

Winter 1999
Delivery Schedule
Inside!

IMPORTANT

Special Station Activity is
noted for this market report.

ARBITRON

THE ARBITRON COMPANY

Now!
Faster delivery!
online
Arbitron
Data Express

Radio Market Report

Puerto Rico

Includes Instant Qualitative Profile with
Qualitative Diary information

Fall 1998

September 24 - December 16

Your Data... Faster, Easier and Earlier

Arbitron Data Express

Arbitron has harnessed the power of the Internet with our data delivery system, Arbitron Data Express.SM

Subscribers to MaxiMi\$er 99SM, Media ProfessionalSM and MaxQualitativeSM can use Arbitron Data Express to download data instead of loading diskettes.

What data can you download? Your radio ratings—as well as Scarborough,

RetailDirect[®] and Qualitative Diary data!

And, when you use Arbitron Data Express, you can access your data the day before we normally ship your diskettes via FedEx—a full 48 hours earlier!

Want more details? Check out the Arbitron Data Express section on our Web site: www.arbitron.com.

ARBITRON
A Ceridian Company

Radio Market Report



1998-99 Survey Schedule

Fall 1998

September 24 - December 16

Winter 1999

January 7 - March 31

Spring 1999

April 1 - June 23

Summer 1999

July 1 - September 22

Fall 1999

September 23 - December 15

This report not accredited by MRC/

This report is not part of a regular syndicated rating service accredited by the Media Rating Council. Arbitron has not requested for MRC accreditation for this report. Arbitron does provide syndicated services which are accredited by the MRC.

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Fall 1998 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

Contents

The Market	2
Station Information	5
Metro Market Profile	6
Media Targeting 2000/National Profile	10
Rating Distortion/Rating Bias Policies & Procedures	12
Special Notices and Station Activities	13

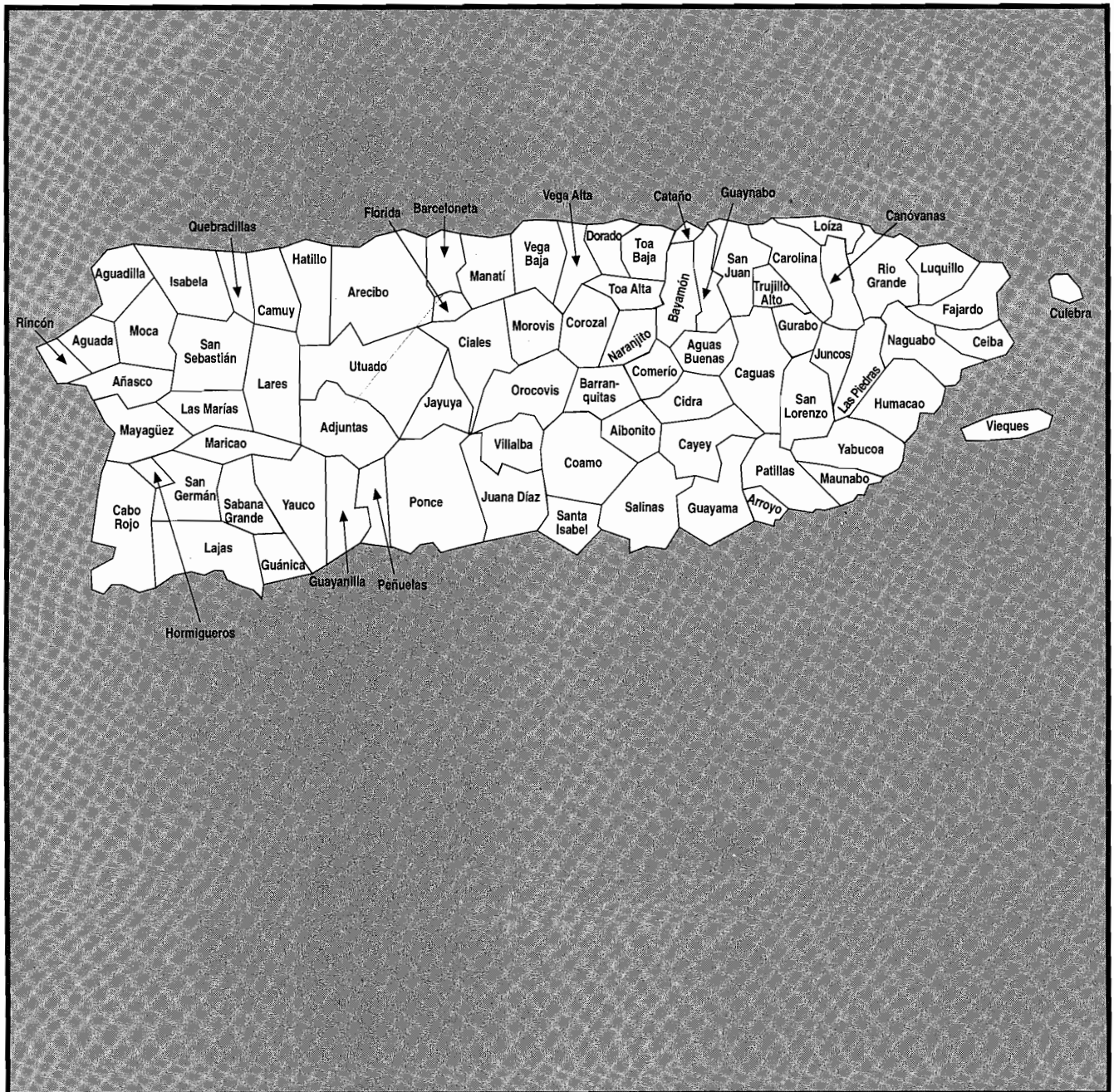
Listener Estimates	14
Target Listener Trends/Estimates	14
Listener Composition	334
Listening Locations	344
Time Spent Listening	347
Cume Duplication Percent	354
Exclusive & Overnight Listening	361
TSA Target Listeners (includes Metro)	363

Methodology	M1
Arbitron Radio Reliability Tables	M1
Description of Methodology	M3
Metro Market Profile Sources	M6
Selected Arbitron Terms	M7
Arbitron Radio Market Survey Schedule	M8
Media Targeting 2000	MT

Instant Qualitative Profile	Q1
------------------------------------	----

Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 12). Instructions for estimating reliability and effective sample bases for this report can be found on Pages M1 and M2.

Puerto Rico



© 1999 The Arbitron Company

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

Metro
 TSA

This market is surveyed for the Spring and Fall surveys, but was also produced as an introductory report for the Summer 1998 survey."

Metro Rank: 13

Market Surveyed: Spring, Fall

Station Subscribers to This Report*

WCAD-FM	WDOY-FM	WEGM-FM	WFID-FM	WIAC-FM	WIVA-FM
WKAQ-AM	WKAQ-FM	WKSA-FM	WLEO-AM	WMEG-FM	WNEL-AM
WOSO-AM	WPRM-FM	WPRP-AM	WRIO-FM	WSKN-AM	WUKQ-FM
WUNO-AM	WXYX-FM	WZAR-FM			

* Station subscribers as of release to print.

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

Estimated P12+					Estimated P12+				
Population	In-Tab	Area	Municipio	ST	Population	In-Tab	Area	Municipio	ST
16,200	27	MT	ADJUNTAS	PR	28,200	30	MT	JUNCOS	PR
32,300	43	MT	AGUADA	PR	20,600	7	MT	LAJAS	PR
52,300	29	MT	AGUADILLA	PR	25,400	27	MT	LARES	PR
22,500	25	MT	AGUAS BUENAS	PR	8,400	37	MT	LAS MARIAS	PR
21,600	27	MT	AIBONITO	PR	26,300	23	MT	LAS PIEDRAS	PR
22,100	4	MT	ANASCO	PR	27,900	23	MT	LOIZA	PR
81,800	74	MT	ARECIBO	PR	17,000	15	MT	LUQUILLO	PR
16,600	23	MT	ARROYO	PR	33,200	38	MT	MANATI	PR
18,700	15	MT	BARCELONETA	PR	4,700	5	MT	MARICAO	PR
22,400	23	MT	BARRANQUITAS	PR	9,900	14	MT	MAUNABO	PR
195,600	148	MT	BAYAMON	PR	88,600	79	MT	MAYAGUEZ	PR
35,000	35	MT	CABO ROJO	PR	29,500	31	MT	MOCA	PR
121,100	88	MT	CAGUAS	PR	22,000	14	MT	MOROVIS	PR
26,300	4	MT	CAMUY	PR	19,200	16	MT	NAGUABO	PR
33,200	24	MT	CANOVANAS	PR	24,800	25	MT	NARANJITO	PR
157,100	111	MT	CAROLINA	PR	17,500	23	MT	OROCOVIS	PR
32,900	48	MT	CATANO	PR	16,700	14	MT	PATILLAS	PR
41,500	41	MT	CAYEY	PR	19,500	24	MT	PENUELAS	PR
14,100	16	MT	CEIBA	PR	151,800	146	MT	PONCE	PR
15,700	11	MT	CIALES	PR	19,000	27	MT	QUEBRADILLAS	PR
33,400	30	MT	CIDRA	PR	10,400	15	MT	RINCON	PR
29,300	38	MT	COAMO	PR	44,300	44	MT	RIO GRANDE	PR
17,600	33	MT	COMERIO	PR	20,500	17	MT	SABANA GRANDE	PR
29,000	25	MT	COROZAL	PR	24,000	30	MT	SALINAS	PR
1,600	15	MT	CULEBRA	PR	30,200	26	MT	SAN GERMAN	PR
29,000	23	MT	DORADO	PR	371,100	255	MT	SAN JUAN	PR
33,000	30	MT	FAJARDO	PR	31,000	32	MT	SAN LORENZO	PR
8,200	21	MT	FLORIDA	PR	34,400	35	MT	SAN SEBASTIAN	PR
17,100	23	MT	GUANICA	PR	15,600	20	MT	SANTA ISABEL	PR
34,900	33	MT	GUAYAMA	PR	40,200	37	MT	TOA ALTA	PR
17,800	18	MT	GUAYANILLA	PR	80,500	81	MT	TOA BAJA	PR
85,400	71	MT	GUAYNABO	PR	55,900	35	MT	TRUJILLO ALTO	PR
26,800	23	MT	GURABO	PR	28,700	26	MT	UTUADO	PR
29,000	20	MT	HATILLO	PR	31,100	10	MT	VEGA ALTA	PR
13,600	17	MT	HORMIGUEROS	PR	50,300	53	MT	VEGA BAJA	PR
50,900	48	MT	HUMACAO	PR	7,000	16	MT	VIEQUES	PR
34,600	20	MT	ISABELA	PR	19,000	31	MT	VILLALBA	PR
12,700	20	MT	JAYUYA	PR	33,700	19	MT	YABUCOA	PR
37,200	45	MT	JUANA DIAZ	PR	36,900	29	MT	YAUCO	PR

M - Metro Municipio

These population estimates are based on 1990 Census data, updated to January 1, 1999 by Third Wave Research.

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men										
12-24	446,400	14.4	379	13.5	14.4	446,400	14.4	379	13.5	14.4
18-24	240,400	7.8	212	7.6	7.8	240,400	7.8	212	7.6	7.8
25-34	262,600	8.5	219	7.8	8.5	262,600	8.5	219	7.8	8.5
35-44	235,700	7.6	208	7.4	7.6	235,700	7.6	208	7.4	7.6
45-49	115,200	3.7	85	3.0	3.7	115,200	3.7	85	3.0	3.7
50-54	99,400	3.2	87	3.1	3.2	99,400	3.2	87	3.1	3.2
55-64	147,200	4.8	109	3.9	4.8	147,200	4.8	109	3.9	4.8
65+	161,100	5.2	97	3.5	5.2	161,100	5.2	97	3.5	5.2
18+	1,261,600	40.8	1,017	36.3	40.8	1,261,600	40.8	1,017	36.3	40.8
Women										
12-24	427,900	13.8	456	16.3	13.8	427,900	13.8	456	16.3	13.8
18-24	230,700	7.5	235	8.4	7.5	230,700	7.5	235	8.4	7.5
25-34	288,500	9.3	300	10.7	9.3	288,500	9.3	300	10.7	9.3
35-44	272,600	8.8	303	10.8	8.8	272,600	8.8	303	10.8	8.8
45-49	133,900	4.3	133	4.8	4.3	133,900	4.3	133	4.8	4.3
50-54	111,900	3.6	107	3.8	3.6	111,900	3.6	107	3.8	3.6
55-64	172,100	5.6	171	6.1	5.6	172,100	5.6	171	6.1	5.6
65+	220,600	7.1	144	5.1	7.1	220,600	7.1	144	5.1	7.1
18+	1,430,300	46.2	1,393	49.8	46.2	1,430,300	46.2	1,393	49.8	46.2
P18+	2,691,900	87.0	2,410	86.1	87.0	2,691,900	87.0	2,410	86.1	87.0
Teens 12-17	403,200	13.0	388	13.9	13.0	403,200	13.0	388	13.9	13.0
Black P12+	Ethnic control procedures not applied.									
Hispanic P12+	Ethnic control procedures not applied.									
Total P12+	3,095,100		2,798			3,095,100		2,798		

Diary Placement/Return

	Metro	TSA
LST - Est. Usable Households in Sample	0	0
UNL - Est. Usable Households in Sample	2,253	2,253
TOT - Est. Usable Households in Sample	2,253	2,253
LST - Est. Persons in Usable Households	0	0
UNL - Est. Persons in Usable Households	6,079	6,079
TOT - Est. Persons in Usable Households	6,079	6,079
LST - Contacted Households	0	0
UNL - Contacted Households	2,065	2,065
TOT - Contacted Households	2,065	2,065
LST - Households Accepting Diaries	0	0
UNL - Households Accepting Diaries	1,856	1,856
TOT - Households Accepting Diaries	1,856	1,856
LST - Persons Sent Diaries	0	0
UNL - Persons Sent Diaries	5,059	5,059
TOT - Persons Sent Diaries	5,059	5,059
LST - Diaries In-Tab	0	0
UNL - Diaries In-Tab	2,798	2,798
TOT - Diaries In-Tab	2,798	2,798
Metro Sample Target	2,400	
Metro In-Tab/Target Index	117	
Metro Response Rate	46	

These population estimates are based on 1990 Census data, updated to January 1, 1999 by Third Wave Research.

LST - Listed UNL - Unlisted TOT - Total

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

Station Information

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area

WABA-AM 850

P O Box 188
Aguadilla, PR 00605
(787) 891-1230 Fax: (787) 882-2282
Format: Variety
Sales Rep: N/A
Network: RELOJ
City of Lic./Alt City ID Aguadilla, PR
County/Split Co. Aguadilla, PR
Power Day/Night (watts): 5,000/1,000

WAPA-AM 680

Ave Domenech #134 Urb. Bald
Hato Rey, PR 00918
(787) 750-5920 Fax: (787) 763-4195
Format: Variety
Sales Rep: N/A
Network: NOTI-U
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 10,000/9,500

WCGB-AM 1060

P O Box 248 Carr #1 Km 112
Juana Diaz, PR 00785
(787) 837-1060 Fax: (787) 260-1060
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Juana Diaz/Ponce, PR
County/Split Co. Juana Diaz, PR
Power Day/Night (watts): 5,000/500

WCOM-FM 94.7

P O Box 949
Guaynabo, PR 00970
(787) 720-5001 Fax: (787) 720-2126
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Bayamon, PR
County/Split Co. Bayamon, PR
ERP (watts) / HAAT (meters): 32,000/542

(s) WEGM-FM 92.1

Penthouse Darlington
Rio Piedras, PR 00928
(787) 723-9210 Fax: (787) 723-6673
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Hormigueros, PR
County/Split Co. Hormigueros, PR
ERP (watts) / HAAT (meters): 2,000/337

WAEI-FM 96.1

P O Box 1370
Mayaguez, PR 00681
(787) 832-0600 Fax: (787) 792-3140
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Maricao, PR
County/Split Co. Maricao, PR
ERP (watts) / HAAT (meters): 24,000/613

WBRQ-FM 97.7

P O Box 9297
Caguas, PR 00726
(787) 720-7797 Fax: (787) 746-6162
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Cidra/Caguas, PR
County/Split Co. Cidra, PR
ERP (watts) / HAAT (meters): 4,400/274

WCMN-AM 1280

P O Box 436
Arecibo, PR 00613
(787) 878-0070 Fax: (787) 880-1112
Format: Spanish News/Talk
Sales Rep: N/A
Network: NOTI-U
City of Lic./Alt City ID Arecibo, PR
County/Split Co. Arecibo, PR
Power Day/Night (watts): 5,000/1,000

WCTA-FM 95.1

P O Box 1718
Mayaguez, PR 00681
(787) 834-1094 Fax: (787) 265-4090
Format: Spanish Tropical
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San German, PR
County/Split Co. San German, PR
ERP (watts) / HAAT (meters): 25,000/600

WENA-AM 1330

P O Box 1338
Yauco, PR 00698
(787) 856-1330 Fax: (787) 267-1340
Format: Variety
Sales Rep: N/A
Network: KADENA
City of Lic./Alt City ID Yauco, PR
County/Split Co. Yauco, PR
Power Day/Night (watts): 2,000/1,700

WALO-AM 1240

P O Box 1240
Humacao, PR 00792
(787) 852-1240 Fax: (787) 852-1280
Format: Spanish Tropical
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Humacao, PR
County/Split Co. Humacao, PR
Power Day/Night (watts): 1,000/1,000

(s) WCAD-FM 105.7

P O Box 9024188
San Juan, PR 00902
(787) 726-6144 Fax: (787) 268-3313
Format: Album Oriented Rock
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San Juan/Fajardo, PR
County/Split Co. San Juan, PR
ERP (watts) / HAAT (meters): 50,000/335

WCMN-FM 107.3

P O Box 436
Arecibo, PR 00613
(787) 878-0070 Fax: (787) 880-1112
Format: Spanish Tropical
Sales Rep: N/A
Network: NOTI-U
City of Lic./Alt City ID Arecibo, PR
County/Split Co. Arecibo, PR
ERP (watts) / HAAT (meters): 50,000/313

(s) WDOY-FM 96.5

P O Box 948
Fajardo, PR 00648
(787) 728-1072 Fax: (787) 723-9613
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Fajardo, PR
County/Split Co. Fajardo, PR
ERP (watts) / HAAT (meters): 11,500/852

WERR-FM 104.1

P O Box 29404
San Juan, PR 00929
(787) 751-6318 Fax: (787) 751-6854
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Utuado, PR
County/Split Co. Utuado, PR
ERP (watts) / HAAT (meters): 50,000/216

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-9 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 of this report for additional station information.

Network Affiliation Abbreviations

KADENA: Super Kadena Network
NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network

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

continued..

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) **WFID-FM 95.7**

P O Box 363222
San Juan, PR 00936
(787) 758-6096 Fax: (787) 756-8545
Format: Adult Contemporary
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID Rio Piedras, PR
County/Split Co. Aguas Buenas, PR
ERP (watts) / HAAT (meters): 50,000/287

WIOA-FM 99.9

P O Box 949
Guaynabo, PR 00970
(787) 720-5001 Fax: (787) 720-2126
Format: Adult Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San Juan/Fajardo, PR
County/Split Co. San Juan, PR
ERP (watts) / HAAT (meters): 50,000/298

(s) **WIVA-FM 100.3**

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID Aguadilla, PR
County/Split Co. Aguadilla, PR
ERP (watts) / HAAT (meters): 22,000/614

(s) **WKSA-FM 101.5**

P O Box 750
Isabela, PR 00662
(787) 798-7878 Fax: (787) 721-0733
Format: Oldies
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Isabela, PR
County/Split Co. Isabela, PR
ERP (watts) / HAAT (meters): 50,000/129

WLUZ-AM 1600

P O Box 9394
Santurce, PR 00908
(787) 785-1600 Fax: (787) 785-2094
Format: Oldies
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Bayamon, PR
County/Split Co. Bayamon, PR
Power Day/Night (watts): 5,000/5,000

WIAC-AM 740

P O Box 9023916
San Juan, PR 00902
(787) 798-7878 Fax: (787) 798-9613
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 10,000/10,000

WIOB-FM 97.5

P O Box 1718
Mayaguez, PR 00681
(787) 834-1094 Fax: (787) 265-4090
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Mayaguez, PR
County/Split Co. Mayaguez, PR
ERP (watts) / HAAT (meters): 50,000/302

(s) **WKAQ-AM 580**

P O Box 364668
San Juan, PR 00936
(787) 758-5800 Fax: (787) 763-1854
Format: News Talk Information
Sales Rep: IN HOUSE
Network: RELOJ
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 10,000/10,000

WKVM-AM 810

Carbonell 415
Hato Rey, PR 00918
(787) 751-1380 Fax: (787) 751-7171
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 50,000/50,000

(s) **WMEG-FM 106.9**

Cobian'S Plaza Ste 102
San Juan, PR 00909
(787) 723-9210 Fax: (787) 723-6673
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Guayama/San Juan, PR
County/Split Co. Guayama, PR
ERP (watts) / HAAT (meters): 25,000/594

(s) **WIAC-FM 102.5**

P O Box 9023916
San Juan, PR 00902
(787) 798-7878 Fax: (787) 798-9613
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San Juan/Ceiba/Ponc, PR
County/Split Co. San Juan, PR
ERP (watts) / HAAT (meters): 50,000/347

WIOC-FM 105.1

P O Box 7302
Ponce, PR 00732
(787) 842-0166 Fax: (787) 841-6121
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
ERP (watts) / HAAT (meters): 50,000/-55

(s) **WKAQ-FM 104.7**

P O Box 364668
San Juan, PR 00936
(787) 758-5800 Fax: (787) 763-1854
Format: Contemporary Hit Radio
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID San Juan/Juana Diaz, PR
County/Split Co. San Juan, PR
ERP (watts) / HAAT (meters): 50,000/372

(s) **WLEO-AM 1490**

P O Box 7213
Ponce, PR 00732
(787) 843-5770 Fax: (787) 840-0049
Format: Spanish News/Talk
Sales Rep: IN HOUSE
Network: NOTI-U
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
Power Day/Night (watts): 5,000/1,000

WMIO-FM 102.3

P O Box 1220
Cabo Rojo, PR 00623
(787) 851-1236 Fax: (787) 851-7500
Format: Oldies
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Cabo Rojo, PR
County/Split Co. Cabo Rojo, PR
ERP (watts) / HAAT (meters): 3,000/238

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-9 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 of this report for additional station information.

continued...

Network Affiliation Abbreviations

KADENA: Super Kadena Network
NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network

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

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) WNEL-AM 1430

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Oldies
Sales Rep: IN HOUSE
Network: NOTI-U
City of Lic./Alt City ID Caguas, PR
County/Split Co. Caguas, PR
Power Day/Night (watts): 5,000/5,000

WNRT-FM 96.9

P O Box 13324
Santurce, PR 00907
(787) 758-8562 Fax: (787) 758-8833
Format: Southern Gospel
Sales Rep: N/A
Network: KADENA
City of Lic./Alt City ID Manati/San Juan, PR
County/Split Co. Manati, PR
ERP (watts) / HAAT (meters): 50,000/290

(s) WOSO-AM 1030

P O Box 9023940
San Juan, PR 00902
(787) 724-4242 Fax: (787) 723-9676
Format: News Talk Information
Sales Rep: N/A
Network: ABC, CBS, WESTWD
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 10,000/10,000

WPRA-AM 990

P O Box 1293
Mayaguez, PR 00681
(787) 834-6666 Fax: (787) 831-6925
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Mayaguez, PR
County/Split Co. Mayaguez, PR
Power Day/Night (watts): 910/910

WQBS-AM 870

129 Ave De Diego
San Francisco, PR 00927
(787) 756-8700 Fax: (787) 765-0241
Format: All Sports
Sales Rep: IN HOUSE
Network: KADENA
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 9,600/5,000

WNIK-FM 106.5

P O Box 556
Arecibo, PR 00613
(787) 880-2607 Fax: (787) 879-1011
Format: Spanish Contemporary
Sales Rep: N/A
Network: RELOJ
City of Lic./Alt City ID Arecibo, PR
County/Split Co. Arecibo, PR
ERP (watts) / HAAT (meters): 19,500/-82

WQOI-FM 93.3

P O Box 7302
Ponce, PR 00732
(787) 840-9300 Fax: (787) 840-9300
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
ERP (watts) / HAAT (meters): 14,500/-69

WOYE-FM 94.1

P O Box 1718
Mayaguez, PR 00681
(787) 834-1094 Fax: (787) 265-4090
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Mayaguez, PR
County/Split Co. Mayaguez, PR
ERP (watts) / HAAT (meters): 25,000/597

(s) WPRM-FM 98.5

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
ERP (watts) / HAAT (meters): 25,000/582

WQQZ-FM 98.3

P O Box 980
Quebradillas, PR 00678
(787) 895-0000 Fax: (787) 895-4198
Format: Oldies
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID Quebradillas, PR
County/Split Co. Quebradillas, PR
ERP (watts) / HAAT (meters): 22,000/305

WNNV-FM 105.5

Box 847 Pablo Casals St #6
Mayaguez, PR 00681
(787) 833-2495 Fax: (787) 833-7940
Format: Contemporary Christian
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID Aguada/Mayaguez, PR
County/Split Co. Aguada, PR
ERP (watts) / HAAT (meters): 3,000/316

WORO-FM 92.5

Carbonell 415
Hato Rey, PR 00918
(787) 751-1380 Fax: (787) 751-7171
Format: Easy Listening
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Corozal, PR
County/Split Co. Corozal, PR
ERP (watts) / HAAT (meters): 50,000/365

WPAB-AM 550

P O Box 7243
Ponce, PR 00732
(787) 840-5550 Fax: (787) 840-3530
Format: News Talk Information
Sales Rep: N/A
Network: CNN, RELOJ
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
Power Day/Night (watts): 5,000/5,000

(s) WPRP-AM 910

Eleanor Roosevelt 117
Hato Rey, PR 00918
(787) 764-1090 Fax: (787) 764-3460
Format: News Talk Information
Sales Rep: N/A
Network: KADENA
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
Power Day/Night (watts): 5,000/5,000

(s) WRIO-FM 101.1

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
ERP (watts) / HAAT (meters): 50,000/-14

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-9 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 of this report for additional station information.

continued..

Network Affiliation Abbreviations

KADENA: Super Kadena Network
NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) **WSKN-AM 630**

Eleanor Roosevelt 117
Hato Rey, PR 00918
(787) 764-1090 Fax: (787) 764-3460
Format: News Talk Information
Sales Rep: N/A
Network: KADENA
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 5,000/5,000

WTPM-FM 92.9

Sector Cuba #1060
Mayaguez, PR 00680
(787) 831-9200 Fax: (787) 721-6767
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Aguadilla/Ponce, PR
County/Split Co. Aguadilla, PR
ERP (watts) / HAAT (meters): 50,000/373

(s) **WUKQ-FM 99.1**

P O Box 1293
Mayaguez, PR 00681
(787) 832-4592 Fax: (787) 831-6925
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Mayaguez, PR
County/Split Co. Mayaguez, PR
ERP (watts) / HAAT (meters): 25,000/601

(s) **WUNO-AM 1320**

P O Box 363222
San Juan, PR 00936
(787) 758-1300 Fax: (787) 756-8545
Format: News Talk Information
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: NOTI-U
City of Lic./Alt City ID San Juan, PR
County/Split Co. San Juan, PR
Power Day/Night (watts): 5,000/2,300

WUPR-AM 1530

P O Box 868
Utua, PR 00641
(787) 894-2460 Fax: (787) 894-4955
Format: Spanish News/Talk
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID Utua, PR
County/Split Co. Utua, PR
Power Day/Night (watts): 1,000/250

WVJP-FM 103.3

Bo Tomas De Castro #2 Km 0.71
Caguas, PR 00725
(787) 747-5790 Fax: (787) 746-6996
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Caguas, PR
County/Split Co. Caguas, PR
ERP (watts) / HAAT (meters): 28,000/581

WVOZ-FM 107.7

Ave Ponce De Leon 1607 #203
Santurce, PR 00909
(787) 724-5173 Fax: (787) 723-3882
Format: Hot Adult Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Carolina, PR
County/Split Co. Carolina, PR
ERP (watts) / HAAT (meters): 12,000/841

WXEW-AM 840

P O Box 100
Yabucoa, PR 00767
(787) 850-0840 Fax: (787) 850-4055
Format: Spanish Variety
Sales Rep: IN HOUSE
Network: NOTI-U
City of Lic./Alt City ID Yabucoa, PR
County/Split Co. Yabucoa, PR
Power Day/Night (watts): 5,000/1,000

(s) **WXYX-FM 100.7**

H C-67 Box 15390
Bayamon, PR 00956
(787) 785-9390 Fax: (787) 785-9377
Format: Contemporary Hit Radio
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID Bayamon/San Juan, PR
County/Split Co. Bayamon, PR
ERP (watts) / HAAT (meters): 50,000/238

WYQE-FM 92.9

P O Box 9300
Naguabo, PR 00718
(787) 874-9300 Fax: (787) 874-9290
Format: Spanish Tropical
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Naguabo, PR
County/Split Co. Naguabo, PR
ERP (watts) / HAAT (meters): 3,900/229

(s) **WZAR-FM 101.9**

P O Box 7213
Ponce, PR 00732
(787) 842-3038 Fax: (787) 840-0049
Format: Spanish Tropical
Sales Rep: IN HOUSE
Network: NOTI-U
City of Lic./Alt City ID Ponce, PR
County/Split Co. Ponce, PR
ERP (watts) / HAAT (meters): 14,000/789

WZNT-FM 93.7

P O Box 949
Guaynabo, PR 00970
(787) 720-5001 Fax: (787) 720-2126
Format: Spanish Tropical
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID San Juan/Caguas, PR
County/Split Co. San Juan, PR
ERP (watts) / HAAT (meters): 50,000/79

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-9 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 of this report for additional station information.

Network Affiliation Abbreviations

KADENA: Super Kadena Network
NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network

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

Notations

Metro Market Profile



Metro Household Data are 1990 Census data. (For more information, see "Metro Census Data," Page M6.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,057,357	100.0			
Households by Income					
Under \$10,000	575,548	54.4			
\$10,000-19,999	260,254	24.6			
\$20,000-29,999	112,441	10.6			
\$30,000-39,999	49,678	4.7			
\$40,000-49,999	24,586	2.3			
\$50,000-74,999	23,266	2.2			
\$75,000-99,999	11,584	1.1			
\$100,000+	0	.0			
Median income: \$8,895					
Value of Owner-Occupied Housing Units					
Less than \$50,000	458,423	43.4			
\$50,000-74,999	129,777	12.3			
\$75,000-99,999	43,983	4.2			
\$100,000-149,999	23,308	2.2			
\$150,000-249,999	12,576	1.2			
\$250,000+	4,629	.4			
Median value: \$35,900					
Monthly Gross Rent					
Less than \$200	139,439	13.2			
\$200-349	54,659	5.2			
\$350-499	18,761	1.8			
\$500-649	5,815	.5			
\$650-749	1,219	.1			
\$750+	1,536	.1			
Median rent: \$156					
Household Size					
1 Person	155,434	14.7			
2 Persons	238,114	22.5			
3-4 Persons	419,554	39.7			
5+ Persons	244,255	23.1			
Education: Persons 25+					
Elementary 0-8 grade	802,193	41.1			
High school 1-3 yrs	179,815	9.2			
High school grad	410,559	21.0			
College 1-3 yrs	281,248	14.4			
College 4+ yrs	278,482	14.3			
Occupation					
Managerial	213,027	22.8			
Technical	278,683	29.8			
Service worker	135,323	14.5			
Farm worker	21,802	2.3			
Precision production	108,345	11.6			
Operator	177,556	19.0			
Transportation to Work					
Public	94,402	10.5			
Driving to work	568,580	62.9			
Carpool	161,169	17.8			
Other	79,925	8.8			
Average Travel Time to Work (Min.)					
				26	
Car Ownership by Household					
0 Cars	336,545	31.9			
1 Car	447,024	42.4			
2 Cars	216,969	20.6			
3+ Cars	54,386	5.1			

Notations

Metro Market Profile *(continued)*

Sales Data



Total Retail Sales and 11 categories of store sales are 1992 Economic Census of Outlying Areas data.

Metro Retail Sales Data (\$000)

Total Retail Sales	\$11,706,968
Retail Expenditures per Household (\$)	\$11,072
Food Stores	\$2,959,794
Supermarkets	\$2,084,447
Eating & Drinking Places	\$934,279
General Merchandise Stores	\$1,503,084
Department Stores	\$1,001,755
Apparel and Accessories Stores	\$1,205,144
Automotive Dealers	\$1,688,269
Building Materials & Hardware Stores	\$615,815
Drugstores	\$656,922
Furniture and Appliance Stores	\$623,037
Radio, TV & Music Stores	\$104,502

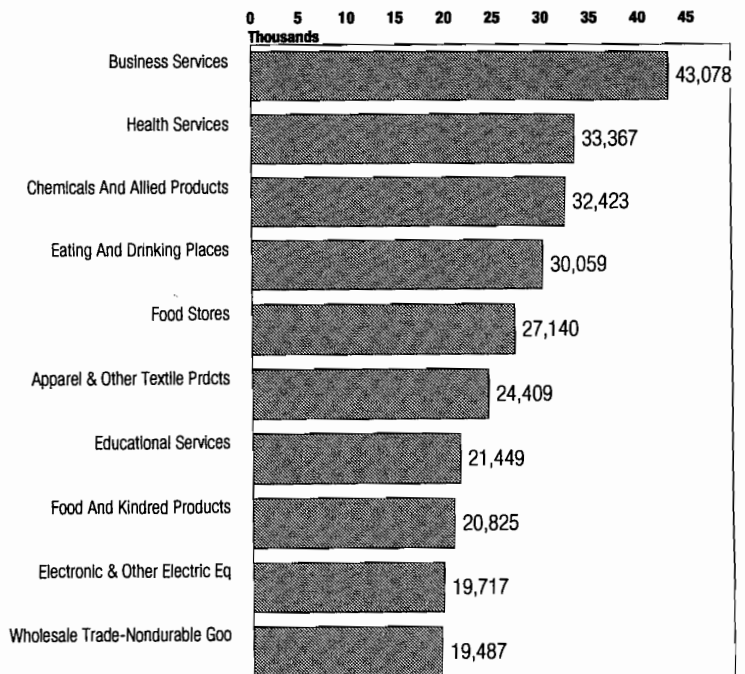
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1995 County Business Pattern Reports.

Metro Employer Industries

Total Employees
617,986

Top 10 Total Employees
271,954
44.0% of Total



Newspapers

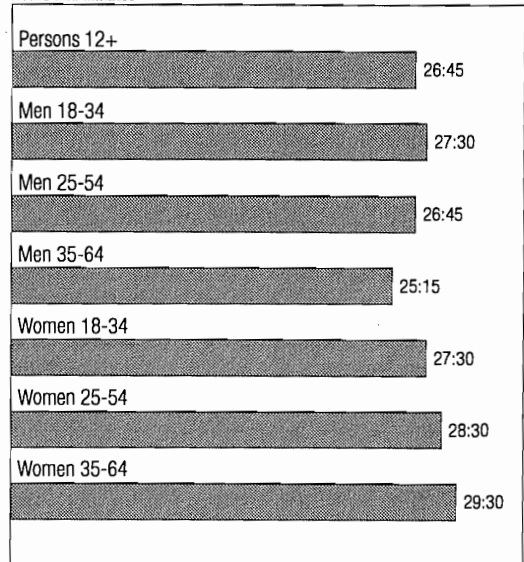
Paper	Circulation	%
EL NUEVO DIA	215,071	17
EL VOCERO DE PUERTO RICO	157,291	12

Radio Time Spent Listening*

Metro

Mon-Sun 6AM-MID

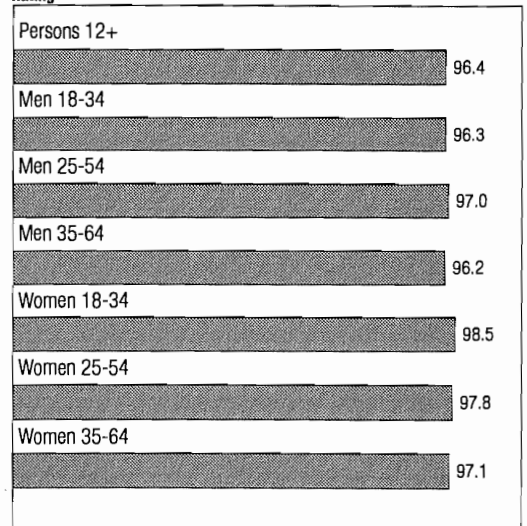
0 6 12 18 24 30
Hours and Minutes



Radio 24-Hour Cume*

Metro

0 20 40 60 80 100
Rating



For more information on newspaper data, see Page M6.

* Based on Arbitron's Fall 1998 radio survey.

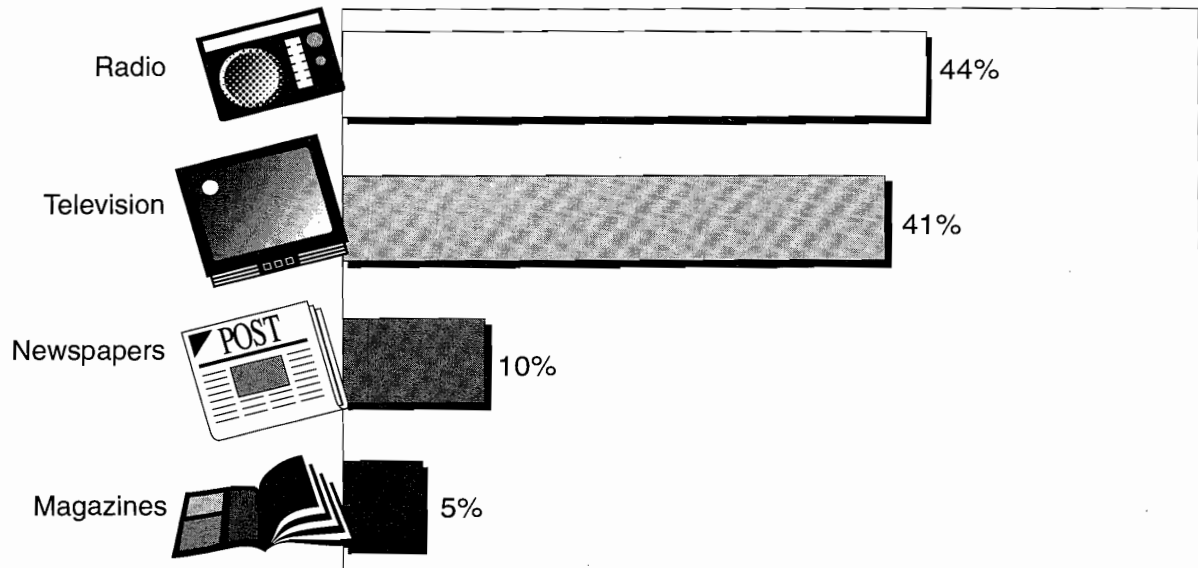
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

* For the 48 contiguous states of the United States.

How to Read

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

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

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

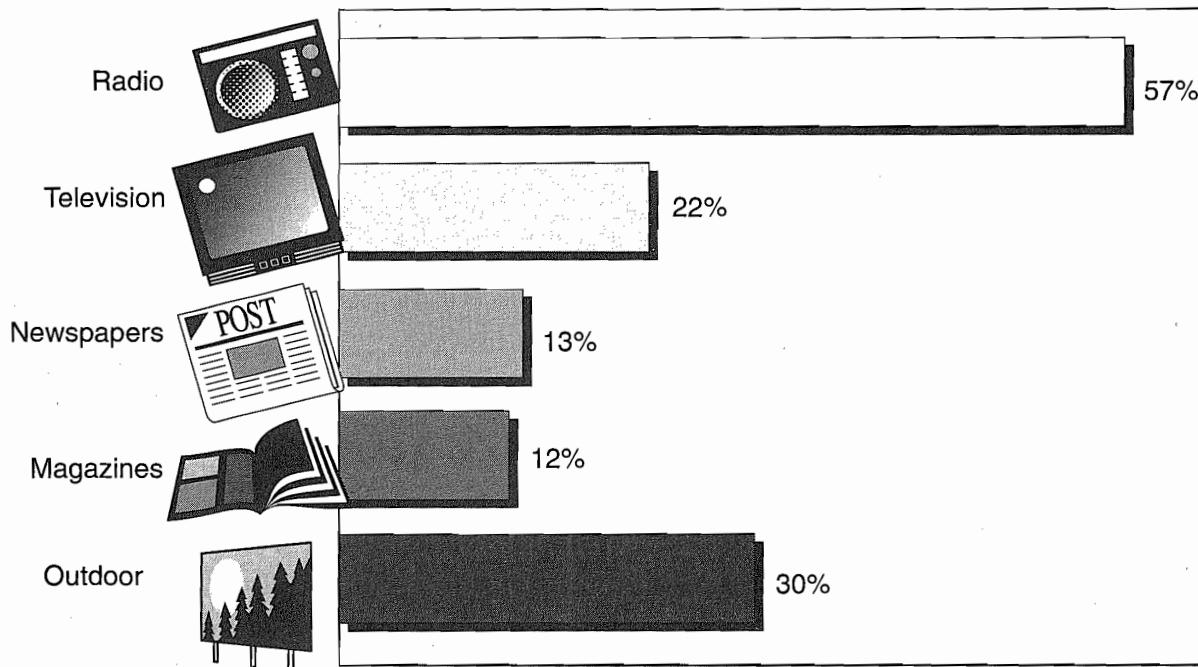
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

How to Read

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

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

* For the 48 contiguous states of the United States.

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

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

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

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Report

To help identify the stations to which specific diary entries refer, Arbitron collects information from stations, the FCC, and other sources. This information includes data estimating the reach, or contour, of each station's signal. When different stations use similar on-air identifiers, these signal contours are among the factors Arbitron considers in crediting diary entries.

For the Summer 1998 Puerto Rico report, Arbitron utilized contour data reflecting each station's outermost reach (the standard for domestic stations) to credit identifiers used by multiple stations. Newly available information suggests that a more limited "suburban" signal contour should instead be used in Puerto Rico for this purpose. (The broader contour remains in effect for the crediting of unambiguous entries.) Fall 1998 estimates in this report reflect introduction of this improved criterion.

In addition, to increase the utility of multi-book trend data, Summer 1998 estimates have been reprocessed, based on use of a suburban signal contour to credit identifiers common to more than one station. *All Summer 1998 and multi-book estimates in this report reflect this improved criterion.* As a result of reprocessing and other quality control measures, estimates for all stations in the report may potentially be affected.

The Market

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

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

New Market/ Effective with the Summer 1998 survey, this market has been added as a syndicated Metro Survey Area.

Frequency/ This market is scheduled to be surveyed for the Spring and Fall surveys, but was produced as an introductory report for the Summer 1998 survey.

Workplace Zip Code Question Added to Radio Diary in Metro Survey Area/ Effective with the Fall 1998 survey, Arbitron has expanded the radio diary used in this Metro to include a Workplace Zip Code question for employed persons on the existing "Quick Questions" page.

In 1997, Arbitron conducted a research test of the Workplace Zip Code question in five diverse Metros. Results from that test indicate that while the added question did not affect diary return rates, the test group with the Workplace Zip Code question printed in the diary had an overall Average Quarter Hour Persons Using Radio (AQH PUR) rating 1.0 point (6.5 percent) higher than the standard diary group. The higher AQH PUR rating appeared to be driven by an increase in reported "at work" radio listening.

The added question is printed at the back of the diary and does not result in any changes to the section of the diary that captures daily listening activity. The other existing components of Arbitron's standard survey methods for this market (e.g., sample selection, telephone placement and follow-up calls, respondent incentives, etc.) are also unaffected by this change.

The Stations

Music & Information Networks/ The following stations are affiliated with the specified Puerto Rico Music & Information Networks:

Network	Stations
La Nueva X	WCFI-FM WXYX-FM
Fidelity	WFID-FM WMIO-FM
KO-105	WKAQ-FM WLUK-FM
Mega Estacion	WEGM-FM WMEG-FM
*Noti-Uno	WCMN-AM WEKO-AM WKFE-AM WLEO-AM WLEY-AM WLRP-AM WMNT-AM WNEL-AM WUNO-AM WXEW-AM WZAR-FM

*Radio Reloj	WAVB-AM WKAQ-AM WKJB-AM WPAB-AM WPJC-AM WABA-AM
Salsoul	WVA-FM WPRM-FM WRIO-FM
Sistema 102	WIAC-FM WKSA-FM
*Super Kadena	WCHQ-AM WENA-AM WFAB-AM WGDL-AM WIBS-AM WMA-AM WNRT-FM WORA-AM WPRP-AM WSKN-AM WKVN-FM

***Note -** Radio Reloj, Super Kadena, and Noti-Uno are Arbitron defined networks (see Page 5 for more information)

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

Station	Affected Date and Time	Problem
WABA-AM	TH 09/24/98 12:00A to 05:00A	OFF
WCGB-AM	TH 09/24/98 05:00A to 05:00P	REDUCED
WCOM-FM	TH 09/24/98 05:00A to 10/20/98	REDUCED
WCTA-FM	TH 09/24/98 05:00A to 10:30A	OFF
	TH 09/24/98 10:30A to 09/26/98	REDUCED
	SA 09/26/98 02:00P to 07:00P	OFF
	SA 09/26/98 07:00P to 09/27/98	REDUCED
	SU 09/27/98 05:05A to 09/28/98	OFF
	MO 09/28/98 04:00P to 10/01/98	REDUCED
	TH 10/01/98 07:00A to 10/16/98	OFF
	FR 10/16/98 03:00P to 10/18/98	REDUCED
WENA-AM	TH 09/24/98 05:00A to 06:00A	OFF
	TH 09/24/98 07:00P to 09/25/98	OFF
	FR 09/25/98 07:00A to 09/25/98	REDUCED
	FR 09/25/98 10:00A to 09/26/98	REDUCED
	SA 09/26/98 08:00A to 09/27/98	REDUCED
	SU 09/27/98 07:00A to 09/28/98	REDUCED
WERR-FM	TH 09/24/98 05:30A to 09/25/98	OFF
WIOA-FM	TH 09/24/98 05:00A to 10/20/98	REDUCED
WOB-FM	TH 09/24/98 05:00A to 09/24/98	OFF
	TH 09/24/98 11:30A to 10/26/98	REDUCED
WLEO-AM	TH 09/24/98 05:00A to 10/01/98	OFF
	TH 10/01/98 01:00P to 09/24/98	OFF
WMIO-FM	TH 09/24/98 05:00A to 09/25/98	OFF
	FR 09/25/98 06:00A to 09/24/98	OFF
WOQI-FM	TH 09/24/98 05:00A to 10/20/98	REDUCED
WOYE-FM	TH 09/24/98 05:00A to 09:00P	OFF
	TH 09/24/98 09:00P to 10/07/98	REDUCED
	WE 10/07/98 11:30A to 10/07/98	OFF
	WE 10/07/98 11:30A to 10/13/98	OFF
	TU 10/13/98 10:30A to 09/24/98	OFF
WPRP-AM	TH 09/24/98 05:00A to 10/13/98	REDUCED
	TU 10/13/98 05:00A to 09/24/98	OFF
WZAR-FM	TH 09/24/98 05:00A to 09/24/98	OFF
	TH 09/24/98 11:00A to 10/16/98	REDUCED
	FR 10/16/98 05:16P to 09/24/98	REDUCED
WZNT-FM	TH 09/24/98 05:00A to 10/18/98	REDUCED
	SU 10/18/98 11:59P	REDUCED

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	51	633	.2	.8	76	372	.2	.8	59	354	.2	.9	16	194	.1	.3	43	283	.1	1.1
SU '98	46	592	.1	.7	66	266	.2	.7	27	186	.1	.4	51	192	.2	.8	48	233	.2	1.3
2-Book	49	613	.2	.8	71	319	.2	.8	43	270	.2	.7	34	193	.2	.6	46	258	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAEL-FM																				
FA '98	* 59	1096	.2	.9	53	425	.2	.5	86	627	.3	1.3	58	471	.2	.9	26	236	.1	.6
SU '98	66	1311	.2	1.0	52	473	.2	.5	113	924	.4	1.5	58	621	.2	.9	34	470	.1	.9
2-Book	63	1204	.2	1.0	53	449	.2	.5	100	776	.4	1.4	58	546	.2	.9	30	353	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	17	301	.1	.3	53	160	.2	.5	14	94	.2	.2	7	105	.1	.1	4	45	.1	.1
SU '98	25	245	.1	.4	69	182	.2	.7	10	120	.1	.1	17	87	.1	.3	10	65	.1	.3
2-Book	21	273	.1	.4	61	171	.2	.6	12	107	.2	.2	12	96	.1	.2	7	55	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	144	2164	.5	2.3	275	1181	.9	2.8	159	1009	.5	2.3	134	877	.4	2.1	97	517	.3	2.4
SU '98	81	1525	.3	1.3	134	841	.4	1.4	135	956	.4	1.8	76	566	.2	1.2	34	315	.1	.9
2-Book	113	1845	.4	1.8	205	1011	.7	2.1	147	983	.5	2.1	105	722	.3	1.7	66	416	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	18	475	.1	.3	16	197	.1	.2	12	150	.2	.2	22	178	.1	.3	15	187	.1	.4
SU '98	19	528	.1	.3	15	198	.2	.2	29	222	.1	.4	26	167	.1	.4	12	155	.1	.3
2-Book	19	502	.1	.3	16	198	.1	.2	21	186	.1	.3	24	173	.1	.4	14	171	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	64	1660	.2	1.0	72	681	.2	.7	63	567	.2	.9	88	791	.3	1.4	51	648	.2	1.3
SU '98	67	1445	.2	1.0	80	501	.3	.8	90	656	.3	1.2	76	669	.2	1.2	46	433	.1	1.3
2-Book	66	1553	.2	1.0	76	591	.3	.8	77	612	.3	1.1	82	730	.3	1.3	49	541	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 18	244	.1	.3	31	125	.1	.3	16	152	.1	.2	12	68	.2	.2	* 20	60	.1	.5
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	64	592	.2	1.0	169	445	.5	1.7	55	326	.2	.8	44	206	.1	.7	32	151	.1	.8
SU '98	53	694	.2	.8	113	487	.4	1.1	73	358	.2	1.0	45	201	.1	.7	26	97	.1	.7
2-Book	59	643	.2	.9	141	466	.5	1.4	64	342	.2	.9	45	204	.1	.7	29	124	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	123	1979	.4	1.9	148	951	.5	1.5	125	883	.4	1.8	139	1043	.4	2.2	78	673	.3	1.9
SU '98	78	1639	.3	1.2	83	584	.3	.8	97	831	.3	1.3	75	785	.2	1.2	43	532	.1	1.2
2-Book	101	1809	.4	1.6	116	768	.4	1.2	111	857	.4	1.6	107	914	.3	1.7	61	603	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	158	4455	.5	2.5	209	1827	.7	2.1	136	1864	.4	2.0	160	1810	.5	2.5	149	1567	.5	3.7
SU '98	183	4002	.6	2.9	241	1643	.8	2.4	172	1808	.6	2.2	190	1887	.6	3.0	147	1496	.5	4.1
2-Book	171	4229	.6	2.7	225	1735	.8	2.3	154	1836	.5	2.1	175	1849	.6	2.8	148	1532	.5	3.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	68	1065	.2	1.1	48	411	.2	.5	70	595	.2	1.0	85	507	.3	1.3	39	262	.1	1.0
SU '98	106	1748	.3	1.7	128	711	.4	1.3	128	878	.4	1.7	108	672	.4	1.7	63	560	.2	1.7
2-Book	87	1407	.3	1.4	88	561	.3	.9	99	737	.3	1.4	97	590	.4	1.5	51	411	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	166	3310	.5	2.6	152	1121	.5	1.5	138	1302	.4	2.0	159	1359	.5	2.5	148	1222	.5	3.7
SU '98	144	3065	.5	2.3	129	959	.4	1.3	148	1259	.5	1.9	127	1190	.4	2.0	123	1117	.4	3.4
2-Book	155	3188	.5	2.5	141	1040	.5	1.4	143	1281	.5	2.0	143	1275	.5	2.3	136	1170	.5	3.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	37	892	.1	.6	47	465	.2	.5	29	374	.1	.4	52	449	.2	.8	30	245	.1	.7
SU '98	58	823	.2	.9	57	399	.2	.6	70	435	.2	.9	67	393	.2	1.1	44	324	.1	1.2
2-Book	48	858	.2	.8	52	432	.2	.6	50	405	.2	.7	60	421	.2	1.0	37	285	.1	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 19	239	.1	.3	29	132	.1	.3	34	144	.1	.5	17	59	.1	.3	3	49		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	55	1006	.2	.9	44	428	.1	.4	47	416	.2	.7	70	370	.2	1.1	48	325	.2	1.2
SU '98	33	823	.1	.5	46	270	.1	.5	54	457	.2	.7	29	206	.1	.5	22	249	.1	.6
2-Book	44	915	.2	.7	45	349	.1	.5	51	437	.2	.7	50	288	.2	.8	35	287	.2	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	245	3976	.8	3.9	280	1871	.9	2.9	344	2033	1.1	5.1	258	1911	.8	4.0	182	1422	.6	4.5
SU '98	241	3615	.8	3.8	308	1674	1.0	3.1	378	1896	1.2	4.9	279	1775	.9	4.4	126	1164	.4	3.5
2-Book	243	3796	.8	3.9	294	1773	1.0	3.0	361	1965	1.2	5.0	269	1843	.9	4.2	154	1293	.5	4.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAQ-AM																				
FA '98	107	1497	.3	1.7	181	628	.6	1.8	112	779	.4	1.6	55	325	.2	.9	93	469	.3	2.3
SU '98	76	1218	.2	1.2	138	643	.4	1.4	96	577	.3	1.3	46	274	.1	.7	55	201	.2	1.5
2-Book	92	1358	.3	1.5	160	636	.5	1.6	104	678	.4	1.5	51	300	.2	.8	74	335	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAQ-FM																				
FA '98	244	4657	.8	3.8	458	2505	1.5	4.7	348	2123	1.1	5.1	222	1608	.7	3.5	110	1105	.4	2.7
SU '98	272	4647	.9	4.3	495	2514	1.6	5.0	375	2103	1.2	4.9	278	2056	.9	4.4	125	1244	.4	3.5
2-Book	258	4652	.9	4.1	477	2510	1.6	4.9	362	2113	1.2	5.0	250	1832	.8	4.0	118	1175	.4	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	160	3342	.5	2.5	271	1592	.9	2.8	248	1518	.8	3.7	143	1140	.5	2.2	70	825	.2	1.7
SU '98	173	3587	.6	2.7	262	1580	.9	2.6	265	1841	.9	3.5	165	1497	.5	2.6	69	823	.2	1.9
2-Book	167	3465	.6	2.6	267	1586	.9	2.7	257	1680	.9	3.6	154	1319	.5	2.4	70	824	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	63	1157	.2	1.0	103	580	.3	1.0	62	580	.2	.9	58	412	.2	.9	48	351	.2	1.2
SU '98	85	1497	.3	1.3	143	687	.5	1.4	146	706	.5	1.9	82	582	.3	1.3	37	301	.1	1.0
2-Book	74	1327	.3	1.2	123	634	.4	1.2	104	643	.4	1.4	70	497	.3	1.1	43	326	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	77	1150	.2	1.2	96	541	.3	1.0	102	536	.3	1.5	82	525	.3	1.3	66	435	.2	1.6
SU '98	95	1235	.3	1.5	119	615	.4	1.2	150	653	.5	2.0	87	580	.3	1.4	62	505	.2	1.7
2-Book	86	1193	.3	1.4	108	578	.4	1.1	126	595	.4	1.8	85	553	.3	1.4	64	470	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	65	1285	.2	1.0	155	679	.5	1.6	53	467	.2	.8	91	603	.3	1.4	13	165	.3	.3
SU '98	114	1880	.4	1.8	262	1089	.9	2.6	129	947	.4	1.7	118	1016	.4	1.9	21	241	.1	.6
2-Book	90	1583	.3	1.4	209	884	.7	2.1	91	707	.3	1.3	105	810	.4	1.7	17	203	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	372	5442	1.2	5.9	637	3316	2.1	6.5	331	2134	1.1	4.9	379	2470	1.2	5.9	415	2147	1.3	10.2
SU '98	317	4644	1.0	5.0	558	2745	1.8	5.6	258	1771	.8	3.4	351	2245	1.1	5.5	351	1787	1.1	9.7
2-Book	345	5043	1.1	5.5	598	3031	2.0	6.1	295	1953	1.0	4.2	365	2358	1.2	5.7	383	1967	1.2	10.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	391	7830	1.3	6.2	396	3349	1.3	4.0	448	4099	1.4	6.6	459	4211	1.5	7.2	276	2720	.9	6.8
SU '98	326	6345	1.1	5.1	297	2419	1.0	3.0	444	3380	1.4	5.8	422	3307	1.4	6.6	208	1997	.7	5.8
2-Book	359	7088	1.2	5.7	347	2884	1.2	3.5	446	3740	1.4	6.2	441	3759	1.5	6.9	242	2359	.8	6.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12+

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '98	40	843	.1	.6	67	381	.2	.7	57	466	.2	.8	48	381	.2	.8	19	222	.1	.5
SU '98	51	1071	.2	.8	83	455	.3	.8	86	486	.3	1.1	51	438	.2	.8	19	258	.1	.5
2-Book	46	957	.2	.7	75	418	.3	.8	72	476	.3	1.0	50	410	.2	.8	19	240	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	33	716	.1	.5	28	145	.1	.3	31	234	.1	.5	32	252	.1	.5	31	169	.1	.8
SU '98	75	926	.2	1.2	131	615	.4	1.3	77	308	.3	1.0	41	165	.1	.6	47	196	.2	1.3
2-Book	54	821	.2	.9	80	380	.3	.8	54	271	.2	.8	37	209	.1	.6	39	183	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLED-AM																				
FA '98	27	478	.1	.4	72	284	.2	.7	26	231	.1	.4	21	137	.1	.3	10	68	.1	.2
SU '98	42	568	.1	.7	114	404	.4	1.2	36	235	.1	.5	20	129	.1	.3	23	91	.1	.6
2-Book	35	523	.1	.6	93	344	.3	1.0	31	233	.1	.5	21	133	.1	.3	17	80	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	32	391	.1	.5	107	228	.3	1.1	15	132	.2	.7	22	120	.1	.3	19	43	.1	.5
SU '98	71	788	.2	1.1	195	468	.6	2.0	92	454	.3	1.2	76	223	.2	1.2	7	76	.2	.2
2-Book	52	590	.2	.8	151	348	.5	1.6	54	293	.2	.7	49	172	.2	.8	13	60	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	290	4557	.9	4.6	382	1971	1.2	3.9	198	1735	.6	2.9	404	2273	1.3	6.3	233	1862	.8	5.8
SU '98	236	3934	.8	3.7	278	1606	.9	2.8	203	1521	.7	2.7	301	1803	1.0	4.7	180	1451	.6	5.0
2-Book	263	4246	.9	4.2	330	1789	1.1	3.4	201	1628	.7	2.8	353	2038	1.2	5.5	207	1657	.7	5.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	32	307	.1	.5	37	162	.1	.4	68	225	.2	1.0	45	182	.1	.7	6	85	.1	.1
SU '98	17	242	.1	.3	14	54	.1	.1	22	127	.1	.3	23	166	.1	.4	10	99	.1	.3
2-Book	25	275	.1	.4	26	108	.1	.3	45	176	.2	.7	34	174	.1	.6	8	92	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	32	599	.1	.5	52	307	.2	.5	24	199	.1	.4	25	213	.1	.4	34	155	.1	.8
SU '98	64	766	.2	1.0	99	497	.3	1.0	91	440	.3	1.2	67	334	.2	1.1	23	133	.1	.6
2-Book	48	683	.2	.8	76	402	.3	.8	58	320	.2	.8	46	274	.2	.8	29	144	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNK-FM																				
FA '98	17	449	.1	.3	19	141	.1	.2	19	183	.1	.3	20	212	.1	.3	10	179	.1	.2
SU '98	17	406	.1	.3	17	115	.1	.2	24	166	.1	.3	11	178	.1	.2	8	87	.1	.2
2-Book	17	428	.1	.3	18	128	.1	.2	22	175	.1	.3	16	195	.1	.3	9	133	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	46	505	.1	.7	63	280	.2	.6	51	220	.2	.8	41	256	.1	.6	23	185	.1	.6
SU '98	22	350	.1	.3	34	171	.1	.3	29	181	.1	.4	14	124	.2	.2	12	125	.1	.3
2-Book	34	428	.1	.5	49	226	.2	.5	40	201	.2	.6	28	190	.1	.4	18	155	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	93	1550	.3	1.5	144	883	.5	1.5	86	671	.3	1.3	75	602	.2	1.2	75	637	.2	1.9
SU '98	56	1174	.2	.9	71	521	.2	.7	74	633	.2	1.0	62	597	.2	1.0	34	375	.1	.9
2-Book	75	1362	.3	1.2	108	702	.4	1.1	80	652	.3	1.2	69	600	.2	1.1	55	506	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	73	1061	.2	1.2	94	535	.3	1.0	59	575	.2	.9	89	636	.3	1.4	50	351	.2	1.2
SU '98	46	752	.1	.7	71	389	.2	.7	31	385	.1	.4	47	399	.2	.7	34	259	.1	.9
2-Book	60	907	.2	1.0	83	462	.3	.9	45	480	.2	.7	68	518	.3	1.1	42	305	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	133	2290	.4	2.1	108	748	.3	1.1	183	1017	.6	2.7	135	923	.4	2.1	35	333	.1	.9
SU '98	207	2647	.7	3.2	182	936	.6	1.8	314	1243	1.0	4.1	195	935	.6	3.1	65	518	.2	1.8
2-Book	170	2469	.6	2.7	145	842	.5	1.5	249	1130	.8	3.4	165	929	.5	2.6	50	426	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	22	461	.1	.3	29	209	.1	.3	27	215	.1	.4	23	203	.1	.4	11	110		.3
SU '98	19	446	.1	.3	22	221	.1	.2	27	181	.1	.4	27	181	.1	.4	11	123		.3
2-Book	21	454	.1	.3	26	215	.1	.3	27	198	.1	.4	25	192	.1	.4	11	117		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	91	1891	.3	1.4	145	860	.5	1.5	77	844	.2	1.1	85	812	.3	1.3	70	600	.2	1.7
SU '98	124	2303	.4	1.9	187	1241	.6	1.9	121	1212	.4	1.6	115	1024	.4	1.8	105	918	.3	2.9
2-Book	108	2097	.4	1.7	166	1051	.6	1.7	99	1028	.3	1.4	100	918	.4	1.6	88	759	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	58	1126	.2	.9	97	545	.3	1.0	73	590	.2	1.1	50	381	.2	.8	67	360	.2	1.7
SU '98	57	902	.2	.9	60	256	.2	.6	63	393	.2	.8	46	304	.1	.7	68	461	.2	1.9
2-Book	58	1014	.2	.9	79	401	.3	.8	68	492	.2	1.0	48	343	.2	.8	68	411	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	* 16	263	.1	.3	12	94		.1	9	123		.1	9	80		.1	* 36	68	.1	.9
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	632	7736	2.0	10.0	1614	5105	5.2	16.4	468	3053	1.5	6.9	733	3958	2.4	11.5	191	1767	.6	4.7
SU '98	511	6777	1.7	8.0	1366	4507	4.5	13.8	444	3020	1.4	5.8	560	3423	1.8	8.8	132	1273	.4	3.7
2-Book	572	7257	1.9	9.0	1490	4806	4.9	15.1	456	3037	1.5	6.4	647	3691	2.1	10.2	162	1520	.5	4.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	16	298	.1	.3	53	159	.2	.5	11	139	.2	.5	10	78	.2	.5	1	8		
SU '98	17	424	.1	.3	42	184	.1	.4	12	125	.2	.5	20	76	.1	.3	7	108		.2
2-Book	17	361	.1	.3	48	172	.2	.5	12	132	.2	.5	15	77	.1	.3	4	58		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	20	489	.1	.3	34	132	.1	.3	19	208	.1	.3	11	122	.2	.5	22	80	.1	.5
SU '98	17	383	.1	.3	12	101	.1	.3	21	163	.1	.3	30	183	.1	.5	7	93		.2
2-Book	19	436	.1	.3	23	117	.1	.2	20	186	.1	.3	21	153	.1	.4	15	87	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 28	498	.1	.4	19	153	.1	.2	34	230	.1	.5	49	168	.2	.8	20	224	.1	.5
SU '98	24	368	.1	.4	24	213	.1	.2	44	167	.1	.6	37	192	.1	.6	3	63		.1
2-Book	26	433	.1	.4	22	183	.1	.2	39	199	.1	.6	43	180	.2	.7	12	144	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	71	1096	.2	1.1	212	717	.7	2.2	56	396	.2	.8	67	521	.2	1.0	16	208	.1	.4
SU '98	77	1475	.3	1.2	162	856	.5	1.6	72	552	.2	.9	102	816	.3	1.6	26	297	.1	.7
2-Book	74	1286	.3	1.2	187	787	.6	1.9	64	474	.2	.9	85	669	.3	1.3	21	253	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	37	831	.1	.6	64	338	.2	.7	54	434	.2	.8	27	286	.1	.4	31	213	.1	.8
SU '98	53	1067	.2	.8	72	607	.2	.7	83	635	.3	1.1	57	346	.2	.9	26	181	.1	.7
2-Book	45	949	.2	.7	68	473	.2	.7	69	535	.3	1.0	42	316	.2	.7	29	197	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 18	275	.1	.3	30	159	.1	.3	20	154	.1	.3	17	87	.1	.3	* 19	95	.1	.5
SU '98	28	266	.1	.4	27	102	.1	.3	32	128	.1	.4	27	75	.1	.4	19	110	.1	.5
2-Book	23	271	.1	.4	29	131	.1	.3	26	141	.1	.4	22	81	.1	.4	19	103	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQZ-FM																				
FA '98	116	2228	.4	1.8	125	1020	.4	1.3	147	1168	.5	2.2	138	1165	.4	2.2	84	792	.3	2.1
SU '98	116	2227	.4	1.8	107	990	.3	1.1	151	1182	.5	2.0	118	1040	.4	1.9	81	650	.3	2.2
2-Book	116	2228	.4	1.8	116	1005	.4	1.2	149	1175	.5	2.1	128	1103	.4	2.1	83	721	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	70	1219	.2	1.1	179	774	.6	1.8	86	506	.3	1.3	49	366	.2	.8	26	294	.1	.6
SU '98	72	1458	.2	1.1	137	786	.4	1.4	89	591	.3	1.2	54	470	.2	.8	38	304	.1	1.1
2-Book	71	1339	.2	1.1	158	780	.5	1.6	88	549	.3	1.3	52	418	.2	.8	32	299	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 40	159	.1	.6	41	137	.1	.4												
SU '98	46	196	.1	.7	54	185	.2	.5	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	43	178	.1	.7	48	161	.2	.5	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	76	1694	.2	1.2	94	661	.3	1.0	114	690	.4	1.7	62	594	.2	1.0	46	591	.1	1.1
SU '98	100	1901	.3	1.6	109	600	.4	1.1	145	917	.5	1.9	85	709	.3	1.3	66	413	.2	1.8
2-Book	88	1798	.3	1.4	102	631	.4	1.1	130	804	.5	1.8	74	652	.3	1.2	56	502	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	16	449	.1	.3	24	225	.1	.2	19	186	.1	.3	18	214	.1	.3	8	91		.2
SU '98	24	417	.1	.4	63	186	.2	.6	8	142		.1	20	128	.1	.3	16	134	.1	.4
2-Book	20	433	.1	.4	44	206	.2	.4	14	164	.1	.2	19	171	.1	.3	12	113	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '98	* 22	368	.1	.3	50	161	.2	.5	15	129		.2	9	100		.1	* 10	68		.2
SU '98	25	369	.1	.4	49	191	.2	.5	30	170	.1	.4	14	92		.2	9	57		.2
2-Book	24	369	.1	.4	50	176	.2	.5	23	150	.1	.3	12	96		.2	10	63		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	176	4375	.6	2.8	296	1856	1.0	3.0	206	1844	.7	3.0	171	1720	.6	2.7	84	1068	.3	2.1
SU '98	182	4099	.6	2.8	271	1802	.9	2.7	228	1954	.7	3.0	179	1786	.6	2.8	125	1157	.4	3.5
2-Book	179	4237	.6	2.8	284	1829	1.0	2.9	217	1899	.7	3.0	175	1753	.6	2.8	105	1113	.4	2.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	43	504	.1	.7	56	246	.2	.6	64	331	.2	.9	37	252	.1	.6	11	115		.3
SU '98	31	392	.1	.5	24	141	.1	.2	60	221	.2	.8	28	175	.1	.4	5	40		.1
2-Book	37	448	.1	.6	40	194	.2	.4	62	276	.2	.9	33	214	.1	.5	8	78		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	83	1305	.3	1.3	76	521	.2	.8	86	582	.3	1.3	104	515	.3	1.6	62	419	.2	1.5
SU '98	99	1863	.3	1.5	145	888	.5	1.5	82	757	.3	1.1	83	689	.3	1.3	60	497	.2	1.7
2-Book	91	1584	.3	1.4	111	705	.4	1.2	84	670	.3	1.2	94	602	.3	1.5	61	458	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12+

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	298	3926	1.0	4.7	332	1945	1.1	3.4	387	2114	1.3	5.7	354	1950	1.1	5.5	102	887	.3	2.5
SU '98	300	4166	1.0	4.7	328	1824	1.1	3.3	395	2274	1.3	5.2	333	2126	1.1	5.2	128	1227	.4	3.5
2-Book	299	4046	1.0	4.7	330	1885	1.1	3.4	391	2194	1.3	5.5	344	2038	1.1	5.4	115	1057	.4	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	6342	29839	20.5		9816	27434	31.7		6793	23276	21.9		6396	24158	20.7		4050	18973	13.1	
SU '98	6398	29495	20.9		9899	26811	32.3		7653	24089	25.0		6378	23726	20.8		3613	17816	11.8	
2-Book	6370	29667	20.7		9858	27123	32.0		7223	23683	23.5		6387	23942	20.8		3832	18395	12.5	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	51	510	.2	.7	56	438	.2	1.0	35	165	.1	.6	58	171	.2	.8	79	185	.3	1.3
2-Book	49	462	.2	.7	51	389	.2	.9	44	137	.2	.8	45	151	.2	.6	54	110	.2	.9
Wael-FM																				
FA '98	67	944	.2	.9	**	**	**	**	57	179	.2	.9	104	289	.3	1.3	93	237	.3	1.6
2-Book	72	1047	.3	1.0	**	**	**	**	50	153	.2	.8	104	318	.3	1.3	80	227	.3	1.4
WALO-AM																				
FA '98	24	278	.1	.3	12	167	.1	.2	57	136	.2	.9	4	17	.1	.1				
2-Book	27	255	.1	.4	19	170	.1	.4	53	126	.2	.9	4	11	.1	.1	10	13	.1	.2
WAPA-AM																				
FA '98	187	1802	.6	2.5	98	1019	.3	1.7	128	344	.4	2.1	145	370	.5	1.9	81	218	.3	1.4
2-Book	152	1577	.5	2.0	74	839	.3	1.3	110	314	.4	1.8	104	277	.4	1.4	66	176	.3	1.2
WBRQ-FM																				
FA '98	16	334	.1	.2	23	317	.1	.4	16	44	.1	.3	28	104	.1	.4	22	105	.1	.4
2-Book	20	351	.1	.3	19	265	.1	.4	10	30	.1	.2	28	84	.1	.4	17	69	.1	.3
WCAD-FM																				
FA '98	73	1269	.2	1.0	56	855	.2	1.0	47	135	.2	.8	73	233	.2	.9	51	200	.2	.9
2-Book	78	1225	.3	1.0	54	779	.2	1.0	39	114	.2	.7	67	229	.2	.9	53	183	.2	1.0
WCGB-AM																				
FA '98	20	185	.1	.3	* 15	137	.1	.3	33	79	.1	.5	9	11	.1	.1	1	7		
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	86	500	.3	1.1	47	319	.2	.8	88	180	.3	1.4	49	148	.2	.6	24	56	.1	.4
2-Book	82	545	.3	1.1	38	309	.2	.7	93	179	.3	1.5	36	130	.2	.5	15	32	.1	.3
WCMN-FM																				
FA '98	136	1602	.4	1.8	129	1147	.4	2.3	133	271	.4	2.2	211	489	.7	2.7	223	449	.7	3.8
2-Book	111	1478	.4	1.5	108	1017	.4	2.0	107	253	.4	1.8	180	430	.6	2.3	170	374	.6	3.0
WCOM-FM																				
FA '98	166	3569	.5	2.2	149	2156	.5	2.7	105	391	.3	1.7	161	589	.5	2.1	210	608	.7	3.5
2-Book	183	3419	.6	2.4	164	2176	.6	3.0	116	370	.4	1.9	209	710	.7	2.7	206	618	.7	3.7
WCTA-FM																				
FA '98	68	875	.2	.9	90	594	.3	1.6	54	148	.2	.9	141	324	.5	1.8	106	223	.3	1.8
2-Book	95	1071	.3	1.2	99	786	.4	1.8	96	248	.3	1.6	177	401	.6	2.2	134	294	.4	2.4
WDOY-FM																				
FA '98	149	2197	.5	2.0	209	2131	.7	3.7	101	307	.3	1.7	200	646	.6	2.6	151	465	.5	2.5
2-Book	143	2154	.5	1.9	191	2030	.7	3.5	104	339	.3	1.8	193	610	.6	2.5	132	413	.5	2.3
WEGM-FM																				
FA '98	42	758	.1	.6	35	439	.1	.6	39	108	.1	.6	53	150	.2	.7	39	126	.1	.7
2-Book	54	720	.2	.7	45	474	.2	.8	38	99	.1	.6	68	196	.3	.9	62	143	.2	1.2
WENA-AM																				
FA '98	27	180	.1	.4	* 16	137	.1	.3	7	28	.1	.3	32	71	.1	.4	26	84	.1	.4
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	53	724	.2	.7	65	528	.2	1.2	77	159	.2	1.3	83	172	.3	1.1	95	221	.3	1.6
2-Book	49	686	.2	.7	44	437	.2	.8	54	129	.2	.9	55	124	.2	.7	63	155	.2	1.1
WFID-FM																				
FA '98	298	3267	1.0	3.9	193	2062	.6	3.4	152	457	.5	2.5	331	901	1.1	4.3	213	596	.7	3.6
2-Book	312	3080	1.1	4.0	180	1945	.6	3.3	147	464	.5	2.5	318	796	1.1	4.1	240	594	.8	4.3
WIAC-AM																				
FA '98	116	1158	.4	1.5	100	896	.3	1.8	197	405	.6	3.2	106	260	.3	1.4	61	191	.2	1.0
2-Book	105	1066	.4	1.4	80	808	.3	1.5	160	327	.5	2.6	98	287	.3	1.3	48	135	.2	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

