4 7.5		1192 1199	3357 3417	12.1 12.3		1600 1573	4376 4353	16.3 16.2		1110 1056	2896 2808	11.3 10.8		603 641	1819 1922	6.1 6.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 35-64

# 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	
<b>KYW -AM</b>																				
FA '98	4	273	.1	1.0	17	215	.4	4.1	1	40	.6	1	22	.2						
SU '98	8	293	.2	1.6	19	160	.5	4.7	3	56	.1	6	53	.1	.9	3	39	.1	.6	
SP '98	5	343	.1	1.1	21	228	.5	4.5	3	84	.1	1.1	2	63	.1	.3				
WI '98	3	213	.1	.7	12	154	.3	2.4	1	14	.6	1	30	.2						
<b>4-Book</b>	<b>5</b>	<b>281</b>	<b>.1</b>	<b>1.1</b>	<b>17</b>	<b>189</b>	<b>.4</b>	<b>3.9</b>	<b>2</b>	<b>49</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>42</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>24</b>	<b>.2</b>	
FA '97	4	297	.1	.9	15	201	.4	3.3	2	16	.6	3	66	.1	.5	2	40	.1	.4	
<b>WBEB-FM</b>																				
FA '98	9	442	.2	2.2	11	169	.3	2.6	4	72	.1	2.3	12	162	.3	2.0	14	214	.4	2.9
SU '98	14	433	.4	2.9	8	121	.2	2.0	12	155	.3	2.2	13	151	.3	2.2	21	200	.5	4.4
SP '98	14	537	.4	3.1	16	176	.4	3.4	6	105	.2	2.1	13	262	.3	2.2	15	208	.4	3.1
WI '98	11	480	.3	2.5	12	159	.3	2.4	2	82	.1	1.2	14	224	.4	2.2	12	187	.3	2.4
<b>4-Book</b>	<b>12</b>	<b>473</b>	<b>.3</b>	<b>2.7</b>	<b>12</b>	<b>156</b>	<b>.3</b>	<b>2.6</b>	<b>6</b>	<b>104</b>	<b>.2</b>	<b>2.0</b>	<b>13</b>	<b>200</b>	<b>.3</b>	<b>2.2</b>	<b>16</b>	<b>202</b>	<b>.4</b>	<b>3.2</b>
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
<b>WDAS-AM</b>																				
FA '98	1	59		.2	1	8		.2		6										
SU '98	1	27		.2		14				5								5		
SP '98	3	101	.1	.7	2	35	.1	.4	1	21		.4	4	50	.1	.7	2	16	.1	.4
WI '98	2	53	.1	.5	4	28	.1	.8		5			1	5		.2		5		
<b>4-Book</b>	<b>2</b>	<b>60</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.4</b>		<b>9</b>			<b>1</b>	<b>14</b>		<b>.2</b>	<b>1</b>	<b>7</b>		<b>.1</b>
FA '97		31				8				3				3						
<b>WDAS-FM</b>																				
FA '98	10	286	.3	2.5	6	94	.2	1.4	3	50	.1	1.7	17	144	.4	2.9	16	170	.4	3.3
SU '98	8	257	.2	1.6	6	69	.2	1.5	10	59	.3	1.9	11	94	.3	1.9	6	119	.2	1.2
SP '98	9	317	.2	2.0	10	101	.3	2.1	5	97	.1	1.8	12	148	.3	2.0	9	118	.2	1.9
WI '98	13	247	.3	3.0	13	85	.3	2.6	3	27	.1	1.8	15	71	.4	2.4	21	133	.5	4.1
<b>4-Book</b>	<b>10</b>	<b>277</b>	<b>.3</b>	<b>2.3</b>	<b>9</b>	<b>87</b>	<b>.3</b>	<b>1.9</b>	<b>5</b>	<b>58</b>	<b>.2</b>	<b>1.8</b>	<b>14</b>	<b>114</b>	<b>.4</b>	<b>2.3</b>	<b>13</b>	<b>135</b>	<b>.3</b>	<b>2.6</b>
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
<b>WHAT-AM</b>																				
FA '98		4				4														
SU '98		18				11				11										
SP '98		5				5														
WI '98		8																		
<b>4-Book</b>		<b>9</b>				<b>5</b>				<b>3</b>										
FA '97		16																1	7	.2
<b>WIOD-FM</b>																				
FA '98	62	1424	1.6	15.3	55	760	1.4	13.2	25	393	.7	14.2	107	881	2.8	18.0	71	798	1.9	14.5
SU '98	71	1385	1.9	14.5	57	555	1.5	14.0	84	791	2.2	15.6	95	794	2.5	16.2	66	626	1.7	13.7
SP '98	44	1170	1.1	9.8	32	526	.8	6.8	30	446	.8	10.7	61	681	1.6	10.3	44	565	1.1	9.1
WI '98	46	1247	1.2	10.6	54	666	1.4	10.9	18	330	.5	10.9	76	784	2.0	11.9	49	656	1.3	9.7
<b>4-Book</b>	<b>56</b>	<b>1307</b>	<b>1.5</b>	<b>12.6</b>	<b>50</b>	<b>627</b>	<b>1.3</b>	<b>11.2</b>	<b>39</b>	<b>490</b>	<b>1.1</b>	<b>12.9</b>	<b>85</b>	<b>785</b>	<b>2.2</b>	<b>14.1</b>	<b>58</b>	<b>661</b>	<b>1.5</b>	<b>11.8</b>
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
<b>WIP -AM</b>																				
FA '98	5	181	.1	1.2	6	66	.2	1.4	3	27	.1	1.7	8	58	.2	1.3	6	73	.2	1.2
SU '98	2	104	.1	.4	5	38	.1	1.2	2	30	.1	.4	1	30	.2	.2	3	46	.1	.6
SP '98	8	185	.2	1.8	6	71	.2	1.3	6	60	.2	2.1	14	91	.4	2.4	9	114	.2	1.9
WI '98	4	132	.1	.9	7	78	.2	1.4	1	14	.6		3	21	.1	.5	4	52	.1	.8
<b>4-Book</b>	<b>5</b>	<b>151</b>	<b>.1</b>	<b>1.1</b>	<b>6</b>	<b>63</b>	<b>.2</b>	<b>1.3</b>	<b>3</b>	<b>33</b>	<b>.1</b>	<b>1.2</b>	<b>7</b>	<b>50</b>	<b>.2</b>	<b>1.1</b>	<b>6</b>	<b>71</b>	<b>.2</b>	<b>1.1</b>
FA '97	3	192	.1	.7	9	114	.2	2.0					6	83	.2	1.0	2	70	.1	.4
<b>WJJZ-FM</b>																				
FA '98	3	155	.1	.7	4	46	.1	1.0	1	23	.6		3	46	.1	.5	2	29	.1	.4
SU '98	4	78	.1	.8		9			10	52	.3	1.9	3	31	.1	.5	1	8		.2
SP '98	6	158	.2	1.3	8	67	.2	1.7	3	23	.1	1.1	6	50	.2	1.0	2	37	.1	.4
WI '98	7	103	.2	1.6	5	32	.1	1.0	8	38	.2	4.8	11	68	.3	1.7	8	53	.2	1.6
<b>4-Book</b>	<b>5</b>	<b>124</b>	<b>.2</b>	<b>1.1</b>	<b>4</b>	<b>39</b>	<b>.1</b>	<b>.9</b>	<b>6</b>	<b>34</b>	<b>.2</b>	<b>2.1</b>	<b>6</b>	<b>49</b>	<b>.2</b>	<b>.9</b>	<b>3</b>	<b>32</b>	<b>.1</b>	<b>.7</b>
FA '97	2	117	.1	.5	1	41	.2		1	23	.6		3	47	.1	.5	4	26	.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
<b>WMGK-FM</b>																				
FA '98	8	292	.2	2.0	12	157	.3	2.9	5	91	.1	2.8	12	114	.3	2.0	7	63	.2	1.4
SU '98	10	344	.3	2.0	8	105	.2	2.0	14	157	.4	2.6	7	119	.2	1.2	6	104	.2	1.2
SP '98	5	353	.1	1.1	8	97	.2	1.7	6	101	.2	2.1	5	127	.1	.8	2	61	.1	.4
WI '98	12	248	.3	2.8	10	88	.3	2.0	4	62	.1	2.4	15	120	.4	2.4	13	89	.3	2.6
<b>4-Book</b>	9	<b>309</b>	<b>.2</b>	<b>2.0</b>	10	<b>112</b>	<b>.3</b>	<b>2.2</b>	7	<b>103</b>	<b>.2</b>	<b>2.5</b>	10	<b>120</b>	<b>.3</b>	<b>1.6</b>	7	<b>79</b>	<b>.2</b>	<b>1.4</b>
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
<b>WMMR-FM</b>																				
FA '98	6	300	.2	1.5	4	77	.1	1.0	3	76	.1	1.7	11	157	.3	1.9	6	86	.2	1.2
SU '98	10	394	.3	2.0	2	52	.1	.5	14	146	.4	2.6	10	179	.3	1.7	12	167	.3	2.5
SP '98	10	420	.3	2.2	12	196	.3	2.5	5	86	.1	1.8	17	208	.4	2.9	8	151	.2	1.7
WI '98	10	361	.3	2.3	9	135	.2	1.8	2	88	.1	1.2	14	182	.4	2.2	13	148	.3	2.6
<b>4-Book</b>	9	<b>369</b>	<b>.3</b>	<b>2.0</b>	7	<b>115</b>	<b>.2</b>	<b>1.5</b>	6	<b>99</b>	<b>.2</b>	<b>1.8</b>	13	<b>182</b>	<b>.4</b>	<b>2.2</b>	10	<b>138</b>	<b>.3</b>	<b>2.0</b>
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
<b>WOGL-FM</b>																				
FA '98	6	290	.2	1.5	5	86	.1	1.2	2	33	.1	1.1	9	107	.2	1.5	6	84	.2	1.2
SU '98	9	307	.2	1.8	3	51	.1	.7	10	136	.3	1.9	16	135	.4	2.7	8	106	.2	1.7
SP '98	6	308	.2	1.3	4	83	.1	.8	2	42	.1	.7	7	116	.2	1.2	3	54	.1	.6
WI '98	5	279	.1	1.2	4	64	.1	.8	1	51	.1	.6	10	106	.3	1.6	4	85	.1	.8
<b>4-Book</b>	7	<b>296</b>	<b>.2</b>	<b>1.5</b>	4	<b>71</b>	<b>.1</b>	<b>.9</b>	4	<b>66</b>	<b>.1</b>	<b>1.1</b>	11	<b>116</b>	<b>.3</b>	<b>1.8</b>	5	<b>82</b>	<b>.2</b>	<b>1.1</b>
FA '97	4	362	.1	.9	6	105	.2	1.3	2	67	.1	1.1	4	151	.1	.6	4	58	.1	.7
<b>WPEN-AM</b>																				
FA '98		8																		
SU '98		17																		
SP '98																				
WI '98		21				7				7				14				6		
<b>4-Book</b>		<b>12</b>				<b>2</b>				<b>2</b>				<b>4</b>				<b>2</b>		
FA '97		12								7								5		
<b>WPHI-FM</b>																				
FA '98	70	1259	1.8	17.2	54	594	1.4	12.9	32	482	.8	18.2	107	819	2.8	18.0	83	745	2.2	16.9
SU '98	75	1334	2.0	15.3	45	487	1.2	11.1	84	807	2.2	15.6	100	761	2.6	17.1	83	752	2.2	17.2
SP '98	94	1498	2.5	20.9	95	825	2.5	20.2	58	633	1.5	20.6	125	1084	3.3	21.2	109	864	2.8	22.6
WI '98	85	1503	2.2	19.6	85	777	2.2	17.1	40	422	1.0	24.2	147	1036	3.8	23.1	93	842	2.4	18.3
<b>4-Book</b>	<b>81</b>	<b>1399</b>	<b>2.1</b>	<b>18.3</b>	<b>70</b>	<b>671</b>	<b>1.8</b>	<b>15.3</b>	<b>54</b>	<b>586</b>	<b>1.4</b>	<b>19.7</b>	<b>120</b>	<b>925</b>	<b>3.1</b>	<b>19.9</b>	<b>92</b>	<b>801</b>	<b>2.4</b>	<b>18.8</b>
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
<b>WPHT-AM</b>																				
FA '98		19				11								8						
SU '98		15												5				9		.2
SP '98	1	64		.2	1	15		.2		9							2	25		.4
WI '98																				
<b>4-Book</b>		<b>25</b>		<b>.1</b>		<b>7</b>		<b>.1</b>		<b>2</b>				<b>3</b>				<b>9</b>		<b>.2</b>
FA '97	1	22		.2		8											1	7		.2
<b>WPLY-FM</b>																				
FA '98	29	928	.8	7.1	29	419	.8	7.0	11	255	.3	6.3	51	620	1.3	8.6	33	544	.9	6.7
SU '98	46	1133	1.2	9.4	44	534	1.1	10.8	48	660	1.3	8.9	58	628	1.5	9.9	48	473	1.3	10.0
SP '98	36	1126	.9	8.0	45	539	1.2	9.6	18	397	.5	6.4	57	724	1.5	9.7	36	523	.9	7.5
WI '98	35	1067	.9	8.1	49	515	1.3	9.9	9	254	.2	5.5	50	651	1.3	7.9	46	571	1.2	9.1
<b>4-Book</b>	<b>37</b>	<b>1064</b>	<b>1.0</b>	<b>8.2</b>	<b>42</b>	<b>502</b>	<b>1.1</b>	<b>9.3</b>	<b>22</b>	<b>392</b>	<b>.6</b>	<b>6.8</b>	<b>54</b>	<b>656</b>	<b>1.4</b>	<b>9.0</b>	<b>41</b>	<b>528</b>	<b>1.1</b>	<b>8.3</b>
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
<b>WURD-AM</b>																				
FA '98	1	27		.2					2	19	.1	1.1	1	17		.2				
SU '98	2	12	.1	.4	6	9	.2	1.5		3			2	9	.1	.3				
SP '98		30							1	9		.4	1	14		.2		7		
WI '98	3	53	.1	.7	5	26	.1	1.0	2	28	.1	1.2	3	28	.1	.5		18		
<b>4-Book</b>	<b>2</b>	<b>31</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>9</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>17</b>	<b>.1</b>	<b>.3</b>		<b>6</b>		
FA '97	4	64	.1	.9	4	32	.1	.9	1	19		.6	5	40	.1	.8	4	40	.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	
<b>WUSL-FM</b>																				
FA '98	80	1490	2.1	19.7	100	827	2.6	24.0	38	513	1.0	21.6	114	908	3.0	19.2	103	868	2.7	21.0
SU '98	82	1427	2.1	16.8	67	601	1.7	16.5	89	858	2.3	16.5	106	856	2.8	18.1	84	775	2.2	17.4
SP '98	95	1596	2.5	21.2	86	786	2.2	18.3	64	703	1.7	22.8	136	1088	3.6	23.1	105	895	2.7	21.8
WI '98	78	1503	2.0	18.0	94	857	2.5	19.0	31	437	.8	18.8	104	973	2.7	16.4	96	801	2.5	18.9
<b>4-Book</b>	<b>84</b>	<b>1504</b>	<b>2.2</b>	<b>18.9</b>	<b>87</b>	<b>768</b>	<b>2.3</b>	<b>19.5</b>	<b>56</b>	<b>628</b>	<b>1.5</b>	<b>19.9</b>	<b>115</b>	<b>956</b>	<b>3.0</b>	<b>19.2</b>	<b>97</b>	<b>835</b>	<b>2.5</b>	<b>19.8</b>
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
<b>+WVDB-AM</b>																				
<b>WTEL-AM</b>																				
FA '98	*				*								*							
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>WVDB-FM</b>																				
FA '98		46			1	20		.2		19						1	17		.2	
SU '98		31				22														
SP '98		11				11														
WI '98	1	64		.2	3	36	.1	.6	1	15		.6	13			1	7		.2	
<b>4-Book</b>		<b>38</b>		<b>.1</b>	<b>1</b>	<b>22</b>		<b>.2</b>		<b>9</b>		<b>.2</b>	<b>3</b>			<b>1</b>	<b>6</b>		<b>.1</b>	
FA '97	1	47		.2	3	14	.1	.7		8			15				8			
<b>WVJZ-AM</b>																				
FA '98																				
SU '98		7																7		
SP '98	1	10		.2	2	10	.1	.4								2	10	.1	.4	
WI '98																				
<b>4-Book</b>		<b>4</b>		<b>.1</b>	<b>1</b>	<b>3</b>		<b>.1</b>								<b>1</b>	<b>4</b>		<b>.1</b>	
FA '97																				
<b>WXTU-FM</b>																				
FA '98	9	171	.2	2.2	7	79	.2	1.7	5	35	.1	2.8	8	52	.2	1.3	7	67	.2	1.4
SU '98	14	174	.4	2.9	15	93	.4	3.7	17	89	.4	3.1	17	118	.4	2.9	12	87	.3	2.5
SP '98	7	116	.2	1.6	8	87	.2	1.7	6	41	.2	2.1	11	79	.3	1.9	5	50	.1	1.0
WI '98	9	129	.2	2.1	9	78	.2	1.8	4	32	.1	2.4	12	88	.3	1.9	9	68	.2	1.8
<b>4-Book</b>	<b>10</b>	<b>148</b>	<b>.3</b>	<b>2.2</b>	<b>10</b>	<b>84</b>	<b>.3</b>	<b>2.2</b>	<b>8</b>	<b>49</b>	<b>.2</b>	<b>2.6</b>	<b>12</b>	<b>84</b>	<b>.3</b>	<b>2.0</b>	<b>8</b>	<b>68</b>	<b>.2</b>	<b>1.7</b>
FA '97	2	90	.1	.5	4	37	.1	.9	1	30		.6	2	45	.1	.3	3	53	.1	.5
<b>WXXM-FM</b>																				
FA '98	24	916	.6	5.9	31	416	.8	7.4	6	178	.2	3.4	37	485	1.0	6.2	30	397	.8	6.1
SU '98	22	795	.6	4.5	16	264	.4	3.9	23	372	.6	4.3	30	453	.8	5.1	16	255	.4	3.3
SP '98	25	822	.7	5.6	26	369	.7	5.5	22	327	.6	7.8	25	463	.7	4.2	23	394	.6	4.8
WI '98	26	771	.7	6.0	35	397	.9	7.1	11	223	.3	6.7	37	445	1.0	5.8	28	351	.7	5.5
<b>4-Book</b>	<b>24</b>	<b>826</b>	<b>.7</b>	<b>5.5</b>	<b>27</b>	<b>362</b>	<b>.7</b>	<b>6.0</b>	<b>16</b>	<b>275</b>	<b>.4</b>	<b>5.6</b>	<b>32</b>	<b>462</b>	<b>.9</b>	<b>5.3</b>	<b>24</b>	<b>349</b>	<b>.6</b>	<b>4.9</b>
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
<b>WYSP-FM</b>																				
FA '98	12	413	.3	3.0	18	210	.5	4.3	6	86	.2	3.4	12	153	.3	2.0	14	166	.4	2.9
SU '98	25	589	.7	5.1	43	282	1.1	10.6	26	271	.7	4.8	22	229	.6	3.8	22	218	.6	4.6
SP '98	18	633	.5	4.0	32	312	.8	6.8	13	215	.3	4.6	22	318	.6	3.7	17	251	.4	3.5
WI '98	17	536	.4	3.9	27	270	.7	5.4	6	117	.2	3.6	30	217	.8	4.7	17	233	.4	3.4
<b>4-Book</b>	<b>18</b>	<b>543</b>	<b>.5</b>	<b>4.0</b>	<b>30</b>	<b>269</b>	<b>.8</b>	<b>6.8</b>	<b>13</b>	<b>172</b>	<b>.4</b>	<b>4.1</b>	<b>22</b>	<b>229</b>	<b>.6</b>	<b>3.6</b>	<b>18</b>	<b>217</b>	<b>.5</b>	<b>3.6</b>
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
<b>WYXR-FM</b>																				
FA '98	13	515	.3	3.2	7	128	.2	1.7	3	56	.1	1.7	16	186	.4	2.7	27	248	.7	5.5
SU '98	16	441	.4	3.3	7	92	.2	1.7	17	159	.4	3.1	18	174	.5	3.1	22	218	.6	4.6
SP '98	14	530	.4	3.1	6	98	.2	1.3	4	67	.1	1.4	14	217	.4	2.4	31	251	.8	6.4
WI '98	14	512	.4	3.2	8	139	.2	1.6	1	57		.6	9	190	.2	1.4	39	263	1.0	7.7
<b>4-Book</b>	<b>14</b>	<b>500</b>	<b>.4</b>	<b>3.2</b>	<b>7</b>	<b>114</b>	<b>.2</b>	<b>1.6</b>	<b>6</b>	<b>85</b>	<b>.2</b>	<b>1.7</b>	<b>14</b>	<b>192</b>	<b>.4</b>	<b>2.4</b>	<b>30</b>	<b>245</b>	<b>.8</b>	<b>6.1</b>
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

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
<b>WBYN-FM</b>																					
FA '98																					
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97		15				7								8							
<b>WCTO-FM</b>																					
FA '98	1	10		.2	1	10		.2	2	10	.1	1.1						10			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WJBR-FM</b>																					
FA '98	1	63		.2	1	21		.2	1	14		.6	2	41	.1	.3	2	27	.1	.4	
SU '98	1	30		.2	1	26		.2	1	9		.2		9			3	14	.1	.6	
SP '98		50				25				7			1	25		.2		8			
WI '98	1	60		.2		17			1	23		.6		18			1	27		.2	
<b>4-Book</b>	1	51		.2	1	22		.1	1	13		.4	1	23		.1	2	19		.3	
FA '97	1	76		.2	1	5		.2		7			1	40		.2	2	28		.4	
<b>WKXW-FM</b>																					
FA '98	1	28		.2	2	11		.1	.5					8			1	7		.2	
SU '98	1	60		.2		28				19			1	20		.2		9			
SP '98	1	63		.2		16							2	23		.1	.3	4	24	.1	.8
WI '98		14				7				7			2	7		.1	.3		7		
<b>4-Book</b>	1	41		.2	1	16		.1		7			1	15		.1	.2	1	12		.3
FA '97	1	44		.2	3	29		.1	.7				2	22		.1	.3		7		
<b>+WNJO-FM</b>																					
FA '98	2	60	.1	.5	1	25		.2					7	15	.2	1.2	3	25	.1	.6	
SU '98	1	46		.2					1	37		.2	1	7		.2	1	8		.2	
SP '98	3	90	.1	.7		7			3	29	.1	1.1	4	66	.1	.7	4	36	.1	.8	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>WPST-FM</b>																					
FA '98	24	721	.6	5.9	21	327	.6	5.0	9	187	.2	5.1	33	405	.9	5.6	34	409	.9	6.9	
SU '98	26	849	.7	5.3	18	273	.5	4.4	28	386	.7	5.2	28	424	.7	4.8	32	441	.8	6.6	
SP '98	20	727	.5	4.5	20	334	.5	4.2	13	207	.3	4.6	23	315	.6	3.9	25	327	.7	5.2	
WI '98	25	753	.7	5.8	25	324	.7	5.0	8	229	.2	4.8	42	477	1.1	6.6	27	347	.7	5.3	
<b>4-Book</b>	24	763	.6	5.4	21	315	.6	4.7	15	252	.4	4.9	32	405	.8	5.2	30	381	.8	6.0	
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	
<b>WRDR-FM</b>																					
FA '98		6							1	6		.6									
SU '98		17							1	9		.2									
SP '98		20				4								8				8			
WI '98		17											1	10		.2		8			
<b>4-Book</b>		15				1			1	4		.2		5		.1		4			
FA '97		9																			
<b>TOTALS</b>																					
FA '98	406	3630	10.7		417	2821	11.0		176	1744	4.6		594	2899	15.6		490	2832	12.9		
SU '98	489	3580	12.8		407	2442	10.6		540	2807	14.1		585	2942	15.3		482	2685	12.6		
SP '98	449	3681	11.7		471	2854	12.3		281	2049	7.3		590	3113	15.4		482	2815	12.6		
WI '98	433	3667	11.3		496	3040	13.0		165	1583	4.3		636	3068	16.6		507	2822	13.2		
<b>4-Book</b>	444	3640	11.6		448	2789	11.7		291	2046	7.6		601	3006	15.7		490	2789	12.8		
FA '97	438	3627	11.4		456	2923	11.9		176	1663	4.6		619	2988	16.2		549	2883	14.3		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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 '98	6	229	.2	1.6	3	94	.1	.8	15	43	.4	5.3					5	19	.1	1.1	
4-Book	7	231	.2	1.6	5	112	.1	1.1	14	46	.4	4.5	2	14	.1	.3	4	20	.1	.7	
WBEB-FM																					
FA '98	9	292	.2	2.4	7	184	.2	1.8	6	29	.2	2.1	18	68	.5	3.1	5	36	.1	1.1	
4-Book	10	324	.3	2.3	13	231	.3	3.0	7	34	.2	2.3	19	72	.5	3.0	12	50	.3	2.1	
WDAS-AM																					
FA '98		14			3	52	.1	.8	5	8	.1	1.8									
4-Book	1	30	.1	.3	4	43	.1	.8	1	2		.5									
WDAS-FM																					
FA '98	8	195	.2	2.1	10	148	.3	2.5	2	19	.1	.7	5	20	.1	.9	9	24	.2	1.9	
4-Book	9	178	.2	2.0	9	135	.2	2.2	8	27	.3	2.8	9	35	.2	1.5	11	31	.3	2.1	
WHAT-AM																					
FA '98		4																			
4-Book		5			1	4		.1									1	2		.2	
WIOQ-FM																					
FA '98	60	1214	1.6	15.8	60	990	1.6	15.2	29	122	.8	10.3	111	533	2.9	19.2	71	324	1.9	15.1	
4-Book	57	1120	1.5	13.0	54	805	1.4	12.5	31	129	.8	10.6	93	385	2.5	14.8	71	284	1.9	12.8	
WIP -AM																					
FA '98	5	117	.1	1.3	3	104	.1	.8	1	10		.4	4	40	.1	.7	5	11	.1	1.1	
4-Book	5	98	.1	1.1	3	68	.1	.8	2	11	.1	.9	3	24	.1	.5	4	15	.1	.8	
WJJZ-FM																					
FA '98	3	95	.1	.8	4	87	.1	1.0	7	25	.2	2.5	8	24	.2	1.4	1	6		.2	
4-Book	6	84	.2	1.3	6	70	.1	1.3	5	15	.1	1.6	6	17	.2	.9	5	16	.1	.9	
WMGK-FM																					
FA '98	9	246	.2	2.4	6	126	.2	1.5	6	18	.2	2.1	3	18	.1	.5	3	33	.1	.6	
4-Book	9	234	.2	2.0	10	162	.3	2.3	6	30	.2	1.9	17	54	.5	2.7	15	55	.4	2.7	
WMMR-FM																					
FA '98	6	227	.2	1.6	6	148	.2	1.5	4	17	.1	1.4	4	46	.1	.7	15	72	.4	3.2	
4-Book	9	277	.2	2.0	9	182	.3	2.0	6	24	.2	1.9	14	71	.4	2.1	14	62	.4	2.6	
WGL-FM																					
FA '98	5	186	.1	1.3	9	109	.2	2.3	4	23	.1	1.4	10	38	.3	1.7	12	39	.3	2.5	
4-Book	6	188	.2	1.3	9	139	.3	2.1	3	17	.1	1.0	15	49	.4	2.3	11	39	.3	2.1	
WPEN-AM																					
FA '98						8												2	8	.1	.4
4-Book		5				6		.1	1	4		.2	1	4		.1	1	2		.1	
WPHI-FM																					
FA '98	62	1122	1.6	16.4	76	777	2.0	19.2	63	192	1.7	22.3	109	358	2.9	18.9	107	338	2.8	22.7	
4-Book	79	1221	2.1	18.3	77	914	2.0	18.1	55	179	1.5	18.7	126	418	3.3	19.7	99	334	2.6	18.4	
WPHT-AM																					
FA '98		19																			
4-Book		12				6		.1										2		.1	
WPLY-FM																					
FA '98	29	763	.8	7.7	27	590	.7	6.8	9	56	.2	3.2	44	263	1.2	7.6	38	199	1.0	8.1	
4-Book	38	904	1.0	8.6	32	642	.9	7.5	20	97	.5	6.7	48	280	1.3	7.5	42	188	1.1	7.5	
WURD-AM																					
FA '98	1	27		.3		8							3	8	.1	.5					
4-Book	2	27	.1	.4	2	20	.1	.5	2	7	.1	.9	4	9	.1	.6	2	2	.1	.4	
WUSL-FM																					
FA '98	81	1207	2.1	21.4	64	876	1.7	16.2	55	155	1.4	19.5	102	408	2.7	17.6	91	317	2.4	19.3	
4-Book	84	1298	2.2	19.4	75	929	2.0	17.4	58	187	1.5	19.3	113	402	2.9	17.6	106	349	2.8	19.5	

