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# First Preference

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Summer 1997  
June 26 - September 17



# First Preference

## 1997-98 Survey Schedule

**Summer 1997**  
June 26 - September 17

**Fall 1997**  
September 18 - December 10

**Winter 1998**  
January 8 - April 1

**Spring 1998**  
April 2 - June 24

**Summer 1998**  
July 2 - September 23

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## Preface

The First Preference report contains a compilation of audience estimates derived from the Arbitron MaximiSer service. It provides a comparison of Cum Persons and First Preference (P1) Cum Persons for all Metro-qualifying stations in each of the radio market Metro areas surveyed during the current survey period. Effective with Fall 1995, information for condensed markets is now included in 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 aid radio station, advertiser and agency clients of Arbitron in evaluating station audience sizes among persons who listen to that particular station more than to any other single station in a given week. Arbitron attempts to provide herein a summary description of methodology that may be understood by all who use this report. A more detailed description of Arbitron methodology can be found in a separate publication, available to all Radio Market Report subscribers, titled *Arbitron Radio Description of Methodology*. An abbreviated version of Arbitron's standard methodology is also included in every Radio Market Report. A description of MaximiSer methodology can be found in the *MaximiSer User's Guide*.

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**ARBITRON**



# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAKR-AM	715	264	36.9	43	0	0.0	264	68	25.8	351	106	30.2
WCLV-FM	201	45	22.4	23	0	0.0	89	11	12.4	94	17	18.1
WDOK-FM	759	238	31.4	207	40	19.3	489	161	32.9	436	167	38.3
WENZ-FM	638	221	34.6	378	121	32.0	277	69	24.9	125	21	16.8
WGAR-FM	713	270	37.9	209	53	25.4	384	151	39.3	393	181	46.1
WHBC-FM	206	51	24.8	94	25	26.6	125	24	19.2	92	17	18.5
WHK -FM	122	25	20.5	33	7	21.2	86	15	17.4	86	15	17.4
WHOT-FM	203	47	23.2	101	20	19.8	77	18	23.4	35	9	25.7
WKDD-FM	832	321	38.6	441	164	37.2	544	212	39.0	295	117	39.7
WKNR-AM	589	153	26.0	144	33	22.9	372	85	22.8	343	78	22.7
WLTF-FM	412	86	20.9	199	43	21.6	296	69	23.3	187	40	21.4
WMJI-FM	893	304	34.0	163	37	22.7	594	199	33.5	639	252	39.4
WMMS-FM	673	197	29.3	440	132	30.0	361	98	27.1	143	31	21.7
WNCX-FM	754	236	31.3	403	130	32.3	528	173	32.8	298	99	33.2
WNIR-FM	667	314	47.1	123	33	26.8	322	126	39.1	349	161	46.1
WNWV-FM	293	112	38.2	49	14	28.6	217	89	41.0	207	89	43.0
WONE-FM	852	278	32.6	426	109	25.6	590	214	36.3	355	138	38.9
WQAL-FM	679	156	23.0	314	60	19.1	403	120	29.8	259	78	30.1
WQKT-FM	148	36	24.3	43	7	16.3	71	16	22.5	70	13	18.6
WQMX-FM	946	429	45.3	360	162	45.0	504	230	45.6	404	194	48.0
WQXK-FM	404	127	31.4	140	46	32.9	192	65	33.9	197	62	31.5
WRMR-AM	361	205	56.8	3	0	0.0	41	12	29.3	129	59	45.7
WRQK-FM	318	53	16.7	210	37	17.6	126	18	14.3	49	0	0.0
WSOM-AM	34	15	44.1	10	7	70.0	13	9	69.2	11	5	45.5
WTAM-AM	459	199	43.4	76	33	43.4	253	110	43.5	272	123	45.2
WTOU-AM	156	58	37.2	43	9	20.9	108	40	37.0	74	35	47.3
WZAK-FM	577	273	47.3	263	141	53.6	248	122	49.2	160	64	40.0
WZJM-FM	453	146	32.2	254	82	32.3	174	44	25.3	78	14	17.9
WZKL-FM	78	20	25.6	10	3	30.0	63	12	19.0	65	15	23.1

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WABY-AM	207	77	37.2	4	0	0.0	37	7	18.9	69	22	31.9
WABY-FM	703	374	53.2	75	9	12.0	198	57	28.8	295	154	52.2
WBKK-FM	212	85	40.1	35	0	0.0	97	24	24.7	106	43	40.6
WBJG-FM	76	42	55.3	12	8	66.7	50	26	52.0	55	30	54.5
WDCD-FM	112	28	25.0	23	3	13.0	89	18	20.2	78	21	26.9
WENU-FM	66	23	34.8	10	0	0.0	8	3	37.5	21	9	42.9
WEQX-FM	459	149	32.5	274	94	34.3	270	73	27.0	126	27	21.4
WFLY-FM	1920	821	42.8	891	319	35.8	1028	354	34.4	601	210	34.9
WGNA-AM	90	7	7.8	11	3	27.3	30	3	10.0	40	0	0.0
WGNA-FM	1311	712	54.3	341	187	54.8	697	380	54.5	705	400	56.7
WGY-AM	1417	766	54.1	147	39	26.5	627	267	42.6	704	354	50.3
WHAZ-AM	57	21	36.8	4	4	100.0	33	17	51.5	38	13	34.2
WHRL-FM	407	129	31.7	86	25	29.1	275	83	30.2	244	80	32.8
WJIV-FM	142	43	30.3	29	15	51.7	100	38	38.0	93	28	30.1
WJKE-FM	252	59	23.4	71	14	19.7	181	43	23.8	146	38	26.0
WKAJ-AM	90	29	32.2	0	0	0.0	16	0	0.0	32	7	21.9
WKBE-FM	71	17	23.9	36	11	30.6	47	17	36.2	22	6	27.3
WKLI-FM	724	186	25.7	445	107	24.0	417	143	34.3	194	69	35.6
WMYY-FM	52	14	26.9	8	3	37.5	42	11	26.2	38	8	21.1
WNYQ-FM	96	20	20.8	53	12	22.6	53	16	30.2	35	3	8.6
WPTR-FM	369	114	30.9	82	19	23.2	192	57	29.7	219	75	34.2
WPYX-FM	1249	366	29.3	710	235	33.1	810	232	28.6	440	118	26.8
WQBJ-FM	455	162	35.6	217	67	30.9	231	66	28.6	137	43	31.4
WQBK-FM	1131	462	40.8	632	271	42.9	635	248	39.1	341	114	33.4
WROW-AM	373	85	22.8	62	8	12.9	171	24	14.0	159	26	16.4
WRVE-FM	1010	330	32.7	395	100	25.3	762	281	36.9	534	218	40.8
WTMM-AM	139	34	24.5	17	9	52.9	69	18	26.1	80	21	26.2
WTRY-AM	295	85	28.8	39	5	12.8	193	58	30.1	201	72	35.8
WTRY-FM	658	231	35.1	124	31	25.0	471	177	37.6	452	177	39.2
WXCR-FM	599	145	24.2	314	78	24.8	394	99	25.1	216	55	25.5
WXLE-FM	628	220	35.0	304	132	43.4	433	148	34.2	263	70	26.6
WYJB-FM	1388	602	43.4	434	175	40.3	861	442	51.3	708	367	51.8

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KABG-FM	251	52	20.7	73	10	13.7	169	45	26.6	154	39	25.3
KABQ-AM	60	24	40.0	9	9	100.0	34	17	50.0	34	14	41.2
KALY-AM	79	29	36.7	24	4	16.7	36	12	33.3	27	11	40.7
KARS-AM	61	21	34.4	8	0	0.0	26	4	15.4	39	14	35.9
KBAC-FM	55	12	21.8	0	0	0.0	49	12	24.5	52	12	23.1
KBFG-FM	120	10	8.3	45	0	0.0	59	7	11.9	49	7	14.3
KBOM-FM	212	38	17.9	54	9	16.7	149	27	18.1	139	29	20.9
KDEF-AM	67	26	38.8	11	4	36.4	48	17	35.4	46	17	37.0
KEXT-FM	74	26	35.1	28	11	39.3	42	16	38.1	26	7	26.9
KEZF-FM	104	35	33.7	30	6	20.0	76	33	43.4	58	27	46.6
KHFM-FM	626	305	48.7	125	39	31.2	288	127	44.1	318	167	52.5
KHTL-AM	149	17	11.4	19	4	21.1	67	2	3.0	79	5	6.3
KIOT-FM	763	190	24.9	319	67	21.0	570	173	30.4	360	116	32.2
KIVA-AM	355	152	42.8	11	0	0.0	71	8	11.3	131	41	31.3
KKOB-AM	1029	524	50.9	128	46	35.9	535	260	48.6	600	318	53.0
KKOB-FM	831	215	25.9	378	92	24.3	524	134	25.6	296	69	23.3
KKSS-FM	919	323	35.1	489	154	31.5	363	102	28.1	153	33	21.6
KLSK-FM	560	154	27.5	301	88	29.2	422	112	26.5	220	61	27.7
KLVO-FM	370	151	40.8	90	28	31.1	205	95	46.3	183	88	48.1
KMGA-FM	587	201	34.2	162	46	28.4	388	117	30.2	336	125	37.2
KNKT-FM	187	60	32.1	89	15	16.9	149	57	38.3	81	42	51.9
KNML-AM	109	42	38.5	34	14	41.2	67	25	37.3	54	17	31.5
KPEK-FM	801	272	34.0	404	157	38.9	512	187	36.5	257	78	30.4
KRST-FM	1197	565	47.2	412	173	42.0	762	399	52.4	589	322	54.7
KRZN-FM	335	95	28.4	78	15	19.2	241	74	30.7	213	77	36.2
KRZY-AM	97	27	27.8	31	12	38.7	63	21	33.3	43	15	34.9
KRZY-FM	131	55	42.0	47	17	36.2	73	32	43.8	53	23	43.4
KTBL-FM	555	144	25.9	210	44	21.0	342	87	25.4	269	71	26.4
KTEG-FM	729	234	32.1	418	127	30.4	290	73	25.2	115	26	22.6
KXKS-AM	65	19	29.2	9	5	55.6	33	13	39.4	34	11	32.4
KYLZ-FM	581	178	30.6	308	93	30.2	193	44	22.8	96	22	22.9
KZKL-AM	33	2	6.1	6	0	0.0	27	2	7.4	24	2	8.3
KZKL-FM	702	267	38.0	180	64	35.6	462	181	39.2	420	175	41.7
KZRR-FM	777	299	38.5	503	197	39.2	477	197	41.3	178	66	37.1
KZSS-AM	132	25	18.9	22	4	18.2	91	12	13.2	87	12	13.8

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KYW -AM	290	57	19.7	30	9	30.0	119	31	26.1	149	29	19.5
WABC-AM	177	69	39.0	31	12	38.7	86	32	37.2	87	31	35.6
WAEB-AM	669	290	43.3	65	13	20.0	332	120	36.1	381	157	41.2
WAEB-FM	1883	899	47.7	774	325	42.0	1097	514	46.9	707	343	48.5
WAWZ-FM	78	21	26.9	15	3	20.0	55	10	18.2	53	11	20.8
WBEB-FM	70	19	27.1	23	4	17.4	44	7	15.9	38	12	31.6
WBYN-FM	156	77	49.4	7	3	42.9	94	44	46.8	116	44	37.9
WCBS-AM	77	32	41.6	4	0	0.0	29	7	24.1	47	21	44.7
WCTO-FM	1199	481	40.1	377	149	39.5	729	285	39.1	599	258	43.1
WEEX-AM	63	22	34.9	8	4	50.0	17	3	17.6	25	7	28.0
WEST-AM	186	103	55.4	8	0	0.0	29	11	37.9	67	36	53.7
WFAN-AM	143	43	30.1	35	9	25.7	109	33	30.3	87	31	35.6
WFLN-FM	99	32	32.3	19	7	36.8	50	9	18.0	54	13	24.1
WFMZ-FM	1074	478	44.5	171	91	53.2	519	239	46.1	564	234	41.5
WGGY-FM	40	21	52.5	22	14	63.6	34	14	41.2	16	3	18.8
WGPA-AM	101	25	24.8	0	0	0.0	19	3	15.8	36	6	16.7
WHCY-FM	98	27	27.6	34	8	23.5	62	19	30.6	35	12	34.3
WIOQ-FM	460	104	22.6	240	65	27.1	182	24	13.2	104	9	8.7
WIOV-FM	71	17	23.9	27	4	14.8	27	10	37.0	36	13	36.1
WIP -AM	134	49	36.6	25	0	0.0	91	32	35.2	89	42	47.2
WJJZ-FM	155	28	18.1	23	0	0.0	109	21	19.3	100	25	25.0
WKAP-AM	424	256	60.4	9	4	44.4	65	17	26.2	116	37	31.9
WKRF-FM	17	0	0.0	10	0	0.0	3	0	0.0	0	0	0.0
WKRZ-FM	170	49	28.8	76	18	23.7	51	14	27.5	38	14	36.8
WKXW-FM	147	36	24.5	30	8	26.7	96	23	24.0	90	18	20.0
WLSH-AM	57	29	50.9	0	0	0.0	2	2	100.0	20	2	10.0
WMGK-FM	382	112	29.3	143	32	22.4	282	89	31.6	191	70	36.6
WMGS-FM	86	16	18.6	30	3	10.0	47	16	34.0	41	13	31.7
WMMR-FM	160	19	11.9	80	7	8.8	118	19	16.1	74	12	16.2
WNNJ-FM	101	39	38.6	36	3	8.3	74	27	36.5	56	27	48.2
WODE-FM	1607	661	41.1	299	74	24.7	1015	441	43.4	1012	492	48.6
WOGL-FM	143	12	8.4	25	3	12.0	86	6	7.0	85	6	7.1
WOR -AM	127	40	31.5	0	0	0.0	38	18	47.4	56	25	44.6
WPLJ-FM	106	19	17.9	49	6	12.2	85	15	17.6	48	13	27.1
WPLY-FM	165	29	17.6	108	16	14.8	77	11	14.3	25	0	0.0
WPST-FM	286	52	18.2	175	33	18.9	104	12	11.5	40	4	10.0
WRFY-FM	187	12	6.4	106	3	2.8	118	12	10.2	56	9	16.1
WRNJ-AM	105	29	27.6	8	0	0.0	58	14	24.1	65	18	27.7
WRNJ-FM	403	122	30.3	91	18	19.8	211	60	28.4	193	56	29.0
WSBG-FM	133	26	19.5	78	16	20.5	66	7	10.6	20	0	0.0
WUSL-FM	311	100	32.2	126	43	34.1	109	27	24.8	70	12	17.1
WWDB-FM	139	35	25.2	19	0	0.0	100	17	17.0	94	24	25.5
WXRK-FM	107	40	37.4	40	7	17.5	74	23	31.1	41	16	39.0
WXTU-FM	285	66	23.2	83	31	37.3	161	47	29.2	157	28	17.8
WYNS-AM	164	87	53.0	20	10	50.0	62	30	48.4	96	56	58.3
WYSP-FM	567	162	28.6	320	91	28.4	368	123	33.4	200	62	31.0
WYXR-FM	252	38	15.1	142	20	14.1	135	20	14.8	64	9	14.1
WZMT-FM	62	12	19.4	32	7	21.9	33	5	15.2	16	5	31.2
WZZO-FM	1241	510	41.1	710	347	48.9	811	337	41.6	397	126	31.7

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.



# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WALR-AM	54	7	13.0	8	0	0.0	47	7	14.9	45	7	15.6
WALR-FM	3919	1519	38.8	1410	380	27.0	2822	1241	44.0	2027	1023	50.5
WQOK-AM	1171	511	43.6	222	35	15.8	643	246	38.3	677	318	47.0
WCNN-AM	876	231	26.4	206	45	21.8	641	182	28.4	562	186	33.1
WFOX-FM	4162	1379	33.1	732	193	26.4	3192	1128	35.3	3015	1116	37.0
WGST-AM	1525	383	25.1	279	80	28.7	971	254	26.2	988	256	25.9
WGST-FM	1404	547	39.0	329	118	35.9	1045	396	37.9	941	379	40.3
WHTA-FM	3692	1440	39.0	2078	891	42.9	1485	465	31.3	599	120	20.0
WJZF-FM	2396	674	28.1	652	82	12.6	1815	465	25.6	1492	490	32.8
WKHX-FM	4311	1878	43.6	1548	540	34.9	2465	1031	41.8	1981	954	48.2
WKLS-FM	4042	1141	28.2	2229	628	28.2	2621	699	26.7	1298	347	26.7
WNIV-AM	415	130	31.3	99	25	25.3	332	103	31.0	302	99	32.8
WNNX-FM	4148	1727	41.6	2537	1165	45.9	2337	957	40.9	854	295	34.5
WPCH-FM	4401	1535	34.9	1052	275	26.1	2739	963	35.2	2612	1000	38.3
WQXI-AM	485	129	26.6	189	43	22.8	424	129	30.4	286	87	30.4
WSB -AM	6721	3255	48.4	1367	455	33.3	4147	1776	42.8	4051	1989	49.1
WSB -FM	4918	1345	27.3	2099	607	28.9	3523	971	27.6	2220	617	27.8
WSTR-FM	6053	2277	37.6	3026	1017	33.6	3620	1277	35.3	1890	624	33.0
WTSH-FM	403	104	25.8	157	24	15.3	213	42	19.7	145	39	26.9
WVEE-FM	5805	2553	44.0	2861	1289	45.1	3139	1384	44.1	1669	632	37.9
WVFX-FM	572	229	40.0	236	97	41.1	385	176	45.7	278	125	45.0
WYAY-FM	2879	1147	39.8	1070	305	28.5	1756	726	41.3	1351	630	46.6
WYZE-AM	229	73	31.9	20	0	0.0	147	24	16.3	156	38	24.4
WZGC-FM	3708	1062	28.6	1505	312	20.7	2887	928	32.1	1839	671	36.5

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAJZ-FM	574	166	28.9	130	22	16.9	439	111	25.3	393	120	30.5
KAMX-FM	1478	506	34.2	974	318	32.6	878	277	31.5	324	123	38.0
KASE-FM	1805	880	48.8	770	349	45.3	1061	525	49.5	720	370	51.4
KELG-AM	152	88	57.9	98	54	55.1	100	64	64.0	37	31	83.8
KEYI-FM	1185	365	30.8	260	49	18.8	791	258	32.6	799	282	35.3
KGSR-FM	707	240	33.9	297	94	31.6	601	206	34.3	383	134	35.0
KHFI-FM	2217	891	40.2	1213	437	36.0	1144	328	28.7	525	130	24.8
KISS-FM	203	64	31.5	136	43	31.6	100	43	43.0	36	8	22.2
KIXL-AM	253	110	43.5	54	15	27.8	155	85	54.8	164	81	49.4
KJCE-AM	347	123	35.4	158	54	34.2	196	80	40.8	139	62	44.6
KJFK-FM	410	166	40.5	269	94	34.9	242	108	44.6	110	61	55.5
KKLB-FM	379	133	35.1	171	64	37.4	230	103	44.8	151	59	39.1
KKMJ-FM	1376	491	35.7	545	167	30.6	923	333	36.1	673	254	37.7
KLBJ-AM	1070	507	47.4	177	61	34.5	686	293	42.7	638	301	47.2
KLBJ-FM	1389	470	33.8	798	261	32.7	924	356	38.5	461	180	39.0
KLUP-AM	56	38	67.9	0	0	0.0	9	3	33.3	15	3	20.0
KNNC-FM	94	21	22.3	55	8	14.5	51	8	15.7	11	0	0.0
KPEZ-FM	1208	364	30.1	553	153	27.7	912	281	30.8	567	182	32.1
KROX-FM	1306	507	38.8	857	312	36.4	605	197	32.6	214	57	26.6
KSAH-AM	133	35	26.3	76	20	26.3	75	29	38.7	22	9	40.9
KSJL-FM	82	24	29.3	44	10	22.7	34	11	32.4	20	7	35.0
KTSA-AM	65	33	50.8	16	4	25.0	36	19	52.8	35	22	62.9
KTZX-AM	80	25	31.2	13	0	0.0	52	18	34.6	52	18	34.6
KVET-AM	484	128	26.4	85	13	15.3	273	72	26.4	259	72	27.8
KVET-FM	1247	433	34.7	362	101	27.9	738	249	33.7	674	266	39.5
KXTN-FM	161	45	28.0	85	19	22.4	102	29	28.4	52	19	36.5
WOAI-AM	161	36	22.4	19	4	21.1	81	6	7.4	76	6	7.9

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAFY-AM	193	91	47.2	100	42	42.0	125	75	60.0	68	42	61.8
KBID-AM	104	38	36.5	4	4	100.0	36	14	38.9	54	11	20.4
KBOS-FM	252	117	46.4	118	49	41.5	91	37	40.7	60	30	50.0
KCHJ-AM	112	22	19.6	47	8	17.0	57	6	10.5	40	4	10.0
KCNQ-FM	117	80	68.4	31	26	83.9	43	36	83.7	45	38	84.4
KCWR-FM	211	63	29.9	71	15	21.1	125	25	20.0	95	22	23.2
KERI-AM	118	22	18.6	22	2	9.1	65	15	23.1	73	15	20.5
KERN-AM	566	285	50.4	120	38	31.7	353	152	43.1	347	184	53.0
KERN-FM	560	223	39.8	153	46	30.1	354	130	36.7	304	132	43.4
KFI-AM	101	40	39.6	15	0	0.0	60	22	36.7	71	32	45.1
KGEO-AM	157	18	11.5	35	2	5.7	119	13	10.9	113	15	13.3
KGFM-FM	532	206	38.7	200	49	24.5	340	155	45.6	251	139	55.4
KHIS-AM	54	24	44.4	2	0	0.0	32	16	50.0	43	20	46.5
KIWI-FM	360	153	42.5	181	87	48.1	206	110	53.4	101	51	50.5
KKBB-FM	270	91	33.7	128	46	35.9	210	78	37.1	122	39	32.0
KKDJ-FM	74	23	31.1	11	2	18.2	45	18	40.0	48	21	43.8
KKXX-FM	1043	421	40.4	488	177	36.3	501	192	38.3	267	102	38.2
KLLY-FM	531	245	46.1	293	159	54.3	318	157	49.4	150	65	43.3
KLYD-FM	195	68	34.9	18	0	0.0	56	13	23.2	95	28	29.5
KMJ-AM	60	15	25.0	14	8	57.1	22	8	36.4	36	4	11.1
KMYX-FM	123	32	26.0	49	16	32.7	67	24	35.8	45	9	20.0
KNZR-AM	271	89	32.8	32	5	15.6	131	39	29.8	171	50	29.2
KRAB-FM	762	282	37.0	389	136	35.0	380	126	33.2	174	57	32.8
KRME-FM	171	72	42.1	72	21	29.2	89	31	34.8	54	24	44.4
KSMJ-FM	292	127	43.5	74	38	51.4	209	94	45.0	165	66	40.0
KSUV-FM	231	94	40.7	121	56	46.3	137	61	44.5	83	33	39.8
KTPI-FM	42	20	47.6	0	0	0.0	20	10	50.0	28	18	64.3
KTRJ-AM	52	23	44.2	4	0	0.0	10	0	0.0	22	12	54.5
KUZZ-AM	91	35	38.5	20	12	60.0	51	19	37.3	48	14	29.2
KUZZ-FM	966	523	54.1	338	171	50.6	597	336	56.3	461	267	57.9
KVLI-AM	29	11	37.9	5	0	0.0	11	3	27.3	6	3	50.0
KVLI-FM	58	28	48.3	9	4	44.4	16	6	37.5	15	2	13.3
KWAC-AM	142	63	44.4	49	16	32.7	68	33	48.5	49	25	51.0

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WARW-FM	364	65	17.9	138	22	15.9	290	60	20.7	195	38	19.5
WASH-FM	716	167	23.3	275	53	19.3	449	105	23.4	309	91	29.4
WBAL-AM	4644	2158	46.5	737	224	30.4	2320	842	36.3	2342	1010	43.1
WBGR-AM	340	100	29.4	20	0	0.0	110	11	10.0	160	21	13.1
WBIG-FM	998	281	28.2	114	36	31.6	731	191	26.1	755	200	26.5
WCAO-AM	1054	429	40.7	215	62	28.8	552	264	47.8	545	281	51.6
WCBM-AM	1246	428	34.3	150	11	7.3	535	137	25.6	594	184	31.0
WERQ-FM	3728	2055	55.1	1747	1047	59.9	1912	996	52.1	1016	446	43.9
WFRE-FM	250	38	15.2	86	14	16.3	171	24	14.0	146	24	16.4
WGAY-FM	481	115	23.9	72	7	9.7	245	56	22.9	312	80	25.6
WGMS-FM	288	64	22.2	43	7	16.3	132	11	8.3	142	30	21.1
WGRX-FM	1066	255	23.9	572	126	22.0	645	165	25.6	382	106	27.7
WHFS-FM	2735	900	32.9	1653	579	35.0	1502	400	26.6	584	124	21.2
WHUR-FM	981	321	32.7	383	132	34.5	750	243	32.4	508	176	34.6
WYYY-FM	2544	907	35.7	1542	525	34.0	1648	648	39.3	732	300	41.0
WJFK-AM	1017	240	23.6	448	120	26.8	747	187	25.0	456	108	23.7
WJFK-FM	297	86	29.0	146	38	26.0	240	64	26.7	144	49	34.0
WJZW-FM	106	30	28.3	30	8	26.7	80	23	28.8	57	16	28.1
WKYS-FM	947	94	9.9	505	47	9.3	411	36	8.8	168	21	12.5
WLIF-FM	2575	883	34.3	656	160	24.4	1623	533	32.8	1481	550	37.1
WMAL-AM	280	103	36.8	40	8	20.0	164	51	31.1	161	43	26.7
WMZQ-FM	735	133	18.1	326	22	6.7	458	100	21.8	313	103	32.9
WOCT-FM	2386	608	25.5	1171	269	23.0	1817	462	25.4	1070	284	26.5
WOLB-AM	387	152	39.3	40	16	40.0	250	101	40.4	257	113	44.0
WPGC-FM	1527	257	16.8	808	114	14.1	784	102	13.0	340	72	21.2
WPOC-FM	3151	1446	45.9	910	347	38.1	1939	918	47.3	1735	856	49.3
WQSR-FM	3258	1391	42.7	506	112	22.1	2371	1010	42.6	2348	1109	47.2
WRBS-FM	881	415	47.1	129	49	38.0	536	224	41.8	599	282	47.1
WRNR-FM	398	112	28.1	164	37	22.6	329	89	27.1	203	63	31.0
WRQX-FM	1080	256	23.7	591	125	21.2	814	228	28.0	407	125	30.7
WTOP-AM	958	280	29.2	103	0	0.0	574	163	28.4	616	200	32.5
WWDC-FM	1246	252	20.2	679	113	16.6	739	169	22.9	341	78	22.9
WWIN-AM	499	108	21.6	94	34	36.2	319	82	25.7	281	59	21.0
WWIN-FM	1942	665	34.2	666	168	25.2	1368	549	40.1	1011	443	43.8
WWLG-AM	521	198	38.0	41	7	17.1	160	45	28.1	180	69	38.3
WWMD-FM	275	118	42.9	15	0	0.0	81	14	17.3	132	45	34.1
WWMX-FM	3619	1307	36.1	1744	684	39.2	2607	978	37.5	1476	518	35.1
WWWZ-FM	38	19	50.0	21	14	66.7	0	0	0.0	6	0	0.0
WWZZ-FM	819	162	19.8	470	70	14.9	415	60	14.5	162	32	19.8
WXYV-FM	2817	878	31.2	1509	538	35.7	1427	344	24.1	710	136	19.2

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBRH-AM	73	14	19.2	7	0	0.0	43	7	16.3	55	14	25.5
KHOM-FM	644	229	35.6	327	77	23.5	260	76	29.2	106	31	29.2
KKAY-AM	31	24	77.4	8	8	100.0	19	16	84.2	17	9	52.9
KKAY-FM	71	23	32.4	10	2	20.0	51	12	23.5	52	12	23.1
KQXL-FM	559	147	26.3	226	54	23.9	319	96	30.1	244	73	29.9
KRVE-FM	726	272	37.5	247	78	31.6	475	194	40.8	370	165	44.6
KTBT-FM	595	186	31.3	294	90	30.6	288	91	31.6	168	59	35.1
WCKW-FM	548	148	27.0	285	70	24.6	325	97	29.8	188	56	29.8
WDGL-FM	734	292	39.8	311	126	40.5	534	236	44.2	349	152	43.6
WEMX-FM	723	344	47.6	366	196	53.6	296	127	42.9	146	40	27.4
WHMD-FM	33	13	39.4	15	5	33.3	24	10	41.7	14	8	57.1
WBR-AM	190	57	30.0	36	8	22.2	114	44	38.6	114	38	33.3
WJBO-AM	577	347	60.1	112	52	46.4	278	147	52.9	294	170	57.8
WKJN-FM	568	137	24.1	192	25	13.0	269	76	28.3	256	81	31.6
WLSS-FM	679	199	29.3	395	130	32.9	340	102	30.0	145	34	23.4
WNDC-AM	163	65	39.9	66	25	37.9	97	47	48.5	72	29	40.3
WPFC-AM	133	16	12.0	47	4	8.5	95	11	11.6	69	7	10.1
WQCK-FM	213	109	51.2	90	44	48.9	143	83	58.0	88	46	52.3
WQUE-FM	316	68	21.5	160	29	18.1	136	26	19.1	75	19	25.3
WTGE-FM	407	125	30.7	238	68	28.6	157	46	29.3	72	15	20.8
WWL -AM	179	39	21.8	32	5	15.6	96	11	11.5	96	14	14.6
WXCT-FM	642	237	36.9	288	111	38.5	336	153	45.5	234	97	41.5
WXOK-AM	533	252	47.3	128	32	25.0	299	130	43.5	272	150	55.1
WYLD-FM	104	9	8.7	42	3	7.1	75	9	12.0	50	6	12.0
WYNK-AM	55	21	38.2	5	3	60.0	19	13	68.4	23	13	56.5
WYNK-FM	1112	491	44.2	337	101	30.0	586	250	42.7	535	266	49.7

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAGG-AM	596	330	55.4	144	66	45.8	307	187	60.9	261	151	57.9
WAPI-AM	256	76	29.7	33	5	15.2	90	7	7.8	122	33	27.0
WATV-AM	349	107	30.7	35	0	0.0	177	50	28.2	213	94	44.1
WAYE-AM	152	27	17.8	51	0	0.0	96	7	7.3	64	14	21.9
WBHJ-FM	1249	667	53.4	633	332	52.4	465	204	43.9	190	55	28.9
WBHK-FM	903	352	39.0	351	103	29.3	604	270	44.7	455	246	54.1
WDJC-FM	658	240	36.5	176	45	25.6	435	167	38.4	376	148	39.4
WENN-FM	1062	327	30.8	443	131	29.6	526	162	30.8	343	104	30.3
WERC-AM	887	437	49.3	94	7	7.4	416	155	37.3	500	237	47.4
WFFN-FM	124	43	34.7	59	7	11.9	41	21	51.2	42	24	57.1
WFMH-FM	295	120	40.7	67	21	31.3	141	39	27.7	137	62	45.3
WHMA-FM	146	68	46.6	44	18	40.9	86	43	50.0	61	34	55.7
WJLD-AM	291	85	29.2	64	15	23.4	149	38	25.5	171	63	36.8
WJOX-AM	477	153	32.1	118	45	38.1	272	64	23.5	257	66	25.7
WKLD-FM	136	70	51.5	7	0	0.0	58	34	58.6	73	34	46.6
WMJJ-FM	1186	404	34.1	460	137	29.8	817	258	31.6	585	208	35.6
WODL-FM	1223	462	37.8	193	39	20.2	813	338	41.6	815	368	45.2
WOWC-FM	794	201	25.3	311	56	18.0	451	122	27.1	312	100	32.1
WPYK-AM	60	30	50.0	0	0	0.0	16	12	75.0	21	16	76.2
WQEN-FM	302	121	40.1	204	68	33.3	195	86	44.1	83	48	57.8
WRAX-FM	724	375	51.8	397	223	56.2	294	181	61.6	149	82	55.0
WRSA-FM	186	93	50.0	15	13	86.7	102	51	50.0	129	48	37.2
WTUG-FM	248	36	14.5	114	22	19.3	172	32	18.6	99	13	13.1
WWXQ-FM	55	39	70.9	34	34	100.0	8	8	100.0	0	0	0.0
WYSF-FM	1219	464	38.1	397	113	28.5	786	324	41.2	619	276	44.6
WZRR-FM	1200	502	41.8	588	315	53.6	779	359	46.1	445	152	34.2
WZZK-AM	175	97	55.4	0	0	0.0	41	15	36.6	73	34	46.6
WZZK-FM	2007	1081	53.9	635	280	44.1	1116	608	54.5	918	569	62.0

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAAF-FM	2915	927	31.8	1831	621	33.9	1191	357	30.0	422	85	20.1
WBCN-FM	5748	1832	31.9	3366	1065	31.6	3317	1017	30.7	1522	385	25.3
WBMX-FM	4383	1223	27.9	2462	648	26.3	2922	876	30.0	1531	510	33.3
WBOQ-FM	404	147	36.4	77	27	35.1	211	90	42.7	232	85	36.6
WBOS-FM	3806	979	25.7	2255	646	28.6	2777	752	27.1	1327	312	23.5
WBZ -AM	7021	3025	43.1	884	265	30.0	3368	1163	34.5	3890	1541	39.6
WCAV-FM	287	103	35.9	25	10	40.0	103	20	19.4	167	40	24.0
WCCM-FM	360	62	17.2	51	0	0.0	128	0	0.0	147	15	10.2
WCRB-FM	3672	1418	38.6	708	204	28.8	1989	660	33.2	2046	793	38.8
WCTK-FM	365	102	27.9	99	24	24.2	210	44	21.0	196	49	25.0
WEEI-FM	3478	1218	35.0	761	250	32.9	2161	733	33.9	1997	705	35.3
WEGQ-FM	3426	842	24.6	1776	438	24.7	2615	654	25.0	1393	357	25.6
WESX-FM	303	146	48.2	0	0	0.0	63	8	12.7	100	38	38.0
WEZE-FM	416	163	39.2	129	52	40.3	243	112	46.1	186	87	46.8
WFNX-FM	2052	421	20.5	1354	319	23.6	1203	244	20.3	481	84	17.5
WHJY-FM	803	149	18.6	545	106	19.4	449	97	21.6	175	29	16.6
WILD-FM	823	319	38.8	417	168	40.3	497	192	38.6	324	136	42.0
WJIB-FM	375	47	12.5	16	0	0.0	67	15	22.4	92	22	23.9
WJMN-FM	5427	2155	39.7	2905	1011	34.8	2246	721	32.1	1094	364	33.3
WJTO-FM	7	0	0.0	0	0	0.0	7	0	0.0	7	0	0.0
WKLB-FM	2479	1002	40.4	682	274	40.2	1485	568	38.2	1327	566	42.7
WMJX-FM	5156	1838	35.6	1882	609	32.4	3318	1185	35.7	2673	1032	38.6
WNNW-FM	203	80	39.4	44	32	72.7	134	64	47.8	112	48	42.9
WODS-FM	4539	1374	30.3	817	143	17.5	2968	961	32.4	3092	1076	34.8
WOKQ-FM	441	127	28.8	83	25	30.1	294	68	23.1	278	59	21.2
WPLM-FM	19	0	0.0	0	0	0.0	0	0	0.0	0	0	0.0
WPLM-FM	624	151	24.2	177	27	15.3	386	111	28.8	290	98	33.8
WRCA-FM	220	87	39.5	85	16	18.8	161	64	39.8	112	54	48.2
WRKO-FM	3667	1629	44.4	440	139	31.6	1685	632	37.5	1945	791	40.7
WROL-FM	533	64	12.0	33	0	0.0	166	7	4.2	258	20	7.8
WROR-FM	3101	994	32.1	637	94	14.8	2351	729	31.0	2157	808	37.5
WSJZ-FM	1538	445	28.9	377	83	22.0	1030	306	29.7	931	309	33.2
WSNE-FM	440	96	21.8	204	36	17.6	302	56	18.5	185	33	17.8
WXKS-FM	1517	685	45.2	43	13	30.2	368	140	38.0	618	270	43.7
WXKS-FM	7289	2321	31.8	3805	1199	31.5	3858	1197	31.0	1987	579	29.1
WXLO-FM	804	104	12.9	432	62	14.4	544	74	13.6	276	35	12.7
WXRV-FM	1037	291	28.1	579	187	32.3	852	273	32.0	437	104	23.8
WZLX-FM	3324	892	26.8	1509	321	21.3	2422	677	28.0	1623	522	32.2

Footnote Symbols: \*\* A Station's P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
CFNY-FM	362	75	20.7	247	52	21.1	180	40	22.2	62	17	27.4
CHTZ-FM	357	56	15.7	178	29	16.3	231	39	16.9	133	20	15.0
CKEY-FM	308	61	19.8	198	38	19.2	179	43	24.0	70	24	34.3
WBEN-AM	2258	1041	46.1	279	83	29.7	953	307	32.2	1157	468	40.4
WBLK-FM	1306	739	56.6	621	339	54.6	510	298	58.4	363	193	53.2
WDCX-FM	310	138	44.5	62	37	59.7	180	74	41.1	181	72	39.8
WECK-AM	1110	550	49.5	19	0	0.0	145	48	33.1	414	154	37.2
WEDG-FM	1426	452	31.7	781	227	29.1	768	194	25.3	367	73	19.9
WGR -AM	1477	463	31.3	294	60	20.4	831	237	28.5	811	255	31.4
WGRF-FM	1790	732	40.9	927	369	39.8	1414	590	41.7	741	319	43.0
WHTT-AM	127	27	21.3	30	10	33.3	65	22	33.8	59	17	28.8
WHTT-FM	1983	692	34.9	359	59	16.4	1277	486	38.1	1358	529	39.0
WJYE-FM	1800	694	38.6	496	162	32.7	1023	437	42.7	950	420	44.2
WKSE-FM	2110	754	35.7	999	401	40.1	1027	261	25.4	593	121	20.4
WLCE-FM	2055	590	28.7	1066	321	30.1	1377	422	30.6	718	203	28.3
WLVL-AM	110	36	32.7	18	0	0.0	42	6	14.3	48	10	20.8
WMJQ-FM	1469	442	30.1	667	163	24.4	1018	318	31.2	641	224	34.9
WNJC-FM	608	117	19.2	209	33	15.8	352	77	21.9	305	76	24.9
WJFO-AM	160	23	14.4	47	2	4.3	80	10	12.5	82	17	20.7
WWKB-AM	283	61	21.6	56	9	16.1	108	9	8.3	130	23	17.7
WWWB-AM	287	108	37.6	55	18	32.7	168	76	45.2	197	75	38.1
WXRL-AM	249	35	14.1	0	0	0.0	32	4	12.5	78	8	10.3
WYRK-FM	1598	803	50.3	437	182	41.6	968	502	51.9	897	509	56.7

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.