		Persons 12+																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																						
FA '98		343	3758	1.1	4.5	156	2264	.5	2.8	171	525	.6	2.8	250	893	.8	3.2	164	516	.5	2.8	
2-Book		363	3819	1.2	4.7	165	2203	.6	3.0	167	503	.6	2.8	311	966	1.0	3.9	163	518	.5	2.9	
WIOA-FM																						
FA '98		223	2608	.7	2.9	110	1514	.4	2.0	108	322	.3	1.8	175	511	.6	2.3	151	461	.5	2.5	
2-Book		228	2765	.8	2.9	124	1655	.4	2.3	153	454	.5	2.6	195	604	.7	2.5	139	439	.5	2.5	
WIOB-FM																						
FA '98		73	939	.2	1.0	55	668	.2	1.0	75	209	.2	1.2	55	179	.2	.7	47	149	.2	.8	
2-Book		99	1068	.3	1.3	50	651	.2	.9	71	213	.2	1.2	77	208	.3	1.0	40	150	.2	.7	
WIOC-FM																						
FA '98		94	914	.3	1.2	54	645	.2	1.0	74	223	.2	1.2	80	260	.3	1.0	57	181	.2	1.0	
2-Book		108	963	.4	1.4	62	657	.2	1.2	71	201	.2	1.2	107	267	.4	1.4	60	178	.2	1.1	
WIVA-FM																						
FA '98		96	1174	.3	1.3	47	414	.2	.8	79	183	.3	1.3	84	184	.3	1.1	61	141	.2	1.0	
2-Book		132	1405	.4	1.7	65	613	.3	1.2	101	240	.4	1.7	118	272	.4	1.5	81	182	.3	1.5	
WKAQ-AM																						
FA '98		440	4804	1.4	5.8	218	2616	.7	3.9	422	1215	1.4	6.9	290	794	.9	3.8	155	426	.5	2.6	
2-Book		410	4503	1.3	5.3	200	2205	.7	3.7	391	1115	1.3	6.5	279	746	.9	3.6	143	365	.5	2.5	
WKAQ-FM																						
FA '98		435	6558	1.4	5.7	391	4615	1.3	7.0	377	1158	1.2	6.2	655	1875	2.1	8.5	513	1541	1.7	8.7	
2-Book		414	5895	1.4	5.3	340	4049	1.1	6.2	309	972	1.0	5.1	590	1755	1.9	7.5	418	1210	1.4	7.4	
WKSA-FM																						
FA '98		57	673	.2	.7	24	357	.1	.4	25	86	.1	.4	36	141	.1	.5	35	101	.1	.6	
2-Book		66	768	.2	.8	28	388	.1	.5	22	67	.1	.4	59	181	.2	.8	44	117	.2	.8	
WKVM-AM																						
FA '98		30	430	.1	.4	39	391	.1	.7	86	186	.3	1.4	42	117	.1	.5	18	30	.1	.3	
2-Book		56	569	.2	.7	60	468	.2	1.1	102	202	.4	1.7	68	168	.2	.9	34	66	.2	.6	
WLEO-AM																						
FA '98		39	398	.1	.5	19	223	.1	.3	47	114	.2	.8	23	61	.1	.3	24	47	.1	.4	
2-Book		47	447	.2	.6	26	234	.1	.5	61	128	.2	1.1	24	72	.1	.3	14	33	.1	.3	
WLUZ-AM																						
FA '98		45	347	.1	.6	18	176	.1	.3	20	36	.1	.3	3	17			11	15		.2	
2-Book		82	506	.3	1.1	23	237	.1	.4	37	61	.2	.6	7	30		.1	23	50	.1	.4	
WMEG-FM																						
FA '98		318	3381	1.0	4.2	281	2878	.9	5.0	192	627	.6	3.1	235	733	.8	3.0	285	722	.9	4.8	
2-Book		287	3114	.9	3.7	260	2597	.9	4.7	175	586	.6	2.9	256	739	.9	3.2	270	670	.9	4.8	
WMIO-FM																						
FA '98		52	271	.2	.7	13	116		.2	15	50		.2	35	76	.1	.5	16	34	.1	.3	
2-Book		36	232	.2	.5	15	142	.1	.3	13	50		.2	22	55	.1	.3	34	61	.2	.7	
WNEL-AM																						
FA '98		33	488	.1	.4	29	214	.1	.5	71	125	.2	1.2	52	90	.2	.7	24	62	.1	.4	
2-Book		60	588	.2	.8	41	295	.2	.8	69	137	.2	1.2	61	116	.2	.8	34	81	.1	.6	
WNIK-FM																						
FA '98		19	345	.1	.2	18	208	.1	.3	12	56		.2	33	82	.1	.4	24	45	.1	.4	
2-Book		19	317	.1	.2	19	186	.1	.4	6	28		.1	32	78	.1	.4	28	48	.1	.5	
WNNV-FM																						
FA '98		51	408	.2	.7	51	365	.2	.9	52	139	.2	.8	73	171	.2	.9	45	103	.1	.8	
2-Book		39	333	.2	.5	36	310	.2	.7	41	102	.2	.7	54	144	.2	.7	34	103	.1	.6	
WNRT-FM																						
FA '98		100	1257	.3	1.3	93	943	.3	1.7	98	281	.3	1.6	83	276	.3	1.1	89	233	.3	1.5	
2-Book		85	1094	.3	1.1	70	825	.2	1.3	67	198	.2	1.1	72	237	.3	1.0	59	174	.2	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	79	918	.3	1.0	77	719	.2	1.4	78	190	.3	1.3	119	285	.4	1.5	113	298	.4	1.9
2-Book	64	778	.3	.8	64	579	.2	1.2	60	177	.2	1.0	94	226	.3	1.2	80	204	.3	1.4
WORO-FM																				
FA '98	145	1429	.5	1.9	178	1528	.6	3.2	71	236	.2	1.2	227	560	.7	2.9	111	316	.4	1.9
2-Book	191	1586	.7	2.5	216	1667	.7	4.0	83	247	.3	1.4	239	537	.8	3.0	148	368	.5	2.7
WOSO-AM																				
FA '98	27	352	.1	.4	22	201	.1	.4	27	63	.1	.4	22	91	.1	.3	17	42	.1	.3
2-Book	26	351	.1	.4	18	237	.1	.3	16	45	.1	.3	25	111	.1	.3	14	51	.1	.3
WQYE-FM																				
FA '98	101	1551	.3	1.3	88	1055	.3	1.6	49	196	.2	.8	142	449	.5	1.8	95	197	.3	1.6
2-Book	120	1723	.4	1.5	99	1167	.4	1.8	71	243	.3	1.2	154	487	.5	2.0	112	298	.4	2.0
WPAB-AM																				
FA '98	73	927	.2	1.0	26	405	.1	.5	38	102	.1	.6	46	194	.1	.6	25	75	.1	.4
2-Book	65	787	.2	.9	38	395	.2	.7	52	135	.2	.9	62	205	.2	.8	38	79	.2	.7
WPRA-AM																				
FA '98	10	214	.1	.1	16	107	.1	.3	26	44	.1	.4	14	47	.2	.2	5	10	.1	.1
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	902	6874	2.9	11.8	452	3888	1.5	8.1	602	1454	1.9	9.8	676	1603	2.2	8.7	491	1319	1.6	8.3
2-Book	833	6491	2.7	10.7	385	3494	1.3	7.0	533	1304	1.7	8.8	644	1529	2.1	8.2	430	1142	1.4	7.6
WPRP-AM																				
FA '98	24	249	.1	.3	13	143	.1	.2	30	55	.1	.5	16	64	.1	.2	1	6	.1	.2
2-Book	24	283	.1	.3	13	170	.1	.2	29	56	.1	.5	10	44	.1	.1	10	23	.1	.2
WQBS-AM																				
FA '98	21	333	.1	.3	18	222	.1	.3	35	77	.1	.6	7	53	.1	.1	2	15	.1	.2
2-Book	21	327	.1	.3	17	194	.1	.3	28	52	.1	.5	16	69	.1	.2	10	38	.1	.2
WQQZ-FM																				
FA '98	34	361	.1	.4	* 24	232	.1	.4	25	73	.1	.4	47	92	.2	.6	54	127	.2	.9
2-Book	35	331	.1	.5	22	222	.1	.4	20	62	.1	.4	45	98	.2	.6	35	84	.2	.6
WRIO-FM																				
FA '98	107	958	.3	1.4	43	482	.1	.8	78	171	.3	1.3	72	204	.2	.9	34	105	.1	.6
2-Book	108	1129	.4	1.4	50	570	.2	.9	80	193	.3	1.4	101	261	.3	1.3	46	140	.2	.9
WSKN-AM																				
FA '98	49	640	.2	.6	18	365	.1	.3	20	82	.1	.3	21	117	.1	.3	7	56	.1	.1
2-Book	60	789	.2	.8	29	378	.1	.5	39	109	.2	.7	29	112	.1	.4	31	91	.1	.6
WTPM-FM																				
FA '98	22	218	.1	.3	* 11	89	.1	.2	14	58	.1	.2	15	48	.1	.2	31	40	.1	.6
2-Book	26	206	.1	.4	21	155	.1	.4	26	78	.1	.4	31	90	.1	.4	31	40	.1	.6
WUKQ-FM																				
FA '98	137	1885	.4	1.8	98	1246	.3	1.7	78	261	.3	1.3	168	575	.5	2.2	114	349	.4	1.9
2-Book	132	1817	.4	1.7	110	1264	.4	2.0	76	272	.3	1.3	183	580	.6	2.3	126	334	.4	2.3
WUNO-AM																				
FA '98	104	1037	.3	1.4	39	472	.1	.7	83	218	.3	1.4	70	156	.2	.9	15	56	.1	.3
2-Book	99	1118	.3	1.3	49	586	.2	.9	95	233	.3	1.6	71	170	.2	.9	20	58	.1	.4
WUPR-AM																				
FA '98	* 42	137	.1	.6	* 36	124	.1	.6	30	69	.1	.5	* 65	69	.2	.8	**	**	**	**
2-Book	48	161	.2	.7	32	123	.1	.6	31	85	.1	.5	54	56	.2	.7	**	**	**	**
WVJP-FM																				
FA '98	92	1167	.3	1.2	70	809	.2	1.2	81	264	.3	1.3	89	257	.3	1.2	54	136	.2	.9
2-Book	104	1264	.4	1.4	83	898	.3	1.5	76	225	.3	1.3	119	338	.4	1.5	74	207	.3	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	20	364	.1	.3	13	219	.2	.2	6	39	.1	.1	34	86	.1	.4	20	67	.1	.3
2-Book	24	335	.1	.4	17	194	.1	.3	29	53	.1	.5	23	79	.1	.3	18	49	.1	.3
WXEW-AM																				
FA '98	24	209	.1	.3	* 25	285	.1	.4	38	132	.1	.6	43	92	.1	.6	3	14	.1	.1
2-Book	28	238	.1	.4	25	266	.1	.4	39	118	.1	.7	39	96	.1	.5	12	30	.1	.3
WXYX-FM																				
FA '98	223	3631	.7	2.9	156	2162	.5	2.8	161	484	.5	2.6	238	771	.8	3.1	213	572	.7	3.6
2-Book	225	3538	.7	2.9	149	2099	.5	2.7	126	399	.4	2.1	229	820	.8	2.9	192	564	.7	3.4
WYQE-FM																				
FA '98	53	453	.2	.7	47	306	.2	.8	50	111	.2	.8	84	139	.3	1.1	94	185	.3	1.6
2-Book	46	388	.2	.6	41	282	.2	.7	42	99	.2	.7	77	132	.3	1.0	67	135	.2	1.2
WZAR-FM																				
FA '98	88	1023	.3	1.2	88	724	.3	1.6	85	203	.3	1.4	140	359	.5	1.8	97	203	.3	1.6
2-Book	95	1232	.3	1.3	104	840	.4	1.9	87	239	.3	1.5	188	431	.7	2.4	106	229	.4	1.9
WZNT-FM																				
FA '98	360	3250	1.2	4.7	324	2339	1.0	5.8	305	763	1.0	5.0	471	1133	1.5	6.1	381	837	1.2	6.4
2-Book	358	3289	1.2	4.6	322	2512	1.0	5.9	294	737	1.0	4.9	484	1201	1.6	6.2	375	847	1.2	6.7
TOTALS																				
FA '98	7612	29419	24.6		5606	26036	18.1		6121	14485	19.8		7726	16720	25.0		5922	13189	19.1	
2-Book	7791	29235	25.3		5510	25908	17.9		6047	14226	19.7		7903	16947	25.7		5641	12625	18.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12+																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																						
FA '98		21	72	.1	.5	89	269	.3	2.0	65	204	.2	1.0	38	106	.1	.7	68	210	.2	1.8	
2-Book		30	89	.1	.8	83	201	.3	1.9	56	166	.2	.9	45	92	.2	.9	56	155	.2	1.5	
Wael-FM																						
FA '98		45	128	.1	1.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book		54	161	.2	1.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																						
FA '98		4	9	.1	.1	18	39	.1	.4	8	26	.1	.1	10	31	.1	.2	4	9	.1	.1	
2-Book		14	37	.1	.4	28	85	.1	.7	10	36	.1	.2	25	48	.1	.5	14	37	.1	.4	
WAPA-AM																						
FA '98		80	257	.3	1.8	103	290	.3	2.4	91	214	.3	1.4	99	225	.3	1.9	60	151	.2	1.6	
2-Book		66	188	.3	1.6	80	256	.3	1.9	67	172	.2	1.0	58	147	.2	1.1	44	111	.2	1.2	
WBRQ-FM																						
FA '98		54	133	.2	1.2					33	108	.1	.5	23	64	.1	.4	2	26	.1	.1	
2-Book		35	95	.2	.8	3	15	.1	.1	25	85	.1	.4	19	53	.1	.4	7	37	.1	.2	
WCAD-FM																						
FA '98		43	179	.1	.9	53	131	.2	1.2	46	275	.1	.7	77	206	.2	1.5	57	205	.2	1.5	
2-Book		43	150	.1	1.0	35	117	.2	.8	63	282	.2	1.0	63	167	.2	1.3	64	164	.2	1.8	
WCGB-AM																						
FA '98		8	13	.2	.2	* 25	50	.1	.6	18	56	.1	.3	19	50	.1	.4	* 7	7	.1	.1	
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																						
FA '98		40	54	.1	.9	44	135	.1	1.0	43	117	.1	.7	39	64	.1	.8	50	51	.2	1.3	
2-Book		32	56	.1	.8	48	101	.2	1.1	27	84	.1	.5	24	51	.1	.5	35	49	.2	.9	
WCMN-FM																						
FA '98		101	316	.3	2.2	78	203	.3	1.8	145	404	.5	2.2	98	271	.3	1.9	47	195	.2	1.2	
2-Book		67	220	.2	1.6	90	206	.3	2.1	130	364	.5	2.0	76	213	.3	1.5	49	191	.2	1.3	
WCOM-FM																						
FA '98		132	443	.4	2.9	71	348	.2	1.6	177	611	.6	2.7	127	426	.4	2.5	188	497	.6	4.9	
2-Book		132	441	.4	3.2	85	326	.3	2.0	192	622	.7	2.9	140	448	.5	2.8	207	521	.7	5.7	
WCTA-FM																						
FA '98		47	103	.2	1.0	62	161	.2	1.4	163	295	.5	2.5	99	169	.3	1.9	41	131	.1	1.1	
2-Book		37	100	.2	.9	80	197	.3	1.9	151	323	.5	2.3	85	199	.3	1.7	32	121	.1	.9	
WDOY-FM																						
FA '98		601	1155	1.9	13.2	93	286	.3	2.1	202	477	.7	3.1	163	387	.5	3.2	98	307	.3	2.5	
2-Book		553	1012	1.8	13.2	81	256	.3	1.9	180	537	.6	2.8	148	385	.5	3.0	82	239	.3	2.2	
WEGM-FM																						
FA '98		18	68	.1	.4	16	50	.1	.4	31	112	.1	.5	30	45	.1	.6	49	135	.2	1.3	
2-Book		40	108	.2	1.0	17	60	.1	.4	52	168	.2	.8	24	51	.1	.5	52	137	.2	1.5	
WENA-AM																						
FA '98		* 13	25	.3	.3	11	50	.3	.3	24	79	.1	.4	15	53	.3	.3	**	**	**	**	
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																						
FA '98		42	99	.1	.9	70	168	.2	1.6	64	147	.2	1.0	66	121	.2	1.3	30	99	.1	.8	
2-Book		35	88	.1	.8	49	160	.2	1.2	40	128	.2	.6	40	83	.1	.8	19	75	.1	.5	
WFID-FM																						
FA '98		149	437	.5	3.3	101	289	.3	2.3	201	647	.6	3.1	202	521	.7	3.9	172	485	.6	4.5	
2-Book		133	366	.5	3.2	81	268	.3	1.9	174	578	.6	2.7	161	415	.6	3.2	167	468	.6	4.6	
WIAC-AM																						
FA '98		93	220	.3	2.0	112	198	.4	2.6	104	259	.3	1.6	53	126	.2	1.0	80	197	.3	2.1	
2-Book		81	187	.3	1.9	90	194	.3	2.1	65	163	.2	1.0	36	79	.2	.7	65	157	.3	1.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	144	400	.5	3.2	74	258	.2	1.7	229	743	.7	3.5	162	452	.5	3.1	46	217	.1	1.2
2-Book	127	376	.5	3.0	107	319	.4	2.5	208	653	.7	3.2	156	426	.5	3.1	71	246	.2	2.0
WIOA-FM																				
FA '98	64	226	.2	1.4	85	278	.3	1.9	161	488	.5	2.5	85	265	.3	1.6	53	149	.2	1.4
2-Book	91	257	.3	2.2	76	237	.3	1.8	161	495	.5	2.5	116	328	.4	2.3	60	197	.2	1.7
WIOB-FM																				
FA '98	49	138	.2	1.1	58	186	.2	1.3	57	165	.2	.9	54	159	.2	1.0	47	124	.2	1.2
2-Book	53	147	.2	1.3	33	103	.1	.8	55	178	.2	.9	34	119	.1	.7	34	98	.2	.9
WIOC-FM																				
FA '98	70	196	.2	1.5	20	76	.1	.5	55	153	.2	.8	48	165	.2	.9	27	91	.1	.7
2-Book	77	204	.3	1.9	16	51	.1	.4	64	202	.2	1.0	52	126	.2	1.0	39	121	.2	1.1
WIVA-FM																				
FA '98	10	28	.2	.5	33	90	.1	.8	59	136	.2	.9	44	106	.1	.9	12	55	.3	.4
2-Book	20	60	.1	.5	36	86	.1	.9	90	246	.3	1.4	66	158	.2	1.4	13	57	.4	.4
WKAQ-AM																				
FA '98	166	453	.5	3.7	264	818	.9	6.1	200	542	.6	3.0	170	431	.5	3.3	105	373	.3	2.7
2-Book	130	353	.4	3.1	251	714	.9	5.9	184	503	.6	2.8	164	409	.5	3.3	88	266	.3	2.4
WKAQ-FM																				
FA '98	326	987	1.1	7.2	186	692	.6	4.3	497	1649	1.6	7.6	320	1006	1.0	6.2	217	637	.7	5.6
2-Book	281	869	1.0	6.7	163	615	.6	3.9	434	1415	1.4	6.6	281	846	.9	5.6	206	585	.7	5.6
WKSA-FM																				
FA '98	20	59	.1	.4	22	62	.1	.5	28	45	.1	.4	7	33	.1	.4	19	48	.1	.5
2-Book	15	47	.1	.4	26	79	.1	.6	22	73	.1	.3	18	53	.1	.4	14	48	.1	.4
WKVM-AM																				
FA '98	17	32	.1	.4	92	185	.3	2.1	34	96	.1	.5	18	41	.1	.3	13	32	.3	.3
2-Book	31	69	.1	.8	87	178	.3	2.0	94	163	.3	1.4	50	104	.2	1.0	19	52	.1	.5
WLEO-AM																				
FA '98	14	42	.3	.3	28	73	.1	.6	8	13	.1	.1	3	15	.1	.1	9	23	.2	.2
2-Book	20	46	.1	.5	43	92	.2	1.0	19	55	.1	.3	12	22	.1	.3	16	36	.1	.4
WLUZ-AM																				
FA '98	24	56	.1	.5	8	17	.2	.2	11	34	.2	.2	39	61	.1	.8	28	54	.1	.7
2-Book	12	28	.1	.3	24	40	.1	.6	23	87	.1	.4	51	85	.2	1.1	14	27	.1	.4
WMEG-FM																				
FA '98	270	732	.9	5.9	100	277	.3	2.3	167	513	.5	2.5	219	555	.7	4.2	710	1386	2.3	18.4
2-Book	208	583	.7	4.9	113	336	.4	2.7	202	556	.7	3.1	219	522	.7	4.3	580	1159	1.9	15.6
WMIO-FM																				
FA '98	6	34	.1	.1	6	17	.1	.1	12	17	.2	.2	15	28	.3	.3	1	6	.1	.1
2-Book	16	54	.1	.4	5	22	.1	.1	20	32	.1	.3	12	26	.3	.3	2	11	.1	.1
WNEL-AM																				
FA '98	31	72	.1	.7	6	16	.1	.1	1	6	.1	.1	9	40	.2	.2	35	75	.1	.9
2-Book	30	95	.1	.8	25	54	.1	.6	26	57	.1	.4	36	77	.1	.7	47	89	.2	1.3
WNIK-FM																				
FA '98	14	53	.3	.3	23	32	.1	.5	21	79	.1	.3	5	21	.1	.1	8	44	.2	.2
2-Book	12	35	.3	.3	12	16	.1	.3	28	74	.1	.4	12	20	.1	.3	17	51	.1	.5
WNNV-FM																				
FA '98	20	57	.1	.4	65	133	.2	1.5	53	152	.2	.8	81	155	.3	1.6	30	85	.1	.8
2-Book	20	46	.1	.5	45	109	.2	1.1	35	118	.2	.6	45	87	.2	.9	22	63	.1	.6
WNRT-FM																				
FA '98	75	207	.2	1.7	155	455	.5	3.6	108	395	.3	1.6	87	320	.3	1.7	64	222	.2	1.7
2-Book	56	155	.2	1.3	116	339	.4	2.7	82	305	.3	1.2	66	247	.2	1.3	46	159	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12+																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																						
FA '98		49	145	.2	1.1	37	88	.1	.8	71	183	.2	1.1	63	160	.2	1.2	85	200	.3	2.2	
2-Book		44	127	.2	1.1	37	96	.1	.9	58	166	.2	.9	49	127	.2	1.0	84	195	.3	2.3	
WORO-FM																						
FA '98		47	109	.2	1.0	106	300	.3	2.4	530	871	1.7	8.1	281	697	.9	5.4	24	78	.1	.6	
2-Book		66	169	.3	1.6	132	348	.4	3.1	630	1016	2.1	9.6	338	766	1.1	6.7	60	172	.2	1.7	
WOSO-AM																						
FA '98		12	35	.3		42	100	.1	1.0	25	59	.1	.4	30	68	.1	.6	11	17	.3		
2-Book		8	33	.2		22	57	.1	.5	20	66	.1	.3	29	74	.1	.6	12	25	.3		
WOYE-FM																						
FA '98		69	236	.2	1.5	15	50	.3		87	246	.3	1.3	109	278	.4	2.1	124	270	.4	3.2	
2-Book		84	268	.3	2.0	33	96	.1	.8	91	260	.3	1.4	97	258	.4	1.9	135	350	.5	3.7	
WPAB-AM																						
FA '98		20	60	.1	.4	28	98	.1	.6	13	100		.2	28	79	.1	.5	11	28	.3		
2-Book		32	100	.1	.8	33	93	.1	.8	21	96	.1	.3	40	88	.2	.8	28	65	.1	.8	
WPRA-AM																						
FA '98		21	32	.1	.5	20	52	.1	.5	29	42	.1	.4	9	20		.2					
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																						
FA '98		330	836	1.1	7.3	332	743	1.1	7.6	466	1094	1.5	7.1	378	827	1.2	7.3	338	734	1.1	8.8	
2-Book		236	635	.8	5.5	254	592	.9	5.9	392	1050	1.3	6.0	358	838	1.2	7.1	242	571	.8	6.5	
WPRP-AM																						
FA '98						32	75	.1	.7	26	93	.1	.4									
2-Book						28	69	.1	.7	28	79	.1	.5	2	9		.1	3	16		.1	
WQBS-AM																						
FA '98		35	60	.1	.8					2	14			24	40	.1	.5	39	59	.1	1.0	
2-Book		21	47	.1	.5	3	11		.1	11	38	.1	.2	17	30	.1	.4	27	50	.1	.7	
WQQZ-FM																						
FA '98		21	42	.1	.5	* 7	13		.2	9	34		.1	23	61	.1	.4	2	13		.1	
2-Book		18	45	.1	.5	4	7		.1	14	48	.1	.2	23	66	.1	.4	6	21		.2	
WRIO-FM																						
FA '98		17	52	.1	.4	23	70	.1	.5	42	178	.1	.6	57	131	.2	1.1	23	87	.1	.6	
2-Book		18	50	.1	.5	26	71	.1	.6	51	174	.2	.8	54	121	.2	1.1	23	79	.1	.7	
WSKN-AM																						
FA '98		36	102	.1	.8	8	40		.2	16	60	.1	.2	13	57		.3	18	61	.1	.5	
2-Book		30	86	.1	.7	12	57	.1	.3	35	107	.2	.5	21	62	.1	.5	30	86	.1	.9	
WTPM-FM																						
FA '98	*	3	14		.1	8	34		.2	34	75	.1	.5	4	17		.1	* 6	28		.2	
2-Book		7	17		.2	9	36		.2	35	79	.1	.5	14	34	.1	.3	11	34		.3	
WUKQ-FM																						
FA '98		53	172	.2	1.2	57	209	.2	1.3	151	485	.5	2.3	97	273	.3	1.9	57	186	.2	1.5	
2-Book		71	243	.3	1.8	60	202	.2	1.4	158	469	.5	2.4	122	323	.4	2.4	72	228	.3	2.0	
WUNO-AM																						
FA '98		14	81	.3		107	271	.3	2.5	13	63		.2	11	25		.2	12	34	.3		
2-Book		24	90	.1	.6	114	303	.4	2.7	41	160	.1	.6	18	34	.1	.4	21	84	.1	.6	
WUPR-AM																						
FA '98						34	86	.1	.8	* 41	41	.1	.6					**	**	**	**	
2-Book		**	**	**	**	28	81	.1	.7	36	36	.1	.6	**	**	**	**	**	**	**	**	
WVJP-FM																						
FA '98		52	208	.2	1.1	74	149	.2	1.7	88	228	.3	1.3	36	105	.1	.7	80	250	.3	2.1	
2-Book		58	210	.2	1.4	69	152	.2	1.6	108	269	.4	1.6	78	195	.3	1.6	73	209	.3	2.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

		Persons 12+																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																						
FA '98		8	51	.2		5	31	.1		6	55	.1		10	57	.2		11	39	.2		.3
2-Book		12	44	.3		26	42	.1	.6	6	40	.1		13	44	.1	.3	11	27	.3		.3
WXEW-AM																						
FA '98	*	24	63	.1	.5	* 35	48	.1	.8	36	112	.1	.5	3	11	.1		* 11	33	.3		.3
2-Book		24	54	.1	.6	36	60	.1	.9	29	89	.1	.4	8	20	.2		7	22	.2		.2
WXYX-FM																						
FA '98		116	418	.4	2.6	121	361	.4	2.8	181	589	.6	2.8	173	503	.6	3.3	55	186	.2	1.4	
2-Book		109	360	.4	2.6	94	295	.3	2.2	180	605	.6	2.8	181	509	.6	3.6	78	250	.3	2.2	
WYQE-FM																						
FA '98		25	53	.1	.6	24	55	.1	.6	52	88	.2	.8	34	58	.1	.7	12	21	.3		.3
2-Book		17	33	.1	.4	23	45	.1	.6	59	122	.2	.9	34	75	.1	.7	10	18	.3		.3
WZAR-FM																						
FA '98		69	179	.2	1.5	59	142	.2	1.4	144	300	.5	2.2	68	184	.2	1.3	34	111	.1	.9	
2-Book		70	161	.2	1.7	79	185	.3	1.9	171	382	.6	2.6	83	229	.3	1.7	36	91	.1	1.0	
WZNT-FM																						
FA '98		132	377	.4	2.9	159	451	.5	3.6	501	1105	1.6	7.6	529	981	1.7	10.2	127	340	.4	3.3	
2-Book		156	455	.5	3.8	156	450	.5	3.6	499	1124	1.6	7.6	490	985	1.6	9.6	128	340	.4	3.5	
TOTALS																						
FA '98		4541	10778	14.7		4361	10435	14.1		6569	14038	21.2		5170	11306	16.7		3861	9156	12.5		
2-Book		4193	10060	13.6		4268	10221	13.9		6612	14243	21.5		5072	11011	16.5		3692	8812	12.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	7	68	.1	.4	4	45	.2	.2	8	68	.1	.6	1	23	.1	.1	5	45	.1	.4
SU '98	3	72	.1	.2	3	35	.1	.1	4	45	.1	.3	5	19	.1	.3	5	35	.1	.4
2-Book	5	70	.1	.3	4	40	.2	.2	6	57	.1	.5	3	21	.1	.2	5	40	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAEI-FM																				
FA '98	* 18	422	.2	1.2	11	152	.1	.5	17	197	.2	1.3	24	218	.3	1.3	13	123	.1	1.1
SU '98	31	634	.4	2.0	19	200	.2	.9	56	472	.6	3.5	23	297	.3	1.4	20	243	.2	1.7
2-Book	25	528	.3	1.6	15	176	.2	.7	37	335	.4	2.4	24	258	.3	1.4	17	183	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98		6			1	6											2	6		.2
SU '98		25								17										
2-Book		16			1	3				9							1	3		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	2	82		.1					8				2	21		.1	2	23		.2
SU '98	2	57		.1	4	46	.2	.2	6	38	.1	.4								
2-Book	2	70		.1	2	23	.1	.1	3	23	.1	.2	1	11		.1	1	12		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	9	246	.1	.6	8	92	.1	.4	4	57		.3	11	80	.1	.6	10	100	.1	.8
SU '98	10	250	.1	.6	8	96	.1	.4	12	110	.1	.8	9	91	.1	.5	9	94	.1	.8
2-Book	10	248	.1	.6	8	94	.1	.4	8	84	.1	.6	10	86	.1	.6	10	97	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	28	862	.3	1.8	26	320	.3	1.3	21	267	.2	1.6	35	398	.4	1.9	28	362	.3	2.3
SU '98	15	505	.2	1.0	9	130	.1	.4	15	176	.2	.9	16	220	.2	1.0	16	206	.2	1.4
2-Book	22	684	.3	1.4	18	225	.2	.9	18	222	.2	1.3	26	309	.3	1.5	22	284	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 1	28		.1					11											
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	8	67	.1	.5	10	51	.1	.5	7	59	.1	.5	8	39	.1	.4	5	33	.1	.4
SU '98		17			2	10		.1				.1								
2-Book	4	42	.1	.3	6	31	.1	.3	4	30	.1	.3	4	20	.1	.2	3	17	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	35	696	.4	2.2	28	265	.3	1.4	25	267	.3	1.9	41	361	.5	2.3	29	245	.3	2.4
SU '98	30	648	.3	1.9	26	170	.3	1.3	27	344	.3	1.7	34	307	.4	2.0	26	269	.3	2.2
2-Book	33	672	.4	2.1	27	218	.3	1.4	26	306	.3	1.8	38	334	.5	2.2	28	257	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	106	2732	1.2	6.8	128	1127	1.5	6.2	77	1090	.9	5.9	107	1263	1.2	5.9	117	1143	1.3	9.6
SU '98	123	2440	1.4	8.0	136	951	1.6	6.8	94	1013	1.1	5.9	142	1339	1.6	8.5	118	1088	1.4	10.1
2-Book	115	2586	1.3	7.4	132	1039	1.6	6.5	86	1052	1.0	5.9	125	1301	1.4	7.2	118	1116	1.4	9.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	14	242	.2	.9	13	84	.1	.6	9	104	.1	.7	14	119	.2	.8	6	59	.1	.5
SU '98	28	433	.3	1.8	33	164	.4	1.6	44	276	.5	2.8	26	136	.3	1.6	9	147	.1	.8
2-Book	21	338	.3	1.4	23	124	.3	1.1	27	190	.3	1.8	20	128	.3	1.2	8	103	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDDY-FM																				
FA '98	98	1832	1.1	6.3	72	548	.8	3.5	67	652	.8	5.1	82	726	.9	4.5	107	913	1.2	8.8
SU '98	76	1525	.9	4.9	62	452	.7	3.1	70	591	.8	4.4	55	558	.6	3.3	80	717	.9	6.8
2-Book	87	1679	1.0	5.6	67	500	.8	3.3	69	622	.8	4.8	69	642	.8	3.9	94	815	1.1	7.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	18	442	.2	1.2	15	182	.2	.7	15	157	.2	1.2	20	217	.2	1.1	20	131	.2	1.6
SU '98	28	355	.3	1.8	24	140	.3	1.2	30	238	.3	1.9	39	151	.5	2.3	22	102	.3	1.9
2-Book	23	399	.3	1.5	20	161	.3	1.0	23	198	.3	1.6	30	184	.4	1.7	21	117	.3	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*																			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	11	282	.1	.7	5	101	.1	.2	3	86	.2	.2	14	97	.2	.8	9	99	.1	.7
SU '98	2	92	.1	.1	2	19	.1	.1	4	67	.3	.3	2	23	.1	.1	1	50	.1	.1
2-Book	7	187	.1	.4	4	60	.1	.2	4	77	.3	.3	8	60	.1	.5	5	75	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	61	1155	.7	3.9	53	399	.6	2.6	76	530	.9	5.8	72	515	.8	4.0	64	472	.7	5.3
SU '98	71	1146	.8	4.6	90	441	1.0	4.5	99	582	1.1	6.2	68	579	.8	4.1	49	409	.6	4.2
2-Book	66	1151	.8	4.3	72	420	.8	3.6	88	556	1.0	6.0	70	547	.8	4.1	57	441	.7	4.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 12-24

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
Wiac-AM																				
FA '98		8		1	8				8				15							
SU '98	1	42	.1					1	27	.1		2	15							
2-Book	1	25	.1	1	4			1	18	.1		1	8							
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wiac-FM																				
FA '98	41	1351	.5	2.6	65	578	.7	3.2	48	466	.5	3.7	34	444	.4	1.9	32	385	.4	2.6
SU '98	59	1401	.7	3.8	96	736	1.1	4.8	52	584	.6	3.3	71	614	.8	4.2	46	491	.5	3.9
2-Book	50	1376	.6	3.2	81	657	.9	4.0	50	525	.6	3.5	53	529	.6	3.1	39	438	.5	3.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wioa-FM																				
FA '98	30	922	.3	1.9	43	376	.5	2.1	37	290	.4	2.8	29	294	.3	1.6	16	293	.2	1.3
SU '98	32	937	.4	2.1	33	308	.4	1.6	61	500	.7	3.8	30	303	.3	1.8	22	285	.3	1.9
2-Book	31	930	.4	2.0	38	342	.5	1.9	49	395	.6	3.3	30	299	.3	1.7	19	289	.3	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WioB-FM																				
FA '98	16	423	.2	1.0	15	166	.2	.7	17	226	.2	1.3	21	144	.2	1.2	14	102	.2	1.2
SU '98	11	362	.1	.7	26	155	.3	1.3	11	167	.1	.7	9	106	.1	.5	9	87	.1	.8
2-Book	14	393	.2	.9	21	161	.3	1.0	14	197	.2	1.0	15	125	.2	.9	12	95	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WioC-FM																				
FA '98	16	356	.2	1.0	17	145	.2	.8	12	138	.1	.9	13	152	.1	.7	20	145	.2	1.6
SU '98	12	377	.1	.8	11	174	.1	.5	15	137	.2	.9	12	133	.1	.7	8	143	.1	.7
2-Book	14	367	.2	.9	14	160	.2	.7	14	138	.2	.9	13	143	.1	.7	14	144	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wiva-FM																				
FA '98	13	379	.1	.8	35	176	.4	1.7	7	97	.1	.5	19	216	.2	1.0	3	44	.2	
SU '98	39	805	.5	2.5	102	446	1.2	5.1	35	408	.4	2.2	49	379	.6	2.9	9	96	.1	.8
2-Book	26	592	.3	1.7	69	311	.8	3.4	21	253	.3	1.4	34	298	.4	2.0	6	70	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wkaq-AM																				
FA '98	7	426	.1	.4	26	287	.3	1.3	6	98	.1	.5	4	62	.2		3	46	.2	
SU '98	7	229	.1	.5	6	93	.1	.3	4	51	.3		6	75	.1	.4	6	44	.1	.5
2-Book	7	328	.1	.5	16	190	.2	.8	5	75	.1	.4	5	69	.1	.3	5	45	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wkaq-FM																				
FA '98	185	3420	2.1	11.9	191	1707	2.2	9.3	182	1778	2.1	14.0	217	1922	2.5	11.9	147	1425	1.7	12.1
SU '98	156	2759	1.8	10.1	112	1037	1.3	5.6	201	1518	2.3	12.6	203	1586	2.3	12.1	113	1112	1.3	9.7
2-Book	171	3090	2.0	11.0	152	1372	1.8	7.5	192	1648	2.2	13.3	210	1754	2.4	12.0	130	1269	1.5	10.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12-24

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '98	7	252	.1	.4	5	82	.1	.2	7	86	.1	.5	12	122	.1	.7	6	109	.1	.5
SU '98	14	358	.2	.9	19	143	.2	.9	22	229	.3	1.4	14	136	.2	.8	6	107	.1	.5
2-Book	11	305	.2	.7	12	113	.2	.6	15	158	.2	1.0	13	129	.2	.8	6	108	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98		15											15							
SU '98	1	31		.1	6	31	.1	.3												
2-Book	1	23		.1	3	16		.1					8							
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VLED-AM																				
FA '98	2	48		.1	5	29	.1	.2												
SU '98	2	57		.1	5	32	.1	.2	9				1	9		.1	2	11		.2
2-Book	2	53		.1	5	31		.1	5				1	5		.1	1	6		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VLUZ-AM																				
FA '98																				
SU '98	1	51		.1	2	30		.1	22											
2-Book	1	26		.1	1	15		.1	11											
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	148	2317	1.7	9.5	170	1016	1.9	8.3	83	883	.9	6.4	213	1183	2.4	11.7	155	1096	1.8	12.7
SU '98	122	2111	1.4	7.9	138	802	1.6	6.9	83	749	1.0	5.2	153	942	1.8	9.1	111	803	1.3	9.5
2-Book	135	2214	1.6	8.7	154	909	1.8	7.6	83	816	1.0	5.8	183	1063	2.1	10.4	133	950	1.6	11.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	4	69		.3	4	24		.2	6	39	.1	.5	3	33		.2	4	49		.3
SU '98	2	73		.1	2	11		.1	2	47	.1	.1	2	27		.1	1	27		.1
2-Book	3	71		.2	3	18		.2	4	43	.1	.3	3	30		.2	3	38		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	1	26		.1	1	11		.1	1	11		.1	1	11		.1	1	9		.1
SU '98	1	46		.1	2	27		.1	1	8		.1	1	7		.1	1	7		.1
2-Book	1	36		.1	2	19		.1	1	10		.1	1	6		.1	1	8		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	3	138		.2					2	54		.2	4	57		.2	4	88		.3
SU '98	7	142		.5	2	21		.1	7	29		.4	5	75		.3	5	29		.4
2-Book	5	140		.4	1	11		.1	5	42		.3	5	66		.3	5	59		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	8	163	.1	.5	11	77	.1	.5	9	66	.1	.7	5	40	.1	.3	3	39	.2	
SU '98	1	64		.1	1	14			1	14		.1	1	21		.1	1	28	.1	
2-Book	5	114	.1	.3	6	46	.1	.3	5	40	.1	.4	3	31	.1	.2	2	34	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	15	395	.2	1.0	24	187	.3	1.2	11	137	.1	.8	22	197	.3	1.2	11	140	.1	
SU '98	13	362	.2	.8	12	132	.1	.6	21	228	.2	1.3	17	204	.2	1.0	3	111	.3	
2-Book	14	379	.2	.9	18	160	.2	.9	16	183	.2	1.1	20	201	.3	1.1	7	126	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	51	621	.6	3.3	66	373	.8	3.2	38	365	.4	2.9	56	379	.6	3.1	43	276	.5	
SU '98	31	406	.4	2.0	49	250	.6	2.4	17	215	.2	1.1	35	235	.4	2.1	26	216	.3	
2-Book	41	514	.5	2.7	58	312	.7	2.8	28	290	.3	2.0	46	307	.5	2.6	35	246	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORD-FM																				
FA '98	5	217	.1	.3	3	28		.1	2	31		.2	2	56		.1		14		
SU '98	7	139	.1	.5		20			5	54	.1	.3	5	48	.1	.3				
2-Book	6	178	.1	.4	2	24		.1	4	43	.1	.3	4	52	.1	.2		7		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98		8																	8	
SU '98		23																		
2-Book		16								3				1		3			4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	49	895	.6	3.1	74	466	.8	3.6	36	410	.4	2.8	55	454	.6	3.0	39	314	.4	
SU '98	64	1125	.7	4.1	93	629	1.1	4.6	62	630	.7	3.9	55	453	.6	3.3	62	532	.7	
2-Book	57	1010	.7	3.6	84	548	1.0	4.1	49	520	.6	3.4	55	454	.6	3.2	51	423	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	1	40		.1		8				13								2	9	.2
SU '98	2	91		.1		5	.33	.1	.2	2	30		.1				4	21	.3	
2-Book	2	66		.1		3	21	.1	.1	1	22		.1				3	15	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	1		.1		1			20				8		.1		*		8	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	187	2660	2.1	12.0	487	1701	5.6	23.8	128	1021	1.5	9.8	238	1308	2.7	13.1	56	592	.6	4.6
SU '98	142	2282	1.6	9.2	369	1461	4.3	18.4	107	943	1.2	6.7	165	1065	1.9	9.9	58	543	.7	5.0
2-Book	165	2471	1.9	10.6	428	1581	5.0	21.1	118	982	1.4	8.3	202	1187	2.3	11.5	57	568	.7	4.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98		48			1	9			1	19		.1								
SU '98		17			1	17											6			
2-Book		33			1	13			1	10		.1					3			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98		15				6				6										
SU '98		6				6				6										
2-Book		11				3				3										
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 6	148	.1	.4	3	43	.1	.3	3	51	.2	.2	14	35	.2	.8	5	36	.1	.4
SU '98	4	102	.3	.3	4	58	.2	.3	6	26	.1	.4	6	10	.1	.4	1	20	.1	.1
2-Book	5	125	.1	.4	4	51	.2	.3	5	39	.1	.3	10	23	.2	.6	3	28	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WR10-FM																				
FA '98	26	494	.3	1.7	77	293	.9	3.8	19	146	.2	1.5	32	238	.4	1.8	5	96	.1	.4
SU '98	23	472	.3	1.5	51	258	.6	2.5	21	167	.2	1.3	32	286	.4	1.9	8	140	.1	.7
2-Book	25	483	.3	1.6	64	276	.8	3.2	20	157	.2	1.4	32	262	.4	1.9	7	118	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98		25			2	10		.1												
SU '98	1	51		.1	6	6			1	27		.1	2	29		.1	1	10		.1
2-Book	1	38		.1	1	8		.1	1	14		.1	1	15		.1	1	5		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 2	32		.1	4	18		.2		11			3	11		.2	* 4	19		.3
SU '98	7	64	.1	.5	9	25	.1	.4	5	28	.1	.3	6	27	.1	.4	6	34	.1	.5
2-Book	5	48	.1	.3	7	22	.1	.3	3	20	.1	.2	5	19	.1	.3	5	27	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQD-FM																				
FA '98	58	1058	.7	3.7	50	467	.6	2.4	58	468	.7	4.4	80	640	.9	4.4	53	403	.6	4.4
SU '98	65	1024	.8	4.2	33	396	.4	1.6	79	559	.9	5.0	66	511	.8	3.9	68	394	.8	5.8
2-Book	62	1041	.8	4.0	42	432	.5	2.0	69	514	.8	4.7	73	576	.9	4.2	61	399	.7	5.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	2	94	.1	.3	5	46	.1	.2								3	37	.2	.1	
SU '98	3	72	.2	.4	9	57	.1	.4	2	15	.1		1	10	.1		5			
2-Book	3	83	.2	.3	7	52	.1	.3	1	8	.1	2	24	.2	.1	1	8	.1	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUPR-AM																				
FA '98	*	5	.1	.3	5	22	.1	.2												
SU '98									**	**	**	**	**	**	**	**	**	**	**	
2-Book	3	11	.1	.2	3	11	.1	.1	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVJP-FM																				
FA '98	5	280	.1	.3	1	37			4	73	.3	8	103	.1	.4	3	64	.2	.2	
SU '98	4	244	.3	.6	12	68	.1	.6	3	64	.2	3	44	.2	.5	5	49	.1	.4	
2-Book	5	262	.1	.3	7	53	.1	.3	4	69	.3	6	74	.1	.3	4	57	.1	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVOZ-FM																				
FA '98	4	168	.3	.3	10	92	.1	.5	5	82	.1	.4	3	55	.2	1	33	.1	.1	
SU '98	5	181	.1	.3	16	60	.2	.8	2	51	.1	.1	2	50	.1	3	88	.3	.3	
2-Book	5	175	.1	.3	13	76	.2	.7	4	67	.1	.3	3	53	.2	2	61	.2	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXEV-AM																				
FA '98	*	6			1	6			6			1	6	.1	*					
SU '98	2	36	.1	.1	11	27	.1	.5												
2-Book	1	21	.1	.1	6	17	.1	.3	3			1	3	.1						
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '98	84	2209	1.0	5.4	113	914	1.3	5.5	84	977	1.0	6.4	99	904	1.1	5.5	52	694	.6	4.3
SU '98	79	1860	.9	5.1	102	750	1.2	5.1	91	860	1.1	5.7	83	929	1.0	5.0	72	683	.8	6.2
2-Book	82	2035	1.0	5.3	108	832	1.3	5.3	88	919	1.1	6.1	91	917	1.1	5.3	62	689	.7	5.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WYQE-FM																				
FA '98	10	174	.1	.6	17	67	.2	.8	15	103	.2	1.2	8	76	.1	.4	2	24	.2	.2
SU '98	6	91	.1	.4	5	29	.1	.2	9	50	.1	.6	5	32	.1	.3	2	12	.2	.2
2-Book	8	133	.1	.5	11	48	.2	.5	12	77	.2	.9	7	54	.1	.4	2	18	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '98	24	372	.3	1.5	13	105	.1	.6	10	170	.1	.8	40	200	.5	2.2	23	138	.3	1.9
SU '98	33	464	.4	2.1	31	209	.4	1.5	31	242	.4	1.9	26	218	.3	1.6	35	211	.4	3.0
2-Book	29	418	.4	1.8	22	157	.3	1.1	21	206	.3	1.4	33	209	.4	1.9	29	175	.4	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12-24

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	42	915	.5	2.7	45	338	.5	2.2	43	370	.5	3.3	49	397	.6	2.7	16	191	.2	1.3
SU '98	50	1030	.6	3.2	55	427	.6	2.7	44	482	.5	2.8	57	477	.7	3.4	38	369	.4	3.3
2-Book	46	973	.6	3.0	50	383	.6	2.5	44	426	.5	3.1	53	437	.7	3.1	27	280	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1561	8490	17.9		2049	7705	23.4		1304	6325	14.9		1816	7416	20.8		1216	6362	13.9	
SU '98	1547	8266	17.9		2001	6966	23.2		1595	6699	18.5		1674	6802	19.4		1169	5954	13.5	
2-Book	1554	8378	17.9		2025	7336	23.3		1450	6512	16.7		1745	7109	20.1		1193	6158	13.7	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	5	68	.1	.3	13	45	.1	.8	3	45	.2	18	45	.2	.8	20	45	.2	1.1	
2-Book	5	66	.1	.3	7	36	.1	.5	2	23	.1	11	31	.1	.5	10	23	.1	.6	
WAEL-FM																				
FA '98	18	352	.2	1.1					23	49	.3	1.8	24	77	.3	1.1	26	58	.3	1.4
2-Book	26	452	.3	1.5	**	**	**	**	15	36	.2	1.2	32	100	.4	1.5	36	99	.4	2.2
WALO-AM																				
FA '98		6																		
2-Book		12					4													
WAPA-AM																				
FA '98	1	29		.1	4	50		.3	8	11	.1	.6	5	17	.1	.2				
2-Book	2	43		.2	3	31		.2	6	11	.1	.5	3	9	.1	.1				
WBRQ-FM																				
FA '98	7	169	.1	.4	11	164	.1	.7	10	23	.1	.8	15	37	.2	.7	10	42	.1	.5
2-Book	9	177	.1	.5	11	147	.1	.7	7	20	.1	.6	18	39	.2	.9	11	38	.1	.7
WCAD-FM																				
FA '98	27	647	.3	1.6	28	498	.3	1.8	16	54	.2	1.2	32	104	.4	1.5	35	137	.4	1.9
2-Book	21	513	.3	1.2	23	392	.3	1.5	15	41	.2	1.2	24	81	.3	1.2	34	120	.4	2.0
WCGB-AM																				
FA '98		11			* 2	28		.1	3	8		.2								
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	8	59	.1	.5	9	45	.1	.6	20	26	.2	1.6	19	38	.2	.9	2	12		.1
2-Book	4	35	.1	.3	5	26	.1	.3	10	13	.1	.8	10	19	.1	.5	1	6		.1
WCMN-FM																				
FA '98	31	517	.4	1.8	47	399	.5	3.0	29	60	.3	2.2	60	180	.7	2.7	92	175	1.1	5.0
2-Book	30	514	.4	1.8	40	381	.5	2.7	36	85	.4	3.0	57	175	.7	2.6	66	131	.8	3.8
WCOM-FM																				
FA '98	102	2211	1.2	6.0	105	1420	1.2	6.7	66	247	.8	5.1	119	472	1.4	5.5	151	385	1.7	8.3
2-Book	112	2111	1.3	6.5	118	1443	1.4	7.8	76	242	.9	6.2	150	512	1.8	7.1	150	399	1.7	8.9
WCTA-FM																				
FA '98	12	188	.1	.7	23	145	.3	1.5	18	45	.2	1.4	36	79	.4	1.6	17	41	.2	.9
2-Book	24	255	.3	1.4	25	182	.3	1.7	28	67	.3	2.3	56	115	.7	2.6	30	57	.4	1.8
WDOY-FM																				
FA '98	73	1081	.8	4.3	137	1361	1.6	8.8	43	126	.5	3.3	106	309	1.2	4.9	98	269	1.1	5.4
2-Book	68	1025	.8	4.0	118	1212	1.4	7.8	42	117	.5	3.4	81	262	.9	3.8	75	226	.9	4.4
WEGM-FM																				
FA '98	17	351	.2	1.0	20	254	.2	1.3	18	48	.2	1.4	23	67	.3	1.1	20	63	.2	1.1
2-Book	24	322	.3	1.4	24	256	.3	1.6	15	38	.2	1.2	31	89	.4	1.5	35	76	.4	2.1
WENA-AM																				
FA '98					*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	7	158	.1	.4	20	186	.2	1.3	32	54	.4	2.5	34	81	.4	1.6	43	104	.5	2.4
2-Book	5	122	.1	.3	11	132	.1	.7	17	34	.2	1.4	18	43	.2	.8	22	56	.3	1.2
WFID-FM																				
FA '98	68	906	.8	4.0	45	616	.5	2.9	40	101	.5	3.1	78	244	.9	3.6	34	125	.4	1.9
2-Book	78	895	.9	4.5	51	618	.6	3.4	39	106	.5	3.2	84	219	1.0	4.0	60	160	.7	3.7
WIAC-AM																				
FA '98		8																		
2-Book	1	25		.1			6						1	6		.1				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-FM																				
FA '98	49	1023	.6	2.9	34	615	.4	2.2	20	100	.2	1.6	54	234	.6	2.5	55	175	.6	3.0
2-Book	60	1085	.7	3.5	39	612	.5	2.6	18	84	.2	1.5	71	259	.8	3.4	62	194	.7	3.7
WIOA-FM																				
FA '98	36	651	.4	2.1	28	421	.3	1.8	45	94	.5	3.5	32	103	.4	1.5	46	133	.5	2.5
2-Book	40	698	.5	2.3	25	415	.3	1.6	33	92	.4	2.6	26	90	.3	1.3	30	96	.4	1.7
WIOB-FM																				
FA '98	18	342	.2	1.1	16	221	.2	1.0	11	29	.1	.9	13	60	.1	.6	10	47	.1	.5
2-Book	17	310	.2	1.0	11	171	.2	.7	9	19	.1	.7	13	57	.2	.6	7	34	.1	.4
WIOC-FM																				
FA '98	14	260	.2	.8	18	191	.2	1.2	28	109	.3	2.2	18	71	.2	.8	23	55	.3	1.3
2-Book	14	277	.2	.8	15	170	.2	1.0	16	64	.2	1.3	18	56	.2	.9	24	55	.3	1.4
WIVA-FM																				
FA '98	19	350	.2	1.1	10	141	.1	.6	9	25	.1	.7	30	52	.3	1.4	17	45	.2	.9
2-Book	40	506	.5	2.3	17	238	.2	1.1	17	46	.2	1.4	32	81	.4	1.5	21	52	.3	1.3
WKAQ-AM																				
FA '98	11	367	.1	.7	3	108	.2	.5	5	59	.1	.4	1	6			9	27	.1	.5
2-Book	8	274	.1	.5	8	107	.1	.5	6	42	.1	.5	2	7		.1	8	25	.1	.5
WKAQ-FM																				
FA '98	196	3006	2.2	11.6	193	2327	2.2	12.3	158	491	1.8	12.3	318	964	3.6	14.6	261	790	3.0	14.3
2-Book	185	2640	2.1	10.8	173	2028	2.0	11.4	125	409	1.5	10.1	288	882	3.3	13.5	235	656	2.7	13.8
WKSA-FM																				
FA '98	8	175	.1	.5	4	112	.3	.6	7	38	.1	.5	10	27	.1	.5	6	15	.1	.3
2-Book	14	238	.2	.8	9	159	.1	.6	4	19	.1	.3	17	54	.2	.8	10	32	.2	.6
WKVM-AM																				
FA '98		15																		
2-Book	1	23		.1																
WLED-AM																				
FA '98	2	29		.1	3	39		.2	10	20		.1	.8							
2-Book	2	31		.1	2	27		.2	5	10		.1	.4							
WLUZ-AM																				
FA '98																				
2-Book	1	21		.1	1	11		.1												
WMEG-FM																				
FA '98	150	1719	1.7	8.9	141	1528	1.6	9.0	73	270	.8	5.7	110	381	1.3	5.0	122	330	1.4	6.7
2-Book	136	1581	1.6	7.9	137	1435	1.6	9.1	76	273	.9	6.2	135	390	1.6	6.4	124	345	1.5	7.4
WMIO-FM																				
FA '98	4	51		.2	2	21		.1	1	6		.1	3	7		.1	5	7		.1
2-Book	3	53		.2	2	31		.1	2	7		.2	2	4		.1	7	10		.1
WNEL-AM																				
FA '98	1	11		.1		6														
2-Book	1	23		.1	1	17		.1	2	8		.2								
WNK-FM																				
FA '98	2	98		.1	5	49		.3	5	27		.1	15	24		.2	3	13		.2
2-Book	4	101		.2	8	58		.6	3	14		.2	17	22		.2	11	16		.7
WNNV-FM																				
FA '98	8	109		.5	11	112		.7	12	35		.9	20	60		.2	5	28		.3
2-Book	5	67		.3	7	81		.4	7	22		.6	10	30		.1	5	24		.3
WNRT-FM																				
FA '98	18	342		1.1	13	213		.8	2	9		.2	15	61		.2	15	39		.8
2-Book	18	306		1.1	14	223		.9	8	25		.7	17	59		.2	11	39		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	52	565	.6	3.1	54	441	.6	3.5	39	103	.4	3.0	84	180	1.0	3.8	87	228	1.0	4.8
2-Book	43	454	.5	2.5	44	357	.5	2.9	34	99	.4	2.7	61	141	.7	2.8	57	146	.7	3.3
WORO-FM																				
FA '98	3	80	.2		11	135	.1	.7	8	15	.1	.6	11	13	.1	.5	1	11		.1
2-Book	3	71	.2		15	116	.2	1.0	7	17	.1	.6	23	24	.3	1.1	8	23	.1	.5
WOSO-AM																				
FA '98																				
2-Book	3				9															
WOYE-FM																				
FA '98	54	767	.6	3.2	48	579	.5	3.1	29	102	.3	2.2	99	273	1.1	4.5	67	114	.8	3.7
2-Book	62	856	.7	3.6	51	623	.6	3.4	36	131	.4	3.0	85	256	1.0	4.0	51	127	.6	3.0
WPAB-AM																				
FA '98		21			1	19		.1					1	9			4	9		.2
2-Book	1	39		.1	2	21		.1					1	5			2	5		.1
WPRA-AM																				
FA '98	1	28		.1																
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	272	2436	3.1	16.1	122	1235	1.4	7.8	163	399	1.9	12.6	180	450	2.1	8.2	159	436	1.8	8.7
2-Book	239	2250	2.8	14.0	105	1043	1.2	6.9	142	361	1.7	11.5	158	395	1.9	7.4	116	322	1.3	6.7
WPRP-AM																				
FA '98	1	28		.1	1	20		.1					4	20		.2				
2-Book	1	23		.1	1	10		.1					2	10		.1				
WQBS-AM																				
FA '98					1	15		.1												
2-Book		3			1	8		.1												
WQQZ-FM																				
FA '98	6	104	.1	.4	* 8	68	.1	.5	11	35	.1	.9	22	22	.3	1.0	17	27	.2	.9
2-Book	6	81	.1	.4	5	66	.1	.3	6	18	.1	.5	12	23	.2	.6	11	20	.1	.6
WRIO-FM																				
FA '98	41	415	.5	2.4	14	190	.2	.9	25	53	.3	1.9	20	62	.2	.9	4	17		.2
2-Book	37	410	.5	2.2	14	211	.2	.9	25	68	.3	2.0	18	82	.2	.9	9	27	.1	.5
WSKN-AM																				
FA '98		10				15														
2-Book	1	31		.1		8														
WTPM-FM																				
FA '98	2	18		.1	* 2	17		.1	1	11		.1	4	11		.2				
2-Book	5	31	.1	.3	5	32	.1	.3	8	22	.1	.7	8	22	.1	.4	10	10	.1	.6
WUKQ-FM																				
FA '98	62	928	.7	3.7	53	638	.6	3.4	35	124	.4	2.7	103	342	1.2	4.7	73	226	.8	4.0
2-Book	62	862	.7	3.6	62	664	.7	4.1	36	123	.4	2.9	111	345	1.3	5.2	73	184	.8	4.3
WUNO-AM																				
FA '98	2	82		.1	1	27		.1	3	13		.2								
2-Book	3	70		.2	2	36		.1	3	11		.2								
WUPR-AM																				
FA '98	* 5	22	.1	.3	* 3	22		.2	4	8		.3	* 4	8		.2				
2-Book	3	11	.1	.2	2	11		.1	2	4		.2	2	4		.1	**	**	**	**
WVJP-FM																				
FA '98	4	183		.2	9	146	.1	.6	8	59	.1	.6	18	65	.2	.8				
2-Book	5	176	.1	.3	6	109	.1	.4	4	30	.1	.3	10	36	.1	.5	1	6		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

	Persons 12-24																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	6	115	.1	.4	4	99	.3						15	51	.2	.7	4	12		.2
2-Book	6	114	.1	.4	4	81	.3		7	7	.1	.6	11	44	.2	.5	3	9		.2
WXEV-AM																				
FA '98	1	6		.1	*															
2-Book	2	17		.2	1	5	.1		2	5		.2								
WXYX-FM																				
FA '98	98	1827	1.1	5.8	82	1233	.9	5.2	62	219	.7	4.8	141	485	1.6	6.5	97	278	1.1	5.3
2-Book	95	1690	1.1	5.6	71	1121	.8	4.7	59	206	.7	4.8	114	443	1.3	5.3	78	245	.9	4.5
WYQE-FM																				
FA '98	14	149	.2	.8	11	102	.1	.7	17	43	.2	1.3	30	66	.3	1.4	19	40	.2	1.0
2-Book	11	107	.2	.6	9	78	.1	.6	11	27	.1	.8	24	45	.3	1.2	16	32	.2	.9
WZAR-FM																				
FA '98	20	301	.2	1.2	30	237	.3	1.9	28	50	.3	2.2	47	122	.5	2.2	25	63	.3	1.4
2-Book	25	336	.3	1.5	35	263	.4	2.3	28	67	.3	2.3	68	166	.8	3.3	33	74	.4	2.0
WZNT-FM																				
FA '98	46	720	.5	2.7	55	547	.6	3.5	57	137	.7	4.4	62	217	.7	2.8	41	117	.5	2.2
2-Book	49	738	.6	2.9	56	628	.7	3.7	76	181	.9	6.3	77	265	.9	3.6	43	128	.5	2.5
TOTALS																				
FA '98	1691	8424	19.3		1565	7742	17.9		1289	3382	14.7		2182	4912	25.0		1827	4139	20.9	
2-Book	1718	8213	19.8		1510	7533	17.4		1230	3262	14.1		2136	4826	24.6		1701	3854	19.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	9	45	.1	.5	14	45	.2	1.6	11	45	.1	.7	11	45	.1	.8	14	45	.2	1.0
2-Book	5	27	.1	.3	9	27	.1	1.0	6	27	.1	.4	6	23	.1	.4	7	23	.1	.5
WAEL-FM																				
FA '98	23	64	.3	1.4																
2-Book	32	90	.4	2.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALD-AM																				
FA '98									1	4		.1								
2-Book																				
WAPA-AM																				
FA '98	7	33	.1	.4													7	11	.1	.5
2-Book	4	17	.1	.2					2	6		.1					4	6	.1	.3
WBRQ-FM																				
FA '98	26	80	.3	1.5					10	43	.1	.6	11	44	.1	.8	2	26		.1
2-Book	18	57	.2	1.1	3	15	.1	.4	11	41	.1	.7	10	38	.1	.8	3	23		.2
WCAD-FM																				
FA '98	32	130	.4	1.9	22	75	.3	2.5	33	191	.4	2.1	21	96	.2	1.5	33	135	.4	2.3
2-Book	25	97	.3	1.6	14	50	.2	1.6	27	142	.3	1.7	15	70	.2	1.1	29	91	.4	2.0
WCGB-AM																				
FA '98					*				5	8	.1	.3	4	11		.3	*			
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	6	12	.1	.4	3	13		.3	3	13		.2	12	21	.1	.8	7	7	.1	.5
2-Book	3	6	.1	.2	2	10		.2	2	7		.1	6	11	.1	.4	4	4	.1	.3
WCMN-FM																				
FA '98	39	131	.4	2.3	12	30	.1	1.4	57	184	.7	3.7	57	153	.7	4.0	30	109	.3	2.1
2-Book	29	92	.3	1.8	23	52	.3	3.0	46	153	.6	3.0	34	96	.4	2.4	31	115	.4	2.2
WCOM-FM																				
FA '98	103	326	1.2	6.1	41	187	.5	4.6	114	359	1.3	7.3	83	259	.9	5.8	149	394	1.7	10.5
2-Book	100	317	1.2	6.4	58	191	.7	7.2	130	400	1.5	8.4	100	311	1.1	7.4	161	398	1.9	11.4
WCTA-FM																				
FA '98	15	47	.2	.9	21	41	.2	2.4	40	68	.5	2.6	20	25	.2	1.4	15	25	.2	1.1
2-Book	8	24	.1	.5	18	38	.2	2.2	37	67	.5	2.4	16	43	.2	1.1	10	27	.2	.8
WDOY-FM																				
FA '98	495	904	5.7	29.1	40	120	.5	4.5	90	212	1.0	5.8	97	217	1.1	6.8	77	201	.9	5.4
2-Book	436	783	5.1	27.4	38	118	.5	4.7	86	243	1.0	5.6	77	193	.9	5.6	59	154	.7	4.2
WEGM-FM																				
FA '98	10	38	.1	.6	2	13		.2	22	77	.3	1.4	28	38	.3	2.0	33	80	.4	2.3
2-Book	22	58	.3	1.5	6	24	.1	.7	24	83	.3	1.6	18	27	.2	1.3	38	92	.5	2.7
WENA-AM																				
FA '98	*																			
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	15	32	.2	.9	19	47	.2	2.2	9	38	.1	.6	13	34	.1	.9				
2-Book	9	26	.1	.5	13	41	.2	1.5	6	36	.1	.4	7	17	.1	.5	1	10		.1
WFID-FM																				
FA '98	50	127	.6	2.9	30	51	.3	3.4	52	153	.6	3.3	24	68	.3	1.7	42	127	.5	3.0
2-Book	60	138	.7	3.9	18	47	.2	2.1	52	138	.6	3.3	33	91	.4	2.5	54	154	.7	3.9
WIAC-AM																				
FA '98																				
2-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
W1AC-FM																				
FA '98	39	122	.4	2.3	41	100	.5	4.6	28	109	.3	1.8	23	84	.3	1.6	12	67	.1	.8
2-Book	39	126	.5	2.5	42	89	.5	5.2	28	122	.3	1.8	31	95	.4	2.3	21	79	.2	1.5
W10A-FM																				
FA '98	23	97	.3	1.4	23	67	.3	2.6	22	99	.3	1.4	12	59	.1	.8	23	62	.3	1.6
2-Book	29	95	.4	1.9	13	39	.2	1.5	29	123	.4	1.8	17	67	.2	1.3	20	64	.3	1.4
W10B-FM																				
FA '98	22	53	.3	1.3	15	63	.2	1.7	17	34	.2	1.1	20	51	.2	1.4	19	43	.2	1.3
2-Book	17	48	.2	1.1	9	36	.1	1.1	12	26	.2	.8	11	30	.1	.8	11	28	.1	.7
W10C-FM																				
FA '98	24	49	.3	1.4	3	18	.3		14	19	.2	.9	22	47	.3	1.5	11	32	.1	.8
2-Book	16	39	.2	1.0	3	14	.3		15	44	.2	1.0	19	37	.3	1.4	12	30	.1	.9
W1VA-FM																				
FA '98	1	9	.1	.3	3	18	.3		12	34	.1	.8	8	30	.1	.6				
2-Book	4	20	.1	.3	9	27	.1	1.1	27	94	.3	1.7	26	63	.3	2.0	3	9	.1	.2
WKAQ-AM																				
FA '98					7	61	.1	.8	1	8	.1						1	7		.1
2-Book	5	7	.1	.3	7	43	.1	.9	7	22	.1	.5	16	22	.2	1.2	13	20	.2	1.0
WKAQ-FM																				
FA '98	160	515	1.8	9.4	82	355	.9	9.3	254	823	2.9	16.3	157	540	1.8	11.0	127	387	1.5	9.0
2-Book	161	508	1.9	10.3	68	294	.8	8.3	221	687	2.6	14.2	137	447	1.6	10.0	121	350	1.4	8.6
WKSA-FM																				
FA '98	3	14	.2		5	20	.1	.6	2	10	.1						3	13	.2	
2-Book	3	16	.2		14	45	.2	1.8	6	41	.1	.4	12	27	.2	.9	5	24	.1	.4
WKVM-AM																				
FA '98																				
2-Book																				
WLED-AM																				
FA '98					13	31	.1	1.5												
2-Book	5	7	.1	.4	7	16	.1	.8												
WLUZ-AM																				
FA '98									1	5	.1		4	5	.1	.3				
2-Book					3	6	.1	.4	1	5	.1		4	5	.1	.3				
WMEG-FM																				
FA '98	152	418	1.7	8.9	42	141	.5	4.8	74	236	.8	4.8	95	267	1.1	6.7	415	843	4.7	29.4
2-Book	117	315	1.3	7.2	41	123	.5	5.0	95	260	1.1	6.1	88	238	1.0	6.5	377	759	4.3	26.8
WMIO-FM																				
FA '98	4	15	.2		6				1	6	.1						1	6	.1	
2-Book	6	18	.1	.4	3				1	10	.1						1	3	.1	
WNEL-AM																				
FA '98									1	6	.1		1	6	.1					
2-Book	1	6	.1						1	3	.1		1	3	.1					
WNIK-FM																				
FA '98	2	11	.1		9	11	.1	1.0	6	11	.1	.4					1	13	.1	
2-Book	1	6	.1		5	6	.1	.5	9	15	.1	.6	10	10	.1	.8	10	30	.1	.8
WNNV-FM																				
FA '98	4	9	.2		20	43	.2	2.3	10	38	.1	.6	16	39	.2	1.1	3	8	.2	
2-Book	2	5	.1		11	31	.1	1.3	7	30	.1	.5	8	20	.1	.6	3	9	.2	
WNRT-FM																				
FA '98	3	22	.2		23	87	.3	2.6	16	91	.2	1.0	27	124	.3	1.9	5	35	.1	.4
2-Book	8	29	.1	.6	18	70	.2	2.1	15	87	.2	.9	24	101	.3	1.7	9	41	.2	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	43	109	.5	2.5	28	68	.3	3.2	41	121	.5	2.6	34	110	.4	2.4	72	163	.8	5.1
2-Book	39	104	.5	2.5	27	71	.3	3.3	32	98	.4	2.0	28	86	.4	2.1	66	159	.8	4.7
WORO-FM																				
FA '98	1	14	.1		16	37	.2	1.8	29	35	.3	1.9	23	58	.3	1.6	3	13		.2
2-Book	2	13	.1		13	32	.2	1.5	44	56	.5	2.9	23	55	.3	1.7	4	13		.3
WOSO-AM																				
FA '98																				
2-Book	1	9	.1																	
WOYE-FM																				
FA '98	50	177	.6	2.9	5	26	.1	.6	37	108	.4	2.4	30	105	.3	2.1	58	138	.7	4.1
2-Book	61	200	.7	3.9	10	37	.2	1.3	46	132	.5	3.0	38	117	.4	2.8	69	173	.8	4.9
WPAB-AM																				
FA '98	4	9	.2		2	9	.2		1	9	.1									
2-Book	2	5	.1		5	12	.1	.6	1	5	.1						3	5	.1	.2
WPRA-AM																				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	57	189	.7	3.4	112	259	1.3	12.7	117	302	1.3	7.5	141	321	1.6	9.9	68	188	.8	4.8
2-Book	45	142	.6	2.9	100	224	1.2	12.2	104	307	1.2	6.7	123	321	1.4	9.0	65	164	.8	4.6
WPRP-AM																				
FA '98																				
2-Book																				
WQBS-AM																				
FA '98													11	15	.1	.8				
2-Book													6	8	.1	.4				
WQQZ-FM																				
FA '98	2	7	.1	*	7	13	.1	.8					1	9	.1		2	13		.1
2-Book	3	11	.2		4	7	.1	.4					4	14	.1	.3	2	11		.1
WRIO-FM																				
FA '98	4	20	.2		2	19	.2		19	70	.2	1.2	32	61	.4	2.2	6	19	.1	.4
2-Book	3	15	.2		5	23	.1	.7	20	62	.2	1.3	28	63	.4	2.0	4	14	.1	.3
WSKN-AM																				
FA '98					4	15	.5													
2-Book					2	8	.3													
WTPM-FM																				
FA '98	*				3	17	.3		4	17	.3						*	2	11	.1
2-Book					4	18	.1	.5	6	18	.1	.4		3	10	.1	.2	1	6	.1
WUKQ-FM																				
FA '98	36	99	.4	2.1	18	83	.2	2.0	79	243	.9	5.1	54	174	.6	3.8	18	74	.2	1.3
2-Book	51	157	.6	3.3	23	90	.3	2.9	91	276	1.1	5.8	67	175	.8	5.0	33	115	.4	2.4
WUNO-AM																				
FA '98					7	13	.1	.8												
2-Book		3			6	21	.1	.8		3			1	3	.1		2	10		.1
WUPR-AM																				
FA '98					4	14	.5	*					**	**	**	**	**	**	**	**
2-Book	**	**	**	**	2	7	.3						**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	10	43	.1	.6	11	25	.1	1.2	9	40	.1	.6	3	7	.2		6	29	.1	.4
2-Book	5	22	.1	.3	7	17	.1	.8	6	25	.1	.4	4	17	.3		4	19	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

Persons 12-24																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
WVOZ-FM																							
FA '98				3 12 .3				5 36 .1 .3				3 11 .2				2 9 .1							
2-Book				8 16 .1 1.0				4 26 .1 .2				2 6 .1				1 5 .1							
WXEW-AM																							
FA '98				*												*							
2-Book				3 5 .1 .2																			
WXYX-FM																							
FA '98				74 288 .8 4.4				64 204 .7 7.2				90 350 1.0 5.8				81 227 .9 5.7							
2-Book				64 210 .7 4.1				45 147 .5 5.3				74 324 .9 4.8				81 212 .9 6.0							
WYQE-FM																							
FA '98				7 26 .1 .4				5 11 .1 .6								6 15 .1 .4							
2-Book				4 13 .1 .2				3 6 .1 .3				3 15 .1 .2				4 8 .1 .3							
WZAR-FM																							
FA '98				35 81 .4 2.1				10 27 .1 1.1				50 87 .6 3.2				26 80 .3 1.8							
2-Book				41 76 .5 2.6				7 19 .1 .8				48 105 .6 3.1				25 64 .3 1.8							
WZNT-FM																							
FA '98				23 64 .3 1.4				15 55 .2 1.7				95 221 1.1 6.1				133 264 1.5 9.3							
2-Book				26 90 .3 1.7				13 54 .2 1.6				84 245 1.0 5.4				105 229 1.2 7.6							
TOTALS																							
FA '98				1700 4079 19.4				883 2391 10.1				1555 3747 17.8				1423 3291 16.3				1413 3386 16.2			
2-Book				1583 3736 18.2				819 2241 9.4				1557 3785 17.9				1362 3135 15.7				1405 3271 16.2			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	9	116	.1	.4	5	65	.2	.2	11	82	.1	.5	3	38	.1	.7	7	88	.1	.5
SU '98	5	67	.2	.2	9	51	.1	.3	9	35	.1	.4	4	35	.2	.4	4	51	.1	.3
2-Book	7	92	.1	.3	7	58	.1	.3	10	59	.1	.5	4	37	.2	.6	6	70	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAL-FM																				
FA '98	* 16	335	.2	.7	14	138	.1	.4	33	204	.3	1.4	14	151	.1	.6	7	87	.1	.5
SU '98	26	500	.3	1.2	20	202	.2	.6	43	364	.4	1.7	20	228	.2	.9	14	186	.1	1.2
2-Book	21	418	.3	1.0	17	170	.2	.5	38	284	.4	1.6	17	190	.2	.8	11	137	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	1	13			5	13	.2													
SU '98		20							1	12										
2-Book	1	17			3	7	.1		1	6										
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	10	209	.1	.5	18	91	.2	.6	14	69	.1	.6	10	77	.1	.4	5	24	.1	.4
SU '98	8	157	.1	.4	16	122	.2	.5	11	77	.1	.4	5	44	.2	.2	6	38	.1	.5
2-Book	9	183	.1	.5	17	107	.2	.6	13	73	.1	.5	8	61	.1	.3	6	31	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	9	151	.1	.4	6	76	.1	.2	8	55	.1	.3	13	68	.1	.5	6	61	.1	.5
SU '98	9	201	.1	.4	9	75	.1	.3	18	85	.2	.7	16	71	.2	.7	1	41		.1
2-Book	9	176	.1	.4	8	76	.1	.3	13	70	.2	.5	15	70	.2	.6	4	51	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	41	1004	.4	1.9	46	403	.5	1.4	37	306	.4	1.6	58	507	.6	2.4	28	352	.3	2.1
SU '98	47	995	.5	2.2	57	351	.6	1.8	65	463	.6	2.5	51	462	.5	2.2	32	292	.3	2.7
2-Book	44	1000	.5	2.1	52	377	.6	1.6	51	385	.5	2.1	55	485	.6	2.3	30	322	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 2	46		.1	4	31	.1		1	20			1	7			* 4	14		.3
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	12	130	.1	.6	35	112	.3	1.1	8	73	.1	.3	9	52	.1	.4	3	25		.2
SU '98	5	86	.2	.2	13	71	.1	.4	6	44	.1	.2	5	26	.2	.2	1	9		.1
2-Book	9	108	.1	.4	24	92	.2	.8	7	59	.1	.3	7	39	.1	.3	2	17		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-34