\*\* 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 - Teens 12-17

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				
+WWDB-AM WTEL-AM FA '98 4-Book				* ** ** ** *				* ** ** ** *				* ** ** ** *				* ** ** ** *							
WWDB-FM FA '98 4-Book				38 34 .1 1 13 .1				10 3 .1 1 3 .2				3 4 .2				.2							
WWJZ-AM FA '98 4-Book				3 .1				3 .1				1 3 .2											
WXTU-FM FA '98 4-Book				7 89 .2 1.8 10 111 .3 2.2				14 151 .4 3.5 11 105 .3 2.5				13 33 .3 4.6 9 24 .2 2.9				14 44 .4 2.4 10 37 .3 1.6				16 44 .4 3.4 15 37 .4 2.7			
WXXM-FM FA '98 4-Book				23 704 .6 6.1 24 667 .6 5.6				21 590 .6 5.3 25 503 .7 5.7				11 56 .3 3.9 12 61 .3 4.0				34 205 .9 5.9 41 191 1.1 6.4				19 99 .5 4.0 31 132 .8 5.6			
WYSP-FM FA '98 4-Book				11 321 .3 2.9 21 443 .6 4.7				11 190 .3 2.8 14 248 .4 3.2				2 17 .1 .7 8 41 .2 2.5				16 86 .4 2.8 22 97 .6 3.4				9 49 .2 1.9 16 71 .4 3.0			
WYXR-FM FA '98 4-Book				8 294 .2 2.1 9 298 .3 2.0				13 274 .3 3.3 13 247 .4 3.0				7 19 .2 2.5 8 25 .2 2.6				18 60 .5 3.1 17 61 .5 2.7				5 24 .1 1.1 14 50 .4 2.4			
WBYN-FM FA '98 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WCTO-FM FA '98 4-Book				1 10 .3 ** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WJBR-FM FA '98 4-Book				1 55 .3 1 41 .2				1 12 .3 1 20 .2				1 2 .3				6 3				1 6 .2 1 5 .1			
WKXW-FM FA '98 4-Book				1 19 .3 1 27 .2				1 12 .3 1 16 .2				1 6 .4				4 9 .1 .7 2 8 .1 .3				2			
+WNJO-FM FA '98 4-Book				2 33 .1 .5 ** ** ** **				2 43 .1 .5 ** ** ** **				5 8 .1 1.8 ** ** ** **				6 35 .2 1.0 ** ** ** **				7 ** ** ** **			
WPST-FM FA '98 4-Book				20 556 .5 5.3 22 600 .6 5.0				23 519 .6 5.8 23 471 .6 5.3				9 55 .2 3.2 13 60 .3 4.4				33 171 .9 5.7 27 149 .7 4.3				31 118 .8 6.6 32 137 .9 5.9			
WRDR-FM FA '98 4-Book				6 9				4												4 .1			
TOTALS FA '98 4-Book				379 3455 10.0 435 3511 11.4				395 2975 10.4 429 3082 11.2				282 840 7.4 297 907 7.8				578 1741 15.2 638 1811 16.7				471 1333 12.4 548 1511 14.4			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Teens 12-17																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KYW -AM</b>																			
FA '98																			
4-Book																			
2	3	.1	.4	2	17	.1	1.1	2	23	.1	.5	1	8	.2		2	7	.1	.6
9	41	.2	3.9	9	41	.2	3.9	2	23	.1	.5	3	13	.1	.6	2	7	.1	.6
<b>WBEB-FM</b>																			
FA '98																			
4-Book																			
6	59	.2	1.3	4	19	.1	2.3	8	43	.2	2.0	5	31	.1	1.1	3	30	.1	1.0
13	62	.4	3.0	6	20	.2	2.5	17	63	.5	3.8	15	52	.4	3.4	11	54	.3	3.1
<b>WDAS-AM</b>																			
FA '98																			
4-Book																			
1	1		.1	18	45	.5	10.3	3	13	.1	.8	1	7	.2		2	7	.1	.7
1	1		.1	17	38	.5	7.5	9	23	.2	2.0	2	5	.1	.5	1	5		.3
<b>WDAS-FM</b>																			
FA '98																			
4-Book																			
9	37	.2	2.0	8	16	.2	4.6	11	24	.3	2.8	22	60	.6	4.9	14	36	.4	4.6
8	29	.2	1.7	5	11	.2	2.5	8	29	.2	1.9	10	29	.3	2.2	14	31	.4	4.0
<b>WHAT-AM</b>																			
FA '98																			
4-Book																			
				1	2		.2	2	2	.1	.5	1	2		.1				
<b>WIOQ-FM</b>																			
FA '98																			
4-Book																			
56	294	1.5	12.3	27	125	.7	15.4	84	351	2.2	21.1	66	232	1.7	14.6	27	176	.7	8.9
50	223	1.3	11.1	25	126	.7	11.5	69	289	1.8	15.9	56	210	1.5	12.6	29	134	.7	8.2
<b>WIP -AM</b>																			
FA '98																			
4-Book																			
2	20	.1	.4									4	27	.1	.9	7	44	.2	2.3
4	15	.1	.8	3	8	.1	1.1	5	13	.1	1.1	2	11		.3	5	28	.1	1.4
<b>WJJZ-FM</b>																			
FA '98																			
4-Book																			
3	10	.1	.7	3	14	.1	1.0	3	12	.1	.8	8	21	.2	1.8	6	15	.2	2.0
3	10	.1	.7	3	14	.1	1.0	9	18	.2	2.1	9	18	.2	2.0	7	20	.2	2.1
<b>WMGK-FM</b>																			
FA '98																			
4-Book																			
4	36	.1	.9	2	8	.1	1.1	6	26	.2	1.5	11	44	.3	2.4	9	32	.2	3.0
11	43	.3	2.4	3	15	.1	1.2	9	41	.2	2.0	11	40	.3	2.5	7	29	.2	2.1
<b>WMMR-FM</b>																			
FA '98																			
4-Book																			
15	47	.4	3.3					3	17	.1	.8					5	18	.1	1.7
8	37	.2	1.8	1	5		.4	8	42	.2	1.9	9	29	.2	2.2	9	33	.3	2.6
<b>WUGL-FM</b>																			
FA '98																			
4-Book																			
12	30	.3	2.6	1	10		.6	15	34	.4	3.8	10	23	.3	2.2	3	15	.1	1.0
9	34	.3	1.9	4	14	.1	1.6	11	39	.3	2.5	13	39	.4	3.0	5	17	.2	1.3
<b>WPEN-AM</b>																			
FA '98																			
4-Book																			
<b>WPHI-FM</b>																			
FA '98																			
4-Book																			
107	341	2.8	23.6	29	117	.8	16.6	49	190	1.3	12.3	68	204	1.8	15.0	68	202	1.8	22.5
94	331	2.5	20.7	32	115	.8	14.0	60	247	1.6	13.6	78	226	2.0	17.7	69	226	1.8	19.9
<b>WPHT-AM</b>																			
FA '98																			
4-Book																			
	2		.1					1	4		.1								
<b>WPLY-FM</b>																			
FA '98																			
4-Book																			
41	197	1.1	9.0	16	95	.4	9.1	28	165	.7	7.0	25	136	.7	5.5	13	95	.3	4.3
35	166	.9	7.7	17	104	.5	7.8	34	198	.9	7.7	36	176	1.0	8.2	24	123	.6	6.7
<b>WURD-AM</b>																			
FA '98																			
4-Book																			
				2	5	.1	.6	5	10	.1	1.1	3	10	.1	.6	1	3		.1
<b>WUSL-FM</b>																			
FA '98																			
4-Book																			
73	262	1.9	16.1	26	81	.7	14.9	60	246	1.6	15.1	67	256	1.8	14.8	32	161	.8	10.6
88	296	2.3	19.5	42	137	1.1	18.1	66	253	1.7	15.1	65	229	1.7	14.9	54	216	1.4	15.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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
+WVDB-AM WTEL-AM FA '98 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WVDB-FM FA '98 4-Book		2				2	.1		1	2	.1						1	10	.3	
WVJZ-AM FA '98 4-Book	1	3		.1																
WXTU-FM FA '98 4-Book	12	45	.3	2.6	9	37	.2	5.1	12	44	.3	3.0	21	51	.6	4.6	17	46	.4	5.6
WXXM-FM FA '98 4-Book	23	132	.6	5.1	5	56	.1	2.9	34	196	.9	8.5	23	140	.6	5.1	16	132	.4	5.3
WYSP-FM FA '98 4-Book	19	47	.5	4.2	1	10		.6	14	47	.4	3.5	25	71	.7	5.5	4	31	.1	1.3
WYXR-FM FA '98 4-Book	16	47	.4	3.5	7	46	.2	4.0	12	87	.3	3.0	15	49	.4	3.3	20	82	.5	6.6
	10	39	.3	2.3	6	33	.2	2.9	10	49	.3	2.2	13	46	.4	3.0	22	91	.6	6.4
WBYN-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTD-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '98 4-Book	4	12	.1	.9		2			1	7		.2	1	6		.2	2	5	.1	.4
WXXW-FM FA '98 4-Book					1	4		.6		2		.1						2		.1
+WNJO-FM FA '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM FA '98 4-Book	29	140	.8	6.4	9	47	.2	5.1	24	111	.6	6.0	24	128	.6	5.3	20	133	.5	6.6
WRDR-FM FA '98 4-Book	1	2		.1													1	2		.1
TOTALS FA '98 4-Book	454	1279	12.0		175	661	4.6		398	1279	10.5		452	1142	11.9		302	1022	7.9	
	449	1286	11.8		227	790	5.9		437	1359	11.4		439	1171	11.5		349	1109	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	444	4	222	2	14	33	51	49	72	219	3	12	35	39	42	87
(%)	100	1	50		3	8	12	11	16	49	1	3	8	9	9	20
Rating	1.1	.1	1.3	.1	.4	.9	1.6	2.3	2.8	1.1	.1	.3	.9	1.1	1.8	2.2
Share	6.4	1.0	7.0	.5	2.0	4.6	8.5	12.2	18.7	6.5	.8	1.9	5.0	6.6	10.4	13.4
WBEB-FM	408	9	117	6	25	29	31	17	9	282	27	54	81	70	35	16
(%)	100	2	29	1	6	7	8	4	2	69	7	13	20	17	9	4
Rating	1.0	.2	.7	.3	.7	.8	1.0	.8	.3	1.4	1.3	1.5	2.0	2.1	1.5	.4
Share	5.9	2.2	3.7	1.6	3.5	4.0	5.2	4.2	2.3	8.4	7.2	8.4	11.5	11.9	8.7	2.5
WDAS-AM	80	1	15	2	1	3	1	3	5	64	2	9	6	7	19	22
(%)	100	1	18	2	1	4	1	4	6	80	2	11	7	8	24	27
Rating	.2	.1	.1	.1	.1	.1	.1	.1	.2	.3	.1	.3	.1	.2	.8	.5
Share	1.2	.2	.5	.5	.1	.4	.2	.7	1.3	1.9	.5	1.4	.9	1.2	4.7	3.4
WDAS-FM	411	10	164	14	57	45	35	10	3	237	30	66	65	51	17	8
(%)	100	2	40	3	14	11	9	2	1	58	7	16	16	12	4	2
Rating	1.0	.3	.9	.7	1.6	1.2	1.1	.5	.1	1.2	1.4	1.9	1.6	1.5	.7	.2
Share	5.9	2.5	5.2	3.8	8.0	6.2	5.9	2.5	.8	7.1	8.0	10.3	9.3	8.7	4.2	1.2
WHAT-AM	54		22		1		4	8	9	31		2	7	3	6	13
(%)	100		42		1		7	16	18	58		4	13	5	12	25
Rating	.1		.1				.1	.4	.3	.2		.1	.2	.1	.3	.3
Share	.8		.7		.1		.7	2.0	2.3	.9		.3	1.0	.5	1.5	2.0
WIOO-FM	287	62	89	9	34	32	8	5	2	136	26	55	28	18	5	4
(%)	100	22	31	3	12	11	3	2	1	47	9	19	10	6	2	2
Rating	.7	1.6	.5	.4	1.0	.8	.3	.2	.1	.7	1.2	1.6	.7	.5	.2	.1
Share	4.1	15.3	2.8	2.5	4.8	4.4	1.3	1.2	.5	4.1	6.9	8.6	4.0	3.1	1.2	.6
WIP -AM	204	5	176	9	49	51	37	15	14	23	2	2	8	6	2	4
(%)	100	2	86	4	24	25	18	8	7	11	1	1	4	3	1	2
Rating	.5	.1	1.0	.4	1.4	1.3	1.2	.7	.5	.1	.1	.1	.2	.2	.1	.1
Share	2.9	1.2	5.5	2.5	6.9	7.1	6.2	3.7	3.6	.7	.5	.3	1.1	1.0	.5	.6
WJZ-FM	295	3	142	5	23	37	41	27	8	151	12	20	37	40	19	24
(%)	100	1	48	2	8	12	14	9	3	51	4	7	13	13	6	8
Rating	.7	.1	.8	.2	.7	1.0	1.3	1.3	.3	.8	.6	.6	.9	1.2	.8	.6
Share	4.2	.7	4.5	1.4	3.2	5.1	6.9	6.7	2.1	4.5	3.2	3.1	5.3	6.8	4.7	3.7
WMGK-FM	273	8	165	21	49	60	31	5		101	11	33	50	6		
(%)	100	3	60	8	18	22	11	2		37	4	12	18	2		
Rating	.7	.2	1.0	1.0	1.4	1.6	1.0	.2		.5	.5	.9	1.2	.2		
Share	3.9	2.0	5.2	5.7	6.9	8.3	5.2	1.2		3.0	2.9	5.1	7.1	1.0		
WMMR-FM	248	6	159	25	61	46	20	5	1	82	9	33	24	12	1	3
(%)	100	2	64	10	25	19	8	2		33	4	13	10	5	1	1
Rating	.6	.2	.9	1.2	1.7	1.2	.6	.2		.4	.4	.9	.6	.4		.1
Share	3.6	1.5	5.0	6.8	8.6	6.4	3.3	1.2	.3	2.4	2.4	5.1	3.4	2.0	.2	.5
WOGL-FM	382	6	177	11	16	40	70	30	11	199	7	15	45	78	23	31
(%)	100	2	46	3	4	10	18	8	3	52	2	4	12	20	6	8
Rating	.9	.2	1.0	.5	.5	1.0	2.2	1.4	.4	1.0	.3	.4	1.1	2.3	1.0	.8
Share	5.5	1.5	5.6	3.0	2.3	5.5	11.7	7.4	2.8	5.9	1.9	2.3	6.4	13.3	5.7	4.8
WPEN-AM	280		112			2	14	21	74	168			2	9	23	134
(%)	100		40			1	5	8	27	60			1	3	8	48
Rating	.7		.6			.1	.4	1.0	2.9	.9			.3	1.0	3.3	
Share	4.0		3.5			.3	2.3	5.2	19.2	5.0			.3	5.7	20.7	
WPHI-FM	228	70	85	45	26	10	3		1	73	35	21	10	6	2	
(%)	100	31	37	20	11	4	1			32	15	9	4	3	1	
Rating	.6	1.8	.5	2.1	.7	.3	.1			.4	1.6	.6	.2	.2	.1	
Share	3.3	17.2	2.7	12.3	3.7	1.4	.5		.3	2.2	9.3	3.3	1.4	1.0	.5	
WPHT-AM	70		42	3	1	4	11	14	10	28		1	7	6	7	8
(%)	100		60	5	1	5	15	19	14	40		2	10	8	9	11
Rating	.2		.2	.1	.1	.1	.3	.7	.4	.1		.2	.2	.2	.3	.2
Share	1.0		1.3	.8	.1	.6	1.8	3.5	2.6	.8		.2	1.0	1.0	1.7	1.2

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



# Listener Cume Composition

## Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
<b>KYW -AM</b>	10420	273	5128	153	606	1191	1188	832	1158	5019	136	555	1020	994	830	1484
(%)	100	3	49	1	6	11	11	8	11	48	1	5	10	10	8	14
Rating	25.6	7.2	29.6	7.2	17.2	31.1	37.8	39.1	44.8	25.7	6.4	15.7	25.2	29.1	34.9	37.0
<b>WBEB-FM</b>	6243	442	1934	136	347	411	502	261	277	3867	387	819	1009	872	442	339
(%)	100	7	31	2	6	7	8	4	4	62	6	13	16	14	7	5
Rating	15.4	11.6	11.2	6.4	9.9	10.7	16.0	12.3	10.7	19.8	18.1	23.1	24.9	25.6	18.6	8.5
<b>WDAS-AM</b>	1055	59	277	37	29	54	41	61	56	719	33	112	98	106	156	213
(%)	100	6	26	3	3	5	4	6	5	68	3	11	9	10	15	20
Rating	2.6	1.6	1.6	1.7	.8	1.4	1.3	2.9	2.2	3.7	1.5	3.2	2.4	3.1	6.6	5.3
<b>WDAS-FM</b>	4336	286	1709	242	515	455	290	131	76	2341	343	620	621	435	197	126
(%)	100	7	39	6	12	10	7	3	2	54	8	14	14	10	5	3
Rating	10.7	7.5	9.9	11.4	14.6	11.9	9.2	6.2	2.9	12.0	16.1	17.5	15.3	12.8	8.3	3.1
<b>WHAT-AM</b>	703	4	254		10		73	91	81	446		40	59	84	89	174
(%)	100	1	36		1		10	13	11	63		6	8	12	13	25
Rating	1.7	.1	1.5		.3		2.3	4.3	3.1	2.3		1.1	1.5	2.5	3.7	4.3
<b>WIOQ-FM</b>	5998	1424	1681	336	627	419	173	89	35	2893	735	1012	731	304	56	55
(%)	100	24	28	6	10	7	3	1	1	48	12	17	12	5	1	1
Rating	14.8	37.5	9.7	15.8	17.8	10.9	5.5	4.2	1.4	14.8	34.5	28.6	18.1	8.9	2.4	1.4
<b>WIP -AM</b>	3875	181	2953	178	764	920	557	258	276	741	54	148	185	112	94	149
(%)	100	5	76	5	20	24	14	7	7	19	1	4	5	3	2	4
Rating	9.5	4.8	17.0	8.4	21.7	24.0	17.7	12.1	10.7	3.8	2.5	4.2	4.6	3.3	4.0	3.7
<b>WJJZ-FM</b>	4502	155	1938	105	280	556	540	243	214	2408	120	397	685	544	312	352
(%)	100	3	43	2	6	12	12	5	5	54	3	9	15	12	7	8
Rating	11.1	4.1	11.2	4.9	8.0	14.5	17.2	11.4	8.3	12.3	5.6	11.2	16.9	15.9	13.1	8.8
<b>WMGK-FM</b>	4757	292	2449	343	597	961	469	70	8	2015	259	638	780	269	36	34
(%)	100	6	51	7	13	20	10	1		42	5	13	16	6	1	1
Rating	11.7	7.7	14.1	16.1	17.0	25.1	14.9	3.3	.3	10.3	12.1	18.0	19.3	7.9	1.5	.8
<b>WMMR-FM</b>	4592	300	2648	425	860	900	365	78	20	1643	223	589	475	243	36	77
(%)	100	7	58	9	19	20	8	2		36	5	13	10	5	1	2
Rating	11.3	7.9	15.3	19.9	24.4	23.5	11.6	3.7	.8	8.4	10.5	16.6	11.7	7.1	1.5	1.9
<b>WQGL-FM</b>	6442	290	2616	212	306	590	778	485	245	3537	200	417	922	1071	453	474
(%)	100	4	41	3	5	9	12	8	4	55	3	6	14	17	7	7
Rating	15.8	7.6	15.1	9.9	8.7	15.4	24.7	22.8	9.5	18.1	9.4	11.8	22.8	31.4	19.0	11.8
<b>WPEN-AM</b>	2810	8	1130	19	28	30	95	249	709	1672	10		89	88	302	1184
(%)	100		40	1	1	1	3	9	25	60			3	3	11	42
Rating	6.9	.2	6.5	.9	.8	.8	3.0	11.7	27.4	8.6	.5		2.2	2.6	12.7	29.6
<b>WPHI-FM</b>	4035	1259	1388	591	456	227	74	19	21	1387	628	452	180	91	38	
(%)	100	31	34	15	11	6	2		1	34	16	11	4	2	1	
Rating	9.9	33.1	8.0	27.7	13.0	5.9	2.4	.9	.8	7.1	29.4	12.8	4.4	2.7	1.6	
<b>WPHT-AM</b>	1485	19	878	33	27	151	257	172	237	589	6	43	96	94	120	230
(%)	100	1	59	2	2	10	17	12	16	40		3	6	6	8	16
Rating	3.7	.5	5.1	1.5	.8	3.9	8.2	8.1	9.2	3.0	.3	1.2	2.4	2.8	5.0	5.7

Listener Composition

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPLY-FM	143	29	54	20	21	11	2			59	18	23	14	3		1
(%)	100	20	38	14	15	8	1			42	13	16	10	2		1
Rating	.4	.8	.3	.9	.6	.3	.1			.3	.8	.6	.3	.1		
Share	2.1	7.1	1.7	5.5	3.0	1.5	.3			1.8	4.8	3.6	2.0	.5		.2
WURD-AM	35	1	14	1	3	1	2	6	1	21	8	3	6	3		
(%)	100	2	39	4	8	2	6	16	2	59	23	10	16	9	1	
Rating	.1	.1	.1	.1	.1	.1	.1	.3		.1	.4	.1	.1	.1		
Share	.5	.2	.4	.3	.4	.1	.3	1.5	.3	.6	2.1	.5	.9	.5		
WUSL-FM	369	80	143	50	52	20	10	6	4	145	50	59	21	9	6	1
(%)	100	22	39	14	14	6	3	2	1	39	14	16	6	2	2	
Rating	.9	2.1	.8	2.3	1.5	.5	.3	.3	.2	.7	2.3	1.7	.5	.3	.3	
Share	5.3	19.7	4.5	13.7	7.3	2.8	1.7	1.5	1.0	4.3	13.3	9.2	3.0	1.5	1.5	.2
&WVDB-AM																
WTEL-AM	39		15	2		1	3	3	5	24			3	1		13
(%)	100		38	4		3	9	7	14	62			8	3		33
Rating	.1		.1	.1		.1	.1	.1	.2	.1			.1	.1		.3
Share	.6		.5	.5		.1	.5	.7	1.3	.7			.4	.2		2.0
WVDB-FM	309		144	2	12	22	27	29	51	165	1	7	17	19	35	87
(%)	100		46	1	4	7	9	9	17	53		2	5	6	11	28
Rating	.8		.8	.1	.3	.6	.9	1.4	2.0	.8		.2	.4	.6	1.5	2.2
Share	4.4		4.5	.5	1.7	3.1	4.5	7.2	13.2	4.9	.3	1.1	2.4	3.2	8.7	13.4
WVJZ-AM	25		10					1	9	15					1	14
(%)	100		39		1			3	35	61		1		4	55	
Rating	.1		.1					.3	.1						.3	
Share	.4		.3					.2	2.3	.4				.2	2.2	
WXTU-FM	295	9	125	6	23	18	36	29	13	161	18	28	34	30	32	19
(%)	100	3	42	2	8	6	12	10	4	55	6	9	11	10	11	7
Rating	.7	.2	.7	.3	.7	.5	1.1	1.4	.5	.8	.8	.8	.8	.9	1.3	.5
Share	4.2	2.2	3.9	1.6	3.2	2.5	6.0	7.2	3.4	4.8	4.8	4.4	4.8	5.1	7.9	2.9
WXXM-FM	145	24	41	10	16	10	3	2		80	28	32	18	2	1	
(%)	100	17	28	7	11	7	2	1		55	19	22	12	1	1	
Rating	.4	.6	.2	.5	.5	.3	.1	.1		.4	1.3	.9	.4	.1		
Share	2.1	5.9	1.3	2.7	2.3	1.4	.5	.5		2.4	7.4	5.0	2.6	.3	.2	
WYSP-FM	392	12	297	74	118	74	17	11	3	83	18	30	21	9	3	3
(%)	100	3	76	19	30	19	4	3	1	21	5	8	5	2	1	1
Rating	1.0	.3	1.7	3.5	3.4	1.9	.5	.5	.1	.4	.8	.8	.5	.3	.1	.1
Share	5.6	3.0	9.3	20.2	16.6	10.3	2.8	2.7	.8	2.5	4.8	4.7	3.0	1.5	.7	.5
WYXR-FM	217	13	60	9	20	16	11	3	1	144	20	52	38	20	11	3
(%)	100	6	28	4	9	7	5	2		66	9	24	17	9	5	1
Rating	.5	.3	.3	.4	.6	.4	.3	.1		.7	.9	1.5	.9	.6	.5	.1
Share	3.1	3.2	1.9	2.5	2.8	2.2	1.8	.7	.3	4.3	5.3	8.1	5.4	3.4	2.7	.5
WBYN-FM	22		5			2		1	2	17				2	2	12
(%)	100		24		1	11		2	3	76			2	11	10	53
Rating	.1		.1		.1	.1		.1	.1	.1				.1	.1	.3
Share	.3		.2		.3	.3		.2	.5	.5				.3	.5	1.9
WCTO-FM	22	1	12		2	1	5	5		9			1	6		2
(%)	100	3	54		9	3	22	21		43	2	1	5	25		8
Rating	.1	.1	.1		.1	.2	.2	.2		.3			.1	.2		.3
Share	.3	.2	.4		.3	.1	.8	1.2		.3			.1	1.0		.3
WJBR-FM	41	1	17			9	5	2	1	22	2	5	8	5	1	2
(%)	100	3	42		1	22	11	6	3	54	4	13	19	12	2	4
Rating	.1	.1	.1			.2	.2	.1		.1	.1	.1	.2	.1		
Share	.6	.2	.5			1.2	.8	.5	.3	.7	.5	.8	1.1	.9	.2	.3
WKXW-FM	89	1	42	3	17	5	7	6	3	47	4	9	9	11	4	10
(%)	100	1	47	3	20	6	8	7	3	52	4	10	10	12	4	12
Rating	.2	.2	.2	.1	.5	.1	.2	.3	.1	.2	.2	.3	.2	.3	.2	.2
Share	1.3	.2	1.3	.8	2.4	.7	1.2	1.5	.8	1.4	1.1	1.4	1.3	1.9	1.0	1.5

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# Listener Cume Composition

## Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
<b>WPLY-FM</b>	4441	928	1723	561	673	342	138	9		1789	629	628	358	130	21	24
(%)	100	21	39	13	15	8	3			40	14	14	8	3		1
Rating	10.9	24.4	9.9	26.3	19.1	8.9	4.4	.4		9.2	29.5	17.7	8.8	3.8	.9	.6
<b>WURD-AM</b>	333	27	142	19	40	27	16	32	8	164	57	37	36	22	11	
(%)	100	8	43	6	12	8	5	10	2	49	17	11	11	7	3	
Rating	.8	.7	.8	.9	1.1	.7	.5	1.5	.3	.8	2.7	1.0	.9	.6	.5	
<b>WUSL-FM</b>	5941	1490	2078	773	626	343	176	101	59	2373	859	707	439	172	122	74
(%)	100	25	35	13	11	6	3	2	1	40	14	12	7	3	2	1
Rating	14.6	39.2	12.0	36.3	17.8	9.0	5.6	4.7	2.3	12.2	40.3	19.9	10.8	5.0	5.1	1.8
<b>&amp;WWDB-AM</b>																
<b>WTEL-AM</b>	492		228	10	9	30	67	36	76	265		9	22	25	71	138
(%)	100		46	2	2	6	14	7	15	54		2	4	5	14	28
Rating	1.2		1.3	.5	.3	.8	2.1	1.7	2.9	1.4		.3	.5	.7	3.0	3.4
<b>WWDB-FM</b>	4379	46	2069	50	218	411	438	410	543	2264	37	270	248	379	437	893
(%)	100	1	47	1	5	9	10	9	12	52	1	6	6	9	10	20
Rating	10.8	1.2	11.9	2.3	6.2	10.7	13.9	19.3	21.0	11.6	1.7	7.6	6.1	11.1	18.4	22.3
<b>WWJZ-AM</b>	469		155		10			25	120	314		8	8	9	40	249
(%)	100		33		2			5	26	67		2	2	2	8	53
Rating	1.2		.9		.3			1.2	4.6	1.6		.2	.2	.3	1.7	6.2
<b>WXTU-FM</b>	3984	171	1812	110	371	292	414	372	252	2000	189	441	402	356	305	307
(%)	100	4	45	3	9	7	10	9	6	50	5	11	10	9	8	8
Rating	9.8	4.5	10.5	5.2	10.5	7.6	13.2	17.5	9.8	10.2	8.9	12.4	9.9	10.4	12.8	7.7
<b>WXXM-FM</b>	4011	916	1288	309	544	285	105	35	8	1808	556	676	414	107	33	23
(%)	100	23	32	8	14	7	3	1		45	14	17	10	3	1	1
Rating	9.9	24.1	7.4	14.5	15.5	7.4	3.3	1.6	.3	9.3	26.1	19.1	10.2	3.1	1.4	.6
<b>WYSP-FM</b>	6926	413	4427	872	1492	1278	503	171	111	2085	418	698	550	255	78	87
(%)	100	6	64	13	22	18	7	2	2	30	6	10	8	4	1	1
Rating	17.0	10.9	25.5	40.9	42.4	33.4	16.0	8.0	4.3	10.7	19.6	19.7	13.6	7.5	3.3	2.2
<b>WYXR-FM</b>	4846	515	1502	239	465	453	222	79	44	2829	527	1089	624	314	163	111
(%)	100	11	31	5	10	9	5	2	1	58	11	22	13	6	3	2
Rating	11.9	13.6	8.7	11.2	13.2	11.8	7.1	3.7	1.7	14.5	24.7	30.7	15.4	9.2	6.9	2.8
<b>WBYN-FM</b>	387		173	28	9	49	32	12	42	214		8	38	44	28	97
(%)	100		45	7	2	13	8	3	11	55		2	10	11	7	25
Rating	1.0		1.0	1.3	.3	1.3	1.0	.6	1.6	1.1		.2	.9	1.3	1.2	2.4
<b>WCTO-FM</b>	305	10	163	19	38	48	15	43		133	19	17	32	34	9	21
(%)	100	3	53	6	12	16	5	14		43	6	5	10	11	3	7
Rating	.8	.3	.9	.9	1.1	1.3	.5	2.0		.7	.9	.5	.8	1.0	.4	.5
<b>WJBR-FM</b>	995	63	307	19	30	76	97	36	48	625	99	170	139	103	28	87
(%)	100	6	31	2	3	8	10	4	5	63	10	17	14	10	3	9
Rating	2.4	1.7	1.8	.9	.9	2.0	3.1	1.7	1.9	3.2	4.6	4.8	3.4	3.0	1.2	2.2
<b>WKXV-FM</b>	1707	28	714	31	176	136	166	112	94	965	96	172	169	264	79	186
(%)	100	2	42	2	10	8	10	7	6	57	6	10	10	15	5	11
Rating	4.2	.7	4.1	1.5	5.0	3.5	5.3	5.3	3.6	4.9	4.5	4.9	4.2	7.7	3.3	4.6

\* 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+
WNJO-FM	45	2	20	1	3	3	10	3	1	22	1	2	5	12	2	
(%)	100	5	45	1	6	8	22	6	2	50	2	4	12	27	5	
Rating	.1	.1	.1		.1	.1	.3	.1		.1		.1	.1	.4	.1	
Share	.6	.5	.6	.3	.4	.4	1.7	.7	.3	.7	.3	.3	.7	2.0	.5	
WPST-FM	95	24	29	9	12	5	2	1		42	18	12	8	2		1
(%)	100	25	31	10	12	5	3	1		44	19	12	8	2		1
Rating	.2	.6	.2	.4	.3	.1	.1			.2	.8	.3	.2	.1		
Share	1.4	5.9	.9	2.5	1.7	.7	.3	.2		1.3	4.8	1.9	1.1	.3		.2
WRDR-FM	31		17		1		1	6	9	14		1	1	1	4	7
(%)	100	1	53		2		2	19	29	46	1	5	2	3	13	22
Rating	.1		.1					.3	.3	.1					.2	.2
Share	.4		.5		.1		.2	1.5	2.3	.4		.2	.1	.2	1.0	1.1
<b>TOTALS</b>	6945	406	3183	366	709	721	598	403	386	3356	376	641	702	588	403	647
(%)	100	6	46	5	10	10	9	6	6	48	5	9	10	8	6	9
Rating	17.1	10.7	18.4	17.2	20.1	18.8	19.0	18.9	14.9	17.2	17.6	18.1	17.3	17.2	16.9	16.2

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# Listener Cume Composition

## Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WNJO-FM	989	60	505	19	56	119	229	42	40	424	39	18	138	165	63	
(%)	100	6	51	2	6	12	23	4	4	43	4	2	14	17	6	
Rating	2.4	1.6	2.9	.9	1.6	3.1	7.3	2.0	1.5	2.2	1.8	.5	3.4	4.8	2.6	
WPST-FM	3109	721	957	297	303	207	115	34		1431	475	451	358	115	10	23
(%)	100	23	31	10	10	7	4	1		46	15	14	12	4	1	1
Rating	7.6	19.0	5.5	13.9	8.6	5.4	3.7	1.6		7.3	22.3	12.7	8.8	3.4	.4	.6
WRDR-FM	700	6	325		26		16	105	177	368	10	27	27	13	121	170
(%)	100	1	46		4		2	15	25	53	1	4	4	2	17	24
Rating	1.7	.2	1.9		.7		.5	4.9	6.9	1.9	.5	.8	.7	.4	5.1	4.2
<b>TOTALS</b>	<b>39022</b>	<b>3630</b>	<b>16678</b>	<b>2026</b>	<b>3378</b>	<b>3717</b>	<b>3062</b>	<b>2091</b>	<b>2404</b>	<b>18714</b>	<b>2071</b>	<b>3448</b>	<b>3990</b>	<b>3293</b>	<b>2235</b>	<b>3678</b>
(%)	100	9	43	5	9	10	8	5	6	48	5	9	10	8	6	9
Rating	96.0	95.6	96.2	95.1	96.0	97.0	97.3	98.3	93.1	95.9	97.1	97.3	98.5	96.5	93.9	91.8

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

# Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 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 (%)	449 60	266 35	31 4	5 1	205 49	148 35	62 15	3 1	163 62	95 36	6 2		271 61	144 33	24 5	2 1
WBEB-FM (%)	107 21	130 26	258 52	6 1	89 12	94 13	555 74	9 1	99 32	114 37	90 29	3 1	89 22	90 23	215 54	4 1
WDAS-AM (%)	67 66	22 22	11 11		44 62	16 22	11 15	1 1	79 76	20 19	4 3	1 1	57 72	15 19	7 8	1 1
WDAS-FM (%)	209 42	142 29	137 27	9 2	134 28	69 15	261 55	10 2	204 59	90 26	43 12	11 3	199 50	82 20	111 28	9 2
WHAT-AM (%)	58 83	11 15	1 2		52 82	7 10	5 7		47 92	3 7	1 2		46 86	6 11	2 3	
WIOQ-FM (%)	73 25	128 44	90 31	3 1	60 16	99 27	209 56	3 1	72 39	94 51	14 8	5 3	60 27	87 39	74 33	4 2
WIP -AM (%)	85 27	159 50	70 22	1 1	44 17	105 39	118 44	1 1	53 42	54 43	18 14		57 29	89 45	51 26	1 1
WJZ-FM (%)	107 31	97 28	130 38	8 2	103 22	72 15	283 60	14 3	141 50	72 26	54 19	13 5	107 37	65 22	111 38	9 3
WMGK-FM (%)	27 8	129 38	181 53	5 2	37 7	80 16	376 75	6 1	77 38	75 37	41 20	10 5	34 13	80 30	147 55	5 2
WMMR-FM (%)	58 18	115 36	139 44	5 2	50 11	53 12	350 76	5 1	78 45	61 35	25 14	11 6	49 20	65 27	122 50	5 2
WGL-FM (%)	123 29	137 32	162 38	3 1	127 21	119 20	347 58	7 1	192 49	127 32	63 16	12 3	128 34	102 27	141 37	5 1
WPEN-AM (%)	263 74	55 15	36 10	1 1	270 64	73 17	75 18	3 1	239 81	44 15	9 3	3 1	208 75	41 15	28 10	1 1
WPHI-FM (%)	76 39	62 32	50 26	6 3	47 28	41 25	72 43	6 4	67 46	51 35	22 15	7 5	65 41	44 28	43 27	6 4
WPHT-AM (%)	50 51	24 24	24 24	1 1	28 37	17 22	31 41		46 72	13 20	4 6	1 1	38 54	15 22	16 23	
WPLY-FM (%)	29 19	86 56	35 23	3 2	22 15	45 30	80 54	3 2	44 35	63 50	15 12	3 3	25 22	55 48	30 27	3 3
WURD-AM (%)	18 45	12 30	10 25		31 61	7 13	13 26		31 70	7 16	6 14		20 58	7 21	7 21	
WUSL-FM (%)	156 45	96 27	86 25	11 3	100 31	52 16	159 48	17 5	185 64	63 22	20 7	21 7	145 50	61 21	68 24	14 5
+WVDB-AM WTEL-AM *	26 76	6 18		2 5	45 76	11 18	4 6		11 91		1 3		30 77	7 17	2 4	1 2
WVDB-FM (%)	205 63	77 24	39 12	2 1	275 55	115 23	109 22	4 1	186 76	38 15	14 6	7 3	209 68	59 19	37 12	3 1
WVJZ-AM (%)	16 66	7 30	1 4		17 39	23 53	2 5	1 3	13 41	17 55	1 4		13 53	11 42	1 4	1 1
WXTU-FM (%)	112 29	170 44	97 25	5 1	80 21	101 26	193 50	10 3	142 47	136 45	16 5	7 2	98 34	107 38	76 26	5 2
WXXM-FM (%)	34 21	74 45	51 32	3 2	32 17	43 23	110 59	3 1	42 40	50 46	14 13	1 1	29 24	47 39	43 35	2 2
WYSP-FM (%)	172 25	256 37	266 38	6 1	60 13	101 22	289 64	5 1	117 42	95 34	44 16	22 8	94 25	124 33	154 41	8 2
WYXR-FM (%)	71 27	102 39	86 33	4 2	38 13	59 20	191 66	3 1	78 44	62 35	34 19	3 2	60 30	63 31	77 38	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 (%)	15 50	12 42	2 8		17 74	6 24	1 2		18 84	3 16			15 69	6 27	1 4	
WCTD-FM (%)	8 27	5 18	16 54		1 4	7 19	29 76	1	6 47	5 38	2 13		4 21	4 20	13 59	
WJBR-FM (%)	10 20	14 28	27 52		5 6	16 22	54 72		10 33	12 42	7 24		7 18	11 28	21 53	1
WKXW-FM (%)	29 24	59 49	29 24	2 2	34 21	59 36	67 41	3 2	12 32	25 67		1	24 28	40 45	23 26	1 2
WNJD-FM (%)	6 13	17 35	25 52		7 8	19 22	60 69	1 1	14 37	15 41	6 15	2 7	7 16	13 31	22 51	1 1
WPST-FM (%)	24 24	47 48	26 27	1 1	13 14	30 33	47 51	2 2	27 29	42 46	21 23	2 2	17 24	31 44	22 31	1 1
WRDR-FM (%)	22 56	16 42	1 2		13 36	18 48	6 16		18 32	37 68			14 44	16 51	1 5	
TOTALS (%)	3220 37	2984 34	2331 27	123 1	2523 27	1997 21	4638 50	159 2	3063 53	1879 33	652 11	183 3	2669 41	1871 29	1873 29	126 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.

# Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
<b>KYW -AM</b>										
FA '98	5:15	2:45	4:15	5:15	2:30	4:15	5:15	2:45	4:15	5:15
SU '98	5:15	3:00	4:15	4:45	3:30	4:15	4:45	2:30	4:00	4:45
SP '98	5:30	3:00	4:00	4:45	3:15	4:30	5:15	2:30	3:45	4:30
WI '98	5:30	3:15	4:30	5:30	3:30	4:30	5:00	3:00	4:30	6:00
<b>4-Book</b>	<b>5:30</b>	<b>3:00</b>	<b>4:15</b>	<b>5:00</b>	<b>3:15</b>	<b>4:30</b>	<b>5:00</b>	<b>2:45</b>	<b>4:15</b>	<b>5:15</b>
FA '97	5:15	2:45	4:15	5:00	3:00	4:30	5:15	2:30	3:45	4:45
<b>WBEB-FM</b>										
FA '98	8:15	8:15	9:15	9:30	8:00	8:30	8:15	8:30	9:30	10:00
SU '98	9:00	8:00	9:15	9:45	5:15	7:00	8:00	9:00	10:30	10:45
SP '98	9:30	9:30	10:00	10:15	11:00	8:45	9:15	9:00	10:30	11:00
WI '98	8:00	8:30	8:15	8:30	6:30	5:30	6:45	9:30	9:30	9:30
<b>4-Book</b>	<b>8:45</b>	<b>8:30</b>	<b>9:15</b>	<b>9:30</b>	<b>7:45</b>	<b>7:30</b>	<b>8:00</b>	<b>9:00</b>	<b>10:00</b>	<b>10:15</b>
FA '97	8:45	7:15	9:15	10:30	5:00	7:30	9:00	8:30	10:15	11:00
<b>WDAS-AM</b>										
FA '98	9:30	7:45	7:30	9:30	5:15	5:00	5:30	9:00	8:30	11:15
SU '98	9:45	11:45	7:45	7:00	12:30	7:00	3:45	11:30	8:00	8:00
SP '98	8:30	4:45	8:30	10:45	2:45	7:00	8:00	5:30	9:15	12:00
WI '98	9:15	8:45	10:15	10:30	3:15	5:45	7:45	10:30	12:15	11:45
<b>4-Book</b>	<b>9:15</b>	<b>8:15</b>	<b>8:30</b>	<b>9:30</b>	<b>6:00</b>	<b>6:15</b>	<b>6:15</b>	<b>9:15</b>	<b>9:30</b>	<b>10:45</b>
FA '97	11:00	11:00	10:00	11:00	8:30	6:00	6:00	12:15	11:15	12:15
<b>WDAS-FM</b>										
FA '98	12:00	12:15	13:45	13:15	11:45	13:45	13:00	12:30	13:45	13:30
SU '98	12:00	9:45	13:30	14:45	9:00	13:30	14:30	10:00	13:45	14:45
SP '98	12:15	10:45	13:45	14:45	10:30	12:30	14:30	11:00	14:30	15:00
WI '98	13:15	12:45	14:30	14:30	10:30	13:15	15:00	14:45	15:15	14:15
<b>4-Book</b>	<b>12:30</b>	<b>11:30</b>	<b>14:00</b>	<b>14:15</b>	<b>10:30</b>	<b>13:15</b>	<b>14:15</b>	<b>12:00</b>	<b>14:15</b>	<b>14:30</b>
FA '97	11:30	10:30	13:00	13:15	9:30	11:15	12:30	11:00	14:00	13:45
<b>WHAT-AM</b>										
FA '98	9:30	7:00	7:30	9:00	8:00	7:00	9:30	6:45	8:00	8:30
SU '98	13:00	5:45	8:30	11:00	6:00	9:30	11:00	5:15	7:30	11:00
SP '98	11:00	15:45	12:00	9:30	27:45	16:00	9:30	6:00	9:30	9:45
WI '98	10:30	7:30	8:45	8:15	6:30	10:00	10:45	8:45	7:30	6:15
<b>4-Book</b>	<b>11:00</b>	<b>9:00</b>	<b>9:15</b>	<b>9:30</b>	<b>12:00</b>	<b>10:45</b>	<b>10:15</b>	<b>6:45</b>	<b>8:15</b>	<b>9:00</b>
FA '97	9:15	6:45	11:00	10:15	11:00	11:15	12:00	2:45	10:45	9:30
<b>WIOQ-FM</b>										
FA '98	6:00	5:45	6:45	6:45	5:45	7:30	8:15	5:45	6:15	5:45
SU '98	6:00	6:00	6:00	5:30	6:30	6:00	4:15	6:00	6:00	6:00
SP '98	6:00	6:15	6:00	6:00	7:30	7:15	6:15	5:30	5:15	5:45
WI '98	5:30	5:45	6:00	6:00	4:45	5:45	6:15	6:15	6:45	6:00
<b>4-Book</b>	<b>6:00</b>	<b>6:00</b>	<b>6:15</b>	<b>6:00</b>	<b>6:15</b>	<b>6:45</b>	<b>6:15</b>	<b>6:00</b>	<b>6:00</b>	<b>6:00</b>
FA '97	5:15	6:00	5:30	5:15	7:15	5:45	4:30	5:00	5:15	5:45
<b>WIP -AM</b>										
FA '98	6:30	6:45	7:15	7:00	7:45	7:45	7:30	2:30	4:45	5:15
SU '98	7:30	7:00	7:30	8:15	7:30	8:00	9:00	4:45	5:30	5:00
SP '98	6:45	6:30	7:00	7:00	6:45	7:30	7:45	5:15	4:45	3:45
WI '98	7:00	7:15	7:30	7:15	8:00	8:00	7:45	3:00	5:00	5:30
<b>4-Book</b>	<b>7:00</b>	<b>7:00</b>	<b>7:15</b>	<b>7:30</b>	<b>7:30</b>	<b>7:45</b>	<b>8:00</b>	<b>4:00</b>	<b>5:00</b>	<b>5:00</b>
FA '97	7:15	7:00	7:45	8:00	7:45	8:15	8:30	4:00	4:45	6:00
<b>WJJZ-FM</b>										
FA '98	8:15	8:30	8:15	8:45	9:15	9:15	9:45	7:45	7:30	7:45
SU '98	8:30	7:00	9:00	9:15	7:15	9:30	9:45	6:45	8:30	8:45
SP '98	8:45	7:30	9:00	9:45	8:30	9:15	9:45	7:00	8:45	9:30
WI '98	9:30	7:15	9:30	10:15	6:30	10:00	11:00	7:45	9:15	9:30
<b>4-Book</b>	<b>8:45</b>	<b>7:30</b>	<b>9:00</b>	<b>9:30</b>	<b>8:00</b>	<b>9:30</b>	<b>10:00</b>	<b>7:15</b>	<b>8:30</b>	<b>9:00</b>
FA '97	9:00	9:45	9:45	9:15	8:45	9:45	10:00	11:00	9:30	8:45
<b>WMGK-FM</b>										
FA '98	7:15	7:45	7:45	7:30	9:15	8:45	8:00	6:00	6:45	6:30
SU '98	7:45	8:30	8:00	7:30	9:30	9:00	8:15	7:30	7:15	6:30
SP '98	7:30	7:45	8:00	8:15	8:15	9:00	9:15	7:15	6:45	7:00
WI '98	6:45	6:15	6:45	7:00	7:00	7:45	8:15	5:45	6:00	5:30
<b>4-Book</b>	<b>7:15</b>	<b>7:30</b>	<b>7:45</b>	<b>7:30</b>	<b>8:30</b>	<b>8:45</b>	<b>8:30</b>	<b>6:45</b>	<b>6:45</b>	<b>6:30</b>
FA '97	7:30	7:15	7:30	8:15	8:30	9:00	9:00	6:15	6:15	7:30

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

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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



# Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
<b>WMMR-FM</b>										
FA '98	6:45	7:45	7:15	6:30	8:30	7:30	6:45	6:30	6:45	6:15
SU '98	6:30	7:00	6:45	6:45	7:45	8:00	8:45	5:15	4:30	3:45
SP '98	6:00	5:45	6:45	6:45	7:30	8:45	8:45	3:15	3:30	3:15
WI '98	6:00	5:30	6:45	7:15	6:15	7:15	7:15	3:45	5:45	7:15
<b>4-Book</b>	<b>6:15</b>	<b>6:30</b>	<b>7:00</b>	<b>6:45</b>	<b>7:30</b>	<b>8:00</b>	<b>8:00</b>	<b>4:45</b>	<b>5:15</b>	<b>5:15</b>
FA '97	5:45	5:30	6:15	6:30	6:15	7:00	7:15	4:45	4:45	5:00
<b>WOGL-FM</b>										
FA '98	7:30	5:15	8:00	8:30	6:30	9:30	9:30	4:30	7:15	7:30
SU '98	7:15	5:00	7:00	8:00	5:30	7:30	8:30	4:45	6:30	7:15
SP '98	7:30	6:00	7:30	8:15	9:30	8:45	9:15	3:00	6:30	7:15
WI '98	7:00	4:45	7:15	8:00	6:45	7:30	7:45	3:00	7:15	8:00
<b>4-Book</b>	<b>7:15</b>	<b>5:15</b>	<b>7:30</b>	<b>8:15</b>	<b>7:00</b>	<b>8:15</b>	<b>8:45</b>	<b>3:45</b>	<b>7:00</b>	<b>7:30</b>
FA '97	7:15	4:15	7:30	8:30	5:00	8:45	9:15	3:45	6:45	7:45
<b>WPEN-AM</b>										
FA '98	12:30	1:00	10:15	10:30	1:00	13:15	12:30	0:15	7:45	9:00
SU '98	10:45	4:45	6:45	8:45	1:00	4:15	8:15	8:00	8:15	9:00
SP '98	11:30	4:00	6:00	9:30	0:30	5:30	9:00	9:15	6:15	9:45
WI '98	10:30	10:45	5:45	9:00	5:00	5:30	7:30	16:15	6:00	10:30
<b>4-Book</b>	<b>11:15</b>	<b>5:15</b>	<b>7:15</b>	<b>9:30</b>	<b>2:00</b>	<b>7:15</b>	<b>9:15</b>	<b>8:30</b>	<b>7:00</b>	<b>9:30</b>
FA '97	10:30	4:45	5:15	8:30	3:45	5:15	9:15	6:00	5:30	8:00
<b>WPHI-FM</b>										
FA '98	7:00	7:30	6:30	6:15	8:30	6:30	5:15	6:30	6:30	7:15
SU '98	7:15	7:15	6:30	6:45	8:00	7:45	9:30	6:45	5:45	5:15
SP '98	7:30	8:00	7:00	4:15	8:30	8:00	4:30	7:45	6:15	4:00
WI '98	6:45	7:00	6:15	5:30	6:30	6:00	6:00	7:30	6:45	5:00
<b>4-Book</b>	<b>7:15</b>	<b>7:30</b>	<b>6:30</b>	<b>5:45</b>	<b>8:00</b>	<b>7:00</b>	<b>6:15</b>	<b>7:15</b>	<b>6:15</b>	<b>5:30</b>
FA '97	7:30	7:30	6:45	5:15	8:00	7:45	6:45	7:15	6:00	4:15
<b>WPHT-AM</b>										
FA '98	6:00	6:15	5:30	6:45	8:30	4:15	6:00	3:30	7:30	7:45
SU '98	5:15	3:15	5:00	5:45	3:00	5:00	6:00	3:45	4:45	5:15
SP '98	4:45	3:15	3:45	3:45	3:30	4:15	4:15	2:45	2:15	2:30
WI '98	5:15	2:30	4:30	5:45	3:00	4:30	6:00	1:15	4:30	4:45
<b>4-Book</b>	<b>5:15</b>	<b>3:45</b>	<b>4:45</b>	<b>5:30</b>	<b>4:30</b>	<b>4:30</b>	<b>5:30</b>	<b>2:45</b>	<b>4:45</b>	<b>5:00</b>
FA '97	4:00	2:30	3:15	4:00	2:45	3:15	4:30	1:30	2:30	2:45
<b>WPLY-FM</b>										
FA '98	4:00	4:15	4:00	4:00	4:15	3:45	3:15	4:00	4:30	4:30
SU '98	4:15	3:30	4:00	5:00	4:00	5:00	6:45	3:15	3:15	3:30
SP '98	4:15	4:30	3:45	3:15	5:00	4:30	3:15	4:15	3:30	3:15
WI '98	4:15	4:15	3:45	4:00	4:15	4:00	4:30	4:00	3:30	3:15
<b>4-Book</b>	<b>4:15</b>	<b>4:15</b>	<b>4:00</b>	<b>4:00</b>	<b>4:30</b>	<b>4:15</b>	<b>4:30</b>	<b>4:00</b>	<b>3:45</b>	<b>3:45</b>
FA '97	4:45	5:15	4:15	3:00	5:30	4:30	2:30	4:45	4:00	3:45
<b>WURD-AM</b>										
FA '98	13:15	13:00	12:30	15:15	8:45	8:45	14:45	15:30	16:00	16:00
SU '98	11:15	11:00	13:30	12:00	14:45	10:30	6:00	9:00	15:45	18:45
SP '98	13:00	12:00	16:15	16:00	9:45	14:00	14:30	13:30	17:30	17:15
WI '98	9:15	7:45	9:45	13:00	7:00	9:45	16:00	8:30	9:30	11:30
<b>4-Book</b>	<b>11:45</b>	<b>11:00</b>	<b>13:00</b>	<b>14:00</b>	<b>10:00</b>	<b>10:45</b>	<b>12:45</b>	<b>11:45</b>	<b>14:45</b>	<b>16:00</b>
FA '97	12:30	13:45	15:00	13:15	9:00	11:15	12:00	17:15	17:30	14:00
<b>WUSL-FM</b>										
FA '98	7:45	9:00	8:45	6:45	9:15	9:00	7:30	8:45	8:30	6:00
SU '98	7:30	9:00	7:15	5:30	8:00	7:15	6:00	9:30	7:15	5:15
SP '98	8:00	9:00	9:15	7:15	8:30	10:00	8:15	9:30	8:30	6:45
WI '98	7:00	7:45	7:30	6:45	7:30	6:45	5:30	7:45	7:45	7:30
<b>4-Book</b>	<b>7:30</b>	<b>8:45</b>	<b>8:15</b>	<b>6:30</b>	<b>8:15</b>	<b>8:15</b>	<b>6:45</b>	<b>9:00</b>	<b>8:00</b>	<b>6:30</b>
FA '97	7:45	8:15	8:15	6:45	9:30	9:00	6:15	7:15	7:30	7:00
<b>&amp;WWDB-AM</b>										
<b>WTEL-AM</b>										
FA '98	5:00	4:15	3:30	4:45	6:00	2:45	3:30	0:30	5:00	6:15
SU '98	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**

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
<b>WWDB-FM</b>										
FA '98	9:00	4:45	6:45	8:00	6:45	7:15	7:45	3:00	6:00	8:15
SU '98	9:45	5:45	6:30	7:30	5:30	6:30	7:15	6:00	6:30	7:45
SP '98	9:00	6:15	6:30	7:30	7:00	7:00	7:15	5:15	5:30	8:00
WI '98	9:45	7:15	7:45	8:30	8:15	8:30	8:30	5:15	6:45	8:30
<b>4-Book</b>	<b>9:30</b>	<b>6:00</b>	<b>7:00</b>	<b>8:00</b>	<b>7:00</b>	<b>7:15</b>	<b>7:45</b>	<b>5:00</b>	<b>6:15</b>	<b>8:15</b>
FA '97	9:45	4:45	7:00	8:00	5:45	6:45	8:15	3:45	7:00	7:45
<b>WWJZ-AM</b>										
FA '98	6:45	3:15	2:00	3:00	3:00	3:00	4:15	3:30	1:45	2:30
SU '98	10:15	1:30	7:45	13:30	2:15	9:45	10:45	1:00	6:15	17:00
SP '98	9:00	0:00	2:00	9:00	0:00	2:15	9:00	0:00	1:15	8:45
WI '98	7:15	11:00	3:30	5:15	11:00	4:00	4:45	0:00	2:00	6:00
<b>4-Book</b>	<b>8:15</b>	<b>4:00</b>	<b>3:45</b>	<b>7:45</b>	<b>4:00</b>	<b>4:45</b>	<b>7:15</b>	<b>1:15</b>	<b>2:45</b>	<b>8:30</b>
FA '97	7:45	0:00	3:30	3:45	0:00	0:45	3:45	0:00	5:30	3:45
<b>WXTU-FM</b>										
FA '98	9:15	8:30	9:15	10:30	7:30	9:00	9:45	9:15	9:30	11:15
SU '98	10:00	8:15	9:30	11:15	9:00	11:00	12:30	7:30	8:15	10:00
SP '98	10:15	9:15	9:30	10:15	9:15	10:30	11:45	9:15	8:15	8:45
WI '98	9:30	7:45	9:15	10:30	9:00	9:45	11:30	6:30	8:45	9:45
<b>4-Book</b>	<b>9:45</b>	<b>8:30</b>	<b>9:30</b>	<b>10:45</b>	<b>8:45</b>	<b>10:00</b>	<b>11:30</b>	<b>8:15</b>	<b>8:45</b>	<b>10:00</b>
FA '97	8:45	7:45	9:00	9:30	8:00	9:00	9:45	7:30	8:45	9:30
<b>WXXM-FM</b>										
FA '98	4:30	5:15	4:45	4:30	4:00	4:00	4:15	6:00	5:15	4:45
SU '98	4:45	5:45	5:00	3:30	6:00	4:45	3:00	5:30	5:00	4:00
SP '98	4:30	4:30	5:15	5:15	5:00	6:15	6:30	4:15	4:15	4:00
WI '98	5:00	4:45	5:00	5:45	5:15	5:30	6:15	4:30	4:45	5:00
<b>4-Book</b>	<b>4:45</b>	<b>5:00</b>	<b>5:00</b>	<b>4:45</b>	<b>5:00</b>	<b>5:15</b>	<b>5:00</b>	<b>5:00</b>	<b>4:45</b>	<b>4:30</b>
FA '97	5:00	5:45	5:30	3:45	5:45	6:00	3:30	5:45	5:00	4:15
<b>WYSP-FM</b>										
FA '98	7:15	8:45	7:00	6:00	10:15	8:00	6:30	5:30	5:00	4:45
SU '98	7:15	7:45	7:30	7:00	9:00	8:30	8:30	5:45	5:30	4:45
SP '98	7:00	8:15	7:45	5:45	9:45	8:45	6:15	5:30	5:15	4:45
WI '98	7:15	7:45	8:00	7:30	8:30	8:45	8:15	6:00	6:00	5:45
<b>4-Book</b>	<b>7:15</b>	<b>8:15</b>	<b>7:30</b>	<b>6:30</b>	<b>9:30</b>	<b>8:30</b>	<b>7:30</b>	<b>5:45</b>	<b>5:30</b>	<b>5:00</b>
FA '97	7:15	8:15	7:30	6:45	10:00	9:15	8:15	5:15	4:15	4:00
<b>WYXR-FM</b>										
FA '98	5:45	5:30	6:15	6:45	5:15	5:15	5:00	5:30	6:45	8:00
SU '98	6:15	6:30	7:00	6:15	6:30	7:15	6:45	6:15	6:45	6:00
SP '98	6:00	6:30	6:45	6:15	5:45	5:15	5:00	6:45	7:30	7:00
WI '98	5:30	5:15	6:15	6:30	4:15	5:30	6:00	5:45	6:45	6:45
<b>4-Book</b>	<b>6:00</b>	<b>6:00</b>	<b>6:30</b>	<b>6:30</b>	<b>5:30</b>	<b>5:45</b>	<b>5:45</b>	<b>6:00</b>	<b>7:00</b>	<b>7:00</b>
FA '97	5:30	5:45	6:30	6:30	3:45	5:30	5:30	6:30	7:00	7:00
<b>WBYN-FM</b>										
FA '98	7:15	0:45	4:00	5:30	0:45	4:15	4:45	0:15	4:00	5:45
SU '98	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	6:45	4:00	8:00	10:15	1:45	9:00	10:30	5:30	7:30	10:00
<b>WCTO-FM</b>										
FA '98	9:00	3:45	9:45	11:45	4:30	9:15	12:00	2:30	10:30	11:45
SU '98	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
FA '97	**	**	**	**	**	**	**	**	**	**
<b>WJBR-FM</b>										
FA '98	5:15	2:45	6:30	7:45	0:45	8:30	9:30	3:15	5:30	6:15
SU '98	7:00	6:30	7:45	8:15	7:00	5:45	6:00	6:15	8:45	9:15
SP '98	6:15	5:00	6:15	7:30	3:45	7:30	9:30	5:30	5:15	6:00
WI '98	4:15	2:30	5:15	6:00	1:45	5:00	6:45	3:15	5:30	5:45
<b>4-Book</b>	<b>5:45</b>	<b>4:15</b>	<b>6:30</b>	<b>7:30</b>	<b>3:15</b>	<b>6:45</b>	<b>8:00</b>	<b>4:30</b>	<b>6:15</b>	<b>6:45</b>
FA '97	4:15	3:00	5:00	5:30	4:00	7:15	7:15	2:30	3:45	4:30

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

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

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

Time Spent Listening

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

# Cume Duplication Percent

## Persons 12+

Monday-Sunday 6AM-MID

	KYW AM	WBEB- FM	WDAS- AM	WDAS- FM	WHAT- AM	WIOQ- FM	WIP- AM	WJJZ- FM	WMGK- FM	WMMR- FM	WOGL- FM	WPEN- AM	WPHI- FM	WPHT- AM	WPLY- FM	WURD- AM	WUSL- FM	WWDB- AM	WWDB- FM	WWJZ- AM	WXTU- FM
Cume Pers. (00)	10420	6243	1055	4336	703	5998	3875	4502	4757	4592	6442	2810	4035	1485	4441	333	5941	492	4379	469	3984
KYW -AM	100	24	35	20	54	15	40	33	24	21	32	44	11	51	15	14	13	40	38	44	22
WBEB-FM	14	100	5	8	6	27	16	19	21	15	27	11	11	12	15	12	11	9	12	2	17
WDAS-AM	4	1	100	10	36	1	1	6			1	1	3	3			5	1			
WDAS-FM	8	6	42	100	36	8	6	30	4	1	7	1	35	4	2	2	39	2	4		1
WHAT-AM	4	1	24	6	100		1	4			1		1	7			3	2	2		
WIOQ-FM	9	26	5	11	2	100	11	12	21	19	17	2	29	6	32	23	24	11	8	2	13
WIP -AM	15	10	4	5	8	7	100	6	14	17	9	9	5	28	13		4	16	10	14	7
WJJZ-FM	14	13	26	31	25	9	7	100	10	9	10	8	13	9	5	1	15	12	10	17	8
WMGK-FM	11	16	2	4		17	17	10	100	34	19	3	7	12	19	5	7	7	7		14
WMMR-FM	9	11		1		15	20	9	32	100	13	1	7	9	26	3	6	5	7	6	14
WOGL-FM	20	28	6	10	8	18	14	14	26	19	100	15	9	23	12		11	21	20		22
WPEN-AM	12	5	3	1	2	1	6	5	2		6	100	1	18			1	20	14	47	4
WPHI-FM	4	7	11	33	6	19	5	12	6	6	6	1	100	1	12	21	52	2	2		2
WPHT-AM	7	3	5	1	15	2	11	3	4	3	5	9	1	100	3		1	21	12	4	4
WPLY-FM	6	11	1	2	1	24	15	4	18	25	8	1	13	10	100	3	11	2	6		7
WURD-AM		1				1							2			100	1				
WUSL-FM	8	11	26	54	22	23	5	20	9	8	10	2	77	4	14	21	100	3	3		4
+WWDB-AM	2	1		1	1	1	2	1	1	1	2	3		7				100	9	5	
WWDB-FM	16	9	2	4	15	6	12	10	7	7	13	22	2	35	5	4	2	79	100	23	11
WWJZ-AM	2						2	2		1		8		1				4	2	100	
WXTU-FM	9	11	1	1		9	7	7	12	12	13	6	2	10	6		3	4	10	4	100
WXXM-FM	6	12	1	1		23	9	5	17	19	9	2	8	5	50	7	7	2	6		9
WYSP-FM	16	15	2	5	5	23	43	12	36	57	18	4	13	19	43	6	10	13	15	10	14
WYXR-FM	8	29	2	9	3	34	11	12	23	17	18	3	16	5	23	3	15	7	7	2	14
WBYN-FM	2		1				1	1	1		1			1					2		1
WCTO-FM	1	1					1	1	1		1	1		1	1			1	1		4
WJBR-FM	2	6		1	1	3	3	3	4	3	5	2	2	2	4		2	4	4		5
WKXV-FM	4	7	1	3	4	5	3	5	6	6	6	3	2	7	3		2	6	6	2	6
WNJO-FM	2	3		1	2	2	3	3	4	4	5	2	1	5	2		1	3	3		4
WPST-FM	4	9	1	1		25	5	6	12	14	8		10	3	28	6	7	2	4	2	7
WRDR-FM	2	2	2		2	1	2	2	1	1	3	7	1	2	1		1	2	3	12	2

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

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



*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	715	7	201	2591		10732	WPEN-AM	470	17	37		502	2810	WXXM-FM	115	3
WBEB-FM	433	7	47	762	6281	WPHI-FM	140	3	61	819	4092	WYSP-FM	246	4	28	512	6944
WDAS-AM	95	9	10	174	1055	WPHT-AM	27	2	30	303	1542	WYXR-FM	137	3	51	562	4868
WDAS-FM	389	9	119	1238	4393	WPLY-FM	140	3	16	489	4495	WBYN-FM	28	7	6	65	396
WHAT-AM	61	9	4	99	703	WURD-AM	123	37	2	27	333	WCTO-FM	38	12	3	28	305
WIOQ-FM	357	6	46	824	6065	WUSL-FM	374	6	114	1552	5957	WJBR-FM	17	2	3	76	995
WIP -AM	155	4	26	522	3875	WVDB-AM					492	WXXW-FM	113	7	4	125	1724
WJJZ-FM	250	6	47	563	4524	WTEL-AM						WNJO-FM	80	8	4	92	989
WMGK-FM	207	4	34	462	4819	WWDB-FM	343	8	139	917	4457	WPST-FM	74	2	8	229	3139
WMMR-FM	122	3	23	459	4619	WWJZ-AM	23	5	6	86	469	WRDR-FM	35	5	3	73	708
WOGL-FM	489	8	57	747	6493	WXTU-FM	571	14	51	705	4003						
												TOTALS			1332	12859	39078

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

Exclusive & Overnight Listening

# Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
<b>KYW -AM</b>							<b>WURD-AM</b>						
Total	444	100	1.1	10420	100	25.6	Total	35	100	.1	333	100	.8
Black	90	20	1.2	1759	17	22.9	Black	1			6	2	.1
Hispanic	10	2	.6	248	2	14.8	Hispanic	32	92	1.9	289	87	17.2
<b>WBEB-FM</b>							<b>WUSL-FM</b>						
Total	408	100	1.0	6243	100	15.4	Total	369	100	.9	5941	100	14.6
Black	32	8	.4	486	8	6.3	Black	271	74	3.5	3516	59	45.9
Hispanic	25	6	1.5	310	5	18.5	Hispanic	32	9	1.9	454	8	27.0
<b>WDAS-AM</b>							<b>&amp;WWDB-AM</b>						
Total	80	100	.2	1055	100	2.6	<b>WTEL-AM</b>						
Black	76	95	1.0	981	93	12.8	Total	39	100	.1	492	100	1.2
Hispanic							Black	1	3		20	4	.3
<b>WDAS-FM</b>							Hispanic	3	7	.2	12	2	.7
Total	411	100	1.0	4336	100	10.7	<b>WWDB-FM</b>						
Black	375	91	4.9	3729	86	48.6	Total	309	100	.8	4379	100	10.8
Hispanic	4	1	.2	91	2	5.4	Black	17	5	.2	260	6	3.4
<b>WHAT-AM</b>							Hispanic	6	2	.4	100	2	6.0
Total	54	100	.1	703	100	1.7	<b>WWJZ-AM</b>						
Black	49	92	.6	645	92	8.4	Total	25	100	.1	469	100	1.2
Hispanic	1	1	.1	13	2	.8	Black	1	1		8	2	.1
<b>W100-FM</b>							Hispanic	1	3	.1	15	3	.9
Total	287	100	.7	5998	100	14.8	<b>WXTU-FM</b>						
Black	29	10	.4	474	8	6.2	Total	295	100	.7	3984	100	9.8
Hispanic	24	8	1.4	444	7	26.4	Black	13	4	.2	118	3	1.5
<b>WIP -AM</b>							Hispanic	5	2	.3	50	1	3.0
Total	204	100	.5	3875	100	9.5	<b>WXXM-FM</b>						
Black	21	10	.3	313	8	4.1	Total	145	100	.4	4011	100	9.9
Hispanic	1	1	.1	33	1	2.0	Black	4	3	.1	78	2	1.0
<b>WJJZ-FM</b>							Hispanic	4	3	.2	94	2	5.6
Total	295	100	.7	4502	100	11.1	<b>WYSP-FM</b>						
Black	167	57	2.2	1923	43	25.1	Total	392	100	1.0	6926	100	17.0
Hispanic	9	3	.5	130	3	7.7	Black	14	4	.2	328	5	4.3
<b>WMGK-FM</b>							Hispanic	8	2	.5	116	2	6.9
Total	273	100	.7	4757	100	11.7	<b>WYXR-FM</b>						
Black	3	1		155	3	2.0	Total	217	100	.5	4846	100	11.9
Hispanic	8	3	.5	86	2	5.1	Black	14	7	.2	267	6	3.5
<b>WMMR-FM</b>							Hispanic	10	5	.6	174	4	10.4
Total	248	100	.6	4592	100	11.3	<b>WBYN-FM</b>						
Black	5	2	.1	145	3	1.9	Total	22	100	.1	387	100	1.0
Hispanic	3	1	.2	47	1	2.8	Black	4	18	.1	73	19	1.0
<b>WVGL-FM</b>							Hispanic						
Total	382	100	.9	6442	100	15.8	<b>WCTO-FM</b>						
Black	32	8	.4	557	9	7.3	Total	22	100	.1	305	100	.8
Hispanic	22	6	1.3	181	3	10.8	Black						
<b>WPEN-AM</b>							Hispanic						
Total	280	100	.7	2810	100	6.9	<b>WJBR-FM</b>						
Black	9	3	.1	108	4	1.4	Total	41	100	.1	995	100	2.4
Hispanic	3	1	.2	36	1	2.1	Black	2	6		91	9	1.2
<b>WPHI-FM</b>							Hispanic	7	17	.4	41	4	2.4
Total	228	100	.6	4035	100	9.9	<b>WKXW-FM</b>						
Black	125	55	1.6	1997	50	26.1	Total	89	100	.2	1707	100	4.2
Hispanic	40	18	2.4	480	12	28.6	Black	13	14	.2	162	9	2.1
<b>WPHT-AM</b>							Hispanic	2	2	.1	53	3	3.2
Total	70	100	.2	1485	100	3.7	<b>WNJO-FM</b>						
Black	6	9	.1	176	12	2.3	Total	45	100	.1	989	100	2.4
Hispanic		1		16	1	1.0	Black	1	2		32	3	.4
<b>WPLY-FM</b>							Hispanic	1	3	.1	4		.2
Total	143	100	.4	4441	100	10.9							
Black	3	2		108	2	1.4							
Hispanic	2	1	.1	85	2	5.1							

\* 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
<b>KYW -AM</b>										
TSA AQH	482	33	197	269	17	106	144	16	92	124
Metro AQH	444	31	185	250	15	98	134	16	87	116
TSA Cume	11700	1582	6095	6744	866	3354	3652	716	2741	3092
Metro Cume	10420	1450	5553	6054	759	2985	3211	691	2568	2843
<b>WBEB-FM</b>										
TSA AQH	456	124	322	294	36	98	88	88	224	206
Metro AQH	408	111	289	263	30	84	77	81	205	186
TSA Cume	7233	1923	4553	4088	560	1493	1408	1363	3060	2680
Metro Cume	6243	1689	3959	3496	483	1260	1174	1205	2700	2323
<b>WDAS-AM</b>										
TSA AQH	81	14	27	40	3	5	7	11	22	33
Metro AQH	80	13	26	39	3	5	7	10	21	32
TSA Cume	1109	217	483	558	69	140	172	148	343	387
Metro Cume	1055	210	441	516	65	124	156	145	317	360
<b>WDAS-FM</b>										
TSA AQH	497	193	389	281	82	166	114	110	222	167
Metro AQH	411	166	320	224	70	137	90	95	182	134
TSA Cume	5245	2000	3598	2673	846	1537	1131	1154	2061	1542
Metro Cume	4336	1719	2936	2129	757	1260	876	962	1676	1253
<b>WHAT-AM</b>										
TSA AQH	54	3	16	28	1	4	12	2	11	16
Metro AQH	54	3	16	28	1	4	12	2	11	16
TSA Cume	705	49	267	397	10	82	163	40	185	234
Metro Cume	703	49	265	395	10	82	163	40	182	232
<b>WIOQ-FM</b>										
TSA AQH	359	162	211	115	59	91	54	103	120	61
Metro AQH	287	124	174	95	43	74	44	81	101	51
TSA Cume	8163	3800	4223	2286	1411	1593	894	2389	2630	1392
Metro Cume	5998	2711	3268	1773	964	1220	682	1747	2048	1091
<b>WIP -AM</b>										
TSA AQH	246	78	184	141	74	167	123	4	17	18
Metro AQH	204	62	153	119	58	137	103	4	16	16
TSA Cume	4693	1350	3238	2632	1139	2737	2168	212	501	464
Metro Cume	3875	1143	2685	2125	942	2240	1735	202	445	391
<b>WJJZ-FM</b>										
TSA AQH	360	69	242	245	35	128	131	34	114	113
Metro AQH	295	60	198	200	28	101	105	32	97	95
TSA Cume	5737	1135	3868	3725	484	1785	1744	651	2083	1981
Metro Cume	4502	901	3002	2879	385	1376	1339	517	1625	1540
<b>WMGK-FM</b>										
TSA AQH	347	137	292	198	82	176	121	55	116	78
Metro AQH	273	113	229	152	70	140	95	44	89	57
TSA Cume	6385	2460	5037	3479	1232	2729	1976	1227	2308	1503
Metro Cume	4757	1838	3714	2585	940	2027	1501	897	1687	1084
<b>WMMR-FM</b>										
TSA AQH	314	157	254	145	110	170	96	47	84	49
Metro AQH	248	128	197	109	86	128	72	42	69	37
TSA Cume	6325	2829	4811	2989	1813	3054	1902	1016	1757	1087
Metro Cume	4592	2097	3433	2097	1285	2125	1343	812	1308	754
<b>WOGL-FM</b>										
TSA AQH	476	54	320	361	31	155	175	23	164	185
Metro AQH	382	48	263	286	26	125	140	22	138	146
TSA Cume	8270	1355	5267	5654	624	2228	2511	731	3039	3143
Metro Cume	6442	1134	4084	4299	518	1674	1853	616	2410	2447
<b>WPEN-AM</b>										
TSA AQH	293	1	27	74		16	38		11	36
Metro AQH	280		27	71		16	37		11	34
TSA Cume	3023	64	355	910	52	170	413	12	185	497
Metro Cume	2810	57	330	853	47	153	374	10	177	479

\* 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	
<b>WPHI-FM</b>										
TSA AQH	246	137	83	33	77	44	15	60	39	18
Metro AQH	228	126	75	31	71	39	13	55	37	18
TSA Cume	4500	2401	1619	664	1142	816	334	1260	803	330
Metro Cume	4035	2126	1480	628	1047	757	320	1079	722	308
<b>WPHT-AM</b>										
TSA AQH	82	6	33	55	4	18	32	1	15	22
Metro AQH	70	5	29	47	4	15	28	1	14	19
TSA Cume	1797	137	810	1067	85	541	695	52	269	372
Metro Cume	1485	109	668	890	60	435	580	49	233	310
<b>WPLY-FM</b>										
TSA AQH	179	105	90	36	52	42	16	53	48	20
Metro AQH	143	82	74	31	41	34	13	41	40	18
TSA Cume	5700	3240	2814	1232	1574	1413	598	1665	1402	634
Metro Cume	4441	2491	2268	998	1234	1153	490	1257	1115	509
<b>WURD-AM</b>										
TSA AQH	38	18	19	18	6	7	9	12	13	9
Metro AQH	35	16	18	18	4	6	9	12	12	9
TSA Cume	373	179	192	152	70	92	80	109	101	72
Metro Cume	333	153	179	145	59	83	75	94	96	70
<b>WUSL-FM</b>										
TSA AQH	511	288	215	92	143	105	45	146	109	47
Metro AQH	369	211	170	72	102	82	37	109	88	35
TSA Cume	8438	4156	3245	1786	1989	1452	775	2167	1793	1011
Metro Cume	5941	2966	2463	1352	1399	1145	620	1567	1318	732
<b>&amp;WVDB-AM</b>										
<b>WTEL-AM</b>										
TSA AQH	48	3	13	24	3	9	12		5	12
Metro AQH	39	2	9	18	2	5	7		4	11
TSA Cume	604	41	201	300	28	136	172	12	65	128
Metro Cume	492	29	161	251	20	106	133	9	56	118
<b>WVDB-FM</b>										
TSA AQH	382	29	134	188	18	79	102	11	54	86
Metro AQH	309	22	104	149	14	62	78	8	42	71
TSA Cume	5722	749	2671	3122	363	1464	1702	386	1207	1420
Metro Cume	4379	575	1964	2323	268	1067	1259	307	897	1064
<b>WVJZ-AM</b>										
TSA AQH	36		1	4			2		1	2
Metro AQH	25		1	2			1			1
TSA Cume	596	18	45	105	10	10	39	8	34	66
Metro Cume	469	18	35	82	10	10	25	8	25	57
<b>WXTU-FM</b>										
TSA AQH	372	95	207	219	39	98	104	56	109	115
Metro AQH	295	75	169	180	29	77	84	46	92	96
TSA Cume	5448	1489	2982	2908	651	1411	1469	838	1571	1439
Metro Cume	3984	1111	2276	2141	481	1078	1079	630	1198	1062
<b>WXXM-FM</b>										
TSA AQH	178	104	96	43	36	37	17	68	60	26
Metro AQH	145	86	80	35	26	30	15	59	51	20
TSA Cume	5044	2686	2635	1206	1094	1167	544	1593	1468	662
Metro Cume	4011	2085	2131	979	853	935	426	1232	1196	553
<b>WYSP-FM</b>										
TSA AQH	561	331	398	207	262	312	162	68	86	45
Metro AQH	392	239	268	136	191	209	103	48	59	33
TSA Cume	9936	5100	6869	3978	3498	4743	2749	1603	2126	1230
Metro Cume	6926	3480	4775	2834	2365	3273	1952	1116	1502	882
<b>WYXR-FM</b>										
TSA AQH	252	120	180	111	34	54	34	86	126	77
Metro AQH	217	101	157	100	29	47	30	72	110	69
TSA Cume	6113	3041	3933	2237	871	1355	871	2170	2578	1366
Metro Cume	4846	2320	3168	1856	704	1140	754	1616	2028	1102

\* 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
<b>WBYN-FM</b>										
TSA AQH	40	3	15	22		7	9	2	8	13
Metro AQH	22		6	9		3	4		3	5
TSA Cume	829	117	397	488	55	184	230	62	213	258
Metro Cume	387	45	180	202	38	91	93	8	89	109
<b>WCTO-FM</b>										
TSA AQH	193	55	111	115	34	58	58	21	53	57
Metro AQH	22	3	14	17	2	7	10	1	7	7
TSA Cume	1961	575	1140	1090	304	579	552	271	561	537
Metro Cume	305	93	183	182	57	101	106	36	83	75
<b>WJBR-FM</b>										
TSA AQH	125	26	92	86	7	36	37	20	56	49
Metro AQH	41	7	32	29		14	16	7	18	13
TSA Cume	2342	704	1480	1256	173	554	543	531	927	713
Metro Cume	995	318	614	479	50	203	209	269	412	270
<b>WKXV-FM</b>										
TSA AQH	207	53	129	122	29	69	62	23	60	60
Metro AQH	89	33	59	42	20	30	19	13	29	23
TSA Cume	3946	913	2536	2374	411	1208	1100	502	1328	1273
Metro Cume	1707	474	1082	925	206	478	414	268	604	511
<b>WNJO-FM</b>										
TSA AQH	77	10	58	62	5	27	30	5	31	32
Metro AQH	45	6	35	36	3	16	16	3	19	20
TSA Cume	1620	231	1108	1211	114	588	621	117	521	590
Metro Cume	989	133	725	756	76	404	390	58	321	366
<b>WPST-FM</b>										
TSA AQH	147	75	74	38	30	33	15	45	42	23
Metro AQH	95	51	41	19	21	19	8	30	22	11
TSA Cume	4363	2184	2197	1157	847	931	496	1336	1266	661
Metro Cume	3109	1526	1549	839	600	626	357	925	923	482
<b>WRDR-FM</b>										
TSA AQH	113	5	20	40	2	10	19	3	10	21
Metro AQH	31	2	5	13	1	1	7	2	3	6
TSA Cume	1655	125	301	585	56	131	253	69	170	332
Metro Cume	700	63	109	283	26	43	121	36	67	162
<b>TOTALS</b>										
TSA AQH	12286	3595	6931	6054	1890	3630	3078	1705	3301	2975
Metro AQH	6945	2093	3959	3415	1075	2028	1722	1017	1931	1692
TSA Cume	70799	19592	37488	33163	9766	18421	16115	9827	19068	17048
Metro Cume	39022	10923	20888	18387	5404	10157	8870	5519	10731	9518