# First Preference Listeners

Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAVF-FM	768	305	39.7	463	205	44.3	420	167	39.8	180	54	30.0
WBUB-FM	597	238	39.9	237	91	38.4	315	121	38.4	243	93	38.3
WCOS-FM	65	14	21.5	24	8	33.3	20	0	0.0	14	0	0.0
WEZL-FM	784	343	43.8	281	85	30.2	464	217	46.8	348	181	52.0
WHBZ-FM	93	50	53.8	12	12	100.0	55	33	60.0	70	38	54.3
WJZK-FM	294	110	37.4	66	17	25.8	208	83	39.9	195	81	41.5
WMGL-FM	343	95	27.7	118	24	20.3	239	74	31.0	182	55	30.2
WNST-FM	444	120	27.0	266	73	27.4	249	71	28.5	113	36	31.9
WPAL-AM	290	102	35.2	59	3	5.1	146	40	27.4	138	59	42.8
WPAL-FM	345	70	20.3	142	28	19.7	147	16	10.9	67	6	9.0
WQIZ-AM	98	34	34.7	18	7	38.9	56	20	35.7	50	12	24.0
WQNT-AM	71	12	16.9	13	0	0.0	36	4	11.1	37	4	10.8
WQSC-AM	129	33	25.6	59	20	33.9	70	12	17.1	48	7	14.6
WRFQ-FM	580	191	32.9	317	87	27.4	420	156	37.1	220	97	44.1
WSSP-FM	269	127	47.2	18	0	0.0	81	22	27.2	138	61	44.2
WSSX-FM	889	299	33.6	497	192	38.6	456	162	35.5	217	44	20.3
WSUY-FM	438	138	31.5	172	66	38.4	273	89	32.6	210	61	29.0
WTMA-AM	386	195	50.5	56	20	35.7	195	81	41.5	235	112	47.7
WTUA-FM	97	35	36.1	29	4	13.8	55	25	45.5	50	31	62.0
WWBZ-FM	136	66	48.5	35	12	34.3	85	42	49.4	83	42	50.6
WWDM-FM	83	22	26.5	27	9	33.3	41	14	34.1	26	5	19.2
WWWZ-FM	918	544	59.3	394	232	58.9	453	236	52.1	267	150	56.2
WXY-FM	620	252	40.6	147	42	28.6	423	169	40.0	371	172	46.4
WYBB-FM	496	128	25.8	252	49	19.4	325	97	29.8	189	74	39.2
WZJY-AM	127	55	43.3	38	22	57.9	77	37	48.1	60	24	40.0

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBAV-FM	1194	556	46.6	444	148	33.3	823	451	54.8	594	363	61.1
WBT -AM	1393	697	50.0	194	39	20.1	748	312	41.7	826	448	54.2
WBT -FM	321	87	27.1	56	27	48.2	169	55	32.5	199	47	23.6
WCCJ-FM	463	155	33.5	150	49	32.7	332	124	37.3	245	90	36.7
WEND-FM	1228	401	32.7	681	216	31.7	573	155	27.1	210	33	15.7
WFMX-FM	483	118	24.4	140	14	10.0	277	90	32.5	257	91	35.4
WFNZ-AM	282	98	34.8	77	45	58.4	214	77	36.0	170	41	24.1
WGIV-AM	160	64	40.0	25	0	0.0	84	18	21.4	86	38	44.2
WGSP-AM	126	60	47.6	35	25	71.4	75	43	57.3	53	25	47.2
WIXE-AM	56	32	57.1	5	0	0.0	13	4	30.8	26	7	26.9
WJMH-FM	158	69	43.7	72	29	40.3	73	24	32.9	40	18	45.0
WKKT-FM	1610	614	38.1	583	167	28.6	999	377	37.7	798	345	43.2
WKRR-FM	237	43	18.1	71	12	16.9	161	33	20.5	120	20	16.7
WKSI-FM	165	38	23.0	89	21	23.6	91	14	15.4	38	8	21.1
WLNK-FM	1334	504	37.8	678	263	38.8	944	375	39.7	506	192	37.9
WLTC-AM	128	68	53.1	19	11	57.9	53	34	64.2	69	42	60.9
WLYT-FM	1496	630	42.1	466	132	28.3	916	418	45.6	809	412	50.9
WMIT-FM	459	203	44.2	82	47	57.3	244	105	43.0	281	124	44.1
WNKS-FM	1809	569	31.5	970	319	32.9	923	220	23.8	392	58	14.8
WNMX-FM	543	233	42.9	31	10	32.3	144	33	22.9	253	73	28.9
WPEG-FM	2060	1136	55.1	929	545	58.7	834	387	46.4	549	221	40.3
WRFX-FM	1914	697	36.4	895	344	38.4	1376	507	36.8	863	325	37.7
WSOC-FM	1942	855	44.0	608	232	38.2	1075	394	36.7	931	386	41.5
WSSS-FM	1333	424	31.8	589	171	29.0	1018	361	35.5	642	227	35.4
WTLT-AM	67	15	22.4	13	0	0.0	28	0	0.0	35	11	31.4
WTPT-FM	299	96	32.1	203	77	37.9	128	36	28.1	47	14	29.8
WWMG-FM	1622	689	42.5	277	75	27.1	1194	535	44.8	1165	562	48.2
WXRC-FM	655	215	32.8	363	98	27.0	510	178	34.9	240	106	44.2

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBDX-FM	217	113	52.1	82	42	51.2	148	89	60.1	102	55	53.9
WDEF-AM	89	13	14.6	10	4	40.0	35	6	17.1	39	3	7.7
WDEF-FM	712	309	43.4	177	64	36.2	392	166	42.3	376	178	47.3
WDOD-AM	253	143	56.5	5	0	0.0	37	10	27.0	111	49	44.1
WDOD-FM	624	234	37.5	318	160	50.3	318	137	43.1	164	44	26.8
WDRZ-FM	4	0	0.0	3	0	0.0	4	0	0.0	1	0	0.0
WEPG-AM	39	31	79.5	4	4	100.0	21	13	61.9	21	12	57.1
WFLI-AM	99	32	32.3	5	0	0.0	41	9	22.0	70	20	28.6
WGOW-AM	243	91	37.4	35	14	40.0	130	54	41.5	142	56	39.4
WGOW-FM	334	122	36.5	94	46	48.9	253	109	43.1	204	69	33.8
WJOC-AM	59	17	28.8	9	0	0.0	38	15	39.5	29	15	51.7
WJTT-FM	383	260	67.9	161	117	72.7	193	132	68.4	141	83	58.9
WKXJ-FM	495	184	37.2	240	76	31.7	187	52	27.8	85	28	32.9
WLMX-FM	463	133	28.7	157	52	33.1	305	88	28.9	216	62	28.7
WMPZ-FM	144	44	30.6	37	13	35.1	103	27	26.2	95	25	26.3
WNOD-AM	140	74	52.9	26	4	15.4	59	20	33.9	65	32	49.2
WOGT-FM	551	227	41.2	85	29	34.1	380	152	40.0	379	167	44.1
WQCH-AM	35	8	22.9	3	3	100.0	24	7	29.2	21	4	19.0
WQMT-FM	45	18	40.0	12	0	0.0	21	6	28.6	20	12	60.0
WSGC-FM	137	33	24.1	40	9	22.5	86	23	26.7	61	17	27.9
WSKZ-FM	708	256	36.2	278	86	30.9	507	186	36.7	315	135	42.9
WUSY-FM	1399	817	58.4	393	190	48.3	762	445	58.4	696	448	64.4
WZST-FM	402	125	31.1	212	51	24.1	183	41	22.4	77	19	24.7

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAIT-AM	2638	1053	39.9	89	37	41.6	447	163	36.5	983	371	37.7
WBBM-AM	10043	3537	35.2	1190	181	15.2	4928	1537	31.2	5625	2003	35.6
WBBM-FM	12282	4299	35.0	5360	1651	30.8	5463	1470	26.9	3167	877	27.7
WCCQ-FM	849	361	42.5	304	112	36.8	466	203	43.6	400	219	54.8
WCKG-FM	5876	1405	23.9	2628	738	28.1	4656	1171	25.2	2832	592	20.9
WEJM-AM	1842	480	26.1	667	193	28.9	364	49	13.5	183	0	0.0
WFMT-FM	2922	705	24.1	368	57	15.5	1338	250	18.7	1577	311	19.7
WGCI-AM	2079	534	25.7	506	73	14.4	1129	299	26.5	1119	339	30.3
WGCI-FM	9515	5124	53.9	4232	2453	58.0	4759	2309	48.5	2868	1295	45.2
WGN -AM	8240	3919	47.6	742	173	23.3	3163	1095	34.6	4322	1809	41.9
WIL-FM	1339	272	20.3	569	93	16.3	1086	226	20.8	703	166	23.6
WIND-AM	1359	335	24.7	561	121	21.6	869	249	28.7	547	187	34.2
WJMK-FM	10002	3252	32.5	1901	389	20.5	6609	2485	37.6	6411	2547	39.7
WKQX-FM	8930	3015	33.8	4467	1629	36.5	4050	949	23.4	1936	317	16.4
WLEY-FM	2828	1082	38.3	1399	509	36.4	1768	663	37.5	1040	436	41.9
WLIT-FM	8048	2788	34.6	2175	702	32.3	5341	1914	35.8	4843	1800	37.2
WLS -AM	5344	2542	47.6	860	349	40.6	2330	1079	46.3	2647	1243	47.0
WLUP-FM	5809	1177	20.3	3174	715	22.5	4055	910	22.4	1977	358	18.1
WLXX-AM	804	313	38.9	224	52	23.2	440	174	39.5	383	200	52.2
WMAQ-AM	6590	1618	24.6	879	116	13.2	3372	804	23.8	3794	1018	26.8
WMVP-AM	3317	825	24.9	1199	339	28.3	2456	655	26.7	1710	462	27.0
WNIB-FM	3537	1097	31.0	435	91	20.9	1609	399	24.8	1968	558	28.4
WNIZ-FM	116	0	0.0	13	0	0.0	76	0	0.0	90	0	0.0
WNJA-FM	7838	2652	33.8	1793	471	26.3	5584	1909	34.2	4894	1838	37.6
WNVN-AM	426	174	40.8	139	37	26.6	290	154	53.1	211	127	60.2
WOJO-FM	3214	1385	43.1	1343	553	41.2	2015	932	46.3	1366	619	45.3
WPNT-FM	5864	1290	22.0	2855	526	18.4	3684	995	27.0	2027	578	28.5
WRCX-FM	6608	1827	27.6	3742	1182	31.6	3613	967	26.8	1707	304	17.8
WRZA-FM	697	195	28.0	425	135	31.8	361	98	27.1	153	22	14.4
WSCR-AM	3111	1139	36.6	901	396	44.0	2101	798	38.0	1752	651	37.2
WTAQ-AM	794	224	28.2	389	119	30.6	543	144	26.5	331	96	29.0
WTMX-FM	7116	1861	26.2	3940	1171	29.7	4343	1321	30.4	2004	545	27.2
WUSN-FM	6694	2824	42.2	2012	728	36.2	4032	1741	43.2	3550	1631	45.9
WVAZ-FM	6834	2577	37.7	2586	744	28.8	4550	1989	43.7	3246	1669	51.4
WVON-AM	635	219	34.5	79	12	15.2	330	121	36.7	403	174	43.2
WXCD-FM	7194	2242	31.2	3045	923	30.3	5435	1826	33.6	3376	1155	34.2
WXLN-FM	1303	376	28.9	663	178	26.8	673	228	33.9	314	137	43.6
WXRT-FM	4894	1747	35.7	2274	783	34.4	4026	1574	39.1	2377	936	39.4
WYBA-FM	1435	343	23.9	562	145	25.8	810	216	26.7	550	132	24.0
WYCA-FM	1230	451	36.7	276	78	28.3	736	269	36.5	587	235	40.0
WZCH-FM	244	87	35.7	180	58	32.2	137	45	32.8	55	29	52.7
WZSR-FM	945	390	41.3	248	68	27.4	586	253	43.2	487	242	49.7

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAKW-FM	725	289	39.9	158	79	50.0	499	230	46.1	439	173	39.4
WAQZ-FM	1429	397	27.8	872	246	28.2	601	158	26.3	236	50	21.2
WAXZ-FM	122	53	43.4	40	12	30.0	69	29	42.0	51	21	41.2
WBOB-AM	408	87	21.3	142	35	24.6	262	66	25.2	175	48	27.4
WCIN-AM	293	105	35.8	60	14	23.3	132	48	36.4	139	59	42.4
WCVG-AM	152	56	36.8	28	5	17.9	65	18	27.7	97	44	45.4
WEBN-FM	3056	1167	38.2	1699	675	39.7	1724	665	38.6	792	273	34.5
WFCJ-FM	213	83	39.0	46	16	34.8	153	55	35.9	124	48	38.7
WGRR-FM	2251	866	38.5	336	90	26.8	1589	657	41.3	1637	691	42.2
WGIZ-FM	641	183	28.5	339	77	22.7	261	69	26.4	85	13	15.3
WHKO-FM	666	178	26.7	310	50	16.1	356	89	25.0	265	106	40.0
WIOK-FM	153	53	34.6	0	0	0.0	108	47	43.5	129	47	36.4
WIZF-FM	2061	1115	54.1	810	429	53.0	878	475	54.1	544	292	53.7
WKRC-AM	1732	627	36.2	236	35	14.8	749	209	27.9	902	332	36.8
WKRQ-FM	3422	1275	37.3	1723	616	35.8	1716	556	32.4	838	246	29.4
WLW -AM	3808	1580	41.5	676	195	28.8	1983	769	38.8	2071	906	43.7
WMMA-FM	215	73	34.0	33	5	15.2	150	46	30.7	149	55	36.9
WNKR-FM	122	50	41.0	34	7	20.6	88	29	33.0	71	27	38.0
WNLT-FM	330	162	49.1	110	59	53.6	193	73	37.8	130	51	39.2
WNOP-AM	81	20	24.7	6	6	100.0	31	6	19.4	30	0	0.0
WOFX-FM	2636	836	31.7	1093	342	31.3	2027	679	33.5	1285	433	33.7
WPFB-FM	492	82	16.7	218	41	18.8	228	42	18.4	163	27	16.6
WROU-FM	203	64	31.5	93	49	52.7	70	36	51.4	34	9	26.5
WRRM-FM	2224	806	36.2	717	233	32.5	1565	583	37.3	1234	471	38.2
WSAI-AM	1152	543	47.1	21	5	23.8	158	55	34.8	395	160	40.5
WTUE-FM	386	56	14.5	244	31	12.7	243	46	18.9	69	20	29.0
WUBE-FM	3037	1391	45.8	1096	495	45.2	1736	788	45.4	1398	686	49.1
WVAE-FM	1152	460	39.9	209	53	25.4	775	322	41.5	768	340	44.3
WWNK-FM	1834	601	32.8	754	212	28.1	1247	453	36.3	847	337	39.8
WYGY-FM	1813	561	30.9	780	228	29.2	1074	377	35.1	661	211	31.9

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WABQ-AM	412	145	35.2	77	11	14.3	171	40	23.4	215	74	34.4
WCLV-FM	1049	406	38.7	96	35	36.5	444	159	35.8	536	215	40.1
WDOK-FM	2809	946	33.7	583	159	27.3	1749	513	29.3	1729	580	33.5
WENZ-FM	1502	422	28.1	788	240	30.5	790	186	23.5	356	60	16.9
WEOL-AM	466	167	35.8	57	16	28.1	211	57	27.0	245	66	26.9
WERE-AM	346	40	11.6	24	0	0.0	110	5	4.5	155	15	9.7
WGAR-FM	3041	1496	49.2	833	356	42.7	1813	912	50.3	1664	919	55.2
WJMO-AM	910	295	32.4	235	59	25.1	486	179	36.8	460	178	38.7
WKDD-FM	703	144	20.5	421	76	18.1	491	103	21.0	216	63	29.2
WKKY-FM	290	109	37.6	87	27	31.0	172	57	33.1	160	71	44.4
WKNR-AM	2937	778	26.5	748	130	17.4	1774	427	24.1	1467	392	26.7
WLTF-FM	2100	705	33.6	774	173	22.4	1548	553	35.7	1106	447	40.4
WMIH-AM	166	87	52.4	23	11	47.8	63	35	55.6	59	34	57.6
WMJI-FM	3847	1393	36.2	856	175	20.4	2609	961	36.8	2480	1056	42.6
WMMS-FM	2450	796	32.5	1312	461	35.1	1371	491	35.8	654	209	32.0
WNCX-FM	3191	1009	31.6	1509	507	33.6	2351	738	31.4	1376	418	30.4
WNWV-FM	1661	569	34.3	376	66	17.6	1054	287	27.2	1015	402	39.6
WONE-FM	852	142	16.7	399	60	15.0	635	96	15.1	339	43	12.7
WQAL-FM	3107	1081	34.8	1300	473	36.4	2177	823	37.8	1314	494	37.6
WQMX-FM	396	82	20.7	150	31	20.7	237	39	16.5	169	34	20.1
WRMR-AM	1746	1022	58.5	48	7	14.6	212	59	27.8	489	255	52.1
WTAM-AM	2113	886	41.9	405	125	30.9	1096	379	34.6	988	404	40.9
WTOU-AM	145	37	25.5	45	7	15.6	99	20	20.2	85	23	27.1
WZAK-FM	2823	1621	57.4	1090	699	64.1	1416	813	57.4	1002	503	50.2
WZJM-FM	3324	1155	34.7	1514	484	32.0	1615	363	22.5	877	141	16.1
WZLE-FM	308	129	41.9	114	50	43.9	203	91	44.8	139	66	47.5

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBIQ-FM	189	98	51.9	110	65	59.1	143	74	51.7	62	25	40.3
KCBR-AM	39	16	41.0	0	0	0.0	21	13	61.9	31	16	51.6
KCCY-FM	709	271	38.2	330	110	33.3	466	172	36.9	291	123	42.3
KCMN-AM	90	29	32.2	7	0	0.0	23	12	52.2	39	19	48.7
KDZA-FM	141	19	13.5	58	7	12.1	96	9	9.4	80	10	12.5
KGFT-FM	210	68	32.4	52	14	26.9	151	42	27.8	135	38	28.1
KHOW-AM	86	41	47.7	14	7	50.0	58	29	50.0	58	28	48.3
KILO-FM	571	248	43.4	338	141	41.7	277	104	37.5	104	31	29.8
KKCS-AM	93	15	16.1	10	4	40.0	48	9	18.8	62	9	14.5
KKCS-FM	652	269	41.3	264	93	35.2	482	177	36.7	339	153	45.1
KKFM-FM	760	310	40.8	390	166	42.6	556	253	45.5	312	122	39.1
KKLI-FM	417	137	32.9	127	26	20.5	270	100	37.0	245	104	42.4
KKMG-FM	1077	534	49.6	527	235	44.6	501	214	42.7	286	126	44.1
KOA -AM	515	226	43.9	81	32	39.5	308	145	47.1	306	142	46.4
KPRZ-FM	118	20	16.9	63	13	20.6	70	14	20.0	50	4	8.0
KQKS-FM	182	73	40.1	95	38	40.0	53	22	41.5	27	7	25.9
KRDO-AM	178	49	27.5	63	19	30.2	126	32	25.4	83	16	19.3
KRDO-FM	375	92	24.5	140	25	17.9	226	64	28.3	179	53	29.6
KRFX-FM	28	8	28.6	3	0	0.0	22	5	22.7	19	5	26.3
KSKX-FM	385	154	40.0	127	55	43.3	263	101	38.4	208	78	37.5
KSPZ-FM	628	230	36.6	131	41	31.3	430	165	38.4	400	162	40.5
KTWK-AM	128	31	24.2	19	0	0.0	57	3	5.3	71	13	18.3
KVOD-FM	40	21	52.5	0	0	0.0	12	8	66.7	22	8	36.4
KVOR-AM	415	156	37.6	47	0	0.0	223	79	35.4	260	115	44.2
KVUU-FM	700	192	27.4	408	114	27.9	443	131	29.6	202	59	29.2
KXPK-FM	85	22	25.9	60	14	23.3	61	13	21.3	14	5	35.7
KYGO-FM	77	9	11.7	42	4	9.5	57	5	8.8	35	5	14.3
KYZX-FM	69	21	30.4	32	7	21.9	33	7	21.2	14	6	42.9

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WARQ-FM	560	232	41.4	343	144	42.0	267	110	41.2	105	33	31.4
WBAV-FM	69	8	11.6	35	0	0.0	52	8	15.4	24	8	33.3
WBBQ-FM	99	27	27.3	23	10	43.5	62	21	33.9	58	16	27.6
WCOS-AM	138	45	32.6	39	13	33.3	91	25	27.5	70	21	30.0
WCOS-FM	835	458	54.9	240	95	39.6	467	228	48.8	407	237	58.2
WDXZ-FM	77	31	40.3	23	10	43.5	50	12	24.0	46	16	34.8
WFMV-FM	525	252	48.0	216	93	43.1	310	157	50.6	216	115	53.2
WHKZ-FM	393	125	31.8	142	32	22.5	240	73	30.4	179	58	32.4
WISW-AM	225	49	21.8	22	0	0.0	103	20	19.4	120	33	27.5
WLXC-FM	283	98	34.6	45	3	6.7	201	62	30.8	210	84	40.0
WMFX-FM	645	269	41.7	352	163	46.3	427	193	45.2	242	99	40.9
WNOK-FM	962	435	45.2	475	220	46.3	495	215	43.4	268	98	36.6
WOIC-AM	140	50	35.7	9	0	0.0	82	32	39.0	101	40	39.6
WOMG-FM	591	221	37.4	121	21	17.4	425	171	40.2	417	173	41.5
WQXL-AM	39	7	17.9	7	0	0.0	15	4	26.7	8	4	50.0
WSCQ-FM	393	195	49.6	26	6	23.1	131	52	39.7	182	89	48.9
WTCB-FM	563	169	30.0	222	53	23.9	389	126	32.4	282	108	38.3
WTGH-AM	103	27	26.2	18	4	22.2	45	9	20.0	56	11	19.6
WWOC-AM	558	231	41.4	133	50	37.6	338	139	41.1	284	116	40.8
WWDM-FM	955	628	65.8	439	314	71.5	479	309	64.5	296	179	60.5
WZNY-FM	113	8	7.1	50	4	8.0	32	4	12.5	21	4	19.0

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAZU-FM	492	157	31.9	363	114	31.4	230	61	26.5	55	9	16.4
WBNS-AM	715	191	26.7	255	69	27.1	485	115	23.7	375	84	22.4
WBNS-FM	1927	649	33.7	419	60	14.3	1205	428	35.5	1197	477	39.8
WBZX-FM	2040	695	34.1	1334	488	36.6	1069	361	33.8	373	100	26.8
WCKX-FM	949	380	40.0	469	167	35.6	355	117	33.0	178	49	27.5
WCLT-FM	625	258	41.3	191	47	24.6	297	136	45.8	298	140	47.0
WCOL-FM	2224	989	44.5	827	356	43.0	1326	663	50.0	978	491	50.2
WFIL-AM	417	102	24.5	55	0	0.0	244	55	22.5	255	70	27.5
WHOK-FM	1502	510	34.0	517	124	24.0	808	254	31.4	732	314	42.9
WHQK-FM	232	72	31.0	84	10	11.9	166	48	28.9	110	43	39.1
WJZA-FM	1180	570	48.3	508	226	44.5	594	293	49.3	398	201	50.5
WLVQ-FM	1901	606	31.9	1059	292	27.6	1407	475	33.8	696	269	38.6
WLW -AM	376	91	24.2	81	24	29.6	218	37	17.0	207	29	14.0
WLYR-FM	429	141	32.9	90	24	26.7	232	81	34.9	242	93	38.4
WMNI-AM	700	322	46.0	118	25	21.2	257	89	34.6	305	137	44.9
WNCI-FM	3312	1333	40.2	1588	616	38.8	1990	792	39.8	1118	438	39.2
WNKO-FM	221	83	37.6	17	11	64.7	153	55	35.9	184	67	36.4
WQIO-FM	341	66	19.4	212	46	21.7	215	31	14.4	98	10	10.2
WRFD-AM	247	59	23.9	32	4	12.5	146	38	26.0	167	55	32.9
WSMZ-FM	388	102	26.3	185	46	24.9	281	81	28.8	154	52	33.8
WSNY-FM	2294	880	38.4	945	333	35.2	1563	669	42.8	1115	492	44.1
WSWZ-FM	260	90	34.6	21	10	47.6	172	64	37.2	187	64	34.2
WTVN-AM	1952	937	48.0	291	85	29.2	1150	508	44.2	1275	623	48.9
WKCO-AM	400	191	47.8	97	45	46.4	194	85	43.8	190	97	51.1
WWCD-FM	1114	284	25.5	789	219	27.8	767	202	26.3	251	54	21.5
WZAZ-FM	1484	553	37.3	919	302	32.9	768	267	34.8	276	87	31.5
WZJZ-FM	517	162	31.3	107	30	28.0	327	105	32.1	341	96	28.2

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAAM-AM	1360	773	56.8	59	27	45.8	316	148	46.8	671	337	50.2
KBFB-FM	2584	693	26.8	891	238	26.7	2013	578	28.7	1482	429	28.9
KDGE-FM	4009	1221	30.5	2411	681	28.2	1914	380	19.9	715	124	17.3
KDMX-FM	4822	1474	30.6	3034	987	32.5	3424	1062	31.0	1370	396	28.9
KEGL-FM	3448	1109	32.2	2028	659	32.5	2172	733	33.7	800	238	29.8
KESS-AM	1213	569	46.9	643	257	40.0	796	373	46.9	406	216	53.2
KHCK-FM	820	367	44.8	395	156	39.5	516	285	55.2	301	181	60.1
KHKS-FM	7827	2990	38.2	3941	1453	36.9	4274	1521	35.6	2066	637	30.8
KHVN-AM	880	257	29.2	218	23	10.6	504	117	23.2	472	143	30.3
KICI-FM	413	108	26.2	234	84	35.9	244	69	28.3	147	15	10.2
KKDA-AM	814	282	34.6	187	46	24.6	517	192	37.1	494	197	39.9
KKDA-FM	4731	2476	52.3	2222	1255	56.5	2103	958	45.6	1088	387	35.6
KKZN-FM	2298	683	29.7	1180	396	33.6	1761	502	28.5	927	250	27.0
KLIF-AM	2048	599	29.2	470	86	18.3	1445	432	29.9	1229	423	34.4
KLTY-FM	2866	1400	48.8	1015	555	54.7	2051	1048	51.1	1445	675	46.7
KLUV-FM	4712	1383	29.4	919	191	20.8	3270	992	30.3	3100	1037	33.5
KMRT-AM	484	153	31.6	318	80	25.2	343	107	31.2	147	65	44.2
KMRT-FM	184	35	19.0	62	15	24.2	120	29	24.2	100	20	20.0
KOAI-FM	2833	917	32.4	871	193	22.2	2157	720	33.4	1667	635	38.1
KPLX-FM	3439	1079	31.4	1215	292	24.0	2283	732	32.1	1668	635	38.1
KRBV-FM	2442	737	30.2	1105	276	25.0	1664	571	34.3	1041	421	40.4
KRLD-AM	5174	1829	35.3	1041	261	25.1	3100	907	29.3	2901	1029	35.5
KRNB-FM	1380	266	19.3	596	73	12.2	943	188	19.9	607	154	25.4
KRVA-AM	854	310	36.3	511	180	35.2	494	214	43.3	248	99	39.9
KRVA-FM	540	216	40.0	322	138	42.9	287	93	32.4	135	47	34.8
KSCS-FM	5298	2078	39.2	1767	533	30.2	3217	1243	38.6	2534	1117	44.1
KTCK-AM	1889	741	39.2	925	321	34.7	1546	594	38.4	852	392	46.0
KTLR-FM	885	302	34.1	463	141	30.5	464	160	34.5	273	100	36.6
KTXQ-FM	3761	794	21.1	2104	450	21.4	2177	354	16.3	912	148	16.2
KVIL-FM	4924	1752	35.6	1510	344	22.8	3450	1311	38.0	2889	1290	44.7
KYNG-FM	3675	1161	31.6	1644	482	29.3	2230	631	28.3	1412	456	32.3
KZPS-FM	3966	1087	27.4	1614	354	21.9	3328	1002	30.1	2103	699	33.2
WBAP-AM	3870	1555	40.2	565	142	25.1	2190	727	33.2	2344	880	37.5
WRR -FM	2640	896	33.9	552	131	23.7	1498	442	29.5	1552	514	33.1

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBTT-FM	893	267	29.9	462	122	26.4	316	76	24.1	151	30	19.9
WCLR-FM	653	245	37.5	56	15	26.8	514	189	36.8	534	212	39.7
WDAO-AM	261	124	47.5	35	10	28.6	123	51	41.5	169	76	45.0
WFCJ-FM	435	181	41.6	75	29	38.7	279	125	44.8	262	122	46.6
WGRR-FM	160	46	28.8	23	0	0.0	112	41	36.6	113	41	36.3
WGTZ-FM	1431	598	41.8	717	241	33.6	647	210	32.5	295	118	40.0
WHIO-AM	1159	453	39.1	164	64	39.0	493	155	31.4	544	152	27.9
WHKO-FM	2263	1178	52.1	735	308	41.9	1270	681	53.6	1083	661	61.0
WING-AM	297	46	15.5	54	8	14.8	150	27	18.0	151	24	15.9
WING-FM	1105	301	27.2	576	127	22.0	731	230	31.5	438	156	35.6
WIZE-AM	148	77	52.0	4	0	0.0	25	9	36.0	59	30	50.8
WKRC-AM	119	22	18.5	13	4	30.8	70	4	5.7	70	4	5.7
WKSW-FM	311	110	35.4	137	46	33.6	196	57	29.1	126	47	37.3
WLQT-FM	1243	447	36.0	345	107	31.0	855	325	38.0	745	300	40.3
WLSN-FM	232	68	29.3	39	0	0.0	130	22	16.9	138	43	31.2
WLW -AM	1018	396	38.9	191	50	26.2	518	180	34.7	519	220	42.4
WMMX-FM	1558	680	43.6	660	292	44.2	1139	532	46.7	705	343	48.7
WOFX-FM	188	49	26.1	107	35	32.7	142	29	20.4	72	9	12.5
WONE-AM	681	327	48.0	12	0	0.0	153	74	48.4	315	156	49.5
WPFB-FM	389	91	23.4	184	41	22.3	235	64	27.2	146	39	26.7
WRNB-FM	148	41	27.7	45	15	33.3	89	21	23.6	79	18	22.8
WROU-FM	846	468	55.3	365	221	60.5	421	242	57.5	284	157	55.3
WTUE-FM	1318	471	35.7	761	281	36.9	836	322	38.5	411	147	35.8
WVAE-FM	260	69	26.5	52	7	13.5	155	39	25.2	168	46	27.4
WXEG-FM	898	347	38.6	501	201	40.1	403	156	38.7	165	58	35.2
WYGY-FM	256	38	14.8	127	14	11.0	149	22	14.8	91	14	15.4
WZLR-FM	303	85	28.1	78	12	15.4	210	63	30.0	189	55	29.1

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KALC-FM	3070	982	32.0	1799	633	35.2	1873	652	34.8	830	269	32.4
KBCO-FM	2713	938	34.6	1341	441	32.9	2123	793	37.4	1179	466	39.5
KBPI-FM	1988	679	34.2	1210	364	30.1	865	244	28.2	268	69	25.7
KCKK-FM	843	217	25.7	258	43	16.7	572	146	25.5	469	145	30.9
KDKO-AM	273	131	48.0	111	48	43.2	105	52	49.5	78	52	66.7
KEZW-AM	1028	486	47.3	21	9	42.9	200	71	35.5	440	171	38.9
KHHH-FM	1841	677	36.8	365	93	25.5	1407	524	37.2	1326	551	41.6
KHOW-AM	1653	766	46.3	239	71	29.7	953	405	42.5	1038	505	48.7
KIMN-FM	1915	481	25.1	757	136	18.0	1362	384	28.2	968	311	32.1
KJMN-FM	345	92	26.7	143	40	28.0	220	54	24.5	136	36	26.5
KKFN-AM	693	151	21.8	241	90	37.3	490	127	25.9	338	57	16.9
KKHK-FM	2103	604	28.7	921	267	29.0	1603	520	32.4	1028	296	28.8
KLZ -AM	116	43	37.1	9	9	100.0	64	25	39.1	75	21	28.0
KMXA-AM	243	146	60.1	126	65	51.6	168	73	43.5	77	41	53.2
KNUS-AM	281	46	16.4	11	6	54.5	175	24	13.7	191	35	18.3
KOA -AM	3802	1417	37.3	597	139	23.3	2283	809	35.4	2317	905	39.1
KOSI-FM	2760	1147	41.6	812	302	37.2	1880	789	42.0	1585	678	42.8
KQKS-FM	2509	1289	51.4	1068	495	46.3	1115	379	34.0	633	196	31.0
KRFX-FM	2582	810	31.4	1320	428	32.4	2008	656	32.7	1101	341	31.0
KRKS-FM	350	83	23.7	149	42	28.2	266	66	24.8	171	37	21.6
KRRF-AM	343	68	19.8	49	21	42.9	215	40	18.6	237	24	10.1
KTCL-FM	1520	391	25.7	977	265	27.1	896	241	26.9	340	63	18.5
KTLK-AM	887	130	14.7	98	5	5.1	513	82	16.0	558	87	15.6
KVOD-FM	968	347	35.8	118	21	17.8	456	159	34.9	592	206	34.8
KXKL-FM	2746	966	35.2	437	92	21.1	1940	671	34.6	1932	729	37.7
KXPK-FM	2201	588	26.7	1326	380	28.7	1501	378	25.2	649	159	24.5
KYGO-AM	617	233	37.8	55	22	40.0	219	79	36.1	314	110	35.0
KYGO-FM	2790	1247	44.7	1038	486	46.8	1825	828	45.4	1396	589	42.2

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAZR-FM	682	266	39.0	398	164	41.2	341	123	36.1	140	35	25.0
KCCQ-FM	213	55	25.8	149	33	22.1	87	23	26.4	33	7	21.2
KGGO-FM	719	257	35.7	393	150	38.2	478	181	37.9	259	97	37.5
KHKI-FM	536	245	45.7	228	100	43.9	333	144	43.2	213	102	47.9
KIOA-FM	798	336	42.1	150	55	36.7	571	267	46.8	555	255	45.9
KJJC-FM	93	26	28.0	60	20	33.3	73	21	28.8	30	6	20.0
KJJY-FM	801	309	38.6	266	75	28.2	462	163	35.3	397	180	45.3
KKDM-FM	605	242	40.0	337	115	34.1	256	77	30.1	122	42	34.4
KLTI-FM	409	150	36.7	161	67	41.6	231	84	36.4	172	57	33.1
KLYF-FM	543	196	36.1	246	88	35.8	368	153	41.6	197	88	44.7
KMXD-FM	216	77	35.6	19	0	0.0	67	15	22.4	127	57	44.9
KRKQ-FM	721	279	38.7	365	129	35.3	506	209	41.3	292	128	43.8
KRNT-AM	355	132	37.2	20	0	0.0	108	18	16.7	158	35	22.2
KSTZ-FM	999	390	39.0	541	201	37.2	642	252	39.3	308	131	42.5
KWMT-AM	49	9	18.4	10	0	0.0	23	2	8.7	27	4	14.8
KXTK-AM	170	60	35.3	20	7	35.0	89	35	39.3	101	45	44.6
KZZQ-FM	99	58	58.6	57	30	52.6	65	37	56.9	24	16	66.7
WHO -AM	915	501	54.8	126	30	23.8	437	181	41.4	481	252	52.4