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	52	830	.5	2.4	62	403	.6	1.9	57	436	.6	2.4	63	427	.6	2.6	30	276	.3	2.3
SU '98	36	632	.4	1.7	45	264	.4	1.4	42	307	.4	1.6	31	294	.3	1.3	17	204	.2	1.4
2-Book	44	731	.5	2.1	54	334	.5	1.7	50	372	.5	2.0	47	361	.5	2.0	24	240	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	72	1917	.7	3.3	89	747	.9	2.8	70	765	.7	3.0	63	744	.6	2.6	77	742	.8	5.8
SU '98	65	1533	.6	3.1	81	504	.8	2.5	57	619	.6	2.2	69	673	.7	3.0	46	482	.5	3.9
2-Book	69	1725	.7	3.2	85	626	.9	2.7	64	692	.7	2.6	66	709	.7	2.8	62	612	.7	4.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	17	338	.2	.8	13	126	.1	.4	16	157	.2	.7	16	150	.2	.7	13	84	.1	1.0
SU '98	42	680	.4	2.0	53	187	.5	1.6	60	345	.6	2.3	43	266	.4	1.8	15	213	.1	1.3
2-Book	30	509	.3	1.4	33	157	.3	1.0	38	251	.4	1.5	30	208	.3	1.3	14	149	.1	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	80	1482	.8	3.7	70	478	.7	2.2	68	632	.7	2.9	66	630	.6	2.7	75	598	.7	5.6
SU '98	55	1245	.5	2.6	44	388	.4	1.4	59	510	.6	2.3	40	514	.4	1.7	54	532	.5	4.6
2-Book	68	1364	.7	3.2	57	433	.6	1.8	64	571	.7	2.6	53	572	.5	2.2	65	565	.6	5.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	21	516	.2	1.0	34	275	.3	1.1	16	222	.2	.7	29	294	.3	1.2	11	121	.1	.8
SU '98	37	491	.4	1.8	36	213	.4	1.1	41	290	.4	1.6	41	211	.4	1.8	32	218	.3	2.7
2-Book	29	504	.3	1.4	35	244	.4	1.1	29	256	.3	1.2	35	253	.4	1.5	22	170	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	1	12		3	12	.1		12											
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	7	265	.1	.3	8	86	.1	.3	5	120	.2		5	58	.2		11	51	.1	.8
SU '98	8	132	.1	.4	8	28	.1	.2	11	66	.1	.4	8	29	.1	.3	6	69	.1	.5
2-Book	8	199	.1	.4	8	57	.1	.3	8	93	.1	.3	7	44	.1	.3	9	60	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	119	1650	1.2	5.5	120	760	1.2	3.8	164	890	1.6	6.9	130	829	1.3	5.3	83	631	.8	6.2
SU '98	123	1666	1.2	5.8	161	811	1.6	5.0	200	956	2.0	7.8	142	860	1.4	6.1	60	504	.6	5.1
2-Book	121	1658	1.2	5.7	141	786	1.4	4.4	182	923	1.8	7.4	136	845	1.4	5.7	72	568	.7	5.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	2	34	.1	6	8	.1	.2	2	8	.1						2	13	.2		
SU '98	2	80	.1	2	12	.1	.1	1	27							2	12	.2		
2-Book	2	57	.1	4	10	.1	.2	2	18	.1						2	13	.2		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIAC-FM																				
FA '98	119	1973	1.2	5.5	221	1103	2.2	6.9	180	934	1.8	7.6	107	756	1.0	4.4	56	527	.5	4.2
SU '98	149	2236	1.5	7.1	264	1353	2.6	8.2	229	1085	2.3	9.0	159	1136	1.6	6.8	67	624	.7	5.7
2-Book	134	2105	1.4	6.3	243	1228	2.4	7.6	205	1010	2.1	8.3	133	946	1.3	5.6	62	576	.6	5.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																				
FA '98	52	1273	.5	2.4	81	599	.8	2.5	66	520	.6	2.8	56	413	.5	2.3	27	375	.3	2.0
SU '98	55	1110	.5	2.6	68	473	.7	2.1	94	589	.9	3.7	59	512	.6	2.5	32	332	.3	2.7
2-Book	54	1192	.5	2.5	75	536	.8	2.3	80	555	.8	3.3	58	463	.6	2.4	30	354	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOB-FM																				
FA '98	26	568	.3	1.2	44	245	.4	1.4	29	306	.3	1.2	22	157	.2	.9	14	167	.1	1.1
SU '98	26	517	.3	1.2	43	233	.4	1.3	49	321	.5	1.9	23	201	.2	1.0	8	77	.1	.7
2-Book	26	543	.3	1.2	44	239	.4	1.4	39	314	.4	1.6	23	179	.2	1.0	11	122	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOC-FM																				
FA '98	40	529	.4	1.8	40	278	.4	1.3	46	284	.5	1.9	49	282	.5	2.0	38	221	.4	2.9
SU '98	29	499	.3	1.4	32	203	.3	1.0	46	261	.5	1.8	30	233	.3	1.3	21	223	.2	1.8
2-Book	35	514	.4	1.6	36	241	.4	1.2	46	273	.5	1.9	40	258	.4	1.7	30	222	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
FA '98	29	530	.3	1.3	67	301	.7	2.1	24	184	.2	1.0	39	275	.4	1.6	7	91	.1	.5
SU '98	46	767	.5	2.2	118	532	1.2	3.7	44	462	.4	1.7	52	367	.5	2.2	11	95	.1	.9
2-Book	38	649	.4	1.8	93	417	1.0	2.9	34	323	.3	1.4	46	321	.5	1.9	9	93	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKAQ-AM																				
FA '98	24	657	.2	1.1	38	385	.4	1.2	23	190	.2	1.0	25	188	.2	1.0	27	196	.3	2.0
SU '98	24	463	.2	1.1	38	263	.4	1.2	18	164	.2	.7	24	187	.2	1.0	31	122	.3	2.6
2-Book	24	560	.2	1.1	38	324	.4	1.2	21	177	.2	.9	25	188	.2	1.0	29	159	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKAQ-FM																				
FA '98	186	3431	1.8	8.6	175	1432	1.7	5.5	232	1898	2.3	9.8	219	1760	2.1	9.0	123	1248	1.2	9.2
SU '98	161	2743	1.6	7.6	139	1117	1.4	4.3	258	1669	2.5	10.1	235	1726	2.3	10.1	80	881	.8	6.8
2-Book	174	3087	1.7	8.1	157	1275	1.6	4.9	245	1784	2.4	10.0	227	1743	2.2	9.6	102	1065	1.0	8.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WKSA-FM																					
FA '98	15	316	.1	.7	23	156	.2	.7	27	225	.3	1.1	21	142	.2	.9	6	89	.1	.5	
SU '98	23	423	.2	1.1	38	176	.4	1.2	35	246	.3	1.4	22	167	.2	.9	10	128	.1	.8	
2-Book	19	370	.2	.9	31	166	.3	1.0	31	236	.3	1.3	22	155	.2	.9	8	109	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKVM-AM																					
FA '98	1	37			2	32		.1	2	18		.1	1	12				8			
SU '98	2	71		.1	8	47		.1	8	47		.1	1	13							
2-Book	2	54		.1	5	40		.1	1	9		.1	1	13				4			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLEO-AM																					
FA '98	1	68			5	36		.2	1	13				8				8			
SU '98	4	151		.2	12	88		.4	5	45		.2	1	10			3	25		.3	
2-Book	3	110		.1	9	62		.1	3	29		.1	1	9			2	17		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLUZ-AM																					
FA '98	1	45				10			1	21				10							
SU '98	1	43			2	22		.1		22											
2-Book	1	44			1	16		.1	1	22				5							
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMEG-FM																					
FA '98	186	2564	1.8	8.6	238	1095	2.3	7.4	116	962	1.1	4.9	284	1362	2.8	11.6	149	1123	1.5	11.2	
SU '98	162	2547	1.6	7.7	194	1058	1.9	6.0	146	1005	1.4	5.7	212	1259	2.1	9.1	124	932	1.2	10.5	
2-Book	174	2556	1.7	8.2	216	1077	2.1	6.7	131	984	1.3	5.3	248	1311	2.5	10.4	137	1028	1.4	10.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMIO-FM																					
FA '98	23	211	.2	1.1	33	112	.3	1.0	54	167	.5	2.3	35	124	.3	1.4	4	49		.3	
SU '98	12	162	.1	.6	8	34	.1	.2	20	106	.2	.8	17	113	.2	.7	8	73	.1	.7	
2-Book	18	187	.2	.9	21	73	.2	.6	37	137	.4	1.6	26	119	.3	1.1	6	61	.1	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNEL-AM																					
FA '98	1	43			1	21			2	20		.1	1	24							
SU '98	4	68		.2	6	36		.1	6	34		.1	7	26		.1	.3	4	13		.3
2-Book	3	56		.1	4	29		.1	4	27		.1	4	25		.1	.2	2	7		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNIK-FM																					
FA '98	6	202	.1	.3	7	76	.1	.2	6	81	.1	.3	6	62	.1	.2	4	91		.3	
SU '98	10	209	.1	.5	6	46	.1	.2	14	66	.1	.5	8	96	.1	.3	6	45	.1	.5	
2-Book	8	206	.1	.4	7	61	.1	.2	10	74	.1	.4	7	79	.1	.3	5	68	.1	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Target Listener Trends - Persons 18-34

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

Target Listener Trends

	Persons 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																				
FA '98	17	237	.2	.8	20	119	.2	.6	23	98	.2	1.0	14	108	.1	.6	9	105	.1	.7
SU '98	3	46		.1	4	9		.1	3	18		.1	1	9			2	34		.2
2-Book	10	142	.1	.5	12	64	.1	.4	13	58	.1	.6	8	59	.1	.3	6	70	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	26	438	.3	1.2	32	222	.3	1.0	27	211	.3	1.1	18	180	.2	.7	24	187	.2	1.8
SU '98	23	387	.2	1.1	24	130	.2	.7	38	241	.4	1.5	22	195	.2	.9	15	131	.1	1.3
2-Book	25	413	.3	1.2	28	176	.3	.9	33	226	.4	1.3	20	188	.2	.8	20	159	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	38	468	.4	1.8	44	234	.4	1.4	28	256	.3	1.2	53	326	.5	2.2	27	157	.3	2.0
SU '98	14	271	.1	.7	24	141	.2	.7	9	123	.1	.4	16	178	.2	.7	7	80	.1	.6
2-Book	26	370	.3	1.3	34	188	.3	1.1	19	190	.2	.8	35	252	.4	1.5	17	119	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	8	279	.1	.4	9	107	.1	.3	6	77	.1	.3	9	100	.1	.4	2	28		.2
SU '98	23	379	.2	1.1	17	86	.2	.5	33	110	.3	1.3	22	149	.2	.9	2	37		.2
2-Book	16	329	.2	.8	13	97	.2	.4	20	94	.2	.8	16	125	.2	.7	2	33		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	1	66			2	17		.1	2	21		.1		6				6		
SU '98	7	152	.1	.3	7	82	.1	.2	11	65	.1	.4	13	53	.1	.6	4	14		.3
2-Book	4	109	.1	.2	5	50	.1	.2	7	43	.1	.3	7	30	.1	.3	2	10		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	50	945	.5	2.3	72	420	.7	2.3	31	447	.3	1.3	51	424	.5	2.1	46	313	.5	3.5
SU '98	52	1073	.5	2.5	74	541	.7	2.3	51	560	.5	2.0	45	465	.4	1.9	46	439	.5	3.9
2-Book	51	1009	.5	2.4	73	481	.7	2.3	41	504	.4	1.7	48	445	.5	2.0	46	376	.5	3.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	8	188	.1	.4	15	64	.1	.5	3	35		.1	5	21		.2	15	87	.1	1.1
SU '98	3	126		.1	8	45	.1	.2	2	39		.1					2	26		.2
2-Book	6	157	.1	.3	12	55	.1	.4	3	37		.1	3	11		.1	9	57	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	4			**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-34

	Persons 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	323	3291	3.2	14.9	818	2282	8.0	25.6	244	1341	2.4	10.3	405	1809	4.0	16.6	94	740	.9	7.1
SU '98	263	3040	2.6	12.5	742	2256	7.3	23.0	210	1345	2.1	8.2	301	1731	3.0	12.9	65	603	.6	5.5
2-Book	293	3166	2.9	13.7	780	2269	7.7	24.3	227	1343	2.3	9.3	353	1770	3.5	14.8	80	672	.8	6.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	1	61			3	26		.1	1	27			1	15						
SU '98	2	78		.1	9	66	.1	.3									14			
2-Book	2	70		.1	6	46	.1	.2	1	14			1	8			7			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98		40				12												8		
SU '98	1	26				9			1	13							1	12		.1
2-Book	1	33				6			1	7							1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 6	207	.1	.3	6	68	.1	.2	5	73		.2	6	52	.1	.2	9	103	.1	.7
SU '98	11	182	.1	.5	9	101	.1	.3	19	65	.2	.7	15	57	.1	.6	2	45		.2
2-Book	9	195	.1	.4	8	85	.1	.3	12	69	.1	.5	11	55	.1	.4	6	74	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRID-FM																				
FA '98	22	363	.2	1.0	67	247	.7	2.1	17	117	.2	.7	20	149	.2	.8	5	49		.4
SU '98	28	560	.3	1.3	68	327	.7	2.1	27	222	.3	1.1	36	261	.4	1.5	8	115	.1	.7
2-Book	25	462	.3	1.2	68	287	.7	2.1	22	170	.3	.9	28	205	.3	1.2	7	82	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	2	137		.1	3	20		.1	3	77		.1	2	22		.1				
SU '98	2	122		.1	3	40		.1	4	92		.2	5	53		.2	2	24		.2
2-Book	2	130		.1	3	30		.1	4	85		.2	4	38		.2	1	12		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 3	51		.1	8	37	.1	.3	4	26		.2	1	20			*	5	30	.4
SU '98	2	51		.1		7							1	18				2	25	.2
2-Book	3	51		.1	4	22	.1	.2	2	13		.1	1	19			4	28	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQ-FM																				
FA '98	57	987	.6	2.6	57	498	.6	1.8	97	632	.9	4.1	66	556	.6	2.7	40	347	.4	3.0
SU '98	37	854	.4	1.8	24	287	.2	.7	49	479	.5	1.9	41	352	.4	1.8	33	220	.3	2.8
2-Book	47	921	.5	2.2	41	393	.4	1.3	73	556	.7	3.0	54	454	.5	2.3	37	284	.4	2.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Persons 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																			
FA '98	6	175	.1	.3	12	135	.1	.4	10	63	.1	.4	10	59	.1	.4	1	11	.1
SU '98	5	161		.2	15	95	.1	.5	6	53	.1	.2	2	35		.1	3	31	.3
2-Book	6	168	.1	.3	14	115	.1	.5	8	58	.1	.3	6	47	.1	.3	2	21	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																			
FA '98	* 11	59	.1	.5	12	59	.1	.4											
SU '98	1	8			1	8			**	**	**	**	**	**	**	**	**	**	**
2-Book	6	34	.1	.3	7	34	.1	.2	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	22	518	.2	1.0	18	171	.2	.6	33	187	.3	1.4	17	185	.2	.7	19	196	.2
SU '98	17	479	.2	.8	40	183	.4	1.2	29	189	.3	1.1	18	170	.2	.8	3	34	.3
2-Book	20	499	.2	.9	29	177	.3	.9	31	188	.3	1.3	18	178	.2	.8	11	115	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																			
FA '98	12	276	.1	.6	19	153	.2	.6	18	157	.2	.8	12	154	.1	.5	3	64	.2
SU '98	20	235	.2	.9	58	104	.6	1.8	3	58		.1	17	58	.2	.7	13	77	.1
2-Book	16	256	.2	.8	39	129	.4	1.2	11	108	.1	.5	15	106	.2	.6	8	71	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																			
FA '98	*	8								8				8			*		
SU '98	4	95		.2	6	29	.1	.2	2	17		.1					2	22	.2
2-Book	2	52	.1	.1	3	15	.1	.1	1	13	.1	.1	4	4	.1	.1	1	11	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '98	92	2204	.9	4.2	157	1002	1.5	4.9	101	964	1.0	4.3	102	880	1.0	4.2	49	529	.5
SU '98	100	2055	1.0	4.7	150	954	1.5	4.6	125	1034	1.2	4.9	111	930	1.1	4.8	68	606	.7
2-Book	96	2130	1.0	4.5	154	978	1.5	4.8	113	999	1.1	4.6	107	905	1.1	4.5	59	568	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																			
FA '98	17	169	.2	.8	22	89	.2	.7	26	143	.3	1.1	15	104	.1	.6	4	32	.3
SU '98	6	73	.1	.3	5	29		.2	9	37	.1	.4	5	26		.2			
2-Book	12	121	.2	.6	14	59	.1	.5	18	90	.2	.8	10	65	.1	.4	2	16	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '98	20	409	.2	.9	20	149	.2	.6	24	176	.2	1.0	21	144	.2	.9	15	119	.1
SU '98	46	659	.5	2.2	62	317	.6	1.9	38	260	.4	1.5	53	282	.5	2.3	33	198	.3
2-Book	33	534	.4	1.6	41	233	.4	1.3	31	218	.3	1.3	37	213	.4	1.6	24	159	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-34

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	117	1407	1.1	5.4	110	596	1.1	3.4	149	726	1.5	6.3	138	691	1.4	5.7	51	379	.5	3.8
SU '98	97	1443	1.0	4.6	82	520	.8	2.5	109	780	1.1	4.3	118	800	1.2	5.1	66	499	.7	5.6
2-Book	107	1425	1.1	5.0	96	558	1.0	3.0	129	753	1.3	5.3	128	746	1.3	5.4	59	439	.6	4.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	2170	9961	21.2		3196	9248	31.3		2361	8034	23.1		2439	8545	23.9		1333	6712	13.0	
SU '98	2111	9805	20.9		3229	8879	31.9		2555	8234	25.2		2334	8387	23.1		1182	6032	11.7	
2-Book	2141	9883	21.1		3213	9064	31.6		2458	8134	24.2		2387	8466	23.5		1258	6372	12.4	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	7	88	.1	.3	13	53	.1	.7	3	45	.2	18	45	.2	.7	20	45	.2	.9	
2-Book	7	70	.1	.3	8	34	.1	.4	2	23	.1	10	30	.1	.4	10	23	.1	.5	
WAEL-FM																				
FA '98	21	304	.2	.8	**	**	**	**	3	18	.2	15	43	.1	.6	17	39	.2	.8	
2-Book	25	375	.3	1.0	**	**	**	**	11	36	.1	29	101	.3	1.2	29	81	.3	1.6	
WALD-AM																				
FA '98	1	13			1	13		.1	5	13		.3								
2-Book	1	13			1	11		.1	3	7		.2								
WAPA-AM																				
FA '98	14	133	.1	.5	8	111	.1	.4	23	60	.2	1.3	4	11		.1	7	23	.1	.3
2-Book	13	140	.1	.5	6	84	.1	.3	14	42	.1	.8	3	12		.1	4	12	.1	.2
WBRQ-FM																				
FA '98	8	113	.1	.3	13	114	.1	.7	8	19	.1	.4	13	32	.1	.5	17	67	.2	.8
2-Book	12	132	.1	.5	9	97	.1	.5	4	10	.1	.2	9	20	.1	.4	13	45	.2	.6
WCAD-FM																				
FA '98	46	775	.5	1.7	39	562	.4	2.1	39	95	.4	2.2	52	150	.5	1.9	35	156	.3	1.6
2-Book	52	808	.6	2.0	39	526	.4	2.2	34	86	.4	2.0	51	159	.5	1.9	38	129	.4	2.0
WCGB-AM																				
FA '98	2	31		.1	* 1	27		.1	5	16		.3								
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	17	120	.2	.6	9	57	.1	.5	20	26	.2	1.1	21	47	.2	.8	8	22	.1	.4
2-Book	13	99	.2	.5	5	42	.1	.3	16	26	.2	.9	11	24	.1	.4	4	11	.1	.2
WCMN-FM																				
FA '98	60	655	.6	2.3	53	478	.5	2.8	65	137	.6	3.6	94	199	.9	3.5	71	147	.7	3.2
2-Book	50	596	.5	1.9	48	428	.5	2.7	53	119	.5	3.1	84	181	.8	3.2	63	135	.6	3.1
WCOM-FM																				
FA '98	74	1467	.7	2.8	66	933	.6	3.5	51	180	.5	2.8	56	221	.5	2.1	110	285	1.1	5.0
2-Book	71	1346	.7	2.7	70	888	.7	3.9	39	125	.4	2.2	82	251	.8	3.1	94	257	1.0	4.7
WCTA-FM																				
FA '98	15	293	.1	.6	22	125	.2	1.2	21	56	.2	1.2	44	99	.4	1.6	28	63	.3	1.3
2-Book	34	388	.3	1.3	32	254	.3	1.9	28	72	.3	1.7	71	155	.7	2.7	36	82	.4	1.9
WDOY-FM																				
FA '98	68	1033	.7	2.6	104	955	1.0	5.5	53	138	.5	2.9	95	307	.9	3.5	96	273	.9	4.4
2-Book	58	956	.6	2.2	86	855	.9	4.7	47	143	.5	2.7	75	270	.7	2.8	62	192	.6	3.0
WEGM-FM																				
FA '98	26	449	.3	1.0	19	256	.2	1.0	25	77	.2	1.4	23	76	.2	.8	26	82	.3	1.2
2-Book	33	417	.4	1.2	28	303	.3	1.6	27	68	.3	1.6	44	130	.4	1.7	34	89	.4	1.8
WENA-AM																				
FA '98	1	12			*				**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
FA '98	6	184	.1	.2	8	151	.1	.4	7	23	.1	.4	8	38	.1	.3	10	19	.1	.5
2-Book	8	133	.1	.3	7	115	.1	.4	7	20	.1	.4	9	25	.1	.3	10	19	.1	.5
WFID-FM																				
FA '98	140	1382	1.4	5.3	106	829	1.0	5.6	85	206	.8	4.7	155	389	1.5	5.7	100	254	1.0	4.5
2-Book	155	1368	1.6	5.8	94	883	.9	5.2	79	208	.8	4.6	143	364	1.4	5.4	104	268	1.1	5.3
WIAC-AM																				
FA '98	3	8		.1	1	20		.1	3	8		.2	3	8		.1				
2-Book	3	31		.1	2	29		.1	3	8		.2	3	10		.1	4	10	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	170	1665	1.7	6.4	69	961	.7	3.7	69	207	.7	3.8	126	380	1.2	4.7	58	203	.6	2.6
2-Book	194	1826	2.0	7.3	75	993	.8	4.2	65	211	.7	3.8	138	399	1.4	5.3	70	216	.7	3.6
WIOA-FM																				
FA '98	67	936	.7	2.5	40	598	.4	2.1	53	157	.5	2.9	42	165	.4	1.6	75	219	.7	3.4
2-Book	71	923	.7	2.7	38	580	.4	2.1	48	157	.5	2.8	51	181	.5	2.0	51	168	.5	2.5
WIOB-FM																				
FA '98	32	446	.3	1.2	23	353	.2	1.2	33	93	.3	1.8	20	69	.2	.7	20	82	.2	.9
2-Book	36	443	.4	1.3	19	285	.2	1.1	26	81	.3	1.5	31	85	.3	1.2	15	67	.2	.8
WIOC-FM																				
FA '98	45	460	.4	1.7	31	284	.3	1.6	32	101	.3	1.8	34	105	.3	1.3	29	74	.3	1.3
2-Book	41	431	.4	1.6	26	251	.3	1.4	27	82	.3	1.6	31	78	.3	1.2	25	61	.3	1.2
WIVA-FM																				
FA '98	42	483	.4	1.6	21	186	.2	1.1	42	67	.4	2.3	49	95	.5	1.8	34	66	.3	1.5
2-Book	56	588	.6	2.1	25	252	.3	1.4	37	74	.4	2.2	43	103	.5	1.6	40	86	.4	2.0
WKAQ-AM																				
FA '98	28	515	.3	1.1	16	296	.2	.8	33	159	.3	1.8	9	32	.1	.3	1	10		
2-Book	27	467	.3	1.1	15	215	.2	.8	28	121	.3	1.6	15	49	.2	.6	3	15		.2
WKAQ-FM																				
FA '98	210	2851	2.1	7.9	185	2191	1.8	9.8	176	499	1.7	9.8	347	906	3.4	12.8	279	780	2.7	12.6
2-Book	212	2624	2.1	7.9	153	1901	1.5	8.4	134	412	1.3	7.7	282	802	2.8	10.6	218	608	2.2	10.7
WKSA-FM																				
FA '98	24	271	.2	.9	6	98	.1	.3	3	22		.2	4	9		.1	14	37	.1	.6
2-Book	28	311	.3	1.1	11	148	.1	.6	9	23	.1	.6	19	56	.2	.7	18	44	.2	.9
WKVM-AM																				
FA '98	2	37		.1																
2-Book	3	42		.1	2	19		.1					6	19	.1	.2	1	6		.1
WLEO-AM																				
FA '98	2	57		.1	1	11		.1												
2-Book	4	85	.1	.2	2	17		.2					2	5		.1				
WLUZ-AM																				
FA '98	1	21			3	34		.2												
2-Book	1	27			3	28		.2												
WMEG-FM																				
FA '98	205	1916	2.0	7.8	175	1694	1.7	9.3	104	350	1.0	5.8	145	402	1.4	5.4	147	363	1.4	6.7
2-Book	193	1890	1.9	7.3	165	1596	1.6	9.2	110	368	1.1	6.5	170	463	1.7	6.5	156	387	1.5	7.9
WMIO-FM																				
FA '98	42	192	.4	1.6	4	58		.2	9	30	.1	.5	11	35	.1	.4	5	7		.2
2-Book	29	166	.3	1.1	7	87	.1	.4	7	28	.1	.4	7	23	.1	.3	11	21	.1	.6
WNEL-AM																				
FA '98	1	43																		
2-Book	4	50	.1	.1	1	12		.1												
WNIK-FM																				
FA '98	6	151	.1	.2	7	77	.1	.4	3	13		.2	21	34	.2	.8	15	34	.1	.7
2-Book	8	149	.1	.3	10	84	.1	.6	2	7		.1	20	27	.2	.8	17	27	.2	.9
WNNV-FM																				
FA '98	19	192	.2	.7	18	141	.2	1.0	18	41	.2	1.0	20	47	.2	.7	10	33	.1	.5
2-Book	11	105	.1	.4	11	92	.1	.6	12	28	.1	.7	12	27	.1	.5	9	34	.1	.5
WNRT-FM																				
FA '98	26	367	.3	1.0	29	256	.3	1.5	36	98	.4	2.0	24	85	.2	.9	34	55	.3	1.5
2-Book	28	329	.3	1.1	24	240	.3	1.3	25	73	.3	1.5	20	66	.2	.8	20	45	.2	.9

Target Listener Estimates - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQOI-FM																					
FA '98	41	405	.4	1.6	42	357	.4	2.2	42	111	.4	2.3	63	138	.6	2.3	87	223	.9	3.9	
2-Book	29	314	.3	1.1	29	270	.3	1.6	27	78	.3	1.5	45	97	.5	1.7	56	142	.6	2.7	
WORD-FM																					
FA '98	8	168	.1	.3	12	128	.1	.6	9	34	.1	.5	21	30	.2	.8	3	12	.1	.1	
2-Book	17	185	.2	.6	24	190	.3	1.4	11	40	.1	.6	33	54	.3	1.3	13	34	.1	.7	
WOSO-AM																					
FA '98	1	38			1	39							3	9							
2-Book	6	80	.1	.2	2	68		.2	1	7		.1	4	24		.2	2	13		.1	
WOYE-FM																					
FA '98	50	782	.5	1.9	53	573	.5	2.8	29	108	.3	1.6	90	233	.9	3.3	58	124	.6	2.6	
2-Book	53	814	.6	2.0	51	583	.5	2.9	31	129	.3	1.8	83	245	.8	3.1	51	140	.5	2.5	
WPAB-AM																					
FA '98	7	120	.1	.3	4	86		.2	2	9		.1	2	23		.1	4	9		.2	
2-Book	5	99	.1	.2	3	61		.2	3	11		.2	2	18		.1	2	5		.1	
WPRA-AM																					
FA '98					1	4		.1									4	4		.2	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																					
FA '98	470	3027	4.6	17.8	217	1664	2.1	11.5	248	534	2.4	13.7	324	662	3.2	12.0	245	568	2.4	11.1	
2-Book	436	2917	4.3	16.4	184	1520	1.8	10.2	251	580	2.5	14.7	293	640	2.9	11.1	200	475	2.0	9.9	
WPRP-AM																					
FA '98	2	61		.1	2	26		.1	3	13		.2	5	13		.2					
2-Book	3	64		.1	2	26		.1	3	14		.2	3	7		.1					
WQBS-AM																					
FA '98		12			1	20		.1										1	7		.1
2-Book		13			1	17		.1													
WQQZ-FM																					
FA '98	6	128	.1	.2	* 4	101		.2	5	16		.3	6	39	.1	.2	7	37	.1	.3	
2-Book	11	121	.1	.4	7	108		.4	6	19		.4	11	40	.2	.4	10	34	.1	.5	
WRIO-FM																					
FA '98	33	305	.3	1.2	14	160	.1	.7	26	63	.3	1.4	25	77	.2	.9	9	17	.1	.4	
2-Book	38	392	.4	1.4	16	213	.2	.9	27	78	.3	1.6	27	94	.3	1.0	11	21	.1	.6	
WSKN-AM																					
FA '98	3	103		.1	2	33		.1	1	8		.1									
2-Book	4	113		.1	1	17		.1	1	4		.1									
WTPM-FM																					
FA '98	4	37		.2	* 1	24		.1					6	18	.1	.2	5	11	.1	.3	
2-Book	3	31		.1	3	33		.2	6	14	.1	.4	6	18	.1	.2	5	11	.1	.3	
WUQJ-FM																					
FA '98	75	919	.7	2.8	37	552	.4	2.0	24	109	.2	1.3	78	258	.8	2.9	40	147	.4	1.8	
2-Book	57	789	.6	2.1	37	537	.4	2.1	21	83	.2	1.2	74	232	.8	2.8	39	129	.4	1.9	
WUND-AM																					
FA '98	11	164	.1	.4	1	32		.1	3	13		.2	1	5							
2-Book	9	149	.1	.4	2	53		.2	6	19	.1	.4	1	3							
WUPR-AM																					
FA '98	* 13	59	.1	.5	* 7	35	.1	.4	3	10		.2	* 10	10	.1	.4					
2-Book	7	34	.1	.3	4	18	.1	.2	2	5		.1	5	5	.1	.2	**	**	**	**	
WVJP-FM																					
FA '98	23	363	.2	.9	20	223	.2	1.1	7	42	.1	.4	25	88	.2	.9	15	34	.1	.7	
2-Book	26	369	.3	1.0	13	196	.2	.8	5	25	.1	.3	17	66	.2	.6	15	34	.1	.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	16	233	.2	.6	8	163	.1	.4	5	24	.3	18	41	.2	.7	15	51	.1	.7	
2-Book	20	199	.2	.8	13	127	.2	.8	29	46	.3	10	28	.1	.4	15	33	.1	.8	
WXEV-AM																				
FA '98		8			*															
2-Book	2	19		.1	4	35	.1	.2	5	12	.1	.3				5	6	.1	.3	
WXYX-FM																				
FA '98	119	1829	1.2	4.5	73	1007	.7	3.9	69	242	.7	3.8	87	275	.9	3.2	107	290	1.0	4.9
2-Book	124	1776	1.3	4.7	73	1066	.7	4.1	59	197	.6	3.4	100	370	1.0	3.8	98	304	1.0	4.9
WYQE-FM																				
FA '98	21	169	.2	.8	17	109	.2	.9	23	62	.2	1.3	53	98	.5	2.0	38	65	.4	1.7
2-Book	14	107	.2	.5	13	82	.2	.7	17	43	.2	1.0	34	61	.3	1.3	24	45	.3	1.1
WZAR-FM																				
FA '98	22	280	.2	.8	19	242	.2	1.0	12	44	.1	.7	35	113	.3	1.3	19	35	.2	.9
2-Book	36	393	.4	1.4	33	307	.4	1.9	27	73	.3	1.7	64	169	.6	2.5	40	74	.4	2.2
WZNT-FM																				
FA '98	134	1125	1.3	5.1	133	919	1.3	7.1	119	280	1.2	6.6	197	471	1.9	7.3	144	322	1.4	6.5
2-Book	119	1123	1.2	4.5	120	926	1.2	6.7	107	248	1.1	6.2	180	465	1.8	6.8	120	264	1.2	5.9
TOTALS																				
FA '98	2644	9869	25.9		1886	8749	18.5		1805	4453	17.7		2708	5646	26.5		2206	4771	21.6	
2-Book	2669	9778	26.3		1796	8620	17.7		1719	4288	16.9		2648	5590	26.1		2009	4416	19.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Persons 18-34																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																				
FA '98	11	53	.1	.7	14	45	.1	1.2	11	45	.1	.6	11	45	.1	.6	14	45	.1	.9
2-Book	6	27	.1	.4	7	23	.1	.6	9	30	.1	.5	11	30	.1	.6	7	23	.1	.5
Wael-FM																				
FA '98	12	31	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	18	55	.2	1.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98					5	13		.4												
2-Book					3	7		.2	1	4		.1								
WAPA-AM																				
FA '98	9	60	.1	.5	2	8		.2	5	9		.3	3	9		.2	7	11	.1	.4
2-Book	7	36	.1	.4	5	15	.1	.5	6	21	.1	.4	2	5		.1	7	12	.1	.5
WBRQ-FM																				
FA '98	23	55	.2	1.4					20	56	.2	1.0	21	52	.2	1.1	1	9		.1
2-Book	12	33	.1	.8	3	15		.3	14	40	.2	.7	15	39	.2	.9	2	10		.1
WCAD-FM																				
FA '98	37	141	.4	2.2	23	73	.2	2.0	35	186	.3	1.8	68	176	.7	3.6	29	122	.3	1.9
2-Book	37	120	.4	2.4	17	77	.2	1.6	45	188	.4	2.4	49	130	.5	2.7	36	103	.4	2.6
WCGB-AM																				
FA '98					*								4	11		.2	*			
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	6	12	.1	.4	8	23	.1	.7	3	13		.2	10	13	.1	.5				
2-Book	3	6	.1	.2	4	12	.1	.4	2	7		.1	5	7	.1	.3				
WCMR-FM																				
FA '98	40	114	.4	2.4	36	89	.4	3.2	54	170	.5	2.8	41	122	.4	2.2	22	96	.2	1.4
2-Book	29	83	.3	1.8	44	87	.5	4.1	52	154	.5	2.7	31	90	.3	1.7	26	98	.3	1.8
WCOM-FM																				
FA '98	93	270	.9	5.5	28	117	.3	2.5	47	210	.5	2.4	43	174	.4	2.3	94	248	.9	6.0
2-Book	83	244	.8	5.3	28	102	.3	2.6	75	235	.8	3.9	60	193	.6	3.5	85	220	.8	5.8
WCTA-FM																				
FA '98	6	18	.1	.4	5	23		.4	40	74	.4	2.0	27	46	.3	1.4	5	19		.3
2-Book	7	28	.1	.5	28	58	.3	2.7	47	105	.5	2.4	31	80	.3	1.8	7	34	.1	.5
WDOY-FM																				
FA '98	307	547	3.0	18.2	41	124	.4	3.7	86	205	.8	4.4	81	186	.8	4.3	44	180	.4	2.8
2-Book	256	450	2.5	16.2	32	97	.3	3.0	68	202	.7	3.5	78	189	.8	4.5	42	134	.4	2.9
WEGM-FM																				
FA '98	13	49	.1	.8	10	27	.1	.9	5	29		.3	6	16	.1	.3	41	104	.4	2.6
2-Book	26	72	.3	1.7	10	33	.1	.9	26	91	.3	1.4	10	32	.1	.6	42	101	.4	2.9
WENA-AM																				
FA '98	*				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	10	26	.1	.6	8	32	.1	.7	11	60	.1	.6					7	22	.1	.4
2-Book	10	31	.1	.6	8	29	.1	.8	7	37	.1	.4	1	2		.1	4	25	.1	.3
WFID-FM																				
FA '98	101	229	1.0	6.0	71	143	.7	6.3	117	269	1.1	6.0	120	245	1.2	6.4	86	200	.8	5.5
2-Book	78	170	.8	4.9	47	124	.5	4.2	98	276	1.0	5.1	104	227	1.1	6.0	92	234	.9	6.4
WJAC-AM																				
FA '98	5	13		.3																
2-Book	6	13	.1	.4																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

	Persons 18-34																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	64	194	.6	3.8	39	113	.4	3.5	108	338	1.1	5.5	60	171	.6	3.2	17	77	.2	1.1
2-Book	59	180	.6	3.8	60	143	.6	5.7	96	295	1.0	5.0	65	190	.7	3.8	36	118	.4	2.6
WIOA-FM																				
FA '98	18	117	.2	1.1	20	93	.2	1.8	62	180	.6	3.2	37	107	.4	2.0	15	54	.1	1.0
2-Book	37	125	.4	2.5	14	55	.2	1.3	44	146	.5	2.3	35	109	.4	2.0	20	64	.2	1.5
WIOB-FM																				
FA '98	27	68	.3	1.6	14	66	.1	1.2	15	60	.1	.8	23	78	.2	1.2	27	76	.3	1.7
2-Book	23	66	.3	1.5	9	38	.1	.8	15	57	.1	.8	14	52	.1	.7	15	48	.2	.9
WIOC-FM																				
FA '98	47	123	.5	2.8	15	30	.1	1.3	37	74	.4	1.9	34	99	.3	1.8	20	56	.2	1.3
2-Book	28	72	.3	1.7	9	20	.1	.8	40	98	.4	2.1	29	68	.3	1.7	16	42	.2	1.1
WIVA-FM																				
FA '98	1	9	.1	.1	7	23	.1	.6	23	49	.2	1.2	10	39	.1	.5	4	10	.3	.3
2-Book	11	36	.1	.8	8	23	.1	.8	35	101	.4	1.9	26	69	.3	1.5	4	19	.4	.3
WKAQ-AM																				
FA '98	5	18	.3	.3	26	114	.3	2.3	15	25	.1	.8	29	72	.3	1.5	12	80	.1	.8
2-Book	6	22	.1	.4	19	74	.2	1.8	13	35	.1	.7	22	50	.2	1.2	17	54	.2	1.2
WKAQ-FM																				
FA '98	111	366	1.1	6.6	69	251	.7	6.1	212	705	2.1	10.8	154	530	1.5	8.2	118	345	1.2	7.6
2-Book	104	341	1.1	6.7	52	209	.5	4.8	189	631	1.9	9.8	135	422	1.3	7.7	92	281	.9	6.3
WKSA-FM																				
FA '98	7	20	.1	.4	4	10	.1	.4	9	11	.1	.5	5	25	.1	.3	3	14	.2	.2
2-Book	7	18	.1	.5	13	39	.1	1.2	9	31	.1	.5	11	34	.1	.7	2	11	.1	.1
WKVM-AM																				
FA '98									4	7	.1	.2								
2-Book																				
WLEO-AM																				
FA '98					5	11	.1	.4												
2-Book	5	7	.1	.4	6	10	.1	.6	1	5		.1								
WLUZ-AM																				
FA '98	2	10	.1	.1									21	24	.2	1.1				
2-Book	1	5	.1	.1	3	6	.3	.3	1	5		.1	15	17	.2	.8				
WMEG-FM																				
FA '98	177	481	1.7	10.5	53	151	.5	4.7	110	336	1.1	5.6	155	345	1.5	8.3	463	918	4.5	29.7
2-Book	146	406	1.4	9.2	60	197	.6	5.6	125	376	1.3	6.5	134	313	1.3	7.7	381	748	3.7	26.0
WMIO-FM																				
FA '98	5	27	.3	.3		6			1	6	.1	.1					1	6	.1	.1
2-Book	12	36	.1	.8	1	9	.1	.1	8	19	.1	.4	5	12	.1	.3	2	11	.2	.2
WNEL-AM																				
FA '98																	7	7	.1	.5
2-Book	1	6		.1																
WNIK-FM																				
FA '98	9	24	.1	.5					8	42	.1	.4					1	13	.1	.1
2-Book	6	17	.1	.4					14	39	.2	.7	10	10	.1	.6	10	30	.1	.8
WNNV-FM																				
FA '98	8	21	.1	.5	20	34	.2	1.8	30	93	.3	1.5	30	69	.3	1.6	8	24	.1	.5
2-Book	6	14	.1	.4	12	31	.1	1.1	16	50	.2	.8	16	38	.2	.9	6	16	.1	.4
WNRT-FM																				
FA '98	17	46	.2	1.0	53	162	.5	4.7	38	138	.4	1.9	15	48	.1	.8	19	57	.2	1.2
2-Book	14	39	.2	.9	48	135	.5	4.4	26	102	.3	1.3	18	64	.2	1.0	20	66	.2	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	25	67	.2	1.5	17	52	.2	1.5	22	64	.2	1.1	28	85	.3	1.5	55	129	.5	3.5
2-Book	17	51	.2	1.1	15	47	.2	1.4	17	60	.2	.9	19	53	.2	1.1	38	89	.4	2.5
WORO-FM																				
FA '98	1	14		.1	4	18		.4	26	55	.3	1.3	23	56	.2	1.2	4	16		.3
2-Book	12	38	.1	.9	10	32	.1	1.0	55	87	.6	2.9	41	89	.4	2.4	11	32	.1	.8
WOSO-AM																				
FA '98	2	18		.1	2	11		.2					3	12		.2				
2-Book	3	25		.2	1	6		.1	1	7		.1	3	13		.2	4	7	.1	.3
WQYE-FM																				
FA '98	40	132	.4	2.4	6	24	.1	.5	43	114	.4	2.2	67	157	.7	3.6	80	174	.8	5.1
2-Book	45	126	.5	2.9	12	36	.2	1.1	49	135	.5	2.6	51	128	.5	2.9	73	183	.8	5.0
WPAB-AM																				
FA '98	5	30		.3									14	36	.1	.7	4	10		.3
2-Book	3	15		.2	5	12	.1	.5					7	18	.1	.4	2	5		.2
WPRA-AM																				
FA '98	2	4		.1																
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	150	371	1.5	8.9	175	380	1.7	15.6	236	555	2.3	12.0	237	471	2.3	12.7	130	312	1.3	8.3
2-Book	101	251	1.0	6.3	147	317	1.5	13.6	187	509	1.9	9.6	201	437	2.0	11.5	104	239	1.1	7.1
WPRP-AM																				
FA '98					3	13		.3	3	13		.2								
2-Book					4	13		.4	2	7		.1								
WQBS-AM																				
FA '98	2	12		.1					1	8		.1					2	12		.1
2-Book	1	6		.1					2	11		.2					1	6		.1
WQQZ-FM																				
FA '98					* 7	13	.1	.6	3	15		.2	2	20		.1	2	13		.1
2-Book	4	14	.1	.3	4	7	.1	.3	7	24	.1	.4	9	36	.1	.6	3	11		.2
WRIO-FM																				
FA '98					10	20	.1	.9	18	69	.2	.9	24	37	.2	1.3	4	18		.3
2-Book	2	5		.2	9	23	.1	.8	22	72	.2	1.1	22	47	.2	1.3	7	25	.1	.5
WSKN-AM																				
FA '98	10	25	.1	.6																
2-Book	5	13	.1	.3																
WTPM-FM																				
FA '98	* 3	14		.2					7	11	.1	.4								
2-Book	2	7		.1					4	6	.1	.2								
WUQJ-FM																				
FA '98	16	55	.2	.9	18	73	.2	1.6	65	209	.6	3.3	30	90	.3	1.6	21	65	.2	1.3
2-Book	29	102	.3	1.9	12	50	.1	1.1	56	195	.6	2.9	39	106	.4	2.3	23	85	.2	1.6
WUNO-AM																				
FA '98					7	13	.1	.6												
2-Book	2	10		.1	8	24	.1	.8	2	10		.1	1	3		.1	2	10		.1
WUPR-AM																				
FA '98					11	25	.1	1.0	*											
2-Book	**	**	**	**	6	13	.1	.5					**	**	**	**	**	**	**	
WVJP-FM																				
FA '98	24	87	.2	1.4	15	47	.1	1.3	30	92	.3	1.5	13	34	.1	.7	25	61	.2	1.6
2-Book	14	48	.1	.8	12	35	.1	1.1	18	62	.2	.9	9	35	.1	.5	14	38	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WVOZ-FM																				
FA '98	5	35	.3	.3	5	31	.4	.4	6	55	.1	.3	7	47	.1	.4	5	29	.3	.3
2-Book	10	36	.1	.7	26	39	.3	2.4	3	28	.1	.2	11	31	.1	.7	8	22	.1	.6
WXEW-AM																				
FA '98	*				*	4	.1	.4	1	5	.1	.1	3	9	.1	.2	*	1	.5	.1
2-Book	12	22	.1	.9	4	9	.1	.4	1	5	.1	.1	3	9	.1	.2	1	5	.1	.1
WXYZ-FM																				
FA '98	60	165	.6	3.6	68	162	.7	6.1	75	239	.7	3.8	93	249	.9	5.0	32	88	.3	2.1
2-Book	65	182	.7	4.2	42	120	.4	3.8	83	312	.8	4.3	90	233	.9	5.2	44	121	.4	3.1
WYQE-FM																				
FA '98	3	15	.2	.2	5	19	.4	.4	11	11	.1	.6					6	15	.1	.4
2-Book	6	14	.1	.4	3	10	.2	.2	11	27	.1	.6	4	8	.1	.2	3	8	.1	.2
WZAR-FM																				
FA '98	17	30	.2	1.0	18	43	.2	1.6	30	69	.3	1.5	14	50	.1	.7	3	7	.2	.2
2-Book	22	41	.3	1.4	26	53	.3	2.4	44	99	.5	2.3	24	52	.2	1.4	13	26	.1	1.0
WZNT-FM																				
FA '98	49	181	.5	2.9	66	186	.6	5.9	198	469	1.9	10.1	231	427	2.3	12.3	69	170	.7	4.4
2-Book	54	170	.6	3.5	65	184	.6	6.0	189	459	1.9	9.8	179	351	1.8	10.1	66	168	.7	4.5
TOTALS																				
FA '98	1685	4042	16.5	15.4	1123	2788	11.0	10.6	1962	4429	19.2	19.0	1873	3906	18.3	17.1	1557	3771	15.2	14.2
2-Book	1566	3712	15.4	14.2	1079	2694	10.6	10.6	1934	4461	19.0	19.0	1744	3647	17.1	17.1	1448	3479	14.2	14.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 18-34

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	25	290	.1	.7	31	169	.2	.5	25	148	.1	.6	8	104	.2	.2	33	193	.2	1.5
SU '98	20	207	.1	.5	25	144	.1	.4	18	82	.1	.4	22	103	.1	.6	23	143	.1	1.2
2-Book	23	249	.1	.6	28	157	.2	.5	22	115	.1	.5	15	104	.1	.4	28	168	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 37	683	.2	1.0	34	318	.2	.6	71	465	.4	1.7	31	295	.2	.8	16	146	.1	.7
SU '98	41	778	.2	1.1	37	301	.2	.6	68	532	.4	1.5	38	371	.2	1.0	21	292	.1	1.1
2-Book	39	731	.2	1.1	36	310	.2	.6	70	499	.4	1.6	35	333	.2	.9	19	219	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	5	88	.1	.1	21	45	.1	.4	24	24	.1	.4	1	24	.1	.4	1	20	.1	.4
SU '98	1	32	.1	.1	3	13	.1	.1	1	12	.1	.1	1	12	.1	.1	1	10	.1	.1
2-Book	3	60	.1	.1	12	29	.1	.3	1	18	.1	.3	1	12	.1	.3	1	10	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	33	602	.2	.9	48	251	.3	.8	42	248	.2	1.0	35	285	.2	.9	29	140	.2	1.3
SU '98	26	514	.1	.7	47	297	.3	.8	42	321	.2	.9	26	192	.1	.7	15	87	.1	.8
2-Book	30	558	.2	.8	48	274	.3	.8	42	285	.2	1.0	31	239	.2	.8	22	114	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	11	230	.1	.3	6	102	.1	.1	9	91	.1	.2	16	115	.1	.4	9	108	.1	.4
SU '98	11	268	.1	.3	10	96	.1	.2	20	118	.1	.4	18	95	.1	.5	1	41	.1	.1
2-Book	11	249	.1	.3	8	99	.1	.2	15	105	.1	.3	17	105	.1	.5	5	75	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	54	1283	.3	1.4	63	530	.4	1.1	55	434	.3	1.3	78	656	.4	1.9	37	474	.2	1.7
SU '98	56	1236	.3	1.5	78	462	.4	1.3	82	605	.5	1.8	64	575	.4	1.6	33	322	.2	1.7
2-Book	55	1260	.3	1.5	71	496	.4	1.2	69	520	.4	1.6	71	616	.4	1.8	35	398	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGBB-AM																				
FA '98	* 6	96	.2	.2	10	52	.1	.2	3	52	.1	.2	4	29	.1	.1	* 11	35	.1	.5
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	19	209	.1	.5	47	181	.3	.8	22	140	.1	.5	22	107	.1	.5	3	38	.1	.1
SU '98	12	307	.1	.3	37	207	.2	.6	13	126	.1	.3	8	81	.1	.2	5	43	.1	.3
2-Book	16	258	.1	.4	42	194	.3	.7	18	133	.1	.4	15	94	.1	.4	4	41	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-49

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	84	1290	.5	2.2	109	655	.6	1.9	91	640	.5	2.2	94	661	.5	2.3	59	430	.3	2.7
SU '98	55	1009	.3	1.5	70	439	.4	1.2	66	503	.4	1.4	46	440	.3	1.2	24	293	.1	1.2
2-Book	70	1150	.4	1.9	90	547	.5	1.6	79	572	.5	1.8	70	551	.4	1.8	42	362	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	96	2631	.5	2.6	141	1136	.8	2.4	89	1051	.5	2.1	95	1019	.5	2.4	84	873	.5	3.9
SU '98	95	2180	.5	2.6	127	844	.7	2.2	99	978	.6	2.1	97	973	.5	2.5	60	692	.3	3.1
2-Book	96	2406	.5	2.6	134	990	.8	2.3	94	1015	.6	2.1	96	996	.5	2.5	72	783	.4	3.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	46	690	.3	1.2	32	248	.2	.5	46	379	.3	1.1	63	361	.4	1.6	30	192	.2	1.4
SU '98	81	1262	.5	2.2	92	439	.5	1.6	91	622	.5	2.0	91	514	.5	2.3	56	441	.3	2.9
2-Book	64	976	.4	1.7	62	344	.4	1.1	69	501	.4	1.6	77	438	.5	2.0	43	317	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	102	2034	.6	2.7	93	720	.5	1.6	93	855	.5	2.2	93	860	.5	2.3	90	710	.5	4.1
SU '98	87	1874	.5	2.3	80	626	.5	1.4	101	826	.6	2.2	71	749	.4	1.8	72	672	.4	3.7
2-Book	95	1954	.6	2.5	87	673	.5	1.5	97	841	.6	2.2	82	805	.5	2.1	81	691	.5	3.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	25	610	.1	.7	36	304	.2	.6	19	258	.1	.5	38	331	.2	.9	14	160	.1	.6
SU '98	48	608	.3	1.3	47	296	.3	.8	59	353	.3	1.3	52	286	.3	1.3	37	281	.2	1.9
2-Book	37	609	.2	1.0	42	300	.3	.7	39	306	.2	.9	45	309	.3	1.1	26	221	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 6	55		.2	9	43	.1	.2	10	27	.1	.2	8	16		.2				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	24	524	.1	.6	23	208	.1	.4	22	235	.1	.5	27	174	.2	.7	29	150	.2	1.3
SU '98	19	369	.1	.5	31	160	.2	.5	27	180	.2	.6	15	112	.1	.4	14	136	.1	.7
2-Book	22	447	.1	.6	27	184	.2	.5	25	208	.2	.6	21	143	.2	.6	22	143	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	208	2922	1.2	5.5	237	1511	1.3	4.1	293	1553	1.6	7.0	215	1484	1.2	5.3	143	1060	.8	6.6
SU '98	200	2647	1.1	5.4	266	1302	1.5	4.6	334	1455	1.9	7.2	232	1305	1.3	5.9	95	817	.5	4.9
2-Book	204	2785	1.2	5.5	252	1407	1.4	4.4	314	1504	1.8	7.1	224	1395	1.3	5.6	119	939	.7	5.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-AM																				
FA '98	20	338	.1	.5	48	154	.3	.8	14	133	.1	.3	17	99	.1	.4	13	104	.1	.6
SU '98	8	284		.2	19	103	.1	.3	9	138	.1	.2	6	48		.2	2	20		.1
2-Book	14	311	.1	.4	34	129	.2	.6	12	136	.1	.3	12	74	.1	.3	8	62	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																				
FA '98	189	3101	1.1	5.0	356	1765	2.0	6.1	280	1487	1.6	6.7	180	1196	1.0	4.5	76	724	.4	3.5
SU '98	222	3283	1.3	6.0	413	1982	2.3	7.1	327	1526	1.9	7.0	242	1634	1.4	6.1	89	852	.5	4.6
2-Book	206	3192	1.2	5.5	385	1874	2.2	6.6	304	1507	1.8	6.9	211	1415	1.2	5.3	83	788	.5	4.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDA-FM																				
FA '98	116	2308	.7	3.1	190	1138	1.1	3.3	192	1072	1.1	4.6	108	803	.6	2.7	51	630	.3	2.3
SU '98	116	2172	.7	3.1	179	1025	1.0	3.1	197	1176	1.1	4.2	117	993	.7	3.0	44	507	.2	2.3
2-Book	116	2240	.7	3.1	185	1082	1.1	3.2	195	1124	1.1	4.4	113	898	.7	2.9	48	569	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDB-FM																				
FA '98	50	835	.3	1.3	90	428	.5	1.5	50	449	.3	1.2	40	273	.2	1.0	37	255	.2	1.7
SU '98	56	984	.3	1.5	85	446	.5	1.5	102	484	.6	2.2	59	414	.3	1.5	20	175	.1	1.0
2-Book	53	910	.3	1.4	88	437	.5	1.5	76	467	.5	1.7	50	344	.3	1.3	29	215	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJOC-FM																				
FA '98	64	870	.4	1.7	76	446	.4	1.3	87	426	.5	2.1	69	422	.4	1.7	58	361	.3	2.7
SU '98	63	813	.4	1.7	83	398	.5	1.4	107	445	.6	2.3	64	424	.4	1.6	40	341	.2	2.1
2-Book	64	842	.4	1.7	80	422	.5	1.4	97	436	.6	2.2	67	423	.4	1.7	49	351	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	50	928	.3	1.3	116	501	.7	2.0	43	370	.2	1.0	62	420	.3	1.5	10	148	.1	.5
SU '98	79	1271	.4	2.1	210	831	1.2	3.6	76	690	.4	1.6	88	679	.5	2.2	14	150	.1	.7
2-Book	65	1100	.4	1.7	163	666	1.0	2.8	60	530	.3	1.3	75	550	.4	1.9	12	149	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	113	2122	.6	3.0	191	1299	1.1	3.3	80	648	.4	1.9	121	765	.7	3.0	122	740	.7	5.6
SU '98	103	1706	.6	2.8	173	982	1.0	3.0	86	598	.5	1.8	107	763	.6	2.7	134	586	.8	6.9
2-Book	108	1914	.6	2.9	182	1141	1.1	3.2	83	623	.5	1.9	114	764	.7	2.9	128	663	.8	6.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	256	4919	1.4	6.8	257	2046	1.4	4.4	334	2596	1.9	8.0	297	2510	1.7	7.4	160	1600	.9	7.4
SU '98	220	4034	1.2	5.9	204	1578	1.2	3.5	333	2340	1.9	7.2	306	2299	1.7	7.7	120	1168	.7	6.2
2-Book	238	4477	1.3	6.4	231	1812	1.3	4.0	334	2468	1.9	7.6	302	2405	1.7	7.6	140	1384	.8	6.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSA-FM																				
FA '98	31	601	.2	.8	56	310	.3	1.0	50	409	.3	1.2	33	272	.2	.8	10	117	.1	.5
SU '98	36	764	.2	1.0	58	364	.3	1.0	57	364	.3	1.2	42	315	.2	1.1	14	182	.1	.7
2-Book	34	683	.2	.9	57	337	.3	1.0	54	387	.3	1.2	38	294	.2	1.0	12	150	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	4	147		.1	2	39			8	83		.2	4	66		.1	2	23		.1
SU '98	9	197	.1	.2	19	102	.1	.3	13	36	.1	.3	3	26		.1				
2-Book	7	172	.1	.2	11	71	.1	.2	11	60	.1	.3	4	46		.1	1	12		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	6	175		.2	17	82	.1	.3	7	55		.2	6	37		.1	1	19		.2
SU '98	12	274	.1	.3	38	157	.2	.7	11	108	.1	.2	6	41		.2	4	37		.1
2-Book	9	225	.1	.3	28	120	.2	.5	9	82	.1	.2	6	39		.2	3	28		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	4	86		.1	11	40	.1	.2	3	50		.1	2	23		.1				
SU '98	17	277	.1	.5	23	118	.1	.4	32	193	.2	.7	39	121	.2	1.0				
2-Book	11	182	.1	.3	17	79	.1	.3	18	122	.1	.4	21	72	.1	.5	7	7		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	226	3339	1.3	6.0	297	1382	1.7	5.1	157	1282	.9	3.7	323	1678	1.8	8.0	169	1326	.9	7.8
SU '98	188	3071	1.1	5.1	225	1269	1.3	3.9	171	1197	1.0	3.7	235	1468	1.3	5.9	140	1081	.8	7.3
2-Book	207	3205	1.2	5.6	261	1326	1.5	4.5	164	1240	1.0	3.7	279	1573	1.6	7.0	155	1204	.9	7.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WM10-FM																				
FA '98	26	251	.1	.7	35	143	.2	.6	60	198	.3	1.4	39	154	.2	1.0	5	59		.2
SU '98	16	214	.1	.4	12	43	.1	.2	22	115	.1	.5	21	149	.1	.5	9	88	.1	.5
2-Book	21	233	.1	.6	24	93	.2	.4	41	157	.2	1.0	30	152	.2	.8	7	74	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	8	189		.2	16	112	.1	.3	4	45		.1	8	85		.2	9	52	.1	.4
SU '98	13	224	.1	.4	30	145	.2	.5	20	109	.1	.4	13	77	.1	.3	6	31	.1	.3
2-Book	11	207	.1	.3	23	129	.2	.4	12	77	.1	.3	11	81	.1	.3	8	42	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	13	324	.1	.3	18	136	.1	.3	14	116	.1	.3	12	135	.1	.3	8	125		.4
SU '98	14	311	.1	.4	17	115	.1	.3	20	124	.1	.4	10	149	.1	.3	7	66		.4
2-Book	14	318	.1	.4	18	126	.1	.3	17	120	.1	.4	11	142	.1	.3	8	96		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 18-49

Target Listener Trends

Persons 18-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WNNV-FM																					
FA '98	30	373	.2	.8	38	186	.2	.7	35	163	.2	.8	30	195	.2	.7	15	142	.1	.7	
SU '98	9	184	.1	.2	12	67	.1	.2	14	101	.1	.3	6	55	.2	.2	4	62	.1	.2	
2-Book	20	279	.2	.5	25	127	.2	.5	25	132	.2	.6	18	125	.1	.5	10	102	.1	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNRJ-FM																					
FA '98	60	966	.3	1.6	86	552	.5	1.5	53	415	.3	1.3	43	353	.2	1.1	56	410	.3	2.6	
SU '98	42	824	.2	1.1	61	407	.3	1.1	59	467	.3	1.3	45	387	.3	1.1	22	244	.1	1.1	
2-Book	51	895	.3	1.4	74	480	.4	1.3	56	441	.3	1.3	44	370	.3	1.1	39	327	.2	1.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOQI-FM																					
FA '98	49	678	.3	1.3	58	334	.3	1.0	40	368	.2	1.0	65	422	.4	1.6	30	190	.2	1.4	
SU '98	21	423	.1	.6	34	207	.2	.6	18	205	.1	.4	20	231	.1	.5	11	100	.1	.6	
2-Book	35	551	.1	1.0	46	271	.3	.8	29	287	.2	.7	43	327	.3	1.1	21	145	.2	1.0	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WORO-FM																					
FA '98	56	1031	.3	1.5	63	402	.4	1.1	72	401	.4	1.7	68	409	.4	1.7	17	139	.1	.8	
SU '98	74	1170	.4	2.0	65	391	.4	1.1	110	442	.6	2.4	72	434	.4	1.8	14	180	.1	.7	
2-Book	65	1101	.4	1.8	64	397	.4	1.1	91	422	.5	2.1	70	422	.4	1.8	16	160	.1	.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOSO-AM																					
FA '98	10	232	.1	.3	16	116	.1	.3	4	64	.1	.3	14	129	.1	.3	4	28	.1	.2	
SU '98	12	236	.1	.3	13	141	.1	.2	15	93	.1	.3	20	99	.1	.5	6	74	.1	.3	
2-Book	11	234	.1	.3	15	129	.1	.3	10	79	.1	.2	17	114	.1	.4	5	51	.1	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																					
FA '98	68	1329	.4	1.8	117	616	.7	2.0	58	640	.3	1.4	64	575	.4	1.6	51	404	.3	2.3	
SU '98	70	1499	.4	1.9	105	762	.6	1.8	81	807	.5	1.7	61	651	.3	1.5	54	586	.3	2.8	
2-Book	69	1414	.4	1.9	111	689	.7	1.9	70	724	.4	1.6	63	613	.4	1.6	53	495	.3	2.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPAB-AM																					
FA '98	23	540	.1	.6	44	253	.2	.8	29	244	.2	.7	21	179	.1	.5	23	162	.1	1.1	
SU '98	13	386	.1	.4	14	119	.1	.2	16	151	.1	.3	12	96	.1	.3	18	162	.1	.9	
2-Book	18	463	.1	.5	29	186	.2	.5	23	198	.2	.5	17	138	.1	.4	21	162	.1	1.0	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRA-AM																					
FA '98	*	3		.1	2	38			1	29							*	10	13	.1	.5
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																				
FA '98	502	5406	2.8	13.4	1281	3730	7.2	21.9	376	2185	2.1	9.0	599	2960	3.4	14.9	150	1238	.8	6.9
SU '98	394	4868	2.2	10.6	1061	3412	6.0	18.3	337	2236	1.9	7.2	431	2643	2.4	10.9	101	930	.6	5.2
2-Book	448	5137	2.5	12.0	1171	3571	6.6	20.1	357	2211	2.0	8.1	515	2802	2.9	12.9	126	1084	.7	6.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	2	125		.1	6	55		.1	2	53		.1	1	22		.1		14		.1
SU '98	6	184		.2	27	134		.2	3	26		.1	3	11		.1		7		.1
2-Book	4	155		.2	17	95		.1	3	40		.1	2	17		.1		7		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	4	133		.1	4	44		.1	8	44		.2	1	19		.1	2	21		.1
SU '98	4	114		.1	5	33		.1	4	51		.1	5	38		.1	4	50		.2
2-Book	4	124		.1	5	39		.1	6	48		.2	3	29		.1	3	36		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 15	320		.1	16	98		.1	26	145		.1	16	81		.1	11	148		.1
SU '98	18	261		.1	17	135		.1	34	109		.2	26	119		.1	2	45		.1
2-Book	17	291		.1	17	117		.1	30	127		.2	21	100		.1	7	97		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	45	641	.3	1.2	131	456	.7	2.2	42	262	.2	1.0	41	309	.2	1.0	12	115	.1	.6
SU '98	54	920	.3	1.5	114	562	.6	2.0	59	427	.3	1.3	66	480	.4	1.7	21	204	.1	1.1
2-Book	50	781	.3	1.4	123	509	.7	2.1	51	345	.3	1.2	54	395	.3	1.4	17	160	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	7	279		.2	18	103		.1	9	135		.1	6	84		.1	5	30		.2
SU '98	9	338		.1	21	202		.1	12	181		.1	6	71		.2	7	83		.4
2-Book	8	309		.1	20	153		.1	11	158		.1	6	78		.2	6	57		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 5	124		.1	10	94		.1	7	67		.2	2	39		.1	* 6	39		.3
SU '98	10	142		.1	12	51		.1	5	44		.1	6	39		.2	11	74		.1
2-Book	8	133		.1	11	73		.1	6	56		.2	4	39		.1	9	57		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQZ-FM																				
FA '98	72	1423	.4	1.9	73	645	.4	1.3	113	865	.6	2.7	84	731	.5	2.1	53	518	.3	2.4
SU '98	57	1360	.3	1.5	50	499	.3	.9	80	720	.5	1.7	64	617	.4	1.6	38	307	.2	2.0
2-Book	65	1392	.4	1.7	62	572	.4	1.1	97	793	.6	2.2	74	674	.5	1.9	46	413	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																			
FA '98	16	487	.1	.4	45	346	.3	.8	21	172	.1	.5	16	86	.1	.4	6	76	.3
SU '98	22	572	.1	.6	47	337	.3	.8	25	175	.1	.5	31	233	.2	.8	11	120	.1
2-Book	19	530	.1	.5	46	342	.3	.8	23	174	.1	.5	24	160	.2	.6	9	98	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																			
FA '98	* 22	120	.1	.6	25	98	.1	.4	**	**	**	**	**	**	**	**	**	**	**
SU '98	10	63	.1	.3	14	63	.1	.2	**	**	**	**	**	**	**	**	**	**	**
2-Book	16	92	.1	.5	20	81	.1	.3	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	44	1069	.2	1.2	47	448	.3	.8	59	406	.3	1.4	38	400	.2	.9	36	398	.2
SU '98	70	1192	.4	1.9	91	446	.5	1.6	99	516	.6	2.1	61	458	.3	1.5	48	305	.3
2-Book	57	1131	.3	1.6	69	447	.4	1.2	79	461	.5	1.8	50	429	.3	1.2	42	352	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																			
FA '98	14	381	.1	.4	24	216	.1	.4	19	186	.1	.5	17	199	.1	.4	5	78	.2
SU '98	22	314	.1	.6	59	126	.3	1.0	5	99	.1	.1	18	106	.1	.5	14	87	.1
2-Book	18	348	.1	.5	42	171	.2	.7	12	143	.1	.3	18	153	.1	.5	10	83	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																			
FA '98	* 7	112	.2	.2	10	49	.1	.2	3	50	.1	.1	6	41	.1	.1	* 9	54	.1
SU '98	5	164	.1	.1	12	77	.1	.2	4	57	.1	.1	4	57	.1	.1	2	22	.1
2-Book	6	138	.2	.2	11	63	.1	.2	4	54	.1	.1	3	21	.1	.1	6	38	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '98	133	2910	.7	3.5	245	1328	1.4	4.2	157	1212	.9	3.7	124	1113	.7	3.1	63	666	.4
SU '98	141	2901	.8	3.8	229	1383	1.3	3.9	180	1407	1.0	3.9	138	1197	.8	3.5	94	789	.5
2-Book	137	2906	.8	3.7	237	1356	1.4	4.1	169	1310	1.0	3.8	131	1155	.8	3.3	79	728	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																			
FA '98	30	307	.2	.8	41	179	.2	.7	46	232	.3	1.1	25	153	.1	.6	8	74	.4
SU '98	21	168	.1	.6	14	70	.1	.2	39	113	.2	.8	22	102	.1	.6	3	28	.2
2-Book	26	238	.2	.7	28	125	.2	.5	43	173	.3	1.0	24	128	.1	.6	6	51	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '98	45	786	.3	1.2	52	324	.3	.9	50	336	.3	1.2	49	263	.3	1.2	30	207	.2
SU '98	65	1156	.4	1.8	87	535	.5	1.5	55	433	.3	1.2	67	481	.4	1.7	46	321	.3
2-Book	55	971	.4	1.5	70	430	.4	1.2	53	385	.3	1.2	58	372	.4	1.5	38	264	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WZNT-FM																				
FA '98	242	2860	1.4	6.4	258	1444	1.4	4.4	300	1472	1.7	7.2	283	1498	1.6	7.0	77	625	.4	3.5
SU '98	227	2916	1.3	6.1	229	1215	1.3	3.9	301	1598	1.7	6.5	276	1594	1.6	7.0	104	872	.6	5.4
2-Book	235	2888	1.4	6.3	244	1330	1.4	4.2	301	1535	1.7	6.9	280	1546	1.6	7.0	91	749	.5	4.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	3755	17349	21.1		5840	16207	32.8		4189	13687	23.5		4019	14497	22.6		2176	10971	12.2	
SU '98	3704	17121	21.0		5806	15705	32.9		4650	14141	26.4		3954	14348	22.4		1930	9988	10.9	
2-Book	3730	17235	21.1		5823	15956	32.9		4420	13914	25.0		3987	14423	22.5		2053	10480	11.6	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	21	206	.1	.5	28	165	.2	.9	11	93	.1	.3	31	76	.2	.7	43	76	.2	1.2	
2-Book	21	191	.1	.5	22	129	.2	.7	6	47	.1	.2	26	73	.2	.6	26	43	.2	.8	
Wael-FM																					
FA '98	47	633	.3	1.0	**	**	**	**	7	44	.2	.2	40	138	.2	.9	42	122	.2	1.2	
2-Book	48	662	.3	1.0	**	**	**	**	17	57	.1	.6	51	179	.3	1.1	44	130	.3	1.4	
WALO-AM																					
FA '98	7	69	.2	.1	5	45	.2	.1	21	45	.1	.6	4	17	.1	.1					
2-Book	5	47	.1	.1	3	33	.1	.1	12	29	.1	.4	2	9	.1	.1					
WAPA-AM																					
FA '98	42	460	.2	.9	21	254	.1	.7	39	114	.2	1.2	28	68	.2	.6	18	57	.1	.5	
2-Book	41	465	.2	.9	16	200	.1	.6	36	101	.2	1.2	19	65	.2	.4	9	29	.1	.3	
WBRQ-FM																					
FA '98	10	172	.1	.2	15	171	.1	.5	8	19	.2	.2	20	73	.1	.4	22	98	.1	.6	
2-Book	13	178	.1	.3	11	154	.1	.4	4	10	.1	.1	16	52	.1	.4	15	61	.1	.5	
WCAD-FM																					
FA '98	65	981	.4	1.4	48	680	.3	1.5	45	126	.3	1.3	58	177	.3	1.3	40	164	.2	1.1	
2-Book	70	1021	.4	1.5	44	619	.3	1.4	38	109	.3	1.2	54	180	.3	1.2	43	140	.3	1.3	
WCGB-AM																					
FA '98	5	72	.1	.1	* 4	39	.1	.1	8	22	.2	.2									
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	30	199	.2	.6	12	103	.1	.4	23	38	.1	.7	22	58	.1	.5	15	42	.1	.4	
2-Book	25	221	.2	.5	9	116	.1	.3	25	54	.2	.8	14	47	.1	.3	8	21	.1	.2	
WCMN-FM																					
FA '98	97	1051	.5	2.1	79	721	.4	2.5	98	192	.6	2.9	144	316	.8	3.2	124	264	.7	3.4	
2-Book	79	953	.4	1.7	72	664	.4	2.4	78	174	.5	2.4	131	273	.8	2.9	105	241	.6	3.1	
WCOM-FM																					
FA '98	107	2070	.6	2.3	84	1238	.5	2.6	67	242	.4	2.0	81	281	.5	1.8	132	381	.7	3.6	
2-Book	107	1924	.6	2.3	91	1210	.5	3.0	60	188	.4	1.9	115	355	.7	2.5	120	359	.7	3.5	
WCTA-FM																					
FA '98	47	586	.3	1.0	55	367	.3	1.7	47	113	.3	1.4	98	207	.6	2.2	82	176	.5	2.3	
2-Book	69	746	.4	1.5	68	545	.4	2.3	66	169	.4	2.2	133	301	.8	2.9	96	220	.6	2.9	
WDOY-FM																					
FA '98	93	1426	.5	2.0	126	1220	.7	3.9	78	225	.4	2.3	127	409	.7	2.8	108	325	.6	3.0	
2-Book	90	1382	.5	1.9	114	1158	.7	3.7	72	233	.4	2.3	121	398	.7	2.7	84	264	.5	2.5	
WEGM-FM																					
FA '98	30	520	.2	.6	23	301	.1	.7	28	85	.2	.8	31	101	.2	.7	28	91	.2	.8	
2-Book	42	508	.3	.9	35	359	.2	1.2	33	87	.2	1.1	54	159	.3	1.2	42	102	.3	1.3	
WENA-AM																					
FA '98	9	43	.1	.2	* 3	27	.1	.1	4	16	.1	.1	14	27	.1	.3	8	16	.1	.2	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '98	24	380	.1	.5	20	274	.1	.6	16	45	.1	.5	28	79	.2	.6	26	65	.1	.7	
2-Book	25	319	.1	.5	17	223	.1	.6	19	52	.1	.6	25	68	.2	.6	22	58	.1	.6	
WFID-FM																					
FA '98	252	2467	1.4	5.4	173	1627	1.0	5.4	147	417	.8	4.4	298	768	1.7	6.6	188	517	1.1	5.2	
2-Book	267	2291	1.5	5.7	150	1525	.9	4.9	137	411	.8	4.4	262	655	1.5	5.8	191	483	1.1	5.7	
WIAC-AM																					
FA '98	26	252	.1	.6	16	164	.1	.5	35	72	.2	1.0	6	20	.1	.1	4	15	.1	.1	
2-Book	19	240	.1	.4	12	159	.1	.4	22	56	.2	.7	11	34	.1	.2	6	23	.1	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	273	2589	1.5	5.9	116	1594	.7	3.6	129	367	.7	3.8	198	662	1.1	4.4	102	342	.6	2.8
2-Book	300	2728	1.7	6.4	120	1567	.7	3.9	119	366	.7	3.8	230	675	1.3	5.1	106	337	.6	3.2
WIOA-FM																				
FA '98	166	1808	.9	3.6	71	995	.4	2.2	70	215	.4	2.1	114	356	.6	2.5	107	328	.6	3.0
2-Book	167	1801	.9	3.6	73	1013	.4	2.4	85	269	.5	2.8	121	362	.7	2.7	82	256	.5	2.4
WIOB-FM																				
FA '98	59	683	.3	1.3	42	510	.2	1.3	65	166	.4	1.9	35	113	.2	.8	37	127	.2	1.0
2-Book	72	732	.4	1.6	38	491	.2	1.2	58	166	.4	1.8	57	140	.3	1.3	31	117	.2	.9
WIOC-FM																				
FA '98	78	728	.4	1.7	43	471	.2	1.3	53	159	.3	1.6	54	186	.3	1.2	41	127	.2	1.1
2-Book	82	701	.5	1.8	40	437	.2	1.3	43	119	.3	1.4	58	155	.3	1.3	34	102	.2	1.0
WIVA-FM																				
FA '98	72	817	.4	1.5	39	347	.2	1.2	72	154	.4	2.1	70	163	.4	1.5	48	104	.3	1.3
2-Book	97	989	.6	2.0	44	415	.3	1.4	76	168	.5	2.4	69	163	.4	1.5	57	124	.4	1.7
WKAQ-AM																				
FA '98	127	1766	.7	2.7	81	1072	.5	2.5	153	541	.9	4.5	98	303	.6	2.2	67	168	.4	1.9
2-Book	123	1653	.7	2.6	66	799	.4	2.1	118	390	.7	3.7	82	259	.5	1.8	48	125	.3	1.4
WKAQ-FM																				
FA '98	299	4027	1.7	6.4	244	2988	1.4	7.6	227	633	1.3	6.7	460	1217	2.6	10.1	354	1021	2.0	9.8
2-Book	292	3731	1.7	6.2	208	2584	1.2	6.8	182	555	1.1	5.7	388	1093	2.2	8.5	275	787	1.6	8.1
WKSA-FM																				
FA '98	47	510	.3	1.0	17	223	.1	.5	10	36	.1	.3	23	81	.1	.5	21	57	.1	.6
2-Book	50	576	.3	1.1	19	242	.1	.6	15	42	.1	.5	38	109	.2	.8	29	68	.2	.9
WKVM-AM																				
FA '98	5	132	.1	.1	2	22	.1	.1					2	6			2	13		.1
2-Book	9	124	.1	.2	6	59	.1	.2					7	22	.1	.1	2	13		.1
WLEO-AM																				
FA '98	10	146	.1	.2	3	52	.1	.1	3	18	.1	.1	2	18			5	11		.1
2-Book	14	191	.1	.3	5	60	.2	.2	6	14	.2	.2	3	14	.1	.1	3	6		.1
WLUZ-AM																				
FA '98	5	62	.1	.1	3	51	.1	.1												
2-Book	18	147	.1	.4	4	59	.1	.1	4	8		.1								
WMEG-FM																				
FA '98	251	2446	1.4	5.4	219	2124	1.2	6.8	154	467	.9	4.6	192	524	1.1	4.2	202	482	1.1	5.6
2-Book	229	2359	1.3	4.9	203	1955	1.2	6.6	144	453	.9	4.6	211	576	1.2	4.6	202	468	1.1	6.1
WMIO-FM																				
FA '98	46	232	.3	1.0	5	89	.2	.2	9	30	.1	.3	17	56	.1	.4	5	7		.1
2-Book	33	205	.2	.7	11	123	.1	.4	10	40	.1	.3	13	45	.1	.3	24	41	.1	.7
WNEL-AM																				
FA '98	9	165	.1	.2	5	52	.2	.2	19	27	.1	.6	10	27	.1	.2				
2-Book	15	186	.1	.3	5	53	.2	.2	11	19	.1	.4	5	14	.1	.1				
WNIK-FM																				
FA '98	15	246	.1	.3	12	137	.1	.4	10	41	.1	.3	25	51	.1	.6	15	34	.1	.4
2-Book	16	242	.1	.3	14	130	.1	.5	5	21	.1	.2	24	47	.1	.6	23	38	.2	.7
WNNV-FM																				
FA '98	34	313	.2	.7	32	258	.2	1.0	34	98	.2	1.0	48	117	.3	1.1	32	79	.2	.9
2-Book	23	218	.2	.5	21	195	.2	.7	23	63	.2	.7	34	98	.2	.8	24	73	.2	.7
WNRT-FM																				
FA '98	60	768	.3	1.3	63	574	.4	2.0	70	176	.4	2.1	52	186	.3	1.1	62	152	.3	1.7
2-Book	58	727	.3	1.2	48	515	.3	1.6	48	131	.3	1.5	47	161	.3	1.0	44	124	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 18-49