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# DMA Target Listeners

<b>AQH and Cume Persons</b>																		
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)	
<b>KYW -AM</b>																		
P 12+	1107	1.8	7748	451	.7	4617	498	.8	5421	166	.3	2504	667	1.1	10279	472	.8	11356
Teens 12-17	18	.3	233	1		44	1		22			6	.1	253	4	.1	300	
M 18-34	40	.5	472	18	.2	266	20	.2	342	6	.1	167	25	.3	663	17	.2	832
W 18-34	53	.6	459	10	.1	203	13	.2	264	5	.1	70	24	.3	620	16	.2	711
M 18-49	195	1.2	1894	53	.3	887	111	.7	1389	30	.2	687	115	.7	2478	77	.5	2841
W 18-49	199	1.2	1560	45	.3	722	65	.4	1043	18	.1	367	98	.6	2091	65	.4	2309
M 25-49	189	1.4	1826	52	.4	867	110	.8	1348	30	.2	658	112	.8	2360	75	.6	2685
W 25-49	185	1.3	1452	43	.3	692	63	.5	1011	18	.1	361	93	.7	1976	62	.4	2167
M 25-54	245	1.6	2229	92	.6	1147	147	.9	1671	39	.2	763	156	1.0	2903	104	.7	3275
W 25-54	253	1.6	1840	68	.4	869	94	.6	1293	25	.2	450	133	.8	2493	91	.6	2710
M 35-64	316	2.3	2458	143	1.0	1380	191	1.4	1891	42	.3	812	211	1.5	3273	142	1.0	3547
W 35-64	308	2.1	2119	100	.7	1073	131	.9	1576	42	.3	628	174	1.2	2814	122	.8	3046
<b>WBEB-FM</b>																		
P 12+	581	1.0	3736	829	1.4	3584	554	.9	3884	169	.3	2087	668	1.1	5942	452	.7	7089
Teens 12-17	13	.2	187	4	.1	80	14	.3	188	15	.3	226	10	.2	338	11	.2	499
M 18-34	32	.4	236	67	.8	265	55	.6	324	20	.2	159	53	.6	459	36	.4	560
W 18-34	110	1.3	738	164	1.9	690	110	1.3	706	30	.4	484	131	1.5	1157	88	1.0	1339
M 18-49	93	.6	636	149	.9	616	105	.6	680	45	.3	382	118	.7	1127	84	.5	1355
W 18-49	288	1.7	1801	399	2.3	1630	258	1.5	1766	77	.4	1000	321	1.9	2638	213	1.2	3003
M 25-49	88	.7	580	141	1.0	534	97	.7	627	34	.3	334	111	.8	1011	78	.6	1219
W 25-49	257	1.8	1593	347	2.5	1364	223	1.6	1552	65	.5	791	281	2.0	2259	184	1.3	2557
M 25-54	108	.7	699	180	1.1	677	128	.8	796	36	.2	371	142	.9	1228	97	.6	1480
W 25-54	312	1.9	1881	418	2.6	1612	269	1.7	1825	74	.5	917	340	2.1	2638	222	1.4	3004
M 35-64	108	.8	661	158	1.2	669	106	.8	686	32	.2	342	127	.9	1115	87	.6	1371
W 35-64	285	2.0	1600	403	2.8	1510	237	1.6	1604	64	.4	757	315	2.2	2301	204	1.4	2629
<b>WDAS-AM</b>																		
P 12+	152	.3	567	73	.1	438	56	.1	363	21		154	92	.2	791	81	.1	1109
Teens 12-17	1		8			6									14	1		59
M 18-34	10	.1	59	1		13	3		26				4		59	3		69
W 18-34	18	.2	73	12	.1	53	9	.1	63	3		28	13	.2	115	11	.1	148
M 18-49	14	.1	74	2		54	4		46				6		120	6		154
W 18-49	36	.2	177	17	.1	94	24	.1	133	5		49	25	.1	228	21	.1	323
M 25-49	7	.1	38	2		54	1		34				3		83	5		117
W 25-49	32	.2	163	14	.1	73	22	.2	112	5		49	22	.2	201	19	.1	290
M 25-54	7	.2	47	3		63	2		47				4		105	5		140
W 25-54	38	.2	185	15	.1	93	25	.2	138	5		49	25	.2	236	22	.1	343
M 35-64	13	.1	50	6		76	2		59				7	.1	134	7	.1	172
W 35-64	54	.4	228	31	.2	154	29	.2	154	8	.1	67	37	.3	278	33	.2	387
<b>WDAS-FM</b>																		
P 12+	696	1.1	3121	584	1.0	2583	553	.9	2874	359	.6	2372	609	1.0	4470	497	.8	5202
Teens 12-17	8	.1	114	4	.1	59	18	.3	158	17	.3	196	10	.2	220	11	.2	323
M 18-34	118	1.4	575	106	1.2	455	98	1.2	431	58	.7	409	107	1.3	771	82	1.0	846
W 18-34	146	1.7	682	132	1.6	587	118	1.4	592	101	1.2	602	132	1.6	941	110	1.3	1154
M 18-49	243	1.4	1091	188	1.1	837	177	1.1	898	108	.6	732	201	1.2	1500	161	1.0	1650
W 18-49	300	1.7	1371	276	1.6	1184	259	1.5	1267	184	1.1	1164	278	1.6	1905	230	1.3	2228
M 25-49	219	1.6	930	167	1.2	697	163	1.2	821	102	.8	670	182	1.3	1270	147	1.1	1392
W 25-49	267	1.9	1179	240	1.7	1018	228	1.6	1110	146	1.0	942	245	1.8	1628	197	1.4	1833
M 25-54	251	1.6	1045	192	1.2	777	185	1.2	928	113	.7	740	208	1.3	1407	166	1.1	1528
W 25-54	307	1.9	1312	265	1.6	1101	257	1.6	1236	157	1.0	1014	275	1.7	1813	222	1.4	2046
M 35-64	189	1.4	736	131	1.0	525	117	.9	667	64	.5	425	144	1.1	1021	114	.8	1117
W 35-64	219	1.5	931	197	1.3	833	194	1.3	932	109	.7	687	203	1.4	1351	167	1.1	1527
<b>WHAT-AM</b>																		
P 12+	89	.1	343	63	.1	295	53	.1	231	18		105	68	.1	510	54	.1	705
Teens 12-17			4												4			4
M 18-34							4		10				1		10	1		10
W 18-34	5	.1	16	3		12			12				3		24	2		40
M 18-49	1		19	3		7	12	.1	37				5		46	3		56
W 18-49	24	.1	100	7		52	7		33	7			13	12	107	11	.1	150
M 25-49	1		19	3		7	12	.1	37				10	5	46	3		56
W 25-49	24	.2	100	7	.1	52	7	.1	33	7	.1		13	12	107	11	.1	150
M 25-54	1		19	5		25	15	.1	45				10	7	63	4		82
W 25-54	26	.2	113	8		65	8		42	7			13	13	135	11	.1	185
M 35-64	14	.1	71	19	.1	64	14	.1	62	1			23	16	119	12	.1	163
W 35-64	24	.2	118	17	.1	95	11	.1	65	9	.1		38	18	164	16	.1	234

\* 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)
<b>W10Q-FM</b>																		
P 12+	425	.7	3554	467	.8	3570	481	.8	4478	210	.3	2825	458	.8	6534	350	.6	7727
Teens 12-17	68	1.2	933	29	.5	507	122	2.2	1092	87	1.6	1004	70	1.3	1532	73	1.3	1808
M 18-34	57	.7	458	74	.9	626	80	.9	748	48	.6	451	71	.8	1040	57	.7	1318
W 18-34	127	1.5	1152	152	1.8	1356	130	1.5	1414	44	.5	832	138	1.6	2033	101	1.2	2275
M 18-49	115	.7	729	168	1.0	901	137	.8	1076	60	.4	619	142	.8	1568	103	.6	1998
W 18-49	200	1.2	1697	226	1.3	1938	195	1.1	2053	60	.3	1141	209	1.2	3037	150	.9	3452
M 25-49	98	.7	519	152	1.1	637	116	.9	772	47	.3	427	124	.9	1133	87	.6	1448
W 25-49	157	1.1	1214	182	1.3	1354	151	1.1	1438	35	.3	688	165	1.2	2159	114	.8	2461
M 25-54	102	.6	552	154	1.0	664	120	.8	827	47	.3	443	127	.8	1209	89	.6	1528
W 25-54	167	1.0	1250	192	1.2	1395	154	.9	1485	36	.2	705	173	1.1	2228	118	.7	2546
M 35-64	70	.5	355	106	.8	368	68	.5	434	13	.1	191	84	.6	697	53	.4	853
W 35-64	91	.6	611	94	.6	652	73	.5	736	16	.1	334	86	.6	1140	59	.4	1344
<b>WIP-AM</b>																		
P 12+	419	.7	2489	321	.5	1921	336	.6	2595	100	.2	1401	356	.6	3905	239	.4	4546
Teens 12-17	6	.1	68	3	.1	33	8	.1	66	7	.1	77	5	.1	125	5	.1	194
M 18-34	89	1.0	567	110	1.3	548	118	1.4	743	31	.4	359	106	1.2	961	72	.8	1093
W 18-34	4		32	2		48	4		95	4		63	3		109	4		212
M 18-49	222	1.3	1340	216	1.3	1155	226	1.3	1607	62	.4	872	221	1.3	2206	145	.9	2481
W 18-49	30	.2	185	16	.1	148	18	.1	220	11	.1	117	21	.1	347	17	.1	482
M 25-49	208	1.5	1219	201	1.5	1061	213	1.6	1504	60	.4	846	207	1.5	2027	135	1.0	2272
W 25-49	29	.2	178	16	.1	138	16	.1	204	8	.1	80	20	.1	331	15	.1	428
M 25-54	266	1.7	1476	228	1.5	1207	245	1.6	1700	67	.4	937	245	1.6	2365	160	1.0	2618
W 25-54	35	.2	207	17	.1	151	20	.1	255	9	.1	90	23	.1	392	17	.1	495
M 35-64	239	1.8	1297	165	1.2	930	161	1.2	1265	40	.3	668	186	1.4	1911	118	.9	2074
W 35-64	39	.3	255	18	.1	153	21	.1	214	8	.1	79	26	.2	393	18	.1	456
<b>WJZ-FM</b>																		
P 12+	366	.6	2463	552	.9	2643	474	.8	3061	177	.3	1767	471	.8	4445	354	.6	5545
Teens 12-17	4	.1	47	1		23	4	.1	56	2		33	3	.1	107	3	.1	167
M 18-34	40	.5	220	55	.6	230	37	.4	220	27	.3	206	45	.5	365	35	.4	484
W 18-34	35	.4	273	46	.5	242	45	.5	277	24	.3	235	42	.5	470	34	.4	638
M 18-49	120	.7	764	184	1.1	754	150	.9	873	67	.4	585	154	.9	1251	112	.7	1553
W 18-49	123	.7	883	171	1.0	888	140	.8	1042	47	.3	596	147	.9	1547	107	.6	1928
M 25-49	118	.9	734	175	1.3	708	140	1.0	821	62	.5	542	147	1.1	1184	107	.8	1437
W 25-49	112	.8	818	151	1.1	819	121	.9	971	40	.3	550	130	.9	1444	95	.7	1792
M 25-54	150	1.0	886	202	1.3	855	166	1.1	987	68	.4	622	175	1.1	1432	126	.8	1726
W 25-54	122	.7	908	186	1.1	927	151	.9	1115	43	.3	597	156	1.0	1635	112	.7	2021
M 35-64	133	1.0	800	197	1.4	830	177	1.3	1029	62	.5	601	171	1.3	1377	128	.9	1662
W 35-64	116	.8	831	190	1.3	955	156	1.1	1112	39	.3	516	157	1.1	1581	112	.8	1907
<b>WMGK-FM</b>																		
P 12+	395	.7	2892	594	1.0	2995	469	.8	3640	125	.2	1689	494	.8	5192	333	.5	6072
Teens 12-17	13	.2	176	5	.1	106	14	.3	146	10	.2	88	10	.2	305	9	.2	358
M 18-34	93	1.1	554	157	1.8	603	114	1.3	729	25	.3	331	124	1.5	1007	79	.9	1183
W 18-34	62	.7	570	91	1.1	554	83	1.0	690	22	.3	290	80	.9	1033	54	.6	1176
M 18-49	221	1.3	1279	320	1.9	1397	244	1.5	1691	69	.4	807	266	1.6	2343	179	1.1	2783
W 18-49	135	.8	1207	223	1.3	1204	173	1.0	1495	37	.2	653	181	1.1	2102	119	.7	2387
M 25-49	209	1.5	1161	276	2.0	1218	206	1.5	1488	59	.4	647	234	1.7	2055	158	1.2	2398
W 25-49	114	.8	1040	199	1.4	1057	158	1.1	1324	32	.2	547	160	1.1	1816	106	.8	2046
M 25-54	225	1.4	1269	297	1.9	1346	222	1.4	1620	63	.4	707	252	1.6	2245	170	1.1	2618
W 25-54	117	.7	1103	206	1.3	1124	164	1.0	1388	36	.2	587	165	1.0	1920	111	.7	2167
M 35-64	147	1.1	862	196	1.4	973	156	1.1	1163	49	.4	561	169	1.2	1596	117	.9	1898
W 35-64	80	.5	715	142	1.0	740	99	.7	885	18	.1	411	110	.8	1210	71	.5	1385
<b>WMMR-FM</b>																		
P 12+	380	.6	2623	539	.9	2711	395	.7	3557	117	.2	1581	446	.7	4954	298	.5	5951
Teens 12-17	4	.1	93	4	.1	92	13	.2	200	8	.1	114	7	.1	281	7	.1	366
M 18-34	106	1.2	672	223	2.6	908	146	1.7	1142	45	.5	505	164	1.9	1496	105	1.2	1737
W 18-34	61	.7	415	82	1.0	399	67	.8	564	12	.1	230	71	.8	783	46	.5	987
M 18-49	208	1.2	1396	348	2.1	1558	230	1.4	1997	70	.4	915	269	1.6	2703	177	1.1	3167
W 18-49	121	.7	839	144	.8	804	130	.8	1153	22	.1	425	133	.8	1545	88	.5	1853
M 25-49	188	1.4	1245	290	2.1	1275	185	1.4	1628	49	.4	715	226	1.7	2220	148	1.1	2618
W 25-49	106	.8	732	130	.9	729	117	.8	1027	20	.1	335	119	.9	1357	78	.6	1591
M 25-54	209	1.3	1359	308	2.0	1373	193	1.2	1697	55	.4	744	242	1.5	2379	158	1.0	2809
W 25-54	114	.7	785	135	.8	760	120	.7	1073	20	.1	353	124	.8	1440	81	.5	1680
M 35-64	129	.9	885	151	1.1	808	100	.7	984	37	.3	462	129	.9	1444	88	.6	1718
W 35-64	72	.5	493	67	.5	452	67	.5	652	11	.1	222	69	.5	878	47	.3	1015

\* Listener estimates adjusted for reported broadcast schedule.

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

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# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>WGL-FM</b>																			
P 12+		559	.9	3634	721	1.2	3876	496	.8	4193	178	.3	2123	602	1.0	6345	462	.8	7941
Teens 12-17		7	.1	113	3	.1	46	11	.2	118	6	.1	91	6	.1	224	8	.1	372
M 18-34		35	.4	276	54	.6	327	36	.4	244	16	.2	105	43	.5	521	30	.4	610
W 18-34		22	.3	273	45	.5	264	28	.3	291	7	.1	152	33	.4	516	23	.3	715
M 18-49		136	.8	814	202	1.2	881	118	.7	867	53	.3	466	156	.9	1494	116	.7	1842
W 18-49		148	.9	1122	173	1.0	1086	135	.8	1283	48	.3	637	153	.9	1973	119	.7	2499
M 25-49		124	.9	694	182	1.3	747	100	.7	761	43	.3	435	139	1.0	1292	104	.8	1610
W 25-49		144	1.0	1029	159	1.1	979	126	.9	1159	45	.3	584	144	1.0	1781	112	.8	2273
M 25-54		180	1.1	971	243	1.5	1050	165	1.1	1149	59	.4	601	200	1.3	1741	151	1.0	2133
W 25-54		199	1.2	1388	232	1.4	1354	177	1.1	1562	64	.4	807	205	1.3	2330	159	1.0	2926
M 35-64		201	1.5	1134	275	2.0	1207	185	1.4	1374	68	.5	719	224	1.6	1923	170	1.2	2374
W 35-64		226	1.5	1521	258	1.8	1530	196	1.3	1715	69	.5	855	229	1.6	2493	179	1.2	3021
<b>WPEN-AM</b>																			
P 12+		426	.7	1773	442	.7	1996	318	.5	1810	95	.2	718	399	.7	2599	293	.5	3010
Teens 12-17				9	1		28			9			1		38			8	
M 18-34										3					3			12	
W 18-34																			
M 18-49		14	.1	46	16	.1	72	5		36	3		8	12	.1	92	8		122
W 18-49		7		46	3		52	2		41	1		16	4		86	4		139
M 25-49		13	.1	36	16	.1	72	5		36	3		8	12	.1	82	8	.1	103
W 25-49		7	.1	46	3		52	2		41	1		16	4		86	4		129
M 25-54		25	.2	77	28	.2	102	14	.1	59	9	.1	21	23	.1	133	16	.1	170
W 25-54		15	.1	75	13	.1	81	13	.1	84	6		35	14	.1	137	11	.1	185
M 35-64		60	.4	218	66	.5	210	34	.2	153	12	.1	81	54	.4	319	38	.3	410
W 35-64		50	.3	260	49	.3	291	41	.3	280	12	.1	98	47	.3	378	36	.2	497
<b>WPHI-FM</b>																			
P 12+		240	.4	1990	217	.4	2006	353	.6	2778	249	.4	2187	266	.4	3878	246	.4	4500
Teens 12-17		58	1.0	660	33	.6	517	116	2.1	916	91	1.6	822	66	1.2	1246	76	1.4	1410
M 18-34		90	1.1	487	69	.8	530	110	1.3	665	84	1.0	569	88	1.0	943	77	.9	1142
W 18-34		57	.7	585	70	.8	655	85	1.0	810	48	.6	580	71	.8	1108	60	.7	1260
M 18-49		103	.6	618	81	.5	632	128	.8	872	94	.6	664	102	.6	1208	89	.5	1438
W 18-49		75	.4	670	94	.5	793	104	.6	934	53	.3	649	91	.5	1318	74	.4	1510
M 25-49		52	.4	331	54	.4	317	55	.4	489	32	.2	331	54	.4	659	43	.3	801
W 25-49		40	.3	282	46	.3	348	52	.4	430	23	.2	291	46	.3	643	37	.3	765
M 25-54		53	.3	340	54	.3	319	55	.4	493	35	.2	339	54	.3	674	44	.3	816
W 25-54		41	.3	300	47	.3	362	53	.3	450	26	.2	304	47	.3	681	39	.2	803
M 35-64		15	.1	143	15	.1	107	20	.1	214	12	.1	104	17	.1	284	15	.1	334
W 35-64		19	.1	104	28	.2	176	22	.2	162	14	.1	111	23	.2	276	18	.1	330
<b>WPHT-AM</b>																			
P 12+		144	.2	666	87	.1	560	79	.1	576	37	.1	325	102	.2	1238	79	.1	1725
Teens 12-17				12						8					20			20	
M 18-34		15	.2	37			4			4	8	.1	26	5	.1	37	4		72
W 18-34		4		8			4			3			12	2		25	1		52
M 18-49		30	.2	157	16	.1	104	15	.1	91	10	.1	60	20	.1	251	15	.1	368
W 18-49		24	.1	92	20	.1	97	21	.1	114	8		61	21	.1	181	15	.1	254
M 25-49		20	.1	136	16	.1	104	15	.1	91	3		49	17	.1	230	11	.1	335
W 25-49		24	.2	92	20	.1	97	20	.1	107	8	.1	61	21	.2	175	15	.1	248
M 25-54		30	.2	201	25	.2	156	21	.1	172	3		66	26	.2	377	17	.1	517
W 25-54		26	.2	99	20	.1	104	20	.1	115	8		61	22	.1	189	15	.1	269
M 35-64		65	.5	289	44	.3	242	34	.2	255	4		91	47	.3	536	32	.2	683
W 35-64		34	.2	150	25	.2	118	27	.2	154	12	.1	78	28	.2	269	22	.2	362
<b>WPLY-FM</b>																			
P 12+		196	.3	2427	190	.3	2111	273	.4	3361	112	.2	2064	217	.4	4648	176	.3	5611
Teens 12-17		37	.7	544	13	.2	322	61	1.1	738	40	.7	658	35	.6	975	36	.6	1180
M 18-34		50	.6	559	69	.8	658	76	.9	900	28	.3	502	65	.8	1255	51	.6	1551
W 18-34		62	.7	795	66	.8	715	82	1.0	1103	27	.3	597	70	.8	1473	52	.6	1632
M 18-49		67	.4	786	83	.5	800	99	.6	1137	37	.2	623	83	.5	1643	65	.4	2040
W 18-49		87	.5	1020	88	.5	936	107	.6	1424	32	.2	731	93	.5	1892	70	.4	2151
M 25-49		37	.3	503	53	.4	453	60	.4	757	18	.1	327	50	.4	1047	39	.3	1307
W 25-49		59	.4	653	58	.4	550	71	.5	894	16	.1	409	62	.4	1118	45	.3	1291
M 25-54		38	.2	523	53	.3	465	61	.4	767	20	.1	347	51	.3	1083	40	.3	1389
W 25-54		61	.4	681	59	.4	567	75	.5	918	18	.1	437	65	.4	1160	47	.3	1373
M 35-64		20	.1	251	16	.1	164	23	.2	247	11	.1	145	19	.1	437	16	.1	588
W 35-64		27	.2	262	23	.2	238	29	.2	359	7		162	26	.2	475	20	.1	626

\* 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)
<b>WURD-AM</b>																			
P 12+		43	.1	215	58	.1	191	50	.1	236	14		94	51	.1	319	38	.1	366
Teens 12-17					2		19	1		17				1		27	1		27
M 18-34		8	.1	25	7	.1	27	10	.1	48	3		24	8	.1	55	6	.1	70
W 18-34		14	.2	59	19	.2	67	19	.2	68	5	.1	43	17	.2	92	12	.1	109
M 18-49		10	.1	63	8		30	12	.1	63	7		34	10	.1	95	10	.1	118
W 18-49		23	.1	113	34	.2	117	28	.2	110	7		52	29	.2	146	21	.1	165
M 25-49		4		52	4		19	5		53	7	.1	34	4		84	7	.1	92
W 25-49		17	.1	80	23	.2	70	12	.1	68	1		16	18	.1	89	12	.1	96
M 25-54		4		52	4		19	5		53	7		34	4		84	7		92
W 25-54		20	.1	84	25	.2	74	12	.1	68	1		16	19	.1	94	13	.1	101
M 35-64		8	.1	60	13	.1	24	9	.1	42	4		11	10	.1	67	9	.1	80
W 35-64		13	.1	64	17	.1	55	9	.1	53	1		9	13	.1	70	9	.1	72
<b>WUSL-FM</b>																			
P 12+		592	1.0	4109	493	.8	3693	619	1.0	4523	441	.7	3626	562	.9	6652	493	.8	8029
Teens 12-17		142	2.5	1213	53	.9	740	161	2.9	1274	143	2.6	1238	114	2.0	1753	115	2.1	2117
M 18-34		140	1.6	981	146	1.7	939	186	2.2	1146	135	1.6	972	157	1.8	1629	138	1.6	1889
W 18-34		200	2.4	1185	178	2.1	1137	155	1.8	1256	102	1.2	891	178	2.1	1832	144	1.7	2105
M 18-49		173	1.0	1220	185	1.1	1183	234	1.4	1420	164	1.0	1170	197	1.2	2035	172	1.0	2432
W 18-49		249	1.4	1466	211	1.2	1410	181	1.1	1558	119	.7	1061	213	1.2	2334	175	1.0	2775
M 25-49		106	.8	694	108	.8	623	143	1.1	773	78	.6	555	118	.9	1086	97	.7	1335
W 25-49		152	1.1	827	132	.9	727	104	.7	803	55	.4	481	130	.9	1286	101	.7	1596
M 25-54		108	.7	723	111	.7	656	148	.9	804	81	.5	584	122	.8	1153	101	.6	1425
W 25-54		161	1.0	890	145	.9	799	108	.7	852	57	.4	515	139	.9	1391	107	.7	1743
M 35-64		40	.3	288	52	.4	371	64	.5	372	34	.2	250	52	.4	584	44	.3	769
W 35-64		67	.5	412	54	.4	428	43	.3	411	25	.2	258	55	.4	738	46	.3	987
<b>+WWDB-AM</b>																			
<b>WTEL-AM</b>																			
P 12+		* 37	.1	203	69	.1	339	* 36	.1	145				* 54	.1	455	* 44	.1	575
Teens 12-17																			
M 18-34					7	.1	19	1		9				4		28	3		28
W 18-34							3	1		9						12			12
M 18-49		1		4	18	.1	63	3		23			11	.1	73	9	.1	82	
W 18-49		1		18	9	.1	30	2		14			6		48	4		59	
M 25-49		1		4	14	.1	53	3		23			8	.1	63	7	.1	72	
W 25-49		1		18	9	.1	30	2		14			6		48	4		59	
M 25-54		1		13	15	.1	70	7		40			10	.1	96	8	.1	132	
W 25-54		1		25	9	.1	30	2		14			6		55	5		65	
M 35-64		5		30	16	.1	87	8	.1	45			12	.1	126	10	.1	162	
W 35-64		9	.1	68	21	.1	84	5		38			15	.1	117	12	.1	128	
<b>WWDB-FM</b>																			
P 12+		485	.8	2549	634	1.0	2949	273	.4	2108	248	.4	1530	477	.8	4414	369	.6	5447
Teens 12-17		1		20			19			17						38			54
M 18-34		26	.3	97	27	.3	159	16	.2	128	9	.1	102	23	.3	264	17	.2	344
W 18-34		11	.1	127	15	.2	139	7	.1	99	7	.1	66	11	.1	254	10	.1	371
M 18-49		79	.5	424	131	.8	625	75	.4	522	33	.2	310	98	.6	991	67	.4	1179
W 18-49		51	.3	389	74	.4	416	23	.1	303	19	.1	234	51	.3	687	40	.2	956
M 25-49		79	.6	414	127	.9	592	73	.5	511	31	.2	300	96	.7	948	65	.5	1127
W 25-49		51	.4	383	73	.5	400	23	.2	303	18	.1	215	51	.4	666	39	.3	906
M 25-54		89	.6	512	151	1.0	729	82	.5	611	35	.2	371	111	.7	1155	75	.5	1381
W 25-54		69	.4	516	97	.6	509	32	.2	407	23	.1	284	69	.4	850	52	.3	1145
M 35-64		96	.7	652	196	1.4	883	93	.7	709	52	.4	380	134	1.0	1359	96	.7	1600
W 35-64		119	.8	699	145	1.0	679	61	.4	529	38	.3	357	111	.8	1043	83	.6	1345
<b>WWJZ-AM</b>																			
P 12+		33	.1	272	57	.1	374	31	.1	243	8		68	42	.1	472	32	.1	547
Teens 12-17																			
M 18-34										10						10			10
W 18-34							8	1		8						8			8
M 18-49										10						10			10
W 18-49				3	1		11	1		14				1		14	1		31
M 25-49										10						10			10
W 25-49				3	1		11	1		14				1		14	1		31
M 25-54										10						10			10
W 25-54				6	1		11	2		18				1		18	1		34
M 35-64		1		15	4		16	2		19	2		16	2		36	2		36
W 35-64		3		37	2		21	1		19				2		49	2		66

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



# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>WXTU-FM</b>																			
P 12+		514	.8	2998	483	.8	2718	441	.7	3202	142	.2	1566	479	.8	4436	360	.6	5143
Teens 12-17		9	.2	98	5	.1	44	10	.2	73	7	.1	75	8	.1	114	10	.2	208
M 18-34		53	.6	350	52	.6	340	57	.7	424	14	.2	263	54	.6	516	38	.4	598
W 18-34		74	.9	477	78	.9	454	81	1.0	561	20	.2	275	78	.9	691	55	.6	807
M 18-49		125	.7	705	128	.8	649	109	.6	829	32	.2	481	121	.7	1104	84	.5	1248
W 18-49		162	.9	973	137	.8	819	169	1.0	1077	42	.2	519	155	.9	1328	113	.7	1547
M 25-49		115	.8	624	114	.8	546	96	.7	732	29	.2	408	109	.8	965	76	.6	1089
W 25-49		138	1.0	829	102	.7	657	140	1.0	879	35	.3	435	125	.9	1098	94	.7	1291
M 25-54		150	1.0	801	140	.9	665	121	.8	918	32	.2	448	137	.9	1190	96	.6	1345
W 25-54		159	1.0	968	116	.7	774	155	1.0	996	43	.3	468	141	.9	1290	107	.7	1507
M 35-64		152	1.1	809	152	1.1	716	121	.9	967	31	.2	372	142	1.0	1282	103	.8	1401
W 35-64		169	1.2	886	138	.9	704	141	1.0	901	45	.3	382	149	1.0	1181	112	.8	1364
<b>WXXM-FM</b>																			
P 12+		213	.4	2359	229	.4	2029	266	.4	2961	104	.2	1796	235	.4	4125	176	.3	4903
Teens 12-17		35	.6	481	7	.1	214	44	.8	565	37	.7	495	27	.5	822	29	.5	1061
M 18-34		36	.4	426	56	.7	554	59	.7	678	17	.2	377	51	.6	879	35	.4	1061
W 18-34		79	.9	858	109	1.3	771	94	1.1	1023	27	.3	592	95	1.1	1388	67	.8	1550
M 18-49		55	.3	618	71	.4	683	82	.5	959	25	.1	540	70	.4	1248	50	.3	1522
W 18-49		109	.6	1169	138	.8	1031	133	.8	1355	41	.2	741	128	.7	1893	90	.5	2126
M 25-49		39	.3	450	52	.4	445	59	.4	677	17	.1	390	50	.4	893	35	.3	1103
W 25-49		70	.5	795	85	.6	654	89	.6	872	24	.2	414	81	.6	1239	58	.4	1413
M 25-54		40	.3	453	54	.3	457	59	.4	685	17	.1	390	51	.3	910	36	.2	1119
W 25-54		71	.4	817	86	.5	684	90	.6	890	24	.1	414	83	.5	1275	59	.4	1452
M 35-64		24	.2	209	18	.1	159	27	.2	315	8	.1	171	23	.2	412	17	.1	521
W 35-64		32	.2	351	35	.2	300	41	.3	369	14	.1	149	36	.2	578	25	.2	653
<b>WYSP-FM</b>																			
P 12+		1609	2.6	6111	660	1.1	3869	362	.6	3073	130	.2	1680	861	1.4	7702	541	.9	9429
Teens 12-17		26	.5	304	7	.1	115	15	.3	202	18	.3	238	15	.3	447	16	.3	584
M 18-34		743	8.8	2367	347	4.1	1637	188	2.2	1335	57	.7	700	420	4.9	2910	256	3.0	3301
W 18-34		195	2.3	996	73	.9	552	44	.5	510	16	.2	302	102	1.2	1334	62	.7	1517
M 18-49		1180	7.0	3834	521	3.1	2545	261	1.6	1913	74	.4	946	644	3.8	4622	392	2.3	5465
W 18-49		308	1.8	1582	104	.6	942	75	.4	803	28	.2	397	158	.9	2117	100	.6	2512
M 25-49		929	6.9	2947	389	2.9	1925	172	1.3	1383	42	.3	616	488	3.6	3539	295	2.2	4249
W 25-49		234	1.7	1232	85	.6	703	61	.4	623	18	.1	238	123	.9	1637	78	.6	1944
M 25-54		953	6.1	3081	393	2.5	1980	174	1.1	1439	43	.3	656	498	3.2	3704	302	1.9	4491
W 25-54		238	1.5	1261	87	.5	719	61	.4	635	18	.1	238	125	.8	1681	80	.5	2013
M 35-64		491	3.6	1699	193	1.4	1058	80	.6	687	25	.2	313	250	1.8	2028	156	1.1	2637
W 35-64		136	.9	677	35	.2	429	32	.2	315	12	.1	95	65	.4	895	43	.3	1163
<b>WYXR-FM</b>																			
P 12+		339	.6	2764	328	.5	2387	285	.5	2963	159	.3	1928	318	.5	4538	247	.4	5934
Teens 12-17		8	.1	155	3	.1	67	17	.3	237	29	.5	272	9	.2	363	15	.3	601
M 18-34		41	.5	328	37	.4	331	40	.5	387	25	.3	322	39	.5	638	34	.4	867
W 18-34		120	1.4	1060	118	1.4	948	102	1.2	1176	57	.7	756	114	1.3	1702	85	1.0	2101
M 18-49		80	.5	676	65	.4	522	69	.4	680	37	.2	516	71	.4	1118	61	.4	1531
W 18-49		198	1.2	1636	206	1.2	1447	169	1.0	1739	83	.5	963	192	1.1	2523	140	.8	3097
M 25-49		72	.5	614	53	.4	430	61	.5	585	21	.2	353	61	.5	946	50	.4	1235
W 25-49		168	1.2	1343	181	1.3	1220	147	1.1	1419	48	.3	598	166	1.2	2017	116	.8	2338
M 25-54		76	.5	658	58	.4	490	66	.4	639	24	.2	398	66	.4	1034	54	.3	1346
W 25-54		187	1.1	1411	191	1.2	1271	152	.9	1495	51	.3	646	178	1.1	2114	124	.8	2481
M 35-64		47	.3	434	36	.3	309	38	.3	385	16	.1	257	40	.3	643	34	.2	860
W 35-64		117	.8	732	127	.9	654	81	.6	722	30	.2	282	110	.8	1080	75	.5	1320
<b>WAEB-AM</b>																			
P 12+		118	.2	557	91	.1	461	29		251	8		104	80	.1	747	52	.1	906
Teens 12-17		1		5			3			3			3			11			26
M 18-34		6	.1	24	8	.1	24	1		19			4			40			48
W 18-34		2		31	3		24	1		14			2			42			48
M 18-49		18	.1	83	20	.1	65	7		49	1		22	15	.1	120	10	.1	169
W 18-49		15	.1	99	15	.1	82	3		47	1		14	12	.1	137	7		169
M 25-49		18	.1	79	18	.1	53	7	.1	45	1		22	14	.1	108	9	.1	152
W 25-49		15	.1	91	15	.1	82	3		47	1		14	11	.1	129	7	.1	161
M 25-54		22	.1	106	24	.2	81	8	.1	68	1		26	18	.1	146	12	.1	202
W 25-54		20	.1	121	20	.1	107	5		58	1		22	15	.1	179	9	.1	211
M 35-64		29	.2	136	26	.2	98	8	.1	65	1		30	21	.2	167	13	.1	232
W 35-64		42	.3	171	32	.2	143	11	.1	76	2		30	28	.2	234	18	.1	271