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
CIDR-FM	1933	456	23.6	1055	204	19.3	1485	345	23.2	707	195	27.6
CIMX-FM	2886	770	26.7	1751	338	19.3	1318	171	13.0	419	66	15.8
CKLW-AM	743	110	14.8	118	25	21.2	261	27	10.3	281	17	6.0
CKWW-AM	1811	996	55.0	50	19	38.0	249	63	25.3	617	240	38.9
WCHB-AM	486	202	41.6	31	6	19.4	218	88	40.4	291	117	40.2
WCHB-FM	4106	1362	33.2	1982	663	33.5	1792	546	30.5	923	247	26.8
WCSX-FM	4023	1089	27.1	1614	402	24.9	3123	939	30.1	2136	672	31.5
WDFN-AM	1510	421	27.9	710	170	23.9	1207	369	30.6	701	223	31.8
WDOZ-AM	50	17	34.0	0	0	0.0	40	17	42.5	50	17	34.0
WDRQ-FM	4545	1383	30.4	2404	691	28.7	2542	788	31.0	1259	423	33.6
WGPR-FM	1486	211	14.2	535	33	6.2	1018	141	13.9	685	127	18.5
WITL-FM	263	108	41.1	71	13	18.3	145	59	40.7	133	65	48.9
WJLB-FM	6275	3263	52.0	2633	1419	53.9	3018	1550	51.4	1853	878	47.4
WJR -AM	6419	2604	40.6	830	229	27.6	3129	943	30.1	3473	1226	35.3
WKQI-FM	5989	1956	32.7	2925	881	30.1	3715	1159	31.2	1958	589	30.1
WKRK-FM	2322	430	18.5	1329	238	17.9	1349	237	17.6	611	95	15.5
WMJZ-FM	1352	452	33.4	308	130	42.2	826	317	38.4	726	244	33.6
WMXD-FM	3464	997	28.8	1123	172	15.3	2326	722	31.0	1858	790	42.5
WNIC-FM	5727	2343	40.9	1643	556	33.8	3963	1744	44.0	3399	1592	46.8
WOMC-FM	6192	2441	39.4	1014	238	23.5	4214	1792	42.5	4341	1986	45.7
WPHM-AM	334	101	30.2	52	0	0.0	164	31	18.9	179	54	30.2
WPLT-FM	5071	1312	25.9	2985	790	26.5	2747	721	26.2	1101	231	21.0
WQBH-AM	1158	503	43.4	172	31	18.0	531	151	28.4	590	212	35.9
WQRS-FM	2335	825	35.3	249	77	30.9	1059	334	31.5	1324	447	33.8
WRIF-FM	4566	1532	33.6	2737	1003	36.6	3024	1066	35.3	1351	425	31.5
WSAQ-FM	288	166	57.6	78	34	43.6	135	41	30.4	161	98	60.9
WWMV-FM	3399	1139	33.5	972	206	21.2	2217	696	31.4	1816	710	39.1
WWBR-FM	2073	506	24.4	1161	240	20.7	1417	392	27.7	706	223	31.6
WWJ -AM	6482	2292	35.4	1001	222	22.2	3435	1051	30.6	3588	1228	34.2
WWWV-FM	3511	1352	38.5	1178	303	25.7	1989	724	36.4	1787	833	46.6
WXYT-AM	2734	871	31.9	406	84	20.7	1550	484	31.2	1641	533	32.5
WYCD-FM	3336	1328	39.8	1345	447	33.2	2019	733	36.3	1482	626	42.2

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAMA-AM	106	26	24.5	24	0	0.0	66	9	13.6	70	18	25.7
KBNA-AM	221	49	22.2	35	4	11.4	101	17	16.8	136	34	25.0
KBNA-FM	1487	655	44.0	423	164	38.8	845	399	47.2	727	344	47.3
KELP-AM	127	74	58.3	46	24	52.2	54	25	46.3	51	34	66.7
KHEY-AM	88	44	50.0	39	23	59.0	48	28	58.3	30	15	50.0
KHEY-FM	685	223	32.6	281	46	16.4	402	122	30.3	307	140	45.6
KINT-FM	572	179	31.3	171	52	30.4	320	112	35.0	248	88	35.5
KLAQ-FM	1493	830	55.6	823	472	57.4	778	438	56.3	326	170	52.1
KOFX-FM	931	251	27.0	234	15	6.4	587	196	33.4	524	208	39.7
KPRR-FM	1926	945	49.1	845	373	44.1	866	302	34.9	476	169	35.5
KROD-AM	312	43	13.8	69	5	7.2	174	23	13.2	182	30	16.5
KROL-FM	74	30	40.5	18	14	77.8	41	12	29.3	42	12	28.6
KSET-FM	462	92	19.9	233	52	22.3	293	71	24.2	190	37	19.5
KSII-FM	1082	371	34.3	470	136	28.9	551	210	38.1	331	142	42.9
KSVE-AM	111	28	25.2	21	10	47.6	75	24	32.0	81	19	23.5
KTSM-AM	452	268	59.3	73	42	57.5	216	96	44.4	237	114	48.1
KTSM-FM	985	373	37.9	348	110	31.6	627	261	41.6	501	219	43.7
KVIV-AM	64	33	51.6	28	6	21.4	17	4	23.5	24	20	83.3
XEFV-AM	143	60	42.0	22	0	0.0	49	11	22.4	81	21	25.9
XEJ -AM	118	26	22.0	9	0	0.0	50	9	18.0	77	18	23.4
XEP -AM	87	40	46.0	33	17	51.5	55	32	58.2	33	23	69.7
XEWG-AM	74	17	23.0	15	0	0.0	36	0	0.0	47	9	19.1
XEWR-AM	299	89	29.8	69	5	7.2	144	42	29.2	145	54	37.2
XHEM-FM	134	11	8.2	81	11	13.6	77	9	11.7	36	0	0.0
XHGU-FM	190	31	16.3	70	10	14.3	104	16	15.4	81	13	16.0
XHH -FM	535	174	32.5	226	75	33.2	295	96	32.5	187	63	33.7
XHIM-FM	85	21	24.7	44	6	13.6	43	10	23.3	29	16	55.2
XHNZ-FM	212	42	19.8	106	17	16.0	50	4	8.0	19	0	0.0
XHPX-FM	207	23	11.1	106	19	17.9	144	20	13.9	80	4	5.0
XHTO-FM	216	16	7.4	108	6	5.6	127	14	11.0	67	10	14.9
XROK-AM	177	48	27.1	32	9	28.1	88	24	27.3	94	30	31.9

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBOS-FM	1239	646	52.1	527	267	50.7	469	190	40.5	259	86	33.2
KCBL-AM	132	24	18.2	40	8	20.0	75	16	21.3	67	16	23.9
KEZL-FM	414	144	34.8	103	32	31.1	310	113	36.5	268	102	38.1
KFIG-AM	141	52	36.9	57	23	40.4	100	40	40.0	64	23	35.9
KFRE-AM	198	63	31.8	18	10	55.6	113	27	23.9	126	34	27.0
KFRR-FM	592	197	33.3	279	98	35.1	295	83	28.1	156	35	22.4
KFSO-FM	761	280	36.8	204	59	28.9	490	180	36.7	440	182	41.4
KGST-AM	199	110	55.3	54	14	25.9	124	75	60.5	107	74	69.2
KHOT-AM	3	0	0.0	0	0	0.0	3	0	0.0	3	0	0.0
KJFX-FM	646	222	34.4	253	78	30.8	498	190	38.2	328	131	39.9
KJOI-FM	581	211	36.3	168	50	29.8	348	126	36.2	283	117	41.3
KJWL-FM	530	269	50.8	46	8	17.4	185	64	34.6	261	111	42.5
KLBN-FM	524	258	49.2	264	147	55.7	304	157	51.6	186	83	44.6
KMJ -AM	994	607	61.1	75	31	41.3	489	287	58.7	625	371	59.4
KMPH-FM	317	114	36.0	47	0	0.0	182	63	34.6	186	75	40.3
KNAX-FM	539	216	40.1	188	64	34.0	369	147	39.8	269	117	43.5
KNBR-AM	82	11	13.4	9	0	0.0	43	5	11.6	44	11	25.0
KOQO-FM	474	162	34.2	223	76	34.1	242	75	31.0	155	54	34.8
KQEQ-AM	189	35	18.5	106	22	20.8	95	26	27.4	38	13	34.2
KRNC-FM	432	175	40.5	224	100	44.6	264	104	39.4	154	53	34.4
KRZR-FM	675	263	39.0	400	184	46.0	371	138	37.2	123	28	22.8
KSEQ-FM	219	45	20.5	102	22	21.6	106	26	24.5	60	12	20.0
KSKS-FM	742	321	43.3	284	102	35.9	489	207	42.3	339	139	41.0
KTHT-FM	663	173	26.1	303	78	25.7	410	110	26.8	255	71	27.8
KVSR-FM	1051	406	38.6	505	184	36.4	556	243	43.7	292	134	45.9
KXEX-AM	107	36	33.6	44	19	43.2	75	29	38.7	42	12	28.6
KYNO-AM	230	66	28.7	43	3	7.0	147	39	26.5	137	41	29.9
KZFO-FM	204	87	42.6	118	48	40.7	147	71	48.3	57	29	50.9

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBBL-AM	127	37	29.1	84	28	33.3	97	34	35.1	28	9	32.1
WBCT-FM	904	366	40.5	333	126	37.8	579	260	44.9	428	193	45.1
WCUZ-FM	571	173	30.3	173	30	17.3	304	74	24.3	282	100	35.5
WFGR-FM	441	154	34.9	69	14	20.3	175	56	32.0	202	72	35.6
WFUR-FM	297	86	29.0	35	4	11.4	90	12	13.3	123	27	22.0
WGHN-AM	19	6	31.6	3	0	0.0	3	0	0.0	6	3	50.0
WGHN-FM	77	26	33.8	11	0	0.0	44	12	27.3	43	15	34.9
WGRD-FM	1158	409	35.3	686	270	39.4	548	193	35.2	217	59	27.2
WHTC-AM	111	73	65.8	11	7	63.6	38	17	44.7	48	17	35.4
WJQK-FM	511	217	42.5	214	99	46.3	339	167	49.3	211	82	38.9
WKLQ-FM	814	211	25.9	481	124	25.8	416	121	29.1	183	47	25.7
WKWM-AM	124	76	61.3	44	20	45.5	80	50	62.5	58	42	72.4
WLAV-FM	1089	527	48.4	551	261	47.4	803	396	49.3	448	232	51.8
WLHT-FM	817	279	34.1	343	105	30.6	586	227	38.7	401	164	40.9
WMFN-AM	197	43	21.8	56	11	19.6	136	24	17.6	105	20	19.0
WMJH-AM	248	146	58.9	4	0	0.0	38	10	26.3	91	37	40.7
WMRR-FM	118	34	28.8	66	14	21.2	94	23	24.5	49	16	32.7
WMUS-FM	357	141	39.5	117	43	36.8	210	75	35.7	185	78	42.2
WODJ-FM	773	233	30.1	118	27	22.9	519	158	30.4	529	174	32.9
WOOD-AM	919	513	55.8	207	122	58.9	511	269	52.6	493	242	49.1
WOOD-FM	989	359	36.3	329	102	31.0	579	225	38.9	493	191	38.7
WQFN-FM	522	201	38.5	91	36	39.6	317	124	39.1	332	136	41.0
WRCV-AM	65	17	26.2	21	4	19.0	24	11	45.8	22	7	31.8
WSNX-FM	1220	546	44.8	558	194	34.8	557	175	31.4	283	94	33.2
WTKG-AM	136	17	12.5	28	3	10.7	64	4	6.2	74	13	17.6
WVTI-FM	723	167	23.1	437	105	24.0	403	101	25.1	146	41	28.1
WWJQ-AM	58	10	17.2	11	3	27.3	20	0	0.0	22	3	13.6

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAAA-AM	182	64	35.2	18	0	0.0	85	25	29.4	100	35	35.0
WBAG-AM	79	39	49.4	0	0	0.0	24	8	33.3	39	19	48.7
WBRF-FM	181	51	28.2	18	0	0.0	81	22	27.2	122	38	31.1
WDCG-FM	462	146	31.6	299	112	37.5	262	83	31.7	82	9	11.0
WEND-FM	823	286	34.8	455	154	33.8	336	126	37.5	130	47	36.2
WFMX-FM	603	209	34.7	147	35	23.8	347	121	34.9	349	119	34.1
WHSL-FM	1214	470	38.7	456	172	37.7	732	295	40.3	549	213	38.8
WIST-FM	252	138	54.8	29	5	17.2	104	43	41.3	142	76	53.5
WJMH-FM	1637	859	52.5	727	402	55.3	729	298	40.9	432	145	33.6
WKEW-AM	82	32	39.0	0	0	0.0	16	8	50.0	35	14	40.0
WKRR-FM	1262	399	31.6	574	182	31.7	909	333	36.6	573	207	36.1
WKSI-FM	1448	436	30.1	753	200	26.6	687	188	27.4	319	121	37.9
WKXR-AM	61	36	59.0	10	0	0.0	13	9	69.2	36	20	55.6
WKZL-FM	1542	433	28.1	646	206	31.9	1009	361	35.8	642	195	30.4
WLYT-FM	88	41	46.6	29	22	75.9	64	26	40.6	46	15	32.6
WMAG-FM	1334	556	41.7	362	125	34.5	830	355	42.8	780	368	47.2
WMFR-AM	163	86	52.8	19	5	26.3	48	15	31.2	75	35	46.7
WMQX-FM	1408	582	41.3	214	64	29.9	1019	447	43.9	1020	458	44.9
WNKS-FM	140	38	27.1	52	9	17.3	52	17	32.7	31	14	45.2
WPCM-FM	756	337	44.6	241	88	36.5	363	166	45.7	313	150	47.9
WPEG-FM	133	8	6.0	67	4	6.0	54	0	0.0	24	0	0.0
WPET-AM	115	62	53.9	4	0	0.0	31	21	67.7	59	33	55.9
WPOL-AM	86	35	40.7	26	9	34.6	52	16	30.8	52	20	38.5
WQMG-AM	147	51	34.7	35	4	11.4	62	22	35.5	76	45	59.2
WQMG-FM	1240	538	43.4	503	168	33.4	771	389	50.5	541	308	56.9
WQOK-FM	299	73	24.4	142	23	16.2	161	47	29.2	93	43	46.2
WSJS-AM	881	462	52.4	81	18	22.2	379	146	38.5	501	245	48.9
WTQR-FM	2011	1036	51.5	567	292	51.5	1038	524	50.5	993	514	51.8
WWGL-FM	464	176	37.9	157	44	28.0	303	128	42.2	222	110	49.5
WXRA-FM	861	293	34.0	489	177	36.2	397	134	33.8	146	34	23.3

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WANG-FM	125	34	27.2	35	7	20.0	66	19	28.8	71	24	33.8
WCBZ-FM	243	88	36.2	142	44	31.0	88	31	35.2	47	16	34.0
WCZI-FM	89	28	31.5	33	11	33.3	54	20	37.0	40	14	35.0
WDLX-AM	101	32	31.7	40	8	20.0	46	20	43.5	35	17	48.6
WDRP-FM	43	22	51.2	11	0	0.0	13	6	46.2	14	8	57.1
WELS-AM	102	56	54.9	12	3	25.0	36	11	30.6	52	25	48.1
WELS-FM	216	95	44.0	88	45	51.1	141	70	49.6	96	40	41.7
WEQQ-FM	62	21	33.9	44	14	31.8	23	13	56.5	6	2	33.3
WEQR-FM	25	4	16.0	7	0	0.0	11	0	0.0	8	0	0.0
WERO-FM	488	183	37.5	220	72	32.7	323	137	42.4	219	91	41.6
WFXK-FM	257	61	23.7	103	9	8.7	166	47	28.3	111	48	43.2
WGTM-AM	78	26	33.3	10	3	30.0	26	3	11.5	32	2	6.2
WKS-FM	1018	638	62.7	447	260	58.2	495	339	68.5	362	228	63.0
WJCV-AM	35	23	65.7	3	3	100.0	17	12	70.6	21	14	66.7
WJNC-AM	90	35	38.9	10	3	30.0	39	9	23.1	58	17	29.3
WKIX-FM	73	25	34.2	53	19	35.8	32	14	43.8	11	3	27.3
WKJA-FM	52	14	26.9	11	0	0.0	20	2	10.0	27	10	37.0
WKOQ-FM	296	131	44.3	44	18	40.9	183	82	44.8	202	92	45.5
WKTC-FM	286	55	19.2	144	25	17.4	130	34	26.2	94	22	23.4
WKXB-FM	59	11	18.6	28	3	10.7	25	8	32.0	19	6	31.6
WMBL-AM	48	33	68.8	0	0	0.0	3	3	100.0	17	12	70.6
WMGV-FM	401	123	30.7	224	71	31.7	218	83	38.1	127	46	36.2
WMNX-FM	84	14	16.7	46	2	4.3	29	2	6.9	10	2	20.0
WNBR-FM	87	27	31.0	30	12	40.0	61	19	31.1	48	14	29.2
WNCT-FM	475	160	33.7	72	13	18.1	272	89	32.7	290	115	39.7
WNOS-AM	50	31	62.0	0	0	0.0	6	3	50.0	23	7	30.4
WOOW-AM	88	50	56.8	16	7	43.8	50	23	46.0	45	22	48.9
WQDR-FM	118	24	20.3	62	16	25.8	78	10	12.8	45	7	15.6
WQOK-FM	73	16	21.9	35	5	14.3	20	0	0.0	10	0	0.0
WQSL-FM	329	90	27.4	207	45	21.7	107	30	28.0	46	14	30.4
WRAL-FM	194	36	18.6	135	17	12.6	96	23	24.0	33	15	45.5
WRDU-FM	221	68	30.8	163	51	31.3	123	59	48.0	52	14	26.9
WRHT-FM	490	156	31.8	268	68	25.4	175	59	33.7	94	26	27.7
WRNS-AM	53	14	26.4	7	0	0.0	22	10	45.5	26	10	38.5
WRNS-FM	1349	823	61.0	535	296	55.3	741	446	60.2	602	385	64.0
WRSV-FM	84	14	16.7	35	6	17.1	26	4	15.4	23	4	17.4
WSFL-FM	705	248	35.2	414	151	36.5	398	153	38.4	263	92	35.0
WTKF-FM	86	27	31.4	9	0	0.0	52	11	21.2	60	17	28.3
WTOW-AM	27	16	59.3	0	0	0.0	14	11	78.6	22	16	72.7
WTRG-FM	241	87	36.1	54	20	37.0	162	53	32.7	159	60	37.7
WXNR-FM	540	255	47.2	371	191	51.5	151	75	49.7	72	27	37.5
WXQR-FM	214	34	15.9	137	13	9.5	104	19	18.3	63	14	22.2
WZBR-FM	71	15	21.1	26	2	7.7	36	11	30.6	34	11	32.4
WZFX-FM	127	32	25.2	60	10	16.7	56	11	19.6	29	10	34.5
WZXS-FM	86	39	45.3	0	0	0.0	27	19	70.4	58	28	48.3

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAGI-FM	105	35	33.3	2	0	0.0	33	3	9.1	43	13	30.2
WBAV-FM	116	40	34.5	64	13	20.3	85	40	47.1	48	27	56.2
WESC-AM	192	65	33.9	40	4	10.0	84	22	26.2	87	37	42.5
WESC-FM	1435	532	37.1	436	101	23.2	775	276	35.6	703	304	43.2
WFBC-FM	1473	619	42.0	710	277	39.0	641	191	29.8	345	95	27.5
WFOX-FM	110	10	9.1	30	0	0.0	83	7	8.4	73	10	13.7
WGVL-AM	57	33	57.9	10	4	40.0	10	4	40.0	22	7	31.8
WHYZ-AM	74	33	44.6	13	3	23.1	43	22	51.2	41	22	53.7
WJMZ-FM	1194	743	62.2	530	306	57.7	615	417	67.8	362	244	67.4
WKSF-FM	185	32	17.3	83	10	12.0	111	25	22.5	75	19	25.3
WLNK-FM	166	50	30.1	132	44	33.3	103	39	37.9	20	7	35.0
WMIT-FM	141	43	30.5	25	3	12.0	88	30	34.1	83	37	44.6
WMUU-FM	340	215	63.2	16	5	31.2	81	38	46.9	144	87	60.4
WMYI-FM	1100	432	39.3	410	137	33.4	737	303	41.1	563	247	43.9
WOLI-FM	346	115	33.2	70	6	8.6	256	99	38.7	232	102	44.0
WOLT-FM	352	112	31.8	68	18	26.5	263	91	34.6	227	79	34.8
WORD-AM	252	107	42.5	44	9	20.5	141	56	39.7	129	58	45.0
WPEG-FM	351	185	52.7	192	105	54.7	157	83	52.9	77	41	53.2
WPEK-FM	305	122	40.0	88	46	52.3	198	89	44.9	155	59	38.1
WPJM-AM	213	126	59.2	32	6	18.8	84	52	61.9	100	70	70.0
WRIX-AM	89	50	56.2	0	0	0.0	34	12	35.3	62	34	54.8
WRIX-FM	182	74	40.7	29	2	6.9	79	17	21.5	92	24	26.1
WROQ-FM	1318	550	41.7	658	270	41.0	909	393	43.2	566	265	46.8
WSPA-AM	199	77	38.7	19	3	15.8	56	6	10.7	87	24	27.6
WSPA-FM	896	416	46.4	260	89	34.2	564	292	51.8	492	281	57.1
WSSL-FM	1749	792	45.3	534	216	40.4	965	439	45.5	877	427	48.7
WTPT-FM	991	336	33.9	623	197	31.6	462	163	35.3	162	52	32.1
WWMG-FM	220	72	32.7	41	6	14.6	170	57	33.5	164	63	38.4
WYRD-AM	276	89	32.2	56	16	28.6	151	54	35.8	120	47	39.2

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WADV-AM	46	15	32.6	4	0	0.0	16	3	18.8	26	9	34.6
WARM-FM	243	67	27.6	71	16	22.5	163	34	20.9	149	43	28.9
WAYZ-FM	38	27	71.1	20	12	60.0	25	18	72.0	18	15	83.3
WCMB-AM	196	61	31.1	41	13	31.7	125	47	37.6	119	40	33.6
WDAC-FM	183	75	41.0	31	15	48.4	96	30	31.2	108	41	38.0
WEGK-FM	369	91	24.7	158	20	12.7	275	74	26.9	182	61	33.5
WGTY-FM	106	6	5.7	45	0	0.0	62	0	0.0	31	0	0.0
WHP-AM	910	494	54.3	107	21	19.6	418	170	40.7	492	270	54.9
WHYL-AM	368	163	44.3	25	8	32.0	79	29	36.7	151	64	42.4
WHYL-FM	342	157	45.9	101	32	31.7	178	72	40.4	172	81	47.1
WIOO-AM	100	12	12.0	26	0	0.0	51	0	0.0	44	3	6.8
WIOV-FM	112	23	20.5	50	4	8.0	67	10	14.9	40	12	30.0
WKBO-AM	154	46	29.9	4	0	0.0	28	9	32.1	70	18	25.7
WLAN-FM	488	145	29.7	260	78	30.0	199	57	28.6	93	15	16.1
WLBR-AM	260	91	35.0	24	4	16.7	82	17	20.7	121	39	32.2
WLGL-FM	0	0	0.0	0	0	0.0	0	0	0.0	0	0	0.0
WNCE-FM	343	131	38.2	21	0	0.0	81	12	14.8	171	45	26.3
WNNK-FM	1284	606	47.2	574	273	47.6	738	350	47.4	451	219	48.6
WQIC-FM	93	27	29.0	36	12	33.3	52	21	40.4	30	12	40.0
WQKX-FM	74	13	17.6	24	8	33.3	37	7	18.9	24	3	12.5
WQLV-FM	81	28	34.6	16	4	25.0	44	13	29.5	49	18	36.7
WQXA-FM	807	308	38.2	432	167	38.7	381	106	27.8	186	50	26.9
WRBT-FM	692	296	42.8	272	132	48.5	463	198	42.8	307	116	37.8
WRKZ-FM	751	272	36.2	228	57	25.0	396	143	36.1	378	155	41.0
WROZ-FM	525	241	45.9	165	80	48.5	311	161	51.8	271	127	46.9
WRVV-FM	842	346	41.1	291	120	41.2	649	296	45.6	465	200	43.0
WTCY-AM	111	76	68.5	59	43	72.9	72	50	69.4	43	27	62.8
WTPA-FM	696	285	40.9	401	143	35.7	494	209	42.3	232	113	48.7
WWKL-FM	811	319	39.3	116	16	13.8	535	218	40.7	543	239	44.0
WYCR-FM	293	35	11.9	154	4	2.6	103	6	5.8	53	9	17.0
WYGL-FM	63	33	52.4	23	12	52.2	35	18	51.4	19	10	52.6

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAAF-FM	132	33	25.0	94	20	21.3	63	15	23.8	17	5	29.4
WAQY-AM	10	0	0.0	5	0	0.0	5	0	0.0	5	0	0.0
WAQY-FM	706	225	31.9	369	104	28.2	489	153	31.3	269	106	39.4
WCBS-AM	202	56	27.7	20	5	25.0	98	31	31.6	106	29	27.4
WCCC-AM	32	0	0.0	11	0	0.0	32	0	0.0	21	0	0.0
WCCC-FM	1089	341	31.3	662	220	33.2	673	207	30.8	305	100	32.8
WDRC-AM	942	447	47.5	56	27	48.2	241	80	33.2	387	140	36.2
WDRC-FM	1599	569	35.6	420	87	20.7	1087	408	37.5	954	409	42.9
WFAN-AM	435	169	38.9	114	58	50.9	349	152	43.6	295	104	35.3
WHCN-FM	994	168	16.9	564	77	13.7	677	123	18.2	358	83	23.2
WILI-FM	86	47	54.7	30	15	50.0	57	36	63.2	38	21	55.3
WKCI-FM	524	49	9.4	330	19	5.8	279	31	11.1	132	22	16.7
WKSS-FM	1955	649	33.2	981	309	31.5	1083	306	28.3	548	155	28.3
WLAT-AM	192	102	53.1	82	30	36.6	123	68	55.3	75	56	74.7
WMAS-FM	222	31	14.0	87	15	17.2	144	20	13.9	121	16	13.2
WMRQ-FM	1426	599	42.0	791	336	42.5	731	259	35.4	309	84	27.2
WNEZ-AM	499	240	48.1	221	111	50.2	216	105	48.6	131	63	48.1
WOR -AM	111	8	7.2	11	0	0.0	42	0	0.0	62	0	0.0
WPKX-FM	281	68	24.2	109	20	18.3	155	36	23.2	112	28	25.0
WPLR-FM	545	89	16.3	295	40	13.6	426	74	17.4	230	44	19.1
WPOP-AM	231	37	16.0	36	10	27.8	144	26	18.1	149	23	15.4
WRCH-FM	2009	1041	51.8	457	238	52.1	1195	632	52.9	1202	672	55.9
WTIC-AM	2360	1316	55.8	285	123	43.2	1089	535	49.1	1286	693	53.9
WTIC-FM	2161	698	32.3	963	289	30.0	1334	492	36.9	804	287	35.7
WWYZ-FM	1469	727	49.5	365	170	46.6	833	402	48.3	832	410	49.3
WZMX-FM	1234	344	27.9	588	193	32.8	1010	311	30.8	579	147	25.4

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAIM-FM	305	122	40.0	130	55	42.3	225	84	37.3	145	55	37.9
KCCN-AM	395	111	28.1	41	8	19.5	142	26	18.3	178	38	21.3
KCCN-FM	1407	531	37.7	682	294	43.1	739	267	36.1	507	151	29.8
KGMZ-FM	935	313	33.5	245	38	15.5	711	240	33.8	606	255	42.1
KGU -AM	203	72	35.5	61	17	27.9	107	40	37.4	85	37	43.5
KHNR-AM	402	175	43.5	71	24	33.8	235	82	34.9	212	91	42.9
KHUL-FM	342	98	28.7	165	37	22.4	251	87	34.7	157	59	37.6
KHVH-AM	523	283	54.1	78	31	39.7	298	163	54.7	312	188	60.3
KIKI-FM	1832	887	48.4	1009	476	47.2	793	325	41.0	375	134	35.7
KINE-FM	1078	452	41.9	299	97	32.4	668	311	46.6	610	300	49.2
KKLV-FM	689	281	40.8	359	157	43.7	570	247	43.3	278	105	37.8
KLHT-AM	128	47	36.7	37	7	18.9	94	37	39.4	71	32	45.1
KNDI-AM	142	103	72.5	37	21	56.8	62	40	64.5	51	44	86.3
KPOI-FM	968	324	33.5	620	249	40.2	590	180	30.5	231	40	17.3
KQMQ-AM	104	24	23.1	46	10	21.7	48	15	31.2	36	11	30.6
KQMQ-FM	1694	516	30.5	891	272	30.5	811	269	33.2	400	120	30.0
KRTR-FM	1141	391	34.3	478	134	28.0	787	292	37.1	560	238	42.5
KSSK-AM	741	369	49.8	75	28	37.3	376	186	49.5	462	224	48.5
KSSK-FM	1817	737	40.6	636	227	35.7	1198	494	41.2	904	398	44.0
KUCD-FM	430	162	37.7	101	40	39.6	342	140	40.9	303	118	38.9
KULA-AM	7	0	0.0	2	0	0.0	4	0	0.0	4	0	0.0
KUMU-AM	288	111	38.5	22	7	31.8	71	25	35.2	157	68	43.3
KUMU-FM	675	371	55.0	133	52	39.1	347	165	47.6	419	234	55.8
KZOO-AM	184	103	56.0	15	0	0.0	37	7	18.9	45	19	42.2

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBXX-FM	5674	2481	43.7	2523	1100	43.6	2435	856	35.2	1353	379	28.0
KCOH-AM	586	159	27.1	122	22	18.0	319	69	21.6	349	88	25.2
KEYH-AM	597	201	33.7	263	85	32.3	364	109	29.9	240	82	34.2
KHMX-FM	4960	1296	26.1	2483	681	27.4	3780	1116	29.5	2063	574	27.8
KHYS-FM	2549	704	27.6	1185	356	30.0	1011	253	25.0	505	99	19.6
KIKK-AM	82	0	0.0	8	0	0.0	16	0	0.0	31	0	0.0
KIKK-FM	2761	701	25.4	1058	223	21.1	1648	462	28.0	1183	384	32.5
KILT-AM	2001	687	34.3	518	227	43.8	1247	434	34.8	1104	356	32.2
KILT-FM	4462	1819	40.8	1527	444	29.1	2606	1147	44.0	2150	1103	51.3
KJOJ-FM	386	53	13.7	178	27	15.2	110	11	10.0	64	7	10.9
KKBQ-FM	3962	1414	35.7	1660	578	34.8	2478	887	35.8	1684	654	38.8
KKPN-FM	4086	1092	26.7	2029	519	25.6	2501	762	30.5	1211	392	32.4
KKRW-FM	3400	946	27.8	1225	207	16.9	2740	709	25.9	1857	637	34.3
KLAT-AM	1063	389	36.6	475	134	28.2	752	262	34.8	450	198	44.0
KLDE-FM	4297	1424	33.1	786	183	23.3	3066	1043	34.0	3014	1078	35.8
KLOL-FM	3983	1182	29.7	2264	717	31.7	2906	909	31.3	1370	375	27.4
KLTN-FM	1747	761	43.6	1022	471	46.1	1144	567	49.6	494	247	50.0
KLTO-FM	102	35	34.3	56	20	35.7	57	20	35.1	18	0	0.0
KMJQ-FM	4252	1691	39.8	1665	509	30.6	2744	1270	46.3	1903	1013	53.2
KODA-FM	5781	2187	37.8	1705	529	31.0	3833	1483	38.7	3226	1373	42.6
KPRC-AM	1939	758	39.1	281	72	25.6	1081	393	36.4	1134	421	37.1
KQQK-FM	2456	685	27.9	1026	249	24.3	1321	371	28.1	872	274	31.4
KQUE-AM	1127	613	54.4	66	19	28.8	285	73	25.6	508	166	32.7
KRBE-FM	7505	2605	34.7	3644	1197	32.8	4123	1349	32.7	2120	686	32.4
KRTS-FM	1011	343	33.9	105	7	6.7	512	167	32.6	683	270	39.5
KRTX-AM	31	0	0.0	13	0	0.0	16	0	0.0	9	0	0.0
KRTX-FM	820	227	27.7	266	74	27.8	516	170	32.9	387	116	30.0
KSEV-AM	1359	388	28.6	186	47	25.3	793	176	22.2	888	219	24.7
KTBZ-FM	3512	1364	38.8	1861	766	41.2	1844	686	37.2	744	230	30.9
KTRH-AM	4715	1590	33.7	816	148	18.1	2775	847	30.5	2937	1043	35.5
KWWJ-AM	547	194	35.5	144	32	22.2	359	132	36.8	317	132	41.6
KXTJ-FM	1800	774	43.0	887	352	39.7	923	464	50.3	559	282	50.4
KYOK-AM	536	175	32.6	123	34	27.6	355	90	25.4	313	100	31.9

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAHR-FM	646	285	44.1	183	78	42.6	493	258	52.3	396	196	49.5
WAVD-AM	30	10	33.3	0	0	0.0	11	7	63.6	24	10	41.7
WBHP-AM	36	8	22.2	9	0	0.0	13	0	0.0	7	0	0.0
WDJL-AM	82	19	23.2	0	0	0.0	61	12	19.7	74	16	21.6
WDRM-FM	1222	686	56.1	323	167	51.7	695	421	60.6	622	389	62.5
WENN-FM	325	124	38.2	172	74	43.0	136	37	27.2	76	21	27.6
WEUP-AM	181	83	45.9	50	26	52.0	92	36	39.1	93	40	43.0
WEUP-FM	255	125	49.0	152	70	46.1	103	62	60.2	37	15	40.5
WFMH-FM	53	6	11.3	25	0	0.0	33	3	9.1	22	6	27.3
WKDF-FM	307	102	33.2	175	51	29.1	151	44	29.1	67	21	31.3
WLOR-AM	122	77	63.1	34	19	55.9	66	48	72.7	64	47	73.4
WNDA-FM	187	62	33.2	91	26	28.6	131	44	33.6	83	32	38.6
WOWC-FM	41	6	14.6	8	0	0.0	18	0	0.0	26	3	11.5
WPZM-FM	254	53	20.9	107	14	13.1	143	35	24.5	124	39	31.5
WQLT-FM	198	60	30.3	70	17	24.3	164	37	22.6	105	24	22.9
WRJL-FM	144	68	47.2	34	13	38.2	87	35	40.2	85	34	40.0
WRSA-FM	532	306	57.5	42	17	40.5	189	79	41.8	302	162	53.6
WTAK-FM	500	237	47.4	277	120	43.3	347	178	51.3	179	96	53.6
WTKI-AM	85	10	11.8	23	0	0.0	49	10	20.4	54	10	18.5
WUMP-AM	102	12	11.8	29	5	17.2	69	8	11.6	62	7	11.3
WVNA-FM	83	12	14.5	30	5	16.7	74	12	16.2	53	6	11.3
WVNN-AM	321	170	53.0	86	30	34.9	191	95	49.7	155	86	55.5
WWXQ-FM	197	50	25.4	112	31	27.7	111	27	24.3	44	8	18.2
WXQW-FM	182	61	33.5	83	26	31.3	115	36	31.3	73	23	31.5
WZYP-FM	1055	488	46.3	510	228	44.7	597	261	43.7	330	142	43.0

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	-%	Total	P1**	%
WBRI-AM	128	20	15.6	29	3	10.3	88	16	18.2	65	13	20.0
WCBK-FM	93	50	53.8	17	4	23.5	44	15	34.1	37	14	37.8
WENS-FM	1775	535	30.1	913	245	26.8	1247	432	34.6	653	245	37.5
WFBQ-FM	2938	1199	40.8	1490	616	41.3	2153	876	40.7	1214	521	42.9
WFMS-FM	2567	1380	53.8	798	373	46.7	1586	850	53.6	1349	793	58.8
WGGR-FM	568	202	35.6	221	72	32.6	370	142	38.4	252	109	43.3
WGLD-FM	1442	603	41.8	287	98	34.1	1027	469	45.7	969	452	46.6
WGRL-FM	775	214	27.6	313	73	23.3	438	127	29.0	349	110	31.5
WHHH-FM	1371	519	37.9	599	117	19.5	545	115	21.1	263	75	28.5
WIBC-AM	2007	1066	53.1	267	73	27.3	1019	441	43.3	1128	600	53.2
WKKG-FM	364	109	29.9	96	26	27.1	203	47	23.2	191	52	27.2
WMYS-AM	782	402	51.4	16	0	0.0	122	20	16.4	280	95	33.9
WNAP-FM	1750	562	32.1	792	240	30.3	1311	447	34.1	787	285	36.2
WNDE-AM	523	134	25.6	156	53	34.0	390	97	24.9	304	58	19.1
WNTS-AM	117	65	55.6	13	4	30.8	31	18	58.1	63	36	57.1
WPZZ-FM	150	60	40.0	58	21	36.2	95	44	46.3	62	30	48.4
WQFE-FM	345	84	24.3	86	12	14.0	268	66	24.6	231	72	31.2
WRZX-FM	1615	573	35.5	934	321	34.4	734	149	20.3	263	47	17.9
WSYW-FM	258	79	30.6	47	12	25.5	136	34	25.0	153	44	28.8
WTLC-AM	250	78	31.2	37	10	27.0	117	36	30.8	125	39	31.2
WTLC-FM	1135	519	45.7	448	245	54.7	556	261	46.9	395	198	50.1
WTPI-FM	1359	544	40.0	267	75	28.1	855	327	38.2	866	371	42.8
WTTS-FM	886	343	38.7	505	189	37.4	710	313	44.1	324	142	43.8
WXIR-FM	416	207	49.8	163	84	51.5	310	163	52.6	195	103	52.8
WXLW-AM	188	59	31.4	47	20	42.6	103	42	40.8	80	21	26.2
WXXP-FM	220	26	11.8	103	0	0.0	162	18	11.1	92	18	19.6
WZPL-FM	1963	647	33.0	927	262	28.3	1106	298	26.9	525	140	26.7