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	53	556	.3	1.1	55	482	.3	1.7	67	158	.4	2.0	81	185	.5	1.8	87	223	.5	2.4
2-Book	39	456	.2	.8	40	365	.2	1.3	41	112	.3	1.3	62	139	.4	1.4	58	147	.4	1.7
WORO-FM																				
FA '98	68	647	.4	1.5	62	620	.3	1.9	32	106	.2	1.0	74	180	.4	1.6	39	104	.2	1.1
2-Book	77	688	.5	1.7	80	696	.5	2.6	33	116	.2	1.1	91	191	.5	2.0	54	145	.3	1.7
WOSO-AM																				
FA '98	11	189	.1	.2	11	101	.1	.3	27	63	.2	.8	11	43	.1	.2	4	11		.1
2-Book	14	185	.1	.3	10	126	.1	.3	16	45	.1	.5	9	48	.1	.2	6	26		.2
WOYE-FM																				
FA '98	78	1092	.4	1.7	61	718	.3	1.9	31	130	.2	.9	99	296	.6	2.2	63	146	.4	1.7
2-Book	80	1157	.5	1.7	61	752	.3	2.0	34	146	.2	1.1	100	314	.6	2.2	62	183	.4	1.8
WPAB-AM																				
FA '98	31	439	.2	.7	7	152		.2	7	29		.2	7	45		.2	6	14		.2
2-Book	23	343	.2	.5	8	146		.3	11	35		.4	12	57		.3	6	13		.2
WPRA-AM																				
FA '98	1	38			4	34		.1	19	24		.6	4	16		.1	5	10		.1
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	723	4938	4.1	15.5	347	2739	1.9	10.8	419	960	2.4	12.4	499	1107	2.8	11.0	406	1033	2.3	11.2
2-Book	656	4692	3.7	13.9	297	2530	1.7	9.6	380	903	2.2	12.0	498	1138	2.8	10.9	345	871	2.0	10.2
WPRP-AM																				
FA '98	3	113		.1	3	51		.1	3	13		.1	5	13		.1				.1
2-Book	7	137		.2	2	45		.1	3	14		.1	3	7		.1				.1
WQBS-AM																				
FA '98	5	84		.1	4	67		.1	10	26		.3	2	17						.1
2-Book	5	79		.1	4	58		.1	9	18		.3	1	9						.1
WQQZ-FM																				
FA '98	20	200	.1	.4	* 9	148	.1	.3	12	33	.1	.4	17	60	.1	.4	17	67	.1	.5
2-Book	23	197	.1	.5	12	146	.1	.4	12	32	.1	.4	20	55	.1	.5	17	54	.1	.5
WRIO-FM																				
FA '98	69	562	.4	1.5	25	291	.1	.8	38	103	.2	1.1	41	139	.2	.9	22	72	.1	.6
2-Book	74	701	.4	1.6	29	360	.2	1.0	42	120	.3	1.3	55	176	.3	1.2	26	80	.2	.8
WSKN-AM																				
FA '98	11	211	.1	.2	2	63		.1	1	8		.1	4	17		.1	4	23		.1
2-Book	12	258	.1	.3	4	66		.2	6	16		.2	4	17		.1	4	23		.1
WTPM-FM																				
FA '98	6	101		.1	* 1	24														
2-Book	7	105		.1	7	65		.2	11	28		.4	12	33		.3	13	22		.4
WUKQ-FM																				
FA '98	92	1226	.5	2.0	49	766	.3	1.5	33	139	.2	1.0	93	336	.5	2.0	50	177	.3	1.4
2-Book	79	1141	.5	1.7	52	759	.3	1.7	28	109	.2	.9	98	326	.6	2.1	54	175	.3	1.6
WUND-AM																				
FA '98	27	421	.2	.6	4	76		.1	9	40		.3	4	18		.1	2	13		.1
2-Book	30	460	.2	.7	7	109		.2	12	39		.4	4	19		.1	3	14		.1
WUPR-AM																				
FA '98	* 25	98	.1	.5	* 15	84	.1	.5	10	30	.1	.3	* 30	30	.2	.7				
2-Book	19	81	.1	.4	9	48	.1	.3	7	21	.1	.2	15	15	.1	.4	**	**	**	**
WVJP-FM																				
FA '98	49	774	.3	1.1	39	503	.2	1.2	30	115	.2	.9	42	152	.2	.9	25	71	.1	.7
2-Book	67	814	.4	1.5	49	558	.3	1.6	42	127	.3	1.4	67	207	.4	1.5	46	123	.3	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	20	339	.1	.4	10	178	.1	.3	6	39	.2	.2	25	56	.1	.6	20	67	.1	.6
2-Book	23	285	.1	.5	15	149	.1	.5	29	53	.2	1.0	16	46	.1	.4	18	46	.1	.6
WXEW-AM																				
FA '98	6	78	.1	.1	* 8	59	.2	.2	12	30	.1	.4	9	31	.1	.2				
2-Book	6	84	.1	.1	8	73	.3	.3	13	31	.1	.4	5	16	.1	.1	6	10	.1	.2
WXYX-FM																				
FA '98	174	2430	1.0	3.7	107	1349	.6	3.3	125	354	.7	3.7	139	419	.8	3.1	146	397	.8	4.0
2-Book	178	2429	1.0	3.8	103	1384	.6	3.4	95	285	.6	3.0	144	507	.8	3.2	141	427	.8	4.2
WYQE-FM																				
FA '98	38	289	.2	.8	31	161	.2	1.0	40	98	.2	1.2	70	120	.4	1.5	54	87	.3	1.5
2-Book	32	209	.2	.7	28	156	.2	.9	28	78	.2	.9	53	83	.3	1.2	42	73	.3	1.2
WZAR-FM																				
FA '98	50	577	.3	1.1	46	466	.3	1.4	42	133	.2	1.2	78	217	.4	1.7	57	121	.3	1.6
2-Book	59	721	.4	1.3	60	532	.4	2.0	48	137	.3	1.5	107	264	.6	2.3	72	153	.4	2.2
WZNT-FM																				
FA '98	282	2344	1.6	6.1	283	1810	1.6	8.8	263	614	1.5	7.8	397	894	2.2	8.7	329	716	1.8	9.1
2-Book	277	2337	1.6	5.9	257	1891	1.5	8.4	232	560	1.3	7.3	383	929	2.2	8.4	311	665	1.8	9.3
TOTALS																				
FA '98	4652	17145	26.1		3204	15011	18.0		3367	7993	18.9		4542	9678	25.5		3618	7976	20.3	
2-Book	4725	17033	26.7		3070	14784	17.3		3152	7658	17.8		4578	9748	25.9		3367	7510	19.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 18-49

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	19	63	.1	.7	48	136	.3	2.2	25	87	.1	.7	15	61	.1	.5	32	109	.2	1.4
2-Book	20	61	.1	.8	36	93	.2	1.7	20	61	.1	.6	13	38	.1	.5	26	80	.2	1.2
WAEL-FM																				
FA '98	24	74	.1	.9																
2-Book	29	89	.2	1.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	4	9		.2	5	13		.2								4	9		.2	
2-Book	2	5		.1	3	7		.1	1	4		.1				2	5		.1	
WAPA-AM																				
FA '98	13	83	.1	.5	6	33		.3	14	51	.1	.4	27	45	.2	.9	22	38	.1	.9
2-Book	18	70	.1	.8	7	28		.4	11	42	.1	.3	14	23	.1	.5	16	33	.1	.7
WBRQ-FM																				
FA '98	26	71	.1	1.0					24	79	.1	.7	21	52	.1	.7	1	9		
2-Book	17	53	.1	.7	3	15		.2	18	63	.1	.5	15	39	.1	.5	3	17		.1
WCAD-FM																				
FA '98	41	161	.2	1.6	51	117	.3	2.3	39	201	.2	1.1	72	191	.4	2.3	41	148	.2	1.7
2-Book	40	135	.2	1.7	33	103	.2	1.5	48	208	.3	1.4	51	138	.3	1.7	42	116	.2	2.0
WCGB-AM																				
FA '98	4	6		.2	* 8	12		.4	9	12	.1	.3	7	17		.2	*			
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	14	25	.1	.5	10	36	.1	.5	3	13		.1	10	13	.1	.3				
2-Book	7	13	.1	.3	7	25	.1	.4	5	28		.2	6	22	.1	.2				
WCMN-FM																				
FA '98	58	177	.3	2.2	47	134	.3	2.1	72	225	.4	2.0	57	168	.3	1.8	32	147	.2	1.4
2-Book	41	121	.2	1.6	56	133	.4	2.8	80	226	.5	2.3	50	142	.3	1.7	36	141	.2	1.7
WCOM-FM																				
FA '98	93	270	.5	3.6	42	186	.2	1.9	76	320	.4	2.2	68	256	.4	2.2	110	288	.6	4.7
2-Book	84	259	.5	3.5	43	173	.2	2.1	101	328	.6	2.9	81	259	.5	2.8	110	283	.6	5.2
WCTA-FM																				
FA '98	22	50	.1	.8	15	74	.1	.7	93	183	.5	2.6	65	115	.4	2.1	17	83	.1	.7
2-Book	23	70	.1	.9	50	130	.3	2.6	101	222	.6	2.8	63	152	.4	2.2	18	84	.1	.8
WDOY-FM																				
FA '98	326	618	1.8	12.5	62	195	.3	2.8	126	311	.7	3.6	100	235	.6	3.2	49	197	.3	2.1
2-Book	298	531	1.7	12.3	52	173	.3	2.5	109	339	.6	3.1	95	250	.6	3.3	48	158	.3	2.3
WEGM-FM																				
FA '98	16	57	.1	.6	15	43	.1	.7	9	51	.1	.3	6	16		.2	48	128	.3	2.0
2-Book	34	87	.2	1.5	16	52	.1	.8	37	123	.3	1.1	10	32	.1	.4	48	120	.3	2.3
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	13	35	.1	.5	23	77	.1	1.0	21	73	.1	.6	17	38	.1	.5	15	60	.1	.6
2-Book	19	52	.1	.8	18	64	.1	.8	15	54	.1	.4	10	25	.1	.3	8	44	.1	.4
WFID-FM																				
FA '98	139	384	.8	5.3	98	266	.6	4.4	159	457	.9	4.5	179	453	1.0	5.7	157	414	.9	6.6
2-Book	111	290	.7	4.5	77	234	.5	3.7	134	422	.8	3.8	143	360	.8	4.8	136	374	.8	6.3
WIAC-AM																				
FA '98	19	52	.1	.7	25	43	.1	1.1	10	28	.1	.3	12	35	.1	.4	18	56	.1	.8
2-Book	13	32	.1	.5	22	46	.1	1.1	6	20	.1	.2	10	26	.1	.4	9	28	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

		Persons 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																						
FA '98		94	282	.5	3.6	46	165	.3	2.1	193	624	1.1	5.5	122	339	.7	3.9	35	157	.2	1.5	
2-Book		86	262	.5	3.6	75	217	.5	3.8	164	505	1.0	4.6	118	327	.7	4.0	52	175	.3	2.5	
WIOA-FM																						
FA '98		41	166	.2	1.6	51	168	.3	2.3	102	333	.6	2.9	58	179	.3	1.9	29	88	.2	1.2	
2-Book		65	190	.4	2.8	39	120	.3	1.9	88	288	.5	2.5	70	213	.4	2.5	34	104	.2	1.6	
WIOB-FM																						
FA '98		35	99	.2	1.3	47	146	.3	2.1	40	132	.2	1.1	39	117	.2	1.3	42	114	.2	1.8	
2-Book		39	112	.2	1.6	27	83	.2	1.3	36	130	.2	1.0	23	94	.1	.8	27	82	.2	1.2	
WIOC-FM																						
FA '98		62	172	.3	2.4	18	64	.1	.8	51	137	.3	1.4	39	141	.2	1.3	23	80	.1	1.0	
2-Book		49	135	.3	2.0	15	45	.1	.7	50	150	.3	1.4	36	102	.2	1.3	27	86	.2	1.3	
WIVA-FM																						
FA '98		4	18	.2		25	61	.1	1.1	50	126	.3	1.4	34	83	.2	1.1	11	45	.1	.5	
2-Book		14	44	.1	.7	29	62	.2	1.4	57	174	.4	1.6	41	99	.3	1.4	11	48	.1	.5	
WKAQ-AM																						
FA '98		74	197	.4	2.8	101	371	.6	4.6	69	196	.4	2.0	52	134	.3	1.7	46	169	.3	1.9	
2-Book		56	146	.3	2.3	86	272	.5	4.2	59	159	.4	1.7	53	134	.3	1.8	38	108	.3	1.7	
WKAQ-FM																						
FA '98		166	553	.9	6.4	107	389	.6	4.8	288	1021	1.6	8.2	192	646	1.1	6.2	135	401	.8	5.7	
2-Book		145	474	.8	6.0	98	362	.6	4.8	264	910	1.5	7.5	174	533	1.0	6.0	115	345	.7	5.3	
WKSA-FM																						
FA '98		19	54	.1	.7	17	43	.1	.8	26	35	.1	.7	7	33	.2		13	34	.1	.5	
2-Book		13	35	.1	.5	19	56	.1	1.0	18	46	.1	.5	13	41	.1	.5	7	21	.1	.3	
WKVM-AM																						
FA '98		2	9	.1		11	16	.1	.5									3	9		.1	
2-Book		1	5	.1		9	20	.1	.4	13	23	.1	.4	6	12	.1	.2	6	18	.1	.3	
WLEO-AM																						
FA '98		3	11	.1		11	23	.1	.5									3	6		.2	
2-Book		7	13	.1	.3	13	21	.1	.6	4	16		.1									
WLUZ-AM																						
FA '98		4	27	.2										21	24	.1	.7					
2-Book		2	14	.1		3	6		.2	4	21		.1	17	23	.1	.6					
WMEG-FM																						
FA '98		229	592	1.3	8.8	76	178	.4	3.4	137	414	.8	3.9	190	425	1.1	6.1	517	1022	2.9	21.9	
2-Book		181	492	1.1	7.4	85	242	.5	4.2	166	464	1.0	4.7	178	402	1.0	6.1	417	838	2.4	19.1	
WMIO-FM																						
FA '98		5	27	.2		6				1	6			5	10		.2	1	6			
2-Book		14	44	.1	.6	2	17		.1	14	27	.1	.4	7	17	.1	.3	2	11		.1	
WNEL-AM																						
FA '98		5	8	.2		2	8		.1									3	25		.1	
2-Book		4	10	.2		7	14	.1	.4	1	5		.1					8	19	.1	.4	
WNIK-FM																						
FA '98		12	42	.1	.5	13	21	.1	.6	15	68	.1	.4	4	12		.1	3	20		.1	
2-Book		8	26	.1	.3	7	11	.1	.3	18	56	.1	.5	12	16	.1	.4	14	39	.1	.7	
WNNV-FM																						
FA '98		14	50	.1	.5	32	70	.2	1.4	38	120	.2	1.1	52	103	.3	1.7	14	47	.1	.6	
2-Book		13	36	.1	.5	21	56	.2	1.0	23	70	.1	.7	27	55	.2	.9	9	27	.1	.4	
WNRT-FM																						
FA '98		65	178	.4	2.5	92	293	.5	4.1	77	267	.4	2.2	45	158	.3	1.4	45	138	.3	1.9	
2-Book		41	114	.3	1.7	80	239	.5	3.8	53	185	.3	1.5	38	141	.3	1.3	37	117	.3	1.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Persons 18-49																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																				
FA '98	27	81	.2	1.0	24	63	.1	1.1	38	105	.2	1.1	53	119	.3	1.7	68	166	.4	2.9
2-Book	18	58	.2	.7	21	58	.1	1.0	30	93	.2	.9	35	80	.2	1.2	53	119	.3	2.4
WORO-FM																				
FA '98	26	59	.1	1.0	38	108	.2	1.7	169	289	.9	4.8	99	248	.6	3.2	14	37	.1	.6
2-Book	30	80	.2	1.3	37	110	.2	1.8	230	368	1.3	6.5	121	272	.7	4.2	33	85	.2	1.6
WOSO-AM																				
FA '98	2	18	.1		23	60	.1	1.0	19	31	.1	.5	9	39	.1	.3				
2-Book	3	25	.2		13	37	.1	.6	13	35	.1	.4	14	39	.1	.5	6	13	.1	.3
WQYE-FM																				
FA '98	41	142	.2	1.6	14	44	.1	.6	57	141	.3	1.6	79	199	.4	2.5	95	206	.5	4.0
2-Book	46	135	.3	1.9	22	55	.2	1.1	62	160	.4	1.8	60	158	.3	2.0	89	222	.5	4.1
WPAB-AM																				
FA '98	7	35	.3		7	27	.3		6	37	.2		14	36	.1	.4	4	10	.2	
2-Book	7	27	.3		15	38	.1	.8	3	19	.1		8	23	.1	.3	2	5	.1	
WPRA-AM																				
FA '98	2	4	.1		4	9	.2		2	9	.1									
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	263	676	1.5	10.1	257	549	1.4	11.6	341	840	1.9	9.7	324	655	1.8	10.4	270	602	1.5	11.4
2-Book	193	512	1.1	7.8	192	425	1.1	9.2	289	814	1.6	8.2	285	633	1.6	9.7	196	461	1.1	8.8
WPRP-AM																				
FA '98					9	25	.1	.4	9	37	.1	.3								
2-Book					7	19	.1	.4	7	25	.1	.2								
WQBS-AM																				
FA '98	14	31	.1	.5					1	8							2	12	.1	
2-Book	9	22	.1	.3					3	17		.1					5	18	.1	.3
WQQZ-FM																				
FA '98	5	12	.2		* 7	13	.3		5	23	.1	.1	6	28	.1	.2	2	13	.1	
2-Book	6	20	.3		4	7	.2		12	43	.1	.3	14	49	.1	.5	5	17	.1	.3
WRIO-FM																				
FA '98	12	32	.1	.5	14	53	.1	.6	27	122	.2	.8	31	73	.2	1.0	13	57	.1	.5
2-Book	13	26	.1	.6	13	49	.1	.6	38	128	.3	1.1	32	74	.2	1.1	15	55	.1	.7
WSKN-AM																				
FA '98	10	25	.1	.4					1	14			2	14		.1	2	15	.1	
2-Book	6	19	.1	.3					6	24	.1	.2	1	7		.1	1	8	.1	
WTPM-FM																				
FA '98	* 3	14	.1						7	11	.2						*			
2-Book	2	8	.1		3	10	.2		9	17	.1	.3	4	10	.2		7	14	.1	.4
WUQJ-FM																				
FA '98	22	81	.1	.8	23	92	.1	1.0	72	259	.4	2.0	54	138	.3	1.7	40	113	.2	1.7
2-Book	35	126	.2	1.5	17	71	.1	.8	75	240	.4	2.1	61	152	.4	2.1	39	126	.2	1.8
WUNO-AM																				
FA '98					11	36	.1	.5	5	17	.1	.1	2	9	.1					
2-Book					13	41	.1	.6	9	36	.1	.2	5	19	.2		4	16	.2	
WUPR-AM																				
FA '98					19	54	.1	.9	* 9	9	.1	.3								
2-Book	**	**	**	**	11	33	.1	.5	5	5	.1	.2	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	40	155	.2	1.5	19	61	.1	.9	47	156	.3	1.3	26	91	.1	.8	71	208	.4	3.0
2-Book	40	146	.2	1.6	33	92	.2	1.7	57	166	.4	1.6	43	125	.2	1.5	55	161	.3	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

		Persons 18-49																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WVOZ-FM																							
FA '98		8	51	.3	.3	5	31	.2	.2	6	55	.2	.2	7	47	.2	.2	5	29	.2	.2		
2-Book		12	44	.1	.5	26	39	.2	1.3	5	33	.2	.2	12	39	.1	.4	8	22	.1	.4		
WXEW-AM																							
FA '98	*					* 23	30	.1	1.0	8	22	.2	.2	3	11	.1	.1	* 9	9	.1	.4		
2-Book		12	22	.1	.6	17	28	.1	.8	5	20	.2	.2	5	14	.2	.2	6	10	.1	.3		
WXYX-FM																							
FA '98		78	238	.4	3.0	96	244	.5	4.3	119	356	.7	3.4	130	360	.7	4.2	36	112	.2	1.5		
2-Book		83	252	.5	3.5	61	182	.3	2.8	125	420	.7	3.5	127	350	.7	4.4	52	144	.3	2.5		
WYQE-FM																							
FA '98		8	21	.3	.3	16	32	.1	.7	31	45	.2	.9	19	31	.1	.6	12	21	.1	.5		
2-Book		9	17	.1	.4	18	30	.1	.9	43	83	.3	1.2	25	54	.2	.9	6	11	.1	.3		
WZAR-FM																							
FA '98		32	75	.2	1.2	36	90	.2	1.6	68	141	.4	1.9	38	111	.2	1.2	12	35	.1	.5		
2-Book		36	78	.2	1.5	44	104	.3	2.2	92	210	.6	2.6	55	136	.3	1.9	21	43	.2	1.0		
WZNT-FM																							
FA '98		108	312	.6	4.1	146	386	.8	6.6	450	980	2.5	12.8	463	814	2.6	14.8	124	332	.7	5.2		
2-Book		123	350	.7	5.2	122	342	.7	5.9	403	916	2.3	11.4	370	743	2.1	12.5	117	302	.7	5.4		
TOTALS																							
FA '98		2612	6309	14.7		2219	5450	12.5		3520	7849	19.8		3120	6650	17.5		2365	5809	13.3			
2-Book		2426	5824	13.7		2064	5142	11.7		3549	7970	20.1		2924	6290	16.5		2158	5287	12.2			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	19	223	.1	.7	27	124	.2	.6	17	80	.1	.5	7	81	.1	.2	28	148	.2	1.9
SU '98	20	207	.2	.7	25	144	.2	.6	18	82	.1	.5	22	103	.2	.7	23	143	.2	1.7
2-Book	20	215	.2	.7	26	134	.2	.6	18	81	.1	.5	15	92	.2	.5	26	146	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 29	487	.2	1.0	27	237	.2	.6	57	334	.4	1.8	23	196	.2	.8	11	85	.1	.7
SU '98	26	485	.2	.9	28	201	.2	.6	36	301	.3	1.0	29	258	.2	1.0	13	203	.1	1.0
2-Book	28	486	.2	1.0	28	219	.2	.6	47	318	.4	1.4	26	227	.2	.9	12	144	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	5	88		.2	21	45	.2	.5		24			1	24			1	20		.1
SU '98	1	24			3	13		.1	1	12										
2-Book	3	56		.1	12	29		.3	1	18			1	12			1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	32	581	.2	1.1	48	251	.4	1.1	42	248	.3	1.3	35	285	.3	1.2	27	129	.2	1.8
SU '98	24	476	.2	.9	45	270	.3	1.0	36	283	.3	1.0	26	192	.2	.9	15	87	.1	1.1
2-Book	28	529	.2	1.0	47	261	.4	1.1	39	266	.3	1.2	31	239	.3	1.1	21	108	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	7	152	.1	.3	5	76		.1	6	67		.2	9	79	.1	.3	4	67		.3
SU '98	7	157	.1	.3	5	61		.1	16	78		.4	13	45	.1	.4	1	25		.1
2-Book	7	155	.1	.3	5	69		.1	11	73		.3	11	62	.1	.4	3	46		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	36	714	.3	1.3	45	331	.3	1.0	41	243	.3	1.3	52	378	.4	1.8	23	286	.2	1.5
SU '98	45	889	.3	1.6	70	361	.5	1.5	69	452	.5	1.9	54	426	.4	1.8	21	204	.2	1.6
2-Book	41	802	.3	1.5	58	346	.4	1.3	55	348	.4	1.6	53	402	.4	1.8	22	245	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 5	77		.2	10	41		.1	3	52		.1	4	29		.1	* 11	35		.7
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	12	150	.1	.4	38	130	.3	.8	15	81	.1	.5	14	68	.1	.5		13		
SU '98	12	307	.1	.4	37	207	.3	.8	13	126	.1	.4	8	81	.1	.3	5	43		.4
2-Book	12	229	.1	.4	38	169	.3	.8	14	104	.1	.5	11	75	.1	.4	3	28		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	67	953	.5	2.4	104	571	.8	2.3	74	463	.6	2.3	74	484	.6	2.5	43	311	.3	2.9
SU '98	37	662	.3	1.3	50	333	.4	1.1	49	298	.4	1.4	29	298	.2	1.0	12	160	.1	.9
2-Book	52	808	.4	1.9	77	452	.6	1.7	62	381	.5	1.9	52	391	.4	1.8	28	236	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	42	1291	.3	1.5	66	576	.5	1.5	42	524	.3	1.3	48	460	.4	1.6	28	336	.2	1.9
SU '98	47	1177	.4	1.7	78	512	.6	1.7	59	581	.5	1.6	40	432	.3	1.3	27	377	.2	2.0
2-Book	45	1234	.4	1.6	72	544	.6	1.6	51	553	.4	1.5	44	446	.4	1.5	28	357	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	38	553	.3	1.4	23	192	.2	.5	41	314	.3	1.3	53	282	.4	1.8	27	154	.2	1.8
SU '98	61	991	.5	2.2	70	357	.5	1.5	56	455	.4	1.5	67	413	.5	2.2	49	325	.4	3.7
2-Book	50	772	.4	1.8	47	275	.4	1.0	49	385	.4	1.4	60	348	.5	2.0	38	240	.3	2.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	44	1100	.3	1.6	45	428	.3	1.0	50	471	.4	1.5	46	461	.4	1.6	29	241	.2	1.9
SU '98	57	1157	.4	2.0	56	392	.4	1.2	71	549	.5	2.0	57	515	.4	1.9	40	341	.3	3.0
2-Book	51	1129	.4	1.8	51	410	.4	1.1	61	510	.5	1.8	52	488	.4	1.8	35	291	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	16	359	.1	.6	28	234	.2	.6	11	173	.1	.3	26	196	.2	.9	8	88	.1	.5
SU '98	27	349	.2	1.0	25	183	.2	.6	39	191	.3	1.1	25	184	.2	.8	22	212	.2	1.7
2-Book	22	354	.2	.8	27	209	.2	.6	25	182	.2	.7	26	190	.2	.9	15	150	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 6	55	.2	.2	9	43	.1	.2	10	27	.1	.3	8	16	.1	.3				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	21	424	.2	.8	22	186	.2	.5	20	185	.2	.6	25	159	.2	.8	27	132	.2	1.8
SU '98	18	319	.1	.6	30	146	.2	.7	25	136	.2	.7	14	103	.1	.5	13	110	.1	1.0
2-Book	20	372	.2	.7	26	166	.2	.6	23	161	.2	.7	20	131	.2	.7	20	121	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	161	2247	1.2	5.8	193	1248	1.5	4.3	230	1196	1.8	7.1	160	1160	1.2	5.4	104	776	.8	6.9
SU '98	145	1881	1.1	5.2	187	972	1.4	4.1	249	1001	1.9	6.9	179	925	1.4	6.0	56	516	.4	4.2
2-Book	153	2064	1.2	5.5	190	1110	1.5	4.2	240	1099	1.9	7.0	170	1043	1.3	5.7	80	646	.6	5.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	20	338	.2	.7	48	154	.4	1.1	14	133	.1	.4	17	99	.1	.6	13	104	.1	.9
SU '98	8	242	.1	.3	19	103	.1	.4	8	111	.1	.2	5	33	.2	.2	2	20	.1	.2
2-Book	14	290	.2	.5	34	129	.3	.8	11	122	.1	.3	11	66	.1	.4	8	62	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAC-FM																				
FA '98	162	2361	1.2	5.8	317	1413	2.4	7.0	244	1198	1.9	7.5	157	909	1.2	5.3	58	539	.4	3.9
SU '98	180	2355	1.4	6.5	335	1408	2.6	7.4	289	1133	2.2	8.0	188	1192	1.4	6.3	63	525	.5	4.7
2-Book	171	2358	1.3	6.2	326	1411	2.5	7.2	267	1166	2.1	7.8	173	1051	1.3	5.8	61	532	.5	4.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	101	1787	.8	3.6	177	949	1.4	3.9	173	904	1.3	5.3	92	660	.7	3.1	39	430	.3	2.6
SU '98	95	1717	.7	3.4	164	898	1.3	3.6	155	896	1.2	4.3	96	807	.7	3.2	28	348	.2	2.1
2-Book	98	1752	.8	3.5	171	924	1.4	3.8	164	900	1.3	4.8	94	734	.7	3.2	34	389	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	42	608	.3	1.5	81	357	.6	1.8	37	290	.3	1.1	32	231	.2	1.1	33	217	.3	2.2
SU '98	52	831	.4	1.9	76	381	.6	1.7	96	386	.7	2.6	57	383	.4	1.9	17	158	.1	1.3
2-Book	47	720	.4	1.7	79	369	.6	1.8	67	338	.5	1.9	45	307	.3	1.5	25	188	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	52	630	.4	1.9	64	333	.5	1.4	79	320	.6	2.4	59	293	.5	2.0	40	243	.3	2.7
SU '98	54	595	.4	1.9	77	312	.6	1.7	94	334	.7	2.6	55	349	.4	1.8	34	217	.3	2.6
2-Book	53	613	.4	1.9	71	323	.6	1.6	87	327	.7	2.5	57	321	.5	1.9	37	230	.3	2.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	41	721	.3	1.5	95	405	.7	2.1	39	296	.3	1.2	50	302	.4	1.7	7	111	.1	.5
SU '98	48	754	.4	1.7	129	475	1.0	2.9	46	378	.4	1.3	48	405	.4	1.6	8	82	.1	.6
2-Book	45	738	.4	1.6	112	440	.9	2.5	43	337	.4	1.3	49	354	.4	1.7	8	97	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	109	1923	.8	3.9	179	1159	1.4	3.9	75	601	.6	2.3	120	744	.9	4.1	121	725	.9	8.1
SU '98	99	1565	.8	3.5	170	929	1.3	3.8	84	565	.6	2.3	104	727	.8	3.5	131	570	1.0	9.8
2-Book	104	1744	.8	3.7	175	1044	1.4	3.9	80	583	.6	2.3	112	736	.9	3.8	126	648	1.0	9.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	143	3052	1.1	5.1	147	1183	1.1	3.2	203	1522	1.6	6.2	170	1527	1.3	5.7	78	800	.6	5.2
SU '98	131	2484	1.0	4.7	140	989	1.1	3.1	192	1372	1.5	5.3	176	1270	1.4	5.9	70	617	.5	5.3
2-Book	137	2768	1.1	4.9	144	1086	1.1	3.2	198	1447	1.6	5.8	173	1399	1.4	5.8	74	709	.6	5.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WKSA-FM																			
FA '98	28	484	.2	1.0	53	254	.4	1.2	43	327	.3	1.3	28	212	.2	.9	9	85	.1	.6
SU '98	27	581	.2	1.0	43	271	.3	1.0	43	237	.3	1.2	34	248	.3	1.1	12	131	.1	.9
2-Book	28	533	.2	1.0	48	263	.4	1.1	43	282	.3	1.3	31	230	.3	1.0	11	108	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	4	147		.1	2	39			8	83	.1	.2	4	66		.1	2	23		.1
SU '98	8	175	.1	.3	13	80	.1	.3	13	36	.1	.4	3	26		.1				
2-Book	6	161	.1	.2	8	60	.1	.2	11	60	.1	.3	4	46		.1	1	12		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	6	165		.2	17	82	.1	.4	7	55	.1	.2	6	37		.2	1	19		.1
SU '98	10	227	.1	.4	34	134	.3	.8	11	108	.1	.3	6	41		.2	3	26		.2
2-Book	8	196	.1	.3	26	108	.2	.6	9	82	.1	.3	6	39		.2	2	23		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	4	86		.1	11	40	.1	.2	3	50		.1	2	23		.1				
SU '98	17	234	.1	.6	22	96	.2	.5	31	172	.2	.9	39	121	.3	1.3		13		
2-Book	11	160	.1	.4	17	68	.2	.4	17	111	.1	.5	21	72	.2	.7		7		**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	132	1955	1.0	4.7	193	829	1.5	4.3	100	756	.8	3.1	183	1001	1.4	6.2	73	677	.6	4.9
SU '98	99	1623	.8	3.5	123	710	.9	2.7	104	652	.8	2.9	133	770	1.0	4.5	60	558	.5	4.5
2-Book	116	1789	.9	4.1	158	770	1.2	3.5	102	704	.8	3.0	158	886	1.2	5.4	67	618	.6	4.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	23	193	.2	.8	31	119	.2	.7	54	159	.4	1.7	37	132	.3	1.3	1	10		.1
SU '98	15	165	.1	.5	12	43	.1	.3	21	80	.2	.6	21	134	.2	.7	8	73	.1	.6
2-Book	19	179	.2	.7	22	81	.2	.5	38	120	.3	1.2	29	133	.3	1.0	5	42	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	7	178	.1	.3	16	101	.1	.4	3	34		.1	7	74	.1	.2	9	52	.1	.6
SU '98	13	194	.1	.5	29	134	.2	.6	20	100	.2	.6	13	77	.1	.4	6	31		.5
2-Book	10	186	.1	.4	23	118	.2	.5	12	67	.1	.4	10	76	.1	.3	8	42	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNK-FM																				
FA '98	11	243	.1	.4	18	136	.1	.4	13	77	.1	.4	12	110	.1	.4	6	69		.4
SU '98	8	178	.1	.3	15	93	.1	.3	14	96	.1	.4	5	84		.2	3	37		.2
2-Book	10	211	.1	.4	17	115	.1	.4	14	87	.1	.4	9	97	.1	.3	5	53		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																				
FA '98	25	294	.2	.9	31	155	.2	.7	28	116	.2	.9	27	178	.2	.9	13	118	.1	.9
SU '98	9	162	.1	.3	12	64	.1	.3	14	99	.1	.4	6	53	.2	.2	4	43	.1	.3
2-Book	17	228	.2	.6	22	110	.2	.5	21	108	.2	.7	17	116	.1	.6	9	81	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	54	819	.4	1.9	79	474	.6	1.7	47	341	.4	1.4	34	274	.3	1.1	50	355	.4	3.3
SU '98	36	616	.3	1.3	55	342	.4	1.2	49	357	.4	1.4	39	301	.3	1.3	20	196	.2	1.5
2-Book	45	718	.4	1.6	67	408	.5	1.5	48	349	.4	1.4	37	288	.3	1.2	35	276	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQOI-FM																				
FA '98	19	363	.1	.7	21	139	.2	.5	20	163	.2	.6	30	218	.2	1.0	7	69	.1	.5
SU '98	13	269	.1	.5	18	112	.1	.4	13	137	.1	.4	12	140	.1	.4	9	43	.1	.7
2-Book	16	316	.1	.6	20	126	.2	.5	17	150	.2	.5	21	179	.2	.7	8	56	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORD-FM																				
FA '98	54	923	.4	1.9	60	375	.5	1.3	70	376	.5	2.2	67	381	.5	2.3	17	133	.1	1.1
SU '98	68	1076	.5	2.4	65	379	.5	1.4	106	397	.8	2.9	68	394	.5	2.3	14	180	.1	1.1
2-Book	61	1000	.5	2.2	63	377	.5	1.4	88	387	.7	2.6	68	388	.5	2.3	16	157	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	10	232	.1	.4	16	116	.1	.4	4	64	.1	.1	14	129	.1	.5	4	28	.1	.3
SU '98	12	220	.1	.4	13	141	.1	.3	15	93	.1	.4	20	99	.2	.7	6	74	.1	.5
2-Book	11	226	.1	.4	15	129	.1	.4	10	79	.1	.3	17	114	.2	.6	5	51	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	36	800	.3	1.3	68	339	.5	1.5	34	348	.3	1.0	27	302	.2	.9	26	232	.2	1.7
SU '98	41	871	.3	1.5	55	437	.4	1.2	49	450	.4	1.4	41	418	.3	1.4	31	295	.2	2.3
2-Book	39	836	.3	1.4	62	388	.5	1.4	42	399	.4	1.2	34	360	.3	1.2	29	264	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	22	522	.2	.8	44	244	.3	1.0	29	244	.2	.9	21	179	.2	.7	21	153	.2	1.4
SU '98	12	304	.1	.4	9	86	.1	.2	14	121	.1	.4	12	96	.1	.4	16	150	.1	1.2
2-Book	17	413	.2	.6	27	165	.2	.6	22	183	.2	.7	17	138	.2	.6	19	152	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	3		.1	2	38			1	29							*	10		.7
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	364	3885	2.8	13.0	898	2632	6.9	19.8	277	1501	2.1	8.5	441	2225	3.4	14.9	113	927	.9	7.5
SU '98	295	3478	2.3	10.6	789	2409	6.1	17.5	271	1638	2.1	7.5	313	1897	2.4	10.5	62	600	.5	4.7
2-Book	330	3682	2.6	11.8	844	2521	6.5	18.7	274	1570	2.1	8.0	377	2061	2.9	12.7	88	764	.7	6.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	2	106		.1	6	55		.1	1	34			1	22						
SU '98	6	173		.2	26	124		.6	3	26		.1	3	11		.1		14		
2-Book	4	140		.2	16	90		.4	2	30		.1	2	17		.1		7		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	4	133		.1	4	44		.1	8	44		.2	1	19			2	21		.1
SU '98	4	114		.1	5	33		.1	4	51		.1	5	38		.2	4	50		.3
2-Book	4	124		.1	5	39		.1	6	48		.2	3	29		.1	3	36		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 13	239		.5	13	67		.3	25	125		.8	16	68		.5	6	113		.4
SU '98	17	187		.6	16	104		.4	33	101		.3	26	119		.2	2	42		.2
2-Book	15	213		.6	15	86		.4	29	113		.9	21	94		.7	4	78		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	32	443		1.1	91	334		2.0	26	177		.8	29	220		1.0	9	76		.6
SU '98	40	671		1.4	83	436		1.8	42	310		1.2	50	341		1.7	15	117		1.1
2-Book	36	557		1.3	87	385		1.9	34	244		1.0	40	281		1.4	12	97		.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	7	269		.3	17	93		.4	9	135		.3	6	84		.2	5	30		.3
SU '98	9	301		.3	21	202		.5	11	154		.3	4	50		.1	6	72		.5
2-Book	8	285		.3	19	148		.5	10	145		.3	5	67		.2	6	51		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 5	117		.2	10	87		.2	7	67		.2	2	39		.1	* 6	39		.4
SU '98	9	112		.3	11	45		.2	5	44		.1	5	31		.2	9	58		.7
2-Book	7	115		.3	11	66		.2	6	56		.2	4	35		.2	8	49		.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQO-FM																				
FA '98	41	842		1.5	51	416		1.1	66	529		2.0	40	383		1.4	25	290		1.7
SU '98	34	845		1.2	43	356		1.0	51	425		1.4	40	407		1.3	10	138		.8
2-Book	38	844		1.4	47	386		1.1	59	477		1.7	40	395		1.4	18	214		1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																			
FA '98	15	430	.1	.5	40	300	.3	.9	21	172	.2	.6	16	86	.1	.5	5	65	.3
SU '98	20	529	.2	.7	41	294	.3	.9	22	160	.2	.6	30	223	.2	1.0	11	116	.1
2-Book	18	480	.2	.6	41	297	.3	.9	22	166	.2	.6	23	155	.2	.8	8	91	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																			
FA '98	* 19	105	.1	.7	21	84	.2	.5											
SU '98	10	63	.1	.4	14	63	.1	.3	**	**	**	**	**	**	**	**	**	**	**
2-Book	15	84	.1	.6	18	74	.2	.4	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	41	904	.3	1.5	47	434	.4	1.0	57	370	.4	1.8	35	352	.3	1.2	35	363	.3
SU '98	67	1031	.5	2.4	78	391	.6	1.7	97	480	.7	2.7	59	414	.5	2.0	47	279	.4
2-Book	54	968	.4	2.0	63	413	.5	1.4	77	425	.6	2.3	47	383	.4	1.6	41	321	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																			
FA '98	10	248	.1	.4	14	124	.1	.3	13	105	.1	.4	15	149	.1	.5	3	45	.2
SU '98	18	223	.1	.6	46	113	.4	1.0	5	78	.1	.1	17	78	.1	.6	13	46	.1
2-Book	14	236	.1	.5	30	119	.3	.7	9	92	.1	.3	16	114	.1	.6	8	46	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																			
FA '98	* 7	112	.1	.3	10	49	.1	.2	3	50	.1	.1	6	41	.2	.2	* 9	54	.1
SU '98	4	142	.1	.1	8	65	.1	.2	4	57	.1	.1					2	22	.2
2-Book	6	127	.1	.2	9	57	.1	.2	4	54	.1	.1	3	21	.1	.1	6	38	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '98	76	1660	.6	2.7	162	776	1.2	3.6	93	617	.7	2.9	60	631	.5	2.0	30	326	.2
SU '98	91	1888	.7	3.3	158	976	1.2	3.5	117	905	.9	3.2	88	705	.7	3.0	51	435	.4
2-Book	84	1774	.7	3.0	160	876	1.2	3.6	105	761	.8	3.1	74	668	.6	2.5	41	381	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																			
FA '98	22	196	.2	.8	30	140	.2	.7	32	136	.2	1.0	19	98	.1	.6	6	61	.4
SU '98	17	109	.1	.6	9	40	.1	.2	30	76	.2	.8	18	76	.1	.6	3	28	.2
2-Book	20	153	.2	.7	20	90	.2	.5	31	106	.2	.9	19	87	.1	.6	5	45	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '98	37	613	.3	1.3	44	277	.3	1.0	46	264	.4	1.4	36	167	.3	1.2	24	165	.2
SU '98	42	875	.3	1.5	68	414	.5	1.5	35	289	.3	1.0	46	336	.4	1.5	21	202	.2
2-Book	40	744	.3	1.4	56	346	.4	1.3	41	277	.4	1.2	41	252	.4	1.4	23	184	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-49

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	209	2274	1.6	7.5	225	1236	1.7	5.0	264	1255	2.0	8.1	245	1216	1.9	8.3	66	522	.5	4.4
SU '98	198	2353	1.5	7.1	193	1000	1.5	4.3	281	1339	2.2	7.8	249	1367	1.9	8.3	79	658	.6	5.9
2-Book	204	2314	1.6	7.3	209	1118	1.6	4.7	273	1297	2.1	8.0	247	1292	1.9	8.3	73	590	.6	5.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	2799	12776	21.4		4533	11979	34.6		3255	9924	24.9		2960	10522	22.6		1499	7612	11.5	
SU '98	2790	12660	21.5		4519	11882	34.8		3623	10322	27.9		2983	10548	23.0		1332	6961	10.3	
2-Book	2795	12718	21.5		4526	11931	34.7		3439	10123	26.4		2972	10535	22.8		1416	7287	10.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	17	138	.1	.5	15	120	.1	.7	9	48	.1	.3	13	31	.1	.4	23	31	.2	.9
2-Book	19	157	.2	.6	15	107	.1	.7	5	24	.1	.2	17	51	.2	.5	16	20	.2	.7
WAEL-FM																				
FA '98	37	455	.3	1.0	**	**	**	**	6	35	.1	.2	36	119	.3	1.1	38	113	.3	1.5
2-Book	34	441	.3	.9	**	**	**	**	15	46	.1	.6	36	132	.3	1.1	26	84	.2	1.1
WALO-AM																				
FA '98	7	69	.1	.2	5	45	.1	.2	21	45	.2	.8	4	17	.1	.1				
2-Book	5	47	.1	.2	3	29	.1	.1	12	29	.1	.5	2	9	.1	.1				
WAPA-AM																				
FA '98	42	460	.3	1.2	18	232	.1	.8	31	103	.2	1.2	24	57	.2	.7	18	57	.1	.7
2-Book	39	446	.3	1.1	14	183	.1	.7	31	90	.2	1.3	17	59	.2	.5	9	29	.1	.4
WBRQ-FM																				
FA '98	7	120	.1	.2	9	111	.1	.4	4	11	.1	.2	7	41	.1	.2	12	63	.1	.5
2-Book	10	109	.1	.3	6	89	.1	.3	2	6	.1	.1	8	33	.1	.2	6	32	.1	.3
WCAD-FM																				
FA '98	45	550	.3	1.3	27	346	.2	1.2	31	81	.2	1.2	42	129	.3	1.3	17	64	.1	.7
2-Book	55	662	.4	1.6	27	359	.2	1.3	24	73	.2	1.0	42	137	.3	1.3	20	63	.2	.9
WCGB-AM																				
FA '98	5	61	.1	.1	* 3	20	.1	.1	5	13	.1	.2								
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	22	140	.2	.6	4	65	.1	.2	3	13	.1	.1	3	20	.1	.1	14	30	.1	.6
2-Book	21	191	.2	.6	5	97	.1	.2	15	42	.1	.7	4	28	.1	.1	7	15	.1	.3
WCMN-FM																				
FA '98	83	849	.6	2.3	56	512	.4	2.4	93	172	.7	3.6	113	233	.9	3.5	81	185	.6	3.2
2-Book	63	702	.5	1.8	49	447	.4	2.2	65	141	.5	2.6	98	182	.8	3.0	65	165	.5	2.7
WCOM-FM																				
FA '98	51	1027	.4	1.4	35	565	.3	1.5	38	133	.3	1.5	36	95	.3	1.1	46	160	.4	1.8
2-Book	55	984	.5	1.5	38	574	.3	1.7	37	113	.3	1.6	47	146	.4	1.4	45	162	.4	1.9
WCTA-FM																				
FA '98	39	468	.3	1.1	44	307	.3	1.9	32	77	.2	1.2	72	169	.6	2.2	68	148	.5	2.7
2-Book	52	580	.4	1.4	54	444	.4	2.5	45	122	.3	1.9	95	227	.8	2.8	77	185	.6	3.3
WDOY-FM																				
FA '98	47	841	.4	1.3	47	561	.4	2.0	39	124	.3	1.5	66	238	.5	2.0	34	153	.3	1.3
2-Book	55	861	.5	1.5	54	592	.5	2.5	48	168	.4	2.0	84	273	.7	2.5	38	141	.3	1.6
WEGM-FM																				
FA '98	21	323	.2	.6	14	167	.1	.6	21	60	.2	.8	30	83	.2	.9	13	52	.1	.5
2-Book	26	301	.2	.7	20	199	.2	.9	23	61	.2	1.0	38	107	.3	1.1	19	51	.2	.8
WENA-AM																				
FA '98	9	43	.1	.3	* 3	27	.1	.1	4	16	.1	.2	14	27	.1	.4	8	16	.1	.3
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	22	330	.2	.6	16	185	.1	.7	16	45	.1	.6	21	52	.2	.7	19	51	.1	.8
2-Book	23	272	.2	.6	14	156	.1	.7	18	48	.2	.8	21	54	.2	.7	18	47	.1	.8
WFID-FM																				
FA '98	197	1903	1.5	5.5	134	1264	1.0	5.8	110	347	.8	4.2	232	596	1.8	7.2	158	425	1.2	6.3
2-Book	203	1705	1.6	5.6	112	1129	.9	5.1	104	339	.8	4.3	207	515	1.6	6.3	151	374	1.2	6.4
WIAC-AM																				
FA '98	26	252	.2	.7	16	164	.1	.7	35	72	.3	1.3	6	20	.1	.2	4	15	.1	.2
2-Book	18	218	.2	.5	12	153	.1	.6	22	56	.2	.9	9	29	.1	.3	6	23	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	240	1988	1.8	6.7	96	1257	.7	4.2	120	309	.9	4.6	165	528	1.3	5.1	82	253	.6	3.3
2-Book	256	2014	2.0	7.0	96	1213	.7	4.4	110	318	.9	4.5	190	544	1.5	5.7	77	239	.6	3.3
WIOA-FM																				
FA '98	149	1490	1.1	4.2	57	731	.4	2.5	40	141	.3	1.5	90	272	.7	2.8	74	243	.6	2.9
2-Book	144	1458	1.1	4.0	60	770	.5	2.7	62	197	.5	2.6	104	310	.8	3.1	60	191	.5	2.5
WIOB-FM																				
FA '98	49	502	.4	1.4	35	387	.3	1.5	61	159	.5	2.3	30	76	.2	.9	34	92	.3	1.3
2-Book	64	580	.5	1.8	32	396	.3	1.5	53	158	.4	2.2	52	108	.4	1.5	28	94	.3	1.1
WIOC-FM																				
FA '98	68	515	.5	1.9	29	354	.2	1.3	37	91	.3	1.4	44	145	.3	1.4	26	97	.2	1.0
2-Book	73	515	.6	2.0	28	335	.2	1.3	33	80	.3	1.4	48	128	.4	1.5	17	63	.2	.7
WIVA-FM																				
FA '98	60	639	.5	1.7	30	249	.2	1.3	66	142	.5	2.5	44	122	.3	1.4	36	79	.3	1.4
2-Book	66	668	.6	1.8	31	271	.2	1.4	63	134	.5	2.6	47	108	.4	1.5	39	82	.3	1.6
WKAQ-AM																				
FA '98	121	1589	.9	3.4	80	999	.6	3.5	149	489	1.1	5.7	97	297	.7	3.0	67	168	.5	2.7
2-Book	119	1506	.9	3.3	63	735	.5	2.8	113	352	.9	4.6	81	252	.6	2.5	47	121	.4	2.0
WKAQ-FM																				
FA '98	176	2423	1.3	4.9	127	1704	1.0	5.5	127	407	1.0	4.9	264	718	2.0	8.2	160	537	1.2	6.3
2-Book	174	2245	1.3	4.8	114	1480	.9	5.1	110	367	.9	4.5	223	637	1.7	6.8	126	408	1.0	5.2
WKSA-FM																				
FA '98	42	411	.3	1.2	17	187	.1	.7	8	17	.1	.3	23	81	.2	.7	21	57	.2	.8
2-Book	41	440	.3	1.2	16	181	.1	.7	14	32	.1	.6	34	91	.3	1.0	29	68	.3	1.3
WKVM-AM																				
FA '98	5	132	.1	.1	2	22	.1	.1					2	6	.1	.1				
2-Book	8	112	.1	.2	6	59	.1	.3					7	22	.1	.2	2	13		.1
WLEO-AM																				
FA '98	10	146	.1	.3	2	42	.1	.1	3	18	.1	.1	2	18	.1	.1	5	11		.2
2-Book	14	180	.1	.4	4	48	.2	.2	6	14	.1	.3	3	14	.1	.1	3	6		.1
WLUZ-AM																				
FA '98	5	62	.1	.1	3	51	.1	.1												
2-Book	18	130	.1	.5	3	49	.1	.1	4	8	.1	.2								
WMEG-FM																				
FA '98	154	1476	1.2	4.3	132	1210	1.0	5.8	107	301	.8	4.1	119	337	.9	3.7	144	331	1.1	5.7
2-Book	137	1364	1.1	3.8	112	1049	.9	5.1	87	266	.7	3.5	113	330	.9	3.4	128	276	1.0	5.4
WMIO-FM																				
FA '98	42	193	.3	1.2	4	68	.2	.2	8	24	.1	.3	15	49	.1	.5				
2-Book	30	164	.2	.9	10	98	.1	.5	8	34	.1	.4	12	41	.1	.4	21	38	.2	1.0
WNEL-AM																				
FA '98	8	155	.1	.2	5	52	.2	.2	19	27	.1	.7	10	27	.1	.3				
2-Book	14	172	.2	.4	5	47	.2	.2	11	19	.1	.4	5	14	.1	.2				
WNIK-FM																				
FA '98	14	194	.1	.4	10	124	.1	.4	7	28	.1	.3	12	37	.1	.4	12	21	.1	.5
2-Book	13	169	.1	.4	7	91	.1	.3	4	14	.1	.2	8	30	.1	.3	12	22	.1	.5
WNNV-FM																				
FA '98	29	250	.2	.8	25	214	.2	1.1	24	73	.2	.9	37	90	.3	1.1	29	61	.2	1.2
2-Book	20	185	.2	.6	17	163	.2	.8	18	51	.2	.7	28	85	.2	.9	20	54	.2	.9
WNRT-FM																				
FA '98	53	643	.4	1.5	58	510	.4	2.5	68	167	.5	2.6	48	169	.4	1.5	61	148	.5	2.4
2-Book	51	597	.4	1.4	42	418	.3	1.9	44	118	.3	1.7	40	141	.3	1.2	42	113	.4	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	23	280	.2	.6	20	243	.2	.9	37	82	.3	1.4	32	97	.2	1.0	23	64	.2	.9
2-Book	19	257	.2	.5	18	185	.2	.8	23	64	.2	.9	32	81	.2	1.0	20	51	.2	.9
WORO-FM																				
FA '98	66	595	.5	1.9	58	570	.4	2.5	32	106	.2	1.2	63	167	.5	2.0	39	104	.3	1.5
2-Book	74	639	.6	2.1	71	640	.5	3.2	32	111	.2	1.3	72	171	.6	2.2	50	131	.4	2.1
WOSO-AM																				
FA '98	11	189	.1	.3	11	101	.1	.5	27	63	.2	1.0	11	43	.1	.3	4	11		.2
2-Book	14	185	.1	.4	9	118	.1	.4	16	45	.1	.6	9	48	.1	.3	6	26	.1	.3
WOYE-FM																				
FA '98	42	643	.3	1.2	31	356	.2	1.4	12	61	.1	.5	24	110	.2	.7	28	83	.2	1.1
2-Book	45	673	.4	1.3	33	387	.3	1.5	17	73	.2	.8	49	154	.4	1.4	36	110	.3	1.6
WPAB-AM																				
FA '98	31	430	.2	.9	6	143		.3	7	29	.1	.3	6	35		.2	2	5		.1
2-Book	22	310	.2	.6	7	134	.1	.3	11	35	.1	.5	11	52	.1	.4	4	9		.2
WPRA-AM																				
FA '98	1	38			4	34		.2	19	24	.1	.7	4	16		.1	5	10		.2
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	519	3488	4.0	14.6	260	1979	2.0	11.3	310	721	2.4	11.9	386	845	2.9	12.0	288	762	2.2	11.4
2-Book	482	3314	3.7	13.3	224	1883	1.7	10.1	286	665	2.2	11.8	395	894	3.0	11.9	259	661	2.0	10.9
WPRP-AM																				
FA '98	2	94		.1	3	51		.1	3	13		.1	5	13		.2				
2-Book	6	122	.1	.2	2	45		.1	3	14		.1	3	7		.1				
WQBS-AM																				
FA '98	5	84		.1	4	67		.2	10	26	.1	.4	2	17		.1				
2-Book	5	79		.1	4	58		.2	9	18	.1	.4	1	9		.1		3	13	.1
WQQZ-FM																				
FA '98	18	163	.1	.5	* 8	113	.1	.3	9	21	.1	.3	17	60	.1	.5	17	67	.1	.7
2-Book	22	163	.2	.6	10	101	.1	.5	10	26	.1	.4	19	43	.2	.6	15	48	.1	.6
WRIO-FM																				
FA '98	47	408	.4	1.3	19	206	.1	.8	32	76	.2	1.2	29	106	.2	.9	22	72	.2	.9
2-Book	52	517	.4	1.4	22	239	.2	1.0	30	77	.2	1.2	42	117	.3	1.3	23	76	.2	1.0
WSKN-AM																				
FA '98	10	201	.1	.3	2	63		.1	1	8		.1	4	17	.1	.1	4	23	.1	.2
2-Book	11	235	.1	.3	4	66		.2	6	16	.1	.3	4	17	.1	.1	4	23	.1	.2
WTPM-FM																				
FA '98	6	94		.2	* 1	24		.1	9	24	.1	.4	11	26	.1	.3	13	22	.1	.6
2-Book	7	94	.1	.2	7	55	.1	.3	9	24	.1	.4	11	26	.1	.3	13	22	.1	.6
WUKQ-FM																				
FA '98	53	702	.4	1.5	29	417	.2	1.3	22	80	.2	.8	45	177	.3	1.4	26	83	.2	1.0
2-Book	49	687	.4	1.4	30	405	.2	1.4	18	66	.2	.7	50	163	.4	1.5	38	105	.3	1.6
WUNO-AM																				
FA '98	25	375	.2	.7	3	49		.1	6	27		.2	4	18		.1	2	13		.1
2-Book	28	416	.2	.8	6	85	.1	.3	10	32	.1	.4	4	19		.1	3	14		.2
WUPR-AM																				
FA '98	* 21	84	.2	.6	* 14	70	.1	.6	10	30	.1	.4	* 30	30	.2	.9				
2-Book	17	74	.2	.5	8	41	.1	.4	7	21	.1	.3	15	15	.1	.5	**	**	**	**
WVJP-FM																				
FA '98	47	676	.4	1.3	34	414	.3	1.5	25	85	.2	1.0	34	117	.3	1.1	25	71	.2	1.0
2-Book	64	701	.5	1.8	46	487	.4	2.1	40	112	.3	1.7	62	186	.5	1.9	45	118	.4	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	14	229	.1	.4	7	109	.1	.3	6	39	.2	19	35	.1	.6	16	55	.1	.6	
2-Book	18	205	.2	.5	12	108	.1	.6	23	47	1.0	13	36	.1	.4	16	40	.1	.7	
WXEW-AM																				
FA '98	6	78	.2	.2	* 8	59	.1	.3	12	30	.1	.5	9	31	.1	.3	6	10	.1	.3
2-Book	5	78	.2	.2	8	68	.1	.3	11	26	.1	.5	5	16	.1	.2	6	10	.1	.3
WXYX-FM																				
FA '98	104	1403	.8	2.9	57	682	.4	2.5	90	235	.7	3.5	62	183	.5	1.9	71	193	.5	2.8
2-Book	113	1494	.9	3.1	62	772	.5	2.8	59	170	.5	2.4	85	289	.7	2.5	86	257	.7	3.7
WYQE-FM																				
FA '98	27	178	.2	.8	22	91	.2	1.0	23	56	.2	.9	42	61	.3	1.3	38	61	.3	1.5
2-Book	24	131	.2	.7	21	100	.2	1.0	17	52	.2	.7	35	48	.3	1.1	30	54	.3	1.2
WZAR-FM																				
FA '98	42	440	.3	1.2	37	364	.3	1.6	37	126	.3	1.4	58	161	.4	1.8	52	114	.4	2.1
2-Book	46	542	.4	1.3	42	382	.4	1.9	35	106	.3	1.5	64	164	.5	1.9	49	108	.4	2.1
WZNT-FM																				
FA '98	246	1858	1.9	6.9	243	1451	1.9	10.6	218	511	1.7	8.4	340	733	2.6	10.5	299	652	2.3	11.9
2-Book	245	1906	1.9	6.8	221	1508	1.7	10.0	180	443	1.4	7.4	323	746	2.5	9.7	284	607	2.2	12.0
TOTALS																				
FA '98	3564	12610	27.2		2294	10859	17.5		2601	6082	19.9		3230	6979	24.7		2520	5677	19.3	
2-Book	3636	12583	27.9		2205	10704	16.9		2428	5822	18.7		3339	7114	25.7		2372	5351	18.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	10	18	.1	.6	33	91	.3	1.9	14	42	.1	.5	4	16	.2	19	64	.1	1.2	
2-Book	16	39	.2	1.0	28	71	.3	1.8	15	38	.1	.6	7	15	.1	.4	19	57	.1	1.4
WAEL-FM																				
FA '98	21	64	.2	1.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	20	62	.2	1.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALD-AM																				
FA '98	4	9	.2	5	13	.3	4	9	.3	4	9	.3	4	9	.3	4	9	.3	4	
2-Book	2	5	.1	3	7	.2	2	5	.2	3	7	.2	2	5	.2	3	7	.2	5	
WAPA-AM																				
FA '98	11	72	.1	.7	6	33	.3	14	51	.1	.5	27	45	.2	1.2	16	27	.1	1.0	
2-Book	17	64	.2	1.1	7	28	.1	.4	9	37	.1	.3	14	23	.1	.6	13	28	.1	1.0
WBRQ-FM																				
FA '98	15	36	.1	.9				17	55	.1	.6	13	21	.1	.6					
2-Book	11	30	.1	.7				11	39	.1	.4	9	15	.1	.5	1	7	.1	.1	
WCAD-FM																				
FA '98	11	49	.1	.7	31	56	.2	1.8	13	83	.1	.5	56	110	.4	2.5	21	58	.2	1.4
2-Book	16	47	.2	1.1	21	67	.2	1.3	27	117	.2	1.0	40	85	.3	1.9	28	61	.3	2.2
WCGB-AM																				
FA '98	4	6	.2	* 8	12	.1	.5	9	12	.1	.3	3	6	.1	*					
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																				
FA '98	8	13	.1	.5	6	22	.3	4	22	.1	.2	1	15	.1						
2-Book	4	7	.1	.3	5	18	.3	4	22	.1	.2	1	15	.1						
WCMN-FM																				
FA '98	45	122	.3	2.7	45	121	.3	2.6	37	130	.3	1.4	23	80	.2	1.0	15	71	.1	1.0
2-Book	28	82	.2	1.7	41	105	.3	2.6	52	137	.4	2.0	30	86	.3	1.4	17	69	.1	1.3
WCOM-FM																				
FA '98	26	97	.2	1.6	14	77	.1	.8	42	163	.3	1.6	39	153	.3	1.7	36	90	.3	2.4
2-Book	31	114	.3	2.0	17	84	.1	1.1	45	154	.4	1.7	36	120	.3	1.7	40	108	.3	3.1
WCTA-FM																				
FA '98	17	38	.1	1.0	11	51	.1	.6	76	148	.6	2.9	57	101	.4	2.5	15	76	.1	1.0
2-Book	20	64	.2	1.3	42	108	.4	2.8	79	178	.6	3.0	55	127	.4	2.6	15	71	.1	1.2
WDDY-FM																				
FA '98	81	207	.6	4.9	34	124	.3	2.0	64	174	.5	2.4	36	112	.3	1.6	14	84	.1	.9
2-Book	91	184	.7	5.9	33	118	.3	2.1	63	210	.5	2.4	46	146	.4	2.2	20	74	.2	1.5
WEGM-FM																				
FA '98	8	30	.1	.5	15	37	.1	.9	5	27	.2	16	55	.1	1.0	16	55	.1	1.0	
2-Book	18	50	.2	1.2	12	36	.1	.8	26	82	.2	1.0	5	20	.1	.3	14	46	.1	1.0
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
FA '98	13	31	.1	.8	18	58	.1	1.0	12	35	.1	.5	17	38	.1	.8	15	60	.1	1.0
2-Book	18	41	.2	1.2	14	49	.1	.8	9	30	.1	.4	10	25	.1	.5	8	35	.1	.5
WFID-FM																				
FA '98	95	295	.7	5.7	69	220	.5	4.0	119	373	.9	4.5	158	401	1.2	7.0	122	340	.9	8.0
2-Book	69	207	.5	4.3	61	199	.5	3.8	100	344	.8	3.8	115	293	.9	5.3	89	259	.7	6.4
WIAC-AM																				
FA '98	19	52	.1	1.1	25	43	.2	1.5	10	28	.1	.4	12	35	.1	.5	18	56	.1	1.2
2-Book	13	32	.1	.8	22	46	.2	1.4	6	20	.1	.2	10	26	.1	.5	9	28	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

		Persons 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																						
FA '98		59	180	.5	3.5	29	130	.2	1.7	170	544	1.3	6.4	101	273	.8	4.5	29	129	.2	1.9	
2-Book		63	188	.5	4.0	47	168	.4	3.1	143	419	1.1	5.4	91	252	.7	4.3	35	122	.3	2.7	
WIOA-FM																						
FA '98		27	84	.2	1.6	45	133	.3	2.6	92	280	.7	3.5	58	179	.4	2.6	26	77	.2	1.7	
2-Book		40	103	.3	2.6	36	102	.3	2.3	78	244	.6	3.0	64	196	.5	3.1	30	93	.3	2.3	
WIOB-FM																						
FA '98		25	75	.2	1.5	40	116	.3	2.3	35	116	.3	1.3	34	107	.3	1.5	28	81	.2	1.8	
2-Book		31	86	.3	2.0	22	64	.2	1.3	31	116	.3	1.2	20	84	.2	.9	19	60	.2	1.4	
WIOC-FM																						
FA '98		39	131	.3	2.3	16	54	.1	.9	37	118	.3	1.4	22	103	.2	1.0	11	48	.1	.7	
2-Book		37	109	.3	2.4	12	36	.1	.7	36	115	.3	1.4	19	70	.2	.9	15	56	.1	1.1	
WIVA-FM																						
FA '98		3	8	.2	.7	25	56	.2	1.5	37	92	.3	1.4	26	53	.2	1.2	11	45	.1	.7	
2-Book		11	24	.1	.7	25	52	.2	1.6	38	116	.3	1.4	19	43	.2	.9	10	43	.1	.7	
WKAQ-AM																						
FA '98		74	197	.6	4.4	96	318	.7	5.6	68	188	.5	2.6	52	134	.4	2.3	45	162	.3	2.9	
2-Book		55	144	.5	3.4	81	242	.6	5.1	57	151	.5	2.2	47	126	.4	2.2	29	96	.2	2.0	
WKAQ-FM																						
FA '98		103	346	.8	6.2	64	234	.5	3.7	140	556	1.1	5.3	93	322	.7	4.1	53	185	.4	3.5	
2-Book		77	252	.6	4.8	66	231	.5	4.2	138	518	1.1	5.2	101	296	.8	4.8	59	179	.5	4.6	
WKSA-FM																						
FA '98		18	45	.1	1.1	17	43	.1	1.0	26	35	.2	1.0	7	33	.1	.3	13	25	.1	.9	
2-Book		13	31	.1	.8	12	34	.1	.8	16	32	.1	.6	6	24	.1	.3	7	16	.1	.5	
WKVM-AM																						
FA '98		2	9	.1	.6	11	16	.1	.6									3	9	.2	.2	
2-Book		1	5	.1	.6	9	20	.1	.5	13	23	.1	.5	6	12	.1	.3	6	18	.1	.5	
WLEO-AM																						
FA '98		3	11	.2	.7	6	13	.3	.7													
2-Book		2	6	.1	.7	10	16	.1	.7	4	16	.1	.2					3	6	.2	.2	
WLUZ-AM																						
FA '98		4	27	.2	.9									21	24	.2	.9					
2-Book		2	14	.1	.6					3	16	.1	.1	13	18	.1	.6					
WMEG-FM																						
FA '98		116	308	.9	7.0	59	136	.5	3.4	93	277	.7	3.5	117	260	.9	5.2	280	519	2.1	18.3	
2-Book		87	254	.7	5.5	63	186	.5	4.0	100	284	.8	3.8	121	254	1.0	5.8	184	365	1.4	12.9	
WMIO-FM																						
FA '98		1	12	.1	.7									5	10	.2	.4					
2-Book		9	33	.1	.7	2	14	.2	.2	13	17	.1	.5	7	17	.1	.4	2	8	.2	.2	
WNEL-AM																						
FA '98		5	8	.3	.2	2	8	.1	.5									3	25	.2	.7	
2-Book		3	4	.2	.2	7	14	.1	.5	1	5	.1	.1					8	19	.1	.7	
WNIK-FM																						
FA '98		12	42	.1	.7	13	21	.1	.8	15	68	.1	.6	4	12	.2	.1	2	7	.1	.1	
2-Book		8	26	.1	.5	7	11	.1	.4	13	47	.1	.5	2	6	.1	.1	4	9	.3	.3	
WNNV-FM																						
FA '98		10	41	.1	.6	20	51	.2	1.2	32	93	.2	1.2	39	85	.3	1.7	10	38	.1	.7	
2-Book		11	32	.1	.7	14	37	.2	.9	20	57	.2	.8	20	46	.2	.9	7	23	.1	.5	
WNRT-FM																						
FA '98		65	174	.5	3.9	77	242	.6	4.5	66	239	.5	2.5	42	146	.3	1.9	44	126	.3	2.9	
2-Book		40	109	.3	2.4	67	193	.5	4.2	44	150	.4	1.7	32	116	.3	1.5	30	88	.2	2.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																			
FA '98	5	30	.3	9	20	.1	.5	18	47	.1	.7	29	50	.2	1.3	13	37	.1	.9
2-Book	5	20	.3	8	21	.1	.5	17	48	.1	.7	21	41	.2	1.0	18	36	.2	1.5
WORD-FM																			
FA '98	24	45	.2	38	108	.3	2.2	163	280	1.2	6.1	89	220	.7	3.9	11	24	.1	.7
2-Book	28	67	.2	33	100	.3	2.1	204	339	1.6	7.7	105	233	.8	5.0	29	73	.3	2.3
WOSO-AM																			
FA '98	2	18	.1	23	60	.2	1.3	19	31	.1	.7	9	39	.1	.4				
2-Book	3	16	.2	13	37	.1	.7	13	35	.1	.5	14	39	.1	.7	6	13	.1	.5
WOYE-FM																			
FA '98	19	59	.1	9	24	.1	.5	34	83	.3	1.3	62	134	.5	2.7	55	109	.4	3.6
2-Book	19	52	.1	18	38	.2	1.2	30	74	.3	1.2	39	95	.3	1.8	48	110	.4	3.6
WPAB-AM																			
FA '98	3	25	.2	7	27	.1	.4	6	37		.2	14	36	.1	.6	4	10		.3
2-Book	5	22	.3	12	31	.1	.8	3	19		.1	8	23	.1	.4	2	5		.2
WPRA-AM																			
FA '98	2	4	.1	4	9	.2	.2	2	9		.1								
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
FA '98	221	541	1.7	175	381	1.3	10.2	263	598	2.0	9.9	210	428	1.6	9.3	218	470	1.7	14.3
2-Book	163	427	1.3	118	282	.9	7.2	219	585	1.7	8.2	196	428	1.5	9.3	148	353	1.2	10.5
WPRP-AM																			
FA '98				9	25	.1	.5	9	37	.1	.3								
2-Book				7	19	.1	.4	7	25	.1	.3								
WQBS-AM																			
FA '98	14	31	.1					1	8							2	12		.1
2-Book	9	22	.1					3	17		.1					5	18		.4
WQQZ-FM																			
FA '98	5	12	.3	*				5	23		.2	6	19		.3				
2-Book	5	14	.3					12	43	.1	.5	11	35	.1	.6	4	10	.1	.4
WRIO-FM																			
FA '98	12	32	.1	13	42	.1	.8	17	81	.1	.6	17	51	.1	.8	9	47	.1	.6
2-Book	13	26	.1	11	38	.1	.7	27	89	.2	1.0	18	44	.1	.9	12	46	.1	1.0
WSKN-AM																			
FA '98	10	25	.1					1	14			2	14		.1	2	15		.1
2-Book	6	19	.1					6	24	.1	.2	1	7		.1	1	8		.1
WTPM-FM																			
FA '98	* 3	14	.2					7	11	.1	.3					*			
2-Book	2	8	.2	3	10		.2	9	17	.1	.4	4	10	.1	.2	7	14	.1	.6
WUQJ-FM																			
FA '98	10	43	.1	19	68	.1	1.1	37	140	.3	1.4	34	67	.3	1.5	37	104	.3	2.4
2-Book	9	36	.1	13	50	.1	.8	42	113	.4	1.6	38	83	.3	1.8	30	92	.3	2.2
WUNO-AM																			
FA '98				5	23		.3	5	17		.2	2	9		.1				
2-Book	6	13	.1	8	24	.1	.5	8	33	.1	.3	5	16	.1	.3	4	13	.1	.4
WUPR-AM																			
FA '98				15	40	.1	.9	* 9	9	.1	.3								
2-Book	**	**	**	9	26	.1	.5	5	5	.1	.2	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	36	134	.3	7	36	.1	.4	38	116	.3	1.4	26	91	.2	1.2	71	208	.5	4.6
2-Book	38	136	.3	27	80	.3	1.8	52	140	.4	2.0	41	112	.3	2.0	55	161	.4	4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVQZ-FM																				
FA '98	8	51	.1	.5	2	19	.1	.1	1	19			4	36	.2	.2	2	20		.1
2-Book	12	44	.1	.8	18	27	.2	1.2	3	15		.1	10	33	.1	.5	7	17	.1	.5
WXEW-AM																				
FA '98	*				* 23	30	.2	1.3	8	22	.1	.3	3	11	.1	.1	* 9	9	.1	.6
2-Book	9	17	.1	.6	17	28	.2	1.0	5	20	.1	.2	5	14	.2	.2	6	10	.1	.4
WXYX-FM																				
FA '98	37	111	.3	2.2	53	137	.4	3.1	74	192	.6	2.8	70	224	.5	3.1	10	49	.1	.7
2-Book	42	140	.4	2.7	36	113	.3	2.2	84	231	.7	3.2	80	242	.6	3.9	26	82	.2	2.1
WYQE-FM																				
FA '98	5	6	.3	.3	16	32	.1	.9	31	45	.2	1.2	19	31	.1	.8	6	6		.4
2-Book	7	10	.1	.5	18	30	.2	1.2	40	68	.3	1.5	21	47	.2	1.0	3	3		.2
WZAR-FM																				
FA '98	21	60	.2	1.3	31	79	.2	1.8	63	134	.5	2.4	28	78	.2	1.2	9	28	.1	.6
2-Book	18	50	.2	1.2	40	93	.3	2.6	76	166	.6	2.9	42	107	.3	2.0	10	28	.1	.8
WZNT-FM																				
FA '98	90	263	.7	5.4	133	343	1.0	7.7	386	817	2.9	14.5	381	674	2.9	16.9	106	275	.8	6.9
2-Book	111	315	.9	7.2	113	309	.9	7.0	352	750	2.7	13.2	310	626	2.4	14.5	97	250	.8	7.2
TOTALS																				
FA '98	1665	4146	12.7		1720	4209	13.1		2655	5784	20.3		2257	4819	17.2		1528	3822	11.7	
2-Book	1572	3877	12.1		1589	3939	12.2		2666	5851	20.5		2115	4582	16.2		1347	3419	10.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	22	264	.1	.7	32	140	.2	.6	18	103	.1	.5	9	107	.1	.3	29	174	.2	1.6	
SU '98	23	286	.2	.7	30	184	.2	.6	21	90	.1	.5	24	130	.2	.7	23	143	.2	1.5	
2-Book	23	275	.2	.7	31	162	.2	.6	20	97	.1	.5	17	119	.2	.5	26	159	.2	1.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAEI-FM																					
FA '98	* 31	538	.2	1.0	27	237	.2	.5	58	357	.4	1.5	23	204	.2	.7	12	99	.1	.7	
SU '98	33	616	.2	1.0	33	254	.2	.6	50	403	.3	1.2	35	316	.2	1.0	14	220	.1	.9	
2-Book	32	577	.2	1.0	30	246	.2	.6	54	380	.4	1.4	29	260	.2	.9	13	160	.1	.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALD-AM																					
FA '98	6	108		.2	25	55	.2	.5	1	35			1	35			1	20		.1	
SU '98	1	38			5	26		.1	1	12			1	12			1	10		.1	
2-Book	4	73		.1	15	41		.3	1	24			1	18			1	10		.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																					
FA '98	40	768	.3	1.2	68	338	.4	1.3	50	343	.3	1.3	40	359	.3	1.2	33	185	.2	1.9	
SU '98	27	593	.2	.8	48	304	.3	.9	40	339	.3	1.0	31	245	.2	.9	15	102	.1	1.0	
2-Book	34	681	.3	1.0	58	321	.4	1.1	45	341	.3	1.2	36	302	.3	1.1	24	144	.2	1.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WBRQ-FM																					
FA '98	7	184		.2	5	76		.1	6	67		.2	9	79		.1	.3	4	67		.2
SU '98	7	176		.2	6	81		.1	17	98		.1	13	45		.1	.4	1	25		.1
2-Book	7	180		.2	6	79		.1	12	83		.1	11	62		.1	.4	3	46		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																					
FA '98	36	752	.2	1.1	46	342	.3	.9	41	255	.3	1.1	53	393	.3	1.6	23	286	.2	1.3	
SU '98	50	907	.3	1.5	70	361	.5	1.3	73	470	.5	1.8	60	438	.4	1.8	30	216	.2	1.9	
2-Book	43	830	.3	1.3	58	352	.4	1.1	57	363	.4	1.5	57	416	.4	1.7	27	251	.2	1.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCGB-AM																					
FA '98	* 11	121	.1	.3	15	60	.1	.3	7	82		.2	9	54	.1	.3	* 17	42	.1	1.0	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																					
FA '98	13	176	.1	.4	43	149	.3	.8	15	87	.1	.4	14	68	.1	.4		13			
SU '98	20	377	.1	.6	54	264	.4	1.0	25	166	.2	.6	15	120	.1	.4	7	51		.5	
2-Book	17	277	.1	.5	49	207	.4	.9	20	127	.2	.5	15	94	.1	.4	4	32		.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WCMN-FM																			
FA '98	73	1067	.5	2.2	109	619	.7	2.1	77	513	.5	2.0	81	534	.5	2.4	44	331	.3	2.5
SU '98	41	771	.3	1.3	53	352	.4	1.0	59	354	.4	1.4	35	355	.2	1.0	13	194	.1	.8
2-Book	57	919	.4	1.8	81	486	.6	1.6	68	434	.5	1.7	58	445	.4	1.7	29	263	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	46	1467	.3	1.4	75	633	.5	1.4	47	605	.3	1.3	50	496	.3	1.5	31	393	.2	1.7
SU '98	51	1275	.3	1.6	89	550	.6	1.7	67	630	.4	1.6	41	445	.3	1.2	27	377	.2	1.7
2-Book	49	1371	.3	1.5	82	592	.6	1.6	57	618	.4	1.5	46	471	.3	1.4	29	385	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	44	695	.3	1.4	31	267	.2	.6	46	394	.3	1.2	58	328	.4	1.7	28	175	.2	1.6
SU '98	65	1060	.4	2.0	79	401	.5	1.5	66	509	.4	1.6	73	456	.5	2.2	49	335	.3	3.2
2-Book	55	878	.4	1.7	55	334	.4	1.1	56	452	.4	1.4	66	392	.5	2.0	39	255	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDDY-FM																				
FA '98	49	1205	.3	1.5	51	462	.3	1.0	54	544	.4	1.4	53	504	.3	1.6	30	251	.2	1.7
SU '98	61	1291	.4	1.9	58	415	.4	1.1	71	554	.5	1.7	60	543	.4	1.8	41	365	.3	2.7
2-Book	55	1248	.4	1.7	55	439	.4	1.1	63	549	.5	1.6	57	524	.4	1.7	36	308	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	19	440	.1	.6	31	274	.2	.6	14	217	.1	.4	33	232	.2	1.0	10	114	.1	.6
SU '98	28	380	.2	.9	25	204	.2	.5	39	191	.3	.9	25	184	.2	.7	23	222	.2	1.5
2-Book	24	410	.2	.8	28	239	.2	.6	27	204	.2	.7	29	208	.2	.9	17	168	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 6	61		.2	11	49	.1	.2	10	27	.1	.3	8	16	.1	.2		6		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	35	523	.2	1.1	32	234	.2	.6	34	242	.2	.9	44	240	.3	1.3	33	177	.2	1.9
SU '98	20	359	.1	.6	31	165	.2	.6	27	151	.2	.7	16	118	.1	.5	14	130	.1	.9
2-Book	28	441	.2	.9	32	200	.2	.6	31	197	.2	.8	30	179	.2	.9	24	154	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	171	2477	1.1	5.3	208	1326	1.4	4.0	248	1336	1.6	6.6	168	1246	1.1	5.0	109	834	.7	6.1
SU '98	155	2030	1.0	4.8	193	1023	1.3	3.7	258	1102	1.7	6.2	191	1007	1.3	5.7	65	594	.4	4.2
2-Book	163	2254	1.1	5.1	201	1175	1.4	3.9	253	1219	1.7	6.4	180	1127	1.2	5.4	87	714	.6	5.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAQ-AM																				
FA '98	32	473	.2	1.0	75	226	.5	1.4	20	171	.1	.5	22	134	.1	.7	20	131	.1	1.1
SU '98	18	367	.1	.6	29	159	.2	.6	17	152	.1	.4	17	68	.1	.5	5	59	.1	.3
2-Book	25	420	.2	.8	52	193	.4	1.0	19	162	.1	.5	20	101	.1	.6	13	95	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAQ-FM																				
FA '98	179	2695	1.2	5.5	339	1641	2.2	6.5	273	1378	1.8	7.3	171	1034	1.1	5.1	68	642	.4	3.8
SU '98	197	2664	1.3	6.1	372	1591	2.5	7.1	310	1293	2.1	7.5	203	1359	1.3	6.0	67	582	.4	4.3
2-Book	188	2680	1.3	5.8	356	1616	2.4	6.8	292	1336	2.0	7.4	187	1197	1.2	5.6	68	612	.4	4.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	114	2032	.8	3.5	191	1032	1.3	3.7	193	1030	1.3	5.1	102	732	.7	3.0	47	489	.3	2.6
SU '98	110	1959	.7	3.4	173	988	1.1	3.3	180	1040	1.2	4.3	110	905	.7	3.3	34	399	.2	2.2
2-Book	112	1996	.8	3.5	182	1010	1.2	3.5	187	1035	1.3	4.7	106	819	.7	3.2	41	444	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	44	644	.3	1.4	82	363	.5	1.6	41	318	.3	1.1	35	252	.2	1.0	33	233	.2	1.9
SU '98	63	926	.4	2.0	85	390	.6	1.6	112	446	.7	2.7	72	438	.5	2.1	28	199	.2	1.8
2-Book	54	785	.4	1.7	84	377	.6	1.6	77	382	.5	1.9	54	345	.4	1.6	31	216	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	53	674	.3	1.6	69	357	.5	1.3	81	335	.5	2.2	61	312	.4	1.8	41	248	.3	2.3
SU '98	60	648	.4	1.9	88	349	.6	1.7	104	361	.7	2.5	61	377	.4	1.8	38	244	.3	2.5
2-Book	57	661	.4	1.8	79	353	.6	1.5	93	348	.6	2.4	61	345	.4	1.8	40	246	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	47	786	.3	1.4	98	427	.6	1.9	43	313	.3	1.1	65	351	.4	1.9	9	121	.1	.5
SU '98	55	828	.4	1.7	145	539	1.0	2.8	63	431	.4	1.5	51	437	.3	1.5	10	109	.1	.6
2-Book	51	807	.4	1.6	122	483	.8	2.4	53	372	.4	1.3	58	394	.4	1.7	10	115	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	151	2492	1.0	4.6	252	1431	1.7	4.8	108	824	.7	2.9	164	1060	1.1	4.9	171	991	1.1	9.6
SU '98	125	1988	.8	3.9	229	1182	1.5	4.4	97	706	.6	2.3	129	885	.9	3.8	156	714	1.0	10.1
2-Book	138	2240	.9	4.3	241	1307	1.6	4.6	103	765	.7	2.6	147	973	1.0	4.4	164	853	1.1	9.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	170	3457	1.1	5.2	164	1325	1.1	3.1	222	1735	1.5	5.9	191	1720	1.3	5.7	100	988	.7	5.6
SU '98	134	2627	.9	4.1	144	1020	1.0	2.8	195	1410	1.3	4.7	182	1346	1.2	5.4	73	653	.5	4.7
2-Book	152	3042	1.0	4.7	154	1173	1.1	3.0	209	1573	1.4	5.3	187	1533	1.3	5.6	87	821	.6	5.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSA-FM																				
FA '98	31	564	.2	1.0	60	289	.4	1.1	49	380	.3	1.3	31	252	.2	.9	10	103	.1	.6
SU '98	28	608	.2	.9	43	271	.3	.8	43	237	.3	1.0	36	269	.2	1.1	13	152	.1	.8
2-Book	30	586	.2	1.0	52	280	.4	1.0	46	309	.3	1.2	34	261	.2	1.0	12	128	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	5	241	.1	.2	2	39	.1	.2	8	83	.1	.2	5	79	.1	.1	3	35	.1	.2
SU '98	14	296	.1	.4	24	156	.2	.5	18	60	.1	.4	5	39	.1	.1	3	24	.1	.2
2-Book	10	269	.1	.3	13	98	.1	.3	13	72	.1	.3	5	59	.1	.1	3	30	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	7	203	.1	.2	20	101	.1	.4	8	74	.1	.2	7	58	.1	.2	1	29	.1	.1
SU '98	14	246	.1	.4	41	153	.3	.8	16	117	.1	.4	8	51	.1	.2	3	26	.1	.2
2-Book	11	225	.1	.3	31	127	.2	.6	12	96	.1	.3	8	55	.1	.2	2	28	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	7	113	.1	.2	17	49	.1	.3	9	70	.1	.2	9	34	.1	.3				
SU '98	27	329	.2	.8	41	171	.3	.8	50	221	.3	1.2	51	139	.3	1.5	3	26	.1	.2
2-Book	17	221	.1	.5	29	110	.2	.6	30	146	.2	.7	30	87	.2	.9	2	13	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	135	2070	.9	4.2	196	867	1.3	3.8	105	804	.7	2.8	185	1026	1.2	5.5	75	722	.5	4.2
SU '98	102	1710	.7	3.2	126	744	.8	2.4	107	702	.7	2.6	135	801	.9	4.0	63	609	.4	4.1
2-Book	119	1890	.8	3.7	161	806	1.1	3.1	106	753	.7	2.7	160	914	1.1	4.8	69	666	.5	4.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	26	227	.2	.8	33	128	.2	.6	62	175	.4	1.6	42	149	.3	1.3	2	36	.1	.1
SU '98	15	165	.1	.5	12	43	.1	.2	21	80	.1	.5	21	134	.1	.6	8	73	.1	.5
2-Book	21	196	.2	.7	23	86	.2	.4	42	128	.3	1.1	32	142	.2	1.0	5	55	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	8	219	.1	.2	18	116	.1	.3	4	46	.1	.1	8	85	.1	.2	9	52	.1	.5
SU '98	22	268	.1	.7	43	208	.3	.8	37	175	.2	.9	20	113	.1	.6	9	40	.1	.6
2-Book	15	244	.1	.5	31	162	.2	.6	21	111	.1	.5	14	99	.1	.4	9	46	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	12	264	.1	.4	18	136	.1	.3	14	97	.1	.4	14	122	.1	.4	6	78	.1	.3
SU '98	9	205	.1	.3	15	93	.1	.3	16	114	.1	.4	6	102	.1	.2	3	46	.1	.2
2-Book	11	235	.1	.4	17	115	.1	.3	15	106	.1	.4	10	112	.1	.3	5	62	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	33	308	.2	1.0	42	168	.3	.8	40	129	.3	1.1	33	191	.2	1.0	19	132	.1	1.1
SU '98	12	214	.1	.4	17	105	.1	.3	18	120	.1	.4	10	74	.1	.3	4	43		.3
2-Book	23	261	.2	.7	30	137	.2	.6	29	125	.2	.8	22	133	.2	.7	12	88	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	66	940	.4	2.0	104	575	.7	2.0	62	413	.4	1.6	45	335	.3	1.3	57	398	.4	3.2
SU '98	39	707	.3	1.2	59	390	.4	1.1	54	406	.4	1.3	43	355	.3	1.3	23	215	.2	1.5
2-Book	53	824	.4	1.6	82	483	.6	1.6	58	410	.4	1.5	44	345	.3	1.3	40	307	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	20	382	.1	.6	26	147	.2	.5	20	169	.1	.5	31	225	.2	.9	7	69		.4
SU '98	14	284	.1	.4	18	112	.1	.3	13	152	.1	.3	12	156	.1	.4	9	43	.1	.6
2-Book	17	333	.1	.5	22	130	.2	.4	17	161	.1	.4	22	191	.2	.7	8	56	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	71	1137	.5	2.2	70	413	.5	1.3	96	461	.6	2.6	82	451	.5	2.4	22	181	.1	1.2
SU '98	100	1372	.7	3.1	92	521	.6	1.8	157	535	1.0	3.8	106	524	.7	3.1	24	220	.2	1.6
2-Book	86	1255	.6	2.7	81	467	.6	1.6	127	498	.8	3.2	94	488	.6	2.8	23	201	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	12	316	.1	.4	17	132	.1	.3	11	114	.1	.3	16	157	.1	.5	5	56		.3
SU '98	12	233	.1	.4	14	155	.1	.3	15	99	.1	.4	20	99	.1	.6	10	88	.1	.6
2-Book	12	275	.1	.4	16	144	.1	.3	13	107	.1	.4	18	128	.1	.6	8	72	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	38	894	.3	1.2	69	369	.5	1.3	38	397	.3	1.0	29	338	.2	.9	27	250	.2	1.5
SU '98	48	1014	.3	1.5	70	491	.5	1.3	54	506	.4	1.3	49	463	.3	1.5	35	341	.2	2.3
2-Book	43	954	.3	1.4	70	430	.5	1.3	46	452	.4	1.2	39	401	.3	1.2	31	296	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	32	631	.2	1.0	51	272	.3	1.0	39	301	.3	1.0	34	233	.2	1.0	41	206	.3	2.3
SU '98	24	423	.2	.7	23	122	.2	.4	22	158	.1	.5	22	173	.1	.7	36	232	.2	2.3
2-Book	28	527	.2	.9	37	197	.3	.7	31	230	.2	.8	28	203	.2	.9	39	219	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	* 4	69		.1	2	38			2	42		.1	1	8			* 11	22	.1	.6
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	399	4351	2.6	12.3	1003	2947	6.6	19.2	296	1653	1.9	7.9	461	2384	3.0	13.7	124	1048	.8	7.0
SU '98	325	3885	2.2	10.1	875	2703	5.8	16.8	301	1815	2.0	7.2	350	2137	2.3	10.4	65	632	.4	4.2
2-Book	362	4118	2.4	11.2	939	2825	6.2	18.0	299	1734	2.0	7.6	406	2261	2.7	12.1	95	840	.6	5.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	4	116	.1	.1	14	65	.1	.3	1	34			1	22						
SU '98	6	198	.2	.2	27	133	.2	.5	4	35	.1	.1	3	11	.1	.1	1	24	.1	.1
2-Book	5	157	.2	.2	21	99	.2	.4	3	35	.1	.1	2	17	.1	.1	1	12	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	5	207	.2	.2	5	55	.1	.1	9	76	.1	.2	4	31	.1	.1	2	45	.1	.1
SU '98	5	144	.2	.2	5	33	.1	.1	4	51	.1	.1	7	68	.2	.2	4	61	.3	.3
2-Book	5	176	.2	.2	5	44	.1	.1	7	64	.1	.2	6	50	.2	.2	3	53	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 17	297	.1	.5	15	90	.1	.3	27	148	.2	.7	23	108	.2	.7	10	152	.1	.6
SU '98	18	213	.1	.6	16	111	.1	.3	34	107	.2	.8	28	140	.2	.8	2	42	.1	.1
2-Book	18	255	.1	.6	16	101	.1	.3	31	128	.2	.8	26	124	.2	.8	6	97	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	36	523	.2	1.1	107	379	.7	2.0	28	201	.2	.7	31	242	.2	.9	10	93	.1	.6
SU '98	44	760	.3	1.4	96	487	.6	1.8	42	310	.3	1.0	56	403	.4	1.7	16	131	.1	1.0
2-Book	40	642	.3	1.3	102	433	.7	1.9	35	256	.3	.9	44	323	.3	1.3	13	112	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	8	294	.1	.2	17	93	.1	.3	9	144	.1	.2	8	100	.1	.2	7	46	.4	.4
SU '98	10	363	.1	.3	23	252	.2	.4	13	167	.1	.3	6	68	.2	.2	6	72	.4	.4
2-Book	9	329	.1	.3	20	173	.2	.4	11	156	.1	.3	7	84	.1	.2	7	59	.4	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 6	131	.2	.2	14	95	.1	.3	10	81	.1	.3	2	39	.1	.1	* 6	39	.3	.3
SU '98	9	119	.1	.3	11	45	.1	.2	5	44	.1	.1	5	31	.1	.1	9	58	.1	.6
2-Book	8	125	.1	.3	13	70	.1	.3	8	63	.1	.2	4	35	.1	.1	8	49	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQD-FM																				
FA '98	50	1004	.3	1.5	61	463	.4	1.2	78	626	.5	2.1	49	476	.3	1.5	29	334	.2	1.6
SU '98	39	947	.3	1.2	49	403	.3	.9	57	457	.4	1.4	46	459	.3	1.4	10	138	.1	.6
2-Book	45	976	.3	1.4	55	433	.4	1.1	68	542	.5	1.8	48	468	.3	1.5	20	236	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WLND-AM																				
FA '98	20	530	.1	.6	56	379	.4	1.1	25	212	.2	.7	18	109	.1	.5	10	103	.1	.6
SU '98	23	612	.2	.7	43	326	.3	.8	28	230	.2	.7	32	248	.2	.9	12	141	.1	.8
2-Book	22	571	.2	.7	50	353	.4	1.0	27	221	.2	.7	25	179	.2	.7	11	122	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 19	105	.1	.6	21	84	.1	.4												
SU '98	20	103	.1	.6	22	92	.1	.4	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	20	104	.1	.6	22	88	.1	.4	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	47	1091	.3	1.4	51	468	.3	1.0	69	449	.5	1.8	40	399	.3	1.2	37	417	.2	2.1
SU '98	79	1202	.5	2.4	86	459	.6	1.7	112	580	.7	2.7	72	519	.5	2.1	54	322	.4	3.5
2-Book	63	1147	.4	1.9	69	464	.5	1.4	91	515	.6	2.3	56	459	.4	1.7	46	370	.3	2.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDZ-FM																				
FA '98	10	248	.1	.3	14	124	.1	.3	13	105	.1	.3	15	149	.1	.4	3	45		.2
SU '98	18	223	.1	.6	46	113	.3	.9	5	78		.1	17	78	.1	.5	13	46	.1	.8
2-Book	14	236	.1	.5	30	119	.2	.6	9	92	.1	.2	16	114	.1	.5	8	46	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 10	149	.1	.3	17	68	.1	.3	6	69		.2	6	41		.2	* 9	54	.1	.5
SU '98	5	160	.2	.2	8	74	.1	.2	4	66		.1	1	9			3	31		.2
2-Book	8	155	.1	.3	13	71	.1	.3	5	68		.2	4	25		.1	6	43	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	86	1852	.6	2.6	176	866	1.2	3.4	112	694	.7	3.0	67	713	.4	2.0	31	343	.2	1.7
SU '98	95	1993	.6	2.9	159	988	1.1	3.1	123	965	.8	3.0	90	737	.6	2.7	51	442	.3	3.3
2-Book	91	1923	.6	2.8	168	927	1.2	3.3	118	830	.8	3.0	79	725	.5	2.4	41	393	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	22	208	.1	.7	30	152	.2	.6	32	148	.2	.9	19	98	.1	.6	6	61		.3
SU '98	21	184	.1	.7	14	68	.1	.3	39	98	.3	.9	21	99	.1	.6	3	28		.2
2-Book	22	196	.1	.7	22	110	.2	.5	36	123	.3	.9	20	99	.1	.6	5	45		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	49	698	.3	1.5	61	348	.4	1.2	66	323	.4	1.8	46	216	.3	1.4	29	180	.2	1.6
SU '98	46	999	.3	1.4	74	467	.5	1.4	38	338	.3	.9	49	383	.3	1.5	22	218	.1	1.4
2-Book	48	849	.3	1.5	68	408	.5	1.3	52	331	.4	1.4	48	300	.3	1.5	26	199	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