\* 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)
<b>WAEB-FM</b>																			
P 12+		156	.3	995	153	.3	860	124	.2	963	36	.1	478	145	.2	1484	99	.2	1721
Teens 12-17		20	.4	203	3	.1	77	16	.3	150	12	.2	146	12	.2	244	12	.2	289
M 18-34		12	.1	84	20	.2	121	13	.2	135	7	.1	44	15	.2	201	12	.1	221
W 18-34		34	.4	231	31	.4	236	28	.3	218	8	.1	120	31	.4	359	22	.3	404
M 18-49		34	.2	189	51	.3	223	37	.2	250	10	.1	85	42	.3	374	28	.2	438
W 18-49		76	.4	430	66	.4	392	49	.3	399	12	.1	210	64	.4	603	42	.2	677
M 25-49		31	.2	156	40	.3	142	30	.2	170	8	.1	60	34	.3	260	23	.2	311
W 25-49		70	.5	346	61	.4	289	39	.3	321	8	.1	155	57	.4	448	36	.3	506
M 25-54		36	.2	188	47	.3	163	33	.2	198	8	.1	67	39	.2	303	26	.2	355
W 25-54		75	.5	375	67	.4	325	43	.3	348	8		163	62	.4	493	39	.2	556
M 35-64		30	.2	149	39	.3	127	28	.2	151	4		52	33	.2	228	20	.1	277
W 35-64		55	.4	282	53	.4	257	34	.2	263	5		102	47	.3	376	29	.2	411
<b>WBYN-FM</b>																			
P 12+		60	.1	386	36	.1	258	42	.1	374	26		263	45	.1	583	38	.1	731
Teens 12-17		1		13	1		8	1		14			8	1		29	1		29
M 18-34		1		18						9						18			46
W 18-34		4		27	1		14	3		48	1		12	2		48	2		53
M 18-49		15	.1	104	3		31	8		87	2		54	8		133	6		179
W 18-49		16	.1	114	4		49	9	.1	112	3		53	9	.1	156	7		183
M 25-49		14	.1	95	3		31	8	.1	87	2		54	8	.1	124	6		142
W 25-49		16	.1	107	3		35	8	.1	91	3		53	9	.1	135	7	.1	163
M 25-54		16	.1	120	3		31	9	.1	95	2		54	9	.1	150	6		170
W 25-54		17	.1	116	3		41	8		91	3		56	9	.1	144	7		171
M 35-64		19	.1	136	5		50	11	.1	115	3		64	11	.1	174	8	.1	207
W 35-64		22	.2	137	9	.1	79	13	.1	109	10	.1	96	14	.1	179	12	.1	220
<b>WCTO-FM</b>																			
P 12+		204	.3	917	230	.4	869	172	.3	966	59	.1	426	204	.3	1291	143	.2	1426
Teens 12-17		3	.1	43	3	.1	33	5	.1	49	4	.1	34	3	.1	76	4	.1	79
M 18-34		25	.3	130	40	.5	122	35	.4	145	17	.2	83	34	.4	179	25	.3	218
W 18-34		24	.3	137	25	.3	113	19	.2	153	6	.1	89	23	.3	187	17	.2	206
M 18-49		49	.3	239	70	.4	243	61	.4	310	30	.2	142	61	.4	377	44	.3	435
W 18-49		51	.3	275	56	.3	251	35	.2	265	10	.1	122	48	.3	368	33	.2	409
M 25-49		42	.3	201	58	.4	201	47	.3	257	21	.2	100	50	.4	310	34	.3	346
W 25-49		43	.3	221	47	.3	202	28	.2	211	8	.1	90	40	.3	298	28	.2	323
M 25-54		55	.4	251	72	.5	246	56	.4	313	23	.1	118	62	.4	374	42	.3	417
W 25-54		62	.4	287	67	.4	265	41	.3	277	10	.1	126	57	.4	379	39	.2	407
M 35-64		60	.4	251	70	.5	237	56	.4	305	19	.1	94	63	.5	371	42	.3	396
W 35-64		74	.5	284	72	.5	267	41	.3	246	8	.1	101	63	.4	363	41	.3	400
<b>WEEU-AM</b>																			
P 12+		87	.1	384	82	.1	375	27		229	7		79	67	.1	523	43	.1	617
Teens 12-17																			
M 18-34		1		16	4		23	2		16	1		9	3		23	1		23
W 18-34																			
M 18-49		5		42	11	.1	61	4		37	1		9	7		79	4		87
W 18-49		4		23	6		22	6		23	2		11	5		45	3		45
M 25-49		5		34	7	.1	52	2		28			5	5		70	3		79
W 25-49		4		23	6		22	6		23	2		11	5		45	3		45
M 25-54		6		57	10	.1	68	2		28			7	7		93	4		102
W 25-54		6		34	6		28	7		34	3		17	6		62	4		69
M 35-64		11	.1	80	13	.1	78	2		31			9	9	.1	114	6		142
W 35-64		17	.1	73	14	.1	61	9	.1	61	3		28	14	.1	123	9	.1	147
<b>WFPG-FM</b>																			
P 12+		51	.1	315	66	.1	319	42	.1	314	21		237	54	.1	482	38	.1	602
Teens 12-17		1		17			9	3	.1	18	1		17	2		28	2		44
M 18-34		4		25	8	.1	19	6	.1	35	4		26	6	.1	38	4		52
W 18-34		9	.1	62	14	.2	75	7	.1	69	3		51	10	.1	114	6	.1	126
M 18-49		12	.1	70	12	.1	58	9	.1	71	8		72	11	.1	97	9	.1	140
W 18-49		20	.1	144	32	.2	160	18	.1	143	7		91	24	.1	235	16	.1	260
M 25-49		11	.1	61	11	.1	52	9	.1	65	7	.1	57	10	.1	88	8	.1	123
W 25-49		15	.1	126	25	.2	134	16	.1	122	6		70	19	.1	194	13	.1	214
M 25-54		14	.1	67	12	.1	60	10	.1	71	9	.1	71	12	.1	98	10	.1	144
W 25-54		21	.1	160	35	.2	162	20	.1	149	7		89	26	.2	235	17	.1	269
M 35-64		12	.1	67	6		62	5		55	7	.1	70	8	.1	86	7	.1	133
W 35-64		24	.2	142	35	.2	134	20	.1	122	6		71	27	.2	190	18	.1	219

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

ARBITRON

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>WJBR-FM</b>																			
P 12+		179	.3	1181	208	.3	1033	153	.3	1189	45	.1	634	182	.3	1846	122	.2	2246
Teens 12-17		3	.1	51	1		22	3	.1	57	3	.1	34	2		85	2		126
M 18-34		9	.1	90	9	.1	43	8	.1	86	4		56	9	.1	123	6	.1	167
W 18-34		24	.3	238	33	.4	260	28	.3	266	11	.1	144	29	.3	415	19	.2	522
M 18-49		51	.3	236	45	.3	155	27	.2	218	8		148	41	.2	330	27	.2	441
W 18-49		64	.4	517	87	.5	487	64	.4	541	19	.1	285	73	.4	817	48	.3	963
M 25-49		50	.4	210	41	.3	143	24	.2	202	7	.1	128	39	.3	300	26	.2	391
W 25-49		61	.4	456	82	.6	395	62	.4	467	15	.1	227	70	.5	678	45	.3	762
M 25-54		66	.4	291	57	.4	190	38	.2	289	9	.1	161	54	.3	408	35	.2	514
W 25-54		75	.5	543	100	.6	467	73	.4	539	19	.1	265	84	.5	805	55	.3	900
M 35-64		64	.5	280	61	.4	208	41	.3	284	10	.1	164	56	.4	398	36	.3	498
W 35-64		66	.5	427	86	.6	363	63	.4	432	14	.1	196	73	.5	639	47	.3	691
<b>WJKS-FM</b>																			
P 12+		46	.1	440	36	.1	403	52	.1	419	33	.1	404	44	.1	677	39	.1	841
Teens 12-17		15	.3	146	5	.1	79	18	.3	161	13	.2	183	12	.2	215	14	.3	292
M 18-34		8	.1	65	9	.1	82	9	.1	79	2		49	9	.1	113	6	.1	136
W 18-34		11	.1	161	9	.1	159	9	.1	116	13	.2	140	10	.1	216	10	.1	258
M 18-49		17	.1	87	18	.1	109	18	.1	87	7		63	17	.1	148	12	.1	178
W 18-49		13	.1	184	10	.1	182	11	.1	140	13	.1	152	11	.1	268	11	.1	325
M 25-49		14	.1	41	14	.1	53	13	.1	42	5		18	14	.1	72	9	.1	87
W 25-49		7	.1	73	4		57	5		50	5		70	5		106	5		142
M 25-54		14	.1	41	14	.1	56	13	.1	45	5		18	14	.1	77	9	.1	92
W 25-54		9	.1	87	6		71	8		66	5		70	8		123	7		159
M 35-64		8	.1	22	9	.1	30	11	.1	15	4		14	9	.1	43	6		51
W 35-64		4		42	2		37	5		41	1		17	4		74	3		89
<b>WKAP-AM</b>																			
P 12+		62	.1	282	78	.1	344	53	.1	266	11		123	65	.1	417	44	.1	528
Teens 12-17													3						3
M 18-34				10	5	.1	10	1		3			4		10	2		12	
W 18-34		4		8	4		17	1		11	1		6	2	17	2		29	
M 18-49		2		21	8		24	3		22			5	6	42	3		48	
W 18-49		5		8	4		17	1		11	1		6	2	17	2		25	
M 25-49		2		21	8	.1	24	3		22			5	6	42	3		48	
W 25-49		5		22	5		19	2		18	1		8	3	31	2		43	
M 25-54		2		32	14	.1	34	6		36			8	10	56	5		65	
W 25-54		9	.1	47	9	.1	49	4		44	2		29	6	69	4		86	
M 35-64		5		15	15	.1	51	10	.1	44			16	12	81	7		107	
W 35-64		10	.1	45	15	.1	51	10	.1	44			16	12	81	7		107	
<b>WKXV-FM</b>																			
P 12+		186	.3	1153	216	.4	1264	200	.3	1357	56	.1	706	202	.3	2222	132	.2	2615
Teens 12-17		2		22	2		2	4	.1	27	3	.1	11	2		41	2		54
M 18-34		22	.3	76	48	.6	162	50	.6	161	11	.1	103	40	.5	251	24	.3	306
W 18-34		12	.1	107	27	.3	185	26	.3	201	11	.1	102	22	.3	300	16	.2	383
M 18-49		50	.3	281	77	.5	320	76	.5	387	18	.1	242	68	.4	565	42	.3	659
W 18-49		50	.3	377	53	.3	437	60	.3	508	19	.1	223	54	.3	754	37	.2	914
M 25-49		49	.4	263	72	.5	291	64	.5	357	17	.1	228	62	.5	520	38	.3	601
W 25-49		45	.3	355	49	.4	370	55	.4	450	17	.1	209	50	.4	669	33	.2	788
M 25-54		60	.4	325	77	.5	330	75	.5	448	19	.1	263	71	.5	640	44	.3	742
W 25-54		53	.3	420	59	.4	478	71	.4	536	19	.1	245	61	.4	812	41	.3	942
M 35-64		65	.5	355	61	.4	292	49	.4	404	13	.1	217	59	.4	595	37	.3	687
W 35-64		65	.4	438	48	.3	412	57	.4	446	12	.1	197	56	.4	721	37	.3	833
<b>WLEV-FM</b>																			
P 12+		147	.2	757	230	.4	818	145	.2	828	44	.1	450	179	.3	1144	118	.2	1493
Teens 12-17		2		14				1		9	3	.1	30	1		20	1		49
M 18-34		10	.1	70	28	.3	81	21	.2	97	3		48	20	.2	109	12	.1	139
W 18-34		19	.2	93	36	.4	121	19	.2	106	11	.1	91	25	.3	155	18	.2	253
M 18-49		30	.2	166	55	.3	172	40	.2	206	9	.1	87	43	.3	257	26	.2	345
W 18-49		52	.3	270	92	.5	302	53	.3	280	18	.1	183	68	.4	398	44	.3	541
M 25-49		29	.2	148	44	.3	140	30	.2	171	7	.1	68	35	.3	218	21	.2	296
W 25-49		51	.4	264	91	.7	286	51	.4	269	15	.1	155	67	.5	376	43	.3	486
M 25-54		35	.2	177	54	.3	184	36	.2	209	8	.1	89	43	.3	271	26	.2	354
W 25-54		62	.4	322	103	.6	344	60	.4	334	17	.1	180	77	.5	461	50	.3	577
M 35-64		40	.3	203	57	.4	201	40	.3	226	11	.1	99	47	.3	293	31	.2	360
W 35-64		66	.5	322	97	.7	314	58	.4	316	14	.1	146	76	.5	436	49	.3	529

\* 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)
<b>WNJQ-FM</b>																			
P 12+		87	.1	658	137	.2	651	86	.1	705	22		344	106	.2	1113	71	.1	1379
Teens 12-17		1		29			8	7	.1	31	3	.1	33	3	.1	48	3	.1	80
M 18-34		4		49	6	.1	49	9	.1	44	4		45	6	.1	98	5	.1	114
W 18-34		4		47	14	.2	38	7	.1	41			12	9	.1	70	5	.1	96
M 18-49		22	.1	208	35	.2	194	26	.2	211	9	.1	123	28	.2	360	20	.1	419
W 18-49		26	.2	222	40	.2	176	29	.2	205	7		107	32	.2	318	22	.1	396
M 25-49		19	.1	177	30	.2	169	25	.2	201	8	.1	108	25	.2	329	18	.1	388
W 25-49		26	.2	202	35	.3	152	27	.2	187	7	.1	107	30	.2	280	21	.2	344
M 25-54		28	.2	253	48	.3	247	32	.2	284	9	.1	128	37	.2	448	26	.2	531
W 25-54		36	.2	252	54	.3	219	34	.2	269	8		138	42	.3	373	28	.2	453
M 35-64		35	.3	275	57	.4	269	27	.2	275	6		109	41	.3	443	27	.2	522
W 35-64		40	.3	244	55	.4	253	33	.2	280	8	.1	133	44	.3	401	29	.2	496
<b>WODE-FM</b>																			
P 12+		123	.2	712	137	.2	758	103	.2	818	35	.1	439	122	.2	1250	89	.1	1481
Teens 12-17		2		32	2		24	4	.1	60	2		44	3	.1	82	2		97
M 18-34		6	.1	56	9	.1	64	6	.1	55	2		24	7	.1	111	5	.1	141
W 18-34		13	.2	54	17	.2	57	11	.1	57	4		38	14	.2	92	10	.1	118
M 18-49		27	.2	184	29	.2	175	25	.1	197	13	.1	118	27	.2	334	21	.1	385
W 18-49		43	.3	229	54	.3	241	33	.2	245	9	.1	121	44	.3	376	30	.2	430
M 25-49		24	.2	153	26	.2	142	23	.2	162	12	.1	110	25	.2	263	19	.1	300
W 25-49		38	.3	218	47	.3	225	26	.2	223	7	.1	116	38	.3	349	26	.2	403
M 25-54		35	.2	216	36	.2	183	32	.2	232	16	.1	150	34	.2	345	27	.2	403
W 25-54		46	.3	254	58	.4	264	34	.2	262	10	.1	144	47	.3	407	33	.2	491
M 35-64		40	.3	245	37	.3	220	34	.2	278	16	.1	170	37	.3	391	28	.2	449
W 35-64		43	.3	251	57	.4	303	35	.2	282	9	.1	140	46	.3	433	33	.2	508
<b>WPST-FM</b>																			
P 12+		157	.3	1746	144	.2	1477	175	.3	2103	74	.1	1211	158	.3	3164	126	.2	3948
Teens 12-17		28	.5	430	11	.2	224	43	.8	502	42	.8	499	26	.5	702	30	.5	884
M 18-34		29	.3	247	40	.5	348	39	.5	421	11	.1	213	36	.4	602	27	.3	770
W 18-34		54	.6	533	56	.7	474	52	.6	653	15	.2	298	54	.6	1010	39	.5	1194
M 18-49		40	.2	419	46	.3	463	53	.3	614	13	.1	282	47	.3	884	35	.2	1155
W 18-49		81	.5	839	84	.5	726	77	.4	938	19	.1	428	81	.5	1456	58	.3	1742
M 25-49		33	.2	306	26	.2	289	34	.3	424	7	.1	162	31	.2	589	24	.2	794
W 25-49		52	.4	570	57	.4	491	45	.3	637	8	.1	253	52	.4	947	35	.3	1129
M 25-54		33	.2	310	26	.2	289	35	.2	434	7		165	31	.2	598	24	.2	815
W 25-54		52	.3	576	57	.4	494	46	.3	653	8		253	52	.3	973	36	.2	1171
M 35-64		13	.1	193	8	.1	136	16	.1	218	2		72	12	.1	319	10	.1	443
W 35-64		28	.2	326	28	.2	270	26	.2	308	4		129	27	.2	495	19	.1	613
<b>WPUR-FM</b>																			
P 12+		46	.1	217	65	.1	224	39	.1	256	6		77	51	.1	341	34	.1	369
Teens 12-17		1		10			3	2		14			11	1		20	1		28
M 18-34		6	.1	25	10	.1	23	7	.1	36	1		13	8	.1	43	5	.1	43
W 18-34		10	.1	36	15	.2	55	8	.1	60	1		9	11	.1	68	7	.1	71
M 18-49		14	.1	52	20	.1	40	13	.1	70	1		20	16	.1	77	9	.1	77
W 18-49		13	.1	56	19	.1	79	14	.1	95	3		27	16	.1	110	11	.1	116
M 25-49		14	.1	49	20	.1	40	12	.1	60	1		17	16	.1	67	9	.1	67
W 25-49		11	.1	47	15	.1	65	11	.1	70	3		22	13	.1	86	9	.1	90
M 25-54		15	.1	57	21	.1	49	14	.1	68	1		17	17	.1	82	10	.1	82
W 25-54		11	.1	53	16	.1	71	12	.1	79	3		24	13	.1	97	9	.1	103
M 35-64		13	.1	48	15	.1	39	8	.1	52	1		10	12	.1	64	7	.1	64
W 35-64		8	.1	44	10	.1	49	10	.1	66	3		28	9	.1	79	7		86
<b>WRDR-FM</b>																			
P 12+		74	.1	537	89	.1	586	84	.1	660	23		397	83	.1	963	65	.1	1169
Teens 12-17				2	1		6			2			2			8			12
M 18-34		1		17			2	1		10	1		30	1		27	1		43
W 18-34				7	8	.1	32	3		38	1		16	4		46	3		58
M 18-49		2		22	4		18	8		33	5		43	5		56	5		88
W 18-49		6		42	16	.1	63	9	.1	80	3		43	11	.1	101	7		123
M 25-49		2		19	4		18	8	.1	33	5		40	5		53	5		85
W 25-49		6		42	16	.1	63	9	.1	67	3		43	10	.1	87	7	.1	109
M 25-54		3		34	5		27	10	.1	49	5		42	6		72	6		103
W 25-54		9	.1	58	16	.1	65	11	.1	82	3		50	12	.1	104	8		126
M 35-64		10	.1	88	12	.1	82	24	.2	128	6		82	15	.1	148	13	.1	211
W 35-64		22	.2	106	18	.1	118	18	.1	151	4		88	19	.1	232	13	.1	252

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

**ARBITRON**

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>WRDX-FM</b>																			
P 12+		45	.1	395	66	.1	457	61	.1	559	15		281	58	.1	748	40	.1	854
Teens 12-17		2		30	1		23	1		45	2		27	1		64	2		74
M 18-34		8	.1	115	21	.2	174	25	.3	216	5	.1	94	18	.2	260	14	.2	288
W 18-34		10	.1	48	15	.2	92	9	.1	80	3		48	12	.1	122	8	.1	158
M 18-49		19	.1	211	33	.2	251	39	.2	332	8		151	30	.2	400	23	.1	449
W 18-49		20	.1	123	30	.2	160	18	.1	157	4		81	23	.1	235	14	.1	278
M 25-49		16	.1	170	20	.1	165	24	.2	247	6		116	20	.1	296	14	.1	334
W 25-49		20	.1	123	28	.2	147	18	.1	137	3		58	22	.2	216	14	.1	236
M 25-54		17	.1	176	20	.1	168	24	.2	247	6		119	20	.1	302	14	.1	343
W 25-54		20	.1	126	28	.2	150	18	.1	144	3		61	23	.1	225	14	.1	245
M 35-64		13	.1	108	12	.1	85	14	.1	122	4		66	13	.1	155	9	.1	181
W 35-64		11	.1	87	17	.1	76	10	.1	92	2		46	13	.1	136	8	.1	142
<b>WRFY-FM</b>																			
P 12+		120	.2	835	122	.2	730	94	.2	889	30		447	113	.2	1479	80	.1	1744
Teens 12-17		7	.1	113	27	.3	170	26	.3	187	5	.1	81	4	.1	162	5	.1	196
M 18-34		24	.3	139	27	.3	170	26	.3	187	9	.1	108	25	.3	289	18	.2	326
W 18-34		16	.2	158	35	.4	188	23	.3	200	5	.1	101	25	.3	322	17	.2	379
M 18-49		51	.3	286	53	.3	291	38	.2	343	10	.1	140	48	.3	533	32	.2	618
W 18-49		40	.2	289	49	.3	296	37	.2	358	10	.1	174	42	.2	559	29	.2	682
M 25-49		41	.3	233	44	.3	233	31	.2	289	8	.1	83	39	.3	415	27	.2	501
W 25-49		27	.2	195	19	.1	195	22	.2	267	6		102	22	.2	414	16	.1	504
M 25-54		47	.3	249	53	.3	268	35	.2	315	9	.1	94	46	.3	450	30	.2	535
W 25-54		31	.2	216	20	.1	205	24	.1	295	6		113	24	.1	447	17	.1	537
M 35-64		37	.3	191	41	.3	188	19	.1	210	1		48	33	.2	334	21	.2	388
W 35-64		31	.2	188	18	.1	140	18	.1	204	7		91	22	.2	319	16	.1	385
<b>WSTW-FM</b>																			
P 12+		139	.2	927	141	.2	751	99	.2	948	26		418	127	.2	1430	83	.1	1761
Teens 12-17		6	.1	79	4	.1	43	6	.1	83	4	.1	60	5	.1	137	5	.1	189
M 18-34		18	.2	146	16	.2	127	21	.2	172	9	.1	89	18	.2	272	13	.2	306
W 18-34		40	.5	284	39	.5	227	20	.2	287	5	.1	128	33	.4	439	21	.2	536
M 18-49		50	.3	311	52	.3	244	44	.3	317	13	.1	159	49	.3	464	32	.2	565
W 18-49		65	.4	451	66	.4	366	37	.2	458	7		180	57	.3	677	35	.2	835
M 25-49		47	.3	303	44	.3	218	34	.3	278	6		118	42	.3	421	27	.2	503
W 25-49		52	.4	381	57	.4	300	29	.2	344	6		138	47	.3	530	29	.2	643
M 25-54		48	.3	318	47	.3	241	37	.2	295	7		126	44	.3	447	29	.2	532
W 25-54		58	.4	406	64	.4	327	35	.2	372	6		141	53	.3	567	33	.2	680
M 35-64		41	.3	211	46	.3	158	28	.2	177	5		79	39	.3	255	25	.2	330
W 35-64		32	.2	196	35	.2	171	23	.2	211	3		60	30	.2	294	19	.1	360
<b>WZXL-FM</b>																			
P 12+		57	.1	428	64	.1	374	50	.1	391	12		200	58	.1	636	40	.1	722
Teens 12-17		3	.1	45	2		30	3	.1	35	1		20	3	.1	61	3	.1	79
M 18-34		24	.3	161	21	.2	119	19	.2	157	5	.1	90	22	.3	230	16	.2	266
W 18-34		9	.1	77	13	.2	95	8	.1	74	2		42	10	.1	131	6	.1	142
M 18-49		35	.2	221	36	.2	184	31	.2	222	7		110	34	.2	327	24	.1	368
W 18-49		14	.1	139	17	.1	127	12	.1	119	3		67	15	.1	208	10	.1	228
M 25-49		27	.2	160	30	.2	139	24	.2	172	4		68	27	.2	241	19	.1	276
W 25-49		13	.1	119	16	.1	96	10	.1	96	3		54	13	.1	162	9	.1	180
M 25-54		29	.2	171	36	.2	154	27	.2	180	4		68	31	.2	256	21	.1	293
W 25-54		16	.1	127	18	.1	100	11	.1	98	3		56	15	.1	169	10	.1	190
M 35-64		13	.1	70	21	.2	84	16	.1	75	2		20	17	.1	116	11	.1	124
W 35-64		8	.1	71	6		37	5		47	2		27	6		87	4		98
<b>WZZO-FM</b>																			
P 12+		115	.2	684	138	.2	633	100	.2	739	35	.1	433	120	.2	1056	82	.1	1204
Teens 12-17		2		34	1		37	4	.1	43	2		35	2		71	2		77
M 18-34		47	.6	220	53	.6	181	36	.4	243	15	.2	149	46	.5	297	31	.4	352
W 18-34		10	.1	73	16	.2	107	12	.1	103	5	.1	73	13	.2	167	11	.1	199
M 18-49		85	.5	438	99	.6	364	70	.4	450	24	.1	234	86	.5	597	57	.3	667
W 18-49		19	.1	158	27	.2	192	19	.1	182	7		128	22	.1	304	17	.1	369
M 25-49		66	.5	367	75	.6	289	53	.4	350	17	.1	171	66	.5	493	44	.3	546
W 25-49		18	.1	142	25	.2	164	16	.1	133	5		101	20	.1	238	14	.1	298
M 25-54		70	.4	385	78	.5	303	54	.3	361	17	.1	178	68	.4	516	46	.3	568
W 25-54		19	.1	150	25	.2	167	17	.1	141	5		101	21	.1	246	15	.1	309
M 35-64		46	.3	248	57	.4	209	39	.3	238	11	.1	108	48	.4	344	31	.2	363
W 35-64		10	.1	94	10	.1	88	8	.1	96	2		59	10	.1	154	7		190

\* 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)
WOR -AM																		
P 12+	49	.1	254	46	.1	266	58	.1	286	9		88	51	.1	469	32	.1	580
Teens 12-17																		3
M 18-34			4						4						8			13
W 18-34																		
M 18-49	4		19			20	20	.1	67			10	8		76	4		97
W 18-49	2		15			4	3		21			4	2		30	1		33
M 25-49	4		19			20	20	.1	67			10	8	.1	76	4		93
W 25-49	2		15			4	3		21			4	2		30	1		33
M 25-54	4		19	1		24	21	.1	69			10	8	.1	83	4		100
W 25-54	3		23			4	3		21			4	2		38	1		41
M 35-64	8	.1	39	4		42	27	.2	98			10	12	.1	112	7	.1	133
W 35-64	14	.1	59	7		51	4		47	5		33	8	.1	91	6		120
<b>TOTALS</b>																		
P 12+	14843	24.4	50579	14116	23.2	44324	11865	19.5	48562	4866	8.0	32779	13656	22.5	57020	10102	16.6	58056
Teens 12-17	616	11.0	4230	238	4.3	2569	836	14.9	4249	685	12.2	4116	539	9.6	5079	577	10.3	5334
M 18-34	2287	26.9	7040	2275	26.8	6208	1997	23.5	7029	880	10.4	5180	2196	25.9	8010	1577	18.6	8123
W 18-34	1948	23.0	7183	2097	24.8	6508	1763	20.8	7110	763	9.0	5148	1949	23.0	8085	1440	17.0	8210
M 18-49	4787	28.5	14323	4572	27.3	12203	3891	23.2	14069	1535	9.2	9667	4433	26.4	15936	3147	18.8	16151
W 18-49	4140	24.1	14829	4219	24.5	13277	3507	20.4	14459	1335	7.8	9861	3979	23.1	16474	2901	16.9	16708
M 25-49	4101	30.3	11801	3847	28.4	9831	3175	23.5	11490	1117	8.3	7531	3722	27.5	12941	2601	19.2	13079
W 25-49	3483	25.0	12167	3517	25.2	10821	2872	20.6	11733	966	6.9	7613	3311	23.7	13400	2369	17.0	13580
M 25-54	4720	30.1	13750	4402	28.0	11451	3648	23.2	13320	1253	8.0	8581	4270	27.2	15026	2988	19.0	15181
W 25-54	4048	24.9	14168	4106	25.2	12603	3324	20.4	13659	1094	6.7	8679	3851	23.7	15608	2752	16.9	15797
M 35-64	4013	29.4	11966	3739	27.4	10028	3014	22.1	11477	984	7.2	7069	3601	26.4	13065	2542	18.6	13240
W 35-64	3678	25.2	12660	3611	24.7	11323	2833	19.4	12045	917	6.3	7374	3396	23.3	13909	2447	16.8	14056

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

# DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>KYW -AM</b>																			
P 12+		752	1.2	3117	365	.6	1785	235	.4	1214	124	.2	728	298	.5	1532	225	.4	1027
Teens 12-17		16	.3	47				5	.1	19			2		27	3	.1	12	
M 18-34		16	.2	136	11	.1	65	15	.2	93	3		39	7	.1	58	1		13
W 18-34		13	.2	92	11	.1	43	3		38	4		18	10	.1	87	2		18
M 18-49		92	.5	574	46	.3	274	41	.2	258	14	.1	141	44	.3	253	19	.1	128
W 18-49		102	.6	510	37	.2	200	26	.2	159	8		74	31	.2	199	26	.2	144
M 25-49		90	.7	554	41	.3	244	39	.3	229	12	.1	121	44	.3	253	19	.1	128
W 25-49		100	.7	491	37	.3	189	26	.2	159	8	.1	74	26	.2	172	26	.2	144
M 25-54		138	.9	717	60	.4	348	42	.3	258	22	.1	169	60	.4	348	28	.2	163
W 25-54		135	.8	648	63	.4	312	41	.3	220	25	.2	116	50	.3	272	51	.3	219
M 35-64		204	1.5	895	115	.8	567	59	.4	329	26	.2	187	77	.6	435	56	.4	293
W 35-64		207	1.4	882	93	.6	436	65	.4	294	28	.2	141	72	.5	367	58	.4	235
<b>WBEB-FM</b>																			
P 12+		271	.4	964	522	.9	1536	329	.5	1041	156	.3	715	318	.5	1142	201	.3	704
Teens 12-17		9	.2	37	19	.3	73	6	.1	44	8	.1	65	11	.2	52	9	.2	40
M 18-34		18	.2	63	34	.4	92	30	.4	81	9	.1	48	19	.2	46	13	.2	20
W 18-34		37	.4	162	106	1.3	293	71	.8	190	31	.4	124	56	.7	209	46	.5	145
M 18-49		64	.4	168	99	.6	223	59	.4	165	25	.1	117	56	.3	180	33	.2	88
W 18-49		93	.5	416	231	1.3	669	159	.9	475	74	.4	339	128	.7	480	95	.6	336
M 25-49		64	.5	168	99	.7	223	56	.4	155	24	.2	106	56	.4	180	33	.2	88
W 25-49		79	.6	361	198	1.4	563	126	.9	402	65	.5	323	113	.8	429	81	.6	293
M 25-54		71	.5	204	121	.8	281	80	.5	209	29	.2	132	69	.4	213	42	.3	119
W 25-54		106	.7	455	243	1.5	704	140	.9	451	78	.5	358	132	.8	507	90	.6	336
M 35-64		72	.5	199	104	.8	281	56	.4	159	40	.3	150	68	.5	232	38	.3	144
W 35-64		100	.7	408	207	1.4	642	125	.9	418	62	.4	288	119	.8	443	64	.4	270
<b>WDAS-AM</b>																			
P 12+		74	.1	144	82	.1	202	57	.1	124	40	.1	69	183	.3	489	92	.2	245
Teens 12-17		5	.1	8										3	.1	13	1		7
M 18-34					3		16							9	.1	45	1		16
W 18-34					7	.1	14	1		7				28	.3	77	12	.1	30
M 18-49					11	.1	34	8		8	1			30	.2	83	5		24
W 18-49		13	.1	23	16	.1	49	9	.1	21	11	.1	15	54	.3	152	17	.1	44
M 25-49					9	.1	22	8	.1	8	1			29	.2	71	5		12
W 25-49		13	.1	23	16	.1	49	9	.1	21	11	.1	15	53	.4	140	17	.1	38
M 25-54					12	.1	30	8	.1	8	1			30	.2	75	5		12
W 25-54		13	.1	25	16	.1	50	9	.1	23	11	.1	15	64	.4	184	23	.1	52
M 35-64					12	.1	36	9	.1	30	1			23	.2	47	5		20
W 35-64		33	.2	64	38	.3	93	24	.2	45	14	.1	29	78	.5	203	46	.3	86
<b>WDAS-FM</b>																			
P 12+		384	.6	974	558	.9	1347	524	.9	1124	302	.5	749	332	.5	872	298	.5	791
Teens 12-17		2		19	5	.1	23	9	.2	24	12	.2	40	11	.2	24	22	.4	60
M 18-34		63	.7	130	65	.8	196	100	1.2	218	51	.6	108	41	.5	105	22	.3	94
W 18-34		56	.7	140	97	1.1	225	77	.9	211	62	.7	138	79	.9	209	85	1.0	186
M 18-49		128	.8	305	175	1.0	454	194	1.2	411	120	.7	265	102	.6	273	67	.4	207
W 18-49		170	1.0	409	240	1.4	554	224	1.3	497	131	.8	347	140	.8	381	154	.9	386
M 25-49		101	.7	268	171	1.3	422	177	1.3	361	112	.8	240	98	.7	257	65	.5	188
W 25-49		147	1.1	370	213	1.5	508	206	1.5	450	107	.8	305	106	.8	309	123	.9	320
M 25-54		108	.7	302	192	1.2	463	196	1.2	389	126	.8	266	109	.7	284	82	.5	224
W 25-54		174	1.1	433	263	1.6	611	235	1.4	508	112	.7	316	125	.8	359	140	.9	361
M 35-64		91	.7	252	145	1.1	334	125	.9	257	86	.6	197	77	.6	213	64	.5	157
W 35-64		160	1.1	388	230	1.6	487	199	1.4	385	84	.6	256	101	.7	252	99	.7	274
<b>WHAT-AM</b>																			
P 12+		68	.1	154	65	.1	130	26		54	23		65	72	.1	203	35	.1	93
Teens 12-17																			
M 18-34														2		8	4		8
W 18-34		3		8			10	2		10	1		10						
M 18-49					2		10	2		10	1		10						
W 18-49		13	.1	36	1		7	5		7	9	.1	15	9	.1	33	9	.1	15
M 25-49					2		10	2		10	1		10						
W 25-49		13	.1	36	1		7	5		7	9	.1	15	9	.1	33	9	.1	15
M 25-54					9	.1	18	2		10	5		19	3		9			
W 25-54		13	.1	36	1		7	5		7	9	.1	15	11	.1	40	10	.1	21
M 35-64		12	.1	26	22	.2	44	14	.1	36	6		32	21	.2	35	10	.1	26
W 35-64		12	.1	35	10	.1	21	5		7	12	.1	22	33	.2	85	16	.1	38

\* Listener estimates adjusted for reported broadcast schedule.