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBKJ-FM	84	23	27.4	29	0	0.0	55	8	14.5	29	8	27.6
WHJT-FM	93	20	21.5	35	7	20.0	59	9	15.3	45	7	15.6
WIN-AM	34	15	44.1	0	0	0.0	18	8	44.4	22	12	54.5
WJDS-AM	99	29	29.3	22	7	31.8	74	16	21.6	56	10	17.9
WJDX-FM	553	141	25.5	270	62	23.0	359	108	30.1	210	62	29.5
WJKK-FM	295	104	35.3	106	29	27.4	214	80	37.4	140	59	42.1
WJMI-FM	875	548	62.6	437	302	69.1	381	168	44.1	183	52	28.4
WJNT-AM	273	147	53.8	73	33	45.2	131	54	41.2	108	48	44.4
WJXN-FM	100	26	26.0	36	14	38.9	68	21	30.9	44	12	27.3
WKTF-FM	345	103	29.9	137	24	17.5	201	60	29.9	150	58	38.7
WKXI-AM	140	29	20.7	47	5	10.6	83	9	10.8	59	6	10.2
WKXI-FM	563	202	35.9	252	63	25.0	337	162	48.1	214	121	56.5
WMGO-AM	122	50	41.0	34	4	11.8	62	20	32.3	59	32	54.2
WMSI-FM	799	389	48.7	221	84	38.0	438	197	45.0	430	236	54.9
WOAD-AM	307	114	37.1	92	32	34.8	198	71	35.9	149	57	38.3
WRJH-FM	79	38	48.1	10	3	30.0	43	28	65.1	52	29	55.8
WSLI-AM	80	22	27.5	19	0	0.0	32	0	0.0	24	3	12.5
WSTZ-FM	408	162	39.7	209	77	36.8	294	125	42.5	150	62	41.3
WTYX-FM	371	96	25.9	161	47	29.2	319	88	27.6	194	48	24.7
WVIV-FM	198	99	50.0	14	3	21.4	85	30	35.3	121	53	43.8
WYJS-FM	78	46	59.0	33	13	39.4	45	34	75.6	41	29	70.7
WYOY-FM	658	299	45.4	316	127	40.2	341	150	44.0	173	76	43.9
WZRX-AM	159	82	51.6	42	9	21.4	115	71	61.7	94	67	71.3

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAPE-FM	1924	750	39.0	953	348	36.5	1093	376	34.4	601	203	33.8
WBWL-AM	319	90	28.2	99	30	30.3	219	72	32.9	149	48	32.2
WCGL-AM	202	58	28.7	52	12	23.1	117	21	17.9	91	17	18.7
WEJZ-FM	1337	534	39.9	367	140	38.1	800	314	39.2	739	287	38.8
WFKS-FM	359	62	17.3	203	36	17.7	200	35	17.5	110	26	23.6
WFSJ-FM	729	304	41.7	190	59	31.1	512	189	36.9	451	190	42.1
WFV-FM	1337	600	44.9	824	367	44.5	992	499	50.3	429	205	47.8
WIVY-FM	1021	303	29.7	370	118	31.9	820	248	30.2	555	170	30.6
WJBT-FM	997	472	47.3	508	255	50.2	367	130	35.4	160	32	20.0
WJGR-AM	193	52	26.9	28	14	50.0	99	31	31.3	95	17	17.9
WJQR-FM	100	34	34.0	61	10	16.4	53	19	35.8	30	19	63.3
WJXR-FM	106	62	58.5	14	0	0.0	41	25	61.0	36	25	69.4
WKQL-FM	1360	512	37.6	260	59	22.7	924	382	41.3	917	409	44.6
WNZS-AM	366	111	30.3	95	10	10.5	239	67	28.0	199	82	41.2
WOGK-FM	106	31	29.2	45	13	28.9	52	17	32.7	40	14	35.0
WOKV-AM	801	409	51.1	174	77	44.3	447	202	45.2	415	207	49.9
WPLA-FM	915	372	40.7	550	240	43.6	451	128	28.4	170	36	21.2
WQIK-FM	1602	678	42.3	517	180	34.8	908	394	43.4	764	379	49.6
WROO-FM	1111	456	41.0	439	135	30.8	680	285	41.9	449	225	50.1
WROS-AM	60	13	21.7	5	0	0.0	30	5	16.7	37	8	21.6
WSOL-FM	954	384	40.3	425	141	33.2	537	272	50.7	363	195	53.7
WSOS-FM	140	23	16.4	52	2	3.8	71	18	25.4	73	21	28.8
WSVE-AM	116	45	38.8	18	8	44.4	59	24	40.7	74	24	32.4
WTLK-FM	208	78	37.5	90	49	54.4	148	55	37.2	97	27	27.8
WVOJ-AM	70	38	54.3	14	9	64.3	14	14	100.0	28	24	85.7
WVRR-FM	553	187	33.8	175	51	29.1	502	187	37.3	357	135	37.8
WXQL-FM	235	28	11.9	101	5	5.0	77	9	11.7	42	4	9.5
WZAZ-AM	530	255	48.1	122	43	35.2	269	136	50.6	271	155	57.2

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBEQ-FM	1818	766	42.1	788	320	40.6	1162	528	45.4	701	321	45.8
KCCV-AM	212	86	40.6	5	0	0.0	116	41	35.3	143	63	44.1
KCCV-FM	312	71	22.8	59	20	33.9	244	61	25.0	213	46	21.6
KCCX-FM	1230	309	25.1	618	140	22.7	521	102	19.6	233	57	24.5
KCFX-FM	2670	744	27.9	1170	299	25.6	2039	596	29.2	1233	392	31.8
KCHZ-FM	701	96	13.7	354	56	15.8	348	25	7.2	155	10	6.5
KCIY-FM	1345	504	37.5	328	89	27.1	1009	362	35.9	846	330	39.0
KCMO-AM	1302	465	35.7	215	87	40.5	702	214	30.5	727	257	35.4
KCMO-FM	2324	844	36.3	534	168	31.5	1658	630	38.0	1477	600	40.6
KCTE-AM	280	105	37.5	161	66	41.0	212	90	42.5	97	33	34.0
KEXS-AM	81	44	54.3	0	0	0.0	46	36	78.3	67	39	58.2
KFEZ-AM	407	171	42.0	5	0	0.0	49	0	0.0	101	19	18.8
KFKF-FM	1995	809	40.6	657	223	33.9	1182	455	38.5	990	454	45.9
KLTH-FM	1489	474	31.8	523	124	23.7	960	303	31.6	768	288	37.5
KLZR-FM	605	134	22.1	286	74	25.9	238	64	26.9	125	26	20.8
KMBZ-AM	1829	955	52.2	329	129	39.2	1039	472	45.4	1018	536	52.7
KMXV-FM	3110	1291	41.5	1437	550	38.3	1800	669	37.2	949	324	34.1
KMZU-FM	81	35	43.2	28	0	0.0	38	6	15.8	45	31	68.9
KPHN-AM	409	108	26.4	48	23	47.9	228	56	24.6	227	49	21.6
KPRS-FM	1752	1150	65.6	700	484	69.1	877	572	65.2	607	385	63.4
KPRT-AM	388	149	38.4	92	10	10.9	204	61	29.9	175	74	42.3
KQRC-FM	1787	728	40.7	1076	467	43.4	1019	416	40.8	408	142	34.8
KJDL-FM	1754	508	29.0	672	164	24.4	1265	413	32.6	881	295	33.5
KXTR-FM	1086	424	39.0	180	36	20.0	540	169	31.3	580	247	42.6
KYYS-FM	1255	364	29.0	697	144	20.7	984	318	32.3	481	197	41.0
WDAF-AM	1571	864	55.0	128	47	36.7	634	278	43.8	836	449	53.7
WHB -AM	228	68	29.8	30	25	83.3	69	23	33.3	99	16	16.2

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WDLY-FM	128	57	44.5	17	0	0.0	58	16	27.6	67	27	40.3
WDRZ-FM	96	27	28.1	45	17	37.8	21	3	14.3	15	0	0.0
WGAP-AM	88	47	53.4	0	0	0.0	21	6	28.6	35	20	57.1
WGAP-FM	219	40	18.3	68	3	4.4	105	19	18.1	89	19	21.3
WIMZ-AM	82	28	34.1	42	13	31.0	52	19	36.5	24	10	41.7
WIMZ-FM	1229	535	43.5	648	297	45.8	828	379	45.8	440	205	46.6
WIOU-AM	150	48	32.0	34	14	41.2	74	20	27.0	78	21	26.9
WIVK-FM	2230	1205	54.0	618	269	43.5	1256	679	54.1	1149	681	59.3
WJBZ-FM	459	173	37.7	118	34	28.8	249	83	33.3	235	94	40.0
WJXB-FM	1159	513	44.3	413	157	38.0	728	362	49.7	572	311	54.4
WKGN-AM	124	79	63.7	49	31	63.3	55	40	72.7	40	27	67.5
WKXV-AM	69	30	43.5	7	4	57.1	23	6	26.1	39	11	28.2
WMYU-FM	995	389	39.1	249	79	31.7	660	283	42.9	595	267	44.9
WNFZ-FM	396	153	38.6	239	82	34.3	176	55	31.2	50	10	20.0
WNOX-AM	523	245	46.8	71	10	14.1	285	115	40.4	293	140	47.8
WNOX-FM	301	112	37.2	68	20	29.4	169	61	36.1	161	61	37.9
WOKI-FM	686	166	24.2	308	70	22.7	364	91	25.0	239	61	25.5
WQBB-FM	502	270	53.8	59	3	5.1	124	49	39.5	208	105	50.5
WRJZ-AM	169	63	37.3	25	10	40.0	79	31	39.2	99	36	36.4
WWST-FM	1209	537	44.4	642	282	43.9	575	218	37.9	279	90	32.3
WXST-FM	198	50	25.3	45	10	22.2	133	37	27.8	116	36	31.0

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBCT-FM	83	32	38.6	51	22	43.1	58	25	43.1	32	10	31.2
WFMK-FM	753	335	44.5	301	119	39.5	508	251	49.4	377	193	51.2
WHZZ-FM	792	323	40.8	407	186	45.7	338	84	24.9	192	41	21.4
WLS-AM	207	119	57.5	8	0	0.0	58	18	31.0	91	54	59.3
WIOG-FM	93	19	20.4	46	12	26.1	47	8	17.0	26	4	15.4
WTL-FM	900	443	49.2	298	125	41.9	474	230	48.5	421	217	51.5
WJIM-AM	306	156	51.0	32	23	71.9	120	52	43.3	163	71	43.6
WJIM-FM	832	300	36.1	221	46	20.8	537	223	41.5	502	219	43.6
WJR -AM	322	103	32.0	73	16	21.9	161	49	30.4	147	52	35.4
WJXQ-FM	496	173	34.9	316	129	40.8	290	96	33.1	135	40	29.6
WMMQ-FM	772	318	41.2	384	148	38.5	542	253	46.7	311	154	49.5
WODJ-FM	97	24	24.7	13	0	0.0	79	21	26.6	77	21	27.3
WOOD-FM	58	24	41.4	19	8	42.1	44	14	31.8	35	13	37.1
WQHH-FM	307	151	49.2	164	72	43.9	115	63	54.8	70	35	50.0
WRIF-FM	81	14	17.3	53	14	26.4	54	14	25.9	27	0	0.0
WVFN-AM	118	29	24.6	55	9	16.4	93	23	24.7	44	14	31.8
WVIC-FM	103	32	31.1	43	13	30.2	82	24	29.3	51	16	31.4
WVWX-FM	513	185	36.1	268	69	25.7	149	37	24.8	93	28	30.1
WXIK-FM	347	104	30.0	150	51	34.0	214	62	29.0	153	42	27.5
WXLA-AM	61	22	36.1	8	8	100.0	41	15	36.6	42	11	26.2

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBAD-AM	148	36	24.3	59	13	22.0	85	23	27.1	62	18	29.0
KBGO-FM	950	349	36.7	195	67	34.4	660	272	41.2	639	260	40.7
KDOL-AM	188	70	37.2	62	32	51.6	140	60	42.9	106	33	31.1
KDWN-AM	401	108	26.9	25	0	0.0	139	24	17.3	208	52	25.0
KEDG-FM	1107	289	26.1	723	202	27.9	558	149	26.7	195	47	24.1
KENO-AM	315	67	21.3	84	14	16.7	201	54	26.9	178	43	24.2
KFMS-FM	970	361	37.2	260	76	29.2	617	241	39.1	518	235	45.4
KJUL-FM	1247	833	66.8	71	18	25.4	359	157	43.7	649	386	59.5
KKLZ-FM	1135	394	34.7	508	159	31.3	901	338	37.5	551	215	39.0
KLSQ-AM	441	273	61.9	181	113	62.4	287	194	67.6	209	133	63.6
KLUC-FM	2032	894	44.0	945	395	41.8	925	341	36.9	538	182	33.8
KMXB-FM	1634	578	35.4	900	321	35.7	938	317	33.8	427	122	28.6
KMZQ-FM	1232	426	34.6	418	129	30.9	935	341	36.5	694	272	39.2
KNUJ-AM	316	114	36.1	12	4	33.3	159	51	32.1	235	86	36.6
KOMP-FM	797	316	39.6	521	192	36.9	612	261	42.6	240	108	45.0
KQOL-FM	978	339	34.7	168	27	16.1	655	266	40.6	659	281	42.6
KSNE-FM	1343	596	44.4	339	109	32.2	871	412	47.3	789	408	51.7
KVBC-FM	430	84	19.5	78	14	17.9	252	38	15.1	229	47	20.5
KWNR-FM	1258	556	44.2	435	173	39.8	872	411	47.1	650	329	50.6
KXNT-AM	552	311	56.3	40	13	32.5	225	112	49.8	295	163	55.3
KXPT-FM	679	196	28.9	353	78	22.1	565	171	30.3	304	114	37.5
KXTE-FM	1186	453	38.2	699	270	38.6	658	242	36.8	324	104	32.1

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.



# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KARN-AM	424	159	37.5	40	6	15.0	143	45	31.5	201	75	37.3
KARN-FM	96	30	31.2	14	3	21.4	41	6	14.6	47	15	31.9
KDDK-FM	520	153	29.4	175	33	18.9	272	101	37.1	227	95	41.9
KDRE-FM	510	149	29.2	249	58	23.3	203	50	24.6	101	22	21.8
KESR-FM	596	166	27.9	320	92	28.8	292	63	21.6	119	17	14.3
KEZQ-AM	152	84	55.3	3	0	0.0	24	9	37.5	40	21	52.5
KFFB-FM	37	20	54.1	6	0	0.0	8	0	0.0	13	3	23.1
KGHT-AM	109	60	55.0	3	0	0.0	45	28	62.2	61	45	73.8
KHUG-FM	98	34	34.7	37	7	18.9	50	14	28.0	34	14	41.2
KIPR-FM	702	425	60.5	306	186	60.8	333	161	48.3	212	108	50.9
KITA-AM	170	78	45.9	36	12	33.3	91	55	60.4	78	52	66.7
KKPT-FM	687	248	36.1	289	91	31.5	560	212	37.9	349	144	41.3
KLAZ-FM	286	68	23.8	148	25	16.9	130	24	18.5	61	15	24.6
KLRG-AM	120	37	30.8	26	4	15.4	54	21	38.9	48	19	39.6
KMJX-FM	888	387	43.6	462	211	45.7	619	283	45.7	326	131	40.2
KMVK-FM	400	118	29.5	187	51	27.3	213	61	28.6	129	37	28.7
KMZC-FM	83	15	18.1	46	11	23.9	28	8	28.6	20	1	5.0
KOLL-FM	491	163	33.2	81	20	24.7	373	122	32.7	367	133	36.2
KRNN-AM	102	47	46.1	16	9	56.2	34	16	47.1	41	21	51.2
KSSN-FM	1036	560	54.1	329	146	44.4	544	274	50.4	485	281	57.9
KSYG-FM	369	172	46.6	100	46	46.0	244	126	51.6	198	96	48.5
KURB-FM	944	348	36.9	383	122	31.9	592	236	39.9	412	173	42.0
KVLO-FM	473	168	35.5	119	20	16.8	280	85	30.4	253	104	41.1
KYFX-FM	417	174	41.7	180	79	43.9	262	142	54.2	159	80	50.3
KYTN-FM	251	144	57.4	98	64	65.3	188	117	62.2	120	71	59.2

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KABC-AM	7978	2797	35.1	792	222	28.0	3737	1077	28.8	4520	1299	28.7
KACD-FM	2021	301	14.9	1159	185	16.0	1007	227	22.5	464	86	18.5
KACE-FM	2872	1016	35.4	874	199	22.8	2196	789	35.9	1734	727	41.9
KAZN-AM	790	407	51.5	161	54	33.5	550	329	59.8	525	312	59.4
KBCD-FM	906	202	22.3	554	120	21.7	467	126	27.0	200	42	21.0
KBIG-FM	10065	2299	22.8	4406	1008	22.9	6779	1758	25.9	4307	1128	26.2
KBUA-FM	570	114	20.0	272	50	18.4	339	40	11.8	228	41	18.0
KBUE-FM	4936	1236	25.0	2536	540	21.3	2736	729	26.6	1623	561	34.6
KCBS-FM	8160	1888	23.1	3282	844	25.7	6234	1470	23.6	4271	939	22.0
KFI -AM	9128	4300	47.1	1406	505	35.9	4960	2234	45.0	5145	2524	49.1
KFSG-FM	1557	671	43.1	631	378	59.9	1110	552	49.7	685	218	31.8
KFWB-AM	8611	2328	27.0	1323	225	17.0	4663	1180	25.3	4918	1373	27.9
KIBB-FM	7046	1495	21.2	3775	843	22.3	4045	867	21.4	1907	443	23.2
KIEV-AM	1710	449	26.3	120	52	43.3	617	164	26.6	807	204	25.3
KIIS-FM	15788	4672	29.6	7422	2075	28.0	7704	1935	25.1	4257	1118	26.3
KIKF-FM	1065	378	35.5	322	86	26.7	683	257	37.6	634	258	40.7
KJLH-FM	3095	856	27.7	1223	298	24.4	2114	600	28.4	1594	491	30.8
KKBT-FM	10840	3864	35.6	5733	2269	39.6	4525	1720	38.0	2139	687	32.1
KKGO-FM	5354	1397	26.1	800	53	6.6	2424	612	25.2	2997	913	30.5
KKHJ-AM	2286	505	22.1	1341	273	20.4	1599	324	20.3	816	186	22.8
KKLA-AM	141	26	18.4	16	0	0.0	57	0	0.0	68	26	38.2
KKLA-FM	1679	690	41.1	254	76	29.9	986	392	39.8	959	425	44.3
KLAC-AM	6020	2397	39.8	242	48	19.8	1494	359	24.0	2762	968	35.0
KLAX-FM	6875	1984	28.9	3431	925	27.0	4102	1273	31.0	2394	832	34.8
KLOS-FM	7563	1803	23.8	3800	791	20.8	5657	1608	28.4	3259	951	29.2
KLXS-FM	5484	1841	33.6	2503	875	35.0	4354	1529	35.1	2713	886	32.7
KLVE-FM	11866	5575	47.0	6017	2785	46.3	7802	3913	50.2	4301	2218	51.6
KLYY-FM	5735	1139	19.9	3612	647	17.9	2732	719	26.3	881	196	22.2
KNX -AM	9128	2715	29.7	1448	323	22.3	4925	1174	23.8	5121	1349	26.3
KOST-FM	13126	4020	30.6	5705	1330	23.3	8325	2576	30.9	5794	2267	39.1
KPWR-FM	15692	5414	34.5	8637	2480	28.7	5124	1082	21.1	1905	422	22.2
KRLA-AM	3647	1001	27.4	1161	452	38.9	1873	491	26.2	1562	362	23.2
KROQ-FM	11310	4158	36.8	6630	2442	36.8	5844	1888	32.3	2326	648	27.9
KRTH-FM	14026	3802	27.1	3429	531	15.5	8588	2335	27.2	8214	2681	32.6
KRTO-FM	692	192	27.7	199	45	22.6	473	150	31.7	369	126	34.1
KSCA-FM	9147	4097	44.8	4915	2264	46.1	5907	2850	48.2	3054	1486	48.7
KSSE-FM	4091	1158	28.3	2664	798	30.0	1917	446	23.3	721	111	15.4
KTNG-AM	4141	1511	36.5	1986	622	31.3	3074	1101	35.8	1885	779	41.3
KTWV-FM	9163	3036	33.1	2112	507	24.0	6488	2173	33.5	5881	2101	35.7
KTZN-AM	3414	405	11.9	374	10	2.7	1739	124	7.1	2063	229	11.1
KWKW-AM	1831	750	41.0	579	55	9.5	1060	364	34.3	905	429	47.4
KWVE-FM	1808	687	38.0	432	186	43.1	1302	539	41.4	1179	474	40.2
KXMG-AM	2298	848	36.9	800	280	35.0	1748	737	42.2	1200	499	41.6
KYSR-FM	10350	2785	26.9	5896	1599	27.1	7103	2053	28.9	3307	946	28.6
KZLA-FM	5862	2523	43.0	1570	477	30.4	3823	1676	43.8	3306	1693	51.2
XTRA-AM	2238	616	27.5	873	275	31.5	1677	476	28.4	1134	317	28.0

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAMZ-FM	2221	1159	52.2	735	370	50.3	1378	704	51.1	1121	606	54.1
WASE-FM	125	39	31.2	11	0	0.0	100	39	39.0	102	39	38.2
WAVG-AM	415	169	40.7	7	0	0.0	63	10	15.9	146	45	30.8
WCND-AM	13	3	23.1	0	0	0.0	3	3	100.0	8	3	37.5
WDJX-FM	1734	683	39.4	873	295	33.8	898	367	40.9	454	174	38.3
WFIA-AM	143	44	30.8	11	0	0.0	59	17	28.8	85	32	37.6
WGZB-FM	1090	629	57.7	535	333	62.2	475	240	50.5	265	94	35.5
WHAS-AM	2240	1226	54.7	280	128	45.7	1160	603	52.0	1330	695	52.3
WHKW-FM	796	253	31.8	309	81	26.2	449	132	29.4	335	112	33.4
WKJK-AM	358	209	58.4	7	0	0.0	40	20	50.0	148	100	67.6
WLKY-AM	261	40	15.3	19	8	42.1	55	16	29.1	124	22	17.7
WLLV-AM	115	61	53.0	0	0	0.0	24	18	75.0	51	31	60.8
WLou-AM	194	69	35.6	31	8	25.8	107	37	34.6	111	37	33.3
WLRS-FM	913	370	40.5	519	246	47.4	456	154	33.8	201	38	18.9
WMJM-FM	461	161	34.9	139	27	19.4	329	123	37.4	263	117	44.5
WMPi-FM	125	71	56.8	38	15	39.5	37	15	40.5	37	17	45.9
WQMF-FM	1095	310	28.3	543	138	25.4	758	240	31.7	440	144	32.7
WRKA-FM	1212	400	33.0	236	56	23.7	896	304	33.9	861	305	35.4
WRVI-FM	434	88	20.3	249	55	22.1	313	73	23.3	153	33	21.6
WSFR-FM	940	303	32.2	407	105	25.8	745	272	36.5	479	197	41.1
WSJW-FM	594	223	37.5	135	42	31.1	379	120	31.7	353	132	37.4
WTFX-FM	1336	398	29.8	807	207	25.7	804	233	29.0	310	80	25.8
WTHQ-FM	143	26	18.2	73	8	11.0	85	4	4.7	61	18	29.5
WTMT-AM	173	40	23.1	24	0	0.0	114	34	29.8	126	34	27.0
WVEZ-FM	1220	438	35.9	290	63	21.7	836	324	38.8	739	319	43.2
WWKY-AM	398	131	32.9	82	42	51.2	196	69	35.2	199	63	31.7
WXML-FM	65	15	23.1	23	0	0.0	48	15	31.2	31	15	48.4
WXLN-FM	179	76	42.5	21	6	28.6	100	47	47.0	104	52	50.0

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WGN -AM	63	12	19.0	14	6	42.9	28	6	21.4	22	0	0.0
WHIT-AM	142	41	28.9	64	16	25.0	112	34	30.4	69	20	29.0
WIBA-AM	565	233	41.2	87	33	37.9	321	118	36.8	340	126	37.1
WIBA-FM	637	177	27.8	322	68	21.1	437	139	31.8	278	96	34.5
WIBU-AM	71	28	39.4	12	8	66.7	19	0	0.0	26	4	15.4
WJJO-FM	687	331	48.2	475	263	55.4	385	182	47.3	149	44	29.5
WJVL-FM	91	29	31.9	36	9	25.0	59	18	30.5	42	14	33.3
WMAD-FM	621	206	33.2	405	145	35.8	270	75	27.8	109	13	11.9
WMGN-FM	525	196	37.3	191	63	33.0	399	164	41.1	303	126	41.6
WMLI-FM	261	70	26.8	111	29	26.1	180	64	35.6	130	41	31.5
WMMM-FM	363	128	35.3	201	62	30.8	287	98	34.1	147	61	41.5
WOLX-FM	754	243	32.2	172	36	20.9	501	178	35.5	473	181	38.3
WSJY-FM	168	72	42.9	6	0	0.0	45	14	31.1	89	44	49.4
WTDY-AM	292	83	28.4	62	14	22.6	190	48	25.3	181	52	28.7
WTMJ-AM	76	7	9.2	32	4	12.5	44	3	6.8	35	3	8.6
WTSO-AM	337	90	26.7	29	0	0.0	133	19	14.3	160	39	24.4
WWQM-FM	528	195	36.9	179	47	26.3	292	105	36.0	259	95	36.7
WYKY-FM	45	14	31.1	12	3	25.0	27	8	29.6	21	7	33.3
WYZM-FM	393	113	28.8	169	46	27.2	229	68	29.7	173	47	27.2
WZEE-FM	999	457	45.7	512	212	41.4	536	196	36.6	305	124	40.7

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	- P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBFM-FM	2086	1049	50.3	774	345	44.6	780	251	32.2	486	164	33.7
KBIC-FM	9	0	0.0	9	0	0.0	6	0	0.0	0	0	0.0
KBOR-AM	295	67	22.7	99	33	33.3	121	36	29.8	97	25	25.8
KESO-FM	125	24	19.2	41	11	26.8	63	5	7.9	47	5	10.6
KFRQ-FM	747	265	35.5	397	155	39.0	355	160	45.1	143	49	34.3
KGBT-AM	815	404	49.6	115	25	21.7	352	165	46.9	409	205	50.1
KGBT-FM	1197	508	42.4	375	125	33.3	660	317	48.0	543	284	52.3
KIRT-AM	269	65	24.2	46	6	13.0	122	24	19.7	133	35	26.3
KIWW-FM	1785	538	30.1	587	131	22.3	944	358	37.9	691	282	40.8
KKPS-FM	1640	452	27.6	618	168	27.2	791	266	33.6	571	194	34.0
KRGE-AM	262	86	32.8	85	25	29.4	112	59	52.7	106	52	49.1
KSOX-FM	331	83	25.1	79	12	15.2	200	49	24.5	179	62	34.6
KTEX-FM	1028	477	46.4	333	152	45.6	557	262	47.0	421	205	48.7
KTJN-FM	505	203	40.2	181	64	35.4	234	91	38.9	176	64	36.4
KTJX-FM	352	118	33.5	149	54	36.2	139	37	26.6	99	25	25.3
KUJR-AM	127	58	45.7	46	18	39.1	60	29	48.3	44	28	63.6
KURV-AM	305	143	46.9	41	16	39.0	118	59	50.0	136	55	40.4
KVJY-AM	137	91	66.4	6	0	0.0	23	10	43.5	36	23	63.9
KVLY-FM	1058	395	37.3	418	143	34.2	675	288	42.7	442	203	45.9
XAAA-FM	451	164	36.4	236	89	37.7	210	86	41.0	100	35	35.0
XEMS-AM	75	44	58.7	14	0	0.0	36	9	25.0	46	29	63.0
XEO -AM	49	38	77.6	10	3	30.0	23	16	69.6	17	13	76.5
XERT-AM	75	16	21.3	28	0	0.0	37	4	10.8	19	4	21.1
XHNA-FM	179	13	7.3	75	6	8.0	55	5	9.1	42	5	11.9
XHRR-FM	141	34	24.1	51	9	17.6	66	21	31.8	40	20	50.0
XMLS-FM	198	65	32.8	97	47	48.5	48	16	33.3	21	3	14.3
XRYS-FM	204	22	10.8	79	12	15.2	90	17	18.9	67	10	14.9
XVTH-FM	374	114	30.5	142	33	23.2	171	44	25.7	114	44	38.6

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KFIN-FM	94	46	48.9	25	13	52.0	30	17	56.7	46	28	60.9
KHLS-FM	96	64	66.7	26	0	0.0	58	32	55.2	50	44	88.0
KIYS-FM	115	37	32.2	43	18	41.9	28	17	60.7	11	5	45.5
KJMS-FM	1663	625	37.6	742	271	36.5	1046	461	44.1	608	282	46.4
KWAM-AM	336	78	23.2	145	40	27.6	204	70	34.3	101	33	32.7
KXHT-FM	1334	619	46.4	631	286	45.3	419	109	26.0	200	38	19.0
WAVN-AM	83	43	51.8	27	12	44.4	35	7	20.0	23	5	21.7
WBPP-AM	296	96	32.4	98	49	50.0	117	53	45.3	86	19	22.1
WCRV-AM	372	193	51.9	84	36	42.9	250	110	44.0	227	116	51.1
WDIA-AM	1203	433	36.0	257	30	11.7	683	252	36.9	671	315	46.9
WEGR-FM	1341	586	43.7	646	298	46.1	967	440	45.5	579	263	45.4
WGKX-FM	1466	569	38.8	333	89	26.7	781	254	32.5	786	318	40.5
WHBQ-AM	240	77	32.1	84	14	16.7	146	40	27.4	137	44	32.1
WHRK-FM	2130	916	43.0	990	460	46.5	970	459	47.3	503	205	40.8
WJCE-AM	445	148	33.3	115	40	34.8	304	103	33.9	266	88	33.1
WKBL-FM	73	51	69.9	15	5	33.3	44	25	56.8	29	20	69.0
WKRA-FM	136	30	22.1	41	5	12.2	54	25	46.3	43	20	46.5
WLOK-AM	1091	513	47.0	257	85	33.1	575	233	40.5	538	272	50.6
WMC -AM	691	287	41.5	131	30	22.9	403	141	35.0	398	158	39.7
WMC -FM	1531	633	41.3	679	296	43.6	997	476	47.7	617	256	41.5
WMFS-FM	620	177	28.5	381	133	34.9	348	101	29.0	142	37	26.1
WOGY-FM	1073	404	37.7	353	125	35.4	579	226	39.0	511	202	39.5
WPLX-AM	331	189	57.1	0	0	0.0	72	18	25.0	161	51	31.7
WREC-AM	647	258	39.9	125	22	17.6	380	141	37.1	386	162	42.0
WRVR-FM	1523	626	41.1	320	96	30.0	1066	447	41.9	991	454	45.8
WRXQ-FM	804	311	38.7	382	177	46.3	337	103	30.6	165	35	21.2
WSRR-FM	1361	476	35.0	470	163	34.7	1005	379	37.7	707	262	37.1

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WACC-AM	464	184	39.7	46	7	15.2	135	35	25.9	202	89	44.1
WAMR-FM	2995	1152	38.5	815	342	42.0	1814	726	40.0	1563	615	39.3
WAQI-AM	1936	1019	52.6	122	15	12.3	645	197	30.5	1005	465	46.3
WAVS-AM	713	316	44.3	242	99	40.9	470	205	43.6	386	194	50.3
WAXY-AM	654	131	20.0	51	0	0.0	294	30	10.2	311	42	13.5
WBGG-FM	3023	857	28.3	1293	345	26.7	2405	727	30.2	1459	478	32.8
WCMQ-AM	1262	453	35.9	78	17	21.8	412	100	24.3	593	187	31.5
WCMQ-FM	1559	513	32.9	354	69	19.5	1128	413	36.6	967	400	41.4
WEAT-FM	705	151	21.4	227	23	10.1	418	64	15.3	345	79	22.9
WEDR-FM	4487	1782	39.7	1880	866	46.1	2188	810	37.0	1351	443	32.8
WEXY-AM	198	119	60.1	19	0	0.0	96	44	45.8	120	71	59.2
WFLC-FM	3478	807	23.2	1565	325	20.8	2365	608	25.7	1481	401	27.1
WFTL-AM	738	268	36.3	43	10	23.3	153	61	39.9	237	117	49.4
WHQT-FM	4138	1482	35.8	1634	540	33.0	2470	985	39.9	1759	751	42.7
WHYI-FM	4311	1148	26.6	2094	589	28.1	2685	818	30.5	1437	430	29.9
WINZ-AM	2045	768	37.6	268	51	19.0	863	292	33.8	942	349	37.0
WIOD-AM	1360	374	27.5	273	94	34.4	737	254	34.5	697	222	31.9
WJNA-AM	1076	651	60.5	29	0	0.0	77	16	20.8	153	64	41.8
WJNO-AM	578	218	37.7	27	14	51.9	133	33	24.8	180	56	31.1
WKAT-AM	350	48	13.7	37	13	35.1	245	36	14.7	244	35	14.3
WKIS-FM	2875	1232	42.9	770	302	39.2	1731	697	40.3	1433	599	41.8
WLVE-FM	2967	1108	37.3	647	179	27.7	1962	744	37.9	1769	714	40.4
WLYF-FM	4246	1628	38.3	935	239	25.6	2168	706	32.6	1967	770	39.1
WMBM-AM	560	252	45.0	147	43	29.3	277	123	44.4	291	143	49.1
WMXJ-FM	3337	1196	35.8	576	199	34.5	2102	764	36.3	2142	841	39.3
WPLL-FM	2975	853	28.7	1658	494	29.8	1970	542	27.5	918	234	25.5
WPOW-FM	5644	2312	41.0	2600	961	37.0	2500	744	29.8	1320	368	27.9
WQAM-AM	2150	810	37.7	409	135	33.0	1168	401	34.3	1062	385	36.3
WQBA-AM	1424	463	32.5	83	17	20.5	502	163	32.5	730	238	32.6
WRMA-FM	2762	999	36.2	759	231	30.4	1556	666	42.8	1340	593	44.3
WRMF-FM	815	184	22.6	311	70	22.5	531	107	20.2	388	69	17.8
WRTO-FM	1819	322	17.7	727	119	16.4	1154	237	20.5	848	186	21.9
WSUA-AM	700	333	47.6	117	48	41.0	399	210	52.6	408	217	53.2
WTMI-FM	2117	837	39.5	241	64	26.6	876	244	27.9	923	341	36.9
WVCG-AM	558	147	26.3	106	30	28.3	375	116	30.9	322	103	32.0
WWFE-AM	342	13	3.8	35	0	0.0	155	0	0.0	202	0	0.0
WXDJ-FM	2837	898	31.7	1113	311	27.9	1814	640	35.3	1271	488	38.4
WZTA-FM	2937	1135	38.6	1616	678	42.0	1839	692	37.6	866	265	30.6

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAMG-FM	1110	325	29.3	431	127	29.5	637	212	33.3	447	140	31.3
WAUK-AM	222	39	17.6	73	11	15.1	152	33	21.7	124	28	22.6
WAUX-AM	5	0	0.0	5	0	0.0	5	0	0.0	0	0	0.0
WBBM-AM	241	61	25.3	34	11	32.4	117	32	27.4	142	30	21.1
WBWI-FM	337	60	17.8	102	0	0.0	193	30	15.5	177	38	21.5
WEMP-AM	281	43	15.3	10	5	50.0	120	22	18.3	172	29	16.9
WEXT-FM	285	118	41.4	124	46	37.1	159	52	32.7	94	34	36.2
WEZY-FM	440	119	27.0	63	0	0.0	146	25	17.1	200	58	29.0
WFMR-FM	870	272	31.3	68	11	16.2	437	140	32.0	537	195	36.3
WGLB-AM	79	35	44.3	21	5	23.8	50	17	34.0	54	26	48.1
WGN-AM	291	80	27.5	23	6	26.1	123	24	19.5	159	46	28.9
WIL-FM	231	41	17.7	126	20	15.9	204	37	18.1	101	21	20.8
WIND-AM	70	28	40.0	22	6	27.3	39	19	48.7	32	18	56.2
WISN-AM	1522	533	35.0	258	81	31.4	853	275	32.2	827	300	36.3
WJZI-FM	999	366	36.6	271	72	26.6	710	273	38.5	595	249	41.8
WKKV-FM	1910	1104	57.8	875	534	61.0	855	435	50.9	450	177	39.3
WKLH-FM	2320	927	40.0	941	325	34.5	1860	848	45.6	1208	581	48.1
WKTJ-FM	2791	824	29.5	1302	346	26.6	1888	605	32.0	1096	364	33.2
WLTQ-FM	1273	414	32.5	337	68	20.2	840	268	31.9	736	269	36.5
WLUM-FM	1941	589	30.3	1042	276	26.5	877	219	25.0	399	89	22.3
WLZR-FM	2229	790	35.4	1310	482	36.8	1324	449	33.9	553	162	29.3
WMCS-AM	595	192	32.3	179	43	24.0	376	146	38.8	324	138	42.6
WMIL-FM	2340	1059	45.3	768	308	40.1	1292	568	44.0	1175	565	48.1
WMYX-FM	2217	614	27.7	949	211	22.2	1428	434	30.4	908	319	35.1
WNIB-FM	107	30	28.0	16	0	0.0	51	8	15.7	69	21	30.4
WNIZ-FM	59	17	28.8	16	0	0.0	42	12	28.6	33	12	36.4
WNOV-AM	537	111	20.7	205	15	7.3	252	50	19.8	195	73	37.4
WOKY-AM	1472	712	48.4	70	15	21.4	226	55	24.3	526	209	39.7
WRJN-AM	152	54	35.5	5	0	0.0	40	5	12.5	89	22	24.7
WTKM-AM	31	9	29.0	6	0	0.0	6	0	0.0	7	3	42.9
WTKM-FM	223	84	37.7	29	0	0.0	72	8	11.1	66	13	19.7
WTMJ-AM	3657	1416	38.7	524	106	20.2	1812	584	32.2	1973	739	37.5
WXPT-FM	1928	600	31.1	1137	400	35.2	1176	330	28.1	461	109	23.6
WZTR-FM	1751	518	29.6	367	84	22.9	1230	387	31.5	1162	387	33.3