WZNT-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
FA '98	228	2575	1.5	7.0	248	1381	1.6	4.7	293	1461	1.9	7.8	268	1356	1.8	8.0	75	575	.5	4.2
SU '98	218	2588	1.4	6.8	219	1109	1.5	4.2	306	1467	2.0	7.4	255	1426	1.7	7.6	83	739	.6	5.4
2-Book	223	2582	1.5	6.9	234	1245	1.6	4.5	300	1464	2.0	7.6	262	1391	1.8	7.8	79	657	.6	4.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	3248	14791	21.4		5225	13796	34.4		3758	11577	24.7		3357	12103	22.1		1774	8882	11.7	
SU '98	3229	14602	21.4		5205	13641	34.6		4153	11862	27.6		3375	12055	22.4		1545	7943	10.3	
2-Book	3239	14697	21.4		5215	13719	34.5		3956	11720	26.2		3366	12079	22.3		1660	8413	11.0	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 25-54

Target Listener Estimates

Persons 25-54																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	20	179	.1	.5	21	154	.1	.8	14	64	.1	.5	13	39	.1	.3	26	39	.2	.9	
2-Book	23	206	.2	.6	21	158	.1	.8	11	47	.1	.4	19	69	.2	.5	18	24	.2	.7	
Wael-FM																					
FA '98	38	486	.3	.9					10	64	.1	.3	47	162	.3	1.2	43	122	.3	1.5	
2-Book	39	511	.3	.9	**	**	**	**	24	84	.2	.8	55	194	.4	1.4	32	100	.2	1.2	
WALD-AM																					
FA '98	9	89	.1	.2	5	55	.2	.2	27	55	.2	.9	4	17	.1						
2-Book	6	64	.1	.1	3	41	.1	.1	17	41	.1	.6	2	9	.1						
WAPA-AM																					
FA '98	52	628	.3	1.3	24	289	.2	.9	35	118	.2	1.1	27	82	.2	.7	29	74	.2	1.0	
2-Book	46	575	.3	1.1	18	233	.2	.7	37	105	.3	1.3	18	72	.2	.5	15	37	.1	.5	
WBRO-FM																					
FA '98	7	120	.1	.2	11	143	.1	.4	4	11	.1	.1	10	57	.1	.3	12	63	.1	.4	
2-Book	10	119	.1	.3	7	105	.1	.3	2	6	.1	.1	9	41	.1	.3	6	32	.1	.2	
WCAD-FM																					
FA '98	46	576	.3	1.1	27	357	.2	1.0	31	81	.2	1.0	42	129	.3	1.1	17	64	.1	.6	
2-Book	57	684	.4	1.4	29	370	.2	1.1	24	73	.2	.8	42	137	.3	1.1	20	63	.2	.8	
WCGB-AM																					
FA '98	10	97	.1	.2	* 10	64	.1	.4	14	32	.1	.5	9	11	.1	.2	1	7			
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	23	166	.2	.6	4	77	.1	.1	6	25	.2	.2	3	20	.1	.1	14	30	.1	.5	
2-Book	27	239	.2	.7	7	117	.1	.3	22	62	.2	.8	8	37	.1	.2	10	19	.1	.4	
WCMN-FM																					
FA '98	88	916	.6	2.2	66	608	.4	2.4	96	186	.6	3.1	125	261	.8	3.3	98	202	.6	3.3	
2-Book	69	776	.5	1.7	56	516	.4	2.1	67	156	.4	2.2	106	209	.7	2.8	78	178	.5	2.8	
WCOM-FM																					
FA '98	57	1158	.4	1.4	37	618	.2	1.4	38	133	.3	1.2	36	107	.2	.9	47	171	.3	1.6	
2-Book	62	1088	.4	1.5	40	620	.3	1.6	39	118	.3	1.3	52	168	.4	1.3	46	172	.3	1.7	
WCTA-FM																					
FA '98	45	582	.3	1.1	53	361	.3	1.9	35	83	.2	1.1	89	202	.6	2.3	73	158	.5	2.5	
2-Book	59	664	.4	1.4	59	488	.4	2.3	47	125	.3	1.6	104	243	.7	2.6	80	190	.6	3.0	
WDOY-FM																					
FA '98	53	924	.3	1.3	55	649	.4	2.0	39	124	.3	1.3	76	280	.5	2.0	45	185	.3	1.5	
2-Book	58	923	.4	1.4	63	682	.5	2.4	53	185	.4	1.9	99	312	.7	2.5	45	161	.3	1.6	
WEGM-FM																					
FA '98	25	398	.2	.6	15	186	.1	.6	21	60	.1	.7	30	83	.2	.8	19	63	.1	.6	
2-Book	28	349	.2	.7	21	219	.2	.9	23	61	.2	.8	38	107	.3	1.0	28	67	.2	1.0	
WENA-AM																					
FA '98	10	49	.1	.2	* 4	34	.1	.1	4	16	.1	.1	14	27	.1	.4	8	16	.1	.3	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '98	36	429	.2	.9	36	263	.2	1.3	26	67	.2	.8	41	81	.3	1.1	40	98	.3	1.4	
2-Book	31	336	.2	.8	25	199	.2	.9	23	59	.2	.8	31	69	.2	.8	28	71	.2	1.0	
WFID-FM																					
FA '98	211	2074	1.4	5.2	142	1341	.9	5.2	110	347	.7	3.6	237	605	1.6	6.2	176	444	1.2	6.0	
2-Book	214	1841	1.4	5.2	124	1222	.8	4.7	107	346	.7	3.7	224	539	1.5	5.7	167	399	1.1	6.1	
WIAC-AM																					
FA '98	38	347	.3	.9	30	277	.2	1.1	55	136	.4	1.8	25	59	.2	.7	16	46	.1	.5	
2-Book	30	311	.2	.7	26	254	.2	1.0	44	108	.3	1.5	28	67	.2	.7	20	52	.2	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-FM																				
FA '98	262	2257	1.7	6.4	104	1390	.7	3.8	134	343	.9	4.4	176	574	1.2	4.6	95	292	.6	3.2
2-Book	279	2284	1.9	6.7	106	1339	.7	4.0	122	348	.8	4.2	204	598	1.4	5.2	90	276	.6	3.3
WJDA-FM																				
FA '98	164	1662	1.1	4.0	70	861	.5	2.6	57	199	.4	1.9	110	314	.7	2.9	85	254	.6	2.9
2-Book	161	1629	1.1	3.9	74	926	.5	2.8	84	258	.6	3.0	127	374	.9	3.3	68	226	.5	2.5
WJOB-FM																				
FA '98	52	538	.3	1.3	37	417	.2	1.4	61	159	.4	2.0	38	98	.3	1.0	34	92	.2	1.2
2-Book	72	641	.5	1.7	36	438	.2	1.4	54	162	.4	1.9	59	123	.4	1.5	31	108	.2	1.2
WJOC-FM																				
FA '98	71	550	.5	1.7	30	376	.2	1.1	37	91	.2	1.2	48	158	.3	1.3	30	110	.2	1.0
2-Book	79	551	.6	1.9	30	363	.2	1.2	37	89	.2	1.3	56	144	.4	1.5	21	74	.2	.7
WIVA-FM																				
FA '98	67	705	.4	1.6	36	266	.2	1.3	68	152	.4	2.2	54	132	.4	1.4	40	89	.3	1.4
2-Book	76	732	.5	1.8	35	295	.2	1.3	67	144	.4	2.3	55	123	.4	1.4	41	87	.3	1.5
WKAQ-AM																				
FA '98	170	2105	1.1	4.2	103	1325	.7	3.8	194	622	1.3	6.3	142	452	.9	3.7	78	209	.5	2.6
2-Book	159	1953	1.1	3.9	83	979	.6	3.2	160	473	1.1	5.5	116	359	.8	3.0	52	141	.4	1.8
WKAQ-FM																				
FA '98	195	2734	1.3	4.8	175	1920	1.2	6.4	150	479	1.0	4.9	324	858	2.1	8.5	222	629	1.5	7.5
2-Book	185	2453	1.3	4.5	140	1628	1.0	5.3	126	412	.9	4.3	255	713	1.7	6.6	159	460	1.1	5.6
WKSA-FM																				
FA '98	47	481	.3	1.1	19	227	.1	.7	18	48	.1	.6	24	103	.2	.6	23	79	.2	.8
2-Book	44	485	.3	1.1	18	204	.1	.7	19	48	.1	.7	35	106	.3	.9	30	79	.2	1.2
WKVM-AM																				
FA '98	5	144	.1	.3	6	103	.1	.5	3	21	.1	.5	6	17	.1	.5	9	27	.1	.5
2-Book	11	163	.1	.3	12	136	.1	.5	13	26	.1	.5	9	27	.1	.5	9	34	.1	.4
WLEO-AM																				
FA '98	12	184	.1	.3	3	52	.1	.2	6	29	.1	.2	2	18	.1	.2	5	11	.1	.2
2-Book	17	208	.1	.4	6	63	.1	.2	12	29	.1	.5	5	18	.1	.2	3	6	.1	.1
WLUZ-AM																				
FA '98	11	83	.1	.3	4	69	.1	.2	4	8	.1	.2	1	4	.1	.2	4	14	.1	.2
2-Book	30	178	.2	.7	5	77	.1	.2	4	8	.1	.2	1	4	.1	.2	4	14	.1	.2
WMEG-FM																				
FA '98	157	1549	1.0	3.8	135	1249	.9	5.0	107	301	.7	3.5	124	352	.8	3.3	156	365	1.0	5.3
2-Book	139	1428	.9	3.4	115	1092	.8	4.4	88	274	.6	3.0	116	338	.8	3.0	135	301	.9	4.9
WMIO-FM																				
FA '98	47	209	.3	1.1	6	84	.2	.4	11	33	.1	.4	22	58	.1	.6	5	16	.2	.9
2-Book	33	172	.2	.8	11	106	.1	.4	10	38	.1	.4	16	46	.1	.4	24	46	.2	.9
WNEL-AM																				
FA '98	9	181	.1	.2	5	67	.1	.2	19	27	.1	.6	10	27	.1	.3	7	21	.1	.2
2-Book	22	222	.2	.5	8	81	.1	.3	15	27	.1	.5	7	21	.1	.2	7	21	.1	.2
WNIK-FM																				
FA '98	15	215	.1	.4	12	144	.1	.4	7	28	.1	.4	17	58	.1	.4	21	32	.1	.7
2-Book	14	189	.1	.4	9	110	.1	.3	4	14	.1	.3	12	45	.1	.3	17	32	.1	.6
WNNV-FM																				
FA '98	38	264	.3	.9	33	228	.2	1.2	28	86	.2	.9	50	103	.3	1.3	40	75	.3	1.4
2-Book	27	213	.2	.7	22	186	.2	.8	22	63	.2	.7	35	91	.2	.9	26	61	.2	.9
WNRT-FM																				
FA '98	70	753	.5	1.7	67	579	.4	2.5	86	218	.6	2.8	58	194	.4	1.5	65	157	.4	2.2
2-Book	61	688	.4	1.5	47	482	.3	1.8	55	146	.4	1.8	46	159	.3	1.2	44	117	.3	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQOI-FM																					
FA '98	25	295	.2	.6	22	262	.1	.8	39	87	.3	1.3	35	106	.2	.9	26	70	.2	.9	
2-Book	20	272	.2	.5	19	202	.1	.7	25	74	.2	.9	33	85	.2	.9	22	54	.2	.8	
WORO-FM																					
FA '98	83	713	.5	2.0	84	727	.6	3.1	40	131	.3	1.3	109	249	.7	2.9	59	143	.4	2.0	
2-Book	102	807	.7	2.5	99	810	.7	3.8	47	138	.4	1.6	106	236	.7	2.7	75	172	.5	2.8	
WOSO-AM																					
FA '98	14	250	.1	.3	13	135	.1	.5	27	63	.2	.9	11	43	.1	.3	4	11		.1	
2-Book	15	222	.1	.4	11	137	.1	.4	16	45	.1	.6	9	48	.1	.3	6	26		.2	
WOYE-FM																					
FA '98	45	729	.3	1.1	34	414	.2	1.2	12	61	.1	.4	35	144	.2	.9	28	83	.2	.9	
2-Book	51	763	.4	1.2	38	469	.3	1.5	18	78	.2	.6	59	182	.4	1.5	41	132	.3	1.5	
WPAB-AM																					
FA '98	41	516	.3	1.0	10	176	.1	.4	12	36	.1	.4	10	45	.1	.3	10	23	.1	.3	
2-Book	32	396	.2	.8	15	186	.1	.6	19	54	.2	.7	22	72	.2	.6	11	25	.1	.4	
WPRA-AM																					
FA '98	2	59			5	48		.2	19	24	.1	.6	4	16		.1	5	10		.2	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																					
FA '98	564	3887	3.7	13.8	290	2240	1.9	10.7	354	837	2.3	11.5	424	937	2.8	11.2	302	810	2.0	10.2	
2-Book	529	3702	3.5	12.7	247	2117	1.6	9.4	316	753	2.1	10.8	429	973	2.9	11.0	283	730	1.9	10.3	
WPRP-AM																					
FA '98	5	104		.1	5	61		.2	14	24	.1	.5	5	13		.1					
2-Book	8	132	.1	.2	4	58		.2	9	19	.1	.3	3	7		.1					
WQBS-AM																					
FA '98	6	127		.1	5	109		.2	18	48	.1	.6	6	39		.2					
2-Book	6	116		.1	4	79		.2	13	29	.1	.5	3	20		.1	3	13		.1	
WQOZ-FM																					
FA '98	22	203	.1	.5	* 13	154	.1	.5	13	39	.1	.4	17	60	.1	.4	34	90	.2	1.2	
2-Book	25	197	.2	.6	14	135	.1	.6	14	38	.1	.5	22	53	.2	.5	23	59	.2	.9	
WRIO-FM																					
FA '98	53	469	.3	1.3	21	237	.1	.8	38	92	.3	1.2	29	106	.2	.8	22	72	.1	.7	
2-Book	58	585	.4	1.4	25	272	.2	1.0	40	96	.3	1.4	45	124	.3	1.2	23	76	.2	.8	
WSKN-AM																					
FA '98	11	226	.1	.3	3	79		.1	1	8			8	17	.1	.2					
2-Book	13	272	.1	.3	5	86		.2	6	16	.1	.2	8	25	.1	.2	5	29	.1	.2	
WTPM-FM																					
FA '98	9	108	.1	.2	* 1	24															
2-Book	8	101	.1	.2	7	58	.1	.3	9	24	.1	.4	12	29	.1	.3	13	22	.1	.5	
WUJQ-FM																					
FA '98	64	838	.4	1.6	39	520	.3	1.4	27	95	.2	.9	56	200	.4	1.5	39	113	.3	1.3	
2-Book	58	787	.4	1.4	38	485	.3	1.5	21	74	.2	.7	61	197	.4	1.6	47	130	.4	1.8	
WUNO-AM																					
FA '98	33	454	.2	.8	5	109		.2	15	60	.1	.5	5	29		.1	2	13		.1	
2-Book	34	490	.2	.8	8	134	.1	.3	17	55	.1	.6	6	30		.1	3	14		.2	
WUPR-AM																					
FA '98	* 21	84	.1	.5	* 14	70	.1	.5	10	30	.1	.3	* 30	30	.2	.8					
2-Book	23	88	.2	.6	13	61	.1	.5	9	31	.1	.3	30	30	.2	.8	**	**	**	**	
WVJP-FM																					
FA '98	54	780	.4	1.3	42	524	.3	1.5	42	135	.3	1.4	56	159	.4	1.5	35	111	.2	1.2	
2-Book	73	826	.5	1.8	57	600	.4	2.2	52	152	.4	1.9	88	238	.6	2.2	58	159	.4	2.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	14	229	.1	.3	7	109	.1	.3	6	39	.2	.8	19	35	.1	.5	16	55	.1	.5
2-Book	18	205	.1	.4	12	108	.1	.5	23	47	.2	.8	13	36	.1	.3	16	40	.1	.6
WXEV-AM																				
FA '98	9	97	.1	.2	* 11	77	.1	.4	21	48	.1	.7	9	31	.1	.2				
2-Book	7	92	.1	.2	10	86	.1	.4	16	40	.1	.6	5	16	.1	.1	6	10	.1	.2
WXYX-FM																				
FA '98	118	1573	.8	2.9	66	763	.4	2.4	93	245	.6	3.0	75	215	.5	2.0	101	252	.7	3.4
2-Book	121	1619	.8	2.9	69	835	.5	2.6	63	178	.4	2.1	95	308	.7	2.4	102	290	.7	3.7
WYQE-FM																				
FA '98	28	191	.2	.7	23	103	.2	.8	23	56	.2	.7	42	61	.3	1.1	38	61	.3	1.3
2-Book	27	166	.2	.7	24	132	.2	.9	19	58	.2	.6	43	66	.3	1.1	32	61	.3	1.2
WZAR-FM																				
FA '98	58	517	.4	1.4	47	410	.3	1.7	53	149	.3	1.7	71	192	.5	1.9	52	114	.3	1.8
2-Book	55	624	.4	1.3	50	441	.4	1.9	46	130	.3	1.6	76	192	.5	2.0	54	123	.4	2.0
WZNT-FM																				
FA '98	271	2159	1.8	6.6	256	1575	1.7	9.4	229	561	1.5	7.5	374	813	2.5	9.9	327	690	2.2	11.1
2-Book	268	2139	1.8	6.4	243	1646	1.6	9.3	195	496	1.3	6.7	359	823	2.4	9.2	306	642	2.1	11.1
TOTALS																				
FA '98	4092	14625	26.9		2722	12625	17.9		3068	7245	20.2		3796	8123	25.0		2952	6511	19.4	
2-Book	4168	14550	27.6		2626	12498	17.4		2906	6939	19.2		3918	8235	25.9		2751	6170	18.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	12	26	.1	.6	.36	99	.2	1.7	16	50	.1	.5	20	33	.1	.7	34	81	.2	1.9
2-Book	19	47	.2	1.1	30	75	.2	1.5	22	56	.2	.7	20	33	.1	.8	27	66	.2	1.7
WAEL-FM																				
FA '98	21	64	.1	1.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	20	62	.1	1.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	4	9		.2	5	13		.2								4	9		.2	
2-Book	2	5		.1	4	14		.2								2	5		.1	
WAPA-AM																				
FA '98	32	106	.2	1.6	17	65	.1	.8	14	51	.1	.4	27	45	.2	1.0	16	27	.1	.9
2-Book	27	81	.2	1.5	16	57	.1	.8	9	37	.1	.3	14	23	.1	.5	13	28	.1	.8
WBRQ-FM																				
FA '98	28	53	.2	1.4					17	55	.1	.5	13	21	.1	.5				
2-Book	17	39	.1	.9					11	39	.1	.4	9	15	.1	.4	1	7		.1
WCAD-FM																				
FA '98	11	49	.1	.6	31	56	.2	1.5	13	83	.1	.4	56	110	.4	2.1	24	69	.2	1.4
2-Book	18	53	.2	1.1	21	67	.2	1.1	28	123	.2	.9	47	92	.3	1.9	35	73	.3	2.4
WCGB-AM																				
FA '98	8	13	.1	.4	* 21	38	.1	1.0	12	40	.1	.4	10	32	.1	.4	* 7	7		.4
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	8	13	.1	.4	6	22		.3								4	19	.1	.2	
2-Book	6	12	.1	.3	5	18		.3	5	26	.1	.2	4	19	.1	.2				
WCMN-FM																				
FA '98	45	122	.3	2.3	47	130	.3	2.2	66	177	.4	2.0	41	118	.3	1.5	15	71	.1	.9
2-Book	29	86	.2	1.6	43	117	.3	2.2	66	161	.4	2.0	42	118	.3	1.7	17	69	.1	1.1
WCOM-FM																				
FA '98	26	97	.2	1.3	21	103	.1	1.0	48	189	.3	1.5	41	157	.3	1.5	36	90	.2	2.0
2-Book	31	114	.2	1.7	20	97	.1	1.0	49	171	.3	1.5	37	122	.3	1.5	40	108	.3	2.6
WCTA-FM																				
FA '98	17	38	.1	.9	23	79	.2	1.1	97	176	.6	3.0	72	129	.5	2.7	17	86	.1	1.0
2-Book	20	64	.2	1.2	51	130	.4	2.7	93	201	.6	2.9	63	141	.5	2.5	16	76	.1	1.1
WDOY-FM																				
FA '98	84	230	.6	4.3	39	136	.3	1.9	83	219	.5	2.6	47	146	.3	1.7	17	95	.1	1.0
2-Book	102	209	.7	5.7	36	124	.3	1.9	75	244	.5	2.3	60	174	.4	2.4	21	80	.2	1.4
WEGM-FM																				
FA '98	8	30	.1	.4	15	37	.1	.7	8	35	.1	.2	2	8		.1	16	55	.1	.9
2-Book	18	50	.2	1.0	12	36	.1	.6	28	86	.2	.8	6	24	.1	.3	14	46	.1	.9
WENA-AM																				
FA '98	*	**	**	**	2	6		.1	1	6			**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	24	59	.2	1.2	39	98	.3	1.9	42	75	.3	1.3	44	78	.3	1.6	30	99	.2	1.7
2-Book	25	58	.2	1.4	25	72	.2	1.2	25	53	.2	.8	24	45	.2	.9	17	58	.1	1.0
WFID-FM																				
FA '98	99	309	.7	5.1	69	220	.5	3.3	136	424	.9	4.2	176	435	1.2	6.5	130	358	.9	7.4
2-Book	72	217	.5	3.9	62	206	.5	3.2	115	398	.8	3.6	127	315	.9	4.9	111	304	.8	7.0
WIAC-AM																				
FA '98	33	70	.2	1.7	30	56	.2	1.4	27	56	.2	.8	27	56	.2	1.0	30	84	.2	1.7
2-Book	26	54	.2	1.4	31	64	.2	1.6	23	48	.2	.7	23	44	.2	.9	16	49	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	63	207	.4	3.2	29	130	.2	1.4	174	559	1.1	5.4	126	328	.8	4.7	31	138	.2	1.8
2-Book	65	202	.4	3.6	55	196	.4	2.9	156	456	1.0	4.8	108	292	.7	4.2	39	137	.3	2.6
WIOA-FM																				
FA '98	36	106	.2	1.8	55	173	.4	2.6	116	323	.8	3.6	70	195	.5	2.6	26	77	.2	1.5
2-Book	50	130	.3	2.8	43	128	.3	2.1	102	297	.7	3.2	79	222	.6	3.2	31	105	.2	2.1
WIOB-FM																				
FA '98	25	75	.2	1.3	43	123	.3	2.0	40	131	.3	1.2	34	107	.2	1.3	28	81	.2	1.6
2-Book	34	94	.3	1.9	23	67	.2	1.1	40	143	.3	1.2	23	89	.2	.9	23	70	.2	1.5
WIOC-FM																				
FA '98	39	131	.3	2.0	16	54	.1	.8	37	118	.2	1.1	22	103	.1	.8	11	48	.1	.6
2-Book	41	117	.3	2.3	12	36	.1	.6	36	115	.2	1.1	19	70	.1	.8	15	56	.1	1.0
WIVA-FM																				
FA '98	9	18	.1	.5	28	66	.2	1.3	46	102	.3	1.4	32	69	.2	1.2	12	55	.1	.7
2-Book	16	34	.1	.9	26	57	.2	1.3	42	121	.3	1.3	26	61	.2	1.0	10	48	.1	.7
WKAQ-AM																				
FA '98	91	235	.6	4.7	125	383	.8	5.9	78	219	.5	2.4	67	170	.4	2.5	57	188	.4	3.2
2-Book	64	163	.4	3.4	112	314	.8	5.7	75	193	.5	2.3	57	150	.4	2.3	36	113	.3	2.1
WKAQ-FM																				
FA '98	152	411	1.0	7.8	97	288	.6	4.6	201	627	1.3	6.2	149	403	1.0	5.5	89	235	.6	5.1
2-Book	101	285	.7	5.4	82	258	.5	4.2	172	573	1.1	5.3	131	346	.9	5.2	77	204	.5	4.9
WKSA-FM																				
FA '98	18	45	.1	.9	17	43	.1	.8	26	35	.2	.8	7	33	.3	.3	16	35	.1	.9
2-Book	13	31	.1	.7	12	34	.1	.6	16	32	.1	.5	6	24	.3	.3	8	21	.1	.5
WKVM-AM																				
FA '98	2	9	.1	.1	28	55	.2	1.3	5	35	.2	.2					5	21	.3	.3
2-Book	1	5	.1	.1	20	49	.2	1.0	26	55	.2	.8	12	28	.1	.5	7	24	.1	.5
WLEO-AM																				
FA '98	3	11	.2	.2	6	13	.1	.3									3	6	.2	.2
2-Book	2	6	.1	.1	15	26	.1	.8	6	21	.1	.2								
WLUZ-AM																				
FA '98	4	27	.2	.2					4	17	.1	.1	29	35	.2	1.1				
2-Book	2	14	.1	.1	1	10	.1	.1	10	40	.1	.3	19	33	.2	.8				
WMEG-FM																				
FA '98	118	314	.8	6.0	59	136	.4	2.8	93	277	.6	2.9	117	260	.8	4.3	284	526	1.9	16.1
2-Book	88	257	.6	4.7	64	194	.5	3.3	100	284	.7	3.1	123	265	.9	4.9	195	380	1.3	11.9
WMIO-FM																				
FA '98	2	20	.1	.1									7	17	.3	.3				
2-Book	10	37	.1	.6	2	14	.1	.1	13	17	.1	.4	8	21	.1	.4	2	8	.1	.1
WNEL-AM																				
FA '98	5	8	.3	.3	2	8	.1	.1					4	15	.1	.1	3	25	.2	.2
2-Book	6	15	.4	.4	8	19	.1	.5	9	25	.1	.3	6	16	.1	.2	12	24	.1	.9
WNIK-FM																				
FA '98	12	42	.1	.6	13	21	.1	.6	15	68	.1	.5	5	21	.2	.2	4	16	.2	.2
2-Book	11	30	.1	.6	7	11	.1	.3	13	47	.1	.4	3	11	.1	.1	5	14	.3	.3
WNNV-FM																				
FA '98	16	48	.1	.8	28	65	.2	1.3	39	106	.3	1.2	52	99	.3	1.9	17	51	.1	1.0
2-Book	14	35	.1	.7	20	54	.2	1.0	24	63	.2	.7	27	53	.2	1.0	11	29	.1	.7
WNRT-FM																				
FA '98	71	182	.5	3.6	97	272	.6	4.6	73	257	.5	2.2	44	157	.3	1.6	47	134	.3	2.7
2-Book	43	113	.3	2.2	81	221	.5	4.1	50	170	.4	1.5	33	122	.2	1.3	31	92	.2	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-54

Target Listener Estimates

Persons 25-54																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																			
FA '98	6	36	.3	9	20	.1	.4	18	47	.1	.6	29	50	.2	1.1	13	37	.1	.7
2-Book	5	23	.3	8	21	.1	.4	18	56	.1	.6	21	41	.2	.8	18	36	.2	1.2
WORO-FM																			
FA '98	28	61	.2	50	144	.3	2.4	238	420	1.6	7.3	116	294	.8	4.3	15	44	.1	.9
2-Book	43	103	.3	48	144	.3	2.5	279	478	1.9	8.5	137	309	.9	5.5	36	98	.3	2.5
WOSO-AM																			
FA '98	2	18	.1	29	83	.2	1.4	21	42	.1	.6	15	51	.1	.6				
2-Book	3	16	.2	16	49	.1	.8	14	41	.1	.4	17	45	.1	.7	6	16	.1	.5
WOYE-FM																			
FA '98	19	59	.1	9	24	.1	.4	44	118	.3	1.4	64	142	.4	2.4	55	109	.4	3.1
2-Book	22	63	.2	18	42	.2	1.0	39	100	.3	1.2	47	108	.3	1.8	55	137	.4	3.5
WPAB-AM																			
FA '98	8	34	.1	7	27	.1	.3	6	37	.1	.2	23	62	.2	.9	9	19	.1	.5
2-Book	16	42	.2	16	39	.1	.8	8	30	.1	.3	23	55	.2	.9	11	22	.1	.7
WPRA-AM																			
FA '98	2	4	.1	8	14	.1	.4	4	14	.1	.1	3	8	.1	.1	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
FA '98	250	597	1.6	196	438	1.3	9.3	313	704	2.1	9.6	222	452	1.5	8.3	245	499	1.6	13.9
2-Book	179	464	1.2	136	329	.9	6.7	254	661	1.7	7.8	210	464	1.4	8.3	162	367	1.1	9.8
WPRP-AM																			
FA '98				9	25	.1	.4	9	37	.1	.3								
2-Book				9	27	.1	.4	8	32	.1	.3								
WQBS-AM																			
FA '98	14	31	.1					1	8			1	8			2	12		.1
2-Book	9	22	.1					3	17		.1	1	4			5	18		.3
WQQZ-FM																			
FA '98	19	35	.1	*				5	23	.2	.5	14	42	.1	.5				
2-Book	16	35	.1					12	43	.1	.4	15	47	.1	.6	4	10	.1	.3
WRIO-FM																			
FA '98	12	32	.1	21	51	.1	1.0	17	81	.1	.5	18	58	.1	.7	14	55	.1	.8
2-Book	14	30	.1	22	48	.1	1.1	27	89	.2	.8	19	47	.1	.8	15	50	.1	1.0
WSKN-AM																			
FA '98	10	25	.1					1	14			2	14	.1		2	15		.1
2-Book	6	19	.1					9	30	.1	.3	1	7	.1		1	8		.1
WTPM-FM																			
FA '98	* 3	14	.2					7	11	.2						*			
2-Book	2	8	.2	3	10	.2		9	17	.1	.3	4	10	.2		7	14	.1	.5
WUQK-FM																			
FA '98	17	73	.1	26	94	.2	1.2	65	212	.4	2.0	38	84	.3	1.4	37	104	.2	2.1
2-Book	13	51	.1	19	73	.2	1.0	61	166	.4	1.9	45	108	.3	1.8	32	98	.2	2.1
WUNO-AM																			
FA '98	3	9	.2	6	34	.1	.3	9	34	.1	.3	2	9	.1					
2-Book	8	18	.1	13	41	.1	.7	10	42	.1	.3	5	16	.2		6	19	.1	.4
WUPR-AM																			
FA '98				15	40	.1	.7	* 9	9	.1	.3								
2-Book	**	**	**	13	40	.1	.6	14	14	.1	.5	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	36	134	.2	12	59	.1	.6	47	127	.3	1.4	26	91	.2	1.0	71	208	.5	4.0
2-Book	40	144	.3	33	97	.3	1.8	67	166	.5	2.0	52	133	.4	2.2	63	171	.5	4.0

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

Target Listener Estimates

Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WV0Z-FM																				
FA '98	8	51	.1	.4	2	19	.1	.1	1	19			4	36	.1	.1	2	20	.1	.1
2-Book	12	44	.1	.7	18	27	.1	1.0	3	15		.1	10	33	.1	.4	7	17	.1	.5
WXEW-AM																				
FA '98	*				* 35	48	.2	1.7	15	40	.1	.5	3	11	.1	.1	* 9	9	.1	.5
2-Book	9	17	.1	.6	26	41	.2	1.3	9	29	.1	.3	5	14	.2	.2	6	10	.1	.3
WXYX-FM																				
FA '98	41	130	.3	2.1	53	137	.3	2.5	86	213	.6	2.6	80	235	.5	3.0	10	49	.1	.6
2-Book	44	150	.3	2.4	42	132	.3	2.1	96	254	.7	2.9	88	251	.6	3.5	26	92	.2	1.8
WYQE-FM																				
FA '98	5	6		.3	16	32	.1	.8	33	58	.2	1.0	19	31	.1	.7	6	6		.3
2-Book	7	10	.1	.4	19	34	.1	1.0	43	85	.3	1.3	21	47	.2	.9	7	10	.1	.5
WZAR-FM																				
FA '98	25	68	.2	1.3	47	101	.3	2.2	83	180	.5	2.6	37	92	.2	1.4	11	36	.1	.6
2-Book	25	70	.2	1.4	49	109	.3	2.5	92	215	.6	2.8	50	128	.3	2.1	11	32	.1	.7
WZNT-FM																				
FA '98	102	290	.7	5.2	133	343	.9	6.3	395	844	2.6	12.2	395	707	2.6	14.7	106	275	.7	6.0
2-Book	117	333	.8	6.5	128	337	.9	6.5	390	808	2.6	12.0	348	697	2.3	13.7	102	263	.7	6.5
TOTALS																				
FA '98	1956	4776	12.9		2103	5015	13.8		3251	6870	21.4		2690	5678	17.7		1762	4267	11.6	
2-Book	1828	4460	12.1		1964	4789	13.0		3268	6973	21.6		2533	5417	16.8		1573	3897	10.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-54

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	33	370	.3	1.2	55	225	.4	1.2	30	181	.2	1.0	7	91	.1	.3	36	195	.3	2.3
SU '98	34	328	.3	1.2	46	158	.4	1.0	13	74	.1	.4	39	121	.3	1.5	38	147	.3	2.8
2-Book	34	349	.3	1.2	51	192	.4	1.1	22	128	.2	.7	23	106	.2	.9	37	171	.3	2.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAEI-FM																				
FA '98	* 23	468	.2	.8	21	191	.2	.5	42	313	.3	1.3	20	165	.2	.8	10	80	.1	.6
SU '98	23	434	.2	.8	23	171	.2	.5	39	284	.3	1.1	24	208	.2	.9	9	132	.1	.7
2-Book	23	451	.2	.8	22	181	.2	.5	41	299	.3	1.2	22	187	.2	.9	10	106	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	6	133	.2	.2	21	42	.2	.5	4	68	.1	.1	3	56	.1	.1	2	26	.1	.1
SU '98	5	54	.2	.2	21	50	.2	.5	1	5	.1	.1	2	28	.1	.1	1	13	.1	.1
2-Book	6	94	.2	.2	21	46	.2	.5	3	37	.1	.1	2	28	.1	.1	1	13	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	74	1069	.6	2.7	135	571	1.0	3.0	86	515	.7	2.8	58	448	.5	2.2	49	268	.4	3.1
SU '98	35	790	.3	1.3	60	381	.5	1.3	53	453	.4	1.5	43	321	.3	1.6	15	102	.1	1.1
2-Book	55	930	.5	2.0	98	476	.8	2.2	70	484	.6	2.2	51	385	.4	1.9	32	185	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	5	141	.2	.1	4	55	.1	.1	3	46	.1	.1	6	66	.2	.2	4	66	.1	.3
SU '98	3	147	.1	.1	1	39	.1	.1	3	67	.1	.1	5	54	.2	.2	5	16	.1	.1
2-Book	4	144	.2	.1	3	47	.1	.1	3	57	.1	.1	6	60	.2	.2	2	41	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	14	351	.1	.5	18	146	.1	.4	20	173	.2	.6	21	164	.2	.8	9	122	.1	.6
SU '98	15	269	.1	.5	22	122	.2	.5	22	171	.2	.6	19	136	.1	.7	10	53	.1	.7
2-Book	15	310	.1	.5	20	134	.2	.5	21	172	.2	.6	20	150	.2	.8	10	88	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 16	178	.1	.6	27	94	.2	.6	16	132	.1	.5	11	61	.1	.4	* 16	46	.1	1.0
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	26	258	.2	1.0	61	218	.5	1.4	21	164	.2	.7	23	110	.2	.9	17	51	.1	1.1
SU '98	20	401	.2	.7	53	303	.4	1.2	26	180	.2	.7	17	129	.1	.7	6	41	.1	.4
2-Book	23	330	.2	.9	57	261	.5	1.3	24	172	.2	.7	20	120	.2	.8	12	46	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	43	659	.3	1.6	56	339	.4	1.3	44	300	.3	1.4	45	342	.3	1.7	32	198	.2	2.0
SU '98	29	611	.2	1.1	30	230	.2	.7	43	340	.3	1.2	26	276	.2	1.0	12	161	.1	.9
2-Book	36	635	.3	1.4	43	285	.3	1.0	44	320	.3	1.3	36	309	.3	1.4	22	180	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	33	1092	.3	1.2	67	513	.5	1.5	36	520	.3	1.2	35	335	.3	1.4	12	219	.1	.8
SU '98	37	891	.3	1.3	67	447	.5	1.5	54	464	.4	1.6	32	348	.3	1.2	13	220	.1	1.0
2-Book	35	992	.3	1.3	67	480	.5	1.5	45	492	.4	1.4	34	342	.3	1.3	13	220	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	42	558	.3	1.5	29	220	.2	.6	44	348	.3	1.4	61	302	.5	2.4	23	157	.2	1.5
SU '98	51	793	.4	1.9	57	372	.4	1.3	51	387	.4	1.5	57	314	.4	2.2	45	272	.4	3.3
2-Book	47	676	.4	1.7	43	296	.3	1.0	48	368	.4	1.5	59	308	.5	2.3	34	215	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDDY-FM																				
FA '98	43	792	.3	1.6	53	341	.4	1.2	45	368	.3	1.4	53	350	.4	2.1	27	180	.2	1.7
SU '98	39	881	.3	1.4	42	311	.3	.9	48	370	.4	1.4	36	286	.3	1.4	20	183	.2	1.5
2-Book	41	837	.3	1.5	48	326	.4	1.1	47	369	.4	1.4	45	318	.4	1.8	24	182	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	7	185	.1	.3	6	79		.1	6	81		.2	15	73	.1	.6	5	65		.3
SU '98	12	173	.1	.4	13	129	.1	.3	19	67	.1	.5	13	101	.1	.5	6	73		.4
2-Book	10	179	.1	.4	10	104	.1	.2	13	74	.1	.4	14	87	.1	.6	6	69		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 15	151	.1	.5	20	74	.2	.4	29	70	.2	.9	16	46	.1	.6	2	33		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	36	408	.3	1.3	28	192	.2	.6	36	202	.3	1.2	51	212	.4	2.0	29	153	.2	1.8
SU '98	20	395	.2	.7	30	189	.2	.7	30	188	.2	.9	20	163	.2	.8	15	130	.1	1.1
2-Book	28	402	.3	1.0	29	191	.2	.7	33	195	.3	1.1	36	188	.3	1.4	22	142	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	111	1769	.9	4.1	150	940	1.2	3.4	165	902	1.3	5.3	112	891	.9	4.3	73	592	.6	4.6
SU '98	94	1288	.7	3.4	124	643	1.0	2.8	155	676	1.2	4.5	110	586	.9	4.2	45	416	.4	3.3
2-Book	103	1529	.8	3.8	137	792	1.1	3.1	160	789	1.3	4.9	111	739	.9	4.3	59	504	.5	4.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	64	864	.5	2.3	108	386	.8	2.4	60	450	.5	1.9	50	267	.4	1.9	46	248	.4	2.9
SU '98	29	555	.2	1.1	50	302	.4	1.1	32	250	.3	.9	24	127	.2	.9	16	86	.1	1.2
2-Book	47	710	.4	1.7	79	344	.6	1.8	46	350	.4	1.4	37	197	.3	1.4	31	167	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAC-FM																				
FA '98	94	1766	.7	3.4	184	1050	1.4	4.1	134	852	1.0	4.3	91	627	.7	3.5	31	330	.2	2.0
SU '98	98	1617	.8	3.6	195	914	1.5	4.4	123	672	1.0	3.5	102	748	.8	3.9	36	409	.3	2.7
2-Book	96	1692	.8	3.5	190	982	1.5	4.3	129	762	1.0	3.9	97	688	.8	3.7	34	370	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOD-AM																				
FA '98	84	1476	.7	3.1	136	691	1.1	3.0	152	796	1.2	4.9	71	547	.6	2.8	36	346	.3	2.3
SU '98	92	1619	.7	3.4	147	769	1.2	3.3	143	878	1.1	4.1	90	759	.7	3.4	27	322	.2	2.0
2-Book	88	1548	.7	3.3	142	730	1.2	3.2	148	837	1.2	4.5	81	653	.7	3.1	32	334	.2	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	28	347	.2	1.0	51	216	.4	1.1	27	197	.2	.9	23	153	.2	.9	24	120	.2	1.5
SU '98	51	697	.4	1.9	78	313	.6	1.7	92	315	.7	2.7	52	306	.4	2.0	23	154	.2	1.7
2-Book	40	522	.3	1.5	65	265	.5	1.4	60	256	.5	1.8	38	230	.3	1.5	24	137	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	32	466	.2	1.2	46	207	.4	1.0	51	197	.4	1.6	28	205	.2	1.1	26	188	.2	1.6
SU '98	50	470	.4	1.8	72	272	.6	1.6	86	260	.7	2.5	51	262	.4	2.0	27	186	.2	2.0
2-Book	41	468	.3	1.5	59	240	.5	1.3	69	229	.6	2.1	40	234	.3	1.6	27	187	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	32	547	.2	1.2	74	299	.6	1.7	25	224	.2	.8	45	230	.3	1.7	6	66	.4	.4
SU '98	55	730	.4	2.0	114	408	.9	2.5	80	373	.6	2.3	53	470	.4	2.0	6	98	.4	.4
2-Book	44	639	.3	1.6	94	354	.8	2.1	53	299	.4	1.6	49	350	.4	1.9	6	82	.4	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	209	3082	1.6	7.7	372	1844	2.9	8.3	168	1175	1.3	5.4	202	1384	1.6	7.8	239	1245	1.9	15.2
SU '98	184	2731	1.4	6.7	312	1561	2.4	7.0	154	979	1.2	4.4	216	1303	1.7	8.3	214	1066	1.7	15.9
2-Book	197	2907	1.5	7.2	342	1703	2.7	7.7	161	1077	1.3	4.9	209	1344	1.7	8.1	227	1156	1.8	15.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	121	2432	.9	4.4	133	981	1.0	3.0	149	1269	1.2	4.8	136	1289	1.1	5.3	73	689	.6	4.6
SU '98	75	1794	.6	2.7	81	628	.6	1.8	96	912	.8	2.8	89	765	.7	3.4	50	411	.4	3.7
2-Book	98	2113	.8	3.6	107	805	.8	2.4	123	1091	1.0	3.8	113	1027	.9	4.4	62	550	.5	4.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSA-FM																				
FA '98	21	393	.2	.8	42	199	.3	.9	29	237	.2	.9	20	176	.2	.8	8	55	.1	.5
SU '98	21	413	.2	.8	41	229	.3	.9	42	138	.3	1.2	22	169	.2	.8	5	74		.4
2-Book	21	403	.2	.8	42	214	.3	.9	36	188	.3	1.1	21	173	.2	.8	7	65	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	22	467	.2	.8	11	34	.1	.2	16	103	.1	.5	28	179	.2	1.1	24	118	.2	1.5
SU '98	38	505	.3	1.4	82	347	.6	1.8	32	167	.3	.9	9	86	.1	.3	26	98	.2	1.9
2-Book	30	486	.3	1.1	47	191	.4	1.0	24	135	.2	.7	19	133	.2	.7	25	108	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	10	235	.1	.4	24	106	.2	.5	13	105	.1	.4	10	72	.1	.4	1	29		.1
SU '98	18	250	.1	.7	61	173	.5	1.4	18	126	.1	.5	7	54	.1	.3	3	39		.2
2-Book	14	243	.1	.6	43	140	.4	1.0	16	116	.1	.5	9	63	.1	.4	2	34		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	18	180	.1	.7	54	115	.4	1.2	12	77	.1	.4	15	63	.1	.6	10	14	.1	.6
SU '98	47	529	.4	1.7	126	325	1.0	2.8	63	313	.5	1.8	57	171	.4	2.2	6	56		.4
2-Book	33	355	.3	1.2	90	220	.7	2.0	38	195	.3	1.1	36	117	.3	1.4	8	35	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	50	1044	.4	1.8	78	398	.6	1.7	55	417	.4	1.8	48	406	.4	1.9	24	292	.2	1.5
SU '98	38	659	.3	1.4	45	278	.4	1.0	38	274	.3	1.1	35	263	.3	1.3	23	224	.2	1.7
2-Book	44	852	.4	1.6	62	338	.5	1.4	47	346	.4	1.5	42	335	.4	1.6	24	258	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	8	84	.1	.3	5	50		.1	14	58	.1	.4	10	47	.1	.4	2	36		.1
SU '98	4	53		.1	4	9		.1	2	9		.1	4	36		.2	1	14		.1
2-Book	6	69	.1	.2	5	30		.1	8	34	.1	.3	7	42	.1	.3	2	25		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	19	333	.1	.7	23	141	.2	.5	13	76	.1	.4	20	143	.2	.8	24	100	.2	1.5
SU '98	33	426	.3	1.2	57	276	.4	1.3	49	259	.4	1.4	27	166	.2	1.0	14	76	.1	1.0
2-Book	26	380	.2	1.0	40	209	.3	.9	31	168	.3	.9	24	155	.2	.9	19	88	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	9	189	.1	.3	13	65	.1	.3	12	88	.1	.4	11	118	.1	.4	4	55		.3
SU '98	6	140		.2	11	69	.1	.2	9	77	.1	.3	3	71		.1	2	41		.1
2-Book	8	165	.1	.3	12	67	.1	.3	11	83	.1	.4	7	95	.1	.3	3	48		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	22	167	.2	.8	30	97	.2	.7	25	96	.2	.8	22	108	.2	.9	12	58	.1	.8
SU '98	18	261	.1	.7	30	150	.2	.7	25	152	.2	.7	12	97	.1	.5	9	81	.1	.7
2-Book	20	214	.2	.8	30	124	.2	.7	25	124	.2	.8	17	103	.2	.7	11	70	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	50	709	.4	1.8	83	454	.6	1.9	45	308	.3	1.4	39	255	.3	1.5	38	276	.3	2.4
SU '98	24	574	.2	.9	41	324	.3	.9	25	275	.2	.7	29	274	.2	1.1	9	147	.1	.7
2-Book	37	642	.3	1.4	62	389	.5	1.4	35	292	.3	1.1	34	265	.2	1.3	24	212	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQOI-FM																				
FA '98	12	248	.1	.4	19	108	.1	.4	12	118	.1	.4	14	120	.1	.5	3	40		.2
SU '98	8	202	.1	.3	10	65	.1	.2	10	115	.1	.3	4	77		.2	4	20		.3
2-Book	10	225	.1	.4	15	87	.1	.3	11	117	.1	.4	9	99	.1	.4	4	30		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	95	1419	.7	3.5	86	508	.7	1.9	141	683	1.1	4.5	97	574	.8	3.8	23	208	.2	1.5
SU '98	125	1588	1.0	4.6	117	629	.9	2.6	205	751	1.6	5.9	127	574	1.0	4.9	33	307	.3	2.5
2-Book	110	1504	.9	4.1	102	569	.8	2.3	173	717	1.4	5.2	112	574	.9	4.4	28	258	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	15	319	.1	.5	20	158	.2	.4	17	143	.1	.5	22	181	.2	.9	6	79		.4
SU '98	7	163	.1	.3	15	138	.1	.3	4	48		.1	10	60	.1	.4	6	88		.4
2-Book	11	241	.1	.4	18	148	.2	.4	11	96	.1	.3	16	121	.2	.7	6	84		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	22	525	.2	.8	48	251	.4	1.1	33	260	.3	1.1	14	187	.1	.5	8	130	.1	.5
SU '98	29	654	.2	1.1	47	316	.4	1.0	38	357	.3	1.1	27	281	.2	1.0	14	203	.1	1.0
2-Book	26	590	.2	1.0	48	284	.4	1.1	36	309	.3	1.1	21	234	.2	.8	11	167	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	35	644	.3	1.3	56	296	.4	1.3	45	353	.3	1.4	36	269	.3	1.4	37	179	.3	2.3
SU '98	30	561	.2	1.1	25	161	.2	.6	32	221	.3	.9	22	182	.2	.8	45	326	.4	3.3
2-Book	33	603	.3	1.2	41	229	.3	1.0	39	287	.3	1.2	29	226	.3	1.1	41	253	.4	2.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	* 10	155	.1	.4	4	57		.1	5	71		.2	6	56		.2	* 22	43	.2	1.4
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VPRM-FM																				
FA '98	240	2950	1.9	8.8	632	1968	4.9	14.2	179	1194	1.4	5.8	238	1477	1.8	9.2	72	690	.6	4.6
SU '98	194	2631	1.5	7.1	504	1710	3.9	11.3	184	1239	1.4	5.3	195	1290	1.5	7.5	44	413	.3	3.3
2-Book	217	2791	1.7	8.0	568	1839	4.4	12.8	182	1217	1.4	5.6	217	1384	1.7	8.4	58	552	.5	4.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	6	147	.2	.2	21	62	.2	.5	5	81	.1	.2	3	32	.1	.1	1	8	.1	.1
SU '98	10	192	.1	.4	32	113	.3	.7	11	59	.1	.3	8	44	.1	.3	2	37	.1	.1
2-Book	8	170	.1	.3	27	88	.3	.6	8	70	.1	.3	6	38	.1	.2	2	23	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	10	248	.1	.4	20	73	.2	.4	15	118	.1	.5	6	71	.1	.2	2	37	.1	.1
SU '98	7	230	.1	.3	11	77	.1	.2	5	62	.1	.1	15	125	.1	.6	3	64	.2	.2
2-Book	9	239	.1	.4	16	75	.2	.3	10	90	.1	.3	11	98	.1	.4	3	51	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 18	225	.1	.7	12	72	.1	.3	27	125	.2	.9	30	95	.2	1.2	11	121	.1	.7
SU '98	10	145	.1	.4	12	71	.1	.3	18	70	.1	.5	14	112	.1	.5				
2-Book	14	185	.1	.6	12	72	.1	.3	23	98	.2	.7	22	104	.2	.9	6	61	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	33	397	.3	1.2	101	290	.8	2.3	32	190	.2	1.0	24	195	.2	.9	8	88	.1	.5
SU '98	39	622	.3	1.4	73	382	.6	1.6	41	264	.3	1.2	48	380	.4	1.8	15	128	.1	1.1
2-Book	36	510	.3	1.3	87	336	.7	2.0	37	227	.3	1.1	36	288	.4	1.4	12	108	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	13	332	.1	.5	20	152	.2	.4	15	153	.1	.5	9	121	.1	.3	15	107	.1	1.0
SU '98	21	486	.2	.8	38	306	.3	.8	29	189	.2	.8	20	123	.2	.8	8	98	.1	.6
2-Book	17	409	.2	.7	29	229	.3	.6	22	171	.2	.7	15	122	.2	.6	12	103	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 4	126	.1	.1	10	94	.1	.2	6	64	.1	.2	1	20	.1	.1	* 1	9	.1	.1
SU '98	9	113	.1	.3	12	60	.1	.3	9	59	.1	.3	5	22	.1	.2	9	49	.1	.7
2-Book	7	120	.1	.2	11	77	.1	.3	8	62	.1	.3	3	21	.1	.1	5	29	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	29	697	.2	1.1	31	219	.2	.7	37	373	.3	1.2	36	304	.3	1.4	19	257	.1	1.2
SU '98	33	771	.3	1.2	44	359	.3	1.0	45	381	.4	1.3	34	387	.3	1.3	7	178	.1	.5
2-Book	31	734	.3	1.2	38	289	.3	.9	41	377	.4	1.3	35	346	.3	1.4	13	218	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 35-64																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																				
FA '98	33	658	.3	1.2	100	466	.8	2.2	24	248	.2	.8	25	143	.2	1.0	19	195	.1	1.2
SU '98	31	757	.2	1.1	46	357	.4	1.0	38	326	.3	1.1	39	295	.3	1.5	16	168	.1	1.2
2-Book	32	708	.3	1.2	73	412	.6	1.6	31	287	.3	1.0	32	219	.3	1.3	18	182	.1	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 11	61	.1	.4	13	39	.1	.3	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	23	107	.2	.8	24	96	.2	.5	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	17	84	.2	.6	19	68	.2	.4	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	41	914	.3	1.5	50	383	.4	1.1	63	385	.5	2.0	37	325	.3	1.4	21	307	.2	1.3
SU '98	78	1153	.6	2.8	67	379	.5	1.5	110	624	.9	3.2	67	529	.5	2.6	60	355	.5	4.5
2-Book	60	1034	.5	2.2	59	381	.5	1.3	87	505	.7	2.6	52	427	.4	2.0	41	331	.4	2.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	4	139	.1	.1	5	72	.1	.1	1	29	.1	.1	6	55	.1	.2	4	27	.1	.3
SU '98	2	92	.1	.1	2	35	.1	.1	3	55	.1	.1	1	48	.1	.1	1	10	.1	.1
2-Book	3	116	.1	.1	4	54	.1	.1	2	42	.1	.1	4	52	.1	.1	3	19	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 11	201	.1	.4	24	81	.2	.5	5	61	.2	.5	5	39	.2	.5	* 10	68	.1	.6
SU '98	7	135	.1	.3	9	96	.1	.2	17	87	.1	.5	2	17	.1	.1	9	9	.1	.1
2-Book	9	168	.1	.4	17	89	.2	.4	11	74	.1	.5	4	28	.2	.5	5	39	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	56	1137	.4	2.1	108	492	.8	2.4	83	454	.6	2.7	33	392	.3	1.3	15	174	.1	1.0
SU '98	50	1132	.4	1.8	90	506	.7	2.0	67	496	.5	1.9	35	399	.3	1.3	27	222	.2	2.0
2-Book	53	1135	.4	2.0	99	499	.8	2.2	75	475	.6	2.3	34	396	.3	1.3	21	198	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	21	197	.2	.8	28	129	.2	.6	34	127	.3	1.1	15	88	.1	.6	4	50	.1	.3
SU '98	23	259	.2	.8	20	112	.2	.4	41	142	.3	1.2	23	143	.2	.9	3	28	.1	.2
2-Book	22	228	.2	.8	24	121	.2	.5	38	135	.3	1.2	19	116	.2	.8	4	39	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	40	551	.3	1.6	49	260	.4	1.1	54	258	.4	1.7	53	231	.4	2.1	23	137	.2	1.5
SU '98	30	766	.2	1.1	40	350	.3	.9	29	296	.2	.8	23	291	.2	.9	16	184	.1	1.2
2-Book	37	659	.3	1.4	45	305	.4	1.0	42	277	.3	1.3	38	261	.3	1.5	20	161	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