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



# DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>W100-FM</b>																			
P 12+		206	.3	787	454	.7	1936	348	.6	1390	217	.4	1110	319	.5	1394	220	.4	890
Teens 12-17		35	.6	163	119	2.1	599	84	1.5	400	69	1.2	374	93	1.7	406	71	1.3	267
M 18-34		38	.4	136	57	.7	254	68	.8	217	39	.5	147	25	.3	127	31	.4	136
W 18-34		66	.8	257	133	1.6	590	120	1.4	450	74	.9	389	80	.9	439	63	.7	236
M 18-49		57	.3	195	110	.7	408	93	.6	325	49	.3	194	71	.4	233	48	.3	197
W 18-49		93	.5	377	197	1.1	853	165	1.0	637	98	.6	528	143	.8	701	89	.5	389
M 25-49		41	.3	144	86	.6	309	75	.6	248	34	.3	106	64	.5	182	32	.2	120
W 25-49		72	.5	277	155	1.1	626	102	.7	404	58	.4	290	102	.7	501	57	.4	266
M 25-54		41	.3	148	88	.6	318	77	.5	252	34	.2	106	64	.4	182	35	.2	128
W 25-54		76	.5	288	163	1.0	653	103	.6	407	59	.4	292	104	.6	515	63	.4	283
M 35-64		19	.1	64	55	.4	163	26	.2	112	10	.1	46	46	.3	106	20	.1	70
W 35-64		35	.2	146	80	.5	309	45	.3	190	25	.2	141	69	.5	296	33	.2	170
<b>WIP -AM</b>																			
P 12+		149	.2	519	200	.3	745	114	.2	481	78	.1	340	152	.3	569	125	.2	557
Teens 12-17		1		12	5	.1	45	5	.1	13	2		20			4	.1	27	
M 18-34		46	.5	163	71	.8	198	33	.4	130	18	.2	77	62	.7	215	32	.4	131
W 18-34		1		8	6	.1	36	7	.1	27	3		15	15	.2	52	6	.1	33
M 18-49		86	.5	334	99	.6	336	66	.4	268	40	.2	180	84	.5	326	63	.4	290
W 18-49		1		8	12	.1	53	11	.1	58	15	.1	60	27	.2	101	17	.1	77
M 25-49		86	.6	334	89	.7	304	65	.5	258	40	.3	180	69	.5	257	52	.4	267
W 25-49		1		8	10	.1	43	10	.1	48	12	.1	54	24	.2	84	15	.1	70
M 25-54		109	.7	380	115	.7	375	79	.5	293	41	.3	189	80	.5	287	66	.4	301
W 25-54		1		8	11	.1	50	10	.1	48	13	.1	60	26	.2	90	17	.1	78
M 35-64		80	.6	274	71	.5	277	52	.4	205	24	.2	123	43	.3	177	52	.4	229
W 35-64		3		8	12	.1	45	6		42	12	.1	51	20	.1	76	14	.1	73
<b>WJZ-FM</b>																			
P 12+		205	.3	686	415	.7	1164	395	.7	1099	197	.3	671	314	.5	946	247	.4	651
Teens 12-17		8	.1	29	8	.1	24	1		6			4	.1	16	8	.1	21	
M 18-34		27	.3	42	36	.4	89	30	.4	63	29	.3	91	12	.1	46	14	.2	26
W 18-34		6	.1	22	39	.5	90	51	.6	99	16	.2	58	40	.5	93	31	.4	71
M 18-49		59	.4	158	115	.7	289	88	.5	254	59	.4	201	76	.5	207	53	.3	148
W 18-49		45	.3	177	108	.6	342	120	.7	319	59	.3	237	97	.6	316	82	.5	221
M 25-49		54	.4	150	109	.8	282	88	.7	254	55	.4	189	76	.6	194	53	.4	148
W 25-49		42	.3	167	97	.7	327	109	.8	293	57	.4	231	86	.6	295	73	.5	207
M 25-54		66	.4	195	122	.8	343	116	.7	355	65	.4	217	83	.5	220	61	.4	173
W 25-54		51	.3	201	126	.8	396	145	.9	373	64	.4	263	98	.6	344	78	.5	233
M 35-64		71	.5	228	144	1.1	365	134	1.0	383	63	.5	199	130	1.0	289	84	.6	216
W 35-64		61	.4	261	124	.8	401	128	.9	365	69	.5	279	85	.6	346	71	.5	227
<b>WMGK-FM</b>																			
P 12+		199	.3	689	359	.6	1246	266	.4	966	112	.2	488	244	.4	873	162	.3	585
Teens 12-17		6	.1	21	4	.1	26	5	.1	47	5	.1	44	9	.2	34	14	.3	55
M 18-34		48	.6	140	85	1.0	217	56	.7	160	26	.3	95	34	.4	116	16	.2	63
W 18-34		32	.4	113	64	.8	239	44	.5	171	22	.3	80	34	.4	162	28	.3	134
M 18-49		112	.7	344	204	1.2	602	143	.9	450	53	.3	194	120	.7	404	68	.4	211
W 18-49		65	.4	258	129	.8	535	92	.5	380	38	.2	191	91	.5	354	62	.4	268
M 25-49		103	.8	315	181	1.3	550	124	.9	392	46	.3	149	111	.8	357	67	.5	201
W 25-49		58	.4	239	121	.9	478	81	.6	344	37	.3	185	86	.6	318	57	.4	242
M 25-54		110	.7	346	191	1.2	572	139	.9	436	53	.3	176	126	.8	395	72	.5	213
W 25-54		59	.4	244	126	.8	503	89	.5	371	41	.3	193	90	.6	337	63	.4	256
M 35-64		77	.6	258	131	1.0	417	103	.8	348	37	.3	143	103	.8	339	57	.4	163
W 35-64		34	.2	150	72	.5	331	56	.4	237	22	.2	126	59	.4	211	39	.3	151
<b>WMMR-FM</b>																			
P 12+		129	.2	597	335	.6	1250	245	.4	923	109	.2	538	191	.3	780	100	.2	503
Teens 12-17		4	.1	17	6	.1	62	16	.3	79	17	.3	57	5	.1	29	1		7
M 18-34		24	.3	99	95	1.1	282	84	1.0	239	26	.3	145	53	.6	195	24	.3	119
W 18-34		8	.1	65	54	.6	224	40	.5	134	22	.3	121	31	.4	148	18	.2	86
M 18-49		84	.5	360	206	1.2	699	141	.8	472	39	.2	216	97	.6	368	48	.3	243
W 18-49		35	.2	181	94	.5	393	66	.4	290	47	.3	224	69	.4	301	43	.3	201
M 25-49		84	.6	355	183	1.4	636	110	.8	377	37	.3	194	82	.6	311	39	.3	207
W 25-49		35	.3	181	76	.5	282	57	.4	234	38	.3	160	57	.4	263	38	.3	177
M 25-54		86	.5	375	194	1.2	677	117	.7	414	39	.2	215	83	.5	313	40	.3	210
W 25-54		35	.2	181	78	.5	299	67	.4	264	41	.3	170	58	.4	271	38	.2	179
M 35-64		63	.5	281	127	.9	465	64	.5	271	15	.1	91	51	.4	202	28	.2	155
W 35-64		28	.2	125	49	.3	207	37	.3	190	28	.2	113	42	.3	173	26	.2	121

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



# DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>WGL-FM</b>																			
P 12+		373	.6	1151	685	1.1	2079	455	.7	1423	246	.4	824	475	.8	1506	337	.6	934
Teens 12-17		5	.1	28	13	.2	55	13	.2	50	13	.2	34	22	.4	48	14	.3	34
M 18-34		20	.2	48	22	.3	67	18	.2	62	18	.2	51	6	.1	30	19	.2	44
W 18-34		13	.2	46	41	.5	132	19	.2	65	11	.1	44	16	.2	99	7	.1	43
M 18-49		90	.5	244	156	.9	333	99	.6	287	47	.3	157	98	.6	241	79	.5	173
W 18-49		96	.6	328	210	1.2	676	116	.7	337	64	.4	223	122	.7	464	77	.4	257
M 25-49		90	.7	244	154	1.1	322	94	.7	277	45	.3	142	98	.7	232	65	.5	143
W 25-49		89	.6	313	190	1.4	621	102	.7	293	63	.5	213	117	.8	444	73	.5	230
M 25-54		131	.8	346	220	1.4	531	139	.9	398	72	.5	249	136	.9	339	108	.7	258
W 25-54		131	.8	462	257	1.6	834	148	.9	440	97	.6	331	161	1.0	575	103	.6	317
M 35-64		128	.9	370	232	1.7	634	163	1.2	486	78	.6	299	165	1.2	458	119	.9	284
W 35-64		141	1.0	473	284	1.9	926	182	1.2	556	117	.8	364	193	1.3	642	128	.9	379
<b>WPEN-AM</b>																			
P 12+		352	.6	938	506	.8	1126	272	.4	762	114	.2	398	254	.4	817	178	.3	472
Teens 12-17								2		8				2		9	1		9
M 18-34		1		5	1		5	1		9									
W 18-34													10						
M 18-49		12	.1	24	10	.1	14	5		19				2		9	1		9
W 18-49		5		15	14	.1	41	8		34	7		27	3		25	8		8
M 25-49		12	.1	24	10	.1	14	5		19				2		9			
W 25-49		5		15	14	.1	41	8	.1	34	7	.1	18	3		25	8	.1	8
M 25-54		24	.2	46	25	.2	37	12	.1	27	4		5	4		25	3		11
W 25-54		7		23	21	.1	48	12	.1	42	8		23	11	.1	32	12	.1	15
M 35-64		33	.2	88	49	.4	99	46	.3	86	12	.1	45	17	.1	72	18	.1	45
W 35-64		39	.3	133	65	.4	159	36	.2	111	16	.1	56	40	.3	116	33	.2	72
<b>WPHI-FM</b>																			
P 12+		138	.2	454	336	.6	1073	304	.5	976	294	.5	941	167	.3	583	178	.3	625
Teens 12-17		64	1.1	204	114	2.0	384	117	2.1	385	116	2.1	381	51	.9	210	76	1.4	227
M 18-34		39	.5	93	85	1.0	222	92	1.1	268	93	1.1	255	35	.4	101	30	.4	170
W 18-34		20	.2	108	66	.8	287	68	.8	234	71	.8	233	55	.6	211	50	.6	183
M 18-49		41	.2	103	116	.7	312	100	.6	307	101	.6	286	48	.3	135	33	.2	190
W 18-49		33	.2	148	86	.5	330	83	.5	271	74	.4	256	64	.4	230	66	.4	205
M 25-49		19	.1	44	82	.6	209	42	.3	149	37	.3	111	34	.3	85	14	.1	77
W 25-49		27	.2	110	36	.3	134	44	.3	128	28	.2	92	37	.3	101	47	.3	113
M 25-54		19	.1	44	87	.6	218	42	.3	149	39	.2	120	34	.2	85	14	.1	77
W 25-54		27	.2	110	42	.3	154	48	.3	141	28	.2	92	37	.2	101	47	.3	113
M 35-64		3		10	44	.3	118	8	.1	39	10	.1	46	16	.1	37	6		23
W 35-64		13	.1	40	27	.2	62	18	.1	50	3		27	9	.1	19	16	.1	22
<b>WPHT-AM</b>																			
P 12+		51	.1	135	98	.2	221	44	.1	101	27		107	83	.1	265	45	.1	119
Teens 12-17																	8	.1	11
M 18-34													10						
W 18-34													9						
M 18-49		5		16	13	.1	33	8		8	3		18	5		28	9	.1	13
W 18-49		5		17	11	.1	35	1		8	5		26	10	.1	30	1		8
M 25-49		5		16	13	.1	33	8	.1	8	3		18	5		28			2
W 25-49		5		17	11	.1	35	1		8	5		26	10	.1	30	1		8
M 25-54		5		16	26	.2	58	16	.1	25	3		26	7		45			2
W 25-54		5		17	11	.1	35	1		8	5		26	11	.1	37	1		8
M 35-64		10	.1	29	54	.4	114	27	.2	59	1		16	21	.2	72	11	.1	20
W 35-64		14	.1	37	25	.2	55	13	.1	28	11	.1	32	27	.2	61	10	.1	37
<b>WPLY-FM</b>																			
P 12+		90	.1	514	298	.5	1330	187	.3	998	140	.2	730	163	.3	779	140	.2	620
Teens 12-17		15	.3	84	51	.9	305	49	.9	256	47	.8	224	41	.7	237	35	.6	176
M 18-34		23	.3	132	87	1.0	301	53	.6	253	43	.5	206	37	.4	146	34	.4	160
W 18-34		24	.3	158	76	.9	396	42	.5	285	38	.4	200	50	.6	214	39	.5	164
M 18-49		29	.2	168	118	.7	407	70	.4	334	45	.3	220	48	.3	221	50	.3	204
W 18-49		38	.2	223	120	.7	569	62	.4	358	43	.3	255	68	.4	295	53	.3	230
M 25-49		23	.2	129	95	.7	286	37	.3	206	19	.1	83	38	.3	163	32	.2	114
W 25-49		21	.2	127	72	.5	338	41	.3	178	25	.2	139	47	.3	215	32	.2	166
M 25-54		26	.2	146	95	.6	298	39	.2	219	22	.1	100	39	.2	171	33	.2	117
W 25-54		25	.2	141	79	.5	365	46	.3	214	28	.2	153	51	.3	229	33	.2	172
M 35-64		10	.1	62	34	.2	127	18	.1	94	4		31	12	.1	84	17	.1	47
W 35-64		17	.1	79	51	.3	200	24	.2	110	7		69	23	.2	99	15	.1	73

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

# DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>WURD-AM</b>																			
P 12+	20		63	62	.1	165	55	.1	111	17		63	41	.1	110	31	.1	86	
Teens 12-17				3	.1	8													
M 18-34				8	.1	24	6	.1	11	5	.1	17	6	.1	21	4		17	
W 18-34	4		22	14	.2	53	16	.2	30	4		22	8	.1	25	16	.2	34	
M 18-49	10	.1	18	17	.1	42	9	.1	22	10	.1	24	19	.1	56	10	.1	27	
W 18-49	6		32	31	.2	92	36	.2	74	7		39	13	.1	37	20	.1	54	
M 25-49	10	.1	18	17	.1	42	3		10	10	.1	24	19	.1	52	10	.1	27	
W 25-49	2		10	20	.1	50	23	.2	55	3		17	6		18	9	.1	36	
M 25-54	10	.1	18	17	.1	42	3		10	10	.1	24	19	.1	52	10	.1	27	
W 25-54	2		10	20	.1	50	23	.1	55	3		17	6		18	9	.1	36	
M 35-64	12	.1	23	17	.1	33	13	.1	26	5		8	20	.1	45	7	.1	15	
W 35-64	2		10	17	.1	39	20	.1	43	3		17	4		12	4		20	
<b>WUSL-FM</b>																			
P 12+	313	.5	996	646	1.1	2164	513	.8	1563	431	.7	1372	484	.8	1617	323	.5	1045	
Teens 12-17	74	1.3	245	163	2.9	629	126	2.3	475	120	2.1	403	88	1.6	376	88	1.6	342	
M 18-34	77	.9	225	199	2.3	526	156	1.8	414	117	1.4	330	112	1.3	347	83	1.0	240	
W 18-34	97	1.1	334	186	2.2	639	122	1.4	390	112	1.3	422	141	1.7	441	85	1.0	272	
M 18-49	85	.5	254	231	1.4	634	197	1.2	494	141	.8	384	157	.9	494	104	.6	288	
W 18-49	123	.7	417	222	1.3	784	156	.9	520	147	.9	521	191	1.1	609	97	.6	327	
M 25-49	48	.4	135	107	.8	294	127	.9	308	68	.5	193	86	.6	263	53	.4	118	
W 25-49	65	.5	214	118	.8	389	93	.7	302	91	.7	263	109	.8	327	42	.3	143	
M 25-54	55	.4	144	112	.7	305	131	.8	322	72	.5	202	88	.6	275	55	.4	126	
W 25-54	66	.4	221	121	.7	403	93	.6	308	95	.6	282	126	.8	372	47	.3	164	
M 35-64	26	.2	58	41	.3	154	58	.4	125	32	.2	76	55	.4	181	29	.2	71	
W 35-64	29	.2	111	49	.3	188	48	.3	153	49	.3	136	81	.6	253	28	.2	98	
<b>+WVDB-AM</b>																			
<b>WTEL-AM</b>																			
P 12+	* 32	.1	73	28		74	* 5		12				11		37	*			
Teens 12-17																			
M 18-34																			
W 18-34																			
M 18-49	3		10	7		19	2		2				3		15				
W 18-49	3		8	4		16													
M 25-49	3		10	7	.1	19	2		2				3		15				
W 25-49	3		8	4		16													
M 25-54	3		10	10	.1	27	2		2				6		24				
W 25-54	3		8	4		16													
M 35-64	7	.1	18	10	.1	27	5		12				6		24				
W 35-64	3		8	4		16													
<b>WVDB-FM</b>																			
P 12+	361	.6	1009	310	.5	864	174	.3	498	153	.3	569	500	.8	928	96	.2	307	
Teens 12-17			4										2		4				
M 18-34	22	.3	40	12	.1	50	5	.1	21			4	38	.4	58	11	.1	24	
W 18-34	8	.1	38	2		15	3		16	4		21	35	.4	61	6	.1	12	
M 18-49	39	.2	99	31	.2	90	18	.1	68	24	.1	71	108	.6	165	15	.1	52	
W 18-49	42	.2	139	33	.2	91	16	.1	55	11	.1	50	111	.6	176	14	.1	26	
M 25-49	39	.3	99	31	.2	90	18	.1	68	24	.2	71	94	.7	146	7	.1	42	
W 25-49	42	.3	139	33	.2	91	16	.1	55	11	.1	50	102	.7	168	9	.1	18	
M 25-54	58	.4	142	39	.2	133	27	.2	76	26	.2	79	100	.6	171	10	.1	46	
W 25-54	55	.3	197	43	.3	129	22	.1	87	11	.1	50	135	.8	219	14	.1	31	
M 35-64	76	.6	192	61	.4	162	36	.3	102	42	.3	124	141	1.0	254	14	.1	63	
W 35-64	78	.5	267	83	.6	233	46	.3	134	27	.2	118	169	1.2	296	27	.2	69	
<b>WVJZ-AM</b>																			
P 12+	41	.1	146	50	.1	157	16		75	17		75	55	.1	190	15		84	
Teens 12-17																			
M 18-34				4		10	1		10										
W 18-34																			
M 18-49				4		10	1		10										
W 18-49	1		9										2		12				
M 25-49				4		10	1		10										
W 25-49	1		9										2		12				
M 25-54				4		10	1		10										
W 25-54	1		9			3			3				2		12				
M 35-64	1		11	4		11			3										
W 35-64	3		22			3	2		13				4		20				

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

**ARBITRON**

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>WXTU-FM</b>																			
P 12+		332	.5	1048	457	.8	1481	344	.6	1217	137	.2	614	418	.7	1359	319	.5	974
Teens 12-17		15	.3	36	15	.3	47	16	.3	47	13	.2	49	16	.3	59	22	.4	61
M 18-34		20	.2	114	36	.4	115	34	.4	143	18	.2	57	33	.4	109	42	.5	101
W 18-34		38	.4	180	60	.7	251	48	.6	204	27	.3	143	49	.6	176	45	.5	155
M 18-49		57	.3	229	82	.5	259	71	.4	278	35	.2	160	69	.4	247	66	.4	218
W 18-49		93	.5	348	134	.8	557	97	.6	385	53	.3	244	110	.6	360	104	.6	301
M 25-49		55	.4	214	79	.6	247	65	.5	258	34	.3	150	63	.5	217	55	.4	192
W 25-49		82	.6	291	124	.9	492	85	.6	319	41	.3	199	100	.7	324	91	.7	242
M 25-54		78	.5	284	105	.7	310	84	.5	327	39	.2	179	93	.6	301	70	.4	232
W 25-54		91	.6	313	139	.9	544	101	.6	367	42	.3	208	126	.8	401	103	.6	298
M 35-64		113	.8	316	145	1.1	399	100	.7	334	27	.2	154	112	.8	396	58	.4	231
W 35-64		104	.7	300	142	1.0	491	95	.7	330	32	.2	135	138	.9	389	101	.7	295
<b>WXXM-FM</b>																			
P 12+		67	.1	414	236	.4	1097	155	.3	727	96	.2	544	160	.3	816	99	.2	540
Teens 12-17		13	.2	64	43	.8	248	24	.4	120	29	.5	162	38	.7	223	25	.4	161
M 18-34		12	.1	77	38	.4	182	21	.2	122	8	.1	55	30	.4	153	17	.2	128
W 18-34		25	.3	165	103	1.2	409	61	.7	302	46	.5	240	58	.7	263	24	.3	95
M 18-49		15	.1	110	62	.4	270	41	.2	200	13	.1	87	50	.3	219	25	.1	184
W 18-49		31	.2	218	124	.7	547	84	.5	390	54	.3	295	69	.4	345	46	.3	177
M 25-49		10	.1	64	40	.3	181	32	.2	164	6		51	30	.2	131	18	.1	139
W 25-49		27	.2	176	87	.6	385	61	.4	262	28	.2	156	54	.4	283	39	.3	124
M 25-54		10	.1	64	41	.3	185	32	.2	167	6		51	30	.2	131	18	.1	139
W 25-54		27	.2	180	90	.6	393	62	.4	267	28	.2	156	55	.3	295	39	.2	124
M 35-64		4		32	25	.2	92	25	.2	91	5		32	22	.2	83	10	.1	73
W 35-64		7		56	25	.2	147	25	.2	94	8		55	13	.1	94	22	.2	82
<b>WYSP-FM</b>																			
P 12+		213	.4	648	368	.6	1306	213	.4	806	133	.2	495	488	.8	1676	396	.7	1457
Teens 12-17		3	.1	31	22	.4	122	17	.3	74	25	.4	66	20	.4	73	36	.6	116
M 18-34		87	1.0	234	190	2.2	514	89	1.0	288	50	.6	164	168	2.0	538	121	1.4	430
W 18-34		24	.3	92	43	.5	198	43	.5	178	25	.3	119	27	.3	142	19	.2	82
M 18-49		146	.9	419	250	1.5	767	125	.7	427	65	.4	229	329	2.0	1033	232	1.4	847
W 18-49		40	.2	140	82	.5	342	70	.4	287	37	.2	182	63	.4	272	51	.3	197
M 25-49		115	.8	329	191	1.4	614	88	.7	323	29	.2	113	271	2.0	805	196	1.4	702
W 25-49		32	.2	106	69	.5	252	58	.4	215	28	.2	118	54	.4	222	48	.3	185
M 25-54		125	.8	358	193	1.2	635	89	.6	326	29	.2	113	288	1.8	864	210	1.3	758
W 25-54		34	.2	113	72	.4	274	58	.4	220	28	.2	118	60	.4	254	51	.3	204
M 35-64		79	.6	226	68	.5	291	37	.3	151	21	.2	82	209	1.5	643	148	1.1	549
W 35-64		18	.1	55	44	.3	171	28	.2	115	12	.1	63	49	.3	198	43	.3	157
<b>WYXR-FM</b>																			
P 12+		180	.3	618	315	.5	1193	234	.4	805	148	.2	690	180	.3	817	142	.2	573
Teens 12-17		7	.1	22	20	.4	81	6	.1	32	18	.3	62	13	.2	94	16	.3	56
M 18-34		39	.5	119	51	.6	186	39	.5	115	32	.4	121	33	.4	117	32	.4	108
W 18-34		49	.6	195	90	1.1	416	49	.6	232	40	.5	245	55	.6	296	35	.4	184
M 18-49		74	.4	232	91	.5	293	93	.6	240	48	.3	167	59	.4	228	51	.3	191
W 18-49		85	.5	304	154	.9	629	112	.7	433	70	.4	402	89	.5	424	61	.4	278
M 25-49		74	.5	232	76	.6	252	67	.5	186	27	.2	104	53	.4	188	37	.3	149
W 25-49		72	.5	271	138	1.0	535	101	.7	351	52	.4	295	76	.5	352	51	.4	220
M 25-54		78	.5	251	81	.5	284	72	.5	209	29	.2	122	55	.4	206	40	.3	157
W 25-54		78	.5	293	151	.9	580	105	.6	365	59	.4	317	82	.5	376	52	.3	224
M 35-64		40	.3	141	63	.5	175	63	.5	160	18	.1	67	37	.3	146	26	.2	116
W 35-64		45	.3	141	84	.6	289	68	.5	224	36	.2	178	41	.3	163	31	.2	107
<b>WAEB-AM</b>																			
P 12+		65	.1	179	47	.1	151	29		80	3		18	33	.1	124	33	.1	123
Teens 12-17				3	1		8										2		13
M 18-34					6	.1	20	4		8				3		8			4
W 18-34							3	3		3				1		7	2		7
M 18-49		6		8	11	.1	35	13	.1	29				11	.1	34	12	.1	30
W 18-49		6		16	2		9	4		9				1		7	5		30
M 25-49		6		8	6		23	12	.1	25				8	.1	26	12	.1	30
W 25-49		6		16	2		9	4		9				1		7	5		30
M 25-54		9	.1	20	7		25	13	.1	32				9	.1	28	13	.1	35
W 25-54		9	.1	30	4		17	5		11				2		12	6		32
M 35-64		17	.1	40	7	.1	30	11	.1	28				10	.1	37	13	.1	31
W 35-64		21	.1	54	18	.1	40	5		20				7		21	9	.1	41

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>WAEB-FM</b>																			
P 12+		70	.1	287	120	.2	389	74	.1	263	33	.1	127	56	.1	232	52	.1	202
Teens 12-17		12	.2	38	19	.3	71	10	.2	54	8	.1	36	11	.2	55	6	.1	35
M 18-34		9	.1	43	16	.2	41	7	.1	36	5	.1	23	7	.1	24	7	.1	16
W 18-34		12	.1	62	28	.3	96	20	.2	70	8	.1	22	13	.2	45	20	.2	63
M 18-49		18	.1	85	33	.2	106	19	.1	66	10	.1	45	13	.1	42	15	.1	43
W 18-49		28	.2	111	45	.3	161	30	.2	108	10	.1	35	25	.1	107	25	.1	102
M 25-49		14	.1	63	23	.2	81	17	.1	54	5		22	12	.1	34	13	.1	35
W 25-49		24	.2	78	36	.3	123	20	.1	87	3		25	20	.1	102	13	.1	69
M 25-54		14	.1	65	24	.2	88	17	.1	56	5		22	13	.1	36	13	.1	37
W 25-54		25	.2	84	39	.2	139	22	.1	100	3		25	23	.1	119	15	.1	77
M 35-64		10	.1	49	18	.1	72	13	.1	36	5		22	8	.1	24	8	.1	29
W 35-64		22	.2	72	24	.2	85	15	.1	56	2		14	18	.1	84	7		46
<b>WBYN-FM</b>																			
P 12+		41	.1	123	54	.1	117	38	.1	106	15		46	17		96	25		72
Teens 12-17											1		5						
M 18-34					3		19			4	6	.1	22	3		19	2		3
W 18-34																			
M 18-49		7		40			8	9	.1	46			3	3		11	3		15
W 18-49		5		20	9	.1	33	3		9	6		22	4		24	4		17
M 25-49		7	.1	40			8	9	.1	46			3	3		11	3		15
W 25-49		5		20	8	.1	26	3		9	5		15	3		17	4		17
M 25-54		7		40	1		10	9	.1	46			3	3		14	3		15
W 25-54		5		20	9	.1	32	3		9	5		15	3		17	4		17
M 35-64		9	.1	49	6		15	12	.1	50			3	5		35	3		15
W 35-64		15	.1	44	14	.1	33	5		10	4		6	7		24	13	.1	28
<b>WCTO-FM</b>																			
P 12+		99	.2	277	144	.2	367	113	.2	328	47	.1	159	126	.2	374	85	.1	264
Teens 12-17		1		9	6	.1	21	7	.1	21	1		9	3	.1	14	2		9
M 18-34		9	.1	34	21	.2	45	19	.2	45	11	.1	24	16	.2	40	17	.2	43
W 18-34		12	.1	52	22	.3	61	14	.2	46	10	.1	37	18	.2	78	16	.2	58
M 18-49		15	.1	60	31	.2	78	35	.2	96	14	.1	38	20	.1	59	20	.1	65
W 18-49		24	.1	88	43	.3	111	29	.2	95	12	.1	54	30	.2	133	27	.2	95
M 25-49		15	.1	56	29	.2	70	26	.2	68	7	.1	21	15	.1	43	9	.1	40
W 25-49		22	.2	71	35	.3	89	26	.2	86	7	.1	28	25	.2	105	19	.1	69
M 25-54		17	.1	65	35	.2	88	31	.2	86	11	.1	30	25	.2	59	15	.1	56
W 25-54		26	.2	80	53	.3	123	35	.2	112	8		33	39	.2	142	26	.2	93
M 35-64		25	.2	73	28	.2	85	26	.2	91	10	.1	40	29	.2	77	22	.2	67
W 35-64		37	.3	84	54	.4	129	29	.2	91	5		34	36	.2	116	19	.1	69
<b>WEEU-AM</b>																			
P 12+		65	.1	173	47	.1	156	11		47	2		15	27		80	14		46
Teens 12-17																			
M 18-34					3		4	1		4									
W 18-34																			
M 18-49		2		4															
W 18-49		6		17															
M 25-49		2		4	3		4	1		4									
W 25-49		6		17															
M 25-54		2		4	3		4	1		4									
W 25-54		10	.1	33	3		13						1			5			
M 35-64		6		24	8	.1	24	5		19			4			15			
W 35-64		15	.1	50	8	.1	41	3		11	1		6	6		17	1		6
<b>WFPG-FM</b>																			
P 12+		16		62	35	.1	117	28		75	16		56	26		110	12		45
Teens 12-17		1		3	3	.1	11	3	.1	6	1		5	2		11	1		4
M 18-34		1		5	4		8	5	.1	10	4		11	3		3	3		8
W 18-34		1		11	2		16	1		9	1		9	3		30	1		4
M 18-49		5		17	8		28	6		16	7		22	6		19	4		13
W 18-49		3		21	11	.1	43	8		30	3		17	11	.1	59	3		13
M 25-49		5		17	8	.1	28	6		13	7	.1	22	6		16	4		10
W 25-49		3		16	10	.1	38	8	.1	26	3		11	10	.1	48	3		13
M 25-54		6		19	9	.1	32	9	.1	21	9	.1	26	7		18	4		12
W 25-54		5		24	16	.1	50	10	.1	29	4		13	13	.1	55	5		19
M 35-64		7	.1	18	7	.1	32	7	.1	15	6		17	8	.1	23	2		9
W 35-64		6		25	19	.1	50	12	.1	31	4		14	12	.1	43	5		20

\* 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)
<b>WJBR-FM</b>																			
P 12+		74	.1	310	124	.2	366	58	.1	246	55	.1	194	86	.1	295	60	.1	181
Teens 12-17				4			6	1		10	7	.1	22				1		6
M 18-34					6	.1	28	3		9	12	.1	43	6	.1	13	3		14
W 18-34		6	.1	29	9	.1	47	3		18	8	.1	41	21	.2	67	12	.1	38
M 18-49		11	.1	52	45	.3	96	20	.1	60	16	.1	69	13	.1	49	8		31
W 18-49		30	.2	139	33	.2	142	17	.1	79	20	.1	66	48	.3	142	24	.1	71
M 25-49		11	.1	52	45	.3	96	18	.1	56	14	.1	64	13	.1	49	5		17
W 25-49		28	.2	126	30	.2	124	17	.1	79	15	.1	47	40	.3	118	17	.1	54
M 25-54		16	.1	70	49	.3	108	21	.1	72	16	.1	80	18	.1	74	8	.1	25
W 25-54		35	.2	149	45	.3	166	18	.1	96	15	.1	47	45	.3	141	22	.1	69
M 35-64		20	.1	88	47	.3	95	21	.2	74	9	.1	47	15	.1	74	11	.1	34
W 35-64		32	.2	137	45	.3	155	19	.1	96	15	.1	30	33	.2	101	21	.1	57
<b>WJKS-FM</b>																			
P 12+		14		82	45	.1	183	62	.1	218	25		152	47	.1	162	36	.1	136
Teens 12-17		6	.1	36	22	.4	80	25	.4	88	12	.2	64	25	.4	74	23	.4	74
M 18-34		1		4	7	.1	31	8	.1	31	4		28	7	.1	35	6	.1	22
W 18-34		5	.1	30	15	.2	65	17	.2	55	8	.1	51	6	.1	30	3		24
M 18-49		1		4	7		31	10	.1	37	4		28	13	.1	51	7		26
W 18-49		6		42	16	.1	72	22	.1	78	8		51	9	.1	37	3		27
M 25-49		1		4	1		4	3		9			9	9	.1	32	2		7
W 25-49		4		24	11	.1	29	14	.1	39	2		8	3		11	2		16
M 25-54		1		4	1		4	5		12			9	9	.1	32	2		7
W 25-54		4		24	11	.1	29	16	.1	49	4		17	3		11	4		25
M 35-64							6	6		12			5	5		16	1		3
W 35-64		1		12	1		6	7		32	2		9	3		8	3		12
<b>WKAP-AM</b>																			
P 12+		54	.1	145	64	.1	173	33	.1	78	10		54	27		86	14		56
Teens 12-17																			
M 18-34					5	.1	8	2		8									4
W 18-34																			3
M 18-49		2		8	5		16	2		10									4
W 18-49				3	1		3				1		3						3
M 25-49		2		8	3		12	1		6									4
W 25-49				3	1		3				1		3						3
M 25-54		3		10	4		19	1		9									4
W 25-54				5	2		5			3	1		5						3
M 35-64		8	.1	22	6		24	5		5	1		8	2		12			
W 35-64		7		21	10	.1	30	3		3	2		9	4		12	3		12
<b>WKXV-FM</b>																			
P 12+		65	.1	269	73	.1	341	72	.1	259	41	.1	159	76	.1	256	35	.1	124
Teens 12-17					7	.1	12	3	.1	3	1		6	3	.1	3	3	.1	3
M 18-34		3		14	4		18	6	.1	24	5	.1	23	9	.1	34	2		12
W 18-34		9	.1	45	7	.1	42	2		7	13	.2	32	9	.1	28	10	.1	35
M 18-49		8		39	13	.1	72	20	.1	75	9	.1	40	12	.1	53	5		33
W 18-49		21	.1	98	18	.1	119	12	.1	67	22	.1	76	26	.2	74	23	.1	67
M 25-49		8	.1	39	13	.1	72	19	.1	71	9	.1	40	8	.1	42	3		22
W 25-49		15	.1	67	13	.1	101	11	.1	63	13	.1	57	20	.1	54	16	.1	47
M 25-54		11	.1	60	18	.1	82	25	.2	87	13	.1	48	15	.1	59	5		26
W 25-54		23	.1	96	17	.1	123	21	.1	97	14	.1	66	30	.2	83	16	.1	49
M 35-64		14	.1	68	21	.2	83	20	.1	79	10	.1	35	20	.1	72	6		35
W 35-64		22	.2	98	17	.1	118	27	.2	110	9	.1	53	30	.2	95	14	.1	39
<b>WLEV-FM</b>																			
P 12+		60	.1	223	110	.2	322	74	.1	233	47	.1	156	76	.1	213	45	.1	137
Teens 12-17		1		6	1		3				3	.1	10						
M 18-34		4		16	3		12	1		12	7	.1	9	2		8	3		15
W 18-34		5	.1	24	18	.2	44	11	.1	37	17	.2	50	11	.1	28	1		9
M 18-49		5		21	12	.1	40	8		38	12	.1	30	5		35	3		15
W 18-49		19	.1	62	35	.2	115	19	.1	67	21	.1	75	29	.2	67	15	.1	48
M 25-49		5		21	12	.1	40	8	.1	33	12	.1	30	4		31	3		15
W 25-49		19	.1	57	32	.2	104	14	.1	51	17	.1	59	29	.2	61	14	.1	42
M 25-54		7		33	24	.2	66	11	.1	50	13	.1	40	8	.1	43	7		25
W 25-54		22	.1	75	40	.2	135	17	.1	65	19	.1	67	37	.2	77	20	.1	56
M 35-64		12	.1	52	33	.2	90	20	.1	65	10	.1	44	17	.1	74	10	.1	28
W 35-64		28	.2	92	44	.3	143	29	.2	80	10	.1	42	38	.3	78	27	.2	70