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KDWB-FM	5576	2201	39.5	2555	927	36.3	2857	903	31.6	1572	431	27.4
KEYE-FM	3885	1563	40.2	1592	554	34.8	2427	995	41.0	1714	795	46.4
KEGE-FM	3608	1217	33.7	2044	636	31.1	1616	316	19.6	612	83	13.6
KFAN-AM	1073	279	26.0	425	85	20.0	876	238	27.2	531	168	31.6
KLBB-AM	1087	342	31.5	38	8	21.1	175	43	24.6	361	67	18.6
KMJZ-FM	1940	598	30.8	468	85	18.2	1514	499	33.0	1316	491	37.3
KQQL-FM	3841	1215	31.6	736	160	21.7	2839	939	33.1	2645	915	34.6
KQRS-FM	5895	2282	38.7	3048	1225	40.2	4574	1804	39.4	2530	968	38.3
KSGS-AM	186	78	41.9	31	0	0.0	139	71	51.1	130	71	54.6
KSTP-AM	2496	956	38.3	605	170	28.1	1570	583	37.1	1318	561	42.6
KSTP-FM	5304	1310	24.7	2891	701	24.2	3770	996	26.4	1883	524	27.8
KTCZ-FM	3376	981	29.1	1661	461	27.8	2648	820	31.0	1526	485	31.8
KXXP-FM	760	138	18.2	607	113	18.6	466	62	13.3	57	4	7.0
KXXR-FM	365	106	29.0	291	106	36.4	224	68	30.4	32	0	0.0
KXXU-FM	358	102	28.5	264	90	34.1	206	68	33.0	38	6	15.8
WCCO-AM	6086	2872	47.2	814	167	20.5	2951	1070	36.3	3338	1477	44.2
WEZU-AM	245	56	22.9	0	0	0.0	34	5	14.7	93	31	33.3
WIXK-AM	29	5	17.2	0	0	0.0	0	0	0.0	0	0	0.0
WIXK-FM	471	133	28.2	112	21	18.8	274	83	30.3	243	86	35.4
WLOL-AM	51	5	9.8	6	0	0.0	14	0	0.0	20	0	0.0
WLTE-FM	3920	1353	34.5	1221	337	27.6	2679	954	35.6	2182	864	39.6
WRQC-FM	2405	529	22.0	1622	402	24.8	1585	429	27.1	519	109	21.0
WWJO-FM	316	84	26.6	88	27	30.7	165	38	23.0	169	57	33.7

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WABB-AM	112	33	29.5	8	0	0.0	52	16	30.8	53	20	37.7
WABB-FM	873	350	40.1	387	176	45.5	468	193	41.2	256	77	30.1
WABF-AM	78	42	53.8	0	0	0.0	4	0	0.0	12	0	0.0
WAVH-FM	498	209	42.0	45	11	24.4	288	119	41.3	313	129	41.2
WBLX-FM	781	249	31.9	328	130	39.6	408	145	35.5	266	82	30.8
WDLT-FM	456	205	45.0	139	42	30.2	303	158	52.1	271	153	56.5
WDWG-FM	471	128	27.2	158	41	25.9	208	62	29.8	161	58	36.0
WGOK-AM	294	168	57.1	69	32	46.4	120	73	60.8	134	75	56.0
WHEP-AM	46	21	45.7	0	0	0.0	13	7	53.8	21	11	52.4
WHXT-FM	76	31	40.8	32	13	40.6	47	21	44.7	38	18	47.4
WKNN-FM	161	30	18.6	49	15	30.6	83	26	31.3	67	14	20.9
WKSJ-AM	81	28	34.6	13	5	38.5	26	8	30.8	27	3	11.1
WKSJ-FM	950	503	52.9	264	96	36.4	497	262	52.7	490	303	61.8
WLVV-AM	111	42	37.8	35	10	28.6	67	21	31.3	55	23	41.8
WMEZ-FM	262	100	38.2	57	11	19.3	154	55	35.7	143	65	45.5
WMJY-FM	133	21	15.8	71	7	9.9	80	14	17.5	44	14	31.8
WMOB-AM	54	19	35.2	12	9	75.0	33	14	42.4	24	6	25.0
WMXC-FM	663	212	32.0	256	65	25.4	431	139	32.3	292	103	35.3
WNSP-FM	112	64	57.1	38	30	78.9	78	40	51.3	57	24	42.1
WNTM-AM	398	233	58.5	46	27	58.7	165	66	40.0	203	101	49.8
WRKH-FM	384	136	35.4	167	63	37.7	293	111	37.9	177	63	35.6
WTKX-FM	385	143	37.1	183	56	30.6	191	56	29.3	101	33	32.7
WWL -AM	66	19	28.8	6	0	0.0	32	10	31.2	49	19	38.8
WWRO-FM	470	159	33.8	192	44	22.9	345	146	42.3	222	115	51.8
WXBM-FM	413	191	46.2	150	46	30.7	176	85	48.3	127	79	62.2
WYCL-FM	275	55	20.0	37	0	0.0	190	52	27.4	199	55	27.6
WYOK-FM	724	405	55.9	317	163	51.4	305	117	38.4	160	57	35.6
WZEW-FM	197	85	43.1	83	28	33.7	158	68	43.0	92	47	51.1

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBAY-FM	412	128	31.1	110	34	30.9	253	87	34.4	197	67	34.0
KBOQ-FM	501	206	41.1	110	44	40.0	240	100	41.7	248	99	39.9
KCBS-AM	387	117	30.2	39	12	30.8	183	48	26.2	205	47	22.9
KCDJ-FM	585	247	42.2	363	148	40.8	347	133	38.3	153	63	41.2
KDFC-FM	27	12	44.4	0	0	0.0	12	5	41.7	22	9	40.9
KDON-AM	9	2	22.2	3	0	0.0	7	0	0.0	4	0	0.0
KDON-FM	988	476	48.2	465	189	40.6	431	141	32.7	225	80	35.6
KGO -AM	788	358	45.4	120	65	54.2	414	168	40.6	461	181	39.3
KIDD-AM	274	146	53.3	4	0	0.0	34	10	29.4	86	39	45.3
KISE-FM	164	52	31.7	81	20	24.7	84	43	51.2	50	25	50.0
KKMC-AM	64	32	50.0	14	8	57.1	44	26	59.1	41	20	48.8
KLFA-FM	176	85	48.3	102	49	48.0	112	63	56.2	47	24	51.1
KLLC-FM	76	30	39.5	53	19	35.8	44	13	29.5	18	10	55.6
KLOK-AM	89	32	36.0	53	15	28.3	65	22	33.8	22	10	45.5
KLOK-FM	284	101	35.6	140	54	38.6	191	67	35.1	109	44	40.4
KLUE-FM	68	17	25.0	26	7	26.9	20	5	25.0	14	2	14.3
KLXM-FM	82	40	48.8	51	29	56.9	49	26	53.1	22	5	22.7
KMBY-FM	402	104	25.9	253	70	27.7	254	62	24.4	101	20	19.8
KMEL-FM	87	26	29.9	60	18	30.0	46	19	41.3	23	8	34.8
KMPG-AM	58	22	37.9	29	13	44.8	39	13	33.3	21	10	47.6
KNBR-AM	380	159	41.8	85	32	37.6	254	111	43.7	228	104	45.6
KOCN-FM	598	227	38.0	143	27	18.9	407	164	40.3	363	172	47.4
KOME-FM	249	84	33.7	150	51	34.0	153	46	30.1	63	13	20.6
KPIG-FM	323	146	45.2	77	24	31.2	276	133	48.2	232	115	49.6
KRAY-FM	411	125	30.4	223	64	28.7	225	66	29.3	136	45	33.1
KRQC-FM	373	126	33.8	184	57	31.0	275	88	32.0	161	52	32.3
KSCO-AM	300	89	29.7	68	15	22.1	163	52	31.9	135	51	37.8
KSFO-AM	71	31	43.7	4	4	100.0	32	14	43.8	35	13	37.1
KSJO-FM	199	67	33.7	118	41	34.7	147	54	36.7	65	23	35.4
KSOL-FM	56	25	44.6	35	18	51.4	29	19	65.5	12	4	33.3
KTGE-AM	226	72	31.9	116	32	27.6	123	33	26.8	73	25	34.2
KTOM-AM	72	17	23.6	24	4	16.7	34	11	32.4	32	9	28.1
KTOM-FM	570	283	49.6	195	88	45.1	366	185	50.5	293	153	52.2
KJFX-FM	358	95	26.5	166	33	19.9	255	79	31.0	171	57	33.3
KVRG-FM	187	51	27.3	106	24	22.6	117	28	23.9	63	20	31.7
KWAV-FM	532	174	32.7	190	66	34.7	328	110	33.5	261	81	31.0
KXDC-FM	213	71	33.3	39	8	20.5	141	43	30.5	146	54	37.0
KYLD-FM	100	31	31.0	61	25	41.0	36	11	30.6	16	0	0.0
KZOL-FM	314	138	43.9	150	67	44.7	196	89	45.4	124	53	42.7
KZSJ-AM	53	12	22.6	37	10	27.0	42	7	16.7	14	2	14.3

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAMB-AM	207	76	36.7	24	5	20.8	80	21	26.2	112	32	28.6
WANT-FM	127	58	45.7	52	20	38.5	87	52	59.8	62	32	51.6
WBOZ-FM	115	48	41.7	32	6	18.8	52	12	23.1	64	30	46.9
WCOR-AM	27	9	33.3	0	0	0.0	0	0	0.0	13	0	0.0
WDBL-FM	24	5	20.8	14	0	0.0	5	5	100.0	10	5	50.0
WENO-AM	73	38	52.1	25	13	52.0	44	25	56.8	48	25	52.1
WGFX-FM	1741	633	36.4	839	294	35.0	1291	499	38.7	718	306	42.6
WJXA-FM	946	294	31.1	279	83	29.7	584	179	30.7	525	187	35.6
WJZC-FM	715	199	27.8	175	32	18.3	530	136	25.7	473	136	28.8
WKDF-FM	1512	656	43.4	913	382	41.8	769	306	39.8	294	110	37.4
WLAC-AM	764	308	40.3	141	35	24.8	513	191	37.2	472	207	43.9
WLAC-FM	1011	248	24.5	416	95	22.8	665	201	30.2	424	125	29.5
WMDB-AM	209	60	28.7	56	9	16.1	96	30	31.2	97	35	36.1
WQKQ-FM	1331	875	65.7	558	418	74.9	673	408	60.6	424	203	47.9
WQZQ-FM	847	241	28.5	417	111	26.6	402	101	25.1	196	34	17.3
WRLG-FM	362	64	17.7	277	53	19.1	190	48	25.3	36	11	30.6
WRLT-FM	410	137	33.4	236	57	24.2	324	107	33.0	153	74	48.4
WRMX-FM	1580	598	37.8	277	59	21.3	1076	397	36.9	1042	415	39.8
WRWW-FM	1594	643	40.3	861	312	36.2	947	402	42.4	436	194	44.5
WSIX-FM	2255	1107	49.1	727	363	49.9	1383	696	50.3	1054	532	50.5
WSM -AM	776	417	53.7	88	25	28.4	219	95	43.4	302	182	60.3
WSM -FM	1567	709	45.2	418	114	27.3	831	396	47.7	782	464	59.3
WVOL-AM	379	125	33.0	75	4	5.3	224	72	32.1	237	90	38.0
WVRY-FM	66	34	51.5	22	16	72.7	38	23	60.5	34	18	52.9
WWTN-FM	1015	363	35.8	353	112	31.7	750	245	32.7	570	202	35.4
WZPC-FM	415	77	18.6	211	29	13.7	273	30	11.0	140	19	13.6

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WABC-AM	1968	588	29.9	167	59	35.3	828	200	24.2	1052	261	24.8
WALK-FM	2858	1313	45.9	529	192	36.3	1854	837	45.1	1881	900	47.8
WAXQ-FM	1737	388	22.3	803	159	19.8	1297	297	22.9	782	210	26.9
WBAB-FM	2276	679	29.8	1124	300	26.7	1719	557	32.4	962	350	36.4
WBRR-AM	378	99	26.2	0	0	0.0	117	21	17.9	225	42	18.7
WBLI-FM	2616	868	33.2	1082	393	36.3	1496	440	29.4	983	281	28.6
WBLS-FM	1041	226	21.7	383	71	18.5	667	147	22.0	517	124	24.0
WBZO-FM	1545	487	31.5	225	52	23.1	1132	359	31.7	1171	393	33.6
WCBS-AM	3360	1105	32.9	329	32	9.7	1726	600	34.8	2072	762	36.8
WCBS-FM	2680	906	33.8	369	78	21.1	1864	656	35.2	2024	729	36.0
WDRE-FM	317	48	15.1	156	42	26.9	171	25	14.6	111	6	5.4
WEZN-FM	918	263	28.6	285	49	17.2	497	117	23.5	440	136	30.9
WFAN-AM	2680	905	33.8	706	240	34.0	1689	622	36.8	1541	535	34.7
WGSM-AM	60	21	35.0	12	0	0.0	40	21	52.5	41	21	51.2
WHFM-FM	76	7	9.2	41	7	17.1	50	7	14.0	34	0	0.0
WHLI-AM	915	441	48.2	32	0	0.0	93	18	19.4	327	119	36.4
WHTZ-FM	4594	1552	33.8	2307	657	28.5	2224	646	29.0	1043	311	29.8
WINS-AM	2851	741	26.0	513	65	12.7	1606	307	19.1	1705	468	27.4
WKCI-FM	453	94	20.8	200	38	19.0	240	52	21.7	167	34	20.4
WKJY-FM	1652	608	36.8	577	218	37.8	1027	376	36.6	846	339	40.1
WKTU-FM	3446	871	25.3	1800	478	26.6	2011	597	29.7	1000	278	27.8
WLJR-FM	1629	292	17.9	933	189	20.3	1057	191	18.1	463	74	16.0
WLNG-FM	242	84	34.7	38	0	0.0	111	28	25.2	136	51	37.5
WLTW-FM	2176	817	37.5	487	133	27.3	1282	477	37.2	1259	535	42.5
WLUX-AM	451	213	47.2	8	8	100.0	72	45	62.5	184	92	50.0
WMJC-FM	879	367	41.8	215	116	54.0	492	215	43.7	507	177	34.9
WNEW-FM	1701	419	24.6	718	122	17.0	1375	353	25.7	874	283	32.4
WNSR-FM	1409	342	24.3	721	165	22.9	914	209	22.9	484	123	25.4
WOR -AM	1697	679	40.0	98	27	27.6	478	120	25.1	792	282	35.6
WPAT-FM	513	195	38.0	152	58	38.2	344	143	41.6	281	116	41.3
WPLJ-FM	2781	689	24.8	1531	331	21.6	2065	567	27.5	1025	293	28.6
WPLR-FM	346	57	16.5	103	16	15.5	227	49	21.6	189	33	17.5
WQCD-FM	1695	584	34.5	325	100	30.8	1226	397	32.4	1224	441	36.0
WQEW-AM	597	178	29.8	42	0	0.0	63	0	0.0	226	57	25.2
WQHT-FM	1981	985	49.7	964	433	44.9	534	220	41.2	270	92	34.1
WQXR-FM	1072	405	37.8	118	38	32.2	405	151	37.3	613	224	36.5
WRCN-FM	500	96	19.2	260	55	21.2	302	62	20.5	172	33	19.2
WRKS-FM	1121	293	26.1	417	88	21.1	733	221	30.2	569	195	34.3
WRTN-FM	234	77	32.9	20	0	0.0	83	40	48.2	124	56	45.2
WSKQ-FM	665	331	49.8	328	150	45.7	409	209	51.1	267	168	62.9
WWY-FM	127	26	20.5	32	8	25.0	60	26	43.3	69	19	27.5
WWXY-FM	181	64	35.4	43	6	14.0	75	31	41.3	90	44	48.9
WXRK-FM	3518	1295	36.8	1868	725	38.8	2128	722	33.9	1087	324	29.8

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KHOM-FM	1465	466	31.8	634	177	27.9	632	170	26.9	346	98	28.3
KKND-FM	1120	443	39.6	595	242	40.7	567	199	35.1	230	57	24.8
KLRZ-FM	138	18	13.0	50	4	8.0	127	18	14.2	84	15	17.9
KMEZ-FM	1071	288	26.9	388	81	20.9	748	218	29.1	557	167	30.0
WBOK-AM	432	188	43.5	97	21	21.6	234	77	32.9	226	102	45.1
WBYU-AM	502	283	56.4	4	0	0.0	66	27	40.9	124	60	48.4
WCKW-FM	1091	304	27.9	600	146	24.3	781	235	30.1	397	139	35.0
WEZB-FM	1738	444	25.5	918	253	27.6	1073	284	26.5	543	131	24.1
WGSO-AM	218	68	31.2	18	8	44.4	112	45	40.2	113	42	37.2
WLMG-FM	1362	518	38.0	321	80	24.9	883	320	36.2	804	349	43.4
WLSS-FM	236	47	19.9	124	25	20.2	125	26	20.8	63	15	23.8
WLTS-FM	1254	456	36.4	570	237	41.6	837	316	37.8	528	183	34.7
WNOE-FM	1590	770	48.4	461	196	42.5	810	403	49.8	755	373	49.4
WODT-AM	194	56	28.9	40	4	10.0	101	26	25.7	117	49	41.9
WQUE-FM	2335	1314	56.3	1029	625	60.7	1068	458	42.9	621	197	31.7
WRNO-FM	1284	455	35.4	518	148	28.6	997	369	37.0	660	276	41.8
WSMB-AM	353	75	21.2	44	10	22.7	176	31	17.6	210	36	17.1
WTIX-AM	271	71	26.2	15	0	0.0	115	24	20.9	160	34	21.2
WTIX-FM	216	44	20.4	59	15	25.4	161	34	21.1	129	22	17.1
WTKL-FM	1281	553	43.2	185	39	21.1	787	342	43.5	924	470	50.9
WWL -AM	1950	930	47.7	303	112	37.0	1074	442	41.2	1118	519	46.4
WYLA-FM	85	14	16.5	23	3	13.0	35	3	8.6	44	8	18.2
WYLD-AM	824	359	43.6	222	82	36.9	463	216	46.7	392	178	45.4
WYLD-FM	1995	831	41.7	783	304	38.8	1274	646	50.7	903	495	54.8
WYLK-FM	84	18	21.4	22	3	13.6	26	4	15.4	24	4	16.7
WZRH-FM	289	71	24.6	80	19	23.8	128	36	28.1	127	31	24.4

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WABC-AM	13015	3840	29.5	1505	331	22.0	5331	1198	22.5	6264	1761	28.1
WADO-AM	3987	2088	52.4	784	246	31.4	2150	951	44.2	2278	1198	52.6
WALK-FM	3149	1366	43.4	685	231	33.7	1994	875	43.9	1996	915	45.8
WAXQ-FM	10588	2409	22.8	4870	1002	20.6	7825	1915	24.5	4712	1238	26.3
WBAB-FM	2549	735	28.8	1201	314	26.1	1896	582	30.7	1112	392	35.3
WBBR-AM	3181	751	23.6	353	63	17.8	1424	372	26.1	1817	484	26.6
WBLI-FM	2993	908	30.3	1213	393	32.4	1657	457	27.6	1104	298	27.0
WBLS-FM	12331	2678	21.7	4957	968	19.5	7769	2108	27.1	5333	1443	27.1
WBZO-FM	1759	514	29.2	273	52	19.0	1247	359	28.8	1277	393	30.8
WCBS-AM	18025	5984	33.2	2287	517	22.6	8612	2790	32.4	9972	3423	34.3
WCBS-FM	18063	6052	33.5	3039	744	24.5	12041	4043	33.6	12691	4573	36.0
WDHA-FM	1626	366	22.5	950	208	21.9	1208	292	24.2	569	119	20.9
WDRE-FM	351	62	17.7	170	56	32.9	205	39	19.0	131	6	4.6
WFAN-AM	12856	4501	35.0	3067	997	32.5	7565	2818	37.3	7199	2695	37.4
WFME-FM	2552	1101	43.1	572	123	21.5	1386	462	33.3	1178	514	43.6
WGSM-AM	119	31	26.1	12	0	0.0	50	21	42.0	71	21	29.6
WHFM-FM	122	22	18.0	57	7	12.3	96	22	22.9	65	15	23.1
WHLI-AM	1093	518	47.4	32	0	0.0	119	44	37.0	371	145	39.1
WHTZ-FM	23392	7407	31.7	11609	3281	28.3	11983	2735	22.8	6163	1421	23.1
WHUD-FM	1868	661	35.4	396	93	23.5	1116	423	37.9	1208	524	43.4
WINS-AM	21348	6453	30.2	4021	860	21.4	11468	2968	25.9	11614	3383	29.1
WKJY-FM	1952	708	36.3	692	245	35.4	1235	464	37.6	1021	412	40.4
WKTU-FM	22780	6568	28.8	11640	3513	30.2	13379	4127	30.8	6886	2035	29.6
WKXW-FM	3374	860	25.5	554	109	19.7	2414	551	22.8	2425	589	24.3
WLIB-AM	3522	1040	29.5	732	158	21.6	1950	653	33.5	1871	656	35.1
WLIR-FM	3692	717	19.4	2257	534	23.7	2452	550	22.4	973	126	12.9
WLTW-FM	21070	8427	40.0	6734	2224	33.0	13726	5442	39.6	11812	5200	44.0
WMCA-AM	1581	323	20.4	269	40	14.9	815	191	23.4	736	176	23.9
WMGQ-FM	989	357	36.1	257	102	39.7	682	267	39.1	630	255	40.5
WMJC-FM	1025	386	37.7	227	116	51.1	575	234	40.7	609	197	32.3
WNEW-FM	9970	2387	23.9	4234	827	19.5	7715	1970	25.5	4927	1395	28.3
WNSR-FM	10629	2422	22.8	5809	1415	24.4	6977	1692	24.3	3585	846	23.6
WNWK-FM	3319	790	23.8	1485	339	22.8	2038	514	25.2	1335	328	24.6
WOR -AM	11412	4490	39.3	662	157	23.7	3568	1062	29.8	5129	1762	34.4
WPAT-FM	8888	3371	37.9	3228	1200	37.2	5591	2310	41.3	4485	1893	42.2
WPLJ-FM	15478	4361	28.2	8293	2178	26.3	11268	3515	31.2	5950	1848	31.1
WQCD-FM	12397	4193	33.8	3078	779	25.3	8855	3105	35.1	7874	2985	37.9
WQEW-AM	5820	2419	41.6	246	26	10.6	1008	382	37.9	2123	821	38.7
WQHT-FM	20028	9590	47.9	10135	4937	48.7	7495	2669	35.6	3366	695	20.6
WQXR-FM	8353	3283	39.3	895	365	40.8	3361	1209	36.0	4563	1757	38.5
WRKS-FM	16107	5194	32.2	6014	1409	23.4	10496	3607	34.4	7779	3242	41.7
WSKQ-FM	12900	6535	50.7	5276	2652	50.3	8003	4206	52.6	5627	2988	53.1
WWRL-AM	1887	546	28.9	223	65	29.1	801	180	22.5	981	285	29.1
WWWY-FM	127	26	20.5	32	8	25.0	60	26	43.3	69	19	27.5
WWXY-FM	2261	821	36.3	602	247	41.0	1489	591	39.7	1238	402	32.5
WWZY-FM	1552	694	44.7	451	249	55.2	983	484	49.2	914	387	42.3
WXLX-AM	1317	432	32.8	528	213	40.3	632	211	33.4	488	160	32.8
WXRK-FM	16560	6149	37.1	9296	3414	36.7	10332	3632	35.2	4926	1704	34.6

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAFX-FM	1309	435	33.2	527	169	32.1	1020	376	36.9	663	243	36.7
WCMS-AM	53	16	30.2	13	7	53.8	18	7	38.9	27	6	22.2
WCMS-FM	1767	734	41.5	603	155	25.7	1080	394	36.5	859	438	51.0
WFOG-FM	1356	535	39.5	432	124	28.7	775	309	39.9	698	311	44.6
WGH-AM	459	161	35.1	165	65	39.4	344	120	34.9	235	72	30.6
WGH-FM	1756	791	45.0	748	420	56.1	1261	603	47.8	808	318	39.4
WGPL-AM	393	135	34.4	110	58	52.7	292	126	43.2	234	73	31.2
WJCD-FM	1259	455	36.1	302	81	26.8	904	370	40.9	857	374	43.6
WKOC-FM	912	163	17.9	566	99	17.5	629	128	20.3	276	52	18.8
WNIS-AM	1013	439	43.3	216	85	39.4	503	228	45.3	495	211	42.6
WNOR-AM	36	0	0.0	0	0	0.0	16	0	0.0	28	0	0.0
WNOR-FM	1707	752	44.1	1165	535	45.9	1000	415	41.5	313	113	36.1
WNVZ-FM	2036	629	30.9	1098	287	26.1	932	245	26.3	421	118	28.0
WOWI-FM	2727	1659	60.8	1426	979	68.7	1261	735	58.3	685	272	39.7
WPCE-AM	562	212	37.7	99	11	11.1	276	41	14.9	310	99	31.9
WPMH-AM	296	75	25.3	68	13	19.1	139	20	14.4	152	28	18.4
WPTE-FM	1737	797	45.9	956	449	47.0	1078	518	48.1	541	246	45.5
WROX-FM	1384	386	27.9	832	207	24.9	644	118	18.3	211	35	16.6
WSV-FM	821	94	11.4	442	40	9.0	369	32	8.7	187	12	6.4
WSVY-FM	870	410	47.1	280	59	21.1	644	325	50.5	502	313	62.4
WTAR-AM	508	117	23.0	70	8	11.4	261	59	22.6	282	70	24.8
WVBV-AM	9	0	0.0	0	0	0.0	0	0	0.0	0	0	0.0
WVCL-FM	1487	524	35.2	256	34	13.3	1080	402	37.2	1007	416	41.3
WWDE-FM	1763	620	35.2	740	220	29.7	1125	458	40.7	824	376	45.6
WXEZ-FM	725	433	59.7	103	38	36.9	231	92	39.8	369	208	56.4
WXGM-FM	161	68	42.2	67	14	20.9	114	46	40.4	79	38	48.1

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# First Preference Listeners

Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KATT-FM	1262	435	34.5	824	290	35.2	734	251	34.2	285	109	38.2
KEBC-AM	245	62	25.3	72	20	27.8	173	46	26.6	127	30	23.6
KIRC-FM	99	59	59.6	14	7	50.0	49	30	61.2	72	45	62.5
KJYO-FM	2186	924	42.3	1121	481	42.9	992	357	36.0	470	122	26.0
KMGL-FM	1346	492	36.6	554	200	36.1	831	346	41.6	604	255	42.2
KNRX-FM	1000	326	32.6	622	193	31.0	333	29	8.7	133	21	15.8
KNTL-FM	252	77	30.6	103	31	30.1	215	62	28.8	134	36	26.9
KOMA-AM	511	190	37.2	62	12	19.4	255	89	34.9	256	77	30.1
KOMA-FM	1475	685	46.4	245	57	23.3	969	499	51.5	1009	569	56.4
KQCV-AM	288	118	41.0	57	20	35.1	176	65	36.9	140	56	40.0
KRXO-FM	1190	415	34.9	573	166	29.0	943	377	40.0	534	235	44.0
KTLV-AM	100	40	40.0	26	6	23.1	55	16	29.1	56	21	37.5
KTNT-FM	593	200	33.7	142	14	9.9	371	123	33.2	378	164	43.4
KTOK-AM	1272	728	57.2	144	60	41.7	650	358	55.1	681	402	59.0
KTST-FM	1540	616	40.0	680	262	38.5	885	345	39.0	535	191	35.7
KVSP-AM	569	356	62.6	252	152	60.3	298	196	65.8	174	114	65.5
KXXY-FM	2115	1120	53.0	651	278	42.7	1197	649	54.2	1056	629	59.6
KYIS-FM	1280	369	28.8	638	139	21.8	703	213	30.3	400	150	37.5
WKY -AM	432	93	21.5	45	13	28.9	142	35	24.6	152	22	14.5
WWLS-AM	405	144	35.6	126	33	26.2	250	79	31.6	199	100	50.3

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBBX-AM	89	32	36.0	21	0	0.0	62	22	35.5	62	27	43.5
KCRO-AM	72	23	31.9	24	9	37.5	40	9	22.5	35	9	25.7
KEFM-FM	884	312	35.3	343	99	28.9	554	216	39.0	395	167	42.3
KESY-FM	486	183	37.7	153	49	32.0	345	133	38.6	279	115	41.2
KEZO-FM	929	447	48.1	545	305	56.0	675	347	51.4	298	114	38.3
KFAB-AM	910	370	40.7	89	18	20.2	393	134	34.1	521	192	36.9
KGDE-FM	655	213	32.5	344	103	29.9	279	57	20.4	74	8	10.8
KGOR-FM	1078	427	39.6	221	75	33.9	734	287	39.1	701	298	42.5
KKAR-AM	660	230	34.8	111	46	41.4	364	112	30.8	415	125	30.1
KKCD-FM	778	282	36.2	268	110	41.0	598	229	38.3	439	167	38.0
KMA -AM	53	34	64.2	0	0	0.0	9	5	55.6	13	9	69.2
KOIL-AM	421	179	42.5	14	4	28.6	74	14	18.9	208	66	31.7
KOSJ-FM	308	125	40.6	40	9	22.5	237	93	39.2	238	111	46.6
KOSR-AM	200	71	35.5	86	36	41.9	148	55	37.2	104	35	33.7
KOTD-AM	109	18	16.5	0	0	0.0	23	0	0.0	43	0	0.0
KOTD-FM	144	57	39.6	14	0	0.0	34	8	23.5	82	33	40.2
KQKQ-FM	1133	498	44.0	476	186	39.1	506	180	35.6	283	99	35.0
KTNP-FM	580	114	19.7	346	62	17.9	343	86	25.1	140	33	23.6
KXKT-FM	972	429	44.1	396	161	40.7	577	287	49.7	394	206	52.3
KZKX-FM	88	14	15.9	31	5	16.1	54	14	25.9	45	9	20.0
WOW -AM	316	116	36.7	36	13	36.1	107	48	44.9	146	61	41.8
WOW -FM	734	308	42.0	188	62	33.0	439	164	37.4	413	174	42.1

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WCFB-FM	861	290	33.7	340	107	31.5	596	196	32.9	383	147	38.4
WDBO-AM	1390	701	50.4	130	38	29.2	719	278	38.7	865	424	49.0
WGNE-FM	330	46	13.9	179	25	14.0	214	28	13.1	102	7	6.9
WHOO-AM	592	303	51.2	9	0	0.0	97	22	22.7	214	98	45.8
WHTQ-FM	1113	330	29.6	530	97	18.3	868	266	30.6	526	220	41.8
WJHM-FM	1700	784	46.1	758	332	43.8	735	256	34.8	407	139	34.2
WJRR-FM	1336	437	32.7	886	282	31.8	732	204	27.9	218	60	27.5
WKRO-FM	269	87	32.3	230	81	35.2	126	44	34.9	5	0	0.0
WLOQ-FM	983	303	30.8	252	66	26.2	707	230	32.5	600	209	34.8
WMGF-FM	1638	733	44.7	444	169	38.1	985	449	45.6	873	452	51.8
WMMO-FM	1206	396	32.8	517	162	31.3	1025	350	34.1	624	228	36.5
WOCL-FM	1580	580	36.7	277	67	24.2	1085	396	36.5	1079	424	39.3
WOKB-AM	194	75	38.7	44	12	27.3	103	31	30.1	104	36	34.6
WOMX-FM	1940	523	27.0	923	227	24.6	1441	437	30.3	852	249	29.2
WONQ-AM	283	124	43.8	73	19	26.0	166	78	47.0	155	79	51.0
WPCV-FM	395	136	34.4	174	33	19.0	225	67	29.8	153	61	39.9
WPRD-AM	144	63	43.8	22	6	27.3	80	26	32.5	86	32	37.2
WQTM-AM	515	174	33.8	148	30	20.3	383	130	33.9	304	126	41.4
WRLZ-AM	92	40	43.5	14	0	0.0	55	27	49.1	65	32	49.2
WRMQ-AM	124	39	31.5	11	3	27.3	55	13	23.6	78	18	23.1
WSHE-FM	1534	464	30.2	1012	316	31.2	966	305	31.6	375	105	28.0
WTKS-FM	1428	563	39.4	806	301	37.3	996	414	41.6	535	229	42.8
WTLN-FM	299	134	44.8	76	24	31.6	200	89	44.5	154	75	48.7
WWKA-FM	1742	865	49.7	549	274	49.9	926	449	48.5	812	416	51.2
WWNZ-AM	423	81	19.1	36	7	19.4	234	41	17.5	255	49	19.2
WXXL-FM	2270	801	35.3	1172	434	37.0	1169	348	29.8	531	122	23.0

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KYW -AM	11439	3786	33.1	1897	322	17.0	6121	1664	27.2	6555	2105	32.1
WBEB-FM	6105	2356	38.6	1693	489	28.9	3738	1407	37.6	3401	1500	44.1
WCHR-FM	462	128	27.7	51	9	17.6	288	84	29.2	321	91	28.3
WDAS-AM	991	330	33.3	165	62	37.6	441	94	21.3	482	123	25.5
WDAS-FM	3953	1794	45.4	1548	662	42.8	2846	1411	49.6	2055	1034	50.3
WFLN-FM	2609	862	33.0	428	115	26.9	1368	405	29.6	1488	476	32.0
WFMZ-FM	649	204	31.4	130	38	29.2	346	76	22.0	437	119	27.2
WHAT-AM	769	228	29.6	61	17	27.9	281	48	17.1	406	99	24.4
WIOQ-FM	6656	1773	26.6	3126	803	25.7	3504	756	21.6	1983	438	22.1
WIP -AM	4316	1640	38.0	1366	485	35.5	2741	1041	38.0	2211	828	37.4
WJBR-FM	721	120	16.6	242	31	12.8	485	92	19.0	352	67	19.0
WJZ-FM	4134	1400	33.9	873	189	21.6	3043	1117	36.7	2806	1115	39.7
WKXW-FM	1392	318	22.8	391	61	15.6	926	212	22.9	865	209	24.2
WMGK-FM	6154	1821	29.6	2782	875	31.5	4630	1426	30.8	2819	795	28.2
WMMR-FM	5267	1439	27.3	2781	707	25.4	3762	1072	28.5	1975	606	30.7
WNAP-AM	288	67	23.3	66	10	15.2	182	32	17.6	178	41	23.0
WOGL-FM	6807	2225	32.7	1289	266	20.6	4712	1588	33.7	4689	1770	37.7
WPEN-AM	3479	1866	53.6	114	17	14.9	554	189	34.1	1215	565	46.5
WPHI-FM	4510	1769	39.2	2400	930	38.8	1657	543	32.8	645	139	21.6
WPHT-AM	1934	271	14.0	264	35	13.3	910	97	10.7	978	143	14.6
WPLY-FM	5529	1714	31.0	3209	919	28.6	2821	679	24.1	1149	233	20.3
WPST-FM	3459	711	20.6	1946	366	18.8	1762	299	17.0	736	121	16.4
WRDR-FM	564	158	28.0	32	0	0.0	129	28	21.7	250	67	26.8
WSTW-FM	1116	79	7.1	673	17	2.5	774	71	9.2	361	62	17.2
WTEL-AM	332	95	28.6	120	36	30.0	122	18	14.8	100	16	16.0
WURD-AM	374	155	41.4	178	67	37.6	180	71	39.4	123	59	48.0
WUSL-FM	5296	1705	32.2	2472	890	36.0	2317	664	28.7	1300	322	24.8
WWDB-FM	4970	1965	39.5	667	140	21.0	2295	611	26.6	2653	845	31.9
WWJZ-AM	420	178	42.4	35	7	20.0	99	39	39.4	132	73	55.3
WXTU-FM	4138	1819	44.0	1123	482	42.9	2482	1111	44.8	2378	1063	44.7
WYSP-FM	7318	2257	30.8	3927	1460	37.2	4926	1588	32.2	2578	619	24.0
WYXR-FM	5795	1504	26.0	2550	649	25.5	3698	1075	29.1	2346	655	27.9
WZZD-AM	570	130	22.8	111	27	24.3	257	59	23.0	296	81	27.4

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAHM-FM	344	140	40.7	8	0	0.0	41	18	43.9	141	38	27.0
KASA-AM	135	81	60.0	101	56	55.4	107	66	61.7	28	20	71.4
KBUQ-FM	1107	313	28.3	468	109	23.3	665	182	27.4	414	138	33.3
KCWW-AM	216	64	29.6	43	15	34.9	59	28	47.5	126	42	33.3
KDKB-FM	2037	655	32.2	1042	278	26.7	1646	565	34.3	874	357	40.8
KEDJ-FM	1935	598	30.9	1143	352	30.8	961	209	21.7	353	42	11.9
KESZ-FM	2573	1029	40.0	720	234	32.5	1669	711	42.6	1416	658	46.5
KFYI-AM	2302	1069	46.4	400	146	36.5	1144	464	40.6	1160	508	43.8
KGLQ-FM	1512	364	24.1	681	158	23.2	1184	288	24.3	654	173	26.5
KGME-AM	584	226	38.7	255	93	36.5	458	198	43.2	296	127	42.9
KHOT-FM	701	204	29.1	339	101	29.8	378	93	24.6	191	40	20.9
KISO-AM	218	38	17.4	74	7	9.5	138	38	27.5	108	31	28.7
KKFR-FM	3143	1236	39.3	1487	553	37.2	1203	373	31.0	574	148	25.8
KKLT-FM	1744	553	31.7	503	108	21.5	1172	394	33.6	939	358	38.1
KMJK-FM	440	124	28.2	239	78	32.6	226	65	28.8	135	41	30.4
KMLE-FM	3212	1247	38.8	1391	532	38.2	2030	818	40.3	1346	563	41.8
KMVP-AM	539	46	8.5	151	0	0.0	320	19	5.9	237	26	11.0
KMYL-AM	148	51	34.5	11	11	100.0	7	7	100.0	67	25	37.3
KMYL-FM	155	22	14.2	36	0	0.0	63	6	9.5	64	6	9.4
KNIX-FM	3011	1178	39.1	1040	337	32.4	1716	654	38.1	1398	609	43.6
KOOL-FM	3086	1040	33.7	580	91	15.7	1970	732	37.2	2043	842	41.2
KOY-AM	1850	990	53.5	64	19	29.7	214	77	36.0	544	248	45.6
KPHX-AM	288	86	29.9	142	30	21.1	169	44	26.0	92	44	47.8
KPTY-FM	1958	633	32.3	865	246	28.4	699	111	15.9	383	68	17.8
KSLX-AM	7	0	0.0	0	0	0.0	7	0	0.0	7	0	0.0
KSLX-FM	1936	475	24.5	833	134	16.1	1529	386	25.2	952	282	29.6
KSUN-AM	304	92	30.3	131	41	31.3	197	73	37.1	134	41	30.6
KTAR-AM	3062	1261	41.2	404	89	22.0	1452	461	31.7	1591	603	37.9
KUPD-FM	2009	824	41.0	1300	530	40.8	1259	528	41.9	483	205	42.4
KWA-FM	471	152	32.3	258	100	38.8	286	107	37.4	144	42	29.2
KWCY-FM	1076	272	25.3	245	41	16.7	680	161	23.7	659	190	28.8
KXAM-AM	260	56	21.5	14	7	50.0	119	34	28.6	145	34	23.4
KYOT-FM	2053	805	39.2	449	112	24.9	1477	621	42.0	1272	597	46.9
KZON-FM	2361	713	30.2	1393	417	29.9	1600	560	35.0	696	260	37.4
KZZP-FM	3201	1114	34.8	1879	675	35.9	1884	646	34.3	830	229	27.6