WZNT-FM
 FA '98
 SU '98
2-Book
 FA '97
 SP '97
 FA '96

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
FA '98	157	1992	1.2	5.8	186	1083	1.4	4.2	200	1117	1.6	6.4	194	1074	1.5	7.5	40	357	.3	2.5
SU '98	172	2113	1.3	6.3	206	1002	1.6	4.6	248	1211	1.9	7.1	182	1024	1.4	7.0	48	522	.4	3.6
2-Book	165	2053	1.3	6.1	196	1043	1.5	4.4	224	1164	1.8	6.8	188	1049	1.5	7.3	44	440	.4	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	2728	12441	21.2		4465	11545	34.7		3112	9787	24.2		2578	9789	20.0		1577	7297	12.2	
SU '98	2744	12316	21.5		4479	11449	35.1		3471	9938	27.2		2610	9787	20.4		1346	6761	10.5	
2-Book	2736	12379	21.4		4472	11497	34.9		3292	9863	25.7		2594	9788	20.2		1462	7029	11.4	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	31	291	.2	.9	35	274	.3	1.5	17	76	.1	.6	28	77	.2	.9	56	119	.4	2.3	
2-Book	31	259	.2	.9	36	250	.3	1.6	25	65	.2	.9	28	88	.2	.9	42	77	.3	1.8	
WAEL-FM																					
FA '98	29	412	.2	.9	**	**	**	**	10	64	.1	.4	35	138	.3	1.1	29	92	.2	1.2	
2-Book	29	396	.2	.9	**	**	**	**	16	64	.2	.6	40	140	.3	1.2	20	64	.2	.9	
WALO-AM																					
FA '98	9	110	.1	.3	4	42	.2	.2	23	42	.2	.8	4	17	.1	.1					
2-Book	8	80	.1	.3	4	46	.2	.2	25	46	.2	.9	4	11	.1	.1					
WAPA-AM																					
FA '98	93	889	.7	2.8	59	503	.5	2.5	76	215	.6	2.7	93	219	.7	2.9	39	107	.3	1.6	
2-Book	73	792	.6	2.2	38	395	.3	1.7	62	176	.5	2.3	58	154	.5	1.8	28	81	.2	1.2	
WBRQ-FM																					
FA '98	4	88	.1	.1	6	99	.3	.3	1	10	.1	.1	13	67	.1	.4	5	31	.2	.2	
2-Book	4	93	.1	.1	5	86	.3	.3	1	5	.1	.1	11	46	.1	.3	3	16	.1	.1	
WCAD-FM																					
FA '98	19	267	.1	.6	9	129	.1	.4	6	31	.2	.2	6	27	.2	.2	4	8	.2	.2	
2-Book	20	257	.2	.6	8	111	.1	.4	4	23	.2	.2	4	21	.1	.1	5	11	.2	.2	
WCGB-AM																					
FA '98	18	154	.1	.5	* 12	90	.1	.5	19	51	.1	.7	9	11	.1	.3	1	7	.2	.2	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	34	235	.3	1.0	18	167	.1	.8	32	111	.2	1.1	6	27	.2	.2	7	20	.1	.3	
2-Book	33	290	.3	1.0	14	165	.1	.6	36	108	.3	1.3	9	41	.1	.3	7	14	.1	.3	
WCMN-FM																					
FA '98	48	521	.4	1.4	41	401	.3	1.7	36	69	.3	1.3	63	153	.5	2.0	91	166	.7	3.8	
2-Book	41	517	.4	1.2	37	377	.3	1.6	27	70	.2	1.0	59	144	.5	1.8	75	165	.6	3.3	
WCDM-FM																					
FA '98	45	906	.3	1.3	24	422	.2	1.0	16	62	.1	.6	31	82	.2	1.0	32	132	.2	1.3	
2-Book	48	826	.4	1.4	27	423	.2	1.2	24	73	.2	.9	42	130	.3	1.3	32	124	.2	1.4	
WCTA-FM																					
FA '98	45	461	.3	1.3	51	337	.4	2.2	29	62	.2	1.0	78	165	.6	2.4	76	147	.6	3.2	
2-Book	50	524	.4	1.5	51	391	.4	2.2	48	121	.4	1.8	79	187	.6	2.4	82	172	.7	3.7	
WDOY-FM																					
FA '98	50	586	.4	1.5	42	387	.3	1.8	27	97	.2	1.0	49	154	.4	1.5	31	95	.2	1.3	
2-Book	47	588	.4	1.4	45	450	.4	2.0	32	121	.3	1.2	70	179	.6	2.1	36	105	.3	1.6	
WEGM-FM																					
FA '98	9	155	.1	.3	6	64	.1	.3	4	7	.1	.1	8	25	.1	.3	7	19	.1	.3	
2-Book	12	155	.1	.4	9	75	.1	.4	7	20	.1	.2	10	29	.1	.3	16	29	.2	.7	
WENA-AM																					
FA '98	22	92	.2	.7	* 12	86	.1	.5	7	28	.1	.2	28	52	.2	.9	19	52	.1	.8	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '98	38	330	.3	1.1	38	235	.3	1.6	23	53	.2	.8	49	80	.4	1.5	49	111	.4	2.1	
2-Book	33	313	.3	1.0	25	188	.2	1.1	20	52	.2	.7	33	70	.3	1.0	33	81	.3	1.5	
WFID-FM																					
FA '98	144	1475	1.1	4.3	80	946	.6	3.4	65	220	.5	2.3	161	423	1.3	5.1	108	293	.8	4.5	
2-Book	138	1235	1.1	4.0	70	783	.6	3.1	62	215	.5	2.3	144	338	1.2	4.4	104	246	.8	4.6	
WIAC-AM																					
FA '98	72	704	.6	2.1	63	500	.5	2.7	108	249	.8	3.8	68	138	.5	2.1	47	128	.4	2.0	
2-Book	54	576	.5	1.6	46	409	.4	2.0	79	181	.6	2.9	53	121	.4	1.6	32	83	.3	1.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	136	1446	1.1	4.0	61	881	.5	2.6	83	244	.6	2.9	90	368	.7	2.8	68	210	.5	2.8
2-Book	138	1390	1.1	4.0	64	826	.5	2.8	75	218	.6	2.7	128	385	1.0	3.8	57	190	.5	2.5
WIOA-FM																				
FA '98	122	1194	.9	3.6	49	642	.4	2.1	36	127	.3	1.3	95	258	.7	3.0	45	132	.3	1.9
2-Book	125	1249	1.0	3.6	61	731	.5	2.7	74	211	.6	2.8	104	296	.8	3.2	54	164	.4	2.4
WIOB-FM																				
FA '98	33	307	.3	1.0	22	196	.2	.9	32	73	.2	1.1	22	68	.2	.7	19	55	.1	.8
2-Book	54	431	.5	1.6	24	269	.2	1.1	37	100	.3	1.4	34	78	.3	1.0	20	72	.2	.9
WIOC-FM																				
FA '98	43	370	.3	1.3	18	261	.1	.8	22	66	.2	.8	36	116	.3	1.1	20	82	.2	.8
2-Book	57	370	.5	1.7	23	286	.2	1.0	26	61	.2	1.0	54	130	.5	1.6	22	75	.2	1.0
WIVA-FM																				
FA '98	46	482	.4	1.4	24	185	.2	1.0	34	104	.3	1.2	30	77	.2	.9	21	55	.2	.9
2-Book	64	577	.5	1.9	32	230	.3	1.4	49	125	.4	1.8	59	115	.5	1.8	28	65	.3	1.3
WKAQ-AM																				
FA '98	241	2736	1.9	7.2	131	1576	1.0	5.6	249	692	1.9	8.8	179	551	1.4	5.6	85	232	.7	3.6
2-Book	232	2585	1.8	6.8	113	1302	.9	4.9	218	603	1.7	7.9	152	451	1.2	4.6	73	191	.6	3.2
WKAQ-FM																				
FA '98	140	1961	1.1	4.2	121	1216	.9	5.1	103	313	.8	3.7	182	487	1.4	5.7	161	412	1.3	6.7
2-Book	115	1702	.9	3.4	94	996	.7	4.1	82	259	.7	3.0	150	419	1.2	4.6	106	285	.9	4.6
WKSA-FM																				
FA '98	30	326	.2	.9	14	182	.1	.6	17	44	.1	.6	22	104	.2	.7	15	49	.1	.6
2-Book	33	339	.3	1.0	10	129	.1	.5	11	34	.1	.4	23	75	.2	.7	16	41	.1	.7
WKVM-AM																				
FA '98	18	230	.1	.5	27	245	.2	1.1	42	102	.3	1.5	36	79	.3	1.1	18	30	.1	.8
2-Book	29	309	.2	.8	35	276	.3	1.5	60	126	.5	2.2	38	84	.3	1.2	23	50	.2	1.1
WLEO-AM																				
FA '98	15	184	.1	.4	7	118	.1	.3	15	55	.1	.5	9	32	.1	.3	8	18	.1	.3
2-Book	22	213	.2	.6	9	117	.1	.4	25	59	.2	.9	8	26	.1	.3	6	18	.1	.2
WLUZ-AM																				
FA '98	26	160	.2	.8	10	93	.1	.4	15	17	.1	.5	3	17	.1	.1				
2-Book	54	309	.4	1.6	13	136	.1	.6	31	40	.3	1.2	4	20	.1	.1	5	21	.1	.3
WMEG-FM																				
FA '98	60	701	.5	1.8	51	570	.4	2.2	63	172	.5	2.2	53	137	.4	1.7	75	179	.6	3.1
2-Book	50	599	.4	1.5	49	472	.4	2.2	46	132	.4	1.7	49	132	.4	1.5	64	130	.5	2.8
WMIO-FM																				
FA '98	10	67	.1	.3	9	58	.1	.4	6	20	.2	.2	24	41	.2	.8	11	27	.1	.5
2-Book	7	52	.1	.2	8	49	.1	.4	6	22	.2	.2	15	32	.1	.5	19	34	.2	.9
WNEL-AM																				
FA '98	18	262	.1	.5	17	119	.1	.7	46	55	.4	1.6	27	55	.2	.8	10	10	.1	.4
2-Book	32	333	.3	.9	21	154	.2	.9	36	53	.3	1.3	24	48	.2	.7	15	26	.2	.7
WNIK-FM																				
FA '98	12	148	.1	.4	7	95	.1	.3	7	28	.1	.2	10	38	.1	.3	9	12	.1	.4
2-Book	10	128	.1	.3	6	73	.1	.3	4	14	.1	.1	9	35	.1	.3	11	22	.1	.5
WNNV-FM																				
FA '98	26	152	.2	.8	24	138	.2	1.0	20	70	.2	.7	41	83	.3	1.3	32	59	.2	1.3
2-Book	24	185	.2	.7	20	160	.2	.9	21	55	.2	.8	36	96	.3	1.1	24	64	.2	1.0
WNRT-FM																				
FA '98	55	553	.4	1.6	49	442	.4	2.1	60	164	.5	2.1	48	143	.4	1.5	36	119	.3	1.5
2-Book	43	523	.3	1.3	35	380	.3	1.5	38	104	.3	1.4	42	132	.4	1.3	28	90	.3	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	15	182	.1	.4	14	145	.1	.6	27	52	.2	1.0	21	55	.2	.7	3	6	.1	
2-Book	12	174	.1	.3	12	126	.1	.5	18	50	.2	.7	19	47	.2	.6	5	11	.2	
WDRQ-FM																				
FA '98	110	926	.9	3.3	116	989	.9	4.9	39	125	.3	1.4	153	394	1.2	4.8	73	193	.6	3.1
2-Book	132	1002	1.1	3.9	126	1002	1.0	5.5	48	139	.4	1.8	134	313	1.1	4.1	92	223	.8	4.1
WOSO-AM																				
FA '98	20	263	.2	.6	13	114	.1	.6	27	63	.2	1.0	8	34	.1	.3	4	11	.2	
2-Book	15	201	.2	.5	9	94	.1	.4	15	39	.1	.6	5	32	.1	.2	4	13	.2	
WQYE-FM																				
FA '98	32	431	.2	1.0	16	226	.1	.7	9	35	.1	.3	25	109	.2	.8	5	23	.2	
2-Book	35	488	.3	1.1	20	289	.2	.9	7	29	.1	.3	34	118	.3	1.0	26	87	.2	1.2
WPAB-AM																				
FA '98	46	560	.4	1.4	13	179	.1	.6	25	65	.2	.9	25	87	.2	.8	15	42	.1	.6
2-Book	37	462	.3	1.1	18	205	.2	.8	25	69	.2	.9	34	104	.3	1.0	14	35	.1	.6
WPRA-AM																				
FA '98	5	126	.1	.1	11	87	.1	.5	26	44	.2	.9	14	47	.1	.4	1	6	.1	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	337	2593	2.6	10.0	181	1524	1.4	7.7	257	643	2.0	9.1	245	619	1.9	7.7	201	574	1.6	8.4
2-Book	312	2480	2.4	9.1	156	1412	1.2	6.8	197	506	1.6	7.1	274	656	2.2	8.3	193	531	1.5	8.5
WPRP-AM																				
FA '98	9	117	.1	.3	5	66	.1	.2	11	11	.1	.4					1	6	.1	
2-Book	13	132	.1	.4	6	77	.1	.3	18	27	.2	.7	2	12	.1	.1	2	7	.1	
WQBS-AM																				
FA '98	14	184	.1	.4	8	122	.1	.3	32	62	.2	1.1	7	53	.1	.2				
2-Book	12	194	.1	.4	6	87	.1	.3	20	36	.2	.7	4	27	.1	.1	4	15	.1	.2
WQQZ-FM																				
FA '98	23	166	.2	.7	* 14	98	.1	.6	11	35	.1	.4	19	31	.1	.6	30	63	.2	1.3
2-Book	19	156	.2	.6	12	87	.1	.5	9	25	.1	.4	22	40	.2	.7	17	36	.1	.8
WRIO-FM																				
FA '98	51	352	.4	1.5	18	187	.1	.8	33	82	.3	1.2	31	83	.2	1.0	13	55	.1	.5
2-Book	52	470	.4	1.5	24	231	.2	1.1	37	83	.3	1.4	54	124	.4	1.6	21	75	.2	.9
WSKN-AM																				
FA '98	15	251	.1	.4	8	140	.1	.3	9	31	.1	.3	15	56	.1	.5	4	38	.2	
2-Book	22	326	.2	.6	12	167	.1	.5	20	49	.2	.7	14	59	.1	.4	7	48	.1	.4
WTPM-FM																				
FA '98	6	116	.1	.2	* 2	11	.1	.1	8	11	.1	.3								
2-Book	7	108	.1	.2	6	49	.1	.3	13	27	.1	.5	7	18	.1	.2	8	11	.1	.4
WUQJ-FM																				
FA '98	35	496	.3	1.0	25	364	.2	1.1	14	45	.1	.5	31	111	.2	1.0	26	71	.2	1.1
2-Book	38	540	.3	1.1	30	367	.3	1.3	17	57	.2	.7	44	155	.3	1.4	32	91	.3	1.4
WUNO-AM																				
FA '98	48	538	.4	1.4	15	234	.1	.6	43	135	.3	1.5	9	47	.1	.3	11	39	.1	.5
2-Book	45	584	.4	1.3	19	239	.2	.8	39	100	.3	1.4	19	60	.2	.6	18	49	.2	.8
WUPR-AM																				
FA '98	* 13	39	.1	.4	* 9	50	.1	.4	8	20	.1	.3	* 20	20	.2	.6				
2-Book	20	68	.2	.6	13	57	.1	.6	10	32	.1	.4	31	31	.3	.9	**	**	**	**
WVJP-FM																				
FA '98	51	624	.4	1.5	36	457	.3	1.5	58	157	.5	2.1	54	140	.4	1.7	25	85	.2	1.0
2-Book	68	734	.6	2.0	59	581	.5	2.6	64	167	.5	2.4	96	244	.8	2.9	49	145	.4	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDZ-FM																				
FA '98	4	126	.1		3	26	.1		1	15			7	15	.1	.2	5	15	.2	
2-Book	3	103	.1		3	27	.1		1	8			7	19	.1	.2	3	13	.1	
WXEW-AM																				
FA '98	11	107	.1	.3	* 14	137	.1	.6	25	61	.2	.9	9	31	.1	.3				
2-Book	11	113	.1	.3	10	100	.1	.5	19	54	.2	.7	14	30	.1	.4	1	4	.1	
WXYX-FM																				
FA '98	75	942	.6	2.2	49	530	.4	2.1	62	132	.5	2.2	78	214	.6	2.4	81	183	.6	3.4
2-Book	70	946	.6	2.0	45	479	.4	2.0	44	108	.4	1.6	68	202	.5	2.1	69	173	.5	3.0
WYQE-FM																				
FA '98	26	171	.2	.8	22	91	.2	.9	27	49	.2	1.0	30	35	.2	.9	28	49	.2	1.2
2-Book	28	200	.2	.8	24	127	.2	1.0	25	56	.2	1.0	34	47	.3	1.0	27	48	.2	1.2
WZAR-FM																				
FA '98	52	452	.4	1.5	45	314	.3	1.9	50	116	.4	1.8	78	180	.6	2.4	58	111	.5	2.4
2-Book	41	501	.3	1.2	43	339	.3	1.9	38	100	.3	1.4	69	152	.6	2.1	46	108	.4	2.0
WZNT-FM																				
FA '98	194	1728	1.5	5.8	171	1111	1.3	7.3	163	409	1.3	5.8	253	545	2.0	7.9	220	445	1.7	9.2
2-Book	205	1727	1.6	6.0	176	1239	1.4	7.7	157	405	1.3	5.8	272	608	2.2	8.2	235	490	1.9	10.4
TOTALS																				
FA '98	3368	12279	26.1		2350	10621	18.2		2814	6428	21.8		3187	6805	24.7		2390	5231	18.6	
2-Book	3445	12218	26.9		2305	10601	18.0		2738	6218	21.3		3317	6955	25.9		2270	5140	17.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	10	19	.1	.6	71	193	.6	3.4	31	117	.2	1.0	20	33	.2	.9	49	134	.4	3.6
2-Book	24	59	.2	1.8	64	142	.5	3.2	34	95	.3	1.1	31	49	.3	1.5	41	107	.4	3.2
VAEL-FM																				
FA '98	12	43	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	13	44	.1	.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	4	9		.2												4	9		.3	
2-Book	2	5		.1	2	7		.1							2	5		.2		
WAPA-AM																				
FA '98	52	138	.4	3.2	64	168	.5	3.1	59	140	.5	1.9	42	101	.3	1.9	41	99	.3	3.0
2-Book	38	97	.3	2.5	38	109	.3	1.9	33	77	.3	1.1	26	61	.2	1.2	24	63	.2	1.8
WBRQ-FM																				
FA '98	16	32	.1	1.0					9	33	.1	.3								
2-Book	11	28	.1	.8					7	28	.1	.3				4	15	.1	.4	
WCAD-FM																				
FA '98	4	20		.2	28	43	.2	1.4	4	15		.1	4	15		.2	16	37	.1	1.2
2-Book	5	21		.4	15	26	.1	.8	5	32		.2	10	19	.1	.5	14	25	.1	1.1
WCGB-AM																				
FA '98	8	13	.1	.5	* 25	50	.2	1.2	13	48	.1	.4	15	39	.1	.7	* 7	7	.1	.5
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	22	28	.2	1.4	10	55	.1	.5	23	46	.2	.8	15	15	.1	.7	30	30	.2	2.2
2-Book	13	20	.1	.9	7	35	.1	.4	17	49	.2	.6	12	26	.1	.6	15	15	.1	1.1
WCMN-FM																				
FA '98	28	95	.2	1.7	21	69	.2	1.0	49	118	.4	1.6	34	83	.3	1.6	10	51	.1	.7
2-Book	18	70	.2	1.2	26	73	.2	1.3	50	133	.4	1.6	32	84	.3	1.5	10	43	.1	.8
WCOM-FM																				
FA '98	1	10		.1	26	126	.2	1.3	45	167	.3	1.5	27	86	.2	1.2	17	43	.1	1.2
2-Book	3	20		.2	21	99	.2	1.1	37	136	.3	1.2	24	79	.2	1.1	31	72	.2	2.5
WCTA-FM																				
FA '98	30	50	.2	1.8	27	94	.2	1.3	91	162	.7	3.0	61	112	.5	2.8	15	82	.1	1.1
2-Book	25	56	.2	1.7	33	102	.3	1.7	80	173	.6	2.6	46	101	.4	2.2	14	66	.1	1.1
WDOY-FM																				
FA '98	44	115	.3	2.7	39	105	.3	1.9	81	175	.6	2.7	49	107	.4	2.2	13	38	.1	.9
2-Book	64	117	.5	4.6	29	93	.2	1.5	68	200	.5	2.3	43	108	.4	2.0	10	35	.1	.8
WEGM-FM																				
FA '98	3	7		.2	6	16		.3	7	30	.1	.2	2	8		.1	7	25	.1	.5
2-Book	8	15	.1	.6	7	20	.1	.4	13	36	.1	.4	1	4		.1	7	20	.1	.5
WENA-AM																				
FA '98	* 6	9		.4	9	34	.1	.4	20	47	.2	.7	5	18		.2	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	18	46	.1	1.1	42	94	.3	2.0	53	87	.4	1.8	53	87	.4	2.4	23	77	.2	1.7
2-Book	18	43	.1	1.3	23	63	.2	1.1	30	57	.2	1.0	32	64	.3	1.5	15	49	.2	1.2
WFID-FM																				
FA '98	42	169	.3	2.6	26	123	.2	1.3	69	292	.5	2.3	80	260	.6	3.6	77	232	.6	5.6
2-Book	37	130	.3	2.5	31	124	.3	1.6	57	226	.5	1.9	53	165	.4	2.4	65	185	.5	5.0
WIAC-AM																				
FA '98	62	145	.5	3.8	70	141	.5	3.4	57	133	.4	1.9	51	114	.4	2.3	47	135	.4	3.4
2-Book	47	107	.4	3.2	51	107	.4	2.6	39	94	.3	1.3	35	73	.3	1.6	32	90	.3	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	
WIAC-FM																				
FA '98	34	115	.3	2.1	8	52	.1	.4	95	331	.7	3.1	89	234	.7	4.1	20	89	.2	1.5
2-Book	31	109	.3	2.2	31	122	.3	1.6	85	277	.7	2.8	77	191	.6	3.6	27	85	.3	2.2
WIOA-FM																				
FA '98	36	81	.3	2.2	47	153	.4	2.3	71	227	.6	2.3	36	99	.3	1.6	18	45	.1	1.3
2-Book	49	118	.4	3.5	44	143	.4	2.2	81	240	.7	2.6	56	148	.5	2.7	23	71	.2	1.9
WIOB-FM																				
FA '98	11	41	.1	.7	36	87	.3	1.7	30	87	.2	1.0	15	38	.1	.7	14	38	.1	1.0
2-Book	21	60	.2	1.5	20	49	.2	1.0	33	110	.3	1.1	13	46	.1	.6	16	45	.1	1.3
WIOC-FM																				
FA '98	22	65	.2	1.4	5	40		.2	18	79	.1	.6	9	58	.1	.4	8	35	.1	.6
2-Book	35	94	.3	2.6	7	29	.1	.3	13	72	.1	.5	9	42	.1	.4	14	54	.2	1.2
WIVA-FM																				
FA '98	9	18	.1	.6	23	55	.2	1.1	36	87	.3	1.2	34	67	.3	1.6	8	45	.1	.6
2-Book	10	24	.1	.7	23	48	.2	1.2	47	109	.4	1.6	37	82	.3	1.8	8	35	.1	.6
WKAQ-AM																				
FA '98	105	291	.8	6.5	151	453	1.2	7.3	131	375	1.0	4.3	73	193	.6	3.3	79	233	.6	5.8
2-Book	77	209	.6	5.1	150	404	1.2	7.5	113	298	.9	3.7	82	206	.7	3.9	52	144	.4	4.0
WKAQ-FM																				
FA '98	115	284	.9	7.1	71	197	.6	3.4	169	515	1.3	5.6	106	250	.8	4.8	53	106	.4	3.9
2-Book	76	197	.6	5.0	69	204	.6	3.4	136	425	1.1	4.5	81	209	.6	3.8	46	102	.4	3.6
WKSA-FM																				
FA '98	13	34	.1	.8	13	32	.1	.6	17	24	.1	.6	2	7		.1	14	30	.1	1.0
2-Book	7	17	.1	.4	7	16	.1	.3	9	16	.1	.3	3	10		.2	8	18	.1	.6
WKVM-AM																				
FA '98	17	32	.1	1.0	47	91	.4	2.3	29	83	.2	1.0	18	41	.1	.8	13	32	.1	.9
2-Book	14	31	.1	.9	48	109	.4	2.4	55	99	.4	1.8	37	77	.3	1.8	11	30	.1	.9
WLEO-AM																				
FA '98	11	26	.1	.7	10	29	.1	.5									3	8		.2
2-Book	7	18	.1	.5	17	38	.2	.9	5	17	.1	.2					6	15	.1	.5
WLUZ-AM																				
FA '98	14	31	.1	.9	8	17	.1	.4	11	34	.1	.4	14	22	.1	.6	13	25	.1	.9
2-Book	7	16	.1	.5	21	34	.2	1.1	18	56	.2	.6	17	34	.1	.8	7	13	.1	.5
WMEG-FM																				
FA '98	55	117	.4	3.4	23	27	.2	1.1	27	78	.2	.9	42	107	.3	1.9	69	129	.5	5.0
2-Book	40	100	.3	2.7	35	73	.3	1.8	49	100	.4	1.6	54	119	.4	2.6	55	126	.4	4.3
WMIO-FM																				
FA '98	1	8		.1	5	11		.2	11	11	.1	.4	15	28	.1	.7				
2-Book	3	12		.2	4	13		.2	12	13	.1	.4	8	14	.1	.4				
WNEL-AM																				
FA '98	21	42	.2	1.3	2	8		.1					9	35	.1	.4	19	45	.1	1.4
2-Book	16	45	.2	1.1	12	32	.1	.6	14	36	.1	.5	23	56	.2	1.1	27	50	.2	2.2
WNIK-FM																				
FA '98	3	18		.2	13	21	.1	.6	7	26	.1	.2	5	21		.2	7	31	.1	.5
2-Book	5	13	.1	.4	7	11	.1	.3	5	18	.1	.2	3	11		.1	7	21	.1	.5
WNNV-FM																				
FA '98	12	36	.1	.7	25	56	.2	1.2	15	40	.1	.5	35	47	.3	1.6	15	43	.1	1.1
2-Book	14	32	.1	1.0	23	56	.2	1.2	14	48	.1	.5	22	30	.2	1.0	12	35	.1	.9
WNRT-FM																				
FA '98	55	143	.4	3.4	67	183	.5	3.2	50	172	.4	1.7	43	141	.3	2.0	35	98	.3	2.6
2-Book	31	80	.2	2.0	50	143	.4	2.5	41	127	.4	1.4	27	93	.2	1.3	22	61	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Estimates

Persons 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																			
FA '98	3	21	.2	7	11	.1	.3	16	41	.1	.5	25	34	.2	1.1	13	37	.1	.9
2-Book	2	11	.1	8	16	.1	.4	16	46	.1	.5	15	27	.1	.7	15	30	.1	1.2
WORO-FM																			
FA '98	45	95	.3	58	164	.5	2.8	345	593	2.7	11.4	173	431	1.3	7.9	16	51	.1	1.2
2-Book	46	114	.4	60	177	.5	3.0	379	627	3.0	12.4	186	445	1.5	8.8	37	105	.3	3.1
WOSO-AM																			
FA '98				40	89	.3	1.9	21	42	.2	.7	12	39	.1	.5				
2-Book				21	52	.2	1.0	14	42	.2	.5	14	33	.1	.6	3	9		.2
WQYE-FM																			
FA '98	1	10	.1	8	19	.1	.4	24	63	.2	.8	26	62	.2	1.2	26	54	.2	1.9
2-Book	5	25	.1	11	24	.1	.6	22	53	.2	.7	22	49	.2	1.1	30	90	.3	2.4
WPAB-AM																			
FA '98	9	19	.1	11	40	.1	.5	8	45	.1	.3	9	26	.1	.4	5	8		.4
2-Book	18	38	.2	16	41	.2	.8	12	44	.1	.4	16	37	.2	.8	13	25	.1	1.1
WPRA-AM																			
FA '98	8	12	.1	14	36	.1	.7	14	26	.1	.5	9	20	.1	.4				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
FA '98	150	377	1.2	111	242	.9	5.4	184	456	1.4	6.1	115	262	.9	5.2	178	330	1.4	13.0
2-Book	112	309	.9	73	180	.6	3.6	164	442	1.3	5.4	115	276	.9	5.4	114	249	.9	8.7
WPRP-AM																			
FA '98				12	31	.1	.6	18	49	.1	.6								
2-Book				9	27	.1	.5	13	43	.1	.5	2	9		.1		5		
WQBS-AM																			
FA '98	19	31	.1					1	6			1	8			5	12		.4
2-Book	11	22	.1					4	18		.1	1	4			6	18	.1	.5
WQQZ-FM																			
FA '98	19	35	.1	*				6	19		.2	21	42	.2	1.0				
2-Book	14	28	.1					8	24	.1	.3	14	30	.1	.7	2	6		.2
WRIO-FM																			
FA '98	12	32	.1	12	41	.1	.6	14	66	.1	.5	15	55	.1	.7	14	48	.1	1.0
2-Book	13	30	.1	15	36	.1	.8	21	72	.2	.7	19	41	.2	.9	14	44	.1	1.1
WSKN-AM																			
FA '98	7	17	.1	1	10			1	14			9	43	.1	.4	17	50	.1	1.2
2-Book	6	22	.1	6	19	.1	.3	15	44	.1	.5	9	36	.1	.4	19	47	.2	1.5
WTPM-FM																			
FA '98	*							4	11		.1					*			
2-Book	1	1	.1	3	10		.2	7	17	.1	.2	4	10	.1	.2	7	14	.1	.6
WUKQ-FM																			
FA '98	13	57	.1	18	68	.1	.9	42	142	.3	1.4	33	80	.3	1.5	20	56	.2	1.5
2-Book	15	61	.1	16	62	.1	.8	45	121	.4	1.5	40	112	.4	1.9	25	61	.2	2.0
WUNO-AM																			
FA '98	7	29	.1	45	137	.3	2.2	11	45	.1	.4	2	9		.1				
2-Book	12	35	.1	37	108	.3	1.8	17	58	.2	.6	13	24	.1	.6	7	19	.1	.6
WUPR-AM																			
FA '98				7	30	.1	.3	*	9	.1	.3								
2-Book	**	**	**	9	41	.1	.5	20	20	.2	.7	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	18	81	.1	32	65	.2	1.5	33	82	.3	1.1	20	65	.2	.9	49	160	.4	3.6
2-Book	34	126	.3	42	95	.3	2.1	73	168	.6	2.4	59	141	.5	2.8	55	152	.5	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	3	15		.2									3	10		.1	6	10		.4
2-Book	2	8		.1					2	5		.1	3	13		.1	3	5		.2
WXEW-AM																				
FA '98	* 13	46	.1	.8	* 35	48	.3	1.7	19	53	.1	.6	3	11		.1	* 9	9	.1	.7
2-Book	7	23	.1	.4	22	32	.2	1.1	10	31	.1	.3	2	6		.1	5	5	.1	.4
WXYZ-FM																				
FA '98	22	93	.2	1.4	31	101	.2	1.5	61	165	.5	2.0	58	162	.5	2.6	4	23		.3
2-Book	20	81	.2	1.4	31	97	.2	1.6	64	159	.5	2.1	57	171	.5	2.7	9	33	.1	.7
WYQE-FM																				
FA '98	5	6		.3	14	25	.1	.7	34	59	.3	1.1	34	58	.3	1.6	6	6		.4
2-Book	3	3		.2	18	30	.2	.9	45	86	.4	1.5	31	67	.3	1.5	7	10	.1	.6
WZAR-FM																				
FA '98	22	66	.2	1.4	34	70	.3	1.6	68	137	.5	2.2	37	87	.3	1.7	13	41	.1	.9
2-Book	22	65	.2	1.6	34	83	.3	1.7	77	190	.6	2.5	45	129	.4	2.1	9	24	.1	.7
WZNT-FM																				
FA '98	79	181	.6	4.9	85	220	.7	4.1	271	562	2.1	9.0	248	430	1.9	11.3	55	162	.4	4.0
2-Book	86	221	.7	6.1	79	207	.7	4.0	273	554	2.1	9.0	254	503	2.0	11.9	55	147	.4	4.4
TOTALS																				
FA '98	1627	3779	12.6		2068	4832	16.1		3026	6154	23.5		2192	4705	17.0		1371	3188	10.6	
2-Book	1457	3521	11.4		2001	4665	15.6		3061	6275	23.9		2137	4613	16.7		1270	3010	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																				
FA '98	7	68	.2	.9	4	45	.1	.4	8	68	.2	1.4	1	23	.1		5	45	.1	.9
SU '98	3	56	.1	.4	3	28	.1	.3	3	37	.1	.4	5	19	.1	.6	4	19	.1	.7
2-Book	5	62	.2	.7	4	37	.1	.4	6	53	.2	.9	3	21	.1	.4	5	32	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 4	155	.1	.5	2	52		.2	7	68	.2	1.2	6	69	.1	.7	1	27		.2
SU '98	12	358	.3	1.6	6	83	.1	.6	23	266	.5	3.1	10	143	.2	1.2	6	86	.1	1.0
2-Book	8	257	.2	1.1	4	68	.1	.4	15	167	.4	2.2	8	106	.2	1.0	4	57	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98																				
SU '98		8																		
2-Book		4																		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	1	44		.1						8			1	12		.1		12		
SU '98	1	35		.1	3	35	.1	.3	1	16		.1								
2-Book	1	40		.1	2	18	.1	.2	1	12		.1	1	6		.1	6			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	2	89		.3	4	34	.1	.4	1	5		.2	2	33		.2	2	39		.4
SU '98	5	137	.1	.7	6	52	.1	.6	7	56	.2	.9	4	36	.1	.5	3	58	.1	.5
2-Book	4	113	.1	.5	5	43	.1	.5	4	31	.1	.6	3	35	.1	.4	3	49	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	14	396	.3	1.9	17	187	.4	1.6	9	120	.2	1.5	17	164	.4	1.9	12	150	.3	2.2
SU '98	8	308	.2	1.1	4	68	.1	.4	11	116	.3	1.5	10	139	.2	1.2	4	91	.1	.7
2-Book	11	352	.3	1.5	11	128	.3	1.0	10	118	.3	1.5	14	152	.3	1.6	8	121	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	*																*			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	6	45	.1	.8	7	38	.2	.7	4	38	.1	.7	5	26	.1	.5	3	20	.1	.5
SU '98		6																		
2-Book	3	26	.1	.4	4	19	.1	.4	2	19	.1	.4	3	13	.1	.3	2	10	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	16	299	.4	2.1	15	124	.3	1.4	7	88	.2	1.2	19	149	.4	2.1	12	96	.3	2.2
SU '98	11	320	.3	1.4	7	38	.2	.7	13	181	.3	1.7	12	149	.3	1.5	12	143	.3	2.1
2-Book	14	310	.4	1.8	11	81	.3	1.1	10	135	.3	1.5	16	149	.4	1.8	12	120	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	51	1420	1.1	6.8	69	508	1.5	6.5	33	499	.7	5.7	56	631	1.3	6.1	59	597	1.3	10.7
SU '98	73	1352	1.7	9.6	87	557	2.0	8.4	46	528	1.0	6.1	80	764	1.8	9.9	72	660	1.6	12.6
2-Book	62	1386	1.4	8.2	78	533	1.8	7.5	40	514	.9	5.9	68	698	1.6	8.0	66	629	1.5	11.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	11	169	.2	1.5	8	58	.2	.8	6	71	.1	1.0	12	94	.3	1.3	6	59	.1	1.1
SU '98	24	293	.5	3.2	28	136	.6	2.7	40	187	.9	5.3	24	91	.5	3.0	7	125	.2	1.2
2-Book	18	231	.4	2.4	18	97	.4	1.8	23	129	.5	3.2	18	93	.4	2.2	7	92	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	50	1031	1.1	6.7	27	231	.6	2.5	28	340	.6	4.8	35	388	.8	3.8	70	616	1.6	12.7
SU '98	44	809	1.0	5.8	30	186	.7	2.9	36	239	.8	4.8	31	287	.7	3.8	50	419	1.1	8.7
2-Book	47	920	1.1	6.3	29	209	.7	2.7	32	290	.7	4.8	33	338	.8	3.8	60	518	1.4	10.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	11	238	.2	1.5	4	67	.1	.4	10	98	.2	1.7	10	129	.2	1.1	13	64	.3	2.4
SU '98	12	152	.3	1.6	14	66	.3	1.3	9	73	.2	1.2	20	79	.5	2.5	7	38	.2	1.2
2-Book	12	195	.3	1.6	9	67	.2	.9	10	86	.2	1.5	15	104	.4	1.8	10	51	.3	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	7	109	.2	.9	1	30	.1	.1					10	30	.2	1.1	3	24	.1	.5
SU '98	1	19	.1	.1	1	9	.1	.1	2	19	.3	.3		9	.1	.6	1	19	.1	.2
2-Book	4	64	.1	.5	1	20	.1	.1	1	10	.2	.2	5	20	.1	.6	2	22	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	13	345	.3	1.7	7	88	.2	.7	13	158	.3	2.2	29	171	.6	3.2	8	91	.2	1.5
SU '98	22	470	.5	2.9	23	171	.5	2.2	17	227	.4	2.3	18	189	.4	2.2	27	217	.6	4.7
2-Book	18	408	.4	2.3	15	130	.4	1.5	15	193	.4	2.3	24	180	.5	2.7	18	154	.4	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
W1AC-AM																				
FA '98									1	16		.1	2	15		.2				
SU '98		31							1	8		.1	1	8		.1				
2-Book		16							1	8		.1	1	8		.1				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W1AC-FM																				
FA '98	13	469	.3	1.7	21	196	.5	2.0	17	176	.4	2.9	9	116	.2	1.0	9	122	.2	1.6
SU '98	19	494	.4	2.5	38	309	.9	3.7	12	225	.3	1.6	24	209	.5	3.0	14	157	.3	2.4
2-Book	16	482	.4	2.1	30	253	.7	2.9	15	201	.4	2.3	17	163	.4	2.0	12	140	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W10A-FM																				
FA '98	16	410	.4	2.1	32	188	.7	3.0	19	113	.4	3.3	11	89	.2	1.2	4	71	.1	.7
SU '98	12	378	.3	1.6	9	144	.2	.9	23	159	.5	3.1	13	114	.3	1.6	10	72	.2	1.7
2-Book	14	394	.4	1.9	21	166	.5	2.0	21	136	.5	3.2	12	102	.3	1.4	7	72	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W10B-FM																				
FA '98	6	184	.1	.8	8	77	.2	.8	8	123	.2	1.4	9	58	.2	1.0	3	22	.1	.5
SU '98	4	124	.1	.5	13	55	.3	1.2	5	59	.1	.7	4	36	.1	.5	2	21	.1	.3
2-Book	5	154	.1	.7	11	66	.3	1.0	7	91	.2	1.1	7	47	.2	.8	3	22	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W10C-FM																				
FA '98	4	166	.1	.5	3	54	.1	.3	2	54	.1	.3	3	36	.1	.3	6	70	.1	1.1
SU '98	7	189	.2	.9	5	60	.1	.5	9	70	.2	1.2	9	89	.2	1.1	4	94	.1	.7
2-Book	6	178	.2	.7	4	57	.1	.4	6	62	.1	.8	6	63	.2	.7	5	82	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W1VA-FM																				
FA '98	7	209	.2	.9	10	87	.2	.9	5	64	.1	.9	13	130	.3	1.4		6		
SU '98	23	449	.5	3.0	63	254	1.4	6.1	18	187	.4	2.4	31	219	.7	3.8	4	42	.1	.7
2-Book	15	329	.4	2.0	37	171	.8	3.5	12	126	.3	1.7	22	175	.5	2.6	2	24	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	5	303	.1	.7	16	185	.4	1.5	5	81	.1	.9	2	25		.2	1	29		.2
SU '98	6	121	.1	.8	3	37	.1	.3	4	35	.1	.5	5	44	.1	.6	4	27	.1	.7
2-Book	6	212	.1	.8	10	111	.3	.9	5	58	.1	.7	4	35	.1	.4	3	28	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	72	1332	1.6	9.6	75	565	1.7	7.0	77	655	1.7	13.2	82	722	1.8	8.9	57	586	1.3	10.4
SU '98	57	1088	1.3	7.5	43	365	1.0	4.1	92	577	2.1	12.3	78	597	1.8	9.7	36	401	.8	6.3
2-Book	65	1210	1.5	8.6	59	465	1.4	5.6	85	616	1.9	12.8	80	660	1.8	9.3	47	494	1.1	8.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '98	2	79	.3					1	29	.2		6	57	.1	.7	2	57	.4		
SU '98	3	122	.1	.4	4	24	.1	.4	1	53	.1	2	33	.2		3	63	.1	.5	
2-Book	3	101	.1	.4	2	12	.1	.2	1	41	.2	4	45	.1	.5	3	60	.1	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKVM-AM																				
FA '98																				
SU '98		11			1	11	.1													
2-Book		6			1	6	.1													
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLEO-AM																				
FA '98	1	22	.1		3	12	.1	.3												
SU '98	1	46	.1		5	32	.1	.5												
2-Book	1	34	.1		4	22	.1	.4		5		1	5	.1						
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLUZ-AM																				
FA '98																				
SU '98																				
2-Book																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMEG-FM																				
FA '98	62	927	1.4	8.3	69	362	1.5	6.5	42	337	.9	7.2	86	495	1.9	9.4	70	432	1.6	12.7
SU '98	60	1124	1.4	7.9	64	381	1.5	6.1	42	415	1.0	5.6	79	510	1.8	9.8	52	383	1.2	9.1
2-Book	61	1026	1.4	8.1	67	372	1.5	6.3	42	376	1.0	6.4	83	503	1.9	9.6	61	408	1.4	10.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	1	27	.1					1	7	.2		3	18	.1	.3	2	16	.4		
SU '98	1	39	.1					1	27	.1		1	17	.2		1	8	.2		
2-Book	1	33	.1					1	17	.2		2	9	.1	.2	1	8	.2		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNEL-AM																				
FA '98		11			1	11	.1		1	11	.2		1	11	.1					
SU '98		7				7				7				7						
2-Book		9			1	9	.1		1	6	.1		1	6	.1					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNIK-FM																				
FA '98		36											1	7	.1		2	36	.4	
SU '98	3	40	.1	.4	2	21	.2		6	16	.1	.8	1	11	.1		4	16	.1	.7
2-Book	2	38	.1	.2	1	11	.1		3	8	.1	.4	1	9	.1		3	26	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Men 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																			
FA '98	4	99	.1	.5	7	51	.2	.7	6	47	.1	1.0	3	21	.1	.3	1	15	.2
SU '98		31											1	9	.1	.1	1	9	.2
2-Book	2	65	.1	.3	4	26	.1	.4	3	24	.1	.5	2	15	.1	.2	1	12	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
FA '98	9	198	.2	1.2	19	100	.4	1.8	6	86	.1	1.0	14	132	.3	1.5	5	70	.1
SU '98	4	152	.1	.5	5	42	.1	.5	4	59	.1	.5	4	53	.1	.5	2	47	.3
2-Book	7	175	.2	.9	12	71	.3	1.2	5	73	.1	.8	9	93	.2	1.0	4	59	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQOI-FM																			
FA '98	30	342	.7	4.0	37	182	.8	3.5	16	159	.4	2.7	39	190	.9	4.3	35	191	.8
SU '98	10	186	.2	1.3	15	95	.3	1.4	4	82	.1	.5	15	113	.3	1.9	9	84	.2
2-Book	20	264	.5	2.7	26	139	.6	2.5	10	121	.1	1.6	27	152	.6	3.1	22	138	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																			
FA '98	3	103	.1	.4					1	17		.2		9				7	
SU '98	3	53	.1	.4					1	11		.1		1		.1			
2-Book	3	78	.1	.4					1	14		.2		1		.1		4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																			
FA '98																			
SU '98		17																	
2-Book		9																	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
FA '98	29	470	.6	3.9	42	240	.9	3.9	21	207	.5	3.6	37	253	.8	4.0	24	158	.5
SU '98	36	667	.8	4.7	71	436	1.6	6.8	40	399	.9	5.3	21	239	.5	2.6	34	266	.8
2-Book	33	569	.7	4.3	57	338	1.3	5.4	31	303	.7	4.5	29	246	.7	3.3	29	212	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																			
FA '98	1	32		.1						13								2	9
SU '98	2	84		.3	4	26	.1	.4	1	23		.1					4	21	.1
2-Book	2	58		.2	2	13	.1	.2	1	18		.1					3	15	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																			
FA '98	*	1		.1	1	20		.1		8			2	8		.2	*	8	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																				
FA '98	117	1530	2.6	15.6	337	1038	7.5	31.6	73	559	1.6	12.5	164	791	3.7	17.9	29	314	.6	5.3
SU '98	87	1173	2.0	11.5	236	838	5.4	22.7	66	480	1.5	8.8	96	572	2.2	11.9	34	247	.8	5.9
2-Book	102	1352	2.3	13.6	287	938	6.5	27.2	70	520	1.6	10.7	130	682	3.0	14.9	32	281	.7	5.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98		29			1	9	.1			8								6		
SU '98		6				6												3		
2-Book		18			1	8	.1			4								3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98																				
SU '98																				
2-Book																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 5	69	.1	.7						11			14	22	.3	1.5	5	23	.1	.9
SU '98		25			1	14	.1						7	11	.2	.8	3	12	.1	.5
2-Book	3	47	.1	.4	1	7	.1			6			7	11	.2	.8	3	12	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	14	292	.3	1.9	47	149	1.1	4.4	7	83	.2	1.2	17	124	.4	1.9	2	59	.4	.4
SU '98	18	297	.4	2.4	47	193	1.1	4.5	15	98	.3	2.0	21	193	.5	2.6	7	91	.2	1.2
2-Book	16	295	.4	2.2	47	171	1.1	4.5	11	91	.3	1.6	19	159	.5	2.3	5	75	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98																				
SU '98		16							1	16	.1									
2-Book		8							1	8	.1									
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 7	8																* 1	8	.2
SU '98	4	41	.2	.9	9	19	.2	.9	5	19	.1	.7	6	27	.1	.7	6	27	.1	1.0
2-Book	4	25	.1	.5	5	10	.1	.5	3	10	.1	.4	3	14	.1	.4	4	18	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	17	445	.4	2.3	18	144	.4	1.7	16	187	.4	2.7	34	263	.8	3.7	12	115	.3	2.2
SU '98	26	444	.6	3.4	11	146	.3	1.1	31	221	.7	4.1	22	194	.5	2.7	33	176	.8	5.8
2-Book	22	445	.5	2.9	15	145	.4	1.4	24	204	.6	3.4	28	229	.7	3.2	23	146	.6	4.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	33			1	17		.1					1	22		.1	1	11		.2	
SU '98	32			1	9		.1					1	11		.1	1	6		.1	
2-Book	33			1	9		.1					1	11		.1	1	6		.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUPR-AM																				
FA '98	* 1	8	.1	1	8		.1		**	**	**	**	**	**	**	**	**	**	**	
SU '98								**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	1	4	.1	1	4		.1	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVJP-FM																				
FA '98	3	126	.1	.4	17			3	56	.1	.5	3	43	.1	.3	1	22		.2	
SU '98	1	81		.1	22			2	35		.3	1	17		.1	1	26		.2	
2-Book	2	104	.1	.3	20			3	46	.1	.4	2	30	.1	.2	1	24		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVOZ-FM																				
FA '98		28			17			1	28		.2	1	17		.1					
SU '98	4	121	.1	.5	14	.3	1.3	1	15		.1	1	31		.1	2	71		.3	
2-Book	2	75	.1	.3	7	.2	.7	1	22		.2	1	24		.1	1	36		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXEW-AM																				
FA '98	* 1	24	.1		6	.1	.6													
SU '98					3	.1	.3		**	**	**	**	**	**	**	**	**	**	**	
2-Book	1	12	.1	.3	3	.1	.3	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '98	43	1091	1.0	5.7	58	437	1.3	5.4	50	521	1.1	8.6	48	417	1.1	5.2	27	224	.6	4.9
SU '98	36	880	.8	4.7	51	330	1.2	4.9	47	380	1.1	6.3	34	429	.8	4.2	29	281	.7	5.1
2-Book	40	986	.9	5.2	55	384	1.3	5.2	49	451	1.1	7.5	41	423	1.0	4.7	28	253	.7	5.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WYQE-FM																				
FA '98	7	119	.2	.9	13	38	.3	1.2	10	58	.2	1.7	6	63	.1	.7		11		
SU '98	2	42		.3				1	15		.1	2	15		.2	2	12		.3	
2-Book	5	81	.1	.6	7	19	.2	.6	6	37	.1	.9	4	39	.1	.5	1	12	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '98	11	165	.2	1.5	7	60	.2	.7	3	60	.1	.5	20	82	.4	2.2	10	68	.2	1.8
SU '98	15	248	.3	2.0	17	124	.4	1.6	10	88	.2	1.3	12	117	.3	1.5	17	140	.4	3.0
2-Book	13	207	.3	1.8	12	92	.3	1.2	7	74	.2	.9	16	100	.4	1.9	14	104	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	33	553	.7	4.4	34	221	.8	3.2	31	232	.7	5.3	37	273	.8	4.0	12	138	.3	2.2
SU '98	30	563	.7	4.0	31	248	.7	3.0	28	267	.6	3.7	39	277	.9	4.8	21	211	.5	3.7
2-Book	32	558	.7	4.2	33	235	.8	3.1	30	250	.7	4.5	38	275	.9	4.4	17	175	.4	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	748	4278	16.8		1066	3773	23.9		584	2866	13.1		917	3596	20.5		550	3036	12.3	
SU '98	759	4215	17.3		1041	3461	23.7		749	3224	17.1		808	3323	18.4		573	2952	13.1	
2-Book	754	4247	17.1		1054	3617	23.8		667	3045	15.1		863	3460	19.5		562	2994	12.7	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	5	68	.1	.6	13	45	.3	1.8	3	45	.1	.5	18	45	.4	1.8	20	45	.4	2.2
2-Book	5	62	.1	.6	7	32	.2	1.0	2	23	.1	.3	10	27	.2	1.0	10	23	.2	1.1
Wael-FM																				
FA '98	5	115	.1	.6	**	**	**	**	13	13	.3	2.2	7	30	.2	.7	3	11	.1	.3
2-Book	10	218	.2	1.1	**	**	**	**	7	8	.2	1.1	11	41	.3	1.1	9	42	.2	1.2
WALO-AM																				
FA '98																				
2-Book						4														
WAPA-AM																				
FA '98	1	20		.1	1	12		.1												
2-Book	1	28		.1	1	6		.1												
WBRQ-FM																				
FA '98	2	52		.2	2	64		.3												
2-Book	4	75	.1	.5	3	66	.1	.4					3	8	.1	.3				
WCAD-FM																				
FA '98	14	285	.3	1.7	15	244	.3	2.1	9	26	.2	1.5	14	51	.3	1.4	14	48	.3	1.5
2-Book	12	253	.3	1.4	13	218	.3	1.9	9	22	.2	1.4	13	44	.3	1.3	21	68	.5	2.7
WCGB-AM																				
FA '98	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	5	38	.1	.6	9	45	.2	1.2	20	26	.4	3.4	19	38	.4	1.9	2	12		.2
2-Book	3	19	.1	.3	5	26	.1	.6	10	13	.2	1.7	10	19	.2	1.0	1	6		.1
WCMN-FM																				
FA '98	13	230	.3	1.6	25	199	.6	3.4	7	21	.2	1.2	26	76	.6	2.6	57	93	1.3	6.3
2-Book	12	237	.3	1.5	18	172	.5	2.5	9	28	.3	1.5	24	68	.6	2.4	33	62	.8	3.8
WCOM-FM																				
FA '98	51	1079	1.1	6.1	47	668	1.1	6.4	45	161	1.0	7.6	50	248	1.1	5.0	42	139	.9	4.6
2-Book	60	1100	1.4	7.1	65	729	1.5	9.0	54	164	1.2	8.9	77	264	1.8	7.8	75	200	1.7	9.5
WCTA-FM																				
FA '98	9	129	.2	1.1	20	124	.4	2.7	18	45	.4	3.0	36	79	.8	3.6	17	41	.4	1.9
2-Book	20	172	.5	2.4	21	149	.5	2.9	24	58	.6	3.9	46	96	1.1	4.6	23	48	.6	2.9
WDOY-FM																				
FA '98	30	556	.7	3.6	73	795	1.6	10.0	33	91	.7	5.5	47	138	1.1	4.7	49	130	1.1	5.4
2-Book	32	489	.8	3.8	68	718	1.5	9.4	28	67	.6	4.6	39	131	.9	4.0	38	113	.9	4.5
WEGM-FM																				
FA '98	8	176	.2	1.0	13	146	.3	1.8	6	18	.1	1.0	15	38	.3	1.5	15	39	.3	1.6
2-Book	11	148	.3	1.3	13	127	.3	1.8	5	14	.1	.8	14	45	.3	1.4	12	26	.3	1.4
WENA-AM																				
FA '98	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	3	30	.1	.4	16	99	.4	2.2	29	39	.6	4.9	22	39	.5	2.2	37	74	.8	4.1
2-Book	2	25	.1	.3	9	59	.2	1.2	15	24	.3	2.6	11	20	.3	1.1	19	37	.4	2.1
WFID-FM																				
FA '98	16	248	.4	1.9	9	192	.2	1.2	3	24	.1	.5	29	103	.6	2.9	8	55	.2	.9
2-Book	18	301	.4	2.1	16	215	.4	2.2	14	35	.3	2.2	34	76	.8	3.4	24	69	.6	3.1
WIAC-AM																				
FA '98																				
2-Book	1	16		.1																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

	Men 12-24																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAF-FM																				
FA '98	16	351	.4	1.9	13	215	.3	1.8	4	24	.1	.7	16	64	.4	1.6	29	53	.6	3.2
2-Book	20	394	.5	2.4	14	213	.3	2.0	8	38	.2	1.3	20	70	.5	2.0	27	62	.6	3.3
WIOA-FM																				
FA '98	20	281	.4	2.4	16	228	.4	2.2	27	56	.6	4.5	12	52	.3	1.2	25	69	.6	2.7
2-Book	18	304	.4	2.1	12	191	.3	1.6	22	60	.5	3.6	8	41	.2	.8	14	48	.4	1.6
WIOB-FM																				
FA '98	8	167	.2	1.0	4	108	.1	.5					2	23		.2	3	35	.1	.3
2-Book	8	132	.2	.9	3	63	.1	.3					1	12		.1	2	18	.1	.2
WIOC-FM																				
FA '98	3	95	.1	.4	6	102	.1	.8	20	70	.4	3.4	9	33	.2	.9	3	11	.1	.3
2-Book	6	122	.2	.7	7	71	.2	1.0	10	35	.2	1.7	10	23	.3	1.0	9	19	.2	1.1
WIVA-FM																				
FA '98	9	209	.2	1.1	8	83	.2	1.1	9	25	.2	1.5	29	45	.6	2.9	14	38	.3	1.5
2-Book	22	289	.5	2.6	11	137	.3	1.5	9	22	.2	1.5	25	61	.6	2.5	14	34	.3	1.7
WKAQ-AM																				
FA '98	8	253	.2	1.0	2	86		.3	4	52	.1	.7					9	27	.2	1.0
2-Book	6	168	.2	.8	6	82	.1	.9	5	36	.1	.8	1	4		.1	8	25	.2	.9
WKAQ-FM																				
FA '98	78	1099	1.7	9.3	72	862	1.6	9.9	67	153	1.5	11.3	113	346	2.5	11.2	125	340	2.8	13.7
2-Book	76	988	1.7	8.9	58	762	1.3	8.1	53	142	1.2	8.7	97	293	2.2	9.7	95	256	2.2	11.3
WKSA-FM																				
FA '98	2	64		.2	2	35		.3	5	20	.1	.8					6	15	.1	.7
2-Book	2	75		.2	3	58	.1	.5	3	10	.1	.4	5	19	.1	.5	3	8	.1	.4
WKVM-AM																				
FA '98																				
2-Book		6																		
WLEO-AM																				
FA '98	1	12		.1	2	22		.3	6	12	.1	1.0								
2-Book	2	22		.2	2	18		.2	3	6	.1	.5								
WLUZ-AM																				
FA '98																				
2-Book																				
WMEG-FM																				
FA '98	64	693	1.4	7.7	52	584	1.2	7.1	14	48	.3	2.4	45	163	1.0	4.5	42	90	.9	4.6
2-Book	62	741	1.4	7.4	59	625	1.4	8.2	29	109	.7	4.8	77	194	1.8	7.8	56	143	1.3	7.0
WMIO-FM																				
FA '98	1	18		.1	1	7		.1					3	7	.1	.3	5	7	.1	.5
2-Book	1	23		.1	2	17		.2					2	4	.1	.2	7	10	.2	.8
WNEL-AM																				
FA '98	1	11		.1																
2-Book	1	9		.1		4			1	4		.2								
WNIK-FM																				
FA '98		7																		
2-Book	2	20	.1	.2	1	12		.2												
WNNV-FM																				
FA '98	5	74	.1	.6	5	55	.1	.7	1	8		.2	8	30	.2	.8	1	8		.1
2-Book	3	42	.1	.3	3	38	.1	.4	1	4		.1	4	15	.1	.4	1	4		.1
WNRT-FM																				
FA '98	12	154	.3	1.4	6	125	.1	.8	2	9		.3	11	37	.2	1.1	6	24	.1	.7
2-Book	8	122	.2	1.0	6	112	.1	.8	6	14	.1	1.0	9	28	.2	.9	3	12	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	29	302	.6	3.5	30	235	.7	4.1	22	64	.5	3.7	38	91	.9	3.8	45	120	1.0	4.9
2-Book	20	227	.5	2.4	21	172	.5	2.9	15	48	.4	2.4	24	57	.6	2.4	32	82	.7	3.7
WORO-FM																				
FA '98	1	17		.1	8	79	.2	1.1	8	15	.2	1.3								
2-Book	1	14		.1	9	61	.2	1.2	4	8	.1	.7	9	9	.2	.9	4	9	.1	.6
WOSO-AM																				
FA '98						9														
2-Book																				
Woye-FM																				
FA '98	32	425	.7	3.8	26	305	.6	3.6	12	41	.3	2.0	58	131	1.3	5.8	35	61	.8	3.8
2-Book	38	509	.9	4.5	25	338	.6	3.5	16	60	.4	2.6	46	130	1.1	4.7	25	75	.6	2.9
WPAB-AM																				
FA '98		13			1	19		.1					1	9		.1	4	9	.1	.4
2-Book	1	31		.1	2	21		.2					1	5		.1	2	5	.1	.2
WPRA-AM																				
FA '98	1	28		.1																
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	182	1458	4.1	21.8	59	644	1.3	8.1	75	186	1.7	12.6	90	209	2.0	8.9	95	210	2.1	10.4
2-Book	155	1270	3.5	18.3	56	552	1.3	7.8	72	177	1.6	11.8	82	188	1.9	8.2	64	160	1.5	7.5
WPRP-AM																				
FA '98		17				12							2	12		.2				
2-Book		12				6							1	6		.1				
WQBS-AM																				
FA '98																				
2-Book																				
WQQZ-FM																				
FA '98	4	33	.1	.5	* 7	35	.2	1.0	11	35	.2	1.8	22	22	.5	2.2	17	22	.4	1.9
2-Book	2	24	.1	.3	4	30	.1	.6	6	18	.1	.9	12	17	.3	1.2	11	17	.3	1.2
WRIO-FM																				
FA '98	22	230	.5	2.6	7	98	.2	1.0	8	28	.2	1.3	13	34	.3	1.3				
2-Book	25	239	.6	2.9	9	131	.2	1.2	15	46	.4	2.4	14	62	.3	1.4	5	14	.1	.7
WSKN-AM																				
FA '98																				
2-Book		8																		
WTPM-FM																				
FA '98					*															
2-Book	4	14	.1	.4	4	16	.1	.5	5	10	.1	.8	6	16	.2	.6	10	10	.2	1.3
WUJQ-FM																				
FA '98	22	389	.5	2.6	12	235	.3	1.6	4	31	.1	.7	26	101	.6	2.6	18	53	.4	2.0
2-Book	22	365	.5	2.6	20	261	.5	2.7	12	50	.3	1.9	29	112	.7	3.0	27	57	.6	3.4
WUNO-AM																				
FA '98		22																		
2-Book		20			1	16		.1												
WUPR-AM																				
FA '98	* 1	8		.1	* 2	8		.3	4	8	.1	.7	* 4	8	.1	.4				
2-Book	1	4		.1	1	4		.2	2	4	.1	.4	2	4	.1	.2	**	**	**	**
WVJP-FM																				
FA '98	2	87		.2	6	67	.1	.8	6	39	.1	1.0	15	45	.3	1.5				
2-Book	2	81		.2	3	47	.1	.4	3	20	.1	.5	8	23	.2	.8				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	1	28	.1	.1																
2-Book	3	44	.1	.4	2	25	.1	.3	7	7	.2	1.1	3	15	.1	.3				
WXEW-AM																				
FA '98					*															
2-Book	1	8		.1	1	5		.1	2	5	.1	.3								
WXYZ-FM																				
FA '98	52	910	1.2	6.2	39	668	.9	5.3	28	118	.6	4.7	82	266	1.8	8.1	66	198	1.5	7.2
2-Book	48	826	1.1	5.7	33	585	.8	4.6	24	100	.5	3.9	62	228	1.4	6.2	47	143	1.1	5.5
WYQE-FM																				
FA '98	9	94	.2	1.1	9	82	.2	1.2	7	30	.2	1.2	25	46	.6	2.5	19	40	.4	2.1
2-Book	5	55	.1	.6	6	62	.2	.8	4	15	.1	.6	18	29	.4	1.8	12	26	.3	1.4
WZAR-FM																				
FA '98	10	116	.2	1.2	15	109	.3	2.1	16	23	.4	2.7	26	56	.6	2.6	11	14	.2	1.2
2-Book	12	150	.3	1.4	17	127	.4	2.3	14	33	.4	2.3	37	86	.9	3.7	11	19	.3	1.4
WZNT-FM																				
FA '98	34	442	.8	4.1	45	366	1.0	6.2	39	103	.9	6.6	45	146	1.0	4.5	30	56	.7	3.3
2-Book	33	425	.8	3.9	38	378	.9	5.3	44	112	1.0	7.2	53	184	1.2	5.3	29	64	.7	3.5
TOTALS																				
FA '98	835	4219	18.7		729	3853	16.3		595	1563	13.3		1007	2340	22.6		911	1957	20.4	
2-Book	846	4137	19.1		719	3781	16.2		607	1596	13.7		996	2256	22.5		826	1855	18.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	9	45	.2	1.0	14	45	.3	3.4	11	45	.2	1.7	11	45	.2	1.6	14	45	.3	2.3
2-Book	5	23	.1	.5	9	27	.2	2.1	6	27	.1	.9	6	23	.1	.8	7	23	.2	1.2
Wael-FM																				
FA '98	1	7	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	7	18	.2	.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98									1	4	.2									
2-Book																				
WAPA-AM																				
FA '98	4	12	.1	.4																
2-Book	2	6	.1	.2																
WBRQ-FM																				
FA '98	9	42	.2	1.0					3	20	.1	.5		3			1	9	.2	
2-Book	9	28	.2	1.0	1	8	.3		5	22	.2	.7	2	10	.1	.4	1	5	.1	
WCAD-FM																				
FA '98	16	45	.4	1.8	14	46	.3	3.4	21	125	.5	3.3	12	59	.3	1.8	17	92	.4	2.8
2-Book	12	35	.3	1.4	9	30	.2	2.1	12	74	.3	1.8	9	49	.2	1.3	19	61	.5	3.1
WCGB-AM																				
FA '98	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	6	12	.1	.7	3	13	.1	.7	3	13	.1	.5	12	21	.3	1.8	7	7	.2	1.2
2-Book	3	6	.1	.4	2	10	.1	.5	2	7	.1	.3	6	11	.2	.9	4	4	.1	.6
WCMN-FM																				
FA '98	27	102	.6	3.0	4	7	.1	1.0	29	83	.6	4.5	37	93	.8	5.4	11	41	.2	1.8
2-Book	21	68	.5	2.4	7	13	.2	1.6	21	64	.5	3.1	19	51	.4	2.8	10	39	.2	1.6
WCOM-FM																				
FA '98	38	135	.9	4.3	23	92	.5	5.5	70	221	1.6	10.9	27	78	.6	3.9	69	188	1.5	11.4
2-Book	45	152	1.1	5.5	43	115	1.0	9.9	88	257	2.0	12.3	58	170	1.3	9.3	73	200	1.6	11.8
WCTA-FM																				
FA '98	10	33	.2	1.1	16	34	.4	3.8	24	47	.5	3.7	20	25	.4	2.9	14	18	.3	2.3
2-Book	5	17	.1	.6	15	34	.4	3.5	28	48	.6	3.9	16	43	.4	2.4	10	24	.2	1.6
WDOY-FM																				
FA '98	311	554	7.0	34.9	19	48	.4	4.6	30	76	.7	4.7	36	97	.8	5.3	25	64	.6	4.1
2-Book	278	500	6.3	33.5	24	62	.5	5.5	43	117	1.0	6.0	31	97	.7	4.8	29	77	.7	4.6
WEGM-FM																				
FA '98	8	27	.2	.9					14	42	.3	2.2	24	29	.5	3.5	22	46	.5	3.6
2-Book	17	34	.4	2.2	3	13	.1	.7	14	43	.3	2.0	12	15	.3	1.8	20	50	.5	3.3
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	15	32	.3	1.7	18	40	.4	4.3	4	14	.1	.6	10	20	.2	1.5				
2-Book	8	16	.2	.9	11	25	.3	2.5	3	12	.1	.5	5	10	.1	.8				
WFID-FM																				
FA '98	8	21	.2	.9	4	17	.1	1.0	12	39	.3	1.9					3	35	.1	.5
2-Book	26	51	.6	3.4	4	23	.1	1.0	14	33	.4	2.0	1	8	.1		8	43	.2	1.2
WIAC-AM																				
FA '98																				
2-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

	Men 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	24	61	.5	2.7	10	35	.2	2.4	6	26	.1	.9	10	36	.2	1.5	1	7		.2
2-Book	23	58	.5	2.8	12	27	.3	2.8	4	26	.1	.6	10	33	.2	1.5	7	20	.2	1.1
WIOA-FM																				
FA '98	17	73	.4	1.9	18	32	.4	4.3	6	41	.1	.9	9	37	.2	1.3	18	45	.4	3.0
2-Book	13	45	.3	1.6	9	20	.2	2.2	13	55	.3	1.7	8	34	.2	1.3	9	23	.2	1.5
WIOB-FM																				
FA '98	13	27	.3	1.5	6	26	.1	1.4	1	6		.2	5	20	.1	.7				
2-Book	7	14	.2	.8	3	13	.1	.7	2	6		.3	3	10	.1	.4	1	6		.2
WIOC-FM																				
FA '98	4	11	.1	.4	3	18	.1	.7					11	11	.2	1.6	3	11	.1	.5
2-Book	2	6	.1	.2	2	9	.1	.4	4	13	.1	.5	14	19	.3	2.2	8	20	.2	1.2
WIVA-FM																				
FA '98					3	12	.1	.7	10	12	.2	1.6								
2-Book	3	13	.1	.4	8	20	.2	1.7	14	50	.3	2.0	12	24	.3	2.0				
WKAQ-AM																				
FA '98					3	45	.1	.7									1	7		.2
2-Book	4	5	.1	.5	2	27	.1	.5	5	14	.1	.6	13	18	.3	2.2	13	20	.3	2.1
WKAQ-FM																				
FA '98	68	191	1.5	7.6	34	162	.8	8.2	70	235	1.6	10.9	61	224	1.4	8.9	42	176	.9	6.9
2-Book	56	160	1.3	6.6	29	126	.7	6.9	59	205	1.4	8.5	40	156	.9	6.1	36	127	.8	5.8
WKSA-FM																				
FA '98					5	20	.1	1.2												
2-Book	1	5		.1	7	19	.2	1.7	3	18	.1	.4	2	10	.1	.3	2	10	.1	.3
WKVM-AM																				
FA '98																				
2-Book																				
WLED-AM																				
FA '98					11	22	.2	2.6												
2-Book	5	7	.1	.7	6	11	.1	1.3												
WLUZ-AM																				
FA '98																				
2-Book																				
WMEG-FM																				
FA '98	75	185	1.7	8.4	13	23	.3	3.1	18	52	.4	2.8	35	90	.8	5.1	157	331	3.5	26.0
2-Book	58	141	1.3	6.8	10	32	.3	2.4	31	80	.7	4.3	35	85	.8	5.5	154	317	3.5	25.0
WMIO-FM																				
FA '98																				
2-Book	2	6	.1	.2					1	7		.1								
WNEL-AM																				
FA '98																				
2-Book																				
WNIK-FM																				
FA '98																				
2-Book																	7	12	.2	1.1
WNNV-FM																				
FA '98					12	23	.3	2.9	8	19	.2	1.2	10	19	.2	1.5	3	8	.1	.5
2-Book					6	12	.2	1.5	6	20	.2	.9	5	10	.1	.8	2	4	.1	.3
WNRT-FM																				
FA '98		4			7	34	.2	1.7	4	49	.1	.6	18	90	.4	2.6	3	18	.1	.5
2-Book	2	5	.1	.2	8	36	.2	1.9	6	43	.2	.8	10	50	.2	1.4	7	27	.2	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WOQI-FM																				
FA '98	29	66	.6	3.3	25	52	.6	6.0	19	58	.4	3.0	21	57	.5	3.1	36	67	.8	6.0
2-Book	18	52	.4	2.1	22	47	.5	5.1	17	52	.4	2.5	13	40	.3	2.0	23	50	.5	3.8
WORO-FM																				
FA '98					16	37	.4	3.8	25	29	.6	3.9	13	33	.3	1.9	3	13	.1	.5
2-Book					11	24	.3	2.5	29	36	.7	4.1	11	25	.3	1.6	2	7	.1	.3
WOSO-AM																				
FA '98																				
2-Book	1	9		.2																
WOYE-FM																				
FA '98	33	97	.7	3.7					10	25	.2	1.6	16	53	.4	2.3	33	84	.7	5.5
2-Book	39	124	.9	4.8	3	11	.1	.6	20	52	.5	2.8	13	46	.3	1.9	28	90	.6	4.5
WPAB-AM																				
FA '98	4	9	.1	.4	2	9		.5	1	9		.2								
2-Book	2	5	.1	.2	5	12	.1	1.1	1	5		.1					3	5	.1	.5
WPRA-AM																				
FA '98																				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	29	90	.6	3.3	47	156	1.1	11.3	44	135	1.0	6.9	62	161	1.4	9.1	40	111	.9	6.6
2-Book	27	77	.6	3.2	55	136	1.3	12.8	51	153	1.2	7.2	61	169	1.4	9.6	43	101	1.0	7.0
WPRP-AM																				
FA '98																				
2-Book																				
WQBS-AM																				
FA '98																				
2-Book																				
WQQZ-FM																				
FA '98					*															
2-Book	2	7	.1	.2																
WRIO-FM																				
FA '98	2	12		.2	1	11		.2	9	31	.2	1.4	19	33	.4	2.8	3	11	.1	.5
2-Book	2	11		.2	5	19	.1	1.0	12	34	.3	1.6	17	40	.4	2.6	2	6	.1	.3
WSKN-AM																				
FA '98																				
2-Book																				
WTPM-FM																				
FA '98	*																		*	
2-Book					3	10	.1	.6	4	10	.1	.5	3	10	.1	.4				
WUQJ-FM																				
FA '98	12	42	.3	1.3					23	86	.5	3.6	11	40	.2	1.6				
2-Book	19	69	.5	2.4	8	32	.2	1.9	32	112	.7	4.5	19	54	.4	3.1	9	26	.2	1.4
WUNO-AM																				
FA '98																				
2-Book					1	9		.3									2	8	.1	.3
WUPR-AM																				
FA '98									*											
2-Book	**	**	**	**									**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	7	22	.2	.8	4	17	.1	1.0	5	17	.1	.8					6	22	.1	1.0
2-Book	4	11	.1	.4	2	9	.1	.5	3	9	.1	.4	2	13	.1	.4	3	11	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

Men 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																			
FA '98																			
2-Book																			
				7	10	.2	1.5					4							
WXEV-AM																			
FA '98																			
2-Book																			
*	3	5	.1	.4	*														*
WXYX-FM																			
FA '98																			
2-Book																			
36	138	.8	4.0	25	92	.6	6.0	36	143	.8	5.6	29	102	.6	4.2	10	45	.2	1.7
29	94	.7	3.4	14	57	.3	3.3	30	143	.7	4.4	43	112	1.0	6.9	16	65	.4	2.6
WYQE-FM																			
FA '98																			
2-Book																			
7	26	.2	.8	5	11	.1	1.2									6	15	.1	1.0
4	13	.1	.4	3	6	.1	.6	3	15	.1	.4	4	8	.1	.6	3	8	.1	.5
WZAR-FM																			
FA '98																			
2-Book																			
19	35	.4	2.1	2	9		.5	25	40	.6	3.9	13	40	.3	1.9	6	14	.1	1.0
21	32	.5	2.5	1	5		.3	21	47	.5	3.1	12	34	.3	1.9	12	23	.3	2.0
WZNT-FM																			
FA '98																			
2-Book																			
18	41	.4	2.0	13	47	.3	3.1	88	186	2.0	13.7	109	205	2.4	15.9	17	43	.4	2.8
14	45	.3	1.7	8	34	.2	1.9	63	160	1.5	9.4	71	147	1.6	10.7	23	58	.6	3.7
TOTALS																			
FA '98																			
2-Book																			
890	2053	19.9		417	1143	9.3		642	1619	14.4		685	1571	15.3		605	1499	13.6	
826	1858	18.7		428	1122	9.7		704	1714	15.9		641	1503	14.5		617	1467	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	7	93	.1	.7	4	45	.1	.3	8	68	.2	.8	1	23	.1	.1	7	70	.1	1.0
SU '98	5	44	.1	.5	6	28	.1	.4	8	28	.2	.7	3	28	.1	.3	4	44	.1	.7
2-Book	6	69	.1	.6	5	37	.1	.4	8	48	.2	.8	2	26	.1	.2	6	57	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAEI-FM																				
FA '98	* 5	119	.1	.5	1	30	.1	.1	17	95	.3	1.6	3	40	.1	.2	1	18	.1	.1
SU '98	7	251	.1	.7	7	80	.1	.4	14	185	.3	1.2	5	85	.1	.4	4	58	.1	.7
2-Book	6	185	.1	.6	4	55	.1	.3	16	140	.3	1.4	4	63	.1	.3	3	38	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98																				
SU '98		8																		
2-Book		4																		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	6	109	.1	.6	14	65	.3	.9	10	38	.2	.9	2	18	.2	.2	3	13	.1	.4
SU '98	2	57	.2	.2	6	57	.1	.4	2	28	.2	.2					1	14	.2	.2
2-Book	4	83	.1	.4	10	61	.2	.7	6	33	.1	.6	1	9	.1	.1	2	14	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	5	48	.1	.5	3	21	.1	.2	5	26	.1	.5	7	39	.1	.6	2	26	.1	.3
SU '98	7	64	.1	.7	8	40	.2	.5	15	31	.3	1.3	13	31	.3	1.1	1	16	.2	.2
2-Book	6	56	.1	.6	6	31	.2	.4	10	29	.2	.9	10	35	.2	.9	2	21	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	27	502	.5	2.6	38	268	.8	2.4	26	188	.5	2.5	40	247	.8	3.2	12	128	.2	1.7
SU '98	35	637	.7	3.5	48	254	1.0	2.9	56	337	1.1	5.0	38	294	.8	3.3	19	172	.4	3.1
2-Book	31	570	.6	3.1	43	261	.9	2.7	41	263	.8	3.8	39	271	.8	3.3	16	150	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	*																			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	6	55	.1	.6	15	55	.3	.9	4	38	.1	.4	5	26	.1	.4		12		
SU '98	3	53	.1	.3	5	46	.1	.3	5	37	.1	.4	4	18	.1	.4	1	9		.2
2-Book	5	54	.1	.5	10	51	.2	.6	5	38	.1	.4	5	22	.1	.4	1	11		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	24	416	.5	2.3	28	225	.6	1.8	22	185	.4	2.1	33	179	.7	2.7	16	140	.3	2.3
SU '98	13	297	.3	1.3	15	81	.3	.9	16	159	.3	1.4	12	153	.2	1.1	6	94	.1	1.0
2-Book	19	357	.4	1.8	22	153	.5	1.4	19	172	.4	1.8	23	166	.5	1.9	11	117	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	38	1015	.8	3.6	52	400	1.0	3.3	35	399	.7	3.3	35	385	.7	2.8	40	360	.8	5.8
SU '98	35	812	.7	3.5	41	246	.8	2.5	26	334	.5	2.3	34	389	.7	3.0	25	275	.5	4.1
2-Book	37	914	.8	3.6	47	323	.9	2.9	31	367	.6	2.8	35	387	.7	2.9	33	318	.7	5.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	15	239	.3	1.4	12	107	.2	.8	13	117	.3	1.2	11	84	.2	.9	12	71	.2	1.7
SU '98	30	377	.6	3.0	34	105	.7	2.1	45	210	.9	4.0	33	130	.7	2.9	8	121	.2	1.3
2-Book	23	308	.5	2.2	23	106	.5	1.5	29	164	.6	2.6	22	107	.5	1.9	10	96	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	40	815	.8	3.8	22	174	.4	1.4	25	259	.5	2.4	26	315	.5	2.1	55	390	1.1	8.0
SU '98	27	636	.5	2.7	18	125	.4	1.1	22	193	.4	2.0	13	255	.3	1.1	32	299	.6	5.3
2-Book	34	726	.7	3.3	20	150	.4	1.3	24	226	.5	2.2	20	285	.4	1.6	44	345	.9	6.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	15	323	.3	1.4	26	182	.5	1.6	13	151	.3	1.2	18	202	.4	1.5	8	67	.2	1.2
SU '98	21	269	.4	2.1	17	95	.3	1.0	23	144	.5	2.0	29	140	.6	2.5	18	137	.4	3.0
2-Book	18	296	.4	1.8	22	139	.4	1.3	18	148	.4	1.6	24	171	.5	2.0	13	102	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	3	81	.1	.3		12				1			3	25	.1	.2	5	17	.1	.7
SU '98	2	57		.2	1	9	.1		3	34	.1	.3	1	12		.1	1	43		.2
2-Book	3	69	.1	.3	1	11	.1		2	18	.1	.2	2	19	.1	.2	3	30	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	37	610	.7	3.5	35	283	.7	2.2	49	307	1.0	4.6	53	305	1.1	4.3	25	226	.5	3.6
SU '98	38	688	.8	3.7	50	290	1.0	3.1	39	345	.8	3.5	41	271	.8	3.6	36	282	.7	6.0
2-Book	38	649	.8	3.6	43	287	.9	2.7	44	326	.9	4.1	47	288	1.0	4.0	31	254	.6	4.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-AM																				
FA '98		13															2	13	.3	
SU '98	1	43	.1	2	12	.1		1	16	.1		4	27	.1	.4	2	12	.3		
2-Book	1	28	.1	1	6	.1		1	8	.1		2	14	.1	.2	2	13	.3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WJAC-FM																				
FA '98	27	580	.5	2.6	49	296	1.0	3.1	46	256	.9	4.4	25	169	.5	2.0	12	138	.2	1.7
SU '98	45	731	.9	4.4	86	425	1.7	5.3	72	336	1.5	6.4	46	322	.9	4.0	24	244	.5	4.0
2-Book	36	656	.7	3.5	68	361	1.4	4.2	59	296	1.2	5.4	36	246	.7	3.0	18	191	.4	2.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDA-FM																				
FA '98	11	440	.2	1.0	19	177	.4	1.2	10	140	.2	.9	8	103	.2	.6	8	111	.2	1.2
SU '98	12	391	.2	1.2	9	123	.2	.5	14	145	.3	1.2	16	154	.3	1.4	15	145	.3	2.5
2-Book	12	416	.2	1.1	14	150	.3	.9	12	143	.3	1.1	12	129	.3	1.0	12	128	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDB-FM																				
FA '98	8	238	.2	.8	16	102	.3	1.0	7	128	.1	.7	5	18	.1	.4	4	68	.1	.6
SU '98	7	225	.1	.7	9	73	.2	.5	17	134	.3	1.5	8	94	.2	.7	2	11	.3	.3
2-Book	8	232	.2	.8	13	88	.3	.8	12	131	.2	1.1	7	56	.2	.6	3	40	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDC-FM																				
FA '98	18	197	.4	1.7	17	91	.3	1.1	16	109	.3	1.5	21	79	.4	1.7	21	112	.4	3.1
SU '98	9	229	.2	.9	4	47	.1	.2	9	82	.2	.8	11	99	.2	1.0	8	129	.2	1.3
2-Book	14	213	.3	1.3	11	69	.2	.7	13	96	.3	1.2	16	89	.3	1.4	15	121	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	17	266	.3	1.6	32	160	.6	2.0	15	100	.3	1.4	27	155	.5	2.2	4	51	.1	.6
SU '98	28	415	.6	2.8	77	289	1.6	4.7	25	243	.5	2.2	34	198	.7	3.0	4	40	.1	.7
2-Book	23	341	.5	2.2	55	225	1.1	3.4	20	172	.4	1.8	31	177	.6	2.6	4	46	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	9	323	.2	.9	16	178	.3	1.0	5	65	.1	.5	12	88	.2	1.0	12	89	.2	1.7
SU '98	18	279	.4	1.8	31	157	.6	1.9	14	119	.3	1.2	18	123	.4	1.6	20	70	.4	3.3
2-Book	14	301	.3	1.4	24	168	.5	1.5	10	92	.2	.9	15	106	.3	1.3	16	80	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	80	1365	1.6	7.6	70	478	1.4	4.4	100	756	2.0	9.5	94	634	1.9	7.6	57	572	1.1	8.3
SU '98	60	1049	1.2	5.9	51	409	1.0	3.1	109	629	2.2	9.7	89	634	1.8	7.8	25	310	.5	4.1
2-Book	70	1207	1.4	6.8	61	444	1.2	3.8	105	693	2.1	9.6	92	634	1.9	7.7	41	441	.8	6.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-34