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
<b>WNJO-FM</b>																			
P 12+		58	.1	214	97	.2	375	62	.1	245	27		147	32	.1	188	29		147
Teens 12-17		6	.1	14	6	.1	39			7			3	2		16	2		18
M 18-34		4		15	9	.1	9	8	.1	18	1		9			9			
W 18-34				5	1		11	7	.1	18	4		4	2		5			5
M 18-49		11	.1	47	30	.2	92	19	.1	68	7		37	10	.1	44	13	.1	52
W 18-49		18	.1	85	29	.2	112	31	.2	103	13	.1	61	6		45	6		36
M 25-49		9	.1	41	30	.2	92	19	.1	68	7	.1	37	9	.1	34	13	.1	52
W 25-49		18	.1	85	29	.2	108	26	.2	94	9	.1	57	6		45	6		36
M 25-54		20	.1	77	45	.3	151	26	.2	105	9	.1	49	19	.1	79	13	.1	55
W 25-54		20	.1	92	34	.2	128	28	.2	107	11	.1	71	8		62	9	.1	47
M 35-64		25	.2	80	39	.3	158	18	.1	91	9	.1	43	20	.1	87	14	.1	62
W 35-64		20	.1	89	37	.3	140	27	.2	105	13	.1	87	7		61	8	.1	42
<b>WODE-FM</b>																			
P 12+		85	.1	245	119	.2	353	78	.1	249	36	.1	136	99	.2	337	54	.1	177
Teens 12-17				3	1		12	1		8	1		12	7	.1	18	3	.1	11
M 18-34		4		4	4		21	3		9	3		9	7	.1	24	3		9
W 18-34		4		20	9	.1	25	8	.1	21	10	.1	26	11	.1	30	8	.1	12
M 18-49		17	.1	48	28	.2	89	16	.1	54	13	.1	34	15	.1	59	7		29
W 18-49		26	.2	70	29	.2	94	20	.1	62	15	.1	54	31	.2	95	16	.1	40
M 25-49		17	.1	48	26	.2	72	16	.1	54	13	.1	34	11	.1	50	6		24
W 25-49		25	.2	64	23	.2	83	17	.1	56	12	.1	44	28	.2	90	12	.1	35
M 25-54		24	.2	73	37	.2	97	25	.2	79	14	.1	43	19	.1	80	12	.1	44
W 25-54		30	.2	81	35	.2	107	26	.2	81	14	.1	54	38	.2	124	15	.1	53
M 35-64		23	.2	77	50	.4	138	29	.2	100	12	.1	38	19	.1	80	11	.1	40
W 35-64		37	.3	91	45	.3	130	28	.2	85	10	.1	47	40	.3	132	20	.1	69
<b>WPST-FM</b>																			
P 12+		81	.1	382	192	.3	800	161	.3	606	79	.1	452	121	.2	645	118	.2	513
Teens 12-17		13	.2	79	44	.8	214	38	.7	155	34	.6	171	28	.5	140	26	.5	142
M 18-34		14	.2	78	41	.5	158	31	.4	119	12	.1	70	28	.3	133	22	.3	83
W 18-34		29	.3	115	48	.6	178	52	.6	191	22	.3	116	29	.3	171	34	.4	118
M 18-49		27	.2	130	62	.4	244	40	.2	156	16	.1	102	39	.2	194	38	.2	152
W 18-49		35	.2	155	78	.5	318	80	.5	276	29	.2	180	48	.3	281	44	.3	196
M 25-49		22	.2	99	44	.3	180	30	.2	126	12	.1	77	33	.2	136	30	.2	113
W 25-49		18	.1	108	50	.4	215	38	.3	143	10	.1	86	37	.3	227	27	.2	154
M 25-54		22	.1	102	44	.3	180	30	.2	130	12	.1	77	36	.2	144	30	.2	113
W 25-54		18	.1	108	57	.4	229	39	.2	150	10	.1	86	37	.2	229	27	.2	154
M 35-64		13	.1	56	22	.2	86	11	.1	50	4		31	16	.1	79	20	.1	79
W 35-64		6		40	38	.3	164	29	.2	92	7		64	20	.1	122	15	.1	88
<b>WPUR-FM</b>																			
P 12+		24		96	51	.1	127	26		79	8		41	28		81	12		53
Teens 12-17		1		7	2		3	1		6				4	.1	8	3	.1	5
M 18-34		2		12	4		8	7	.1	15	1		5	3		10			2
W 18-34		6	.1	32	15	.2	38	2		12	1		12	3		12	2		12
M 18-49		4		24	5		9	8		20	1		5	4		11			2
W 18-49		7		35	22	.1	56	10	.1	27	5		25	5		19	4		21
M 25-49		4		24	5		9	7	.1	17	1		5	4		8			2
W 25-49		6		26	18	.1	47	9	.1	22	4		23	4		17	3		19
M 25-54		4		24	5		11	8	.1	19	1		5	6		16			2
W 25-54		6		28	19	.1	49	9	.1	22	4		23	5		22	3		19
M 35-64		4		14	2		5	3		11			2	3		10	2		7
W 35-64		6		18	11	.1	30	9	.1	17	4		13	9	.1	25	3		13
<b>WRDR-FM</b>																			
P 12+		57	.1	197	119	.2	366	82	.1	262	24		102	93	.2	274	65	.1	252
Teens 12-17										2						4			2
M 18-34		3		12	9	.1	9	6	.1	12	2		5			4			
W 18-34					8	.1	17	5	.1	10				5	.1	9			
M 18-49		7		23	19	.1	22	14	.1	27	6		11	4		15	4		17
W 18-49		3		7	10	.1	20	7		23	1		9	5		9	1		4
M 25-49		7	.1	21	19	.1	22	14	.1	27	6		8	4		15	4		17
W 25-49		3		7	10	.1	20	2		13	1		9	5		9	1		4
M 25-54		7		23	22	.1	34	17	.1	38	7		12	4		18	6		23
W 25-54		3		7	11	.1	27	3		19	1		9	5		9	1		4
M 35-64		9	.1	37	30	.2	72	20	.1	66	9	.1	32	37	.3	75	13	.1	45
W 35-64		12	.1	43	18	.1	55	11	.1	46	5		27	12	.1	24	12	.1	40

\* 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)
<b>WRDX-FM</b>																			
P 12+		13		87	48	.1	143	44	.1	153	17		93	35	.1	153	20		65
Teens 12-17		1		9			4	1		9	5	.1	9	1		13			
M 18-34		4		37	30	.4	59	32	.4	76	6	.1	32	8	.1	40	9	.1	26
W 18-34		2		8	6	.1	18	2		8	2		8	9	.1	52	2		6
M 18-49		9	.1	61	37	.2	87	38	.2	107	8		58	20	.1	72	18	.1	52
W 18-49		3		18	9	.1	48	5		38	3		26	13	.1	65	3		13
M 25-49		6		29	12	.1	50	14	.1	55	5		46	15	.1	60	10	.1	35
W 25-49		3		18	9	.1	41	5		38	3		26	12	.1	46	3		13
M 25-54		6		29	12	.1	50	14	.1	55	5		46	15	.1	60	10	.1	35
W 25-54		3		18	9	.1	41	5		38	3		26	12	.1	46	3		13
M 35-64		5		24	7	.1	28	6		31	2		26	11	.1	31	8	.1	26
W 35-64		1		10	3		30	3		30	1		18	6		17	1		7
<b>WRFY-FM</b>																			
P 12+		61	.1	212	97	.2	381	62	.1	255	24		115	73	.1	306	48	.1	199
Teens 12-17		9	.2	20	14	.3	72	10	.2	43	3	.1	28	10	.2	56	2		21
M 18-34		17	.2	68	21	.2	83	13	.2	56	1		7	13	.2	41	7	.1	25
W 18-34		4		22	16	.2	75	17	.2	82	11	.1	22	18	.2	67	8	.1	26
M 18-49		29	.2	95	35	.2	140	19	.1	80	2		24	32	.2	126	14	.1	70
W 18-49		12	.1	63	25	.1	106	20	.1	104	16	.1	50	23	.1	98	29	.2	86
M 25-49		19	.1	73	30	.2	131	17	.1	70	2		24	32	.2	126	14	.1	70
W 25-49		10	.1	50	16	.1	69	6		45	6		28	10	.1	71	22	.2	66
M 25-54		20	.1	81	31	.2	134	18	.1	73	2		24	32	.2	129	14	.1	70
W 25-54		11	.1	55	18	.1	85	6		45	6		28	10	.1	71	22	.1	66
M 35-64		21	.2	50	26	.2	78	10	.1	35	2		22	23	.2	102	8	.1	55
W 35-64		9	.1	52	13	.1	53	5		28	6		28	9	.1	37	23	.2	63
<b>WSTW-FM</b>																			
P 12+		60	.1	207	74	.1	291	50	.1	223	17		127	66	.1	264	39	.1	173
Teens 12-17		5	.1	13	6	.1	30	6	.1	22	2		10	5	.1	41	6	.1	22
M 18-34		3		18	3		18	3		23	1		9	16	.2	49	12	.1	39
W 18-34		15	.2	51	16	.2	56	11	.1	57	3		44	10	.1	52	4		39
M 18-49		18	.1	77	23	.1	87	16	.1	65	6		26	29	.2	92	18	.1	70
W 18-49		25	.1	86	35	.2	130	20	.1	107	7		77	21	.1	92	10	.1	61
M 25-49		17	.1	73	21	.2	79	14	.1	56	5		21	23	.2	84	14	.1	62
W 25-49		17	.1	71	24	.2	100	15	.1	80	6		53	17	.1	73	9	.1	55
M 25-54		19	.1	82	23	.1	90	19	.1	68	6		30	27	.2	98	17	.1	77
W 25-54		19	.1	74	28	.2	113	17	.1	86	7		59	21	.1	86	9	.1	55
M 35-64		24	.2	80	22	.2	85	17	.1	57	6		25	17	.1	62	11	.1	50
W 35-64		13	.1	42	25	.2	95	11	.1	61	5		39	15	.1	53	6		22
<b>WZXL-FM</b>																			
P 12+		41	.1	127	60	.1	175	33	.1	99	9		42	26		83	31	.1	100
Teens 12-17		4	.1	23	11	.2	23	1		1			4	4	.1	6	2		11
M 18-34		26	.3	62	31	.4	90	14	.2	47	2		17	11	.1	33	15	.2	38
W 18-34		1		6	3		19	5	.1	18	3		9	3		23	4		28
M 18-49		31	.2	82	37	.2	109	21	.1	61	4		23	15	.1	45	22	.1	50
W 18-49		5		18	10	.1	38	9	.1	30	4		15	5		27	6		35
M 25-49		23	.2	72	28	.2	76	16	.1	41	3		13	13	.1	36	12	.1	31
W 25-49		5		13	9	.1	33	7	.1	21	4		13	5		25	5		27
M 25-54		23	.1	74	30	.2	80	18	.1	45	3		13	15	.1	37	14	.1	33
W 25-54		5		15	9	.1	35	7		23	4		13	5		25	5		27
M 35-64		5		22	7	.1	22	9	.1	18	2		7	6		16	9	.1	15
W 35-64		5		13	7		21	4		15	1		6	2		4	2		8
<b>WZZO-FM</b>																			
P 12+		45	.1	132	89	.1	248	52	.1	176	24		107	69	.1	240	36	.1	140
Teens 12-17		1		3	1		9	2		11	3	.1	20	2		9	2		9
M 18-34		19	.2	41	34	.4	83	9	.1	36	4		16	21	.2	76	9	.1	43
W 18-34		11	.1	30	13	.2	43	19	.2	52	7	.1	21	13	.2	42	7	.1	27
M 18-49		27	.2	75	70	.4	161	24	.1	82	7		33	46	.3	152	24	.1	86
W 18-49		14	.1	44	17	.1	68	25	.1	78	13	.1	49	19	.1	70	10	.1	38
M 25-49		27	.2	71	63	.5	147	22	.2	74	3		21	36	.3	122	20	.1	69
W 25-49		14	.1	39	12	.1	57	16	.1	50	11	.1	39	16	.1	64	9	.1	32
M 25-54		29	.2	76	63	.4	150	22	.1	74	3		21	36	.2	122	20	.1	69
W 25-54		14	.1	44	13	.1	65	18	.1	56	11	.1	39	16	.1	70	9	.1	35
M 35-64		10	.1	39	36	.3	80	14	.1	46	3		17	25	.2	76	15	.1	43
W 35-64		4		19	5		33	7		31	7		32	7		37	4		18

\* 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)
WOR -AM																		
P 12+	39	.1	95	16		68	13		54	5		17	7		24	11		43
Teens 12-17						3												
M 18-34				2		4												
W 18-34																		
M 18-49				3		6			2							2		7
W 18-49							1		3						3			3
M 25-49				1		2			2							2		7
W 25-49							1		3						3			3
M 25-54				2		4			2							2		7
W 25-54							1		3						3			3
M 35-64	2		8	2		4			2				1		3	2		7
W 35-64	11	.1	28	5		23	3		20	2		9	5		16	3		16
<b>TOTALS</b>																		
P 12+	7837	12.9	21849	11885	19.6	29893	8405	13.8	22612	4784	7.9	15073	8836	14.5	24705	6206	10.2	17508
Teens 12-17	389	7.0	1256	827	14.8	2541	680	12.1	2011	642	11.5	1849	600	10.7	1991	616	11.0	1637
M 18-34	841	9.9	2399	1678	19.8	3887	1268	14.9	3142	780	9.2	2231	1047	12.3	2915	790	9.3	2254
W 18-34	755	8.9	2522	1648	19.5	4152	1258	14.9	3374	865	10.2	2725	1202	14.2	3476	883	10.4	2472
M 18-49	1966	11.7	5543	3354	20.0	7929	2453	14.6	6188	1367	8.2	4011	2348	14.0	6339	1599	9.5	4816
W 18-49	1877	10.9	5710	3332	19.4	8673	2493	14.5	6759	1515	8.8	4898	2490	14.5	7209	1825	10.6	5099
M 25-49	1734	12.8	4881	2810	20.8	6574	1990	14.7	5013	1022	7.6	3092	2013	14.9	5283	1284	9.5	3947
W 25-49	1594	11.4	4803	2693	19.3	7045	1940	13.9	5332	1103	7.9	3656	2046	14.7	5958	1459	10.5	4158
M 25-54	2073	13.2	5799	3258	20.8	7678	2300	14.6	5886	1171	7.5	3626	2313	14.7	6149	1508	9.6	4550
W 25-54	1863	11.4	5644	3187	19.6	8291	2246	13.8	6185	1250	7.7	4132	2415	14.8	6984	1670	10.3	4804
M 35-64	2049	15.0	5580	2835	20.8	6897	1947	14.3	5184	902	6.6	2959	2187	16.0	5839	1370	10.0	4103
W 35-64	1934	13.2	5523	2901	19.9	7455	1998	13.7	5433	1013	6.9	3352	2254	15.4	6318	1543	10.6	4234

\* Listener estimates adjusted for reported broadcast schedule.

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

**ARBITRON**

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# 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	43.38	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	47.78	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	49.88
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

## Instructions

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### For Additional Methodology Details

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

### Limitations

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

### Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Weekend 6A-MID	Mon-Fri 6A-10A	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sat 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID		+		Mon-Sun 6A-7P	
<b>Persons 12+</b>	55.59	83.58	101.88	82.72	103.72	104.70	122.50	122.79	114.06	126.34	131.71
<b>Persons 18+</b>	*****	*****	97.86	*****	*****	96.92	*****	118.20	*****	*****	126.79
<b>Men</b>											
18+	40.67	*****	*****	*****	*****	*****	*****	*****	*****	*****	98.40
18-24	13.42	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.15
25-34	18.35	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.66
35-44	18.89	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.43
45-54	19.06	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.22
55-64	15.15	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.90
65+	16.98	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.03
12-24	19.35	34.07	*****	33.16	42.95	40.45	50.33	*****	45.35	*****	54.23
18-34	23.03	36.12	44.25	34.86	47.13	44.20	53.51	53.45	51.87	*****	60.61
18-49	32.44	50.33	58.75	48.77	63.82	58.53	71.04	70.96	68.86	*****	80.48
25-49	30.02	45.47	*****	44.81	57.28	52.94	67.40	*****	58.74	*****	72.44
25-54	32.49	48.54	59.50	48.24	61.44	56.52	71.95	66.87	62.71	*****	77.33
35-64	30.92	45.19	57.07	46.15	58.62	54.37	69.02	64.15	60.15	*****	74.18
<b>Women</b>											
18+	44.83	*****	*****	*****	*****	*****	*****	*****	*****	*****	103.06
18-24	15.01	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.67
25-34	19.97	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.17
35-44	21.78	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.16
45-54	20.31	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.22
55-64	16.94	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.44
65+	19.52	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.17
12-24	21.25	34.81	*****	34.41	42.58	43.29	52.21	*****	46.41	*****	54.37
18-34	25.23	38.88	48.01	37.55	49.11	47.57	58.30	54.50	52.14	*****	63.26
18-49	35.13	53.86	64.91	52.61	67.15	64.41	78.83	73.69	70.50	*****	85.53
25-49	33.02	49.00	*****	48.89	62.13	59.11	73.44	*****	67.31	*****	79.34
25-54	36.11	53.01	65.21	52.94	67.37	63.40	79.19	75.92	72.58	*****	85.55
35-64	34.63	50.15	60.65	50.22	63.14	60.25	73.66	70.61	67.51	*****	79.57
<b>Persons</b>											
12-24	27.09	44.24	*****	43.64	54.86	53.24	64.78	*****	59.89	*****	69.65
18-34	31.97	49.34	61.34	47.74	62.91	60.79	73.91	74.09	68.33	*****	79.47
18-49	44.30	67.58	82.19	65.77	84.25	79.81	99.04	99.28	91.56	*****	106.49
25-49	40.54	60.77	*****	60.24	76.29	72.08	89.64	*****	82.87	*****	96.39
25-54	43.90	65.04	80.45	64.87	82.03	77.37	96.93	97.17	89.61	*****	104.23
35-64	42.23	60.98	76.15	61.64	78.15	74.42	91.76	91.98	84.83	*****	98.67
<b>Teens 12-17</b>	19.16	31.38	*****	31.98	42.90	47.42	48.76	*****	51.87	*****	56.56
<b>Black P12+</b>	24.93	*****	*****	*****	*****	*****	*****	*****	*****	*****	59.08
<b>Hispanic P12+</b>	11.07	*****	*****	*****	*****	*****	*****	*****	*****	*****	26.24

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

### TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
<b>Persons 12+</b>	83.79	194.83
<b>Men</b>		
18-34	34.93	91.71
25-54	49.18	114.27
35-64	46.99	111.01
<b>Women</b>		
18-34	36.48	91.10
25-54	53.86	127.22
35-64	51.60	119.04
<b>Persons</b>		
18-34	47.37	118.20
25-54	66.16	153.78
35-64	63.62	147.49

\* Average Quarter-Hour Estimates

### DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 6A-7P	Mon-Sun 6A-MID
		Sat 3P-7P	Sat 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID		
<b>Persons 12+</b>	68.70	112.23	110.22	140.19	135.13	167.81	183.57
<b>Men</b>							
18-34	31.75	48.59	47.29	62.78	58.67	68.97	83.34
18-49	44.99	67.22	65.93	84.47	78.71	91.87	108.70
25-49	41.08	61.45	61.04	76.98	73.29	80.12	100.33
25-54	44.64	65.87	65.76	83.21	78.60	86.05	106.38
35-64	42.72	61.84	63.15	80.54	75.50	83.09	98.34
<b>Women</b>							
18-34	33.82	52.25	50.13	65.75	64.21	70.09	85.75
18-49	48.45	72.60	70.58	90.72	87.90	95.73	116.89
25-49	44.61	65.72	65.78	84.34	81.38	92.02	112.19
25-54	48.83	71.01	71.03	90.92	86.89	98.70	120.50
35-64	47.23	68.90	68.42	85.91	84.59	93.29	113.06
<b>Teens 12-17</b>	26.89	43.15	43.69	58.57	64.14	70.48	78.66

# Description of Methodology

## Introduction

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

## The Market

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

### a. Metro Survey Area (Metro)

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

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

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

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

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

### b. Total Survey Area (TSA)

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

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

### c. Designated Market Area (DMA®)

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

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

## Sampling & Measurement Techniques

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

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

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

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

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

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

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

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

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

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

## Processing Techniques

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

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron Radio Edit Procedures Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include 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., coun-

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

**b. Computing Cume Persons Estimates**

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

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

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

**d. Computing 4-Book and 2-Book Averages**

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

**e. Rounding of Calculations**

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

**f. Broadcast Hours**

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

**g. Technical Difficulties**

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

**Criteria for Reporting Stations**

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

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

All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the Minimum Reporting Standards (MRS) as described in Paragraphs 8 and 9. Noncommercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron. Audience estimates for a station that does not meet MRS cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. However, audience estimates for commercial stations that do not meet MRS for this report may be obtained through other Arbitron services.

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

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

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

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

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

**Simulcast Reporting**

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

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

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



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

### Statistical Reliability

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

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

### Limitations

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

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

diary placement call or at any time thereafter.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Retention of Survey Materials

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

### Special Notices

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

### Reservation of Rights

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

### Disclaimer of Warranties

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

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

### Restrictions on Use of Report

**21. Restrictions on Use of Report**/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience esti-

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

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

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

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

## Metro Market Profile Sources

### PRIZM®

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

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

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

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

### Metro Census Data

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

1. Total Households are based on 1990 Census data, updated to 1/1/99.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/99).

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

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

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/99.

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

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

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

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

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

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

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

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/99 household estimates.

### Magazine and Newspaper Circulation

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

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

### Passenger Car Registrations

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

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

## Selected Arbitron Terms

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Methodology: Arbitron 1998 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98
226	Abilene, TX	C	C	C		249	Grand Junction, CO	C	C	C		221	Parkersburg-Marietta, WV-OH	C	C	C	
68	Akron	C	C	C		66	Grand Rapids	C	C	C		121	Pensacola	C	C	C	
246	Albany, GA	C	C	C		264	Great Falls, MT	C	C	C		134	Peoria	C	C	C	
59	Albany-Schenectady-Troy	C	C	C		182	Green Bay	C	C	C		5	Philadelphia	C	C	C	
71	Albuquerque	C	C	C		42	Greensboro-Winston Salem-High Point	C	C	C		15	Phoenix	C	C	C	
202	Alexandria, LA	C	C	C		81	Greenville-New Bern-Jacksonville	C	C	C		21	Pittsburgh	C	C	C	
67	Allentown-Bethlehem	C	C	C		58	Greenville-Spartanburg	C	C	C		160	Portland, ME	C	C	C	
240	Altoona	C	C	C		161	Hagerstown-Chambersburg-Waynesboro, MD-PA	C	C	C		25	Portland, OR	C	C	C	
188	Amarillo, TX	C	C	C		76	Harrisburg-Lebanon-Carlisle	C	C	C		117	Portsmouth-Dover-Rochester	C	C	C	
171	Anchorage	C	C	C		253	Harrisonburg, VA	C	C	C		157	Poughkeepsie, NY	C	C	C	
145	Ann Arbor	C	C	C		45	Hartford-New Britain-Middletown	C	C	C		32	Providence-Warwick-Pawtucket	C	C	C	
135	Appleton-Oshkosh	C	C	C		60	Honolulu	C	C	C		239	Pueblo	C	C	C	
179	Asheville	C	C	C		10	Houston-Galveston	C	C	C		13	Puerto Rico	C	C	C	
12	Atlanta	C	C	C		143	Huntington-Ashland	C	C	C							
136	Atlantic City-Cape May	C	C	C		115	Huntsville	C	C	C		132	Quad Cities (Davenport-Rock Island-Moline)	C	C	C	
110	Augusta, GA	C	C	C		38	Indianapolis	C	C	C		48	Raleigh-Durham	C	C	C	
246	Augusta-Waterville, ME	C	C	C		256	Ithaca, NY	C	C	C		251	Rapid City, SD	C	C	C	
49	Austin	C	C	C		119	Jackson, MS	C	C	C		131	Reading, PA	C	C	C	
84	Bakersfield	C	C	C		262	Jackson, TN	C	C	C		217	Redding, CA	C	C	C	
20	Baltimore	C	C	C		52	Jacksonville	C	C	C		127	Reno	C	C	C	
261	Bangor, ME	C	C	C		94	Johnson City-Kingsport-Bristol	C	C	C		57	Richmond	C	C	C	
82	Baton Rouge	C	C	C		168	Johnstown	C	C	C		29	Riverside-San Bernardino	C	C	C	
235	Battle Creek, MI	C	C	C		225	Joplin, MO	C	C	C		105	Roanoke-Lynchburg	C	C	C	
130	Beaumont-Port Arthur, TX	C	C	C		174	Kalamazoo	C	C	C		50	Rochester, NY	C	C	C	
263	Beckley, WV	C	C	C		30	Kansas City	C	C	C		148	Rockford	C	C	C	
243	Billings, MT	C	C	C		149	Killeen-Temple, TX	C	C	C		28	Sacramento	C	C	C	
137	Biloxi-Gulfport-Pascagoula, MS	C	C	C		69	Knoxville	C	C	C		124	Saginaw-Bay City-Midland	C	C	C	
166	Binghamton	C	C	C		230	Lafayette, IN	C	C	C		216	St. Cloud, MN	C	C	C	
56	Birmingham	C	C	C		97	Lafayette, LA	C	C	C		19	St. Louis	C	C	C	
260	Bismarck, ND	C	C	C		205	Lake Charles, LA	C	C	C		152	Salisbury-Ocean City	C	C	C	
215	Blacksburg-Christiansburg-Radford-Pulaski, VA	C	C	C		96	Lakeland-Winter Haven	C	C	C		35	Salt Lake City-Ogden-Provo	C	C	C	
229	Bloomington	C	C	C		111	Lancaster	C	C	C		254	San Angelo, TX	C	C	C	
248	Bluefield, WV	C	C	C		114	Lansing-East Lansing	C	C	C		34	San Antonio	C	C	C	
126	Boise	C	C	C		208	Laredo, TX	C	C	C		16	San Diego	C	C	C	
8	Boston	C	C	C		40	Las Vegas	C	C	C		4	San Francisco	C	C	C	
108	Bridgeport	C	C	C		209	Laurel-Hattiesburg, MS	C	C	C		27	San Jose	C	C	C	
267	Brunswick, GA	C	C	C		251	Lawton, OK	C	C	C		167	San Luis Obispo, CA	C	C	C	
238	Bryan-College Station, TX	C	C	C		255	Lewiston-Auburn, ME	C	C	C		186	Santa Barbara, CA	C	C	C	
43	Buffalo-Niagara Falls	C	C	C		107	Lexington-Fayette	C	C	C		234	Santa Fe, NM	C	C	C	
223	Burlington, VT	C	C	C		224	Lima, OH	C	C	C		197	Santa Maria-Lompoc, CA	C	C	C	
123	Canton	C	C	C		172	Lincoln	C	C	C		113	Santa Rosa	C	C	C	
184	Cape Cod, MA	C	C	C		83	Little Rock	C	C	C		79	Sarasota-Bradenton	C	C	C	
268	Casper, WY	C	C	C		2	Los Angeles	C	C	C		153	Savannah	C	C	C	
201	Cedar Rapids	C	C	C		53	Louisville	C	C	C		14	Seattle-Tacoma	C	C	C	
204	Champaign, IL	C	C	C		175	Lubbock	C	C	C		129	Shreveport	C	C	C	
104	Charleston, SC	C	C	C		147	Macon	C	C	C		244	Sioux City, IA	C	C	C	
162	Charleston, WV	C	C	C		120	Madison	C	C	C		210	Sioux Falls	C	C	C	
37	Charlotte-Gastonia-Rock Hill	C	C	C		185	Manchester	C	C	C		159	South Bend	C	C	C	
222	Charlottesville, VA	C	C	C		212	Marion-Carbondale (Southern Illinois)	C	C	C		87	Spokane	C	C	C	
102	Chattanooga	C	C	C		62	McAllen-Brownsville-Harlingen	C	C	C		194	Springfield, IL	C	C	C	
265	Cheyenne, WY	C	C	C		206	Medford-Ashland, OR	C	C	C		80	Springfield, MA	C	C	C	
3	Chicago	C	C	C		95	Melbourne-Titusville-Cocoa	C	C	C		146	Springfield, MO	C	C	C	
192	Chico, CA	C	C	C		46	Memphis	C	C	C		138	Stamford-Norwalk, CT	C	C	C	
26	Cincinnati	C	C	C		195	Merced, CA	C	C	C		237	State College, PA	C	C	C	
24	Cleveland	C	C	C		266	Meridian, MS	C	C	C		85	Stockton	C	C	C	
93	Colorado Springs	C	C	C		11	Miami-Ft. Lauderdale-Hollywood	C	C	C		233	Sussex, NJ	C	C	C	
240	Columbia, MO	C	C	C		31	Milwaukee-Racine	C	C	C		73	Syracuse	C	C	C	
88	Columbia, SC	C	C	C		18	Minneapolis-St. Paul	C	C	C		163	Tallahassee	C	C	C	
169	Columbus, GA	C	C	C		86	Mobile	C	C	C		22	Tampa-St. Petersburg-Clearwater	C	C	C	
33	Columbus, OH	C	C	C		122	Modesto	C	C	C		190	Terre Haute	C	C	C	
258	Cookeville, TN	C	C	C		47	Monmouth-Ocean	C	C	C		242	Texarkana, TX-AR	C	C	C	
128	Corpus Christi	C	C	C		232	Monroe, LA	C	C	C		78	Toledo	C	C	C	
7	Dallas-Ft. Worth	C	C	C		77	Monterey-Salinas-Santa Cruz	C	C	C		180	Topeka	C	C	C	
189	Danbury, CT	C	C	C		141	Montgomery	C	C	C		139	Trenton, NJ	C	C	C	
55	Dayton	C	C	C		187	Morgantown-Clarksburg-Fairmont, WV	C	C	C		207	Tri-Cities, WA (Richland-Kennewick-Pasco)	C	C	C	
91	Daytona Beach	C	C	C		99	Morristown, NJ	C	C	C		61	Tucson	C	C	C	
23	Denver-Boulder	C	C	C		173	Myrtle Beach, SC	C	C	C		63	Tulsa	C	C	C	
90	Des Moines	C	C	C		44	Nashville	C	C	C		178	Tupelo, MS	C	C	C	
6	Detroit	C	C	C		17	Nassau-Suffolk (Long Island)	C	C	C		214	Tuscaloosa, AL	C	C	C	
182	Dothan, AL	C	C	C		165	New Bedford-Fall River, MA	C	C	C		140	Tyler-Longview, TX	C	C	C	
219	Dubuque, IA	C	C	C		100	New Haven	C	C	C		150	Utica-Rome	C	C	C	
213	Duluth-Superior	C	C	C		164	New London, CT	C	C	C		109	Visalia-Tulare-Hanford	C	C	C	
231	Eau Claire, WI	C	C	C		41	New Orleans	C	C	C		191	Waco, TX	C	C	C	
199	Elmira-Corning, NY	C	C	C		1	New York	C	C	C		9	Washington, DC	C	C	C	
70	El Paso	C	C	C		141	Newburgh-Middletown, NY (Mid-Hudson Valley)	C	C	C		181	Waterbury, CT	C	C	C	
155	Erie	C	C	C		36	Norfolk-Virginia Beach-Newport News	C	C	C		228	Waterloo-Cedar Falls	C	C	C	
144	Eugene-Springfield	C	C	C		196	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	C	C	C		250	Watertown, NY	C	C	C	
151	Evansville	C	C	C		176	Odessa-Midland, TX	C	C	C		158	Wausau-Stevens Point, WI (Central WI)	C	C	C	
211	Fargo-Moorhead	C	C	C		54	Oklahoma City	C	C	C		51	West Palm Beach-Boca Raton	C	C	C	
125	Fayetteville, NC	C	C	C		72	Omaha-Council Bluffs	C	C	C		220	Wheeling	C	C	C	
156	Fayetteville (Northwest Arkansas)	C	C	C		39	Orlando	C	C	C		89	Wichita	C	C	C	
116	Flint	C	C	C		259	Owensboro, KY	C	C	C		236	Wichita Falls, TX	C	C	C	
198	Florence, SC	C	C	C		106	Oxnard-Ventura	C	C	C		64	Wilkes Barre-Scranton	C	C	C	
133	Ft. Collins-Greeley, CO	C	C	C		154	Palm Springs, CA	C	C	C		245	Williamsport, PA	C	C	C	
74	Ft. Myers-Naples-Marco Island	C	C	C		227	Panama City, FL	C	C	C		75	Wilmington, DE	C	C	C	
118	Ft. Pierce-Stuart-Vero Beach	C	C	C							177	Wilmington, NC	C	C	C		
170	Ft. Smith, AR	C	C	C							218	Winchester, VA	C	C	C		
203	Ft. Walton Beach, FL	C	C	C							112	Worcester	C	C	C		
100	Ft. Wayne	C	C	C							193	Yakima, WA	C	C	C		
200	Frederick, MD	C	C	C							103	York	C	C	C		
65	Fresno	C	C	C							92	Youngstown-Warren	C	C	C		
98	Gainesville-Ocala	C	C	C													
257	Grand Forks, ND-MN	C	C	C													

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*Notations*

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

Limited Report Edition

## Survey Period

February 8 - March 7, 1995

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

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

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

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

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*Notations*

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# Covering the country with qualitative...



## **Arbitron qualitative information services for local marketing**

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 247 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 64 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (42 mid-sized markets) and the Qualitative Diary (145\* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

## **Ad dollars gain more power**

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

\* In Macon, GA, Peoria, IL, and Springfield, MO, both RetailDirect and the Qualitative Diary Service are offered; in Lexington-Fayette, KY, both Scarborough and the Qualitative Diary Service are offered.

# Instant Qualitative Profile



## Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, Release 2 (Aug. 97 - Jul. 98). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

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

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

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

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

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### This Service Is Not Accredited by the MRC.

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

# Special Notices



## The Market

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

### County/State

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

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

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

## The Sample

**Sample Size/** The in-tab sample for this Metro as defined and surveyed by Scarborough is **2,649**.

# Profiling a Consumer Has Never Been Easier



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

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

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

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

## How to Read an Instant Qualitative Profile

### OWN OR LEASE A DOMESTIC VEHICLE

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

#### Gender

3 ▶ 53.3 % Male 46.7 % Female

#### Employment Status

4 ▶

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

#### Occupation

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

#### Education

5 ▶

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

#### Demographic Breakout

6 ▶

P18-24	11.3%
P25-34	28.1%
P35-44	25.2%
P45-54	16.8%
P55-64	8.5%
P65+	9.1%

#### Household Income

7 ▶

<\$25K	16.4%
\$25K-\$35K	13.7%
\$36K-\$50K	18.5%
\$50K-\$75K	20.1%
>\$75K	28.1%

#### 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	56.9%
Rent	40.1%
Other	3.0%

This report is based on Persons 18+ in YOUR METRO OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition ©1999 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: 3,690,940 Target Intab: 2,649  
 PHILADELPHIA  
 Scarborough, Aug97-Jul98

## Gender

47.1	% Male	52.9	% Female
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## Employment Status

Employed Full-Time	54.4%
Employed Part-Time	12.7%
Not Employed	
A Homemaker	9.3%
A Student	2.8%
Retired	14.9%
Disabled	2.9%
Temporarily Laid-Off	0.6%
Not Employed-Looking for Work	2.2%
Other	0.2%

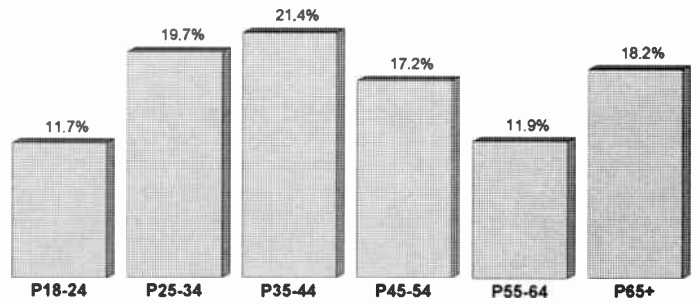
## Occupation

Administrative Support	15.7%
Executive, Administrative & Managerial	10.5%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helpers & Laborers	1.4%
Machine Operators, Assem & Inspectors	1.7%
Precision Production, Craft & Repair	5.3%
Professional Specialty	11.0%
Sales	7.9%
Service	7.6%
Technicians & Related Support	3.1%
Transportation & Material Moving	2.8%

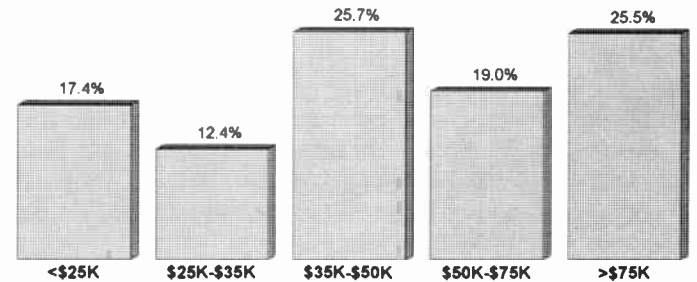
## Education

			
10.5%	40.5%	25.1%	23.9%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

## Demographic Breakout



## Household Income



## Presence of Children Under 12 in Household

None	58.0%
One	17.4%
Two	15.1%
Three or More	9.4%

## Home Ownership

Own	73.2%
Rent	22.6%
Other	4.2%



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

Estimates displayed are reported for % Composition.  
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# SPENT \$100+ ON GROCERIES

Target Persons: 1,933,155 Target Intab: 1,333

PHILADELPHIA

Scarborough, Aug97-Jul98

## Gender

48.6	% Male	51.4	% Female
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## Employment Status

Employed Full-Time	59.1%
Employed Part-Time	11.9%
Not Employed	
A Homemaker	9.1%
A Student	3.4%
Retired	10.8%
Disabled	2.6%
Temporarily Laid-Off	0.5%
Not Employed-Looking for Work	2.4%
Other	0.2%

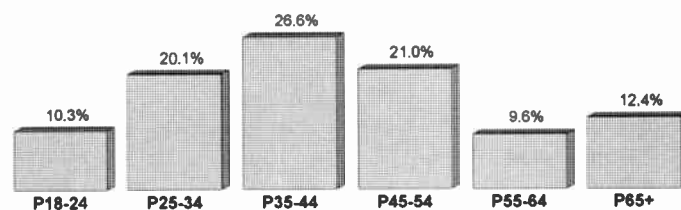
## Occupation

Administrative Support	15.8%
Executive, Administrative & Managerial	10.9%
Farming, Forestry & Fishing	0.3%
Handlers, Eq Clnrs, Helprs & Laborers	1.0%
Machine Operators, Assem & Inspectors	1.8%
Precision Production, Craft & Repair	6.0%
Professional Specialty	12.1%
Sales	8.8%
Service	8.3%
Technicians & Related Support	3.0%
Transportation & Material Moving	3.2%

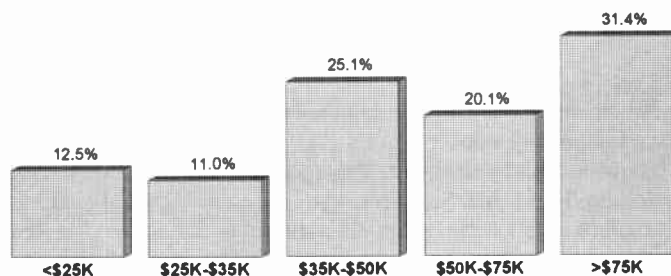
## Education

			
9.6%	41.5%	24.6%	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	45.4%
One	20.4%
Two	20.4%
Three or More	13.8%

## Home Ownership

Own	76.9%
Rent	19.5%
Other	3.5%



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

SPENT \$100+ ON GROCERIES (Amount Hhld Spent on Groceries Past 7 Days is \$100 - \$124 or \$125 - \$149 or \$150 - \$199 or \$200 or More)

Estimates displayed are reported for % Composition.