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KDKA-AM	5136	2434	47.4	495	88	17.8	1966	668	34.0	2595	1122	43.2
KQV -AM	906	263	29.0	51	21	41.2	282	46	16.3	450	100	22.2
WAMO-FM	1755	961	54.8	738	430	58.3	678	318	46.9	434	204	47.0
WASP-FM	575	285	49.6	235	116	49.4	327	153	46.8	256	130	50.8
WBUT-AM	298	71	23.8	21	0	0.0	107	11	10.3	166	50	30.1
WBVP-AM	258	124	48.1	0	0	0.0	47	35	74.5	87	43	49.4
WBZZ-FM	4400	1725	39.2	1990	673	33.8	2328	783	33.6	1377	547	39.7
WDSY-FM	3126	1534	49.1	924	438	47.4	1745	850	48.7	1683	831	49.4
WDVE-FM	4165	1753	42.1	2253	962	42.7	2805	1284	45.8	1514	644	42.5
WESA-FM	353	102	28.9	130	32	24.6	120	28	23.3	113	33	29.2
WIXZ-AM	332	45	13.6	50	14	28.0	181	26	14.4	203	25	12.3
WJAS-AM	1742	798	45.8	16	10	62.5	267	92	34.5	660	225	34.1
WJJJ-FM	1774	646	36.4	317	85	26.8	1062	365	34.4	1138	439	38.6
WJPA-AM	76	19	25.0	12	7	58.3	40	13	32.5	33	6	18.2
WJPA-FM	226	58	25.7	20	7	35.0	141	34	24.1	166	40	24.1
WLTJ-FM	2320	676	29.1	671	121	18.0	1549	493	31.8	1341	489	36.5
WMBS-AM	351	194	55.3	13	6	46.2	70	16	22.9	125	45	36.0
WORD-FM	573	218	38.0	84	53	63.1	364	142	39.0	360	105	29.2
WQXK-FM	209	79	37.8	76	14	18.4	137	43	31.4	102	49	48.0
WRKY-FM	281	50	17.8	94	7	7.4	166	22	13.3	137	28	20.4
WRRK-FM	2107	493	23.4	921	188	20.4	1413	357	25.3	1004	273	27.2
WSHH-FM	2327	772	33.2	489	131	26.8	1311	440	33.6	1347	476	35.3
WTAE-AM	2145	737	34.4	188	36	19.1	979	337	34.4	1220	457	37.5
WWTY-FM	2519	651	25.8	1230	287	23.3	1705	530	31.1	983	311	31.6
WWSW-AM	399	79	19.8	5	0	0.0	147	29	19.7	209	35	16.7
WWSW-FM	3233	1195	37.0	501	80	16.0	2166	853	39.4	2299	972	42.3
WXDX-FM	3117	1208	38.8	1750	728	41.6	1592	588	36.9	661	185	28.0
WXPT-FM	2196	571	26.0	1132	237	20.9	1636	466	28.5	917	302	32.9

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBBT-FM	1917	574	29.9	1121	389	34.7	1146	343	29.9	447	90	20.1
KBNP-AM	145	55	37.9	23	12	52.2	94	24	25.5	108	36	33.3
KEWS-AM	1048	360	34.4	118	17	14.4	580	186	32.1	659	243	36.9
KEX -AM	1944	781	40.2	161	40	24.8	1011	349	34.5	1271	504	39.7
KFXX-AM	794	291	36.6	227	85	37.4	543	183	33.7	440	161	36.6
KGON-FM	2432	760	31.2	988	283	28.6	1824	592	32.5	1175	414	35.2
KINK-FM	1316	534	40.6	328	83	25.3	1075	483	44.9	890	425	47.8
KKCW-FM	2200	946	43.0	533	199	37.3	1586	720	45.4	1445	670	46.4
KKEY-AM	179	28	15.6	11	0	0.0	91	15	16.5	114	15	13.2
KKJZ-FM	1486	595	40.0	357	110	30.8	918	355	38.7	877	375	42.8
KKRH-FM	1564	376	24.0	620	141	22.7	1129	290	25.7	760	190	25.0
KKRZ-FM	4039	1818	45.0	1875	739	39.4	1984	681	34.3	1033	361	34.9
KKSN-AM	889	441	49.6	17	5	29.4	215	63	29.3	444	164	36.9
KKSN-FM	2496	871	34.9	331	77	23.3	1637	627	38.3	1671	681	40.8
KNRK-FM	1798	544	30.3	1016	332	32.7	942	259	27.5	404	65	16.1
KPDQ-AM	168	52	31.0	18	6	33.3	109	39	35.8	97	33	34.0
KPDQ-FM	718	316	44.0	152	79	52.0	458	191	41.7	407	168	41.3
KRIK-FM	210	65	31.0	59	10	16.9	125	31	24.8	101	36	35.6
KUFO-FM	2068	742	35.9	1201	404	33.6	1153	474	41.1	482	211	43.8
KUPL-AM	349	96	27.5	23	0	0.0	167	53	31.7	218	62	28.4
KUPL-FM	2285	846	37.0	815	251	30.8	1353	532	39.3	1001	454	45.4
KWIP-AM	165	47	28.5	76	33	43.4	64	31	48.4	37	14	37.8
KWJJ-AM	513	129	25.1	51	6	11.8	205	38	18.5	271	62	22.9
KWJJ-FM	2201	759	34.5	962	359	37.3	1315	490	37.3	854	258	30.2
KXL -AM	2216	965	43.5	287	68	23.7	1068	363	34.0	1183	442	37.4
KXL -FM	1522	382	25.1	798	245	30.7	1019	246	24.1	518	93	18.0
KXPC-FM	103	49	47.6	34	6	17.6	64	33	51.6	45	36	80.0
KYKN-AM	165	63	38.2	17	0	0.0	93	43	46.2	90	43	47.8

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAAF-FM	495	127	25.7	276	68	24.6	232	42	18.1	107	22	20.6
WAKX-FM	65	32	49.2	13	13	100.0	26	13	50.0	14	0	0.0
WARV-AM	285	121	42.5	41	15	36.6	140	69	49.3	132	73	55.3
WBCN-FM	625	160	25.6	377	102	27.1	354	94	26.6	153	30	19.6
WBMX-FM	665	205	30.8	291	136	46.7	439	95	21.6	277	37	13.4
WBOS-FM	596	233	39.1	310	104	33.5	504	218	43.3	258	121	46.9
WBRU-FM	1816	467	25.7	1021	291	28.5	816	184	22.5	420	71	16.9
WBSM-AM	324	186	57.4	15	7	46.7	63	34	54.0	116	33	28.4
WBZ-AM	813	244	30.0	54	7	13.0	372	147	39.5	483	158	32.7
WCIB-FM	302	93	30.8	90	23	25.6	264	79	29.9	203	71	35.0
WCRB-FM	706	281	39.8	133	36	27.1	337	136	40.4	332	126	38.0
WCTK-FM	1476	596	40.4	335	112	33.4	776	287	37.0	766	339	44.3
WCTY-FM	141	74	52.5	23	23	100.0	85	44	51.8	89	28	31.5
WDGE-FM	1228	268	21.8	685	153	22.3	550	99	18.0	252	47	18.7
WDGF-FM	680	185	27.2	410	117	28.5	490	150	30.6	227	68	30.0
WEEI-AM	359	106	29.5	69	46	66.7	215	64	29.8	198	44	22.2
WFHN-FM	774	246	31.8	354	132	37.3	372	122	32.8	240	49	20.4
WHIM-AM	153	27	17.6	28	7	25.0	51	14	27.5	63	14	22.2
WHJJ-AM	928	394	42.5	38	15	39.5	305	116	38.0	394	151	38.3
WHJY-FM	2216	891	40.2	1236	484	39.2	1424	570	40.0	728	310	42.6
WJFD-FM	128	57	44.5	20	7	35.0	82	45	54.9	80	51	63.8
WJMN-FM	1182	310	26.2	586	153	26.1	388	103	26.5	174	51	29.3
WKLB-FM	202	53	26.2	58	22	37.9	125	38	30.4	103	31	30.1
WLKW-AM	1176	701	59.6	46	11	23.9	222	101	45.5	466	216	46.4
WMJX-FM	346	85	24.6	125	20	16.0	245	85	34.7	185	65	35.1
WNBH-AM	180	35	19.4	6	0	0.0	45	23	51.1	87	35	40.2
WNRI-AM	141	96	68.1	0	0	0.0	29	16	55.2	62	23	37.1
WODS-FM	422	77	18.2	73	28	38.4	315	65	20.6	304	49	16.1
WPLM-AM	7	7	100.0	0	0	0.0	7	7	100.0	7	7	100.0
WPLM-FM	354	72	20.3	76	7	9.2	216	42	19.4	192	48	25.0
WPNW-AM	222	59	26.6	30	0	0.0	92	16	17.4	127	29	22.8
WPRO-AM	1527	647	42.4	248	125	50.4	645	246	38.1	770	299	38.8
WPRO-FM	2629	702	26.7	1288	343	26.6	1554	381	24.5	874	219	25.1
WQGN-FM	118	71	60.2	36	8	22.2	56	38	67.9	37	30	81.1
WRKO-AM	264	58	22.0	15	0	0.0	174	13	7.5	171	19	11.1
WROR-FM	284	60	21.1	45	0	0.0	211	60	28.4	208	60	28.8
WSAR-AM	212	72	34.0	0	0	0.0	52	6	11.5	94	30	31.9
WSNE-FM	2080	647	31.1	830	221	26.6	1524	473	31.0	1058	358	33.8
WWBB-FM	2327	870	37.4	443	98	22.1	1344	553	41.1	1477	642	43.5
WWKX-FM	1461	569	38.9	729	231	31.7	455	100	22.0	237	51	21.5
WWLI-FM	2220	819	36.9	725	234	32.3	1258	471	37.4	1198	499	41.7
WWRX-FM	1757	489	27.8	649	98	15.1	1209	369	30.5	925	345	37.3
WXKS-FM	434	43	9.9	238	28	11.8	200	14	7.0	98	0	0.0
WZLX-FM	456	95	20.8	126	15	11.9	375	95	25.3	306	80	26.1

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.



# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAUG-AM	157	61	38.9	50	17	34.0	91	35	38.5	87	30	34.5
WCHL-AM	170	33	19.4	48	0	0.0	106	21	19.8	91	29	31.9
WCLY-AM	116	46	39.7	30	4	13.3	42	14	33.3	58	29	50.0
WDCG-FM	2036	897	44.1	1272	593	46.6	1197	521	43.5	508	184	36.2
WDNC-AM	310	73	23.5	44	4	9.1	146	44	30.1	149	43	28.9
WDUR-AM	61	18	29.5	12	0	0.0	32	10	31.2	19	10	52.6
WETC-AM	37	27	73.0	29	19	65.5	17	17	100.0	8	8	100.0
WFXC-FM	705	297	42.1	292	73	25.0	498	239	48.0	308	188	61.0
WFXX-FM	534	186	34.8	194	57	29.4	344	101	29.4	249	81	32.5
WHLQ-FM	55	13	23.6	25	0	0.0	38	3	7.9	13	3	23.1
WJMH-FM	730	222	30.4	420	130	31.0	290	70	24.1	108	9	8.3
WKIX-FM	1114	474	42.5	403	175	43.4	637	274	43.0	527	220	41.7
WKRR-FM	213	50	23.5	126	15	11.9	153	31	20.3	63	21	33.3
WKTC-FM	321	63	19.6	115	8	7.0	185	39	21.1	145	41	28.3
WMAG-FM	209	35	16.7	86	14	16.3	166	25	15.1	99	16	16.2
WMPM-AM	104	53	51.0	12	8	66.7	43	19	44.2	52	18	34.6
WPCM-FM	349	107	30.7	116	26	22.4	183	43	23.5	172	49	28.5
WPJL-AM	74	19	25.7	10	0	0.0	39	13	33.3	35	13	37.1
WPTF-AM	1283	630	49.1	260	105	40.4	636	235	36.9	653	275	42.1
WQDR-FM	1035	405	39.1	356	96	27.0	659	244	37.0	524	241	46.0
WQMG-FM	224	40	17.9	120	20	16.7	161	37	23.0	86	17	19.8
WQOK-FM	1464	729	49.8	710	354	49.9	734	349	47.5	399	174	43.6
WRAL-FM	1918	581	30.3	794	193	24.3	1294	375	29.0	867	300	34.6
WRBZ-AM	255	37	14.5	101	10	9.9	190	26	13.7	116	27	23.3
WRCQ-FM	330	73	22.1	231	59	25.5	163	17	10.4	63	3	4.8
WRDT-AM	142	54	38.0	7	0	0.0	64	12	18.8	89	31	34.8
WRDU-FM	1484	496	33.4	860	269	31.3	1022	338	33.1	520	197	37.9
WRSN-FM	1144	372	32.5	482	119	24.7	835	269	32.2	576	234	40.6
WSRC-AM	167	60	35.9	49	19	38.8	104	38	36.5	78	28	35.9
WTRG-FM	1432	459	32.1	342	67	19.6	981	323	32.9	904	336	37.2
WYRN-AM	15	10	66.7	0	0	0.0	3	3	100.0	12	6	50.0
WZFX-FM	270	57	21.1	120	13	10.8	95	21	22.1	51	16	31.4
WZZU-FM	737	242	32.8	344	102	29.7	581	199	34.3	368	132	35.9

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WBZJ-FM	762	309	40.6	433	163	37.6	429	167	38.9	162	67	41.4
WCDX-FM	1420	918	64.6	637	456	71.6	752	435	57.8	482	250	51.9
WCLM-AM	129	51	39.5	21	8	38.1	55	16	29.1	63	24	38.1
WDYL-FM	134	48	35.8	42	17	40.5	97	34	35.1	74	32	43.2
WFLS-FM	96	13	13.5	36	8	22.2	52	4	7.7	41	0	0.0
WPTH-AM	175	67	38.3	20	16	80.0	92	38	41.3	104	38	36.5
WGCV-AM	186	93	50.0	47	9	19.1	104	48	46.2	82	44	53.7
WKHK-FM	1717	899	52.4	543	244	44.9	919	481	52.3	803	460	57.3
WKLR-FM	765	250	32.7	321	69	21.5	561	207	36.9	367	157	42.8
WLEE-AM	114	22	19.3	12	0	0.0	48	11	22.9	61	16	26.2
WMXB-FM	1274	460	36.1	581	217	37.3	872	326	37.4	507	183	36.1
WPLZ-FM	1001	338	33.8	407	122	30.0	635	225	35.4	424	145	34.2
WREJ-AM	188	43	22.9	37	2	5.4	105	25	23.8	102	32	31.4
WRNL-AM	329	87	26.4	72	22	30.6	226	75	33.2	208	66	31.7
WRVA-AM	1307	656	50.2	109	39	35.8	625	276	44.2	775	368	47.5
WRVQ-FM	1641	580	35.3	721	248	34.4	930	311	33.4	588	182	31.0
WRXL-FM	1038	341	32.9	513	144	28.1	699	260	37.2	393	158	40.2
WSMJ-FM	797	335	42.0	144	53	36.8	560	238	42.5	535	222	41.5
WSOJ-FM	604	190	31.5	240	73	30.4	432	136	31.5	274	93	33.9
WTVR-AM	243	131	53.9	13	0	0.0	40	8	20.0	64	37	57.8
WTVR-FM	1452	635	43.7	386	147	38.1	939	407	43.3	845	409	48.4
WVGO-FM	821	248	30.2	195	46	23.6	558	157	28.1	526	173	32.9
WVNZ-AM	152	37	24.3	11	0	0.0	76	21	27.6	101	28	27.7
WXGI-AM	246	100	40.7	25	4	16.0	72	12	16.7	131	52	39.7

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KABC-AM	408	113	27.7	73	14	19.2	213	48	22.5	215	46	21.4
KACE-FM	67	19	28.4	27	15	55.6	50	15	30.0	29	0	0.0
KATY-FM	266	83	31.2	104	21	20.2	216	68	31.5	142	47	33.1
KBIG-FM	942	239	25.4	370	55	14.9	597	187	31.3	392	151	38.5
KCAL-AM	333	74	22.2	124	17	13.7	169	33	19.5	125	31	24.8
KCAL-FM	1179	448	38.0	626	250	39.9	831	318	38.3	429	160	37.3
KCBS-FM	1088	298	27.4	413	115	27.8	849	237	27.9	572	150	26.2
KCKC-AM	159	42	26.4	7	0	0.0	49	5	10.2	88	28	31.8
KCXX-FM	1054	373	35.4	684	254	37.1	577	203	35.2	168	42	25.0
KDIF-AM	211	42	19.9	94	8	8.5	112	25	22.3	89	28	31.5
KELT-FM	276	56	20.3	114	23	20.2	169	46	27.2	103	34	33.0
KFI -AM	1703	922	54.1	261	126	48.3	872	433	49.7	922	472	51.2
KFRG-FM	2703	1563	57.8	806	466	57.8	1590	933	58.7	1375	818	59.5
KFWB-AM	229	30	13.1	25	0	0.0	144	24	16.7	150	24	16.0
KGGI-FM	2600	971	37.3	1144	423	37.0	1306	427	32.7	693	195	28.1
KIBB-FM	344	56	16.3	204	34	16.7	165	19	11.5	60	0	0.0
KIIS-FM	1440	401	27.8	686	137	20.0	602	128	21.3	366	98	26.8
KKBT-FM	1250	632	50.6	653	333	51.0	545	299	54.9	244	140	57.4
KKGO-FM	385	115	29.9	88	24	27.3	181	51	28.2	198	67	33.8
KKHJ-AM	79	16	20.3	26	11	42.3	58	13	22.4	41	6	14.6
KKLA-AM	151	56	37.1	36	0	0.0	96	32	33.3	78	38	48.7
KKLA-FM	167	18	10.8	34	7	20.6	129	18	14.0	105	11	10.5
KLAC-AM	506	225	44.5	11	0	0.0	71	12	16.9	210	81	38.6
KLAX-FM	222	68	30.6	110	33	30.0	142	56	39.4	78	28	35.9
KLIT-FM	19	7	36.8	0	0	0.0	19	7	36.8	19	7	36.8
KLOS-FM	1253	338	27.0	602	109	18.1	964	274	28.4	548	210	38.3
KLSX-FM	568	234	41.2	296	115	38.9	480	193	40.2	256	112	43.8
KLVE-FM	657	288	43.8	333	130	39.0	456	202	44.3	228	110	48.2
KLYY-FM	537	114	21.2	359	58	16.2	234	19	8.1	75	12	16.0
KNSE-AM	191	36	18.8	105	27	25.7	108	21	19.4	55	9	16.4
KNX -AM	829	310	37.4	78	12	15.4	440	147	33.4	508	194	38.2
KOLA-FM	1887	652	34.6	412	72	17.5	1165	422	36.2	1059	443	41.8
KOST-FM	1104	232	21.0	369	54	14.6	663	136	20.5	539	156	28.9
KPWR-FM	1084	250	23.1	611	128	20.9	391	60	15.3	131	10	7.6
KROQ-FM	1060	319	30.1	682	219	32.1	489	156	31.9	173	30	17.3
KRTH-FM	1122	283	25.2	293	47	16.0	708	197	27.8	640	218	34.1
KRTO-FM	121	35	28.9	39	5	12.8	95	19	20.0	82	31	37.8
KSCA-FM	633	336	53.1	322	182	56.5	377	204	54.1	187	92	49.2
KSSE-FM	740	310	41.9	396	169	42.7	381	179	47.0	212	91	42.9
KSZZ-AM	174	66	37.9	76	19	25.0	105	40	38.1	70	39	55.7
KTWW-FM	718	242	33.7	158	40	25.3	511	180	35.2	472	168	35.6
KTZN-AM	284	56	19.7	51	0	0.0	107	6	5.6	125	29	23.2
KWRP-FM	663	414	62.4	29	7	24.1	62	11	17.7	170	73	42.9
KWVE-FM	248	137	55.2	77	39	50.6	185	101	54.6	143	86	60.1
KXRS-FM	165	73	44.2	65	23	35.4	88	49	55.7	74	44	59.5
KXSB-FM	225	100	44.4	112	47	42.0	113	67	59.3	53	45	84.9
KYSR-FM	476	95	20.0	338	77	22.8	291	67	23.0	85	6	7.1
KZLA-FM	515	146	28.3	201	56	27.9	332	117	35.2	257	80	31.1
XTRA-AM	261	93	35.6	112	44	39.3	199	75	37.7	117	31	26.5

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
CFMX-FM	173	42	24.3	12	0	0.0	59	7	11.9	78	12	15.4
WBBF-AM	676	293	43.3	30	0	0.0	110	31	28.2	234	74	31.6
WBEE-FM	1671	843	50.4	527	241	45.7	1005	491	48.9	841	463	55.1
WCMF-FM	1333	471	35.3	656	213	32.5	966	345	35.7	577	227	39.3
WDCZ-FM	164	69	42.1	52	29	55.8	98	56	57.1	90	40	44.4
WDKX-FM	816	512	62.7	431	260	60.3	437	274	62.7	237	149	62.9
WHAM-AM	2117	1146	54.1	288	113	39.2	1016	470	46.3	1105	587	53.1
WHTK-AM	415	94	22.7	67	20	29.9	245	54	22.0	274	52	19.0
WJZR-FM	290	80	27.6	83	9	10.8	202	60	29.7	182	64	35.2
WKLX-FM	1232	363	29.5	313	40	12.8	840	272	32.4	781	293	37.5
WKSE-FM	156	43	27.6	96	24	25.0	57	19	33.3	30	10	33.3
WLCE-FM	153	39	25.5	64	15	23.4	88	28	31.8	53	18	34.0
WMAX-FM	669	221	33.0	349	119	34.1	479	187	39.0	267	93	34.8
WMHX-FM	111	15	13.5	57	8	14.0	83	7	8.4	44	3	6.8
WMJQ-FM	210	46	21.9	65	16	24.6	170	42	24.7	128	30	23.4
WNNR-FM	149	29	19.5	47	5	10.6	119	25	21.0	85	20	23.5
WNUC-FM	306	76	24.8	144	22	15.3	203	48	23.6	117	31	26.5
WNVE-FM	1584	475	30.0	876	275	31.4	730	188	25.8	305	42	13.8
WPXY-FM	2131	862	40.5	1057	395	37.4	1225	468	38.2	639	246	38.5
WQRV-FM	745	168	22.6	327	55	16.8	599	150	25.0	355	100	28.2
WRCD-FM	195	80	41.0	23	15	65.2	125	60	48.0	136	58	42.6
WRMM-FM	1537	615	40.0	459	153	33.3	1014	403	39.7	874	386	44.2
WVOR-FM	1154	350	30.3	350	90	25.7	793	258	32.5	657	229	34.9
WWHT-FM	105	26	24.8	28	5	17.9	47	7	14.9	38	7	18.4
WYLF-AM	53	33	62.3	0	0	0.0	8	3	37.5	16	8	50.0
WYRK-FM	139	50	36.0	62	14	22.6	78	22	28.2	54	28	51.9
WZNE-FM	1433	462	32.2	819	278	33.9	766	225	29.4	333	97	29.1
WZXV-FM	239	100	41.8	85	44	51.8	171	74	43.3	132	49	37.1

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KCBS-AM	256	74	28.9	39	12	30.8	129	40	31.0	131	37	28.2
KCTC-AM	1074	531	49.4	78	21	26.9	275	101	36.7	434	188	43.3
KFBK-AM	2715	1397	51.5	348	116	33.3	1437	733	51.0	1611	864	53.6
KFIA-AM	329	83	25.2	62	26	41.9	208	63	30.3	219	44	20.1
KGBY-FM	1602	544	34.0	669	225	33.6	1149	398	34.6	753	274	36.4
KGO-AM	447	121	27.1	56	36	64.3	185	51	27.6	223	42	18.8
KHTK-AM	792	262	33.1	249	96	38.6	588	204	34.7	448	143	31.9
KHYL-FM	1823	553	30.3	394	90	22.8	1264	385	30.5	1162	394	33.9
KNBR-AM	727	153	21.0	183	20	10.9	497	68	13.7	415	72	17.3
KNCI-FM	1709	746	43.7	633	276	43.6	1186	541	45.6	823	379	46.1
KOWL-AM	90	74	82.2	8	3	37.5	26	12	46.2	58	47	81.0
KQBR-FM	471	166	35.2	100	31	31.0	313	111	35.5	301	108	35.9
KQPT-AM	324	60	18.5	24	0	0.0	185	35	18.9	235	52	22.1
KRAK-FM	1343	483	36.0	305	83	27.2	797	230	28.9	772	302	39.1
KRCX-AM	70	21	30.0	23	14	60.9	34	14	41.2	20	0	0.0
KRLT-FM	94	63	67.0	38	29	76.3	57	37	64.9	37	22	59.5
KRXQ-FM	1555	560	36.0	904	313	34.6	911	257	28.2	354	86	24.3
KRYR-FM	78	48	61.5	35	24	68.6	32	17	53.1	24	9	37.5
KSEG-FM	1457	406	27.9	628	128	20.4	1204	359	29.8	712	258	36.2
KSFM-FM	2403	1182	49.2	1132	505	44.6	1076	436	40.5	550	203	36.9
KSFO-AM	207	82	39.6	35	17	48.6	121	44	36.4	135	50	37.0
KSSJ-FM	1021	319	31.2	210	54	25.7	751	251	33.4	679	236	34.8
KSTE-AM	1036	360	34.7	219	91	41.6	639	216	33.8	583	181	31.0
KSXX-FM	221	99	44.8	125	61	48.8	126	59	46.8	66	28	42.4
KWOD-FM	1762	604	34.3	1035	381	36.8	904	260	28.8	341	78	22.9
KXOA-FM	1842	575	31.2	719	225	31.3	1411	476	33.7	930	318	34.2
KYMX-FM	1510	535	35.4	528	151	28.6	978	344	35.2	789	340	43.1
KZSA-FM	266	106	39.8	133	65	48.9	168	70	41.7	93	33	35.5
KZZO-FM	2953	1178	39.9	1611	641	39.8	1911	810	42.4	878	381	43.4

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WCEN-FM	338	138	40.8	124	40	32.3	211	95	45.0	171	85	49.7
WCFX-FM	50	8	16.0	37	4	10.8	25	4	16.0	0	0	0.0
WDZZ-FM	90	16	17.8	44	16	36.4	46	10	21.7	31	0	0.0
WDFD-AM	79	6	7.6	0	0	0.0	16	6	37.5	34	6	17.6
WGER-FM	414	180	43.5	111	39	35.1	273	124	45.4	248	115	46.4
WHNN-FM	713	288	40.4	167	46	27.5	517	211	40.8	475	209	44.0
WIOG-FM	735	276	37.6	335	113	33.7	504	212	42.1	303	138	45.5
WXC-FM	253	57	22.5	110	25	22.7	138	37	26.8	104	32	30.8
WJR -AM	137	47	34.3	3	0	0.0	49	6	12.2	72	11	15.3
WKCQ-FM	808	349	43.2	226	84	37.2	460	187	40.7	441	193	43.8
WKNX-AM	133	50	37.6	0	0	0.0	18	3	16.7	62	16	25.8
WKQZ-FM	586	292	49.8	328	186	56.7	379	195	51.5	161	66	41.0
WMAX-AM	148	43	29.1	55	21	38.2	73	23	31.5	49	10	20.4
WMJA-FM	200	75	37.5	66	26	39.4	131	49	37.4	99	41	41.4
WMJK-FM	89	23	25.8	45	10	22.2	63	19	30.2	31	13	41.9
WMPX-AM	57	35	61.4	3	0	0.0	21	12	57.1	33	25	75.8
WMRX-FM	46	11	23.9	0	0	0.0	6	0	0.0	32	8	25.0
WOWE-FM	130	30	23.1	22	2	9.1	92	29	31.5	79	28	35.4
WSAM-AM	327	133	40.7	10	3	30.0	68	25	36.8	137	55	40.1
WSGW-AM	622	286	46.0	59	12	20.3	251	85	33.9	320	134	41.9
WTCF-FM	732	321	43.9	321	123	38.3	362	99	27.3	191	56	29.3
WTLZ-FM	356	225	63.2	136	70	51.5	177	114	64.4	125	84	67.2
WUPS-FM	80	16	20.0	26	3	11.5	76	16	21.1	53	13	24.5
WWBN-FM	72	24	33.3	50	18	36.0	39	14	35.9	8	0	0.0
WWCK-FM	110	22	20.0	64	19	29.7	52	14	26.9	30	4	13.3

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KALL-AM	912	401	44.0	234	85	36.3	539	216	40.1	509	213	41.8
KBEE-FM	1903	497	26.1	996	265	26.6	905	240	26.5	431	110	25.5
KBER-FM	1293	380	29.4	664	197	29.7	488	131	26.8	208	54	26.0
KBKK-FM	388	138	35.6	129	35	27.1	215	56	26.0	185	46	24.9
KBZN-FM	805	281	34.9	251	67	26.7	604	211	34.9	450	187	41.6
KCNR-AM	282	63	22.3	124	27	21.8	171	33	19.3	81	10	12.3
KDYL-AM	835	438	52.5	29	11	37.9	199	97	48.7	385	196	50.9
KENZ-FM	1561	633	40.6	953	461	48.4	724	318	43.9	278	80	28.8
KFAM-AM	211	73	34.6	11	0	0.0	36	0	0.0	88	32	36.4
KFNZ-AM	540	140	25.9	166	57	34.3	386	96	24.9	299	65	21.7
KISN-FM	2207	693	31.4	1005	332	33.0	1205	451	37.4	648	213	32.9
KKAT-FM	1495	552	36.9	785	254	32.4	816	287	35.2	459	205	44.7
KLO -AM	143	83	58.0	0	0	0.0	32	9	28.1	65	28	43.1
KLZX-FM	308	47	15.3	129	9	7.0	204	38	18.6	119	32	26.9
KODJ-FM	1536	487	31.7	285	74	26.0	1054	377	35.8	974	353	36.2
KOVO-AM	96	54	56.2	11	6	54.5	40	23	57.5	45	22	48.9
KQMB-FM	1294	327	25.3	704	180	25.6	583	130	22.3	271	63	23.2
KRKR-FM	279	51	18.3	121	20	16.5	158	9	5.7	111	9	8.1
KRSP-FM	1632	485	29.7	634	137	21.6	1141	402	35.2	759	309	40.7
KSFI-FM	2566	1091	42.5	879	322	36.6	1612	746	46.3	1235	610	49.4
KSL -AM	1841	822	44.6	299	67	22.4	1054	395	37.5	1108	502	45.3
KSOP-AM	106	31	29.2	22	0	0.0	51	15	29.4	56	20	35.7
KSOP-FM	1559	565	36.2	653	190	29.1	812	308	37.9	578	261	45.2
KTKK-AM	133	43	32.3	28	14	50.0	80	30	37.5	78	29	37.2
KUBL-FM	1416	447	31.6	735	232	31.6	774	258	33.3	439	152	34.6
KUMT-FM	989	305	30.8	392	102	26.0	703	240	34.1	501	185	36.9
KURR-FM	781	262	33.5	443	146	33.0	472	174	36.9	197	78	39.6
KXPK-FM	1514	488	32.2	757	237	31.3	493	125	25.4	222	38	17.1
KZHT-FM	1767	716	40.5	678	182	26.8	616	182	29.5	334	114	34.1

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAJA-FM	1791	642	35.8	690	231	33.5	1050	387	36.9	744	306	41.1
KAMX-FM	995	299	30.1	643	184	28.6	458	120	26.2	164	40	24.4
KBUC-FM	224	44	19.6	93	21	22.6	125	26	20.8	77	14	18.2
KCHL-AM	119	40	33.6	17	11	64.7	70	24	34.3	68	21	30.9
KCJZ-FM	978	330	33.7	211	49	23.2	740	234	31.6	645	231	35.8
KCOR-AM	698	321	46.0	165	38	23.0	333	131	39.3	303	125	41.3
KCYY-FM	1857	706	38.0	758	234	30.9	1093	420	38.4	754	317	42.0
KEDA-AM	144	72	50.0	18	4	22.2	71	31	43.7	83	37	44.6
KEYI-FM	299	58	19.4	89	9	10.1	234	40	17.1	178	39	21.9
KGNB-AM	174	69	39.7	18	0	0.0	45	7	15.6	67	21	31.3
KISS-FM	1886	773	41.0	1119	414	37.0	876	326	37.2	340	133	39.1
KKYX-AM	526	235	44.7	93	33	35.5	211	67	31.8	264	112	42.4
KLUP-AM	655	315	48.1	17	9	52.9	103	21	20.4	300	137	45.7
KONO-AM	358	131	36.6	43	13	30.2	198	77	38.9	242	113	46.7
KONO-FM	1468	570	38.8	347	82	23.6	1111	476	42.8	973	449	46.1
KQXT-FM	1269	414	32.6	401	103	25.7	797	282	35.4	690	253	36.7
KRIO-FM	720	136	18.9	278	37	13.3	384	71	18.5	297	60	20.2
KROM-FM	817	463	56.7	364	196	53.8	498	301	60.4	342	220	64.3
KROX-FM	325	74	22.8	238	64	26.9	132	32	24.2	38	0	0.0
KSAH-AM	331	133	40.2	146	58	39.7	181	75	41.4	120	61	50.8
KSJL-FM	954	403	42.2	447	211	47.2	384	204	53.1	218	105	48.2
KSLR-AM	297	123	41.4	40	16	40.0	187	74	39.6	192	73	38.0
KSMG-FM	1901	755	39.7	884	359	40.6	1255	534	42.5	714	273	38.2
KTFM-FM	2788	1265	45.4	1335	543	40.7	1281	423	33.0	657	165	25.1
KTKR-AM	277	92	33.2	112	49	43.8	217	79	36.4	149	43	28.9
KTSA-AM	1294	652	50.4	136	55	40.4	535	252	47.1	715	358	50.1
KXTN-FM	1660	621	37.4	597	200	33.5	955	364	38.1	764	323	42.3
KZEP-FM	1826	787	43.1	871	365	41.9	1414	650	46.0	767	365	47.6
WOAI-AM	1232	397	32.2	122	26	21.3	621	192	30.9	761	252	33.1

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBZT-FM	2624	792	30.2	741	86	11.6	1661	569	34.3	1473	600	40.7
KCEO-AM	480	93	19.4	137	27	19.7	282	41	14.5	237	27	11.4
KFI -AM	1588	568	35.8	373	102	27.3	992	377	38.0	914	378	41.4
KFMB-AM	3261	1311	40.2	590	159	26.9	1830	641	35.0	1734	705	40.7
KFMB-FM	4096	1602	39.1	2291	868	37.9	2437	939	38.5	1249	501	40.1
KFSD-FM	929	299	32.2	184	37	20.1	422	116	27.5	435	128	29.4
KGB -FM	2592	762	29.4	1417	425	30.0	1952	579	29.7	1027	315	30.7
KHTS-FM	3338	974	29.2	1817	422	23.2	1383	331	23.9	591	147	24.9
KIFM-FM	2010	682	33.9	511	111	21.7	1501	497	33.1	1324	513	38.7
KIOZ-FM	2098	821	39.1	1451	586	40.4	1169	450	38.5	420	141	33.6
KKBH-FM	1254	390	31.1	559	189	33.8	931	294	31.6	612	178	29.1
KKBT-FM	464	68	14.7	298	39	13.1	227	59	26.0	75	20	26.7
KKLQ-FM	1765	358	20.3	932	210	22.5	1007	214	21.3	462	61	13.2
KMCG-FM	1991	673	33.8	850	305	35.9	1345	438	32.6	885	274	31.0
KNX -AM	666	161	24.2	138	0	0.0	285	20	7.0	277	57	20.6
KOGO-AM	1783	731	41.0	143	6	4.2	885	309	34.9	1003	410	40.9
KPLN-FM	1399	434	31.0	643	197	30.6	1048	342	32.6	649	213	32.8
KPOP-AM	1287	589	45.8	58	20	34.5	252	74	29.4	381	144	37.8
KPRZ-AM	627	260	41.5	105	62	59.0	430	187	43.5	440	164	37.3
KSDO-AM	869	191	22.0	74	0	0.0	375	50	13.3	485	112	23.1
KSON-AM	246	31	12.6	21	0	0.0	100	13	13.0	115	18	15.7
KSON-FM	2799	1357	48.5	1020	497	48.7	1779	835	46.9	1388	663	47.8
KSPA-AM	579	253	43.7	31	14	45.2	82	25	30.5	137	37	27.0
KSYY-FM	478	145	30.3	364	104	28.6	243	63	25.9	44	7	15.9
KURS-AM	326	110	33.7	175	63	36.0	198	78	39.4	110	39	35.5
KWVE-FM	452	128	28.3	180	49	27.2	359	90	25.1	227	58	25.6
KXGL-FM	1350	431	31.9	416	112	26.9	987	305	30.9	832	277	33.3
KXST-FM	957	288	30.1	513	146	28.5	704	256	36.4	390	124	31.8
KYXY-FM	3502	1354	38.7	1352	390	28.8	2101	842	40.1	1609	789	49.0
XBAC-AM	571	200	35.0	34	6	17.6	191	61	31.9	230	98	42.6
XEMO-AM	432	175	40.5	207	91	44.0	284	125	44.0	147	49	33.3
XHKY-FM	790	248	31.4	385	79	20.5	528	189	35.8	288	139	48.3
XHRM-FM	1740	348	20.0	1111	223	20.1	964	200	20.7	365	63	17.3
XHTZ-FM	3248	1265	38.9	1853	731	39.4	1230	395	32.1	510	159	31.2
XKAM-AM	186	80	43.0	59	18	30.5	99	41	41.4	92	41	44.6
XLTN-FM	603	240	39.8	277	87	31.4	412	208	50.5	231	148	64.1
XPRS-AM	232	64	27.6	103	35	34.0	172	52	30.2	87	23	26.4
XTIM-FM	595	279	46.9	312	155	49.7	298	180	60.4	167	93	55.7
XTRA-AM	1692	572	33.8	660	234	35.5	1130	363	32.1	804	265	33.0
XTRA-FM	2479	659	26.6	1535	406	26.4	1164	303	26.0	474	99	20.9