		Men 18-34																		
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWSA-FM																				
FA '98	5	91	.1	.5	7	46	.1	.4	12	83	.2	1.1	6	35	.1	.5	1	31	.1	
SU '98	2	103		.2	4	18	.1	.2	1	35		.1	2	31		.2	2	46	.3	
2-Book	4	97	.1	.4	6	32	.1	.3	7	59	.1	.6	4	33	.1	.4	2	39	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKVM-AM																				
FA '98		1				1				1										
SU '98	1	25		.1	2	25		.1					1	13		.1				
2-Book	1	13		.1	1	13		.1		1			1	7		.1				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLEO-AM																				
FA '98		37			1	13		.1	1	13		.1								
SU '98	3	121		.3	8	69		.2	3	36		.3	1	10		.1	1	14	.2	
2-Book	2	79		.2	5	41		.3	2	25		.2	1	5		.1	1	7	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLUZ-AM																				
FA '98		12																		
SU '98																				
2-Book		6																		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMEG-FM																				
FA '98	89	1142	1.8	8.4	119	491	2.4	7.5	60	425	1.2	5.7	123	607	2.4	10.0	78	538	1.6	11.4
SU '98	94	1423	1.9	9.3	110	602	2.2	6.7	88	569	1.8	7.8	130	752	2.6	11.4	74	555	1.5	12.2
2-Book	92	1283	1.9	8.9	115	547	2.3	7.1	74	497	1.5	6.8	127	680	2.5	10.7	76	547	1.6	11.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	14	61	.3	1.3	22	32	.4	1.4	29	39	.6	2.8	21	52	.4	1.7	2	16	.3	
SU '98	7	90	.1	.7	4	9	.1	.2	14	66	.3	1.2	9	63	.2	.8	6	49	.1	1.0
2-Book	11	76	.2	1.0	13	21	.3	.8	22	53	.5	2.0	15	58	.3	1.3	4	33	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98		24			1	11		.1	1	11		.1	1	24		.1				
SU '98	1	12		.1	3	12		.2												
2-Book	1	18		.1	2	12		.1	1	6		.1	1	12		.1				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	1	86		.1	3	34		.2	2	13		.2	1	19		.1	2	39	.3	
SU '98	4	79		.4	3	38		.2	9	47		.8	2	28		.2	5	26	.1	.8
2-Book	3	83		.3	3	36		.2	6	30		.5	2	24		.2	4	33	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	12	128	.2	1.1	15	72	.3	.9	18	67	.4	1.7	11	49	.2	.9	6	74	.1	.9
SU '98		9																		
2-Book	6	69	.1	.6	8	36	.2	.5	9	34	.2	.9	6	25	.1	.5	3	37	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	14	209	.3	1.3	18	98	.4	1.1	13	107	.3	1.2	12	106	.2	1.0	11	65	.2	1.6
SU '98	9	192	.2	.9	8	62	.2	.5	12	104	.2	1.1	10	94	.2	.9	7	65	.1	1.2
2-Book	12	201	.3	1.1	13	80	.3	.8	13	106	.3	1.2	11	100	.2	1.0	9	65	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	21	232	.4	2.0	23	97	.5	1.4	9	75	.2	.9	35	140	.7	2.8	23	110	.5	3.4
SU '98	4	126	.1	.4	9	92	.2	.5	5	63	.1	.4	5	80	.1	.4	1	39	.1	.2
2-Book	13	179	.3	1.2	16	95	.4	1.0	7	69	.2	.7	20	110	.4	1.6	12	75	.3	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	4	121	.1	.4	4	32	.1	.3	3	30	.1	.3	4	37	.1	.3	2	19		.3
SU '98	9	139	.2	.9	6	17	.1	.4	15	42	.3	1.3	8	38	.2	.7				
2-Book	7	130	.2	.7	5	25	.1	.4	9	36	.2	.8	6	38	.2	.5	1	10		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98		24			2	6		.1						6				6		
SU '98	5	106	.1	.5	4	48	.1	.2	7	27	.1	.6	11	41	.2	1.0	4	14	.1	.7
2-Book	3	65	.1	.3	3	27	.1	.2	4	14	.1	.3	6	24	.1	.5	2	10	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	31	470	.6	2.9	51	259	1.0	3.2	17	186	.3	1.6	32	229	.6	2.6	30	160	.6	4.4
SU '98	32	593	.6	3.2	59	367	1.2	3.6	28	347	.6	2.5	25	266	.5	2.2	28	240	.6	4.6
2-Book	32	532	.6	3.1	55	313	1.1	3.4	23	267	.5	2.1	29	248	.6	2.4	29	200	.6	4.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	5	111	.1	.5	3	31	.1	.2	2	26		.2	5	21	.1	.4	13	53	.3	1.9
SU '98	2	111		.2	7	38	.1	.4	1	32		.1					2	26		.3
2-Book	4	111	.1	.4	5	35	.1	.3	2	29		.2	3	11	.1	.2	8	40	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*																	*		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-34

Men 18-34																						
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID						
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr			
WPRM-FM																						
FA '98	198	1866	3.9	18.8	524	1320	10.4	32.9	148	714	2.9	14.0	247	977	4.9	20.0	56	437	1.1	8.2		
SU '98	167	1732	3.4	16.5	499	1331	10.1	30.5	123	831	2.5	10.9	187	1018	3.8	16.4	41	309	.8	6.8		
2-Book	183	1799	3.7	17.7	512	1326	10.3	31.7	136	773	2.7	12.5	217	998	4.4	18.2	49	373	1.0	7.5		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WPRP-AM																						
FA '98	1	35	.1	.1	3	26	.1	.2		8												
SU '98	1	38	.1	.1	5	38	.1	.3										14				
2-Book	1	37	.1	.1	4	32	.1	.3		4							7					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WQBS-AM																						
FA '98		24				12				1		13		.1								
SU '98		13								1		7		.1								
2-Book		19				6				1		7		.1								
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WQQZ-FM																						
FA '98	*	3	105	.1	.3	3	14	.1	.2	3	27	.1	.3	4	15	.1	.3	7	62	.1	1.0	
SU '98		3	62	.1	.3	3	32	.1	.2	5	9	.1	.4	5	17	.1	.4	1	17		.2	
2-Book		3	84	.1	.3	3	23	.1	.2	4	18	.1	.4	5	16	.1	.4	4	40	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																						
FA '98	10	181	.2	.9	33	101	.7	2.1	5	53	.1	.5	10	55	.2	.8	1	22		.1		
SU '98	18	290	.4	1.8	46	202	.9	2.8	19	120	.4	1.7	15	110	.3	1.3	6	68	.1	1.0		
2-Book	14	236	.3	1.4	40	152	.8	2.5	12	87	.3	1.1	13	83	.3	1.1	4	45	.1	.6		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																						
FA '98	1	94	.1	.1					3	61	.1	.3										
SU '98	1	59	.1	.1	2	28	.1	.1	2	44	.2	.2	2	14		.2	1	14		.2		
2-Book	1	77	.1	.1	1	14	.1	.1	3	53	.1	.3	1	7		.1	1	7		.1		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																						
FA '98	*	3	30	.1	.3	6	16	.1	.4	3	16	.1	.3		16			*	5	30	.1	.7
SU '98		1	31	.1	.1									1	18	.1	.1		2	18	.1	.3
2-Book		2	31	.1	.2	3	8	.1	.2	2	8	.1	.2	1	17	.1	.1	4	24	.1	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUQO-FM																						
FA '98	18	413	.4	1.7	18	177	.4	1.1	29	247	.6	2.8	28	247	.6	2.3	12	112	.2	1.7		
SU '98	13	339	.3	1.3	9	84	.2	.5	15	157	.3	1.3	17	135	.3	1.5	17	90	.3	2.8		
2-Book	16	376	.4	1.5	14	131	.3	.8	22	202	.5	2.1	23	191	.5	1.9	15	101	.3	2.3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																			
FA '98	4	82	.1	.4	5	57	.1	.3	7	25	.1	.7	8	37	.2	.6	1	11	.1
SU '98	2	86		.2	5	44	.1	.3	3	13	.1	.3				2	14	.3	
2-Book	3	84	.1	.3	5	51	.1	.3	5	19	.1	.5	4	19	.1	.3	2	13	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																			
FA '98	* 1	14		.1	1	14		.1		**	**	**	**	**	**	**	**	**	**
SU '98										**	**	**	**	**	**	**	**	**	**
2-Book	1	7		.1	1	7		.1	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	6	155	.1	.6	7	61	.1	.4	11	90	.2	1.0	2	48		.2	3	37	.1
SU '98	2	146		.2	2	32		.1	3	51	.1	.3	2	42		.2	1	26	.2
2-Book	4	151	.1	.4	5	47	.1	.3	7	71	.2	.7	2	45		.2	2	32	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																			
FA '98	2	67		.2	5	45	.1	.3	2	36		.2	4	45	.1	.3	1	12	.1
SU '98	18	149	.4	1.8	54	59	1.1	3.3	1	14		.1	14	39	.3	1.2	12	55	.2
2-Book	10	108	.2	1.0	30	52	.6	1.8	2	25		.2	9	42	.2	.8	7	34	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																			
FA '98	*																*		
SU '98	2	57		.2	1	10		.1	2	10		.2				2	22	.3	
2-Book	1	29		.1	1	5		.1	1	5		.1				1	11	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '98	51	1144	1.0	4.8	86	544	1.7	5.4	53	474	1.1	5.0	61	454	1.2	4.9	31	249	.6
SU '98	43	950	.9	4.2	63	403	1.3	3.8	63	493	1.3	5.6	41	394	.8	3.6	23	260	.5
2-Book	47	1047	1.0	4.5	75	474	1.5	4.6	58	484	1.2	5.3	51	424	1.0	4.3	27	255	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																			
FA '98	9	100	.2	.9	12	46	.2	.8	14	75	.3	1.3	7	69	.1	.6	2	8	.3
SU '98	1	30		.1					1	15		.1	2	15		.2			
2-Book	5	65	.1	.5	6	23	.1	.4	8	45	.2	.7	5	42	.1	.4	1	4	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '98	10	178	.2	.9	9	47	.2	.6	10	73	.2	.9	12	56	.2	1.0	10	57	.2
SU '98	19	352	.4	1.9	32	186	.6	2.0	12	87	.2	1.1	25	164	.5	2.2	16	112	.3
2-Book	15	265	.3	1.4	21	117	.4	1.3	11	80	.2	1.0	19	110	.4	1.6	13	85	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-34

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	92	813	1.8	8.7	92	387	1.8	5.8	115	426	2.3	10.9	104	424	2.1	8.4	40	268	.8	5.8
SU '98	60	754	1.2	5.9	56	316	1.1	3.4	69	411	1.4	6.1	80	459	1.6	7.0	42	281	.8	6.9
2-Book	76	784	1.5	7.3	74	352	1.5	4.6	92	419	1.9	8.5	92	442	1.9	7.7	41	275	.8	6.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1056	4845	21.0		1591	4399	31.6		1054	3614	21.0		1235	4034	24.6		686	3280	13.6	
SU '98	1014	4766	20.5		1638	4246	33.1		1125	3852	22.7		1141	4052	23.0		605	2898	12.2	
2-Book	1035	4806	20.8		1615	4323	32.4		1090	3733	21.9		1188	4043	23.8		646	3089	12.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	5	68	.1	.4	13	45	.3	1.4	3	45	.1	.4	18	45	.4	1.5	20	45	.4	1.8
2-Book	6	48	.1	.5	8	30	.2	.8	2	23	.1	.2	10	30	.2	.9	10	23	.2	.9
WAEI-FM																				
FA '98	8	110	.2	.6																
2-Book	9	172	.2	.7	**	**	**	**	2				3	18	.1	.3	7	34	.2	.9
WALO-AM																				
FA '98																				
2-Book						4														
WAPA-AM																				
FA '98	9	74	.2	.7	2	53		.2	9	22	.2	1.1					7	23	.1	.6
2-Book	6	66	.2	.5	2	33		.2	5	17	.1	.6	1	6		.1	4	12	.1	.3
WBRQ-FM																				
FA '98	5	39	.1	.4	6	38	.1	.7									5	21	.1	.4
2-Book	9	48	.2	.7	4	39	.1	.5					2	4	.1	.2	3	11	.1	.2
WCAD-FM																				
FA '98	34	398	.7	2.7	26	293	.5	2.8	32	66	.6	3.8	36	103	.7	2.9	14	48	.3	1.2
2-Book	41	480	.9	3.2	25	312	.5	2.9	27	63	.5	3.2	32	102	.7	2.7	22	60	.5	2.4
WCGB-AM																				
FA '98					*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	8	55	.2	.6	8	38	.2	.9	20	26	.4	2.3	19	38	.4	1.5	2	12		.2
2-Book	7	51	.2	.5	4	28	.1	.5	12	22	.3	1.4	10	19	.2	.8	1	6		.1
WCMN-FM																				
FA '98	27	334	.5	2.1	24	198	.5	2.6	20	43	.4	2.3	33	87	.7	2.7	41	84	.8	3.6
2-Book	21	292	.4	1.6	20	187	.4	2.3	18	38	.4	2.1	29	67	.6	2.4	26	63	.5	2.5
WCOM-FM																				
FA '98	40	773	.8	3.1	33	450	.7	3.6	40	139	.8	4.7	30	155	.6	2.4	40	100	.8	3.5
2-Book	37	713	.8	2.9	40	444	.8	4.7	29	92	.6	3.4	42	140	.9	3.5	49	126	1.0	5.2
WCTA-FM																				
FA '98	12	194	.2	.9	21	107	.4	2.3	21	56	.4	2.5	42	86	.8	3.4	28	63	.6	2.5
2-Book	25	228	.5	2.0	27	186	.5	3.2	27	64	.5	3.2	58	125	1.2	4.9	32	73	.7	3.4
WDOY-FM																				
FA '98	25	451	.5	2.0	58	602	1.2	6.3	41	96	.8	4.8	40	125	.8	3.2	54	152	1.1	4.8
2-Book	22	406	.5	1.7	49	520	1.0	5.6	30	67	.6	3.5	31	124	.6	2.6	34	105	.7	3.2
WEGM-FM																				
FA '98	18	283	.4	1.4	13	163	.3	1.4	20	65	.4	2.3	20	71	.4	1.6	23	64	.5	2.0
2-Book	21	246	.5	1.6	16	168	.4	1.8	15	43	.3	1.8	25	84	.5	2.1	17	45	.4	1.7
WENA-AM																				
FA '98					*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	1	26		.1	4	68	.1	.4	5	13	.1	.6					7	14	.1	.6
2-Book	2	30		.2	3	50	.1	.3	3	11	.1	.4	1	2		.1	4	9	.1	.4
WFID-FM																				
FA '98	46	506	.9	3.6	30	278	.6	3.3	21	59	.4	2.5	39	124	.8	3.2	21	80	.4	1.9
2-Book	45	512	.9	3.5	30	317	.6	3.5	32	69	.7	3.9	34	104	.7	2.8	37	101	.8	4.1
WIAC-AM																				
FA '98																				
2-Book	1	22		.1																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-34

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-FM																				
FA '98	40	444	.8	3.1	15	297	.3	1.6	14	40	.3	1.6	21	91	.4	1.7	18	59	.4	1.6
2-Book	54	542	1.1	4.2	16	326	.3	1.8	14	61	.3	1.6	25	100	.5	2.1	16	64	.4	1.7
WJDA-FM																				
FA '98	12	315	.2	.9	9	207	.2	1.0	15	44	.3	1.8	14	63	.3	1.1	23	60	.5	2.0
2-Book	13	313	.3	1.0	9	197	.2	1.1	18	62	.4	2.1	11	49	.3	.9	14	50	.3	1.3
WJOB-FM																				
FA '98	9	191	.2	.7	7	157	.1	.8	13	25	.3	1.5	2	23	.2		3	35	.1	.3
2-Book	11	190	.2	.8	6	115	.1	.7	9	21	.2	1.0	6	24	.1	.6	4	26	.1	.4
WIOC-FM																				
FA '98	18	149	.4	1.4	16	156	.3	1.7	20	43	.4	2.3	12	45	.2	1.0	9	34	.2	.8
2-Book	13	154	.3	1.0	14	114	.3	1.6	11	28	.2	1.3	12	33	.2	1.0	12	30	.3	1.3
WIVA-FM																				
FA '98	24	266	.5	1.9	13	71	.3	1.4	24	37	.5	2.8	37	58	.7	3.0	19	37	.4	1.7
2-Book	34	323	.7	2.6	15	122	.3	1.7	20	36	.4	2.3	29	56	.6	2.4	26	54	.6	2.9
WKAQ-AM																				
FA '98	11	276	.2	.9	3	127	.1	.3	6	70	.1	.7								
2-Book	16	266	.3	1.3	8	110	.2	.9	11	62	.2	1.3	9	24	.2	.8	3	10	.1	.3
WKAQ-FM																				
FA '98	89	1083	1.8	7.0	81	866	1.6	8.8	91	201	1.8	10.7	158	392	3.1	12.8	136	324	2.7	12.1
2-Book	87	1007	1.8	6.8	60	744	1.2	6.9	71	174	1.4	8.4	112	315	2.2	9.2	90	229	1.8	8.7
WKSA-FM																				
FA '98	8	83	.2	.6	1	14		.1									5	14	.1	.4
2-Book	5	76	.1	.4	2	39	.1	.3					1	5		.1	9	20	.2	.9
WKVM-AM																				
FA '98		1																		
2-Book	1	13		.1	1	7		.1					3	7	.1	.2				
WLEO-AM																				
FA '98		26			1	11		.1												
2-Book	2	60	.1	.2	1	13		.1												
WLUZ-AM																				
FA '98					1	12		.1												
2-Book					1	6		.1												
WMEG-FM																				
FA '98	98	824	1.9	7.7	83	779	1.7	9.1	29	119	.6	3.4	69	190	1.4	5.6	73	159	1.5	6.5
2-Book	103	955	2.1	8.1	83	794	1.7	9.7	50	183	1.0	6.0	101	256	2.1	8.5	89	206	1.8	9.5
WMIO-FM																				
FA '98	25	52	.5	2.0	3	23	.1	.3	8	16	.2	.9	9	23	.2	.7	5	7	.1	.4
2-Book	17	71	.4	1.4	3	38	.1	.4	4	8	.1	.5	5	12	.1	.4	4	10	.1	.3
WNEL-AM																				
FA '98	1	24		.1																
2-Book	1	18		.1																
WNIK-FM																				
FA '98	2	44		.2		34														
2-Book	4	58	.1	.3	1	34		.1												
WNNV-FM																				
FA '98	15	108	.3	1.2	12	77	.2	1.3	9	24	.2	1.1	2	8		.2	9	24	.2	.8
2-Book	8	54	.2	.6	6	43	.1	.7	5	12	.1	.6	1	4		.1	6	17	.1	.5
WNRT-FM																				
FA '98	14	173	.3	1.1	14	122	.3	1.5	15	40	.3	1.8	16	54	.3	1.3	17	26	.3	1.5
2-Book	12	155	.3	1.0	12	125	.3	1.3	13	34	.3	1.5	14	43	.3	1.2	10	18	.2	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQOI-FM																					
FA '98	21	191	.4	1.6	20	160	.4	2.2	21	65	.4	2.5	20	51	.4	1.6	36	94	.7	3.2	
2-Book	14	152	.3	1.1	12	124	.3	1.3	11	39	.2	1.3	10	26	.2	.8	23	65	.5	2.2	
WORO-FM																					
FA '98	4	53	.1	.3	7	73	.1	.8	6	26	.1	.7	8	14	.2	.6	3	12	.1	.3	
2-Book	7	53	.2	.6	11	89	.2	1.3	5	22	.1	.6	18	31	.4	1.5	8	19	.2	1.0	
WOSO-AM																					
FA '98	1	6		.1		19															
2-Book	4	41	.1	.3	1	46		.1	1	7		.1	2	7	.1	.2	1	7		.1	
WQYE-FM																					
FA '98	32	377	.6	2.5	31	252	.6	3.4	9	47	.2	1.1	59	124	1.2	4.8	43	78	.9	3.8	
2-Book	35	442	.7	2.7	29	293	.6	3.3	11	60	.3	1.4	55	147	1.1	4.6	31	80	.7	3.0	
WPAB-AM																					
FA '98	3	78	.1	.2	3	60	.1	.3					2	23		.2	4	9	.1	.4	
2-Book	3	75	.1	.2	2	43	.1	.2	2	6	.1	.2	2	18		.2	2	5	.1	.2	
WPRA-AM																					
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																					
FA '98	294	1694	5.8	23.1	123	929	2.4	13.4	139	291	2.8	16.3	172	315	3.4	13.9	150	301	3.0	13.3	
2-Book	276	1652	5.5	21.6	107	882	2.1	12.3	156	336	3.2	18.5	166	352	3.3	13.8	117	263	2.4	11.7	
WPRP-AM																					
FA '98	1	35		.1	2	26		.2	3	13	.1	.4	5	13	.1	.4					
2-Book	1	37		.1	1	20		.1	3	14	.1	.4	3	7	.1	.2					
WQBS-AM																					
FA '98		12			1	12		.1										1	7		.1
2-Book		13			1	13		.1													
WQQZ-FM																					
FA '98	3	41	.1	.2	* 1	44		.1	3	12	.1	.4	2	15		.2	2	17		.2	
2-Book	4	41	.1	.3	2	40		.2	2	11	.1	.3	2	14		.2	3	15	.1	.4	
WRIO-FM																					
FA '98	15	132	.3	1.2	5	74	.1	.5	11	32	.2	1.3	13	40	.3	1.1					
2-Book	21	184	.4	1.6	8	128	.2	1.0	18	57	.4	2.2	19	66	.4	1.6	6	9	.1	.7	
WSKN-AM																					
FA '98	1	61		.1	2	33		.2	1	8		.1									
2-Book	2	60		.2	1	17		.1	1	4		.1									
WTPM-FM																					
FA '98	3	16	.1	.2	* 1	14															
2-Book	2	17	.1	.1	1	19		.1	2	5	.1	.2	3	12	.1	.2	2	5	.1	.2	
WUQK-FM																					
FA '98	25	395	.5	2.0	10	229	.2	1.1	11	44	.2	1.3	21	77	.4	1.7	4	15	.1	.4	
2-Book	19	321	.4	1.5	10	207	.2	1.2	9	37	.2	1.0	20	67	.4	1.6	6	23	.2	.7	
WUNO-AM																					
FA '98	7	70	.1	.5																	
2-Book	5	64	.1	.4	1	23		.1													
WUPR-AM																					
FA '98	* 1	14		.1	*								*					**	**	**	**
2-Book	1	7		.1																	
WVJP-FM																					
FA '98	7	119	.1	.5	5	48	.1	.5	4	17	.1	.5	6	23	.1	.5	6	7	.1	.7	
2-Book	5	113	.1	.4	4	65	.1	.5	2	9	.1	.3	6	30	.1	.5	6	7	.1	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-34

		Men 18-34																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WVOZ-FM																							
FA '98		4	57	.1	.3	1	22		.1	2	12		.2					6	12	.1	.5		
2-Book		13	78	.3	1.0	9	46	.2	1.1	25	36	.5	3.0	1	7		.1	10	13	.2	1.1		
WXEV-AM																							
FA '98						*				2	5	.1	.3										
2-Book		1	5		.1	2	22	.1	.3	2	5	.1	.3										
WXYX-FM																							
FA '98		65	954	1.3	5.1	39	547	.8	4.3	32	124	.6	3.8	48	148	1.0	3.9	81	199	1.6	7.2		
2-Book		61	866	1.2	4.8	36	571	.8	4.2	27	104	.5	3.2	51	195	1.1	4.2	60	170	1.2	6.0		
WYQE-FM																							
FA '98		11	100	.2	.9	10	75	.2	1.1	12	38	.2	1.4	33	63	.7	2.7	25	44	.5	2.2		
2-Book		6	58	.1	.5	6	53	.1	.7	6	19	.1	.7	17	32	.4	1.4	13	22	.3	1.1		
WZAR-FM																							
FA '98		10	87	.2	.8	10	127	.2	1.1	6	20	.1	.7	15	53	.3	1.2	13	20	.3	1.2		
2-Book		16	183	.3	1.3	13	150	.3	1.5	11	31	.2	1.3	29	87	.6	2.5	14	27	.3	1.5		
WZNT-FM																							
FA '98		104	677	2.1	8.2	106	584	2.1	11.6	95	225	1.9	11.1	149	312	3.0	12.1	119	220	2.4	10.6		
2-Book		86	638	1.8	6.8	82	539	1.7	9.4	69	157	1.4	8.2	120	288	2.4	10.0	88	173	1.8	8.7		
TOTALS																							
FA '98		1275	4753	25.3		916	4176	18.2		853	2070	17.0		1236	2610	24.6		1127	2247	22.4			
2-Book		1281	4724	25.7		860	4146	17.2		844	2062	16.9		1202	2579	24.1		981	2090	19.7			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM FA '98 2-Book	9 5	45 23	.2 .1	1.0 .5	14 7	45 23	.3 .2	2.5 1.3	11 9	45 30	.2 .2	1.3 1.0	11 11	45 30	.2 .2	1.2 1.3	14 7	45 23	.3 .2	1.8 .9
Wael-FM FA '98 2-Book	3	10	.1	.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM FA '98 2-Book									1	4		.1								
WAPA-AM FA '98 2-Book	4 2	23 12	.1 .1	.4 .2	2 2	8 10	.4 .3		1	6		.1								
WBRQ-FM FA '98 2-Book	18 9	35 18	.4 .2	2.0 1.0	1	8	.2		12 10	21 19	.2 .2	1.4 1.1	13 9	24 20	.3 .2	1.4 1.0	1 1	9 5	.1 .1	
WCAD-FM FA '98 2-Book	14 20	27 40	.3 .4	1.5 2.5	17 13	59 58	.3 .3	3.1 2.3	24 27	115 111	.5 .6	2.8 3.2	55 37	120 92	1.1 .8	5.8 4.2	18 24	76 62	.4 .5	2.3 3.5
WCGB-AM FA '98 2-Book	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
WCMN-AM FA '98 2-Book	6 3	12 6	.1 .1	.7 .4	3 2	13 7	.1 .1	.5 .3	3 2	13 7	.1 .1	.3 .2	10 5	13 7	.2 .1	1.1 .6				
WCMN-FM FA '98 2-Book	16 16	55 44	.3 .3	1.7 1.9	15 19	23 36	.3 .4	2.7 3.3	30 26	68 62	.6 .5	3.5 3.0	32 18	79 45	.6 .4	3.4 1.9	10 12	43 42	.2 .3	1.3 1.7
WCOM-FM FA '98 2-Book	45 43	135 131	.9 .9	4.9 5.3	18 22	56 61	.4 .5	3.3 3.9	25 52	129 155	.5 1.1	2.9 6.0	16 36	56 93	.3 .7	1.7 4.7	49 43	128 111	1.0 .9	6.2 5.9
WCTA-FM FA '98 2-Book	5 6	12 21	.1 .1	.5 .8	5 23	23 49	.1 .5	.9 4.2	37 37	61 70	.7 .7	4.3 4.3	25 22	40 56	.5 .5	2.6 2.6	3 6	6 23	.1 .2	.4 .9
WDOY-FM FA '98 2-Book	190 159	341 290	3.8 3.2	20.7 19.2	25 19	68 48	.5 .4	4.5 3.4	37 33	77 91	.7 .7	4.3 3.8	33 35	76 91	.7 .7	3.5 4.3	25 32	109 96	.5 .7	3.2 4.7
WEGM-FM FA '98 2-Book	8 19	27 39	.2 .4	.9 2.5	8 8	16 23	.2 .2	1.4 1.4	1 16	9 60		.1 1.9	2 2	6 10		.2 .3	22 20	46 50	.4 .4	2.8 2.8
WENA-AM FA '98 2-Book	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM FA '98 2-Book	5 3	17 13	.1 .1	.5 .3	7 5	25 18	.1 .1	1.3 .9	5 4	26 20	.1 .1	.6 .5				.2	5 3	13 11	.1 .1	.6 .3
WFID-FM FA '98 2-Book	47 44	92 81	.9 .9	5.1 5.3	14 14	48 47	.3 .3	2.5 2.5	35 23	81 71	.7 .5	4.0 2.6	40 29	85 72	.8 .6	4.2 3.3	21 30	55 78	.4 .6	2.7 4.4
WIAC-AM FA '98 2-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-34

Men 18-34																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJAC-FM																			
FA '98	26	70	.5	2.8	9	25	.2	1.6	20	96	.4	2.3	9	29	.2	1.0	2	8	.3
2-Book	26	73	.5	3.2	15	36	.3	2.6	13	69	.3	1.5	9	28	.2	1.1	7	19	1.1
WIOA-FM																			
FA '98	8	58	.2	.9	7	21	.1	1.3	6	33	.1	.7	2	12	.2		2	12	.3
2-Book	11	45	.3	1.4	6	15	.1	1.1	9	36	.2	1.1	5	23	.1	.6	4	13	.6
WIOB-FM																			
FA '98	13	31	.3	1.4	7	31	.1	1.3	4	20	.1	.5	8	34	.2	.8	7	20	.9
2-Book	9	25	.2	1.0	4	16	.1	.7	3	17	.1	.4	5	21	.1	.5	5	20	.6
WIOC-FM																			
FA '98	26	87	.5	2.8	14	24	.3	2.5	14	32	.3	1.6	23	58	.5	2.4	11	34	1.4
2-Book	13	44	.3	1.4	7	12	.2	1.3	18	39	.4	2.0	24	47	.5	2.9	12	31	1.7
WIVA-FM																			
FA '98					6	12	.1	1.1	20	24	.4	2.3							
2-Book	4	17	.1	.5	7	13	.1	1.2	22	59	.5	2.6	14	27	.3	1.9			
WKAQ-AM																			
FA '98	1	9	.1	.1	4	57	.1	.7					10	28	.2	1.1	7	48	.9
2-Book	4	15	.1	.5	6	42	.1	1.0	3	13	.1	.4	13	28	.3	1.6	14	38	2.1
WKAQ-FM																			
FA '98	50	138	1.0	5.4	28	103	.6	5.1	72	231	1.4	8.3	71	237	1.4	7.5	47	168	5.9
2-Book	39	113	.8	4.6	20	80	.4	3.7	58	205	1.2	6.7	55	184	1.1	6.4	39	129	5.4
WKSA-FM																			
FA '98					5	9	.1	.8	2	10	.1	.2	1	5	.2				
2-Book																			
WKVM-AM																			
FA '98									4	7	.1	.5							
2-Book																			
WLEO-AM																			
FA '98					5	11	.1	.9											
2-Book	5	7	.1	.7	3	6	.1	.5											
WLUZ-AM																			
FA '98													11	12	.2	1.2			
2-Book													6	6	.1	.6			
WMEG-FM																			
FA '98	92	224	1.8	10.0	26	77	.5	4.7	42	140	.8	4.8	55	121	1.1	5.8	246	467	31.1
2-Book	76	196	1.5	9.2	27	98	.5	4.8	50	154	1.0	5.8	52	121	1.1	6.3	192	372	26.4
WMIO-FM																			
FA '98									3	12	.1	.3	4	8	.1	.6	1	5	.2
2-Book	3	8	.1	.4															
WNEL-AM																			
FA '98																			
2-Book																			
WNIK-FM																			
FA '98	1	13	.1	.1					2	22	.2								
2-Book	2	11	.1	.3					1	11	.1						7	12	1.1
WNNV-FM																			
FA '98	.5	12	.1	.5	14	24	.3	2.5	25	65	.5	2.9	24	49	.5	2.5	8	24	1.0
2-Book	3	6	.1	.3	8	17	.2	1.4	13	33	.3	1.5	12	25	.3	1.3	4	12	.5
WNRT-FM																			
FA '98	4	13	.1	.4	21	61	.4	3.8	17	64	.3	2.0	14	40	.3	1.5	11	28	1.4
2-Book	4	16	.1	.5	21	61	.4	3.8	12	52	.2	1.4	11	37	.2	1.3	12	39	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	15	29	.3	1.6	14	31	.3	2.5	5	17	.1	.6	17	46	.3	1.8	32	55	.6	4.0
2-Book	9	23	.2	1.0	11	26	.3	2.0	4	22	.1	.4	9	23	.2	.9	16	28	.3	2.0
WORO-FM																				
FA '98					3	14	.1	.5	22	47	.4	2.5	7	26	.1	.7	3	13	.1	.4
2-Book	6	12	.1	.9	5	16	.1	.9	25	37	.5	2.8	11	29	.2	1.4	4	11	.1	.5
WOSO-AM																				
FA '98	1	7		.1									3	12	.1	.3				
2-Book	3	19	.1	.4									2	6	.1	.2	4	7	.1	.6
WQYE-FM																				
FA '98	23	64	.5	2.5					18	33	.4	2.1	35	77	.7	3.7	51	97	1.0	6.4
2-Book	29	72	.6	3.6	4	15	.1	.7	27	64	.6	3.2	23	63	.5	2.6	38	92	.8	5.2
WPAB-AM																				
FA '98	5	23	.1	.5									12	26	.2	1.3	4	10	.1	.5
2-Book	3	12	.1	.3	4	7	.1	.7					6	13	.1	.7	2	5	.1	.3
WPRA-AM																				
FA '98																				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	105	235	2.1	11.4	90	228	1.8	16.3	113	267	2.2	13.0	128	271	2.5	13.5	89	209	1.8	11.2
2-Book	67	149	1.4	7.7	81	182	1.6	14.5	97	274	1.9	11.1	107	242	2.1	12.6	71	153	1.5	9.8
WPRP-AM																				
FA '98					3	13	.1	.5	3	13	.1	.3								
2-Book					2	7	.1	.3	2	7	.1	.2								
WQBS-AM																				
FA '98	2	12		.2													2	12		.3
2-Book	1	6		.1					2	7	.1	.2					1	6		.2
WQQZ-FM																				
FA '98							*													
2-Book	2	7	.1	.2					2	5	.1	.2	2	5	.1	.2				
WRIO-FM																				
FA '98					1	11		.2	2	11		.2	8	11	.2	.8	3	11	.1	.4
2-Book					2	12		.3	8	30	.2	.9	7	19	.2	.8	5	13	.1	.7
WSKN-AM																				
FA '98	10	25	.2	1.1																
2-Book	5	13	.1	.6																
WTPM-FM																				
FA '98	* 3	14	.1	.3															*	
2-Book	2	7	.1	.2																
WUQZ-FM																				
FA '98	10	32	.2	1.1	5	27	.1	.9	17	73	.3	2.0	6	25	.1	.6	7	25	.1	.9
2-Book	8	38	.2	1.0	4	22	.1	.7	18	65	.4	2.1	10	29	.2	1.3	7	27	.1	.9
WUNO-AM																				
FA '98					1	9		.2	2	7	.1	.2								
2-Book	2	7	.1	.2					2	7	.1	.2					2	7	.1	.3
WUPR-AM																				
FA '98									*											
2-Book	**	**	**	**									**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	10	16	.2	1.1	4	17	.1	.7	7	25	.1	.8					6	8	.1	.8
2-Book	5	8	.1	.6	5	13	.1	.8	4	17	.1	.5	2	13	.1	.3	3	4	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	3	22	.1	.3																
2-Book	8	23	.2	1.1	23	23	.5	4.2					7	7	.2	1.0	6	7	.1	.9
WXEW-AM																				
FA '98	*				*											*				
2-Book	12	22	.3	1.7	2	5	.1	.3	1	5	.1	.3	1	5	.2	.2	1	5	.2	.2
WXYX-FM																				
FA '98	38	97	.8	4.1	35	67	.7	6.3	41	116	.8	4.7	39	138	.8	4.1	7	30	.1	.9
2-Book	34	89	.7	4.1	22	53	.5	3.9	42	151	.8	4.8	45	134	.9	5.6	12	39	.2	1.8
WYQE-FM																				
FA '98	3	15	.1	.3	2	8	.4	.4									6	15	.1	.8
2-Book	2	8	.1	.2	1	4	.2	.2	3	15	.1	.4	4	8	.1	.5	3	8	.1	.4
WZAR-FM																				
FA '98	11	15	.2	1.2	8	13	.2	1.4	16	32	.3	1.8	10	33	.2	1.1	3	7	.1	.4
2-Book	6	8	.1	.6	9	14	.2	1.5	17	52	.4	2.0	9	24	.2	1.1	6	10	.2	.9
WZNT-FM																				
FA '98	38	125	.8	4.1	61	166	1.2	11.1	160	328	3.2	18.4	183	298	3.6	19.3	46	97	.9	5.8
2-Book	39	110	.8	4.8	54	140	1.1	9.7	120	264	2.4	13.8	124	219	2.5	14.1	41	101	.8	5.7
TOTALS																				
FA '98	918	2063	18.3		552	1382	11.0		868	1965	17.3		947	1919	18.8		792	1819	15.7	
2-Book	823	1856	16.5		555	1349	11.2		868	2011	17.4		838	1719	16.8		715	1623	14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-34

Target Listener Trends

		Men 18-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																						
FA '98		13	170	.2	.7	7	79	.1	.3	12	83	.1	.7	2	45		.1	20	136	.2	1.9	
SU '98		14	112	.2	.8	14	81	.2	.5	15	53	.2	.7	17	55	.2	.9	17	97	.2	1.7	
2-Book		14	141	.2	.8	11	80	.2	.4	14	68	.2	.7	10	50	.1	.5	19	117	.2	1.8	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAEL-FM																						
FA '98	*	11	254	.1	.6	8	99	.1	.3	33	211	.4	1.8	6	97	.1	.3	1	23		.1	
SU '98		12	348	.1	.7	8	103	.1	.3	24	250	.3	1.2	9	133	.1	.5	7	109	.1	.7	
2-Book		12	301	.1	.7	8	101	.1	.3	29	231	.4	1.5	8	115	.1	.4	4	66	.1	.4	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALD-AM																						
FA '98			32								24			1	24		.1					
SU '98			8																			
2-Book			20								12			1	12		.1					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																						
FA '98		17	277	.2	1.0	32	153	.4	1.2	21	96	.2	1.2	9	99	.1	.5	13	49	.2	1.2	
SU '98		20	352	.2	1.1	37	223	.4	1.3	32	241	.4	1.6	21	148	.2	1.1	9	55	.1	.9	
2-Book		19	315	.2	1.1	35	188	.4	1.3	27	169	.3	1.4	15	124	.2	.8	11	52	.2	1.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WBRQ-FM																						
FA '98		6	75	.1	.3	3	36		.1	6	53	.1	.3	8	54	.1	.4	3	41		.3	
SU '98		7	64	.1	.4	8	40	.1	.3	15	31	.2	.7	13	31	.2	.7	1	16		.1	
2-Book		7	70	.1	.4	6	38	.1	.2	11	42	.2	.5	11	43	.2	.6	2	29		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																						
FA '98		36	663	.4	2.1	47	345	.6	1.7	34	248	.4	1.9	54	325	.6	2.7	19	225	.2	1.8	
SU '98		42	772	.5	2.4	61	321	.7	2.2	69	435	.8	3.3	47	360	.6	2.4	20	186	.2	2.0	
2-Book		39	718	.5	2.3	54	333	.7	2.0	52	342	.6	2.6	51	343	.6	2.6	20	206	.2	1.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCGB-AM																						
FA '98	*		7								7							*				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																						
FA '98		12	112	.1	.7	24	101	.3	.9	15	84	.2	.8	16	71	.2	.8		12			
SU '98		7	194	.1	.4	18	115	.2	.7	9	85	.1	.4	6	41	.1	.3	1	20		.1	
2-Book		10	153	.1	.6	21	108	.3	.8	12	85	.2	.6	11	56	.2	.6	1	16		.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	36	571	.4	2.1	55	302	.6	2.0	34	235	.4	1.9	37	228	.4	1.9	22	178	.3	2.0
SU '98	21	414	.2	1.2	29	156	.3	1.0	22	220	.3	1.1	20	216	.2	1.0	9	127	.1	.9
2-Book	29	493	.3	1.7	42	229	.5	1.5	28	228	.4	1.5	29	222	.3	1.5	16	153	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	46	1329	.5	2.6	62	550	.7	2.3	43	534	.5	2.4	47	544	.6	2.4	43	422	.5	4.0
SU '98	45	1068	.5	2.6	55	378	.7	2.0	36	466	.4	1.7	50	538	.6	2.6	32	379	.4	3.2
2-Book	46	1199	.5	2.6	59	464	.7	2.2	40	500	.5	2.1	49	541	.6	2.5	38	401	.5	3.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	38	469	.4	2.2	26	169	.3	.9	40	278	.5	2.2	53	243	.6	2.7	27	163	.3	2.5
SU '98	57	711	.7	3.3	56	230	.7	2.0	67	383	.8	3.2	69	288	.8	3.5	42	285	.5	4.2
2-Book	48	590	.6	2.8	41	200	.5	1.5	54	331	.7	2.7	61	266	.7	3.1	35	224	.4	3.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	50	1040	.6	2.9	31	290	.4	1.1	39	355	.5	2.1	41	420	.5	2.1	63	430	.7	5.9
SU '98	43	919	.5	2.5	32	227	.4	1.2	42	366	.5	2.0	31	364	.4	1.6	41	377	.5	4.1
2-Book	47	980	.6	2.7	32	259	.4	1.2	41	361	.5	2.1	36	392	.5	1.9	52	404	.6	5.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	17	380	.2	1.0	26	195	.3	.9	14	171	.2	.8	24	225	.3	1.2	10	91	.1	.9
SU '98	27	306	.3	1.5	25	132	.3	.9	37	173	.4	1.8	36	168	.4	1.8	21	166	.2	2.1
2-Book	22	343	.3	1.3	26	164	.3	.9	26	172	.3	1.3	30	197	.4	1.5	16	129	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	5	151	.1	.3	1	40			2	24		.1	8	74	.1	.4	8	28	.1	.7
SU '98	8	146	.1	.5	17	55	.2	.6	13	65	.2	.6	4	43		.2	2	66		.2
2-Book	7	149	.1	.4	9	48	.1	.3	8	45	.1	.4	6	59	.1	.3	5	47	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	79	1245	.9	4.5	85	664	1.0	3.1	102	593	1.2	5.6	92	626	1.1	4.7	61	488	.7	5.7
SU '98	67	1091	.8	3.8	86	464	1.0	3.1	86	502	1.0	4.2	73	415	.9	3.7	59	458	.7	5.9
2-Book	73	1168	.9	4.2	86	564	1.0	3.1	94	548	1.1	4.9	83	521	1.0	4.2	60	473	.7	5.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJAC-AM																			
FA '98	4	90	.2	6	21	.1	.2	3	32	.2	.2	7	38	.1	.4	3	32	.3	.3
SU '98	6	171	.1	.3	18	84	.2	.7	5	75	.1	.2	4	27	.2	.2	2	12	.2
2-Book	5	131	.1	.3	12	53	.2	.5	4	54	.1	.2	6	33	.1	.3	3	22	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																			
FA '98	41	969	.5	2.3	80	487	.9	2.9	58	428	.7	3.2	30	230	.4	1.5	16	182	.2
SU '98	60	1009	.7	3.4	112	607	1.3	4.0	101	453	1.2	4.9	65	423	.8	3.3	27	265	.3
2-Book	51	989	.6	2.9	96	547	1.1	3.5	80	441	1.0	4.1	48	327	.6	2.4	22	224	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQA-FM																			
FA '98	27	837	.3	1.5	36	378	.4	1.3	33	295	.4	1.8	23	214	.3	1.2	23	234	.3
SU '98	23	729	.3	1.3	30	263	.4	1.1	27	340	.3	1.3	20	205	.2	1.0	17	201	.2
2-Book	25	783	.3	1.4	33	321	.4	1.2	30	318	.4	1.6	22	210	.3	1.1	20	218	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQB-FM																			
FA '98	14	329	.2	.8	28	157	.3	1.0	14	181	.2	.8	11	63	.1	.6	10	105	.1
SU '98	21	430	.2	1.2	17	124	.2	.6	34	177	.4	1.6	32	195	.4	1.6	12	73	.1
2-Book	18	380	.2	1.0	23	141	.3	.8	24	179	.3	1.2	22	129	.3	1.1	11	89	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQC-FM																			
FA '98	28	335	.3	1.6	28	160	.3	1.0	30	160	.4	1.6	31	158	.4	1.6	31	189	.4
SU '98	15	319	.2	.9	9	83	.1	.3	15	116	.2	.7	19	144	.2	1.0	17	184	.2
2-Book	22	327	.3	1.3	19	122	.2	.7	23	138	.3	1.2	25	151	.3	1.3	24	187	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																			
FA '98	29	438	.3	1.7	56	249	.7	2.0	27	195	.3	1.5	46	258	.5	2.3	5	84	.1
SU '98	47	653	.6	2.7	138	463	1.6	5.0	41	350	.5	2.0	48	313	.6	2.5	4	63	.4
2-Book	38	546	.5	2.2	97	356	1.2	3.5	34	273	.4	1.8	47	286	.6	2.4	5	74	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																			
FA '98	48	1120	.6	2.7	91	639	1.1	3.3	18	258	.2	1.0	56	369	.7	2.8	59	373	.7
SU '98	57	875	.7	3.3	102	529	1.2	3.7	50	358	.6	2.4	61	408	.7	3.1	74	277	.9
2-Book	53	998	.7	3.0	97	584	1.2	3.5	34	308	.4	1.7	59	389	.7	3.0	67	325	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																			
FA '98	105	1975	1.2	6.0	95	683	1.1	3.5	137	1001	1.6	7.5	116	877	1.4	5.9	80	716	.9
SU '98	81	1549	1.0	4.6	61	548	.7	2.2	131	831	1.6	6.4	119	842	1.4	6.1	42	462	.5
2-Book	93	1762	1.1	5.3	78	616	.9	2.9	134	916	1.6	7.0	118	860	1.4	6.0	61	589	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '98	12	198	.1	.7	18	100	.2	.7	25	148	.3	1.4	10	81	.1	.5	1	31	.1	
SU '98	11	252	.1	.6	13	109	.2	.5	19	108	.2	.9	19	121	.2	1.0	2	46	.2	
2-Book	12	225	.1	.7	16	105	.2	.6	22	128	.3	1.2	15	101	.2	.8	2	39	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	2	75	.1	.1	4	40	.1	.1	5	45	.1	.3	3	48	.1	.2		6		
SU '98	2	55	.1	.1	4	40	.1	.1	1	13	.1	.1	1	13	.1	.1				
2-Book	2	65	.1	.1	2	24	.1	.1	3	23	.1	.2	2	31	.1	.2		3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	4	99	.2	.2	10	36	.1	.4	6	51	.1	.3	6	29	.1	.3		11		
SU '98	7	188	.1	.4	17	91	.2	.6	9	81	.1	.4	6	32	.1	.3	3	26	.3	
2-Book	6	144	.1	.3	14	64	.2	.5	8	66	.1	.4	6	31	.1	.3	2	19	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	1	42	.1	.1	17	79	.2	.7	2	29	.1	.1	2	12	.1	.1				
SU '98	15	184	.2	.9	18	79	.2	.7	30	155	.4	1.5	37	110	.4	1.9				
2-Book	8	113	.1	.5	9	48	.1	.4	16	92	.2	.8	20	61	.2	1.0				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	117	1525	1.4	6.7	162	666	1.9	5.9	88	576	1.0	4.8	154	818	1.8	7.8	91	666	1.1	
SU '98	108	1650	1.3	6.2	129	713	1.5	4.7	98	657	1.2	4.8	143	857	1.7	7.3	83	634	1.0	
2-Book	113	1588	1.4	6.5	146	690	1.7	5.3	93	617	1.1	4.8	149	838	1.8	7.6	87	650	1.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	15	74	.2	.9	23	45	.3	.8	33	51	.4	1.8	23	65	.3	1.2	2	16	.2	
SU '98	9	121	.1	.5	4	9	.1	.1	14	66	.2	.7	10	77	.1	.5	7	64	.1	
2-Book	12	98	.2	.7	14	27	.2	.5	24	59	.3	1.3	17	71	.2	.9	5	40	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	5	76	.1	.3	8	55	.1	.3	1	11	.1	.1	6	44	.1	.3	7	44	.1	
SU '98	7	120	.1	.4	21	91	.2	.8	12	45	.1	.6	7	45	.1	.4	2	18	.2	
2-Book	6	98	.1	.4	15	73	.2	.6	7	28	.1	.4	7	45	.1	.4	5	31	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	2	124	.1	.1	4	48	.1	.1	2	13	.1	.1	3	44	.1	.2	3	52	.3	
SU '98	4	115	.2	.2	3	65	.1	.1	10	73	.1	.5	2	37	.1	.1	5	26	.1	
2-Book	3	120	.2	.2	4	57	.1	.1	6	43	.1	.3	3	41	.2	.2	4	39	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																				
FA '98	15	177	.2	.9	17	84	.2	.6	19	79	.2	1.0	13	71	.2	.7	9	89	.1	.8
SU '98	4	95		.2	2	26		.1	5	32	.1	.2	3	30		.2	1	13		.1
2-Book	10	136	.1	.6	10	55	.1	.4	12	56	.2	.6	8	51	.1	.5	5	51	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	26	464	.3	1.5	39	237	.5	1.4	20	180	.2	1.1	23	176	.3	1.2	22	167	.3	2.0
SU '98	16	347	.2	.9	24	159	.3	.9	22	186	.3	1.1	16	146	.2	.8	8	74	.1	.8
2-Book	21	406	.3	1.2	32	198	.4	1.2	21	183	.3	1.1	20	161	.3	1.0	15	121	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	24	320	.3	1.4	26	127	.3	.9	12	98	.1	.7	39	171	.5	2.0	24	126	.3	2.2
SU '98	7	185	.1	.4	12	115	.1	.4	6	99	.1	.3	6	94	.1	.3	4	51		.4
2-Book	16	253	.2	.9	19	121	.2	.7	9	99	.1	.5	23	133	.3	1.2	14	89	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORD-FM																				
FA '98	28	482	.3	1.6	38	171	.4	1.4	42	192	.5	2.3	41	200	.5	2.1	4	58		.4
SU '98	27	470	.3	1.5	20	154	.2	.7	26	136	.3	1.3	28	152	.3	1.4	7	62	.1	.7
2-Book	28	476	.3	1.6	29	163	.3	1.1	34	164	.4	1.8	35	176	.4	1.8	6	60	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	4	157		.2	9	71	.1	.3	3	36		.2	4	96		.2	2	21		.2
SU '98	8	151	.1	.5	10	94	.1	.4	10	49	.1	.5	16	73	.2	.8	5	36	.1	.5
2-Book	6	154	.1	.4	10	83	.1	.4	7	43	.1	.4	10	85	.1	.5	4	29	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	43	650	.5	2.5	78	384	.9	2.8	38	294	.4	2.1	42	303	.5	2.1	34	234	.4	3.2
SU '98	37	753	.4	2.1	70	442	.8	2.5	36	438	.4	1.7	29	340	.3	1.5	29	284	.3	2.9
2-Book	40	702	.5	2.3	74	413	.9	2.7	37	366	.4	1.9	36	322	.4	1.8	32	259	.4	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	13	330	.2	.7	19	145	.2	.7	17	169	.2	.9	18	146	.2	.9	15	108	.2	1.4
SU '98	9	281	.1	.5	12	93	.1	.4	12	93	.1	.6	7	66	.1	.4	11	115	.1	1.1
2-Book	11	306	.2	.6	16	119	.2	.6	15	131	.2	.8	13	106	.2	.7	13	112	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	2		.1	1	13			1	13		.1					*	10		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																				
FA '98	295	2918	3.5	16.8	784	2041	9.2	28.6	216	1105	2.5	11.9	347	1570	4.1	17.6	87	692	1.0	8.1
SU '98	238	2645	2.8	13.6	650	1931	7.7	23.5	198	1325	2.4	9.6	261	1476	3.1	13.4	58	470	.7	5.8
2-Book	267	2782	3.2	15.2	717	1986	8.5	26.1	207	1215	2.5	10.8	304	1523	3.6	15.5	73	581	.9	7.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	2	74		.1	5	47	.1	.2		17			6							
SU '98	3	102		.2	16	75	.2	.6		15								14		
2-Book	3	88		.2	11	61	.2	.4		16			3				7			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	1	69		.1	12				1	12		.1	1	13		.1	1	13		.1
SU '98	2	66		.1	5	23	.1	.2	4	51		.2	1	15		.1	1	14		.1
2-Book	2	68		.1	3	18	.1	.1	3	32		.2	1	14		.1	1	14		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 8	159	.1	.5	7	22	.1	.3	12	49	.1	.7	11	23	.1	.6	9	86	.1	.8
SU '98	3	79		.2	3	40		.1	6	17	.1	.3	6	26	.1	.3	1	17		.1
2-Book	6	119	.1	.4	5	31	.1	.2	9	33	.1	.5	9	25	.1	.5	5	52	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	23	323	.3	1.3	71	214	.8	2.6	22	116	.3	1.2	24	152	.3	1.2	5	67	.1	.5
SU '98	33	451	.4	1.9	69	303	.8	2.5	39	211	.5	1.9	31	223	.4	1.6	14	124	.2	1.4
2-Book	28	387	.4	1.6	70	259	.8	2.6	31	164	.4	1.6	28	188	.4	1.4	10	96	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	4	171		.2	14	77	.2	.5	4	95		.2	2	37		.1	1	9		.1
SU '98	6	183	.1	.3	12	116	.1	.4	10	103	.1	.5	2	14	.1	.4	4	37		.4
2-Book	5	177	.1	.3	13	97	.2	.5	7	99	.1	.4	2	26	.1	.3	3	23		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 3	68		.2	8	54	.1	.3	4	31		.2	1	28		.1	* 5	30	.1	.5
SU '98	5	72	.1	.3	6	28	.1	.2					3	31	.2	.2	8	58	.1	.8
2-Book	4	70	.1	.3	7	41	.1	.3	2	16		.1	2	30		.2	7	44	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	23	607	.3	1.3	20	215	.2	.7	35	353	.4	1.9	33	306	.4	1.7	17	173	.2	1.6
SU '98	19	540	.2	1.1	17	152	.2	.6	27	260	.3	1.3	26	226	.3	1.3	18	114	.2	1.8
2-Book	21	574	.3	1.2	19	184	.2	.7	31	307	.4	1.6	30	266	.4	1.5	18	144	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	6	153	.1	.3	11	98	.1	.4	10	51	.1	.5	8	37	.1	.4	2	38	.2	
SU '98	10	229	.1	.6	21	159	.2	.8	15	68	.2	.7	11	68	.1	.6	6	53	.1	
2-Book	8	191	.1	.5	16	129	.2	.6	13	60	.2	.6	10	53	.1	.5	4	46	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 2	36	.1	.1	2	25	.1	.1												
SU '98	1	21	.1	.1	2	21	.1	.1	**	**	**	**	**	**	**	**	**	**	**	
2-Book	2	29	.1	.1	2	23	.1	.1	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	12	376	.1	.7	21	172	.2	.8	19	172	.2	1.0	5	105	.1	.3	8	119	.1	
SU '98	9	327	.1	.5	6	68	.1	.2	9	149	.1	.4	9	112	.1	.5	10	114	.1	
2-Book	11	352	.1	.6	14	120	.2	.5	14	161	.2	.7	7	109	.1	.4	9	117	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	4	131	.2	1.0	7	94	.1	.3	2	51	.1	.3	8	76	.1	.4	1	12	.1	
SU '98	18	149	.2	1.0	54	59	.6	2.0	1	14	.1	.4	14	39	.2	.7	12	55	.1	
2-Book	11	140	.1	.6	31	77	.4	1.2	2	33	.1	.3	11	58	.2	.6	7	34	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 2	28	.1	.1	4	22	.1	.1		9	.1	.1	1	15	.1	.1	* 2	14	.2	
SU '98	2	57	.1	.1	1	10	.1	.1	2	10	.1	.1			.1	.1	2	22	.2	
2-Book	2	43	.1	.1	3	16	.1	.1	1	10	.1	.1	1	8	.1	.1	2	18	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	72	1518	.8	4.1	133	730	1.6	4.9	85	587	1.0	4.7	72	587	.8	3.7	36	314	.4	
SU '98	52	1250	.6	3.0	74	535	.9	2.7	74	607	.9	3.6	46	472	.5	2.4	35	357	.4	
2-Book	62	1384	.7	3.6	104	633	1.3	3.8	80	597	1.0	4.2	59	530	.7	3.1	36	336	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	10	139	.1	.6	13	68	.2	.5	14	81	.2	.8	7	69	.1	.4	2	20	.2	
SU '98	12	80	.1	.7	4	21	.1	.1	22	65	.3	1.1	17	65	.2	.9	1	21	.1	
2-Book	11	110	.1	.7	9	45	.1	.3	18	73	.3	1.0	12	67	.2	.7	2	21	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	16	327	.2	.9	16	111	.2	.6	15	135	.2	.8	14	71	.2	.7	13	87	.2	
SU '98	27	625	.3	1.5	41	285	.5	1.5	16	166	.2	.8	30	260	.4	1.5	20	189	.2	
2-Book	22	476	.3	1.2	29	198	.4	1.1	16	151	.2	.8	22	166	.3	1.1	17	138	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VZNT-FM																				
FA '98	177	1610	2.1	10.1	185	851	2.2	6.8	216	804	2.5	11.9	208	874	2.4	10.6	58	412	.7	5.4
SU '98	153	1663	1.8	8.7	177	769	2.1	6.4	211	976	2.5	10.2	199	1033	2.4	10.2	74	559	.9	7.4
2-Book	165	1637	2.0	9.4	181	810	2.2	6.6	214	890	2.5	11.1	204	954	2.4	10.4	66	486	.8	6.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1751	8273	20.5		2737	7567	32.1		1819	6088	21.3		1968	6740	23.0		1074	5365	12.6	
SU '98	1752	8169	20.8		2767	7383	32.9		2062	6608	24.5		1951	6789	23.2		995	4885	11.8	
2-Book	1752	8221	20.7		2752	7475	32.5		1941	6348	22.9		1960	6765	23.1		1035	5125	12.2	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	8	102	.1	.4	18	110	.2	1.2	6	66	.1	.4	21	61	.2	1.1	31	61	.4	1.7
2-Book	12	99	.2	.6	14	82	.2	1.0	3	33	.1	.2	16	58	.2	.8	16	31	.2	.9
Wael-FM																				
FA '98	17	245	.2	.8	**	**	**	**	1	5	.1		9	43	.1	.5	11	43	.1	.6
2-Book	16	277	.2	.7	**	**	**	**	1	5	.1		11	58	.1	.6	13	56	.2	.8
WALO-AM																				
FA '98		24				7				7										
2-Book		12				8				4										
WAPA-AM																				
FA '98	21	196	.2	1.0	12	128	.1	.8	23	65	.3	1.5	15	42	.2	.8	15	50	.2	.8
2-Book	26	269	.3	1.2	10	101	.1	.7	26	64	.3	1.7	12	43	.2	.6	8	25	.1	.4
WBRQ-FM																				
FA '98	6	66	.1	.3	7	53	.1	.5									7	36	.1	.4
2-Book	9	62	.1	.4	5	47	.1	.3					2	4		.1	4	18	.1	.2
WCAD-FM																				
FA '98	44	507	.5	2.0	31	370	.4	2.1	35	82	.4	2.3	37	113	.4	1.9	18	57	.2	1.0
2-Book	52	596	.6	2.4	28	378	.4	2.0	29	71	.4	1.9	33	115	.4	1.7	27	72	.3	1.7
WCGB-AM																				
FA '98		7			*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	18	112	.2	.8	9	61	.1	.6	20	26	.2	1.3	20	48	.2	1.0	4	23		.2
2-Book	15	128	.2	.7	6	79	.1	.4	18	40	.2	1.2	13	42	.2	.6	2	12		.1
WCMN-FM																				
FA '98	41	434	.5	1.9	35	295	.4	2.3	35	67	.4	2.3	56	126	.7	2.8	66	120	.8	3.7
2-Book	33	396	.4	1.5	30	275	.4	2.0	29	61	.4	1.9	49	98	.6	2.4	42	94	.5	2.5
WCOM-FM																				
FA '98	50	1034	.6	2.3	40	592	.5	2.7	47	169	.6	3.1	40	173	.5	2.0	48	156	.6	2.7
2-Book	48	949	.6	2.2	46	563	.6	3.3	36	121	.5	2.4	48	155	.6	2.3	55	168	.7	3.5
WCTA-FM																				
FA '98	40	397	.5	1.9	41	268	.5	2.7	28	78	.3	1.8	63	153	.7	3.2	62	140	.7	3.4
2-Book	52	447	.7	2.4	47	367	.6	3.3	41	109	.5	2.8	83	201	1.0	4.1	68	162	.8	4.3
WDOY-FM																				
FA '98	37	612	.4	1.7	64	690	.7	4.3	54	137	.6	3.5	53	161	.6	2.7	57	177	.7	3.2
2-Book	37	598	.4	1.7	60	649	.7	4.2	41	112	.5	2.7	53	186	.6	2.6	42	137	.5	2.5
WEGM-FM																				
FA '98	21	332	.2	1.0	15	186	.2	1.0	24	73	.3	1.6	25	87	.3	1.3	23	64	.3	1.3
2-Book	27	289	.3	1.3	19	187	.3	1.3	19	55	.3	1.3	30	100	.4	1.5	17	45	.2	1.1
WENA-AM																				
FA '98					*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	3	75		.1	6	108	.1	.4	5	13	.1	.3	3	11		.2	8	23	.1	.4
2-Book	7	82	.1	.3	6	84	.1	.4	6	21	.1	.4	5	18	.1	.3	7	24	.1	.4
WFID-FM																				
FA '98	94	1037	1.1	4.4	66	712	.8	4.4	48	142	.6	3.1	106	322	1.2	5.3	58	181	.7	3.2
2-Book	88	922	1.1	4.1	56	628	.7	3.9	54	140	.7	3.7	77	220	.9	3.8	69	180	.8	4.4
WIAC-AM																				
FA '98	5	72	.1	.2	3	41		.2	7	17	.1	.5	1	6		.1				
2-Book	7	111	.1	.3	4	62		.3	7	21	.1	.5	5	15	.1	.3	1	6		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

	Men 18-49																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	56	729	.7	2.6	30	540	.4	2.0	36	121	.4	2.4	38	180	.4	1.9	35	109	.4	1.9
2-Book	75	810	.9	3.4	27	507	.4	1.9	28	116	.3	1.9	46	164	.5	2.2	29	104	.4	1.7
WIOA-FM																				
FA '98	31	645	.4	1.4	21	348	.2	1.4	22	75	.3	1.4	40	131	.5	2.0	29	110	.3	1.6
2-Book	29	613	.4	1.3	21	351	.2	1.5	23	83	.3	1.6	32	101	.4	1.6	25	100	.3	1.6
WIOB-FM																				
FA '98	17	273	.2	.8	13	206	.2	.9	21	48	.2	1.4	6	39	.1	.3	9	58	.1	.5
2-Book	23	293	.3	1.0	13	217	.2	.9	17	51	.2	1.1	20	53	.3	1.0	9	51	.1	.6
WIOC-FM																				
FA '98	30	265	.4	1.4	22	241	.3	1.5	30	74	.4	2.0	20	78	.2	1.0	16	66	.2	.9
2-Book	22	241	.3	1.0	19	190	.3	1.3	16	43	.2	1.1	17	56	.2	.9	16	51	.2	1.0
WIVA-FM																				
FA '98	42	438	.5	2.0	21	129	.2	1.4	44	95	.5	2.9	43	76	.5	2.2	30	68	.4	1.7
2-Book	58	514	.7	2.7	26	192	.3	1.8	47	88	.6	3.2	47	87	.6	2.3	38	77	.5	2.5
WKAQ-AM																				
FA '98	52	892	.6	2.4	31	593	.4	2.1	72	292	.8	4.7	47	172	.6	2.4	20	77	.2	1.1
2-Book	61	861	.7	2.8	28	409	.4	1.9	48	191	.6	3.2	36	132	.5	1.8	18	65	.2	1.1
WKAQ-FM																				
FA '98	118	1537	1.4	5.5	101	1189	1.2	6.7	110	245	1.3	7.2	192	503	2.2	9.6	152	400	1.8	8.4
2-Book	112	1411	1.4	5.1	82	1011	1.0	5.7	86	216	1.0	5.7	151	416	1.8	7.4	108	304	1.3	6.4
WKSA-FM																				
FA '98	18	163	.2	.8	7	71	.1	.5	3	7		.2	12	31	.1	.6	5	14	.1	.3
2-Book	18	191	.2	.8	7	75	.1	.5	3	11		.2	15	28	.2	.7	14	28	.2	.9
WKVM-AM																				
FA '98	3	75		.1		6							2	6		.1				
2-Book	3	58		.1	2	17		.2					4	10		.2				
WLEO-AM																				
FA '98	7	88	.1	.3	2	33		.1	2	12		.1	1	12		.1	5	11	.1	.3
2-Book	9	124	.1	.4	3	46		.2	5	11	.1	.4	1	6		.1	3	6	.1	.2
WLUZ-AM																				
FA '98	2	29		.1	2	29		.1												
2-Book	16	99	.2	.7	2	28		.1	4	8	.1	.3								
WMEG-FM																				
FA '98	131	1121	1.5	6.1	111	1003	1.3	7.4	50	164	.6	3.3	94	232	1.1	4.7	112	224	1.3	6.2
2-Book	127	1210	1.5	5.8	106	961	1.3	7.4	67	220	.8	4.6	126	300	1.5	6.1	119	251	1.4	7.5
WMIO-FM																				
FA '98	27	65	.3	1.3	3	35		.2	8	16	.1	.5	13	35	.2	.7	5	7	.1	.3
2-Book	19	85	.2	.9	6	59	.1	.5	6	15	.1	.4	9	25	.1	.5	15	26	.2	1.0
WNEL-AM																				
FA '98	5	68	.1	.2	3	29		.2	15	20	.2	1.0	8	20	.1	.4				
2-Book	9	91	.2	.4	2	20		.1	9	16	.1	.6	4	10	.1	.2				
WNIK-FM																				
FA '98	3	68		.1		34														
2-Book	4	88	.1	.2	1	34		.1												
WNNV-FM																				
FA '98	16	142	.2	.7	15	126	.2	1.0	16	40	.2	1.0	10	30	.1	.5	16	45	.2	.9
2-Book	10	98	.1	.5	10	98	.2	.7	12	27	.2	.8	10	38	.1	.5	11	34	.2	.6
WNRT-FM																				
FA '98	27	350	.3	1.3	27	276	.3	1.8	24	64	.3	1.6	24	113	.3	1.2	33	63	.4	1.8
2-Book	24	321	.3	1.1	20	228	.3	1.4	17	46	.2	1.2	19	77	.3	1.0	20	40	.3	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQIQ-FM																							
FA '98		25	236	.3	1.2	23	219	.3	1.5	29	85	.3	1.9	27	78	.3	1.4	36	94	.4	2.0		
2-Book		17	204	.2	.8	16	166	.2	1.1	16	55	.2	1.1	20	45	.2	1.0	23	65	.3	1.3		
WORO-FM																							
FA '98		40	282	.5	1.9	23	295	.3	1.5	12	55	.1	.8	31	116	.4	1.6	26	74	.3	1.4		
2-Book		33	275	.4	1.5	34	312	.4	2.4	16	61	.2	1.1	44	114	.6	2.2	28	71	.3	1.7		
WOSO-AM																							
FA '98		5	123	.1	.2	4	48		.3	16	29	.2	1.0										
2-Book		9	122	.1	.4	4	78		.3	10	25	.1	.6	2	14		.1	2	14		.2		
WOYE-FM																							
FA '98		51	531	.6	2.4	34	317	.4	2.3	9	60	.1	.6	60	150	.7	3.0	45	90	.5	2.5		
2-Book		48	592	.6	2.2	32	361	.4	2.3	11	66	.2	.8	62	177	.8	3.0	35	99	.4	2.1		
WPAB-AM																							
FA '98		18	285	.2	.8	4	87		.3	1	16		.1	2	23		.1	4	9		.2		
2-Book		14	226	.2	.6	5	99	.1	.4	6	24	.1	.4	9	46	.1	.5	5	11	.1	.3		
WPRA-AM																							
FA '98		**	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																							
FA '98		431	2616	5.0	20.1	196	1501	2.3	13.1	237	538	2.8	15.5	264	535	3.1	13.2	246	591	2.9	13.6		
2-Book		394	2533	4.6	18.0	172	1442	2.1	11.9	235	541	2.8	15.9	289	624	3.4	14.1	203	510	2.4	12.4		
WPRP-AM																							
FA '98		2	61		.1	3	51		.2	3	13		.2	5	13	.1	.3						
2-Book		4	76	.1	.2	2	39		.2	3	14		.2	3	7	.1	.2						
WQBS-AM																							
FA '98		1	38			2	31		.1									1	7		.1		
2-Book		2	45		.1	2	22		.1														
WQQZ-FM																							
FA '98		10	62	.1	.5	* 4	61		.3	10	29	.1	.7	11	23	.1	.6	8	25	.1	.4		
2-Book		8	60	.1	.4	3	53		.2	6	20	.1	.4	6	18	.1	.3	6	19	.1	.4		
WRIO-FM																							
FA '98		38	266	.4	1.8	10	134	.1	.7	15	48	.2	1.0	25	89	.3	1.3	11	48	.1	.6		
2-Book		42	332	.5	1.9	17	193	.2	1.2	25	72	.3	1.7	40	120	.5	2.0	16	51	.2	1.0		
WSKN-AM																							
FA '98		7	138	.1	.3	2	42		.1	1	8		.1										
2-Book		8	144	.1	.4	3	49		.2	6	16	.1	.5	4	17	.1	.2	2	17		.2		
WTPM-FM																							
FA '98		4	54		.2	*	14																
2-Book		4	56		.2	4	39	.1	.3	5	11	.1	.4	6	18	.1	.3	5	11	.1	.4		
WUQJ-FM																							
FA '98		30	508	.4	1.4	17	332	.2	1.1	12	58	.1	.8	27	109	.3	1.4	12	41	.1	.7		
2-Book		27	457	.4	1.3	15	298	.2	1.0	9	44	.1	.6	28	104	.3	1.4	12	45	.1	.8		
WUNO-AM																							
FA '98		10	123	.1	.5		8																
2-Book		13	162	.2	.6	1	34		.1									2	7		.2		
WUPR-AM																							
FA '98		*	2	.1		* 1	11		.1					*									
2-Book		2	23	.1		1	6		.1									**	**	**	**	**	
WVJP-FM																							
FA '98		15	271	.2	.7	10	151	.1	.7	20	51	.2	1.3	13	51	.2	.7						
2-Book		12	245	.2	.6	11	179	.1	.8	10	26	.1	.7	14	60	.2	.7	9	18	.1	.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	5	121	.1	.2	3	37		.2	2	27		.1	7	15	.1	.4	11	27	.1	.6
2-Book	13	110	.2	.6	10	53	.1	.7	25	44	.3	1.7	4	15	.1	.2	13	21	.2	.8
WXEW-AM																				
FA '98	2	28		.1	*	5			2	5		.2								
2-Book	2	19		.1	2	25		.2	2	5		.2								
WXYX-FM																				
FA '98	96	1266	1.1	4.5	55	724	.6	3.7	57	183	.7	3.7	65	228	.8	3.3	91	242	1.1	5.0
2-Book	81	1130	1.0	3.7	47	708	.6	3.3	41	139	.5	2.7	61	242	.8	3.0	71	219	.9	4.3
WYQE-FM																				
FA '98	11	122	.1	.5	11	81	.1	.7	12	38	.1	.8	33	63	.4	1.7	25	44	.3	1.4
2-Book	13	94	.2	.6	13	81	.2	.9	8	30	.1	.6	27	42	.3	1.4	21	33	.3	1.3
WZAR-FM																				
FA '98	15	175	.2	.7	20	235	.2	1.3	20	77	.2	1.3	26	92	.3	1.3	25	52	.3	1.4
2-Book	22	318	.3	1.0	25	258	.3	1.8	21	65	.2	1.4	48	123	.6	2.3	25	59	.3	1.6
WZNT-FM																				
FA '98	204	1347	2.4	9.5	210	1126	2.5	14.0	174	401	2.0	11.4	285	592	3.3	14.3	255	491	3.0	14.1
2-Book	201	1366	2.4	9.2	170	1107	2.0	11.7	151	348	1.8	10.1	251	582	3.0	12.3	215	427	2.6	13.2
TOTALS																				
FA '98	2148	8100	25.2		1498	7084	17.5		1525	3662	17.9		1998	4435	23.4		1806	3804	21.2	
2-Book	2197	8073	26.0		1438	6976	17.0		1484	3600	17.5		2050	4438	24.2		1623	3573	19.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	9	45	.1	.7	37	110	.4	3.6	17	61	.2	1.1	11	45	.1	.7	17	61	.2	1.5
2-Book	10	37	.1	.9	26	69	.3	2.6	15	44	.2	1.0	11	30	.1	.8	14	45	.2	1.4
Wael-FM																				
FA '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	3	10	.1	.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																				
FA '98								1	4		.1									
2-Book																				
WAPA-AM																				
FA '98	5	37	.1	.4	6	33	.1	.6	8	42	.1	.5	13	13	.2	.9	10	13	.1	.9
2-Book	12	41	.2	1.0	4	23	.1	.4	5	27	.1	.3	7	7	.1	.5	6	12	.1	.6
WBRQ-FM																				
FA '98	21	50	.2	1.6					15	36	.2	1.0	13	24	.2	.9	1	9	.1	.1
2-Book	11	25	.1	.8	1	8		.1	11	26	.2	.7	9	20	.1	.6	1	5		.1
WCAD-FM																				
FA '98	15	35	.2	1.1	44	102	.5	4.3	25	123	.3	1.6	57	128	.7	3.8	27	95	.3	2.3
2-Book	20	44	.3	1.7	26	80	.3	2.6	28	127	.4	1.8	38	96	.5	2.6	29	72	.4	2.8
WCGB-AM					*												*			
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																				
FA '98	14	25	.2	1.1	3	13		.3	3	13		.2	10	13	.1	.7				
2-Book	7	13	.1	.6	2	7		.2	2	22		.2	6	22	.1	.5				
WCMN-FM																				
FA '98	20	77	.2	1.5	23	53	.3	2.2	33	85	.4	2.1	35	85	.4	2.3	15	60	.2	1.3
2-Book	18	57	.2	1.5	25	60	.3	2.5	34	81	.4	2.1	24	60	.3	1.7	18	62	.2	1.8
WCDM-FM																				
FA '98	45	135	.5	3.4	24	96	.3	2.3	37	182	.4	2.4	24	93	.3	1.6	51	137	.6	4.4
2-Book	44	140	.5	3.6	26	85	.3	2.6	62	196	.7	3.9	46	123	.6	3.5	50	123	.6	4.8
WCTA-FM																				
FA '98	18	34	.2	1.4	15	74	.2	1.5	84	162	1.0	5.3	54	83	.6	3.6	6	33	.1	.5
2-Book	16	53	.2	1.3	36	94	.5	3.7	79	155	1.0	4.9	47	102	.6	3.4	10	47	.2	1.0
WDOY-FM																				
FA '98	192	359	2.2	14.6	38	108	.4	3.7	47	113	.6	3.0	35	85	.4	2.3	25	117	.3	2.1
2-Book	170	320	2.0	13.9	30	89	.4	3.0	54	174	.7	3.4	41	112	.5	3.0	33	105	.4	3.3
WEGM-FM																				
FA '98	11	34	.1	.8	9	24	.1	.9	2	18		.1	2	6		.1	26	62	.3	2.2
2-Book	25	50	.3	2.2	10	34	.1	1.0	17	64	.2	1.0	2	10		.2	25	65	.3	2.4
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
FA '98	5	17	.1	.4	8	32	.1	.8	5	26	.1	.3	3	11		.2	7	24	.1	.6
2-Book	6	17	.1	.5	6	21	.1	.6	6	24	.1	.4	3	11		.2	4	17	.1	.3
WFID-FM																				
FA '98	66	184	.8	5.0	34	139	.4	3.3	71	216	.8	4.5	74	208	.9	4.9	60	173	.7	5.1
2-Book	63	157	.8	5.2	38	125	.5	3.8	42	143	.5	2.7	48	139	.6	3.3	54	161	.7	5.1
WIAC-AM																				
FA '98	6	25	.1	.5	6	11	.1	.6	2	5		.1					4	18		.3
2-Book	3	13	.1	.3	11	25	.2	1.2	2	9		.1					2	9		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	36	108	.4	2.7	11	53	.1	1.1	49	242	.6	3.1	36	100	.4	2.4	2	15	.2	
2-Book	35	102	.4	2.8	16	53	.2	1.7	29	152	.4	1.9	27	82	.3	1.9	8	28	.1	
WIOA-FM																				
FA '98	27	99	.3	2.1	16	48	.2	1.6	20	98	.2	1.3	9	33	.1	.6	5	22	.1	
2-Book	31	92	.4	2.6	11	29	.2	1.1	26	95	.3	1.6	18	60	.2	1.4	6	25	.1	
WIOB-FM																				
FA '98	16	40	.2	1.2	15	58	.2	1.5	13	44	.2	.8	15	49	.2	1.0	9	28	.1	
2-Book	17	43	.2	1.4	8	29	.1	.8	13	56	.2	.8	10	50	.2	.7	10	35	.1	
WIOC-FM																				
FA '98	35	118	.4	2.7	16	45	.2	1.6	20	62	.2	1.3	27	79	.3	1.8	12	45	.1	
2-Book	27	77	.3	2.2	8	23	.1	.8	22	66	.3	1.4	26	58	.3	1.9	14	42	.2	
WIVA-FM																				
FA '98					19	32	.2	1.8	26	42	.3	1.7	10	30	.1	.7				
2-Book	6	21	.1	.5	19	32	.2	1.9	31	91	.4	1.9	19	42	.2	1.4	1	4	.1	
WKAQ-AM																				
FA '98	33	112	.4	2.5	38	180	.4	3.7	15	83	.2	1.0	14	45	.2	.9	17	87	.2	
2-Book	29	83	.4	2.4	32	122	.4	3.2	20	67	.3	1.3	25	71	.3	1.9	19	58	.2	
WKAQ-FM																				
FA '98	75	236	.9	5.7	43	148	.5	4.2	100	359	1.2	6.4	78	265	.9	5.2	53	188	.6	
2-Book	59	184	.7	4.8	39	129	.5	3.9	85	314	1.0	5.3	70	226	.8	5.0	54	167	.7	
WKSA-FM																				
FA '98					11	26	.1	1.1	15	18	.2	1.0	2	7		.1	3	7	.3	
2-Book					10	22	.1	1.0	9	19	.1	.6	2	8		.2	2	4	.2	
WKVM-AM																				
FA '98									9	14	.1	.5	4	8	.1	.3				
2-Book					2	8		.2	9	14	.1	.5	4	8	.1	.3				
WLEO-AM																				
FA '98	3	11		.2	5	11	.1	.5										3	6	.1
2-Book	7	13	.1	.6	7	11	.1	.7	3	12	.1	.2								
WLUZ-AM																				
FA '98	3	17		.2					1	6		.1	11	12	.1	.7				
2-Book	2	9		.1					1	6		.1	6	6	.1	.4				
WMEG-FM																				
FA '98	127	288	1.5	9.7	39	91	.5	3.8	59	193	.7	3.8	86	190	1.0	5.7	287	544	3.4	
2-Book	102	255	1.2	8.3	45	131	.6	4.5	71	200	.9	4.4	75	163	.9	5.4	219	431	2.6	
WMIO-FM																				
FA '98					1	7		.1	9	19	.1	.6	4	8	.1	.3		1	5	.1
2-Book	5	16	.1	.4	1	7		.1	9	19	.1	.6	4	8	.1	.3		1	5	.1
WNEL-AM																				
FA '98																		9		
2-Book																		5		
WNIK-FM																				
FA '98	1	13		.1					2	22		.1								
2-Book	2	11		.2					1	11		.1						7	12	.1
WNNV-FM																				
FA '98	6	24	.1	.5	14	24	.2	1.4	25	65	.3	1.6	31	65	.4	2.1	8	24	.1	
2-Book	7	20	.1	.6	11	23	.2	1.1	16	39	.2	1.0	16	33	.2	1.1	4	12	.1	
WNRT-FM																				
FA '98	19	67	.2	1.4	44	141	.5	4.3	31	116	.4	2.0	29	102	.3	1.9	19	52	.2	
2-Book	13	48	.2	1.0	39	118	.5	3.9	22	82	.3	1.4	20	76	.2	1.4	16	51	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WOQI-FM																						
FA '98		16	36	.2	1.2	14	31	.2	1.4	7	27	.1	.4	24	56	.3	1.6	36	73	.4	3.1	
2-Book		9	26	.1	.7	14	32	.2	1.5	8	32	.1	.5	13	34	.2	.9	26	48	.3	2.4	
WORD-FM																						
FA '98		10	31	.1	.8	7	27	.1	.7	67	151	.8	4.3	21	59	.2	1.4	3	13		.3	
2-Book		15	41	.2	1.3	11	41	.2	1.2	96	163	1.2	6.0	43	88	.5	3.3	13	37	.2	1.4	
WOSO-AM																						
FA '98		1	7	.1		6	15	.1	.6	11	14	.1	.7	3	12		.2					
2-Book		3	19	.3		4	15	.1	.4	7	15	.1	.4	4	14		.3	4	7	.1	.4	
WOYE-FM																						
FA '98		23	64	.3	1.7	3	13		.3	18	33	.2	1.1	42	103	.5	2.8	62	124	.7	5.3	
2-Book		29	72	.4	2.4	6	21	.1	.6	30	70	.4	1.8	27	76	.3	1.9	47	110	.6	4.3	
WPAB-AM																						
FA '98		5	23	.1	.4	2	12		.2	2	12		.1	12	26	.1	.8	4	10		.3	
2-Book		5	17	.1	.4	7	16	.1	.7	1	6		.1	6	13	.1	.4	2	5		.2	
WPRA-AM																						
FA '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																						
FA '98		176	440	2.1	13.4	138	334	1.6	13.4	160	390	1.9	10.2	163	349	1.9	10.8	180	396	2.1	15.4	
2-Book		120	306	1.4	9.5	106	243	1.3	10.6	150	419	1.8	9.4	144	319	1.7	10.3	129	294	1.5	11.9	
WPRP-AM																						
FA '98						9	25	.1	.9	9	37	.1	.6									
2-Book						5	13	.1	.5	7	25	.1	.5									
WQBS-AM																						
FA '98		14	31	.2	1.1					2	7		.1					2	12		.2	
2-Book		7	16	.1	.6													1	6		.1	
WQQZ-FM																						
FA '98						*																
2-Book		2	7		.2					2	10		.1	2	10		.2					
WRIO-FM																						
FA '98		3	11	.2		2	23		.2	5	37	.1	.3	10	21	.1	.7	8	37	.1	.7	
2-Book		6	10	.1	.5	5	27	.1	.5	18	61	.3	1.1	14	30	.2	1.0	11	36	.2	1.1	
WSKN-AM																						
FA '98		10	25	.1	.8													1	9		.1	
2-Book		5	13	.1	.4					5	17	.1	.3					1	5		.1	
WTPM-FM																						
FA '98		* 3	14	.2														*	7		.8	
2-Book		2	7	.1		2	7		.2	3	7	.1	.2	3	7	.1	.2		14	.1	.8	
WUKQ-FM																						
FA '98		10	46	.1	.8	9	42	.1	.9	17	86	.2	1.1	18	50	.2	1.2	25	68	.3	2.1	
2-Book		8	45	.1	.7	8	34	.1	.8	18	72	.2	1.1	17	47	.2	1.3	16	49	.2	1.4	
WUNO-AM																						
FA '98										1	8		.1									
2-Book		2	7		.2	1	9		.1	2	11		.2					2	7		.2	
WUPR-AM																						
FA '98						3	11		.3	*												
2-Book		**	**	**	**	2	6		.2					**	**	**	**	**	**	**	**	
WVJP-FM																						
FA '98		11	28	.1	.8	4	17		.4	8	35	.1	.5	3	10		.2	18	58	.2	1.5	
2-Book		9	28	.1	.7	7	26	.1	.7	12	48	.2	.8	13	44	.2	1.0	12	43	.2	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	6	37	.1	.5																
2-Book	10	30	.2	.9	23	23	.3	2.4				7	7	.1	.6	6	7	.1	.6	
WXEW-AM																				
FA '98	*				*											*	5	5	.1	.4
2-Book	12	22	.2	1.1	2	5	.2		1	5	.1	1	5	.1		4	8	.1	.3	
WXYX-FM																				
FA '98	47	126	.6	3.6	44	116	.5	4.3	69	207	.8	4.4	66	210	.8	4.4	11	54	.1	.9
2-Book	41	126	.5	3.3	27	83	.3	2.6	61	213	.7	3.8	68	192	.8	5.0	14	51	.2	1.4
WYQE-FM																				
FA '98	3	15	.2		2	8	.2		4	6	.3		5	6	.1	.3	6	15	.1	.5
2-Book	2	8	.1		11	15	.1	1.2	21	43	.3	1.3	16	29	.2	1.2	3	8	.1	.3
WZAR-FM																				
FA '98	14	26	.2	1.1	16	43	.2	1.6	34	64	.4	2.2	14	41	.2	.9	7	22	.1	.6
2-Book	11	25	.2	.9	17	47	.2	1.8	44	109	.5	2.8	21	59	.3	1.6	8	17	.1	.8
WZNT-FM																				
FA '98	69	198	.8	5.2	122	324	1.4	11.9	349	666	4.1	22.2	344	556	4.0	22.8	91	216	1.1	7.8
2-Book	73	210	.9	6.0	92	251	1.1	9.1	252	534	3.0	15.9	247	459	2.9	17.3	85	203	1.0	8.1
TOTALS																				
FA '98	1316	3141	15.4		1029	2648	12.1		1571	3548	18.4		1506	3110	17.6		1172	2773	13.7	
2-Book	1219	2896	14.4		996	2498	11.8		1600	3643	18.9		1383	2904	16.3		1052	2467	12.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	6	103	.1	.5	3	34	.1	.3	4	15	.1	.3	1	23	.1	.3	15	91	.2	2.1	
SU '98	14	112	.2	1.1	14	81	.2	.7	15	53	.2	1.0	17	55	.3	1.2	17	97	.3	2.5	
2-Book	10	108	.2	.8	9	58	.1	.4	10	34	.2	.7	9	39	.2	.7	16	94	.3	2.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAEI-FM																					
FA '98	*	9	171	.1	.7	6	69	.1	.3	26	152	.4	1.9	4	57	.1	.3	6	93	.1	.9
SU '98		8	189	.1	.6	5	73	.1	.2	15	120	.2	1.0	8	102	.1	.5	6	93	.1	.9
2-Book		9	180	.1	.7	6	71	.1	.3	21	136	.3	1.5	6	80	.1	.4	3	50	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																					
FA '98			32							24			1	24	.1						
SU '98																					
2-Book			16							12			1	12	.1						
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																					
FA '98	17	277	.3	1.3	32	153	.5	1.6	21	96	.3	1.5	9	99	.1	.6	13	49	.2	1.8	
SU '98	19	336	.3	1.5	36	207	.6	1.7	31	225	.5	2.0	21	148	.3	1.4	9	55	.1	1.3	
2-Book	18	307	.3	1.4	34	180	.6	1.7	26	161	.4	1.8	15	124	.2	1.0	11	52	.2	1.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WBRQ-FM																					
FA '98	5	48	.1	.4	3	36	.1	.4	5	48	.1	.4	6	36	.1	.4	2	36		.3	
SU '98	5	14	.1	.4	3	14	.1	.4	12	14	.2	.8	11	14	.2	.7					
2-Book	5	31	.1	.4	3	25	.1	.4	9	31	.2	.6	9	25	.2	.6	1	18		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																					
FA '98	26	395	.4	2.0	35	223	.6	1.7	28	157	.5	2.0	40	212	.7	2.9	14	166	.2	1.9	
SU '98	37	550	.6	2.9	57	252	.9	2.7	60	326	1.0	3.8	41	255	.7	2.8	18	143	.3	2.6	
2-Book	32	473	.5	2.5	46	238	.8	2.2	44	242	.8	2.9	41	234	.7	2.9	16	155	.3	2.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCGB-AM																					
FA '98	*		7							7											
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																					
FA '98	7	74	.1	.6	17	63	.3	.8	11	46	.2	.8	11	46	.2	.8					
SU '98	7	194	.1	.5	18	115	.3	.9	9	85	.1	.6	6	41	.1	.4	1	20		.1	
2-Book	7	134	.1	.6	18	89	.3	.9	10	66	.2	.7	9	44	.2	.6	1	10		.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-49