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# PLAN TO BUY NEW VEHICLE

Target Persons: 482,125 Target Intab: 346  
 PHILADELPHIA  
 Scarborough, Aug97-Jul98

## Gender

49.1	% Male	50.9	% Female
------	--------	------	----------





## Employment Status

Employed Full-Time	62.3%
Employed Part-Time	12.7%
Not Employed	
A Homemaker	10.1%
A Student	2.7%
Retired	6.7%
Disabled	2.8%
Temporarily Laid-Off	1.1%
Not Employed-Looking for Work	1.7%
Other	0.0%

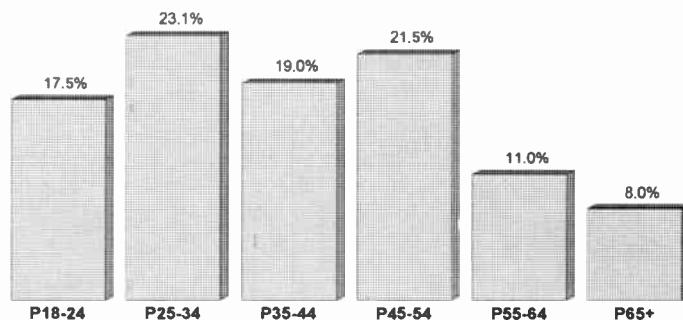
## Occupation

Administrative Support	14.8%
Executive, Administrative & Managerial	13.0%
Farming, Forestry & Fishing	0.5%
Handlers, Eqp Clnrs, Helpers & Laborers	2.9%
Machine Operators, Assem & Inspectors	2.0%
Precision Production, Craft & Repair	4.7%
Professional Specialty	8.9%
Sales	11.1%
Service	10.3%
Technicians & Related Support	3.4%
Transportation & Material Moving	3.3%

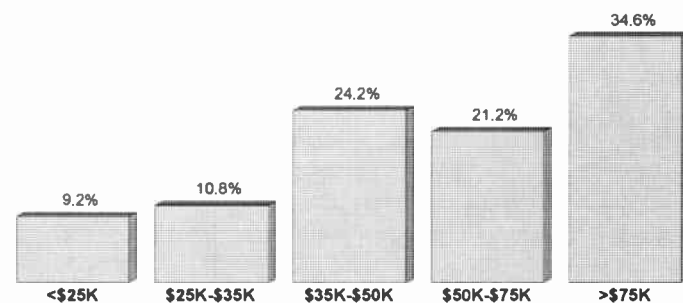
## Education

			
8.7%	41.2%	27.1%	23.0%
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	51.9%
One	18.3%
Two	18.5%
Three or More	11.3%

## Home Ownership

Own	73.0%
Rent	22.1%
Other	4.9%



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

PLAN TO BUY NEW VEHICLE (Vehicle Hhd Plans to Buy New Next 12 Months is Buy New:Car or Buy New:Pickup Truck or Buy New:Sport Utility Vehicle or Buy New:Van or Mini-Van)

Estimates displayed are reported for % Composition.

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# PLAN TO BUY USED VEHICLE

Target Persons: 486,720 Target Intab: 322  
 PHILADELPHIA  
 Scarborough, Aug97-Jul98

## Gender

52.2	% Male	47.8	% Female
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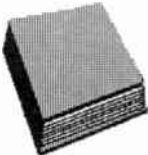

## Employment Status

Employed Full-Time	54.8%
Employed Part-Time	14.9%
Not Employed	
A Homemaker	10.2%
A Student	2.6%
Retired	9.2%
Disabled	3.7%
Temporarily Laid-Off	1.5%
Not Employed-Looking for Work	3.1%
Other	0.0%

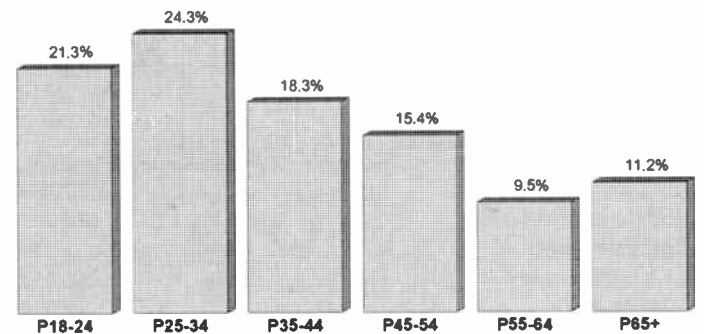
## Occupation

Administrative Support	19.0%
Executive, Administrative & Managerial	10.8%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helprs & Laborers	1.1%
Machine Operators, Assem & Inspectors	1.3%
Precision Production, Craft & Repair	7.4%
Professional Specialty	8.9%
Sales	7.9%
Service	9.4%
Technicians & Related Support	1.3%
Transportation & Material Moving	2.0%

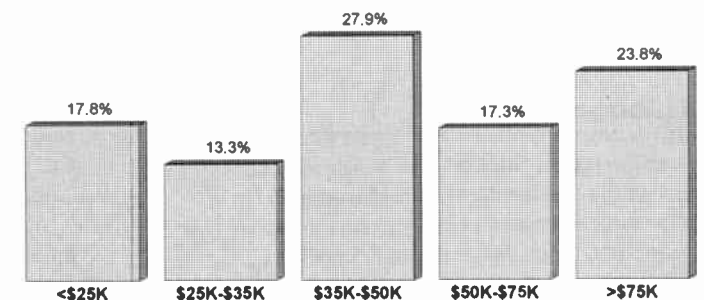
## Education

			
9.7%	41.7%	26.3%	22.2%
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	48.3%
One	25.7%
Two	13.2%
Three or More	12.9%

## Home Ownership

Own	68.8%
Rent	25.4%
Other	5.8%



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

PLAN TO BUY USED VEHICLE (Vehicle Hld Plans to Buy Used Next 12 Months is Buy Used:Car or Buy Used:Pickup Truck or Buy Used:Sport Utility Vehicle or Buy Used:Van or Mini-Van)

Estimates displayed are reported for % Composition.  
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# PAID FOR OIL CHANGE

Target Persons: 2,674,205 Target Intab: 1,941  
 PHILADELPHIA  
 Scarborough, Aug97-Jul98

## Gender

51.5	% Male	48.5	% Female
------	--------	------	----------


## Employment Status

Employed Full-Time	58.4%
Employed Part-Time	12.5%
Not Employed	
A Homemaker	8.6%
A Student	2.2%
Retired	14.3%
Disabled	1.4%
Temporarily Laid-Off	0.6%
Not Employed-Looking for Work	1.9%
Other	0.2%

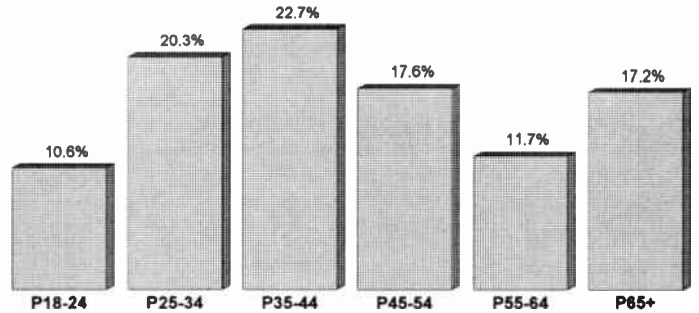
## Occupation

Administrative Support	16.2%
Executive, Administrative & Managerial	12.2%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helprs & Laborers	1.2%
Machine Operators, Assem & Inspectors	1.8%
Precision Production, Craft & Repair	5.8%
Professional Specialty	12.1%
Sales	8.3%
Service	7.2%
Technicians & Related Support	2.8%
Transportation & Material Moving	3.1%

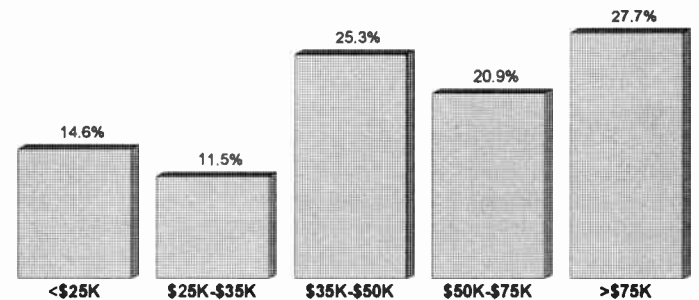
## Education

			
9.9%	38.3%	26.0%	25.8%
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	57.4%
One	16.7%
Two	16.3%
Three or More	9.6%

## Home Ownership

Own	74.2%
Rent	21.7%
Other	4.2%



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

PAID FOR OIL CHANGE (Auto Repair/Service on Hhld Vehicle Past 12 Months is Oil Filter/Oil Change)

Estimates displayed are reported for % Composition.

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# PAID \$1,000+ FOR HOME IMPRVMTS

Target Persons: 1,290,030 Target Intab: 923  
 PHILADELPHIA  
 Scarborough, Aug97-Jul98

## Gender

49.4	% Male	50.6	% Female
------	--------	------	----------





## Employment Status

Employed Full-Time	60.4%
Employed Part-Time	13.2%
Not Employed	
A Homemaker	9.7%
A Student	1.8%
Retired	10.5%
Disabled	2.0%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.8%
Other	0.3%

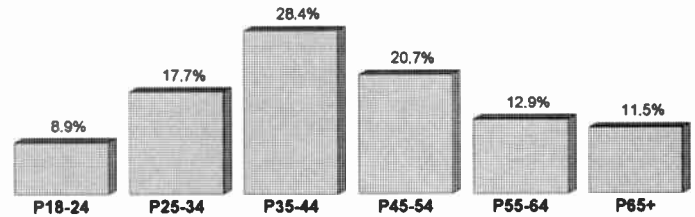
## Occupation

Administrative Support	18.8%
Executive, Administrative & Managerial	12.2%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helprs & Laborers	1.4%
Machine Operators, Assem & Inspectors	1.4%
Precision Production, Craft & Repair	5.8%
Professional Specialty	11.6%
Sales	9.0%
Service	7.5%
Technicians & Related Support	2.9%
Transportation & Material Moving	2.8%

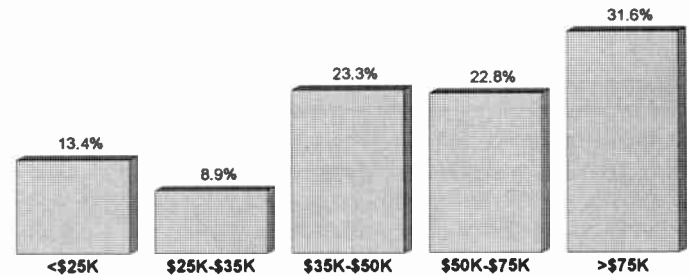
## Education

			
9.6%	35.9%	26.5%	27.9%
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	50.5%
One	20.9%
Two	17.2%
Three or More	11.4%

## Home Ownership

Own	81.2%
Rent	14.9%
Other	3.9%



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

PAID \$1,000+ FOR HOME IMPRVMTS (Amount Spent on Type of Home Improv Ps 12 Months is \$1,000 - \$3K:Tot Spnt Hm Improvements or \$3,000 or More:Tot Spnt Hm Improvements)

Estimates displayed are reported for % Composition.

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# Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



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

## Automotive

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

## Financial

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

## Beverages

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

## Business Decision

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

## Computers

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

## Demographics

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

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

## Drug/Grocery Store

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

## Health Care

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

## Home Improvement

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

## Household Shopping

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

## Lifestyles

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

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

## Media

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

## Retail Shopping

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

## Telephone

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

## Travel

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

## Voting

Presidential/Statewide/Local  
Registered  
Political Party

‡ Not all categories are available in all markets.

\* Selected markets only.

\*\* Hispanic markets only.

# Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

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

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



# Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

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

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

# Qualitative Diary Markets

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

## Qualitative 1998-99 Survey Schedule

### FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

### WINTER SURVEY

January 7 - March 31, 1999

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

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

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

### SPRING SURVEY

April 1 - June 23, 1999

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

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

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

### SUMMER SURVEY

July 1 - September 22, 1999

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

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

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

NOTE/The survey dates are subject to change.

**ARBITRON**

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*Notations*

# Arbitron 1999 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings**		MadmiSer®/ Media Professional™		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Akron	Feb 26	2:30PM LMT	Mar 26	2:30PM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 27	Apr 28	Apr 29		
Albany-Schenectady-Troy	Mar 08	10:00AM LMT	Apr 07	10:00AM	May 04	10:00AM	May 04	1:00PM	May 05	May 06	May 07		
Albuquerque	Mar 12	9:30AM LMT	Apr 12	2:00PM	May 10	11:00AM	May 10	2:00PM	May 11	May 12	May 13		
Allentown-Bethlehem	Mar 01	4:00PM LMT	Mar 29	4:00PM	Apr 26	1:00PM	Apr 26	4:00PM	Apr 27	Apr 28	Apr 29		
Atlanta	Mar 04	11:30AM LMT	Apr 05	11:30AM	Apr 29	1:00PM	Apr 29	4:00PM	Apr 30	May 03	May 04		
Austin	Mar 11	10:30AM LMT	Apr 12	10:30AM	May 05	1:30PM	May 05	4:30PM	May 06	May 07	May 10		
Bakersfield	Mar 12	10:00AM LMT	Apr 13	10:00AM	May 07	11:30AM	May 07	2:30PM	May 10	May 11	May 12		
Baltimore	Mar 01	11:30AM LMT	Mar 29	11:30AM	Apr 27	11:30AM	Apr 27	2:30PM	Apr 28	Apr 29	Apr 30		
Baton Rouge	Mar 12	10:30AM LMT	Apr 12	3:00PM	May 10	10:30AM	May 10	1:30PM	May 11	May 12	May 13		
Birmingham	Mar 05	3:00PM LMT	Apr 06	3:00PM	May 03	12:00PM	May 03	3:00PM	May 04	May 05	May 06		
Boston	Feb 26	1:00PM LMT	Mar 26	1:00PM	Apr 23	1:00PM	Apr 23	4:00PM	Apr 26	Apr 27	Apr 28		
Buffalo-Niagara Falls	Mar 02	2:30PM LMT	Mar 30	2:30PM	Apr 28	1:00PM	Apr 28	4:00PM	Apr 29	Apr 30	May 03		
Charleston, SC	Mar 11	10:00AM LMT	Apr 09	4:00PM	May 07	11:30AM	May 07	2:30PM	May 10	May 11	May 12		
Charlotte-Gastonia-Rock Hill	Mar 09	10:00AM LMT	Apr 08	10:00AM	May 04	1:00PM	May 04	4:00PM	May 05	May 06	May 07		
Chattanooga	Mar 09	4:00PM LMT	Apr 08	10:00AM	May 06	10:00AM	May 06	1:00PM	May 07	May 10	May 11		
Chicago	Feb 25	12:00PM LMT	Mar 25	12:00PM	Apr 22	12:00PM	Apr 22	3:00PM	Apr 23	Apr 26	Apr 27		
Cincinnati	Mar 02	4:00PM LMT	Mar 30	4:00PM	Apr 29	11:30AM	Apr 29	2:30PM	Apr 30	May 03	May 04		
Cleveland	Mar 01	2:30PM LMT	Mar 29	2:30PM	Apr 27	1:00PM	Apr 27	4:00PM	Apr 28	Apr 29	Apr 30		
Colorado Springs	Mar 12	11:00AM LMT	Apr 13	9:30AM	May 07	12:30PM	May 07	3:30PM	May 10	May 11	May 12		
Columbia, SC	Mar 10	4:00PM LMT	Apr 08	1:00PM	May 07	10:00AM	May 07	1:00PM	May 10	May 11	May 12		
Columbus, OH	Mar 04	10:00AM LMT	Apr 05	10:00AM	Apr 28	1:00PM	Apr 28	4:00PM	Apr 29	Apr 30	May 03		
Dallas-Ft. Worth	Mar 03	10:30AM LMT	Mar 31	10:30AM	Apr 28	10:30AM	Apr 28	1:30PM	Apr 29	Apr 30	May 03		
Dayton	Mar 05	2:30PM LMT	Apr 06	2:30PM	May 03	11:30AM	May 03	2:30PM	May 04	May 05	May 06		
Denver-Boulder	Mar 03	12:30PM LMT	Mar 31	12:30PM	Apr 27	2:00PM	Apr 27	5:00PM	Apr 28	Apr 29	Apr 30		
Des Moines	Mar 11	1:30PM LMT	Apr 12	10:30AM	May 05	1:30PM	May 05	4:30PM	May 06	May 07	May 10		
Detroit	Feb 26	11:30AM LMT	Mar 26	11:30AM	Apr 23	11:30AM	Apr 23	2:30PM	Apr 26	Apr 27	Apr 28		
El Paso	Mar 12	11:00AM LMT	Apr 13	9:30AM	May 10	11:00AM	May 10	2:00PM	May 11	May 12	May 13		
Fresno	Mar 10	10:00AM LMT	Apr 09	10:00AM	May 05	10:00AM	May 05	1:00PM	May 06	May 07	May 10		
Grand Rapids	Mar 10	11:30AM LMT	Apr 09	11:30AM	May 06	11:30AM	May 06	2:30PM	May 07	May 10	May 11		
Greensboro-Winston Salem-High Point	Mar 10	1:00PM LMT	Apr 09	1:00PM	May 06	11:30AM	May 06	2:30PM	May 07	May 10	May 11		
Greenville-New Bern-Jacksonville	Mar 11	1:00PM LMT	Apr 12	10:00AM	May 07	1:00PM	May 07	4:00PM	May 10	May 11	May 12		
Greenville-Spartanburg	Mar 11	10:00AM LMT	Apr 09	4:00PM	May 07	11:30AM	May 07	2:30PM	May 10	May 11	May 12		
Harrisburg-Lebanon-Carlisle	Mar 10	11:30AM LMT	Apr 09	11:30AM	May 06	10:00AM	May 06	1:00PM	May 07	May 10	May 11		
Hartford-New Britain-Middletown	Feb 26	2:30PM LMT	Mar 26	2:30PM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 27	Apr 28	Apr 29		
Honolulu	Mar 08	11:00AM LMT	Apr 07	10:00AM	May 03	10:00AM	May 03	1:00PM	May 04	May 05	May 06		
Houston-Galveston	Mar 03	12:00PM LMT	Mar 31	12:00PM	Apr 28	1:30PM	Apr 28	4:30PM	Apr 29	Apr 30	May 03		
Huntsville	Mar 12	9:00AM LMT	Apr 12	1:30PM	May 10	9:00AM	May 10	12:00PM	May 11	May 12	May 13		
Indianapolis	Mar 04	1:00PM LMT	Apr 05	12:00PM	Apr 30	9:00AM	Apr 30	12:00PM	May 03	May 04	May 05		
Jackson, MS	Mar 11	3:00PM LMT	Apr 12	1:30PM	May 10	10:30AM	May 10	1:30PM	May 11	May 12	May 13		
Jacksonville	Mar 09	10:00AM LMT	Apr 09	10:00AM	May 05	11:30AM	May 05	2:30PM	May 06	May 07	May 10		
Johnson City-Kingsport-Bristol	Mar 11	11:30AM LMT	Apr 12	11:30AM	May 07	1:00PM	May 07	4:00PM	May 10	May 11	May 12		
Kansas City	Mar 05	9:00AM LMT	Apr 06	9:00AM	Apr 29	1:30PM	Apr 29	4:30PM	Apr 30	May 03	May 04		
Knoxville	Mar 09	1:00PM LMT	Apr 07	1:00PM	May 06	10:00AM	May 06	1:00PM	May 07	May 10	May 11		
Lansing-East Lansing	Mar 10	4:00PM LMT	Apr 08	4:00PM	May 07	10:00AM	May 07	1:00PM	May 10	May 11	May 12		
Las Vegas	Mar 08	11:30AM LMT	Apr 07	11:30AM	May 03	1:00PM	May 03	4:00PM	May 04	May 05	May 06		
Little Rock	Mar 11	12:00PM LMT	Apr 12	12:00PM	May 06	1:30PM	May 06	4:30PM	May 07	May 10	May 11		
Los Angeles	Feb 25	11:30AM LMT	Mar 25	11:30AM	Apr 22	11:30AM	Apr 22	2:30PM	Apr 23	Apr 26	Apr 27		
Louisville	Mar 05	11:30AM LMT	Apr 06	11:30AM	May 03	10:00AM	May 03	1:00PM	May 04	May 05	May 06		
Madison	Mar 11	3:00PM LMT	Apr 12	1:30PM	May 10	9:00AM	May 10	12:00PM	May 11	May 12	May 13		
Memphis	Mar 05	12:00PM LMT	Apr 06	12:00PM	May 03	1:30PM	May 03	4:30PM	May 04	May 05	May 06		
Miami-Ft. Lauderdale-Hollywood	Mar 04	4:00PM LMT	Apr 05	4:00PM	Apr 30	1:00PM	Apr 30	4:00PM	May 03	May 04	May 05		
Milwaukee-Racine	Mar 04	9:00AM LMT	Apr 05	9:00AM	Apr 30	9:00AM	Apr 30	12:00PM	May 03	May 04	May 05		
Minneapolis-St. Paul	Mar 03	9:00AM LMT	Mar 31	9:00AM	Apr 29	9:00AM	Apr 29	12:00PM	Apr 30	May 03	May 04		
Mobile	Mar 11	3:00PM LMT	Apr 12	12:00PM	May 10	9:00AM	May 10	12:00PM	May 11	May 12	May 13		
Monterey-Saltinas-Santa Cruz	Mar 01	1:00PM LMT	Mar 29	1:00PM	Apr 26	1:00PM	Apr 26	4:00PM	Apr 27	Apr 28	Apr 29		

\* All times are local market times.

\*\* All times indicate START of Market calling.

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**ARBITRON**

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# Arbitron 1999 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings**		MaxmiSer?/ Media Professional™		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Nashville	Mar 09	1:30PM LMT	Apr 08	1:30PM	May 05	9:00AM	May 05	12:00PM	May 06	May 07	May 10		
Nassau-Suffolk (Long Island)	Feb 25	11:30AM LMT	Mar 25	11:30AM	Apr 22	11:30AM	Apr 22	2:30PM	Apr 23	Apr 26	Apr 27		
New Orleans	Mar 05	10:30AM LMT	Apr 06	10:30AM	May 03	10:30AM	May 03	1:30PM	May 04	May 05	May 06		
New York	Feb 25	10:00AM LMT	Mar 25	10:00AM	Apr 22	10:00AM	Apr 22	1:00PM	Apr 23	Apr 26	Apr 27		
Norfolk-Virginia Beach-Newport News	Mar 09	11:30AM LMT	Apr 08	11:30AM	May 05	10:00AM	May 05	1:00PM	May 06	May 07	May 10		
Oklahoma City	Mar 05	1:30PM LMT	Apr 06	1:30PM	May 04	12:00PM	May 04	3:00PM	May 05	May 06	May 07		
Omaha-Council Bluffs	Mar 05	3:00PM LMT	Apr 06	3:00PM	May 03	12:00PM	May 03	3:00PM	May 04	May 05	May 06		
Orlando	Mar 10	2:30PM LMT	Apr 09	2:30PM	May 06	1:00PM	May 06	4:00PM	May 07	May 10	May 11		
Philadelphia	Feb 26	10:00AM LMT	Mar 26	10:00AM	Apr 23	10:00AM	Apr 23	1:00PM	Apr 26	Apr 27	Apr 28		
Phoenix	Mar 03	2:00PM LMT	Mar 31	2:00PM	Apr 28	1:00PM	Apr 28	4:00PM	Apr 29	Apr 30	May 03		
Pittsburgh	Mar 02	11:30AM LMT	Mar 30	11:30AM	Apr 28	10:00AM	Apr 28	1:00PM	Apr 29	Apr 30	May 03		
Portland, OR	Mar 08	10:00AM LMT	Apr 07	10:00AM	May 03	11:30AM	May 03	2:30PM	May 04	May 05	May 06		
Providence-Warwick-Pawtucket	Feb 26	4:00PM LMT	Mar 26	4:00PM	Apr 26	11:30AM	Apr 26	2:30PM	Apr 27	Apr 28	Apr 29		
Raleigh-Durham	Mar 10	10:00AM LMT	Apr 09	10:00AM	May 05	1:00PM	May 05	4:00PM	May 06	May 07	May 10		
Richmond	Mar 09	11:30AM LMT	Apr 08	11:30AM	May 04	11:30AM	May 04	2:30PM	May 05	May 06	May 07		
Riverside-San Bernardino	Feb 26	1:00PM LMT	Mar 26	1:00PM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 27	Apr 28	Apr 29		
Rochester, NY	Mar 08	10:00AM LMT	Apr 07	10:00AM	May 04	10:00AM	May 04	1:00PM	May 05	May 06	May 07		
Sacramento	Mar 09	1:00PM LMT	Apr 08	1:00PM	May 04	1:00PM	May 04	4:00PM	May 05	May 06	May 07		
Saginaw-Bay City-Midland	Mar 11	11:30AM LMT	Apr 09	1:00PM	May 06	11:30AM	May 06	2:30PM	May 07	May 10	May 11		
Salt Lake City-Ogden-Provo	Mar 08	9:30AM LMT	Apr 07	9:30AM	Apr 30	12:30PM	Apr 30	3:30PM	May 03	May 04	May 05		
San Antonio	Mar 09	12:00PM LMT	Apr 08	12:00PM	May 04	1:30PM	May 04	4:30PM	May 05	May 06	May 07		
San Diego	Mar 01	10:00AM LMT	Mar 29	10:00AM	Apr 23	11:30AM	Apr 23	2:30PM	Apr 26	Apr 27	Apr 28		
San Francisco	Mar 02	10:00AM LMT	Mar 30	10:00AM	Apr 27	10:00AM	Apr 27	1:00PM	Apr 28	Apr 29	Apr 30		
San Jose	Mar 02	11:30AM LMT	Mar 30	11:30AM	Apr 27	11:30AM	Apr 27	2:30PM	Apr 28	Apr 29	Apr 30		
Seattle-Tacoma	Mar 05	10:00AM LMT	Apr 06	10:00AM	Apr 29	1:00PM	Apr 29	4:00PM	Apr 30	May 03	May 04		
Shreveport	Mar 11	1:30PM LMT	Apr 12	12:00PM	May 06	1:30PM	May 06	4:30PM	May 07	May 10	May 11		
Spokane	Mar 12	11:30AM LMT	Apr 13	10:00AM	May 10	11:30AM	May 10	2:30PM	May 11	May 12	May 13		
Springfield, MA	Mar 01	2:30PM LMT	Mar 29	2:30PM	Apr 26	11:30AM	Apr 26	2:30PM	Apr 27	Apr 28	Apr 29		
St. Louis	Mar 02	9:00AM LMT	Mar 30	9:00AM	Apr 26	1:30PM	Apr 26	4:30PM	Apr 27	Apr 28	Apr 29		
Syracuse	Mar 08	4:00PM LMT	Apr 07	4:00PM	May 04	11:30AM	May 04	2:30PM	May 05	May 06	May 07		
Tampa-St. Petersburg-Clearwater	Mar 04	2:30PM LMT	Apr 05	2:30PM	Apr 30	11:30AM	Apr 30	2:30PM	May 03	May 04	May 05		
Toledo	Mar 04	1:00PM LMT	Apr 05	1:00PM	May 03	10:00AM	May 03	1:00PM	May 04	May 05	May 06		
Tucson	Mar 08	9:30AM LMT	Apr 07	8:30AM	Apr 30	11:30AM	Apr 30	2:30PM	May 03	May 04	May 05		
Tulsa	Mar 09	1:30PM LMT	Apr 08	1:30PM	May 05	10:30AM	May 05	1:30PM	May 06	May 07	May 10		
Washington, DC	Mar 01	10:00AM LMT	Mar 29	10:00AM	Apr 27	10:00AM	Apr 27	1:00PM	Apr 28	Apr 29	Apr 30		
West Palm Beach-Boca Raton	Mar 11	1:00PM LMT	Apr 12	10:00AM	May 07	1:00PM	May 07	4:00PM	May 10	May 11	May 12		
Wichita	Mar 11	10:30AM LMT	Apr 12	9:00AM	May 06	1:30PM	May 06	4:30PM	May 07	May 10	May 11		
Wilkes Barre-Scranton	Mar 10	4:00PM LMT	Apr 07	2:30PM	May 07	10:00AM	May 07	1:00PM	May 10	May 11	May 12		
York	Mar 10	10:00AM LMT	Apr 09	10:00AM	May 06	1:00PM	May 06	4:00PM	May 07	May 10	May 11		

\* All times are local market times.

\*\* All times indicate START of Market calling.

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**ARBITRON**

Sched- 2

# 1998-99 Radio Survey Schedule

# Who to Call at Arbitron

## FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

## SPRING SURVEY

April 1 - June 23, 1999

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

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

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

## WINTER SURVEY

January 7 - March 31, 1999

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

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

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

## SUMMER SURVEY

July 1 - September 22, 1999

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

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

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

## New York

142 West 57th Street/10019  
 Fax: (212) 887-1535

### Radio Station Services:

Tom O'Sullivan, Mgr. (212) 887-1368  
 Jennae Buiniskis (212) 887-1371  
 Kathy Koch (212) 887-1304  
 John Nolan (212) 887-1306

*Scarborough Training Specialist:*  
 Lis Perry (212) 887-1367

### Group Services:

Les Tolchin, Sr. VP, National Sales  
 (212) 887-1302

### Rep/Network Services:

Alan Tobkes, VP (212) 887-1354

*Broadcast Market Analyst:*  
 Donna Pollifrone (212) 887-1582

### Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387  
 Jerry Sacchetti, Mgr. (212) 887-1502  
 Britt Alexander (212) 887-1343  
 Susan Carmichael (212) 887-1398  
 Kent Stephens (212) 887-1423

*Project Development Executive:*  
 Charmaine Eleazar (212) 887-1308

*Training Specialist:*  
 Richard Salazar (212) 887-1356

### TAPSCAN Worldwide (Northeast):

Bill Garcia (508) 767-0221

## Chicago

311 South Wacker Dr., Suite 1600/60606  
 Fax: (312) 913-6221

### Radio Station Services:

John Basila, Mgr. (312) 913-6235  
 Bethanie Buckingham (312) 913-6232  
 Patrick Pendergast (312) 913-6239

*Scarborough Training Specialist:*  
 Malou Watterson (312) 913-6238

### Training Specialists:

Tony Hereau (312) 913-6233  
 Karen Young (312) 913-6240

### Advertiser/Agency Services:

Margaret Bustell, Mgr. (312) 913-6226  
 Cory Flahaven (312) 913-6229  
 Jacqueline Noel (312) 913-6228  
 James Tobolski (312) 913-6243  
 Kirsten Valenta (312) 913-6227

*Product Training Coordinator:*  
 Vicki Murphy (312) 913-6241

*Training Specialist:*  
 Michael Hopkins (312) 913-6222

### TAPSCAN Worldwide (Midwest):

Trish Kallembach (312) 913-6220

## 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  
 Pete Winston (770) 551-1420

*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

### TAPSCAN Worldwide (Atlanta):

Beth Bourne (AAS Acct. Mgr.) (205) 987-7456  
 Kevin Hathcock (AAS Training) (205) 987-7456  
 Judy McDowell (Stations) (205) 560-0895

## Los Angeles

10877 Wilshire Blvd., Suite 1600/90024  
 Fax: (310) 824-6666

### Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601  
 Paul LeFort (310) 824-6606  
 Steven Shrinisky (310) 824-6602  
 Richard Tunkel (310) 824-6608  
 Rob Winston (310) 824-6604

*Scarborough Training Specialist:*  
 David Oglevee (310) 824-6607

### Training Specialists:

Gabriela Selva (310) 824-6605  
 Vanessa Ware (310) 824-6609

### Advertiser/Agency Services:

George Brady, Mgr. (310) 824-6615  
 John Hegelmeyer (310) 824-6621  
 Debbie Lahm (310) 824-6622  
 Randy Roberts (602) 947-0001

### Training Specialist:

Stacie De Armas (310) 824-6613

### Consumer Information Services:

Alisa Joseph, National Mgr. (310) 824-6620

### TAPSCAN Worldwide (West):

Randi Lee (310) 824-6603

## Dallas

One Galleria Tower  
 13355 Noel Road, Suite 1120/75240  
 Fax: (972) 385-5377

### Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386  
 Chris Kiske (972) 385-5398  
 Jessica Paige (972) 385-5394

*Scarborough Training Specialist:*  
 Jennifer Thompson (972) 385-5391

### Training Specialist:

Harry Clark (972) 385-5392

### Latin American Marketing:

Clara Cameiro, VP (972) 385-5384

### Client Service Representative:

Patricia Jinich (972) 385-5385

### Radio Programming Services:

Bob Michaels, Mgr. (972) 385-5357  
 Gary Marince (412) 859-3740

### Advertiser/Agency Services:

Becky Burkett, Mgr. (972) 385-5387  
 Anne Baron (972) 385-5389

### Training Specialist:

Kelly McLean (972) 385-5364

### TAPSCAN Worldwide (Dallas):

P. J. McCarthy (435) 783-8469

## Washington/Baltimore

9705 Patuxent Woods Drive  
 Columbia, Maryland 21046  
 Fax: (410) 312-8622

### Radio Station Services:

Frank Stanitski, VP, Group Marketing  
 (410) 312-8528  
 John Snyder, Mgr. (410) 312-8532  
 Fred Hannasch (410) 312-8595  
 Laura Hill (410) 312-8530

### Group Services:

Brad Kelly, Mgr., National Radio Sales  
 (757) 336-1192  
 Bruce Supovitz, VP, National Radio Services  
 (410) 312-8391

### Scarborough Training Specialist:

Sarah Liddle (410) 312-8546

### Training Specialist:

Christian Meinhardt (410) 312-8588

### Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

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NOTE/The survey dates are subject to change.

# 1999 Radio Advisory Council Members

**Tom Bender**  
Vice President & General Manager  
WCSX-FM  
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(248) 414-5650  
(248) 398-4382 (fax)  
tgdr@ameritech.net (e-mail)  
AOR - Continuous

**Gerry Boehme**  
Sr. Vice President/Director  
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125 West 55th Street, 21st Floor  
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(212) 424-6491 (fax)  
gerry\_boehme@katz-media.com (e-mail)  
Research - Appointed

**Kent Cooper**  
Vice President/General Manager  
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501 Tupper Lane  
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AOR - Noncontinuous

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5726 East Shields Avenue  
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Hispanic

**Rick Cummings**  
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rcummings@emmiswest.emmis.com (e-mail)  
Group Programmer - Appointed

**Chuck DuCoty\*\*\***  
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Radio Advertising Bureau  
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At Large - Appointed

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40 Monument Circle, Suite 500  
Indianapolis, IN 46204  
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