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KABL-AM	3189	1501	47.1	181	79	43.6	842	419	49.8	1299	561	43.2
KARA-FM	1347	456	33.9	344	98	28.5	1035	380	36.7	881	349	39.6
KBAY-FM	2345	832	35.5	792	262	33.1	1521	538	35.4	1189	448	37.7
KBLX-FM	3608	1374	38.1	1112	382	34.4	2591	1024	39.5	2160	890	41.2
KBRG-FM	918	328	35.7	408	181	44.4	706	252	35.7	431	107	24.8
KCBS-AM	8232	2825	34.3	1295	315	24.3	4481	1391	31.0	4652	1601	34.4
KDFC-FM	3169	1256	39.6	533	192	36.0	1574	600	38.1	1846	714	38.7
KDJA-AM	937	280	29.9	207	55	26.6	464	130	28.0	510	147	28.8
KEZR-FM	2248	652	29.0	1054	356	33.8	1490	443	29.7	854	221	25.9
KFAX-AM	965	348	36.1	222	69	31.1	584	255	43.7	533	233	43.7
KFFG-FM	614	124	20.2	254	59	23.2	473	106	22.4	293	65	22.2
KFOG-FM	3933	1462	37.2	1402	573	40.9	3413	1338	39.2	2247	823	36.6
KFRC-AM	1834	381	20.8	249	31	12.4	1059	227	21.4	1137	263	23.1
KFRC-FM	4052	1365	33.7	805	192	23.9	2904	1005	34.6	2788	1066	38.2
KGO -AM	8272	3553	43.0	1041	319	30.6	4522	1789	39.6	4832	2048	42.4
KHYL-FM	554	153	27.6	173	21	12.1	338	100	29.6	314	114	36.3
KIOI-FM	5640	1747	31.0	2270	592	26.1	3743	1330	35.5	2673	1006	37.6
KIQI-AM	778	285	36.6	163	62	38.0	550	215	39.1	466	174	37.3
KISQ-FM	3508	863	24.6	1422	386	27.1	2640	718	27.2	1721	421	24.5
KITS-FM	4498	1329	29.5	2894	839	29.0	2613	793	30.3	899	249	27.7
KKHI-AM	98	0	0.0	11	0	0.0	37	0	0.0	52	0	0.0
KKHI-FM	853	118	13.8	187	10	5.3	413	28	6.8	430	52	12.1
KKIQ-FM	957	297	31.0	334	110	32.9	700	206	29.4	500	156	31.2
KKSF-FM	4292	1709	39.8	893	270	30.2	3209	1337	41.7	2921	1288	44.1
KLLC-FM	5363	1498	27.9	3127	961	30.7	3553	901	25.4	1550	358	23.1
KLOK-AM	1037	540	52.1	472	243	51.5	757	415	54.8	441	240	54.4
KMEL-FM	6088	2170	35.6	3056	1140	37.3	2454	769	31.3	1105	305	27.6
KNBR-AM	5909	2196	37.2	1187	379	31.9	3657	1441	39.4	3398	1401	41.2
KNEW-AM	2056	779	37.9	295	81	27.5	850	279	32.8	1132	395	34.9
KOIT-AM	437	62	14.2	36	10	27.8	202	28	13.9	294	40	13.6
KOIT-FM	5707	1968	34.5	1850	510	27.6	3724	1448	38.9	3032	1215	40.1
KOME-FM	3627	1255	34.6	2241	779	34.8	2166	674	31.1	806	242	30.0
KRTY-FM	1764	698	39.6	630	254	40.3	1063	419	39.4	900	372	41.3
KSAN-FM	1964	518	26.4	721	167	23.2	1487	359	24.1	1081	292	27.0
KSFM-FM	847	400	47.2	408	166	40.7	321	150	46.7	180	81	45.0
KSFO-AM	2853	1263	44.3	270	120	44.4	1345	624	46.4	1600	733	45.8
KSJO-FM	2482	771	31.1	1610	502	31.2	1673	545	32.6	631	179	28.4
KSOL-FM	1884	827	43.9	1020	499	48.9	1196	554	46.3	570	248	43.5
KTCT-AM	639	162	25.4	258	52	20.2	445	99	22.2	258	64	24.8
KUFY-FM	2014	509	25.3	788	197	25.0	1570	427	27.2	1086	303	27.9
KXFX-FM	626	166	26.5	294	81	27.6	443	94	21.2	242	52	21.5
KYCY-AM	167	33	19.8	57	12	21.1	83	20	24.1	55	8	14.5
KYCY-FM	2689	915	34.0	935	339	36.3	1613	539	33.4	1268	434	34.2
KYLD-FM	6579	2318	35.2	3340	1101	33.0	2318	685	29.6	1099	208	18.9
KZOL-FM	531	268	50.5	266	136	51.1	293	145	49.5	161	81	50.3
KZQZ-FM	3598	1218	33.9	1794	659	36.7	1385	403	29.1	761	126	16.6
KZSF-FM	437	147	33.6	199	68	34.2	268	102	38.1	186	79	42.5
KZST-FM	452	273	60.4	203	126	62.1	178	108	60.7	134	83	61.9
KZWC-FM	223	55	24.7	99	26	26.3	87	6	6.9	47	14	29.8

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# First Preference Listeners

Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KABL-AM	573	250	43.6	39	17	43.6	140	61	43.6	212	76	35.8
KARA-FM	1043	387	37.1	277	77	27.8	763	310	40.6	654	301	46.0
KAZA-AM	182	50	27.5	64	10	15.6	120	24	20.0	86	28	32.6
KBAY-FM	1556	634	40.7	498	181	36.3	992	414	41.7	826	376	45.5
KBLX-FM	573	189	33.0	207	62	30.0	438	155	35.4	336	117	34.8
KBRG-FM	436	185	42.4	207	80	38.6	321	139	43.3	205	89	43.4
KCBS-AM	1765	656	37.2	306	59	19.3	996	375	37.7	1054	425	40.3
KDFC-FM	715	204	28.5	128	30	23.4	338	82	24.3	430	132	30.7
KDON-FM	468	73	15.6	176	16	9.1	151	16	10.6	82	10	12.2
KEZR-FM	1836	563	30.7	869	290	33.4	1190	387	32.5	684	199	29.1
KFAX-AM	300	136	45.3	57	18	31.6	193	97	50.3	184	109	59.2
KFFG-FM	466	124	26.6	203	59	29.1	376	106	28.2	247	65	26.3
KFOG-FM	605	238	39.3	154	75	48.7	526	218	41.4	411	158	38.4
KFRC-AM	226	56	24.8	29	12	41.4	167	34	20.4	166	35	21.1
KFRC-FM	977	264	27.0	173	36	20.8	730	212	29.0	705	212	30.1
KGO -AM	1984	906	45.7	292	103	35.3	1123	472	42.0	1169	517	44.2
KIOI-FM	1314	372	28.3	590	170	28.8	854	263	30.8	546	168	30.8
KISQ-FM	586	127	21.7	292	66	22.6	469	119	25.4	264	60	22.7
KITS-FM	858	149	17.4	664	106	16.0	441	99	22.4	91	23	25.3
KKSF-FM	823	291	35.4	180	48	26.7	636	228	35.8	549	215	39.2
KLIV-AM	369	126	34.1	74	29	39.2	218	98	45.0	195	78	40.0
KLLC-FM	891	241	27.0	647	195	30.1	519	143	27.6	139	26	18.7
KLOK-AM	664	326	49.1	316	174	55.1	491	258	52.5	282	136	48.2
KMEL-FM	1202	374	31.1	614	166	27.0	411	114	27.7	166	54	32.5
KNBR-AM	1369	606	44.3	308	114	37.0	843	382	45.3	784	379	48.3
KNEW-AM	243	75	30.9	27	5	18.5	87	14	16.1	134	29	21.6
KOIT-AM	41	5	12.2	5	0	0.0	23	0	0.0	36	5	13.9
KOIT-FM	994	282	28.4	406	96	23.6	704	236	33.5	500	165	33.0
KOME-FM	1870	703	37.6	1202	479	39.9	1011	348	34.4	355	102	28.7
KRTY-FM	1378	616	44.7	464	207	44.6	821	365	44.5	718	333	46.4
KSAN-FM	199	39	19.6	67	12	17.9	110	13	11.8	102	17	16.7
KSFO-AM	534	213	39.9	74	12	16.2	257	115	44.7	304	146	48.0
KSJO-FM	1186	378	31.9	753	243	32.3	714	233	32.6	291	78	26.8
KSJX-AM	190	72	37.9	89	28	31.5	98	52	53.1	61	39	63.9
KSOL-FM	381	164	43.0	212	98	46.2	263	115	43.7	116	51	44.0
KTCT-AM	175	40	22.9	106	24	22.6	127	28	22.0	49	11	22.4
KUFX-FM	1290	407	31.6	469	119	25.4	1046	351	33.6	745	279	37.4
KYCY-AM	13	0	0.0	6	0	0.0	13	0	0.0	7	0	0.0
KYCY-FM	497	117	23.5	159	42	26.4	297	50	16.8	250	37	14.8
KYLD-FM	1793	749	41.8	882	344	39.0	574	191	33.3	253	57	22.5
KZOL-FM	440	249	56.6	224	139	62.1	233	131	56.2	128	67	52.3
KZQZ-FM	899	267	29.7	469	152	32.4	341	103	30.2	170	21	12.4

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KBKS-FM	3159	876	27.7	1635	389	23.8	1637	378	23.1	889	241	27.1
KBSG-AM	183	38	20.8	37	7	18.9	112	15	13.4	112	14	12.5
KBSG-FM	3962	1331	33.6	801	171	21.3	2713	946	34.9	2623	1000	38.1
KCIS-AM	417	134	32.1	41	7	17.1	266	74	27.8	304	109	35.9
KCMS-FM	1244	592	47.6	367	198	54.0	898	475	52.9	707	330	46.7
KGNW-AM	552	121	21.9	89	0	0.0	323	48	14.9	342	80	23.4
KING-FM	2190	797	36.4	356	109	30.6	1098	340	31.0	1192	378	31.7
KIRO-AM	7173	2813	39.2	1382	345	25.0	4022	1356	33.7	3934	1520	38.6
KIRO-FM	1727	607	35.1	563	177	31.4	1232	448	36.4	896	345	38.5
KISW-FM	2494	897	36.0	1611	687	42.6	1676	618	36.9	639	158	24.7
KIXI-AM	2144	937	43.7	93	33	35.5	487	190	39.0	911	382	41.9
KJR -AM	1613	607	37.6	586	254	43.3	1185	463	39.1	848	316	37.3
KJR -FM	2663	723	27.1	1208	329	27.2	2132	570	26.7	1255	341	27.2
KKBY-FM	225	94	41.8	40	15	37.5	123	26	21.1	139	42	30.2
KLSY-FM	3212	1095	34.1	1241	400	32.2	1943	724	37.3	1436	582	40.5
KMPS-FM	3355	1342	40.0	1261	472	37.4	2174	910	41.9	1650	704	42.7
KMTT-FM	2085	786	37.7	788	275	34.9	1776	706	39.8	1181	482	40.8
KNDD-FM	3827	1233	32.2	2358	756	32.1	1967	538	27.4	613	133	21.7
KNWX-AM	1711	273	16.0	196	24	12.2	776	89	11.5	907	125	13.8
KOMO-AM	2801	925	33.0	330	63	19.1	1287	297	23.1	1556	452	29.0
KPLZ-FM	4114	1239	30.1	2340	714	30.5	2713	926	34.1	1270	412	32.4
KRIZ-AM	138	52	37.7	8	8	100.0	65	22	33.8	75	33	44.0
KRPM-AM	117	29	24.8	34	0	0.0	94	29	30.9	75	29	38.7
KRWM-FM	2128	672	31.6	617	170	27.6	1510	558	37.0	1247	458	36.7
KUBE-FM	4873	2306	47.3	2246	1002	44.6	2189	779	35.6	1145	353	30.8
KVI -AM	2213	1222	55.2	337	175	51.9	1172	676	57.7	1269	725	57.1
KWJZ-FM	2260	805	35.6	467	171	36.6	1656	649	39.2	1488	564	37.9
KXXO-FM	412	171	41.5	92	35	38.0	277	120	43.3	248	114	46.0
KYCW-FM	1800	700	38.9	804	277	34.5	1234	507	41.1	842	353	41.9
KZIZ-AM	168	36	21.4	65	16	24.6	81	15	18.5	65	14	21.5
KZOK-FM	2802	796	28.4	1164	291	25.0	2279	685	30.1	1468	480	32.7

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KASO-AM	45	27	60.0	6	0	0.0	7	0	0.0	5	2	40.0
KDKS-FM	602	275	45.7	231	69	29.9	324	165	50.9	227	139	61.2
KEEL-AM	371	210	56.6	46	18	39.1	205	107	52.2	222	118	53.2
KFLO-AM	49	10	20.4	7	0	0.0	30	6	20.0	31	6	19.4
KITT-FM	464	194	41.8	150	52	34.7	272	122	44.9	225	99	44.0
KLKL-FM	314	140	44.6	67	9	13.4	244	109	44.7	221	113	51.1
KMJJ-FM	751	473	63.0	286	228	79.7	362	231	63.8	259	142	54.8
KOKA-AM	257	141	54.9	39	5	12.8	132	74	56.1	130	80	61.5
KRMD-AM	62	18	29.0	2	0	0.0	22	10	45.5	33	18	54.5
KRMD-FM	759	433	57.0	263	129	49.0	431	235	54.5	350	227	64.9
KRUF-FM	649	301	46.4	265	111	41.9	298	109	36.6	173	65	37.6
KTAL-FM	263	94	35.7	135	45	33.3	161	81	50.3	86	44	51.2
KTUX-FM	276	125	45.3	153	69	45.1	119	67	56.3	53	18	34.0
KVKI-FM	625	239	38.2	248	77	31.0	413	166	40.2	287	134	46.7
KWKH-AM	269	90	33.5	29	0	0.0	107	28	26.2	139	60	43.2

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAEP-FM	621	271	43.6	311	140	45.0	376	170	45.2	194	86	44.3
KAQQ-AM	327	183	56.0	13	3	23.1	39	14	35.9	137	68	49.6
KCDA-FM	290	163	56.2	64	24	37.5	147	70	47.6	148	80	54.1
KDRK-FM	751	293	39.0	280	84	30.0	476	184	38.7	373	175	46.9
KEYF-AM	33	9	27.3	12	3	25.0	23	6	26.1	18	6	33.3
KEYF-FM	649	202	31.1	141	14	9.9	434	143	32.9	408	163	40.0
KEZE-FM	197	33	16.8	92	14	15.2	148	24	16.2	80	16	20.0
KGA -AM	375	217	57.9	43	33	76.7	186	104	55.9	209	110	52.6
KHTQ-FM	502	144	28.7	218	74	33.9	205	76	37.1	122	32	26.2
KISC-FM	629	242	38.5	226	76	33.6	408	175	42.9	326	144	44.2
KJRB-AM	142	21	14.8	24	4	16.7	84	13	15.5	89	8	9.0
KKPL-AM	50	26	52.0	0	0	0.0	5	3	60.0	23	14	60.9
KKZX-FM	738	312	42.3	286	113	39.5	517	228	44.1	356	165	46.3
KNFR-FM	579	227	39.2	295	121	41.0	404	179	44.3	241	100	41.5
KNJY-FM	345	141	40.9	150	54	36.0	138	49	35.5	67	17	25.4
KSPO-FM	82	22	26.8	22	4	18.2	64	16	25.0	50	12	24.0
KTRW-AM	197	36	18.3	37	14	37.8	109	26	23.9	103	17	16.5
KTSL-FM	134	57	42.5	53	27	50.9	89	40	44.9	67	22	32.8
KVNI-AM	101	29	28.7	9	3	33.3	38	10	26.3	58	19	32.8
KXLY-AM	622	277	44.5	71	20	28.2	290	102	35.2	327	112	34.3
KXLY-FM	596	243	40.8	157	49	31.2	382	169	44.2	357	166	46.5
KZZU-FM	896	393	43.9	419	177	42.2	379	146	38.5	223	64	28.7

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAAF-FM	542	170	31.4	380	113	29.7	229	58	25.3	60	11	18.3
WAQY-AM	8	0	0.0	3	0	0.0	5	0	0.0	2	0	0.0
WAQY-FM	1079	311	28.8	528	154	29.2	745	233	31.3	456	131	28.7
WARE-AM	78	22	28.2	3	0	0.0	19	4	21.1	37	9	24.3
WBZ -AM	104	10	9.6	12	3	25.0	35	3	8.6	49	7	14.3
WCCC-AM	3	0	0.0	3	0	0.0	3	0	0.0	0	0	0.0
WCCC-FM	554	158	28.5	343	95	27.7	312	93	29.8	134	44	32.8
WDRC-FM	520	172	33.1	123	15	12.2	395	131	33.2	363	143	39.4
WFAN-AM	86	32	37.2	22	9	40.9	63	27	42.9	61	22	36.1
WHCN-FM	239	45	18.8	140	20	14.3	131	23	17.6	73	18	24.7
WHMP-AM	182	90	49.5	24	0	0.0	81	30	37.0	76	33	43.4
WHMP-FM	553	131	23.7	343	84	24.5	245	43	17.6	91	10	11.0
WHYN-AM	764	310	40.6	100	22	22.0	352	118	33.5	414	163	39.4
WHYN-FM	798	279	35.0	246	80	32.5	511	210	41.1	425	168	39.5
WKSS-FM	734	252	34.3	436	132	30.3	300	71	23.7	126	28	22.2
WMAS-AM	337	234	69.4	14	10	71.4	45	17	37.8	110	58	52.7
WMAS-FM	973	405	41.6	377	129	34.2	590	258	43.7	433	210	48.5
WMRQ-FM	459	160	34.9	309	113	36.6	190	59	31.1	50	13	26.0
WNNZ-AM	427	175	41.0	76	19	25.0	200	77	38.5	222	99	44.6
WPKX-FM	873	451	51.7	240	113	47.1	513	264	51.5	490	276	56.3
WPVQ-FM	88	22	25.0	44	12	27.3	64	15	23.4	32	7	21.9
WQVR-FM	39	8	20.5	9	4	44.4	28	2	7.1	27	5	18.5
WRCH-FM	367	118	32.2	56	3	5.4	198	60	30.3	237	90	38.0
WRNX-FM	347	87	25.1	131	32	24.4	292	72	24.7	197	50	25.4
WSPR-AM	110	62	56.4	33	17	51.5	63	45	71.4	46	34	73.9
WSPR-FM	197	55	27.9	60	10	16.7	121	29	24.0	109	33	30.3
WTIC-AM	146	46	31.5	12	0	0.0	50	2	4.0	53	10	18.9
WTIC-FM	898	231	25.7	517	132	25.5	481	122	25.4	238	53	22.3
WWNE-AM	42	15	35.7	14	3	21.4	20	8	40.0	22	8	36.4
WWYZ-FM	182	29	15.9	79	9	11.4	99	13	13.1	74	11	14.9
WZMX-FM	189	30	15.9	118	19	16.1	141	19	13.5	71	11	15.5

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KATZ-AM	868	390	44.9	243	111	45.7	574	264	46.0	464	218	47.0
KATZ-FM	1151	285	24.8	425	79	18.6	783	213	27.2	560	169	30.2
KEZK-FM	3278	1299	39.6	866	317	36.6	2113	815	38.6	1925	811	42.1
KFNS-AM	830	279	33.6	270	100	37.0	621	216	34.8	468	152	32.5
KFUO-FM	1543	575	37.3	229	56	24.5	781	241	30.9	927	365	39.4
KIHT-FM	2024	416	20.6	813	173	21.3	1534	369	24.1	974	223	22.9
KIRL-AM	205	64	31.2	49	12	24.5	106	19	17.9	103	21	20.4
KLOU-FM	3181	967	30.4	504	99	19.6	2075	642	30.9	2200	740	33.6
KMJM-FM	2624	1549	59.0	1066	713	66.9	1190	578	48.6	688	276	40.1
KMOX-AM	6054	2844	47.0	881	212	24.1	2905	1099	37.8	3138	1389	44.3
KPNT-FM	2972	1255	42.2	1476	601	40.7	1205	325	27.0	532	120	22.6
KSD -FM	2401	488	20.3	1209	210	17.4	1792	396	22.1	1015	258	25.4
KSHE-FM	2966	927	31.3	1688	568	33.6	2089	732	35.0	1012	311	30.7
KSIV-AM	301	53	17.6	49	7	14.3	130	17	13.1	158	31	19.6
KTRS-AM	1798	500	27.8	217	38	17.5	830	251	30.2	1047	313	29.9
KWRE-AM	164	51	31.1	16	0	0.0	53	0	0.0	57	16	28.1
KXOK-FM	1490	416	27.9	557	127	22.8	968	314	32.4	711	265	37.3
KYKY-FM	3290	1148	34.9	1448	394	27.2	2243	792	35.3	1408	593	42.1
WALC-FM	3526	1027	29.1	1699	460	27.1	1971	583	29.6	983	255	25.9
WCBW-FM	882	443	50.2	346	195	56.4	639	330	51.6	446	197	44.2
WESL-AM	306	61	19.9	61	3	4.9	173	24	13.9	195	44	22.6
WEW -AM	565	145	25.7	4	0	0.0	48	6	12.5	166	33	19.9
WGNU-AM	274	64	23.4	24	0	0.0	145	34	23.4	161	39	24.2
WIBV-AM	604	155	25.7	67	19	28.4	320	77	24.1	406	102	25.1
WIL -FM	3879	1818	46.9	1184	411	34.7	2183	1038	47.5	1900	1037	54.6
WKBQ-AM	48	5	10.4	25	0	0.0	17	0	0.0	17	5	29.4
WKKX-FM	2990	989	33.1	1347	459	34.1	1743	677	38.8	1131	419	37.0
WRTH-AM	1073	424	39.5	29	5	17.2	162	45	27.8	370	111	30.0
WVRV-FM	2567	632	24.6	1508	383	25.4	1781	473	26.6	788	205	26.0

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAQX-FM	1212	426	35.1	718	273	38.0	775	285	36.8	405	132	32.6
WBBS-FM	1062	524	49.3	370	163	44.1	625	320	51.2	526	296	56.3
WBEE-FM	57	6	10.5	12	3	25.0	33	6	18.2	32	3	9.4
WFBL-AM	306	131	42.8	14	0	0.0	56	8	14.3	109	27	24.8
WFRG-FM	249	81	32.5	89	28	31.5	154	66	42.9	119	38	31.9
WHCD-FM	108	16	14.8	21	0	0.0	76	11	14.5	71	11	15.5
WHEN-AM	381	96	25.2	113	24	21.2	217	60	27.6	162	52	32.1
WKLL-FM	84	22	26.2	57	5	8.8	29	2	6.9	11	2	18.2
WKRH-FM	97	28	28.9	56	12	21.4	37	16	43.2	23	9	39.1
WKRL-FM	688	270	39.2	413	143	34.6	256	75	29.3	122	37	30.3
WLTJ-FM	523	188	35.9	135	39	28.9	326	123	37.7	298	123	41.3
WLZW-FM	127	37	29.1	75	21	28.0	86	18	20.9	34	10	29.4
WNSS-AM	267	76	28.5	33	17	51.5	117	31	26.5	123	27	22.0
WNTQ-FM	1388	452	32.6	651	209	32.1	777	313	40.3	473	183	38.7
WNVE-FM	248	55	22.2	168	36	21.4	72	13	18.1	35	6	17.1
WODZ-FM	79	34	43.0	14	7	50.0	50	19	38.0	48	18	37.5
WOLF-AM	79	20	25.3	4	0	0.0	31	5	16.1	40	5	12.5
WOJR-FM	201	53	26.4	102	33	32.4	137	28	20.4	89	20	22.5
WRCK-FM	56	14	25.0	27	7	25.9	32	9	28.1	24	8	33.3
WRDS-FM	246	132	53.7	114	65	57.0	124	67	54.0	92	52	56.5
WSCP-FM	103	42	40.8	11	4	36.4	46	15	32.6	53	19	35.8
WSEN-FM	905	371	41.0	136	41	30.1	591	256	43.3	615	270	43.9
WSGO-AM	115	39	33.9	11	4	36.4	26	4	15.4	34	11	32.4
WSKS-FM	150	19	12.7	78	4	5.1	71	8	11.3	34	10	29.4
WSYR-AM	979	503	51.4	107	30	28.0	420	186	44.3	500	258	51.6
WTKV-FM	165	50	30.3	73	14	19.2	100	35	35.0	74	31	41.9
WTKW-FM	574	205	35.7	290	108	37.2	449	172	38.3	251	87	34.7
WTLA-AM	263	89	33.8	8	4	50.0	56	17	30.4	115	45	39.1
WWHT-FM	1056	407	38.5	455	166	36.5	419	84	20.0	253	27	10.7
WYYY-FM	1000	344	34.4	365	109	29.9	710	258	36.3	522	214	41.0

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAKS-FM	1833	554	30.2	717	224	31.2	1288	450	34.9	855	287	33.6
WBDN-AM	226	136	60.2	96	57	59.4	106	61	57.5	97	58	59.8
WCOF-FM	1939	684	35.3	742	259	34.9	1484	529	35.6	1014	386	38.1
WDAE-AM	274	36	13.1	79	12	15.2	176	36	20.5	128	24	18.8
WDUV-FM	2716	1623	59.8	96	29	30.2	506	249	49.2	989	562	56.8
WFLA-AM	2332	1297	55.6	320	81	25.3	1014	432	42.6	1143	585	51.2
WFLZ-FM	4670	2185	46.8	2159	937	43.4	2324	894	38.5	1260	478	37.9
WGUL-AM	744	359	48.3	6	0	0.0	29	9	31.0	123	76	61.8
WGUL-FM	467	226	48.4	6	0	0.0	21	5	23.8	98	37	37.8
WHNZ-AM	728	167	22.9	51	13	25.5	287	74	25.8	345	72	20.9
WHPT-FM	1798	565	31.4	884	277	31.3	1412	473	33.5	781	255	32.7
WILV-FM	544	134	24.6	98	10	10.2	323	70	21.7	317	76	24.0
WLVU-FM	701	423	60.3	12	0	0.0	27	5	18.5	105	33	31.4
WMTX-AM	182	31	17.0	56	24	42.9	128	25	19.5	83	6	7.2
WMTX-FM	2475	711	28.7	1280	393	30.7	1628	489	30.0	837	240	28.7
WPCV-FM	392	79	20.2	125	25	20.0	193	52	26.9	145	33	22.8
WQYK-AM	546	112	20.5	110	13	11.8	310	62	20.0	287	61	21.3
WQYK-FM	2977	1379	46.3	690	247	35.8	1515	701	46.3	1458	758	52.0
WRBQ-AM	768	316	41.1	356	164	46.1	472	226	47.9	278	125	45.0
WRBQ-FM	2202	879	39.9	794	304	38.3	1325	522	39.4	955	390	40.8
WRXB-AM	208	97	46.6	105	29	27.6	81	33	40.7	57	40	70.2
WSJT-FM	1857	751	40.4	389	133	34.2	1175	502	42.7	1105	483	43.7
WSUN-AM	697	267	38.3	34	0	0.0	85	28	32.9	229	78	34.1
WTBT-FM	1301	429	33.0	469	135	28.8	1020	348	34.1	697	272	39.0
WTMP-AM	737	268	36.4	331	136	41.1	339	134	39.5	176	65	36.9
WWRM-FM	2411	831	34.5	694	209	30.1	1394	527	37.8	1196	489	40.9
WXTB-FM	2270	895	39.4	1306	538	41.2	1275	446	35.0	528	163	30.9
WYUJ-FM	2190	776	35.4	400	77	19.2	1486	548	36.9	1548	627	40.5
WZTM-AM	698	162	23.2	170	56	32.9	429	100	23.3	348	54	15.5

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
CIMX-FM	250	57	22.8	176	28	15.9	81	8	9.9	14	2	14.3
CKWW-AM	126	41	32.5	9	0	0.0	15	0	0.0	28	10	35.7
WBUZ-FM	694	235	33.9	436	139	31.9	342	106	31.0	116	40	34.5
WCWA-AM	355	140	39.4	18	2	11.1	73	14	19.2	128	39	30.5
WFOB-AM	59	27	45.8	3	0	0.0	34	9	26.5	39	12	30.8
WHMQ-FM	96	23	24.0	20	3	15.0	43	11	25.6	52	18	34.6
WIMX-FM	286	122	42.7	129	44	34.1	189	73	38.6	126	59	46.8
WIOT-FM	935	308	32.9	555	188	33.9	556	202	36.3	252	91	36.1
WJLB-FM	175	41	23.4	93	24	25.8	94	14	14.9	51	4	7.8
WJR -AM	470	171	36.4	67	17	25.4	205	72	35.1	226	81	35.8
WJUC-FM	235	132	56.2	95	50	52.6	102	49	48.0	65	40	61.5
WJZE-FM	490	157	32.0	223	76	34.1	353	119	33.7	201	67	33.3
WKKO-FM	1143	609	53.3	319	141	44.2	635	347	54.6	599	347	57.9
WKXA-FM	60	17	28.3	29	3	10.3	29	8	27.6	19	5	26.3
WLQR-AM	208	80	38.5	39	12	30.8	112	38	33.9	123	56	45.5
WMTR-FM	104	28	26.9	33	13	39.4	64	14	21.9	51	12	23.5
WQTE-FM	86	15	17.4	26	10	38.5	36	7	19.4	35	6	17.1
WRIF-FM	169	30	17.8	116	26	22.4	141	30	21.3	44	5	11.4
WRQN-FM	740	250	33.8	144	19	13.2	500	190	38.0	501	206	41.1
WRVF-FM	909	361	39.7	264	90	34.1	560	242	43.2	507	235	46.4
WSPD-AM	775	362	46.7	87	42	48.3	297	133	44.8	392	174	44.4
WTOD-AM	128	27	21.1	11	5	45.5	32	10	31.2	51	8	15.7
WTWR-FM	375	53	14.1	215	21	9.8	153	11	7.2	72	5	6.9
WVKS-FM	1311	507	38.7	605	240	39.7	694	227	32.7	431	127	29.5
WVOI-AM	84	41	48.8	21	9	42.9	26	15	57.7	38	17	44.7
WWWM-FM	868	363	41.8	376	136	36.2	570	258	45.3	411	192	46.7
WXKR-FM	378	53	14.0	230	43	18.7	219	29	13.2	95	3	3.2

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KCEE-AM	544	281	51.7	22	0	0.0	105	30	28.6	209	72	34.4
KCUB-AM	298	122	40.9	34	7	20.6	79	25	31.6	140	67	47.9
KEDJ-FM	12	0	0.0	7	0	0.0	12	0	0.0	5	0	0.0
KEVT-AM	91	38	41.8	41	4	9.8	53	23	43.4	36	19	52.8
KFFN-AM	199	54	27.1	85	6	7.1	129	37	28.7	77	41	53.2
KFMA-FM	737	316	42.9	425	198	46.6	374	134	35.8	188	50	26.6
KGMS-FM	206	58	28.2	112	27	24.1	167	40	24.0	82	22	26.8
KGVS-AM	223	115	51.6	0	0	0.0	14	0	0.0	28	0	0.0
KHOT-FM	94	19	20.2	68	16	23.5	39	0	0.0	14	0	0.0
KHYT-FM	940	313	33.3	357	116	32.5	740	250	33.8	507	170	33.5
KJIM-FM	1529	743	48.6	526	223	42.4	876	407	46.5	732	370	50.5
KKHG-FM	815	239	29.3	356	78	21.9	650	199	30.6	415	150	36.1
KLPX-FM	1037	391	37.7	606	279	46.0	739	315	42.6	350	104	29.7
KMXZ-FM	1374	587	42.7	526	191	36.3	922	450	48.8	664	344	51.8
KNIX-FM	81	29	35.8	43	0	0.0	42	0	0.0	14	5	35.7
KNST-AM	823	404	49.1	166	73	44.0	416	183	44.0	424	204	48.1
KOHT-FM	698	206	29.5	293	73	24.9	283	99	35.0	207	80	38.6
KOY -AM	88	20	22.7	24	0	0.0	36	0	0.0	32	0	0.0
KQTL-AM	152	82	53.9	28	18	64.3	68	42	61.8	73	41	56.2
KRQQ-FM	1723	658	38.2	868	300	34.6	901	309	34.3	498	181	36.3
KSAZ-AM	134	58	43.3	0	0	0.0	13	0	0.0	37	14	37.8
KSJM-FM	706	241	34.1	334	113	33.8	243	74	30.5	141	33	23.4
KTKT-AM	187	55	29.4	42	20	47.6	94	40	42.6	85	34	40.0
KTUC-AM	287	74	25.8	28	11	39.3	143	42	29.4	178	39	21.9
KTZR-AM	204	72	35.3	85	13	15.3	95	41	43.2	74	44	59.5
KWFM-FM	981	317	32.3	242	49	20.2	675	181	26.8	585	199	34.0
KXEW-AM	298	138	46.3	132	52	39.4	128	76	59.4	86	51	59.3
KYOT-FM	181	36	19.9	68	14	20.6	140	31	22.1	98	21	21.4
KZLZ-FM	247	122	49.4	126	56	44.4	141	74	52.5	72	47	65.3

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# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAKC-AM	129	28	21.7	22	6	27.3	74	11	14.9	69	13	18.8
KBEZ-FM	908	294	32.4	245	49	20.0	585	197	33.7	500	194	38.8
KCFM-FM	402	116	28.9	94	16	17.0	234	53	22.6	218	61	28.0
KCFO-AM	174	63	36.2	34	5	14.7	86	18	20.9	84	30	35.7
KCKI-FM	705	204	28.9	323	100	31.0	422	110	26.1	275	78	28.4
KGTO-AM	314	121	38.5	12	6	50.0	73	28	38.4	135	49	36.3
KHJM-FM	89	28	31.5	15	7	46.7	31	11	35.5	45	12	26.7
KHTT-FM	1279	535	41.8	564	219	38.8	658	264	40.1	350	124	35.4
KJMM-FM	310	138	44.5	130	69	53.1	140	68	48.6	82	35	42.7
KJSR-FM	1219	328	26.9	473	101	21.4	843	237	28.1	568	190	33.5
KMOD-FM	1068	437	40.9	492	218	44.3	799	364	45.6	460	208	45.2
KMYZ-FM	1006	485	48.2	521	255	48.9	413	158	38.3	206	63	30.6
KOAS-FM	377	131	34.7	73	11	15.1	237	69	29.1	236	80	33.9
KQLL-AM	187	69	36.9	89	11	12.4	143	44	30.8	72	37	51.4
KQLL-FM	964	282	29.3	185	49	26.5	665	221	33.2	656	214	32.6
KRAV-FM	896	265	29.6	345	99	28.7	599	185	30.9	408	126	30.9
KRMG-AM	1332	720	54.1	224	129	57.6	750	402	53.6	744	400	53.8
KTFX-FM	119	51	42.9	31	11	35.5	69	41	59.4	74	40	54.1
KVOO-AM	540	316	58.5	33	16	48.5	141	51	36.2	238	125	52.5
KVOO-FM	587	218	37.1	141	50	35.5	337	120	35.6	315	128	40.6
KWEN-FM	1493	616	41.3	493	126	25.6	899	403	44.8	710	368	51.8
KXOJ-AM	65	21	32.3	11	5	45.5	38	15	39.5	40	15	37.5
KXOJ-FM	722	376	52.1	298	161	54.0	496	259	52.2	339	179	52.8

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WACA-AM	284	133	46.8	156	54	34.6	194	121	62.4	108	80	74.1
WAFY-FM	261	109	41.8	110	53	48.2	173	86	49.7	105	49	46.7
WARW-FM	3417	939	27.5	1443	385	26.7	2667	796	29.8	1691	517	30.6
WASH-FM	4527	1465	32.4	1860	547	29.4	3094	1090	35.2	2108	787	37.3
WAVA-FM	1054	334	31.7	331	124	37.5	824	287	34.8	610	175	28.7
WBIG-FM	4496	1591	35.4	979	227	23.2	3270	1333	40.8	3075	1305	42.4
WFLS-FM	684	274	40.1	275	57	20.7	396	153	38.6	329	181	55.0
WFMD-AM	355	153	43.1	87	30	34.5	261	99	37.9	216	83	38.4
WFRE-FM	945	394	41.7	317	136	42.9	579	193	33.3	469	158	33.7
WGAY-FM	4324	1338	30.9	898	148	16.5	2650	778	29.4	2724	950	34.9
WGMS-FM	2906	1057	36.4	514	157	30.5	1649	584	35.4	1694	683	40.3
WHFS-FM	4322	1104	25.5	2514	691	27.5	2569	645	25.1	1057	186	17.6
WHUR-FM	4728	1468	31.0	1756	460	26.2	3374	1151	34.1	2499	919	36.8
WILC-AM	433	180	41.6	268	110	41.0	316	166	52.5	153	70	45.8
WINC-FM	639	128	20.0	313	41	13.1	417	92	22.1	252	80	31.7
WYY-FM	1194	160	13.4	732	107	14.6	727	110	15.1	280	38	13.6
WJFK-FM	3060	1244	40.7	1473	694	47.1	2417	966	40.0	1456	513	35.2
WJZW-FM	3025	975	32.2	592	158	26.7	2220	718	32.3	2079	733	35.3
WKYS-FM	5415	1969	36.4	2950	1146	38.8	2565	751	29.3	1212	256	21.1
WMAL-AM	3829	1687	44.1	454	169	37.2	1895	802	42.3	2201	950	43.2
WMMJ-FM	3083	1075	34.9	1144	287	25.1	2216	815	36.8	1653	695	42.0
WMZQ-FM	4519	1841	40.7	1480	553	37.4	2979	1231	41.3	2337	953	40.8
WOL -AM	639	226	35.4	88	33	37.5	429	159	37.1	437	143	32.7
WPGC-AM	654	236	36.1	147	49	33.3	485	193	39.8	396	155	39.1
WPGC-FM	5858	2033	34.7	3016	1047	34.7	2895	996	34.4	1529	456	29.8
WRNR-FM	283	75	26.5	111	18	16.2	220	55	25.0	143	48	33.6
WRQX-FM	4980	1699	34.1	2580	880	34.1	3713	1343	36.2	1944	711	36.6
WTEM-AM	1529	406	26.6	493	110	22.3	1166	304	26.1	901	272	30.2
WTOP-AM	4510	1439	31.9	689	95	13.8	2647	689	26.0	2727	872	32.0
WWDC-AM	540	156	28.9	0	0	0.0	82	23	28.0	196	55	28.1
WWDC-FM	5056	1372	27.1	2770	740	26.7	2934	678	23.1	1281	268	20.9
WWRC-AM	1351	294	21.8	124	39	31.5	654	150	22.9	842	167	19.8
WWWZ-FM	251	72	28.7	133	39	29.3	122	31	25.4	57	14	24.6
WWZZ-FM	5661	1896	33.5	2943	913	31.0	2778	637	22.9	1319	261	19.8
WXY-FM	1003	180	17.9	458	89	19.4	353	84	23.8	222	47	21.2
WYCB-AM	931	486	52.2	194	95	49.0	515	276	53.6	493	282	57.2

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# First Preference Listeners

Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WAMR-FM	212	75	35.4	84	33	39.3	104	39	37.5	109	39	35.8
WAQI-AM	69	36	52.2	9	0	0.0	26	10	38.5	32	14	43.8
WBGG-FM	470	185	39.4	220	90	40.9	346	140	40.5	217	91	41.9
WBZT-AM	550	233	42.4	42	6	14.3	195	80	41.0	259	121	46.7
WCLB-FM	679	112	16.5	314	65	20.7	423	77	18.2	259	34	13.1
WDBF-AM	218	96	44.0	0	0	0.0	26	4	15.4	53	20	37.7
WEAT-AM	502	147	29.3	36	0	0.0	133	28	21.1	165	43	26.1
WEAT-FM	1564	675	43.2	369	157	42.5	865	389	45.0	801	375	46.8
WEDR-FM	692	247	35.7	307	104	33.9	361	117	32.4	191	56	29.3
WFLC-FM	304	85	28.0	151	36	23.8	205	61	29.8	109	28	25.7
WFTL-AM	91	31	34.1	4	0	0.0	4	0	0.0	11	4	36.4
WHQT-FM	494	149	30.2	193	75	38.9	343	122	35.6	223	66	29.6
WHYI-FM	540	107	19.8	253	52	20.6	336	74	22.0	196	42	21.4
WINZ-AM	223	53	23.8	16	6	37.5	63	12	19.0	88	11	12.5
WIOD-AM	234	48	20.5	56	6	10.7	114	31	27.2	112	36	32.1
WIRK-FM	1237	619	50.0	353	163	46.2	703	322	45.8	588	270	45.9
WJBW-FM	874	511	58.5	19	3	15.8	67	10	14.9	195	79	40.5
WJNA-AM	554	225	40.6	47	10	21.3	90	16	17.8	123	33	26.8
WJNO-AM	913	355	38.9	67	4	6.0	291	73	25.1	404	135	33.4
WKGR-FM	791	262	33.1	360	120	33.3	621	222	35.7	376	133	35.4
WKIS-FM	441	111	25.2	100	39	39.0	252	70	27.8	215	47	21.9
WLVE-FM	514	205	39.9	93	25	26.9	318	125	39.3	317	139	43.8
WLYF-FM	330	67	20.3	96	10	10.4	175	27	15.4	159	33	20.8
WMBX-FM	875	314	35.9	384	131	34.1	557	193	34.6	325	129	39.7
WMXJ-FM	543	159	29.3	83	9	10.8	341	91	26.7	378	116	30.7
WOLL-FM	619	192	31.0	176	61	34.7	475	160	33.7	384	123	32.0
WPBR-AM	112	7	6.2	8	2	25.0	29	2	6.9	40	0	0.0
WPBZ-FM	956	392	41.0	532	215	40.4	532	179	33.6	211	60	28.4
WPLL-FM	492	112	22.8	284	70	24.6	351	100	28.5	133	33	24.8
WPOM-AM	171	80	46.8	45	9	20.0	90	47	52.2	83	43	51.8
WPOW-FM	722	268	37.1	380	140	36.8	321	97	30.2	143	30	21.0
WQAM-AM	318	135	42.5	60	26	43.3	191	90	47.1	181	83	45.9
WRLX-FM	853	301	35.3	66	23	34.8	254	93	36.6	403	139	34.5
WRMA-FM	220	88	40.0	46	11	23.9	108	46	42.6	113	57	50.4
WRMF-FM	1367	492	36.0	450	127	28.2	875	329	37.6	702	290	41.3
WRTO-FM	187	49	26.2	101	15	14.9	103	24	23.3	64	28	43.8
WSBR-AM	177	56	31.6	4	0	0.0	31	10	32.3	65	30	46.2
WSWN-AM	106	52	49.1	21	4	19.0	57	28	49.1	60	36	60.0
WTMI-FM	506	224	44.3	40	15	37.5	134	29	21.6	158	40	25.3
WZTA-FM	407	86	21.1	272	47	17.3	266	52	19.5	100	23	23.0
WZZR-FM	340	100	29.4	187	46	24.6	235	85	36.2	122	48	39.3

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# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+ Cume(00)			Persons 18-34 Cume(00)			Persons 25-54 Cume(00)			Persons 35-64 Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
KAYY-FM	189	35	18.5	129	17	13.2	97	21	21.6	32	10	31.2
KDGS-FM	576	296	51.4	283	129	45.6	239	103	43.1	104	29	27.9
KEYN-FM	570	241	42.3	106	24	22.6	374	168	44.9	394	197	50.0
KFDI-AM	344	162	47.1	16	11	68.8	102	42	41.2	152	47	30.9
KFDI-FM	807	416	51.5	138	39	28.3	380	146	38.4	455	222	48.8
KFH -AM	304	146	48.0	44	28	63.6	192	87	45.3	184	85	46.2
KICT-FM	504	181	35.9	250	90	36.0	242	77	31.8	120	31	25.8
KKRD-FM	959	400	41.7	458	201	43.9	487	192	39.4	256	83	32.4
KLLS-FM	482	142	29.5	184	41	22.3	364	118	32.4	235	90	38.3
KNSS-AM	380	176	46.3	51	28	54.9	244	115	47.1	247	116	47.0
KOEZ-FM	274	165	60.2	16	11	68.8	89	42	47.2	170	102	60.0
KQAM-AM	114	26	22.8	46	11	23.9	87	22	25.3	48	15	31.2
KRBB-FM	518	198	38.2	205	59	28.8	350	144	41.1	253	120	47.4
KRZZ-FM	547	212	38.8	307	148	48.2	376	156	41.5	178	60	33.7
KSGL-AM	81	30	37.0	6	0	0.0	37	8	21.6	58	23	39.7
KTLI-FM	286	147	51.4	117	65	55.6	220	119	54.1	144	74	51.4
KWSJ-FM	270	114	42.2	69	22	31.9	188	74	39.4	158	73	46.2
KYQQ-FM	313	109	34.8	195	69	35.4	212	88	41.5	93	37	39.8
KZSN-AM	84	25	29.8	29	11	37.9	56	21	37.5	27	10	37.0
KZSN-FM	797	346	43.4	272	132	48.5	482	241	50.0	364	168	46.2

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.



# First Preference Listeners

**Monday-Sunday 6AM-MID**

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Cume(00)			Cume(00)			Cume(00)			Cume(00)		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WABC-AM	62	39	62.9	5	5	100.0	25	20	80.0	39	34	87.2
WAEB-FM	148	56	37.8	69	18	26.1	73	16	21.9	30	11	36.7
WARM-AM	581	179	30.8	47	10	21.3	195	46	23.6	272	58	21.3
WAZL-AM	144	55	38.2	0	0	0.0	21	0	0.0	65	7	10.8
WBAX-AM	246	48	19.5	11	6	54.5	57	14	24.6	78	15	19.2
WBHT-FM	1052	338	32.1	486	102	21.0	465	94	20.2	222	62	27.9
WCTO-FM	142	55	38.7	73	39	53.4	100	43	43.0	52	11	21.2
WDLS-FM	178	59	33.1	11	5	45.5	143	52	36.4	149	46	30.9
WEJL-AM	439	204	46.5	11	0	0.0	58	9	15.5	152	52	34.2
WEMR-FM	126	53	42.1	51	35	68.6	92	33	35.9	59	10	16.9
WEZX-FM	848	297	35.0	383	146	38.1	603	206	34.2	360	124	34.4
WFMZ-FM	125	54	43.2	33	12	36.4	66	30	45.5	65	37	56.9
WGGY-FM	1258	584	46.4	318	129	40.6	654	295	45.1	654	321	49.1
WHCY-FM	157	97	61.8	39	17	43.6	66	29	43.9	83	50	60.2
WHLM-FM	300	121	40.3	88	12	13.6	202	66	32.7	185	94	50.8
WICK-AM	180	57	31.7	0	0	0.0	31	18	58.1	50	23	46.0
WILK-AM	573	230	40.1	37	11	29.7	160	53	33.1	214	87	40.7
WILQ-FM	107	50	46.7	23	12	52.2	54	16	29.6	39	11	28.2
WJMW-AM	102	93	91.2	0	0	0.0	9	0	0.0	22	13	59.1
WKAB-FM	238	103	43.3	19	0	0.0	160	91	56.9	190	103	54.2
WKQV-AM	23	0	0.0	0	0	0.0	4	0	0.0	4	0	0.0
WKQV-FM	62	27	43.5	22	11	50.0	46	21	45.7	23	10	43.5
WKRF-FM	73	5	6.8	46	5	10.9	41	0	0.0	18	0	0.0
WKRZ-FM	2054	911	44.4	863	407	47.2	1067	510	47.8	725	320	44.1
WKXP-FM	125	52	41.6	48	19	39.6	72	25	34.7	66	33	50.0
WMGS-FM	1090	487	44.7	303	109	36.0	694	335	48.3	596	319	53.5
WNAK-AM	297	126	42.4	11	6	54.5	39	9	23.1	74	11	14.9
WNNJ-FM	98	30	30.6	34	11	32.4	65	30	46.2	43	19	44.2
WODE-FM	286	138	48.3	59	13	22.0	188	89	47.3	186	107	57.5
WQFM-FM	431	157	36.4	70	10	14.3	283	115	40.6	301	140	46.5
WRNJ-FM	150	46	30.7	46	17	37.0	100	36	36.0	91	25	27.5
WSBG-FM	310	131	42.3	128	58	45.3	168	58	34.5	103	30	29.1
WSGD-FM	350	160	45.7	27	11	40.7	215	115	53.5	268	139	51.9
WVPO-AM	62	42	67.7	11	5	45.5	10	10	100.0	11	4	36.4
WVDL-FM	167	15	9.0	21	0	0.0	88	10	11.4	96	15	15.6
WVFH-FM	90	15	16.7	16	0	0.0	48	9	18.8	43	15	34.9
WWSH-FM	409	130	31.8	120	41	34.2	217	68	31.3	209	77	36.8
WYCK-AM	13	0	0.0	0	0	0.0	0	0	0.0	0	0	0.0
WZMT-FM	781	350	44.8	426	260	61.0	498	212	42.6	258	53	20.5
WZZO-FM	228	103	45.2	120	46	38.3	162	78	48.1	78	44	56.4

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# First Preference Listeners

## Monday-Sunday 6AM-MID

	Persons 12+			Persons 18-34			Persons 25-54			Persons 35-64		
	Total	P1**	%	Total	P1**	%	Total	P1**	%	Total	P1**	%
WARM-FM	838	317	37.8	197	64	32.5	549	203	37.0	523	215	41.1
WBAL-AM	129	49	38.0	16	3	18.8	71	27	38.0	68	26	38.2
WCBM-AM	33	11	33.3	3	0	0.0	19	3	15.8	23	8	34.8
WDAC-FM	152	82	53.9	0	0	0.0	63	38	60.3	96	51	53.1
WEGK-FM	445	109	24.5	203	50	24.6	325	88	27.1	198	53	26.8
WERQ-FM	68	17	25.0	50	9	18.0	34	6	17.6	8	3	37.5
WFRE-FM	107	18	16.8	35	9	25.7	51	5	9.8	39	7	17.9
WGCB-FM	63	28	44.4	3	0	0.0	12	3	25.0	25	8	32.0
WGET-AM	95	31	32.6	6	0	0.0	50	20	40.0	53	25	47.2
WGRX-FM	248	77	31.0	111	31	27.9	154	43	27.9	99	29	29.3
WGTY-FM	661	282	42.7	206	54	26.2	360	144	40.0	318	172	54.1
WHFS-FM	56	11	19.6	38	3	7.9	18	3	16.7	5	3	60.0
WHP -AM	269	97	36.1	50	22	44.0	170	58	34.1	187	59	31.6
WHVR-AM	147	58	39.5	3	0	0.0	40	12	30.0	49	17	34.7
WHYL-AM	47	22	46.8	6	6	100.0	5	2	40.0	15	2	13.3
WIOV-FM	166	31	18.7	63	13	20.6	93	17	18.3	70	18	25.7
WIYY-FM	157	37	23.6	123	27	22.0	98	23	23.5	20	8	40.0
WLAN-FM	353	89	25.2	221	58	26.2	187	53	28.3	45	8	17.8
WLIF-FM	61	32	52.5	16	9	56.2	41	23	56.1	37	19	51.4
WNCE-FM	42	13	31.0	3	0	0.0	21	5	23.8	25	13	52.0
WNNK-FM	267	75	28.1	132	41	31.1	155	48	31.0	80	26	32.5
WOCT-FM	63	23	36.5	35	13	37.1	35	16	45.7	25	10	40.0
WOYK-AM	127	28	22.0	22	3	13.6	73	13	17.8	66	15	22.7
WPOC-FM	129	32	24.8	38	9	23.7	79	23	29.1	72	19	26.4
WQSR-FM	44	20	45.5	15	13	86.7	39	20	51.3	29	7	24.1
WQXA-AM	106	55	51.9	6	0	0.0	28	11	39.3	47	29	61.7
WQXA-FM	645	238	36.9	337	111	32.9	346	110	31.8	156	47	30.1
WRBT-FM	178	23	12.9	95	13	13.7	114	17	14.9	67	7	10.4
WRKZ-FM	573	222	38.7	173	54	31.2	324	127	39.2	278	123	44.2
WROZ-FM	500	198	39.6	139	45	32.4	326	135	41.4	283	126	44.5
WRV-FM	334	112	33.5	146	46	31.5	281	95	33.8	170	62	36.5
WSBA-AM	467	207	44.3	57	13	22.8	247	86	34.8	280	116	41.4
WTPA-FM	365	119	32.6	211	78	37.0	254	93	36.6	119	33	27.7
WWDC-FM	35	5	14.3	15	3	20.0	30	5	16.7	20	2	10.0
WWKL-FM	301	88	29.2	50	6	12.0	207	69	33.3	200	71	35.5
WWMD-FM	189	116	61.4	3	3	100.0	36	15	41.7	73	32	43.8
WWMX-FM	55	14	25.5	35	9	25.7	38	11	28.9	13	5	38.5
WXYV-FM	81	29	35.8	29	9	31.0	50	16	32.0	27	9	33.3
WYCR-FM	821	366	44.6	398	159	39.9	437	177	40.5	207	85	41.1

Footnote Symbols: \*\* A Stations P1 ("first preference") listeners are those who report listening to that station for more quarter-hours than any other single radio station.

# Description of Methodology

## The Market

**1. The Market/**An Arbitron Radio Market can be composed of up to four geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA), the Designated Market Area (DMA<sup>®</sup>) and the Full Survey Area (FSA). These areas are composed of sampling units. A sampling unit generally consists of a single county, but may also consist of a split county (defined as one or more zip codes within a county), an independent city, or the combination of one or more independent city (ies) and an adjacent county. **In this report, audience estimates are based solely upon Metro geography.**

### a. Metro Survey Area (Metro)

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

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

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

Between decennial censuses, Arbitron will consider changes to existing radio Metro definitions on a case-by-case basis if a written proposal, outlining the rationale and benefits of the proposed Metro, is submitted to Arbitron within established deadlines.

### b. Total Survey Area (TSA)

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

TSA definitions are based on historical radio listening patterns and are updated biennially based on the diary data used for the most recent County Coverage study. The specific criteria for adding, retaining or deleting non-Metro TSA counties are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

### c. Designated Market Area (DMA<sup>®</sup>)

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

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

### d. Full Survey Area (FSA)

The FSA is composed of all the counties in the Metro, TSA and, if applicable, the DMA.

## Sampling & Measurement Techniques

**2. Sampling Methodology/**Surveys for Arbitron Radio Market Reports are conducted by using geographic units called sampling units. A sampling unit consists of a county or a split county. The latter are defined by zip code information based on 1990 Census data, as updated annually by Market Statistics.

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 complete new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. These telephone numbers are drawn from a sample frame provided by Metromail Corporation containing listed residential telephone numbers and possible unlisted telephone numbers from 100-blocks with at least 10 listed residential telephone numbers. The sample frame is updated by Metromail using current available telephone directories. Known business and group quarters telephone numbers are excluded from the sample frame. The total sample is randomly divided into approximately equal weekly groups for placement.

If a need for additional sample arises after the original samples have 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/**Arbitron uses seven-day individual diaries to gather listening information from persons 12 years of age and older (Persons 12+). 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. Arbitron sends a diary for each person 12+ reported in the sample household up to a maximum of nine.

**4. Diary Placement and Retrieval/**Initial contact with listed sample households is by a letter informing them of their selection by the computer and stating that an interviewer will be calling to request their cooperation in the survey. Initial contact with unlisted sample households is made by the interviewer at the time cooperation is requested.

Arbitron interviewers call all 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. Diaries are then mailed directly to the consenting sample households from Arbitron.

After the initial contact, the interviewer is directed to make additional contact(s) with the sample households 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 which are unusable are diaries which Arbitron determines: are incomplete; are postmarked and/or arrive on or before established dates; or which otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

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

## Computing Techniques

### 6. Computation 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 (i.e., counties, split counties or county clusters) will vary. The number of age/sex 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 diary. The PPDV is the number of persons that diary is estimated to represent.

#### b. Computing Cume Persons Estimates

Station Cume Persons estimates are derived 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 each demographic group with listening to the station, and then rounded to hundreds.

**c. Computing First Preference (P1) Cume Persons Estimates**

Station First Preference (P1) Cume Persons estimates are derived by summing the PPDVs for each diary in which a station is identified as the first preference station. PPDVs are summed within each demographic group for all diaries with first preference listening to that station, and then rounded to hundreds. The P1 station is the MaximiSer-qualifying station with the highest credited total quarter-hours of listening in a diary, based on an entire survey week's worth of listening. In the event of a tie for most quarter-hours of listening, all tied stations are assigned as P1.

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

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

**e. Rounding of Calculations**

Rounding occurs at various stages in the computation of audience estimates at demographic and daypart summation levels. (See "Limitations," Paragraph 10.)

**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 computing audience estimates. 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 actual broadcast schedule. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are taken from those days of operation comprising the majority of consecutive days of the survey period. (iv) Stations broadcasting for less than an entire reported daypart are indicated by a footnote symbol next to the station's call letters or audience estimates. (v) Stations must 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**

No adjustments are made to either diary entries or reported audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 13 of the applicable Radio Market Report is only to assist the users in making their own evaluation of the reported audience estimates. Arbitron will accept information on technical difficulties only up to the day after the last day of the survey.

**Criteria for Reporting Stations**

**7. Criteria for Reporting Stations/**The stations included in this report are the Metro-qualifying stations from each corresponding Radio Market Report. To be included in the Radio Market Report, a station must pass certain Minimum Reporting Standards (MRS). For a detailed understanding of these criteria, please reference "Criteria for Reporting Stations" in the Radio Market Report.

**8. MaximiSer Minimum Reporting Standards (MRS)/**While the following MaximiSer MRS are not used to qualify stations for this report, they do come into play in the assignment of First Preference (P1) stations (see Paragraph 6c).

**a. Nonsimulcast Stations**

A station which does not simulcast with another station is reported in MaximiSer if it has met the following MRS for the FSA among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart during the current survey of the market: The station must have received five or more minutes of listening in a quarter-hour in at least ten in-tab diaries in the FSA.

**b. 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 survey: (i) 90.49 percent or less — The two stations are considered to be nonsimulcast stations and each must independently meet the criteria used for nonsimulcast stations (see Par. 8(a)); (ii) 90.5 percent or greater — The two stations are regarded as simulcast stations for MRS purposes and therefore will be treated as a single station. If the combined diary mention counts of the two stations are sufficient to meet the criteria of Par. 8(a), then both stations will be reported in MaximiSer even though when considered individually one (or both) stations might not meet the MRS criteria, so long as each station received a mention in at least one in-tab diary anytime during the 24-hour day/7-day survey week.

**Statistical Reliability**

**9. Sampling Error/**Arbitron estimates are subject to the statistical variances associated with all surveys using a sample of the universe and, additionally, to all of the factors described in Special Notices and Paragraph 10. Users of this service should keep in mind that, due to the factors discussed in Paragraph 10, the accuracy of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

**Limitations**

**10. Limitations/**In addition to the sources of possible error which are described elsewhere in this text, the user should be aware of the limitations described below.

**a.** The sample is drawn from telephone households only. Persons in nontelephone households are thereby excluded from the sample frame. Commercial establishments listed in directories are specifically excluded from the sample. Steps are taken to exclude residents of group quarters from Arbitron's sample frame (except in instances where a private phone is installed in the individual living quarters). Further, all possible telephone directories and all possible unlisted telephone numbers may not be available in the lists prepared by Metromail Corporation and used as Arbitron's sample frame.

**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 questions at the time of the diary placement call.

**c.** There may be instances where Arbitron instructions are not followed by the interviewer. The interviewer may not always be under the direct control of Arbitron. In certain instances, independent telephone survey organizations are utilized by Arbitron.

**d.** Nonresponding persons may have listening habits which differ from those of respondents. Persons residing in nontelephone households may have listening habits which differ from those of persons residing in households with telephones.

**e.** Nonresponding persons in the original designed sample prevent the in-tab sample from being a perfect probability sample.

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

**g.** The population estimates from Market Statistics used in designing 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. These limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon.

**h.** Zip code information used in MaximiSer is subject to defects and limitations.

**i.** Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. 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.** Logical analysis, preprocessing preparation, ascription of the data, or postsurvey week telephone validation calls may affect some of the 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 the 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 the stations, the FCC and/or recent industry publications or notices. These data may not be accurate or timely and may affect the way certain audience estimates are reported.

**p.** Situations in which stations have or have had 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.** Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and demographics, custom geographies, and weekly analyses reported in MaxiMiSer may produce results which may be incongruent with estimates for broader dayparts and demographics, standard geographies and 12-week analyses also reported in MaxiMiSer.

**r.** Due to different rounding procedures, MaxiMiSer audience estimates may differ from those in the applicable Radio Market Report(s).

**s.** Arbitron places sample at the county level, not the zip code level. Therefore, from survey to survey, there may be greater variation in the number of in-tab diaries at the zip code level than at the county level.

**t.** Arbitron does not use weighting to adjust for disproportionate in-tab by zip code. The PPDVs assigned to individual in-tab diaries may, when aggregated by zip code or zip code group, reflect a population not equal to the estimated population in the zip code-defined area or zip code group or socioeconomic category.

**u.** In-tab diaries may be excluded from certain analyses due to human or computer error.

**v.** In-tab diaries may be available in MaxiMiSer that were not used in the processing of a Radio Market Report(s).

**w.** Audience estimates based on in-tab diaries of persons 21 to 24 years of age are determined using PPDVs for persons 18 to 24 years of age. Estimates for the discrete 21-to-24 age group and weekly analyses for any 21+ demographic are not available.

#### Retention of Survey Materials

**11. Retention Schedule/**In-tab Arbitron listening diaries used for the compilation of the most current audience estimates reported in MaxiMiSer, along with all unusable diaries and other survey materials, will be stored for one year from the date on which the respective MaxiMiSer data were first mailed and/or delivered electronically to subscribers; after such time, all diaries and other survey materials are destroyed. Subscribers to this service are advised that if special tabulations requiring the physical in-tab diaries are desired, they should be ordered before the retention period has expired. Upon proper appointment, subscribers to this service may examine, but not copy, the in-tab Arbitron listening diaries used in this service at Arbitron's Columbia, MD, office.

#### Special Notices Page

**12. 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 the applicable Radio Market Report(s), such Special Notices are deemed to supersede and/or amend this description of methodology.

#### Reservation of Rights

**13. 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.

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

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*Notations*

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*Notations*

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*Notations*



# Methodology: Arbitron 1997 Radio Market Survey Schedule

METRO RANK	MARKET	1997			METRO RANK	MARKET	1997			METRO RANK	MARKET	1997		
		WINTER	SPRING	FALL			WINTER	SPRING	FALL			WINTER	SPRING	FALL
223	Abilene, TX	■	■	■	261	Great Falls, MT	■	■	■	125	Pensacola	■	■	■
67	Akron	■	■	■	181	Green Bay	■	■	■	135	Peoria	■	■	■
245	Albany, GA	■	■	■	41	Greensboro-Winston Salem-High Point	■	■	■	5	Philadelphia	■	■	■
57	Albany-Schenectady-Troy	■	■	■	80	Greenville-New Bern-Jacksonville	■	■	■	18	Phoenix	■	■	■
71	Albuquerque	■	■	■	59	Greenville-Spartanburg	■	■	■	20	Pittsburgh	■	■	■
200	Alexandria, LA	■	■	■	159	Hagerstown-Chambersburg-Wayneboro, MD-PA	■	■	■	162	Portland, ME	■	■	■
65	Allentown-Bethlehem	■	■	■	73	Harrisburg-Lebanon-Carlisle	■	■	■	24	Portland, OR	■	■	■
236	Altoona	■	■	■	255	Harrisonburg, VA	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■
189	Amarillo, TX	■	■	■	42	Hartford-New Britain-Middletown	■	■	■	160	Poughkeepsie, NY	■	■	■
165	Anchorage	■	■	■	58	Honolulu	■	■	■	31	Providence-Warwick-Pawtucket	■	■	■
147	Ann Arbor	■	■	■	9	Houston-Galveston	■	■	■	238	Pueblo	■	■	■
138	Appleton-Oshkosh	■	■	■	139	Huntington-Ashland	■	■	■	132	Quad Cities (Davenport-Rock Island-Moline)	■	■	■
176	Asheville	■	■	■	115	Huntsville	■	■	■	48	Raleigh-Durham	■	■	■
12	Atlanta	■	■	■	36	Indianapolis	■	■	■	250	Rapid City, SD	■	■	■
136	Atlantic City-Cape May	■	■	■	254	Ithaca, NY	■	■	■	130	Reading, PA	■	■	■
111	Augusta, GA	■	■	■	118	Jackson, MS	■	■	■	210	Redding, CA	■	■	■
243	Augusta-Waterville, ME	■	■	■	259	Jackson, TN	■	■	■	131	Reno	■	■	■
51	Austin	■	■	■	53	Jacksonville	■	■	■	56	Richmond	■	■	■
86	Bakersfield	■	■	■	94	Johnson City-Kingsport-Bristol	■	■	■	26	Riverside-San Bernardino	■	■	■
19	Baltimore	■	■	■	166	Johnstown	■	■	■	102	Roanoke-Lynchburg	■	■	■
260	Bangor, ME	■	■	■	224	Joplin, MO	■	■	■	247	Rochester, MN	■	■	■
81	Baton Rouge	■	■	■	171	Kalamazoo	■	■	■	46	Rochester, NY	■	■	■
230	Battle Creek, MI	■	■	■	27	Kansas City	■	■	■	149	Rockford	■	■	■
128	Beaumont-Port Arthur, TX	■	■	■	143	Killeen-Temple, TX	■	■	■	28	Sacramento	■	■	■
262	Bekley, WV	■	■	■	68	Knoxville	■	■	■	124	Saginaw-Bay City-Midland	■	■	■
240	Billings, MT	■	■	■	251	La Crosse, WI	■	■	■	214	St. Cloud, MN	■	■	■
133	Biloxi-Gulfport-Pascagoula, MS	■	■	■	231	Lafayette, IN	■	■	■	17	St. Louis	■	■	■
161	Binghamton	■	■	■	98	Lafayette, LA	■	■	■	154	Salisbury-Ocean City	■	■	■
55	Birmingham	■	■	■	203	Lake Charles, LA	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■
258	Bismarck, ND	■	■	■	104	Lakeland-Winter Haven	■	■	■	252	San Angelo, TX	■	■	■
207	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	110	Lancaster	■	■	■	34	San Antonio	■	■	■
228	Bloomington	■	■	■	113	Lansing-East Lansing	■	■	■	14	San Diego	■	■	■
129	Boise	■	■	■	211	Laredo, TX	■	■	■	4	San Francisco	■	■	■
10	Boston	■	■	■	45	Las Vegas	■	■	■	30	San Jose	■	■	■
112	Bridgeport	■	■	■	204	Laurel-Hattiesburg, MS	■	■	■	168	San Luis Obispo, CA	■	■	■
235	Bryan-College Station, TX	■	■	■	248	Lawton, OK	■	■	■	184	Santa Barbara, CA	■	■	■
40	Buffalo-Niagara Falls	■	■	■	105	Lexington-Fayette	■	■	■	233	Santa Fe, NM	■	■	■
221	Burlington, VT	■	■	■	220	Lima, OH	■	■	■	196	Santa Maria-Lompoc, CA	■	■	■
120	Canton	■	■	■	169	Lincoln	■	■	■	114	Santa Rosa	■	■	■
182	Cape Cod, MA	■	■	■	82	Little Rock	■	■	■	79	Sarasota-Bradenton	■	■	■
265	Casper, WY	■	■	■	2	Los Angeles	■	■	■	153	Savannah	■	■	■
198	Cedar Rapids	■	■	■	50	Louisville	■	■	■	13	Seattle-Tacoma	■	■	■
212	Champaign, IL	■	■	■	172	Lubbock	■	■	■	127	Shreveport	■	■	■
91	Charleston, SC	■	■	■	148	Macon	■	■	■	244	Sioux City, IA	■	■	■
156	Charleston, WV	■	■	■	121	Madison	■	■	■	209	Sioux Falls	■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	193	Manchester	■	■	■	157	South Bend	■	■	■
222	Charlottesville, VA	■	■	■	205	Marion-Carbondale (Southern Illinois)	■	■	■	87	Spokane	■	■	■
100	Chattanooga	■	■	■	63	McAllen-Brownsville-Harlingen	■	■	■	192	Springfield, IL	■	■	■
263	Cheyenne, WY	■	■	■	202	Medford-Ashland, OR	■	■	■	77	Springfield, MA	■	■	■
3	Chicago	■	■	■	96	Melbourne-Titusville-Cocoa	■	■	■	145	Springfield, MO	■	■	■
186	Chico, CA	■	■	■	43	Memphis	■	■	■	134	Stamford-Norwalk, CT	■	■	■
25	Cincinnati	■	■	■	188	Merced, CA	■	■	■	234	State College, PA	■	■	■
22	Cleveland	■	■	■	264	Meridian, MS	■	■	■	85	Stockton	■	■	■
95	Colorado Springs	■	■	■	11	Miami-Ft. Lauderdale-Hollywood	■	■	■	232	Sussex, NJ	■	■	■
239	Columbia, MO	■	■	■	29	Milwaukee-Racine	■	■	■	70	Syracuse	■	■	■
88	Columbia, SC	■	■	■	16	Minneapolis-St. Paul	■	■	■	167	Tallahassee	■	■	■
164	Columbus, GA	■	■	■	84	Mobile	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■
32	Columbus, OH	■	■	■	122	Modesto	■	■	■	182	Terre Haute	■	■	■
126	Corpus Christi	■	■	■	47	Monmouth-Ocean	■	■	■	241	Texarkana, TX-AR	■	■	■
7	Dallas-Ft. Worth	■	■	■	227	Monroe, LA	■	■	■	75	Toledo	■	■	■
191	Danbury, CT	■	■	■	78	Monterey-Salinas-Santa Cruz	■	■	■	177	Topeka	■	■	■
257	Danville, IL	■	■	■	140	Montgomery	■	■	■	137	Trenton, NJ	■	■	■
54	Dayton	■	■	■	179	Morgantown-Clarksburg-Fairmont, WV	■	■	■	201	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■
93	Daytona Beach	■	■	■	101	Morristown, NJ	■	■	■	60	Tucson	■	■	■
23	Denver-Boulder	■	■	■	185	Myrtle Beach, SC	■	■	■	61	Tulsa	■	■	■
88	Des Moines	■	■	■	44	Nashville	■	■	■	174	Tupelo, MS	■	■	■
6	Detroit	■	■	■	15	Nassau-Suffolk (Long Island)	■	■	■	213	Tuscaloosa, AL	■	■	■
178	Dothan, AL	■	■	■	83	New Bedford-Fall River, MA	■	■	■	144	Tyler-Longview, TX	■	■	■
217	Dubuque, IA	■	■	■	97	New Haven	■	■	■	142	Utica-Rome	■	■	■
215	Duluth-Superior	■	■	■	163	New London, CT	■	■	■	106	Visalia-Tulare-Hanford	■	■	■
229	Eau Claire, WI	■	■	■	39	New Orleans	■	■	■	190	Waco, TX	■	■	■
194	Elmira-Corning, NY	■	■	■	1	New York	■	■	■	8	Washington, DC	■	■	■
69	El Paso	■	■	■	141	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	175	Waterbury, CT	■	■	■
152	Erie	■	■	■	33	Norfolk-Virginia Beach-Newport News	■	■	■	225	Waterloo-Cedar Falls	■	■	■
146	Eugene-Springfield	■	■	■	195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	246	Watertown, NY	■	■	■
151	Evansville	■	■	■	173	Odesa-Midland, TX	■	■	■	158	Wausau-Stevens Point, WI (Central WI)	■	■	■
208	Fargo-Moorhead	■	■	■	52	Oklahoma City	■	■	■	49	West Palm Beach-Boca Raton	■	■	■
123	Fayetteville, NC	■	■	■	72	Omaha-Council Bluffs	■	■	■	216	Wheeling	■	■	■
155	Fayetteville (Northwest Arkansas)	■	■	■	38	Orlando	■	■	■	90	Wichita	■	■	■
116	Flint	■	■	■	256	Owensboro, KY	■	■	■	237	Wichita Falls, TX	■	■	■
197	Florence, SC	■	■	■	109	Oxnard-Ventura	■	■	■	62	Wilkes Barre-Scranton	■	■	■
76	Ft. Myers-Naples-Marco Island	■	■	■	150	Palm Springs, CA	■	■	■	242	Williamsport, PA	■	■	■
119	Ft. Pierce-Stuart-Vero Beach	■	■	■	226	Panama City, FL	■	■	■	74	Wilmington, DE	■	■	■
170	Ft. Smith, AR	■	■	■	218	Parkersburg-Marietta, WV-OH	■	■	■	180	Wilmington, NC	■	■	■
206	Ft. Walton Beach, FL	■	■	■	258	Pensacola	■	■	■	219	Winchester, VA	■	■	■
99	Ft. Wayne	■	■	■	109	Pennsylvania	■	■	■	107	Worcester	■	■	■
198	Frederick, MD	■	■	■	150	Palm Springs, CA	■	■	■	187	Yakima, WA	■	■	■
64	Fresno	■	■	■	226	Panama City, FL	■	■	■	103	York	■	■	■
108	Gainesville-Ocala	■	■	■	218	Parkersburg-Marietta, WV-OH	■	■	■	92	Youngstown-Warren	■	■	■
253	Grand Forks, ND-MN	■	■	■										
249	Grand Junction, CO	■	■	■										
66	Grand Rapids	■	■	■										

NOTE/Metro ranks listed above are based on Summer 1997 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets  
 ● — denotes Standard Radio Market Report  
 C — denotes Condensed Radio Market Report





# **ARBITRON**

## **New York**

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

## **Chicago**

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

## **Atlanta**

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

## **Los Angeles**

10877 Wilshire Blvd., Suite 1600  
Los Angeles, California 90024-4341  
(310) 824-6600

## **Dallas**

One Galleria Tower  
13355 Noel Road, Suite 1120  
Dallas, Texas 75240-6646  
(972) 385-5388

## **Washington/Baltimore**

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

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