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	27	413	.4	2.1	54	262	.9	2.6	28	162	.5	2.0	27	166	.4	1.9	12	104	.2	1.7
SU '98	14	245	.2	1.1	24	141	.4	1.2	15	106	.2	1.0	15	154	.2	1.0	4	53	.1	.6
2-Book	21	329	.3	1.6	39	202	.7	1.9	22	134	.4	1.5	21	160	.3	1.5	8	79	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	17	608	.3	1.3	20	279	.3	1.0	21	300	.3	1.5	21	263	.3	1.5	10	114	.2	1.4
SU '98	19	529	.3	1.5	33	212	.5	1.6	17	249	.3	1.1	23	218	.4	1.6	15	196	.2	2.2
2-Book	18	569	.3	1.4	27	246	.4	1.3	19	275	.3	1.3	22	241	.4	1.6	13	155	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	30	365	.5	2.4	18	120	.3	.9	36	227	.6	2.6	44	183	.7	3.1	23	124	.4	3.2
SU '98	37	514	.6	2.9	34	154	.6	1.6	34	256	.6	2.2	47	220	.8	3.2	37	190	.6	5.3
2-Book	34	440	.6	2.7	26	137	.5	1.3	35	242	.6	2.4	46	202	.8	3.2	30	157	.5	4.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	22	485	.4	1.7	18	202	.3	.9	25	177	.4	1.8	22	224	.4	1.6	20	102	.3	2.8
SU '98	26	533	.4	2.0	20	142	.3	1.0	31	279	.5	2.0	27	261	.4	1.8	21	189	.3	3.0
2-Book	24	509	.4	1.9	19	172	.3	1.0	28	228	.5	1.9	25	243	.4	1.7	21	146	.3	2.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	12	227	.2	.9	24	167	.4	1.2	7	113	.1	.5	17	131	.3	1.2	6	56	.1	.8
SU '98	16	181	.3	1.2	11	73	.2	.5	29	113	.5	1.8	16	97	.3	1.1	14	135	.2	2.0
2-Book	14	204	.3	1.1	18	120	.3	.9	18	113	.3	1.2	17	114	.3	1.2	10	96	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	4	120	.1	.3	1	40			2	24		.1	8	74	.1	.6	8	24	.1	1.1
SU '98	7	127	.1	.5	16	46	.3	.8	11	46	.2	.7	3	34		.2	2	47		.3
2-Book	6	124	.1	.4	9	43	.2	.4	7	35	.1	.4	6	54	.1	.4	5	36	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	68	1022	1.1	5.4	78	577	1.3	3.8	92	492	1.5	6.6	65	499	1.1	4.6	53	421	.9	7.3
SU '98	52	764	.9	4.0	66	329	1.1	3.2	76	321	1.3	4.8	62	296	1.0	4.2	33	273	.5	4.8
2-Book	60	893	1.0	4.7	72	453	1.2	3.5	84	407	1.4	5.7	64	398	1.1	4.4	43	347	.7	6.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJAC-AM																				
FA '98	4	90	.1	.3	6	21	.1	.3	3	32		.2	7	38	.1	.5	3	32		.4
SU '98	6	140	.1	.5	18	84	.3	.9	4	58	.1	.3	2	12	.1	.1	2	12		.3
2-Book	5	115	.1	.4	12	53	.2	.6	4	45	.1	.3	5	25	.1	.3	3	22		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																				
FA '98	32	710	.5	2.5	68	366	1.1	3.3	45	319	.7	3.2	23	160	.4	1.6	11	136	.2	1.5
SU '98	47	672	.8	3.6	79	377	1.3	3.8	95	290	1.6	6.0	46	264	.8	3.1	18	149	.3	2.6
2-Book	40	691	.7	3.1	74	372	1.2	3.6	70	305	1.2	4.6	35	212	.6	2.4	15	143	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDA-FM																				
FA '98	21	615	.3	1.7	29	315	.5	1.4	30	245	.5	2.2	20	180	.3	1.4	19	163	.3	2.6
SU '98	16	540	.3	1.2	28	219	.5	1.3	16	263	.3	1.0	10	126	.2	.7	10	139	.2	1.4
2-Book	19	578	.3	1.5	29	267	.5	1.4	23	254	.4	1.6	15	153	.3	1.1	15	151	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDB-FM																				
FA '98	10	206	.2	.8	21	110	.3	1.0	7	86	.1	.5	6	45	.1	.4	9	92	.1	1.2
SU '98	20	372	.3	1.5	15	100	.2	.7	31	139	.5	2.0	31	180	.5	2.1	12	73	.2	1.7
2-Book	15	289	.3	1.2	18	105	.3	.9	19	113	.3	1.3	19	113	.3	1.3	11	83	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDC-FM																				
FA '98	25	244	.4	2.0	27	130	.4	1.3	29	122	.5	2.1	29	129	.5	2.1	27	138	.4	3.7
SU '98	8	180	.1	.6	5	36	.1	.2	6	46	.1	.4	11	91	.2	.7	12	89	.2	1.7
2-Book	17	212	.3	1.3	16	83	.3	.8	18	84	.3	1.3	20	110	.4	1.4	20	114	.3	2.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	24	324	.4	1.9	54	209	.9	2.6	23	148	.4	1.6	36	175	.6	2.6	5	77	.1	.7
SU '98	27	367	.4	2.1	83	259	1.4	4.0	24	199	.4	1.5	20	159	.3	1.4	1	33		.1
2-Book	26	346	.4	2.0	69	234	1.2	3.3	24	174	.4	1.6	28	167	.5	2.0	3	55	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	45	986	.7	3.5	84	543	1.4	4.1	13	220	.2	.9	56	369	.9	4.0	59	366	1.0	8.1
SU '98	55	803	.9	4.3	100	517	1.7	4.8	48	341	.8	3.1	60	389	1.0	4.1	72	272	1.2	10.4
2-Book	50	895	.8	3.9	92	530	1.6	4.5	31	281	.5	2.0	58	379	1.0	4.1	66	319	1.1	9.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	58	1220	.9	4.6	51	401	.8	2.5	78	582	1.3	5.6	65	511	1.1	4.6	45	350	.7	6.2
SU '98	46	936	.8	3.6	34	334	.6	1.6	63	436	1.0	4.0	68	449	1.1	4.6	28	276	.5	4.0
2-Book	52	1078	.9	4.1	43	368	.7	2.1	71	509	1.2	4.8	67	480	1.1	4.6	37	313	.6	5.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WKSA-FM																			
FA '98	11	169	.2	.9	18	100	.3	.9	24	119	.4	1.7	9	58	.1	.6	1	8	.1	.1
SU '98	10	201	.2	.8	9	91	.1	.4	19	83	.3	1.2	18	106	.3	1.2	1	14	.1	.1
2-Book	11	185	.2	.9	14	96	.2	.7	22	101	.4	1.5	14	82	.2	.9	1	11	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	2	75	.2	.2		7			5	45	.1	.4	3	48	.2	.2		6		
SU '98	2	44	.2	.2	2	29	.1	.1					1	13	.1	.1				
2-Book	2	60	.2	.2	1	18	.1	.1	3	23	.1	.2	2	31	.2	.2		3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	4	88	.1	.3	10	36	.2	.5	6	51	.1	.4	6	29	.1	.4		11		
SU '98	6	151	.1	.5	13	68	.2	.6	9	81	.1	.6	6	32	.1	.4	3	26	.4	.4
2-Book	5	120	.1	.4	12	52	.2	.6	8	61	.1	.5	6	31	.1	.4	2	19	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	1	42	.1	.1		17			2	29	.1	.1	2	12	.1	.1				
SU '98	15	184	.2	1.2	18	79	.3	.9	30	155	.5	1.9	37	110	.6	2.5				
2-Book	8	113	.1	.7	9	48	.2	.5	16	92	.3	1.0	20	61	.3	1.3				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	73	962	1.2	5.7	114	458	1.9	5.6	59	399	1.0	4.2	87	542	1.4	6.2	41	398	.7	5.6
SU '98	63	801	1.0	4.9	79	419	1.3	3.8	60	330	1.0	3.8	97	464	1.6	6.6	42	346	.7	6.1
2-Book	68	882	1.1	5.3	97	439	1.6	4.7	60	365	1.0	4.0	92	503	1.5	6.4	42	372	.7	5.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	14	58	.2	1.1	23	45	.4	1.1	32	45	.5	2.3	21	58	.3	1.5				
SU '98	8	94	.1	.6	4	9	.1	.2	13	39	.2	.8	10	77	.2	.7	7	64	.1	1.0
2-Book	11	76	.2	.9	14	27	.3	.7	23	42	.4	1.6	16	68	.3	1.1	4	32	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	4	65	.1	.3	8	44	.1	.4					5	33	.1	.4	7	44	.1	1.0
SU '98	7	120	.1	.5	21	91	.3	1.0	12	45	.2	.8	7	45	.1	.5	2	18	.3	.3
2-Book	6	93	.1	.4	15	68	.2	.7	6	23	.1	.4	6	39	.1	.5	5	31	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	2	94	.2	.2	4	48	.1	.2	2	13	.1	.1	3	44	.2	.2	2	23	.3	.3
SU '98	1	75	.1	.1	1	43	.1	.1	4	57	.1	.3	1	26	.1	.1	1	9	.1	.1
2-Book	2	85	.2	.2	3	46	.1	.1	3	35	.1	.2	2	35	.2	.2	2	16	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WNNV-FM																					
FA '98	12	140	.2	.9	13	69	.2	.6	14	42	.2	1.0	11	63	.2	.8	8	74	.1	1.1	
SU '98	4	95	.1	.3	2	26	.1	.1	5	32	.1	.3	3	30	.2	.2	1	13	.1	.1	
2-Book	8	118	.2	.6	8	48	.1	.4	10	37	.2	.7	7	47	.1	.5	5	44	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNRT-FM																					
FA '98	22	389	.4	1.7	33	197	.5	1.6	16	128	.3	1.1	15	125	.2	1.1	20	151	.3	2.8	
SU '98	13	232	.2	1.0	19	117	.3	.9	19	141	.3	1.2	13	119	.2	.9	7	53	.1	1.0	
2-Book	18	311	.3	1.4	26	157	.4	1.3	18	135	.3	1.2	14	122	.2	1.0	14	102	.2	1.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQOI-FM																					
FA '98	8	157	.1	.6	6	46	.1	.3	8	36	.1	.6	17	100	.3	1.2	5	45	.1	.7	
SU '98	5	107	.1	.4	6	59	.1	.3	4	60	.1	.3	3	50	.2	.2	4	24	.1	.6	
2-Book	7	132	.1	.5	6	53	.1	.3	6	48	.1	.5	10	75	.2	.7	5	35	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WORO-FM																					
FA '98	27	436	.4	2.1	38	171	.6	1.9	41	175	.7	2.9	40	191	.7	2.9	3	52	.4	.4	
SU '98	24	431	.4	1.9	20	154	.3	1.0	24	124	.4	1.5	27	146	.4	1.8	7	62	.1	1.0	
2-Book	26	434	.4	2.0	29	163	.5	1.5	33	150	.6	2.2	34	169	.6	2.4	5	57	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOSO-AM																					
FA '98	4	157	.1	.3	9	71	.1	.4	3	36	.2	.2	4	96	.1	.3	2	21	.3	.3	
SU '98	8	135	.1	.6	10	94	.2	.5	10	49	.2	.6	16	73	.3	1.1	5	36	.1	.7	
2-Book	6	146	.1	.5	10	83	.2	.5	7	43	.1	.4	10	85	.2	.7	4	29	.1	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																					
FA '98	22	378	.4	1.7	45	212	.7	2.2	23	155	.4	1.6	19	157	.3	1.4	16	135	.3	2.2	
SU '98	17	395	.3	1.3	26	203	.4	1.3	19	187	.2	.9	19	201	.3	1.3	15	139	.2	2.2	
2-Book	20	387	.4	1.5	36	208	.6	1.8	14	171	.3	1.3	19	179	.3	1.4	16	137	.3	2.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPAB-AM																					
FA '98	13	321	.2	1.0	19	145	.3	.9	17	169	.3	1.2	18	146	.3	1.3	14	99	.2	1.9	
SU '98	8	205	.1	.6	7	66	.1	.3	12	70	.2	.8	7	66	.1	.5	9	103	.1	1.3	
2-Book	11	263	.2	.8	13	106	.2	.6	15	120	.3	1.0	13	106	.2	.9	12	101	.2	1.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRA-AM																					
FA '98	*	2		.2	1	13			1	13		.1					*	10	13	.2	1.4
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-49

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																				
FA '98	205	2043	3.3	16.1	512	1375	8.3	25.1	153	720	2.5	11.0	238	1165	3.9	17.0	68	531	1.1	9.4
SU '98	171	1860	2.8	13.2	465	1337	7.7	22.4	151	943	2.5	9.6	189	1044	3.1	12.8	33	310	.5	4.8
2-Book	188	1952	3.1	14.7	489	1356	8.0	23.8	152	832	2.5	10.3	214	1105	3.5	14.9	51	421	.8	7.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	2	65		.2	5	47	.1	.2		9			6							
SU '98	3	102		.2	16	75	.3	.8		15								14		
2-Book	3	84		.2	11	61	.2	.5		12			3				7			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	1	69		.1		12			1	12		.1	1	13		.1	1	13		.1
SU '98	2	66		.2	5	23	.1	.2	4	51	.1	.3	1	15		.1	1	14		.1
2-Book	2	68		.2	3	18	.1	.1	3	32	.1	.2	1	14		.1	1	14		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 7	124	.1	.6	7	22	.1	.3	12	49	.2	.9	11	23	.2	.8	4	63	.1	.6
SU '98	3	53		.2	2	26		.1	6	17	.1	.4	6	26	.1	.4	1	17		.1
2-Book	5	89	.1	.4	5	24	.1	.2	9	33	.2	.7	9	25	.2	.6	3	40	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	17	212	.3	1.3	49	170	.8	2.4	17	63	.3	1.2	18	110	.3	1.3	3	45		.4
SU '98	22	298	.4	1.7	39	187	.6	1.9	26	138	.4	1.7	21	147	.3	1.4	10	70	.2	1.4
2-Book	20	255	.4	1.5	44	179	.7	2.2	22	101	.4	1.5	20	129	.3	1.4	7	58	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	4	171	.1	.3	14	77	.2	.7	4	95	.1	.3	2	37		.1	1	9		.1
SU '98	6	167	.1	.5	12	116	.2	.6	9	87	.1	.6	2	14		.1	4	37	.1	.6
2-Book	5	169	.1	.4	13	97	.2	.7	7	91	.1	.5	2	26		.1	3	23	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 3	68		.2	8	54	.1	.4	4	31	.1	.3	1	28		.1	* 5	30	.1	.7
SU '98	4	49	.1	.3	6	28	.1	.3		2			2	22	.1		6	49	.1	.9
2-Book	4	59	.1	.3	7	41	.1	.4	2	16	.1	.2	2	25	.1		6	40	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	12	332	.2	.9	11	127	.2	.5	22	194	.4	1.6	11	134	.2	.8	8	98	.1	1.1
SU '98	12	352	.2	.9	15	103	.2	.7	21	161	.3	1.3	20	166	.3	1.4	2	38		.3
2-Book	12	342	.2	.9	13	115	.2	.6	22	178	.4	1.5	16	150	.3	1.1	5	68	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUND-AM																				
FA '98	5	142	.1	.4	11	98	.2	.5	10	51	.2	.7	8	37	.1	.6	1	27		.1
SU '98	10	212	.2	.8	20	142	.3	1.0	15	68	.2	1.0	11	68	.2	.7	6	53	.1	.9
2-Book	8	177	.2	.6	16	120	.3	.8	13	60	.2	.9	10	53	.2	.7	4	40	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	*	2	36	.2	2	25		.1												
SU '98		1	21	.1	2	21		.1	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	2	29		.2	2	23		.1	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	11	320	.2	.9	21	172	.3	1.0	18	146	.3	1.3	4	92	.1	.3	8	119	.1	1.1
SU '98	8	267	.1	.6	5	60	.1	.2	7	121	.1	.4	9	95	.1	.6	8	88	.1	1.2
2-Book	10	294	.2	.8	13	116	.2	.6	13	134	.2	.9	7	94	.1	.5	8	104	.1	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	3	102		.2	7	77	.1	.3	1	23		.1	7	58	.1	.5	1	12		.1
SU '98	15	79	.2	1.2	41	47	.7	2.0	1	14		.1	14	23	.2	.9	11	14	.2	1.6
2-Book	9	91	.1	.7	24	62	.4	1.2	1	19		.1	11	41	.2	.7	6	13	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	*	2	28	.2	4	22	.1	.2		9			1	15		.1	*	2	14	.3
SU '98		2	47	.2	1	10			2	10		.1					2	22		.3
2-Book	2	38		.2	3	16		.1	1	10		.1	1	8		.1	2	18		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	39	849	.6	3.1	82	426	1.3	4.0	44	253	.7	3.2	39	362	.6	2.8	14	172	.2	1.9
SU '98	30	772	.5	2.3	41	363	.7	2.0	40	380	.7	2.5	26	248	.4	1.8	22	223	.4	3.2
2-Book	35	811	.6	2.7	62	395	1.0	3.0	42	317	.7	2.9	33	305	.5	2.3	18	198	.3	2.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	4	67	.1	.3	5	41	.1	.2	4	23	.1	.3	3	28		.2	2	20		.3
SU '98	11	50	.2	.9	4	21	.1	.2	21	50	.3	1.3	15	50	.2	1.0	1	21		.1
2-Book	8	59	.2	.6	5	31	.1	.2	13	37	.2	.8	9	39	.1	.6	2	21		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	10	249	.2	.8	11	90	.2	.5	13	98	.2	.9	4	26	.1	.3	8	56	.1	1.1
SU '98	16	452	.3	1.2	28	205	.5	1.3	8	103	.1	.5	21	175	.3	1.4	7	100	.1	1.0
2-Book	13	351	.3	1.0	20	148	.4	.9	11	101	.2	.7	13	101	.2	.9	8	78	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-49

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	152	1259	2.5	12.0	160	713	2.6	7.8	189	683	3.1	13.6	180	695	2.9	12.8	50	347	.8	6.9
SU '98	140	1390	2.3	10.8	159	654	2.6	7.7	199	846	3.3	12.7	186	939	3.1	12.6	63	470	1.0	9.1
2-Book	146	1325	2.4	11.4	160	684	2.6	7.8	194	765	3.2	13.2	183	817	3.0	12.7	57	409	.9	8.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1270	5976	20.7		2041	5486	33.3		1394	4372	22.7		1401	4826	22.8		727	3711	11.9	
SU '98	1292	5904	21.3		2078	5498	34.3		1572	4718	25.9		1476	4935	24.4		693	3395	11.4	
2-Book	1281	5940	21.0		2060	5492	33.8		1483	4545	24.3		1439	4881	23.6		710	3553	11.7	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	3	34	.2	.6	6	64	.1	.6	3	21	.3	3	15	.2	12	15	.2	1.0		
2-Book	9	65	.1	.6	8	59	.1	.8	2	11	.2	7	35	.1	.5	6	8	.1	.5	
Wael-FM																				
FA '98	13	171	.2	.8	**	**	**	**	1	4	.1	9	43	.1	.7	11	43	.2	.9	
2-Book	12	165	.2	.7	**	**	**	**	1	4	.1	8	47	.1	.6	9	36	.2	.8	
WALO-AM																				
FA '98		24				7				7										
2-Book		12				4				4										
WAPA-AM																				
FA '98	21	196	.3	1.3	12	128	.2	1.1	23	65	.4	2.0	15	42	.2	1.1	15	50	.2	1.2
2-Book	26	261	.4	1.6	10	101	.2	.9	26	64	.5	2.3	12	43	.2	.8	8	25	.1	.6
WBRQ-FM																				
FA '98	5	48	.1	.3	6	36	.1	.6								7	36	.1	.6	
2-Book	7	31	.1	.4	3	18	.1	.3								4	18	.1	.3	
WCAD-FM																				
FA '98	34	310	.6	2.1	19	208	.3	1.8	28	65	.5	2.4	30	91	.5	2.2	4	8	.1	.3
2-Book	44	404	.8	2.6	19	236	.3	1.9	21	54	.4	1.9	28	95	.5	2.0	9	26	.2	.8
WCGB-AM																				
FA '98		7			*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	13	74	.2	.8	2	23		.2				1	10		.1	3	10		.2	
2-Book	12	109	.2	.7	3	60		.3	8	27	.2	.8	3	23	.1	.2	2	5		.1
WCMN-FM																				
FA '98	36	346	.6	2.3	21	195	.3	2.0	34	60	.6	2.9	45	84	.7	3.3	40	77	.7	3.3
2-Book	27	282	.5	1.7	19	164	.3	1.9	24	46	.4	2.1	36	58	.6	2.6	25	57	.4	2.1
WCOM-FM																				
FA '98	20	511	.3	1.3	14	276	.2	1.3	20	69	.3	1.7	16	46	.3	1.2	17	67	.3	1.4
2-Book	22	455	.4	1.4	14	253	.2	1.4	17	59	.3	1.5	10	41	.2	.8	14	65	.3	1.2
WCTA-FM																				
FA '98	33	311	.5	2.1	30	209	.5	2.9	12	43	.2	1.0	37	114	.6	2.7	48	111	.8	4.0
2-Book	36	327	.6	2.2	33	276	.6	3.3	20	63	.3	1.8	46	131	.8	3.2	49	127	.8	4.4
WDOY-FM																				
FA '98	22	351	.4	1.4	25	289	.4	2.4	25	71	.4	2.1	25	92	.4	1.9	18	96	.3	1.5
2-Book	24	380	.4	1.5	28	297	.5	2.8	27	79	.5	2.4	33	121	.6	2.3	17	73	.3	1.5
WEGM-FM																				
FA '98	15	219	.2	.9	8	92	.1	.8	19	55	.3	1.6	23	69	.4	1.7	9	25	.1	.7
2-Book	18	179	.3	1.1	10	96	.2	1.0	15	41	.3	1.3	23	68	.4	1.6	6	19	.1	.5
WENA-AM																				
FA '98					*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	3	75		.2	4	77	.1	.4	5	13	.1	.4	3	11		.2	1	10		.1
2-Book	7	73	.1	.4	4	59	.1	.4	6	17	.1	.5	5	18	.1	.4	3	17	.1	.3
WFID-FM																				
FA '98	80	847	1.3	5.0	59	606	1.0	5.6	46	136	.7	3.9	84	258	1.4	6.2	51	148	.8	4.2
2-Book	75	696	1.2	4.6	47	494	.8	4.6	44	124	.7	3.9	62	185	1.1	4.4	54	137	.9	4.9
WIAC-AM																				
FA '98	5	72	.1	.3	3	41		.3	7	17	.1	.6	1	6		.1				
2-Book	7	95	.1	.4	4	62	.1	.4	7	21	.1	.6	5	15	.1	.4	1	6		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	45	525	.7	2.8	23	391	.4	2.2	34	106	.6	2.9	29	125	.5	2.1	28	78	.5	2.3
2-Book	60	544	1.0	3.6	21	374	.4	2.1	25	98	.5	2.2	36	123	.6	2.5	20	74	.4	1.8
WIOA-FM																				
FA '98	26	526	.4	1.6	14	203	.2	1.3	10	39	.2	.9	28	79	.5	2.1	13	66	.2	1.1
2-Book	22	471	.4	1.4	16	233	.3	1.6	11	39	.2	1.0	26	75	.5	1.8	16	65	.3	1.4
WIOB-FM																				
FA '98	11	157	.2	.7	10	140	.2	1.0	21	48	.3	1.8	3	17	.2		6	23	.1	.5
2-Book	19	212	.3	1.1	12	178	.2	1.2	17	51	.3	1.5	19	42	.3	1.2	7	34	.1	.7
WIOC-FM																				
FA '98	28	200	.5	1.8	18	180	.3	1.7	22	44	.4	1.9	17	68	.3	1.3	12	56	.2	1.0
2-Book	18	159	.3	1.1	13	140	.2	1.2	12	28	.2	1.1	10	45	.2	.8	8	33	.1	.7
WIVA-FM																				
FA '98	37	324	.6	2.3	14	83	.2	1.3	37	83	.6	3.2	19	42	.3	1.4	19	42	.3	1.6
2-Book	39	327	.7	2.4	18	120	.3	1.8	41	75	.7	3.7	32	50	.5	2.2	25	50	.4	2.3
WKAQ-AM																				
FA '98	48	770	.8	3.0	30	535	.5	2.9	68	240	1.1	5.8	47	172	.8	3.5	20	77	.3	1.7
2-Book	58	776	1.0	3.5	25	358	.4	2.5	44	156	.7	3.8	35	128	.6	2.5	17	61	.3	1.5
WKAQ-FM																				
FA '98	66	941	1.1	4.1	52	693	.8	5.0	60	171	1.0	5.1	106	289	1.7	7.8	62	190	1.0	5.1
2-Book	61	839	1.0	3.7	47	580	.8	4.6	49	144	.8	4.4	86	235	1.4	6.1	50	158	.8	4.4
WKSA-FM																				
FA '98	18	134	.3	1.1	7	71	.1	.7	3	7		.3	12	31	.2	.9	5	14	.1	.4
2-Book	17	156	.3	1.0	6	56	.1	.6	3	11		.3	14	23	.2	1.0	14	28	.3	1.3
WKVM-AM																				
FA '98	3	75		.2	2	6		.2					2	6		.1				
2-Book	2	52		.2	2	17	.1	.2					4	10	.1	.2				
WLEO-AM																				
FA '98	7	88	.1	.4	1	23		.1	2	12		.2	1	12		.1	5	11	.1	.4
2-Book	8	113	.1	.5	2	34		.2	5	11	.1	.5	1	6		.1	3	6	.1	.2
WLUZ-AM																				
FA '98	2	29		.1	2	29		.2												
2-Book	16	99	.3	.9	2	28		.2	4	8	.1	.4								
WMEG-FM																				
FA '98	85	749	1.4	5.3	73	643	1.2	7.0	41	127	.7	3.5	60	153	1.0	4.4	84	176	1.4	6.9
2-Book	81	726	1.4	4.9	62	531	1.0	6.2	45	136	.8	4.0	65	169	1.1	4.5	85	170	1.4	7.6
WMIO-FM																				
FA '98	26	58	.4	1.6	2	29		.2	8	16	.1	.7	10	29	.2	.7				
2-Book	18	68	.3	1.1	5	49	.1	.5	6	15	.1	.5	7	22	.2	.5	12	22	.2	1.2
WNEL-AM																				
FA '98	4	57	.1	.3	3	29		.3	15	20	.2	1.3	8	20	.1	.6				
2-Book	9	86	.2	.6	2	20		.2	9	16	.1	.8	4	10	.1	.3				
WNIK-FM																				
FA '98	3	68		.2		34														
2-Book	3	72		.2		22														
WNNV-FM																				
FA '98	13	105	.2	.8	12	118	.2	1.1	15	31	.2	1.3	8	22	.1	.6	15	37	.2	1.2
2-Book	9	79	.2	.5	9	94	.2	.8	11	22	.2	1.0	9	34	.2	.7	10	30	.2	.9
WNRT-FM																				
FA '98	21	299	.3	1.3	26	245	.4	2.5	22	55	.4	1.9	21	95	.3	1.6	32	59	.5	2.6
2-Book	19	266	.3	1.2	17	170	.3	1.7	14	36	.3	1.2	15	63	.2	1.1	19	38	.3	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-49

Target Listener Estimates

Men 25-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQOI-FM																					
FA '98	10	113	.2	.6	6	101	.1	.6	12	36	.2	1.0	10	41	.2	.7	8	29	.1	.7	
2-Book	7	110	.2	.4	6	74	.1	.6	8	30	.1	.7	11	27	.2	.8	5	21	.1	.4	
WORD-FM																					
FA '98	40	265	.7	2.5	21	273	.3	2.0	12	55	.2	1.0	31	116	.5	2.3	26	74	.4	2.1	
2-Book	32	261	.6	2.0	29	287	.5	2.9	16	61	.3	1.4	36	105	.6	2.5	23	63	.4	2.0	
WOSO-AM																					
FA '98	5	123	.1	.3	4	48	.1	.4	16	29	.3	1.4									
2-Book	9	122	.2	.5	4	69	.1	.4	10	25	.2	.9	2	14	.1	.2	2	14	.1	.2	
WOYE-FM																					
FA '98	28	293	.5	1.8	15	144	.2	1.4	3	29		.3	6	38	.1	.4	18	45	.3	1.5	
2-Book	24	304	.4	1.5	16	171	.3	1.6	5	33	.1	.5	25	79	.4	1.6	19	53	.3	1.7	
WPAB-AM																					
FA '98	18	285	.3	1.1	3	78		.3	1	16		.1	1	13		.1					
2-Book	14	201	.2	.8	4	87	.1	.4	6	24	.1	.5	9	41	.2	.6	3	6	.1	.3	
WPRA-AM																					
FA '98	**	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																					
FA '98	290	1765	4.7	18.2	148	1096	2.4	14.1	187	431	3.0	16.0	196	405	3.2	14.5	165	449	2.7	13.6	
2-Book	275	1735	4.5	16.7	129	1074	2.1	12.7	183	415	3.0	16.4	229	493	3.8	15.9	150	396	2.5	13.3	
WPRP-AM																					
FA '98	2	53		.1	3	51		.3	3	13		.3	5	13		.4					
2-Book	4	72	.1	.2	2	39		.2	3	14		.3	3	7	.1	.2					
WQBS-AM																					
FA '98	1	38		.1	2	31		.2				.2						1	7		.1
2-Book	2	45		.2	2	22		.2				.2									
WQQZ-FM																					
FA '98	10	62	.2	.6	* 3	48		.3	7	17	.1	.6	11	23	.2	.8	8	25	.1	.7	
2-Book	8	53	.2	.5	2	34		.2	4	14	.1	.4	6	12	.1	.4	4	13	.1	.4	
WRIO-FM																					
FA '98	27	190	.4	1.7	7	99	.1	.7	11	29	.2	.9	18	75	.3	1.3	11	48	.2	.9	
2-Book	28	229	.5	1.7	13	118	.2	1.3	16	39	.3	1.4	31	76	.5	2.1	13	47	.2	1.1	
WSKN-AM																					
FA '98	7	138	.1	.4	2	42		.2	1	8		.1									
2-Book	8	136	.1	.5	3	49	.1	.3	6	16	.1	.6	4	17	.1	.3	2	17	.1	.2	
WTPM-FM																					
FA '98	4	54	.1	.3	*	14															
2-Book	3	52	.1	.2	4	32	.1	.4	5	11	.1	.5	5	11	.1	.4	5	11	.1	.5	
WUKD-FM																					
FA '98	15	251	.2	.9	10	169	.2	1.0	8	27	.1	.7	11	46	.2	.8	8	26	.1	.7	
2-Book	17	261	.3	1.0	8	155	.2	.8	6	22	.1	.6	13	51	.2	.9	9	30	.2	.9	
WUNO-AM																					
FA '98	10	123	.2	.6		8															
2-Book	13	154	.3	.8	1	26		.1										2	7	.1	.2
WUPR-AM																					
FA '98	*	2	25	.1	* 1	11		.1					*					**	**	**	**
2-Book	2	23		.1	1	6		.1										**	**	**	**
WVJP-FM																					
FA '98	15	231	.2	.9	8	128	.1	.8	16	34	.3	1.4	7	28	.1	.5					
2-Book	11	198	.2	.7	10	154	.2	1.0	8	17	.2	.7	11	49	.2	.8	9	18	.2	.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVQZ-FM																				
FA '98	4	92	.1	.3	3	37	.1	.3	2	27	.2	.2	7	15	.1	.5	11	27	.2	.9
2-Book	11	81	.2	.7	9	47	.1	.9	19	38	.3	1.8	4	15	.1	.3	13	21	.2	1.1
WXEW-AM																				
FA '98	2	28		.1	*	5														
2-Book	2	19		.1	2	20		.2												
WXYX-FM																				
FA '98	54	718	.9	3.4	30	333	.5	2.9	38	121	.6	3.3	22	102	.4	1.6	32	80	.5	2.6
2-Book	45	654	.8	2.8	28	379	.5	2.8	23	78	.4	2.0	29	121	.5	2.0	37	118	.6	3.3
WYQE-FM																				
FA '98	4	49	.1	.3	4	23	.1	.4	4	8	.1	.3	8	17	.1	.6	8	17	.1	.7
2-Book	9	50	.2	.6	9	37	.2	1.0	4	15	.1	.4	15	19	.2	1.0	12	19	.2	1.1
WZAR-FM																				
FA '98	10	124	.2	.6	13	170	.2	1.2	15	70	.2	1.3	13	62	.2	1.0	20	45	.3	1.7
2-Book	14	232	.3	.9	16	171	.3	1.6	14	50	.2	1.3	22	60	.4	1.5	17	43	.3	1.5
WZNT-FM																				
FA '98	177	1051	2.9	11.1	176	884	2.9	16.8	147	332	2.4	12.6	242	496	3.9	17.9	235	460	3.8	19.4
2-Book	180	1136	3.0	11.0	146	894	2.4	14.4	124	285	2.1	11.0	209	469	3.4	14.8	199	402	3.3	17.5
TOTALS																				
FA '98	1597	5840	26.0		1050	5054	17.1		1168	2737	19.0		1351	3075	22.0		1210	2667	19.7	
2-Book	1648	5846	27.0		1008	4945	16.5		1119	2675	18.3		1433	3157	23.5		1124	2534	18.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																			
FA '98				22				6				3				15			
2-Book				18				10				5				7			
Wael-FM																			
FA '98				**				**				**				**			
2-Book				**				**				**				**			
WALO-AM																			
FA '98																			
2-Book																			
WAPA-AM																			
FA '98				6				8				13				10			
2-Book				4				5				7				6			
WBRQ-FM																			
FA '98				15				15				13				15			
2-Book				8				8				7				11			
WCAD-FM																			
FA '98				1				8				45				12			
2-Book				9				19				31				18			
WCGB-AM																			
FA '98				*				**				**				*			
2-Book				**				**				**				**			
WCMN-AM																			
FA '98				8				1				1							
2-Book				4								15							
WCMN-FM																			
FA '98				9				12				5				6			
2-Book				7				20				9				10			
WCOM-FM																			
FA '98				13				16				17				11			
2-Book				19				21				17				12			
WCTA-FM																			
FA '98				13				67				46				3			
2-Book				14				59				39				7			
WDOY-FM																			
FA '98				51				27				16				8			
2-Book				45				34				24				14			
WEGM-FM																			
FA '98				3				1								5			
2-Book				12				9				1				6			
WENA-AM																			
FA '98				*				**				**				**			
2-Book				**				**				**				**			
WERR-FM																			
FA '98				5				1				3				7			
2-Book				6				4				3				4			
WFID-FM																			
FA '98				58				61				74				58			
2-Book				45				37				47				47			
WIAC-AM																			
FA '98				6				2								4			
2-Book				3				2				2				2			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
WIAC-FM																				
FA '98	11	47	.2	1.4	7	37	.1	.9	43	216	.7	3.6	28	72	.5	2.6	2	15		.3
2-Book	22	67	.4	2.9	8	39	.1	1.1	26	130	.4	2.2	22	63	.4	2.2	3	18	.1	.5
WIOA-FM																				
FA '98	19	41	.3	2.4	13	36	.2	1.6	14	64	.2	1.2	9	33	.1	.8	5	22	.1	.6
2-Book	23	55	.4	3.0	9	23	.2	1.2	19	66	.3	1.6	15	48	.2	1.6	6	25	.1	.9
WIOB-FM																				
FA '98	10	24	.2	1.3	10	42	.2	1.2	12	38	.2	1.0	15	49	.2	1.4	9	28	.1	1.2
2-Book	14	35	.3	1.8	5	21	.1	.6	13	53	.2	1.1	10	50	.2	1.0	9	29	.1	1.4
WIOC-FM																				
FA '98	31	107	.5	3.9	14	35	.2	1.7	20	62	.3	1.7	16	69	.3	1.5	10	35	.2	1.3
2-Book	25	71	.4	3.2	7	18	.1	.9	18	53	.3	1.5	12	40	.2	1.2	6	24	.1	.9
WIVA-FM																				
FA '98					19	32	.3	2.4	16	30	.3	1.4	10	30	.2	.9				
2-Book	3	8	.1	.4	16	24	.3	2.1	21	62	.4	1.8	7	19	.2	.7	1	4		.2
WKAQ-AM																				
FA '98	33	112	.5	4.1	35	135	.6	4.4	15	83	.2	1.3	14	45	.2	1.3	15	80	.2	1.9
2-Book	29	83	.5	3.8	31	100	.5	4.1	20	67	.3	1.7	19	63	.3	1.9	10	46	.2	1.4
WKAQ-FM																				
FA '98	42	160	.7	5.3	28	96	.5	3.5	52	215	.8	4.4	38	117	.6	3.5	23	69	.4	3.0
2-Book	31	109	.5	4.0	28	91	.5	3.8	50	196	.8	4.2	43	122	.7	4.4	34	88	.6	5.7
WKSA-FM																				
FA '98					11	26	.2	1.4	15	18	.2	1.3	2	7		.2	3	7		.4
2-Book					6	13	.1	.7	8	9	.1	.7	1	4		.1	2	4		.2
WKVM-AM																				
FA '98																				
2-Book					2	8	.1	.3	9	14	.2	.8	4	8	.1	.4				
WLEO-AM																				
FA '98	3	11		.4																
2-Book	2	6		.2	4	5	.1	.6	3	12	.1	.2					3	6	.1	.5
WLUZ-AM																				
FA '98	3	17		.4									11	12	.2	1.0				
2-Book	2	9		.2					1	6		.1	6	6	.1	.5				
WMEG-FM																				
FA '98	70	158	1.1	8.8	29	79	.5	3.6	41	140	.7	3.5	53	128	.9	4.9	189	349	3.1	24.4
2-Book	53	142	.9	6.9	39	117	.7	5.3	40	123	.7	3.4	54	112	.9	5.5	112	216	1.9	15.5
WMIO-FM																				
FA '98																				
2-Book	5	16	.1	.6	1	7		.2	8	12	.2	.7	4	8	.1	.5	1	5		.2
WNEL-AM																				
FA '98																				
2-Book																				
WNEL-AM																				
FA '98																				
2-Book																				
WNEL-AM																				
FA '98																				
2-Book																				
WNEL-AM																				
FA '98																				
2-Book																				
WNIK-FM																				
FA '98	1	13		.1					2	22		.2								
2-Book	2	11		.3					1	11		.1								
WNNV-FM																				
FA '98	6	24	.1	.8	8	16	.1	1.0	22	57	.4	1.9	22	56	.4	2.0	5	16	.1	.6
2-Book	7	20	.1	1.0	8	19	.1	1.0	15	35	.3	1.3	11	28	.2	1.0	3	8	.1	.3
WNRT-FM																				
FA '98	18	63	.3	2.3	40	122	.7	5.0	30	106	.5	2.5	27	98	.4	2.5	18	48	.3	2.3
2-Book	11	44	.2	1.4	33	92	.6	4.3	18	59	.3	1.5	19	69	.3	1.8	11	31	.2	1.5

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQOI-FM FA '98 2-Book	1 1	7 4	.1 .1					2 5	11 18	.2 .1	.2 .5	11 6	26 19	.2 .1	1.0 .6	5 11	18 21	.1 .2	.6 1.8		
WORD-FM FA '98 2-Book	10 15	31 41	.2 .3	1.3 2.0	7 9	27 36	.1 .2	.9 1.2	61 80	142 145	1.0 1.3	5.1 6.8	18 37	46 73	.3 .6	1.7 3.9	11 30	.2 .2	2.1 2.1		
WOSO-AM FA '98 2-Book	1 2	7 11	.1 .3		6 4	15 15	.1 .1	.7 .5	11 7	14 15	.2 .1	.9 .6	3 4	12 14	.1 .1	.3 .4	4 7	.1 .1	.7 .7		
WOYE-FM FA '98 2-Book	13 11	32 25	.2 .2	1.6 1.4	3 4	13 14	.1 .1	.4 .6	9 11	16 25	.1 .2	.8 .9	36 21	77 50	.6 .4	3.3 2.0	34 26	59 46	.6 .5	4.4 3.9	
WPAB-AM FA '98 2-Book	1 3	13 12	.1 .1	.3	2 3	12 10	.2 .1	.2 .4	2 1	12 6	.2 .1	.2	12 6	26 13	.2 .1	1.1 .6	4 2	10 5	.1 .1	.5 .3	
WPRA-AM FA '98 2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM FA '98 2-Book	150 101	366 260	2.4 1.7	18.8 12.9	105 63	241 150	1.7 1.0	13.1 8.1	119 108	261 284	1.9 1.8	10.0 9.1	111 99	233 211	1.8 1.6	10.2 9.9	148 94	315 222	2.4 1.6	19.1 13.3	
WPRP-AM FA '98 2-Book					9 5	25 13	.1 .1	1.1 .6	9 7	37 25	.1 .1	.8 .6									
WQBS-AM FA '98 2-Book	14 7	31 16	.2 .1	1.8 .9					2	7	.2						2 1	12 6	.3 .2		
WQQZ-FM FA '98 2-Book					*				2	10	.1	.2	2	10	.1	.2					
WRIO-FM FA '98 2-Book	3 6	11 10	.1 .1	.4 .8	1 3	12 15	.1 .1	.4	3 13	26 43	.2 .2	.3 1.1	2 7	10 11	.1 .1	.2 .8	5 9	26 31	.1 .2	.6 1.5	
WSKN-AM FA '98 2-Book	10 5	25 13	.2 .1	1.3 .7					5	17	.1	.5					1 1	9 5	.1 .1		
WTPM-FM FA '98 2-Book	* 3 2	14 7	.4 .2		2	7	.2		3	7	.1	.2	3	7	.1	.3	*	7	14	.1	1.3
WUKQ-FM FA '98 2-Book	1 1	14 7	.1 .1		9 6	42 26	.1 .1	1.1 .7	9 7	39 26	.1 .1	.8 .6	12 9	25 25	.2 .2	1.1 .9	25 14	68 44	.4 .2	3.2 1.9	
WUNO-AM FA '98 2-Book	2	7	.2						1 2	8 11	.1 .2						2	7	.3		
WUPR-AM FA '98 2-Book	**	**	**	**	3 2	11 6	.4 .2		*				**	**	**	**	**	**	**	**	
WVJP-FM FA '98 2-Book	11 9	28 28	.2 .2	1.4 1.2	5	17	.1	.8	3 10	18 40	.2	.3 .9	3 11	10 31	.2	.3 1.2	18 12	58 43	.3 .2	2.3 1.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

Men 25-49																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
WVOZ-FM																							
FA '98	6	37	.1	.8																			
2-Book	10	30	.2	1.3	17	17	.3	2.5				7	7	.1	.8	6	7	.1	1.1				
WXEW-AM																							
FA '98	*	9	.2	1.2	*	2		.2	1	5		.1	1	5		.1	*	5	5	.1	.6		
2-Book																				4	8	.1	.5
WXYX-FM																							
FA '98	23	62	.4	2.9	28	75	.5	3.5	46	128	.7	3.9	46	126	.7	4.2	8	35	.1	1.0			
2-Book	22	80	.4	2.8	19	63	.3	2.4	42	125	.7	3.6	46	123	.8	4.7	10	33	.2	1.6			
WYQE-FM																							
FA '98					2	8		.2	4	6		.1	.3	5	6		.1	.5					
2-Book					11	15		.2	18	28		.3	1.5	12	21		.2	1.3					
WZAR-FM																							
FA '98	3	11		.4	16	43	.3	2.0	28	58	.5	2.4	4	8	.1	.4	5	16	.1	.6			
2-Book	6	18	.1	.8	17	47	.3	2.3	35	83	.6	3.0	13	36	.2	1.4	3	8	.1	.3			
WZNT-FM																							
FA '98	51	157	.8	6.4	112	289	1.8	13.9	291	538	4.7	24.6	267	436	4.4	24.6	74	173	1.2	9.5			
2-Book	64	190	1.1	8.4	87	233	1.4	11.4	219	444	3.6	18.6	204	389	3.4	20.1	68	166	1.1	10.5			
TOTALS																							
FA '98	800	1995	13.0		804	2070	13.1		1185	2615	19.3		1085	2265	17.7		775	1829	12.6				
2-Book	769	1916	12.6		745	1889	12.2		1177	2653	19.3		994	2102	16.3		656	1570	10.7				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	8	120	.1	.5	3	34	.1	.3	4	15	.1	.3	3	40	.2	.2	16	109	.2	1.8
SU '98	15	171	.2	1.0	15	101	.2	.6	15	53	.2	.8	18	74	.3	1.1	17	97	.2	2.1
2-Book	12	146	.2	.8	9	68	.1	.4	10	34	.2	.6	11	57	.2	.7	17	103	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAEI-FM																				
FA '98	* 9	203	.1	.6	6	69	.1	.3	27	175	.4	1.7	4	57	.1	.3		6		
SU '98	13	264	.2	.9	8	109	.1	.3	19	173	.3	1.0	12	134	.2	.7	8	110	.1	1.0
2-Book	11	234	.2	.8	7	89	.1	.3	23	174	.4	1.4	8	96	.2	.5	4	58	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALD-AM																				
FA '98	1	41		.1	5	10	.1	.2		24			1	24		.1				
SU '98		14			1	14														
2-Book	1	28		.1	3	12	.1	.1		12			1	12		.1				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	21	366	.3	1.4	40	190	.6	1.7	25	132	.4	1.6	11	128	.2	.7	15	78	.2	1.7
SU '98	21	430	.3	1.4	38	241	.5	1.6	34	259	.5	1.9	26	201	.4	1.5	9	70	.1	1.1
2-Book	21	398	.3	1.4	39	216	.6	1.7	30	196	.5	1.8	19	165	.3	1.1	12	74	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	5	80	.1	.3	3	36		.1	5	48	.1	.3	6	36	.1	.4	2	36		.2
SU '98	5	34	.1	.3	4	34	.1	.2	12	34	.2	.7	11	14	.2	.7				
2-Book	5	57	.1	.3	4	35	.1	.2	9	41	.2	.5	9	25	.2	.6	1	18		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	26	395	.4	1.8	35	223	.5	1.5	28	157	.4	1.8	40	212	.6	2.5	14	166	.2	1.6
SU '98	37	550	.5	2.5	57	252	.8	2.4	60	326	.9	3.3	41	255	.6	2.4	18	143	.3	2.2
2-Book	32	473	.5	2.2	46	238	.7	2.0	44	242	.7	2.6	41	234	.6	2.5	16	155	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 2	22		.1		8				15			2	15		.1	* 7	7	.1	.8
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	8	92	.1	.5	20	75	.3	.9	11	52	.2	.7	11	46	.2	.7				
SU '98	10	238	.1	.7	25	146	.4	1.1	15	109	.2	.8	11	72	.2	.7	1	20		.1
2-Book	9	165	.1	.6	23	111	.4	1.0	13	81	.2	.8	11	59	.2	.7	1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-54

	Men 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	31	496	.4	2.1	57	305	.8	2.5	31	212	.4	1.9	34	216	.5	2.1	13	125	.2	1.5
SU '98	17	311	.2	1.1	25	151	.4	1.1	23	143	.3	1.3	19	187	.3	1.1	5	68	.1	.6
2-Book	24	404	.3	1.6	41	228	.6	1.8	27	178	.4	1.6	27	202	.4	1.6	9	97	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	18	670	.3	1.2	25	296	.4	1.1	22	318	.3	1.4	21	272	.3	1.3	10	132	.1	1.1
SU '98	22	585	.3	1.5	39	231	.6	1.6	23	273	.3	1.3	23	218	.3	1.4	15	196	.2	1.8
2-Book	20	628	.3	1.4	32	264	.5	1.4	23	296	.3	1.4	22	245	.3	1.4	13	164	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	32	440	.4	2.2	24	184	.3	1.0	38	276	.5	2.4	46	194	.6	2.9	25	146	.4	2.9
SU '98	41	562	.6	2.7	43	187	.6	1.8	44	289	.6	2.4	51	252	.7	3.0	37	190	.5	4.6
2-Book	37	501	.5	2.5	34	186	.5	1.4	41	283	.6	2.4	49	223	.7	3.0	31	168	.5	3.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	25	507	.4	1.7	19	213	.3	.8	27	198	.4	1.7	26	235	.4	1.6	21	113	.3	2.4
SU '98	27	579	.4	1.8	21	150	.3	.9	31	279	.4	1.7	27	261	.4	1.6	21	189	.3	2.6
2-Book	26	543	.4	1.8	20	182	.3	.9	29	239	.4	1.7	27	248	.4	1.6	21	151	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	14	276	.2	1.0	27	208	.4	1.2	10	139	.1	.6	22	148	.3	1.4	6	56	.1	.7
SU '98	17	202	.2	1.1	12	94	.2	.5	29	113	.4	1.6	16	97	.2	.9	14	135	.2	1.7
2-Book	16	239	.2	1.1	20	151	.3	.9	20	126	.3	1.1	19	123	.3	1.2	10	96	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	5	132	.1	.3	1	40			2	24		.1	8	86	.1	.5	8	36	.1	.9
SU '98	7	127	.1	.5	16	46	.2	.7	11	46	.2	.6	3	34		.2	2	47		.2
2-Book	6	130	.1	.4	9	43	.1	.4	7	35	.1	.4	6	60	.1	.4	5	42	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	72	1116	1.0	4.9	86	614	1.2	3.7	99	540	1.4	6.2	68	532	1.0	4.3	55	439	.8	6.3
SU '98	56	834	.8	3.7	69	357	1.0	2.9	81	369	1.2	4.4	67	326	1.0	4.0	40	316	.6	4.9
2-Book	64	975	.9	4.3	78	486	1.1	3.3	90	455	1.3	5.3	68	429	1.0	4.2	48	378	.7	5.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-AM																				
FA '98	15	197	.2	1.0	27	82	.4	1.2	9	58	.1	.6	11	73	.2	.7	10	43	.1	1.1
SU '98	6	148	.1	.4	18	84	.3	.8	4	58	.1	.2	3	19	.2	.2	2	12	.2	.2
2-Book	11	173	.2	.7	23	83	.4	1.0	7	58	.1	.4	7	46	.1	.5	6	28	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																				
FA '98	37	813	.5	2.5	74	428	1.0	3.2	49	351	.7	3.1	29	207	.4	1.8	19	198	.3	2.2
SU '98	51	760	.7	3.4	90	446	1.3	3.8	97	328	1.4	5.3	48	302	.7	2.8	21	168	.3	2.6
2-Book	44	787	.6	3.0	82	437	1.2	3.5	73	340	1.1	4.2	39	255	.6	2.3	20	183	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJIA-FM																				
FA '98	24	683	.3	1.6	29	315	.4	1.2	32	270	.4	2.0	22	190	.3	1.4	20	180	.3	2.3
SU '98	20	628	.3	1.3	32	258	.5	1.3	20	321	.3	1.1	14	157	.2	.8	11	159	.2	1.4
2-Book	22	656	.3	1.5	31	287	.5	1.3	26	296	.4	1.6	18	174	.3	1.1	16	170	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJIB-FM																				
FA '98	10	206	.1	.7	21	110	.3	.9	7	86	.1	.4	6	45	.1	.4	9	92	.1	1.0
SU '98	26	430	.4	1.7	15	100	.2	.6	42	180	.6	2.3	41	216	.6	2.4	22	114	.3	2.7
2-Book	18	318	.3	1.2	18	105	.3	.8	25	133	.4	1.4	24	131	.4	1.4	16	103	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJOC-FM																				
FA '98	26	264	.4	1.8	28	137	.4	1.2	29	122	.4	1.8	30	141	.4	1.9	28	143	.4	3.2
SU '98	9	195	.1	.6	5	36	.1	.2	6	46	.1	.3	11	91	.2	.7	12	89	.2	1.5
2-Book	18	230	.3	1.2	17	87	.3	.7	18	84	.3	1.1	21	116	.3	1.3	20	116	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	28	350	.4	1.9	57	225	.8	2.5	28	165	.4	1.8	38	192	.5	2.4	7	87	.1	.8
SU '98	32	410	.5	2.1	95	302	1.4	4.0	33	231	.5	1.8	22	181	.3	1.3	3	50	.4	.4
2-Book	30	380	.5	2.0	76	264	1.1	3.3	31	198	.5	1.8	30	187	.4	1.9	5	69	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	67	1228	.9	4.6	115	660	1.6	5.0	30	315	.4	1.9	83	548	1.2	5.2	88	493	1.2	10.1
SU '98	69	1006	1.0	4.6	132	647	1.9	5.5	54	406	.8	2.9	76	490	1.1	4.5	90	361	1.3	11.1
2-Book	68	1117	1.0	4.6	124	654	1.8	5.3	42	361	.6	2.4	80	519	1.2	4.9	89	427	1.3	10.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	71	1402	1.0	4.8	55	438	.8	2.4	86	685	1.2	5.4	75	582	1.1	4.7	57	442	.8	6.5
SU '98	49	1022	.7	3.3	38	365	.5	1.6	66	463	.9	3.6	72	495	1.0	4.3	31	308	.4	3.8
2-Book	60	1212	.9	4.1	47	402	.7	2.0	76	574	1.1	4.5	74	539	1.1	4.5	44	375	.6	5.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWSA-FM																				
FA '98	11	196	.2	.7	18	100	.3	.8	25	136	.4	1.6	9	58	.1	.6	1	8		.1
SU '98	10	221	.1	.7	9	91	.1	.4	19	83	.3	1.0	20	127	.3	1.2	3	34		.4
2-Book	11	209	.2	.7	14	96	.2	.6	22	110	.4	1.3	15	93	.2	.9	2	21		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	2	92		.1		7			5	45	.1	.3	3	48		.2		6		
SU '98	5	93	.1	.3	11	59	.2	.5					1	13		.1				
2-Book	4	93	.1	.2	6	33	.1	.3	3	23	.1	.2	2	31		.2		3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	4	88	.1	.3	10	36	.1	.4	6	51	.1	.4	6	29	.1	.4		11		
SU '98	6	151	.1	.4	13	68	.2	.5	9	81	.1	.5	6	32	.1	.4	3	26		.4
2-Book	5	120	.1	.4	12	52	.2	.5	8	66	.1	.5	6	31	.1	.4	2	19		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	3	59		.2		17			4	40	.1	.3	8	24	.1	.5				
SU '98	22	229	.3	1.5	22	116	.3	.9	47	192	.7	2.6	49	128	.7	2.9				
2-Book	13	144	.3	.9	11	67	.2	.5	26	116	.4	1.5	29	76	.4	1.7				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	73	1013	1.0	5.0	115	470	1.6	5.0	60	416	.8	3.8	87	549	1.2	5.5	42	419	.6	4.8
SU '98	64	854	.9	4.3	81	438	1.2	3.4	62	365	.9	3.4	97	479	1.4	5.7	44	388	.6	5.4
2-Book	69	934	1.0	4.7	98	454	1.4	4.2	61	391	.9	3.6	92	514	1.3	5.6	43	404	.6	5.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	17	67	.2	1.2	25	53	.4	1.1	39	53	.5	2.5	26	67	.4	1.6		9		
SU '98	8	94	.1	.5	4	9	.1	.2	13	39	.2	.7	10	77	.1	.6	7	64	.1	.9
2-Book	13	81	.2	.9	15	31	.3	.7	26	46	.4	1.6	18	72	.3	1.1	4	37	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	5	77	.1	.3	8	44	.1	.3	1	11		.1	6	44	.1	.4	7	44	.1	.8
SU '98	11	147	.2	.7	26	118	.4	1.1	18	72	.3	1.0	11	72	.2	.7	2	18		.2
2-Book	8	112	.2	.5	17	81	.3	.7	10	42	.2	.6	9	58	.2	.6	5	31	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	3	115		.2	4	48	.1	.2	3	33		.2	5	55	.1	.3	2	32		.2
SU '98	2	83		.1	1	43			4	57	.1	.2	1	26		.1	1	9		.1
2-Book	3	99		.2	3	46		.1	4	45	.1	.2	3	41	.1	.2	2	21		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Men 25-54																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																					
FA '98	12	140	.2	.8	13	69	.2	.6	14	42	.2	.9	11	63	.2	.7	8	74	.1	.9	
SU '98	6	136	.1	.4	7	67	.1	.3	10	53	.1	.5	7	51	.1	.4	1	13		.1	
2-Book	9	138	.2	.6	10	68	.2	.5	12	48	.2	.7	9	57	.2	.6	5	44	.1	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNRT-FM																					
FA '98	26	423	.4	1.8	38	223	.5	1.6	21	154	.3	1.3	17	141	.2	1.1	24	176	.3	2.7	
SU '98	13	248	.2	.9	20	132	.3	.8	20	156	.3	1.1	14	135	.2	.8	7	53	.1	.9	
2-Book	20	336	.3	1.4	29	178	.4	1.2	21	155	.3	1.2	16	138	.2	1.0	16	115	.2	1.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQOI-FM																					
FA '98	9	176	.1	.6	11	54	.2	.5	8	42	.1	.5	18	106	.3	1.1	5	45	.1	.6	
SU '98	5	122	.1	.3	6	59	.1	.3	4	75	.1	.2	3	65	.2	.7	4	24	.1	.5	
2-Book	7	149	.1	.5	9	57	.2	.4	6	59	.1	.4	11	86	.2	1.2	5	35	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WORO-FM																					
FA '98	35	543	.5	2.4	40	175	.6	1.7	46	190	.6	2.9	47	222	.7	3.0	7	89	.1	.8	
SU '98	40	592	.6	2.7	30	225	.4	1.3	46	173	.7	2.5	51	229	.7	3.0	16	81	.2	2.0	
2-Book	38	568	.6	2.6	35	200	.5	1.5	46	182	.7	2.7	49	226	.7	3.0	12	85	.2	1.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOSO-AM																					
FA '98	5	174	.1	.3	10	87	.1	.4	4	53	.1	.3	4	112	.1	.3	4	38	.1	.5	
SU '98	8	143	.1	.5	10	102	.1	.4	10	49	.1	.5	16	73	.2	.9	6	44	.1	.7	
2-Book	7	159	.1	.4	10	95	.1	.4	7	51	.1	.4	10	93	.2	.6	5	41	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																					
FA '98	23	437	.3	1.6	47	231	.7	2.0	24	178	.3	1.5	20	174	.3	1.3	16	135	.2	1.8	
SU '98	18	447	.3	1.2	26	203	.4	1.1	15	207	.2	.8	20	214	.3	1.2	15	153	.2	1.8	
2-Book	21	442	.3	1.4	37	217	.6	1.6	20	193	.3	1.2	20	194	.3	1.3	16	144	.2	1.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPAB-AM																					
FA '98	20	405	.3	1.4	26	173	.4	1.1	24	210	.3	1.5	26	176	.4	1.6	27	136	.4	3.1	
SU '98	20	305	.3	1.3	21	103	.3	.9	19	107	.3	1.0	16	134	.2	.9	28	176	.4	3.4	
2-Book	20	355	.3	1.4	24	138	.4	1.0	22	159	.3	1.3	21	155	.3	1.3	28	156	.4	3.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRA-AM																					
FA '98	*	2		.1	1	13			1	13		.1					*	10	13	.1	1.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-54

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																				
FA '98	223	2233	3.1	15.1	568	1502	8.0	24.5	163	781	2.3	10.3	247	1198	3.5	15.5	74	599	1.0	8.5
SU '98	187	2066	2.7	12.4	492	1458	7.0	20.7	173	1018	2.5	9.4	214	1168	3.0	12.7	35	317	.5	4.3
2-Book	205	2150	2.9	13.8	530	1480	7.5	22.6	168	900	2.4	9.9	231	1183	3.3	14.1	55	458	.8	6.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	2	65	.1	.1	5	47	.1	.2		9			6							
SU '98	3	117	.2	.2	16	75	.2	.7		15								14		
2-Book	3	91	.2	.2	11	61	.2	.5		12			3				7			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	2	102	.1	.1	1	23	.1	.2	2	24	.1	.1	3	24	.2	.2	1	13	.1	.1
SU '98	2	96	.1	.1	5	23	.1	.2	4	51	.1	.2	3	45	.2	.2	1	25	.1	.1
2-Book	2	99	.1	.1	3	23	.1	.1	3	38	.1	.2	3	35	.2	.2	1	19	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQOZ-FM																				
FA '98	* 10	164	.1	.7	8	45	.1	.3	13	71	.2	.8	13	46	.2	.8	7	86	.1	.8
SU '98	4	74	.1	.3	2	26	.1	.1	6	17	.1	.3	8	47	.1	.5	1	17	.1	.1
2-Book	7	119	.1	.5	5	36	.1	.2	10	44	.2	.6	11	47	.2	.7	4	52	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	19	266	.3	1.3	58	198	.8	2.5	18	79	.3	1.1	19	133	.3	1.2	4	63	.1	.5
SU '98	23	337	.3	1.5	42	218	.6	1.8	26	138	.4	1.4	24	186	.3	1.4	10	78	.1	1.2
2-Book	21	302	.3	1.4	50	208	.7	2.2	22	109	.4	1.3	22	160	.3	1.3	7	71	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	4	175	.1	.3	14	77	.2	.6	5	99	.1	.3	2	37	.1	.1	1	9	.1	.1
SU '98	6	204	.1	.4	12	153	.2	.5	9	87	.1	.5	4	33	.1	.2	4	37	.1	.5
2-Book	5	190	.1	.4	13	115	.2	.6	7	93	.1	.4	3	35	.1	.2	3	23	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 3	68	.2	.2	8	54	.1	.3	4	31	.1	.3	1	28	.1	.1	* 5	30	.1	.6
SU '98	4	49	.1	.3	6	28	.1	.3					2	22	.1	.1	6	49	.1	.7
2-Book	4	59	.1	.3	7	41	.1	.3	2	16	.1	.2	2	25	.1	.1	6	40	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQ-FM																				
FA '98	15	421	.2	1.0	13	145	.2	.6	25	237	.4	1.6	13	172	.2	.8	8	98	.1	.9
SU '98	15	388	.2	1.0	21	140	.3	.9	25	177	.4	1.4	24	202	.3	1.4	2	38	.2	.2
2-Book	15	405	.2	1.0	17	143	.3	.8	25	207	.4	1.5	19	187	.3	1.1	5	68	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Men 25-54																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																			
FA '98	7	176	.1	.5	15	132	.2	.6	12	68	.2	.8	8	37	.1	.5	3	44	.3
SU '98	11	244	.2	.7	21	161	.3	.9	19	100	.3	1.0	13	81	.2	.8	6	53	.1
2-Book	9	210	.2	.6	18	147	.3	.8	16	84	.3	.9	11	59	.2	.7	5	49	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																			
FA '98	* 2	36		.1	2	25		.1											
SU '98	2	32		.1	2	21		.1	**	**	**	**	**	**	**	**	**	**	**
2-Book	2	34		.1	2	23		.1	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	13	357	.2	.9	21	172	.3	.9	23	168	.3	1.4	5	114	.1	.3	8	130	.1
SU '98	17	363	.2	1.1	10	90	.1	.4	17	179	.2	.9	17	157	.2	1.0	16	122	.2
2-Book	15	360	.2	1.0	16	131	.2	.7	20	174	.3	1.2	11	136	.2	.7	12	126	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																			
FA '98	3	102		.2	7	77	.1	.3	1	23		.1	7	58	.1	.4	1	12	.1
SU '98	15	79	.2	1.0	41	47	.6	1.7	1	14		.1	14	23	.2	.8	11	14	.2
2-Book	9	91	.1	.6	24	62	.4	1.0	1	19		.1	11	41	.2	.6	6	13	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																			
FA '98	* 2	46		.1	4	22	.1	.2		9			1	15		.1	* 2	14	.2
SU '98	2	64		.1	1	18			2	18		.1	1	9		.1	3	31	.4
2-Book	2	55		.1	3	20	.1	.1	1	14		.1	1	12		.1	3	23	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '98	43	931	.6	2.9	88	470	1.2	3.8	52	280	.7	3.3	42	405	.6	2.6	14	172	.2
SU '98	32	823	.5	2.1	41	363	.6	1.7	43	405	.6	2.3	27	256	.4	1.6	22	231	.3
2-Book	38	877	.6	2.5	65	417	.9	2.8	48	343	.7	2.8	35	331	.5	2.1	18	202	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																			
FA '98	4	67	.1	.3	5	41	.1	.2	4	23	.1	.3	3	28		.2	2	20	.2
SU '98	15	85	.2	1.0	9	48	.1	.4	30	64	.4	1.6	15	50	.2	.9	1	21	.1
2-Book	10	76	.2	.7	7	45	.1	.3	17	44	.3	1.0	9	39	.1	.6	2	21	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '98	18	300	.3	1.2	22	128	.3	.9	21	141	.3	1.3	11	52	.2	.7	13	70	.2
SU '98	17	491	.2	1.1	29	221	.4	1.2	8	118	.1	.4	21	190	.3	1.2	7	100	.1
2-Book	18	396	.3	1.2	26	175	.4	1.1	15	130	.2	.9	16	121	.3	1.0	10	85	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-54

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	165	1450	2.3	11.2	169	800	2.4	7.3	210	809	2.9	13.2	199	789	2.8	12.5	59	400	.8	6.7
SU '98	155	1532	2.2	10.3	180	731	2.6	7.6	219	920	3.1	12.0	189	972	2.7	11.2	65	516	.9	8.0
2-Book	160	1491	2.3	10.8	175	766	2.5	7.5	215	865	3.0	12.6	194	881	2.8	11.9	62	458	.9	7.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1472	6913	20.6		2323	6340	32.6		1590	5106	22.3		1589	5546	22.3		875	4313	12.3	
SU '98	1505	6787	21.4		2379	6290	33.9		1831	5381	26.1		1688	5679	24.0		813	3882	11.6	
2-Book	1489	6850	21.0		2351	6315	33.3		1711	5244	24.2		1639	5613	23.2		844	4098	12.0	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																			
FA '98	3	52	.2	10	82	.1	.8	3	21	.2		3	15	.2		12	15	.2	.8
2-Book	10	94	.1	11	98	.2	.9	3	21	.2		8	45	.1	.5	6	8	.1	.4
WAEL-FM																			
FA '98	13	194	.2					3	23	.2		15	75	.2	.9	15	52	.2	1.1
2-Book	14	203	.2	**	**	**	**	10	33	.1	.7	22	91	.3	1.3	14	51	.2	1.1
WALO-AM																			
FA '98	2	34	.1	1	17	.1		6	17	.1	.4								
2-Book	1	24	.1	1	16	.1		5	16	.1	.3								
WAPA-AM																			
FA '98	26	274	.4	16	160	.2	1.3	27	80	.4	2.0	16	59	.2	1.0	26	67	.4	1.8
2-Book	30	334	.5	13	138	.2	1.1	31	79	.5	2.4	12	51	.2	.7	13	34	.2	.9
WBRQ-FM																			
FA '98	5	48	.1	9	68	.1	.7					3	15	.2		7	36	.1	.5
2-Book	7	41	.1	5	34	.1	.4					2	8	.1		4	18	.1	.3
WCAD-FM																			
FA '98	34	310	.5	19	208	.3	1.5	28	65	.4	2.1	30	91	.4	1.9	4	8	.1	.3
2-Book	44	404	.7	19	236	.3	1.6	21	54	.3	1.6	28	95	.4	1.7	9	26	.2	.8
WCGB-AM																			
FA '98	1	22	.1	* 3	15	.2										1	7	.1	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																			
FA '98	14	92	.2	2	35	.2		3	12	.2		1	10	.1		3	10	.2	
2-Book	16	140	.2	4	71	.1	.3	13	38	.2	1.0	6	28	.1	.4	2	5	.1	
WCMN-FM																			
FA '98	40	408	.6	29	259	.4	2.3	37	74	.5	2.7	55	106	.8	3.4	57	94	.8	4.0
2-Book	32	342	.5	23	208	.3	1.9	26	61	.4	1.9	42	77	.6	2.5	33	66	.5	2.4
WCOM-FM																			
FA '98	23	555	.3	16	298	.2	1.3	20	69	.3	1.5	16	46	.2	1.0	17	67	.2	1.2
2-Book	26	495	.4	17	283	.2	1.4	18	64	.3	1.4	16	57	.2	.9	15	68	.2	1.1
WCTA-FM																			
FA '98	36	386	.5	30	209	.4	2.4	12	43	.2	.9	37	114	.5	2.3	48	111	.7	3.4
2-Book	41	381	.6	34	292	.5	2.8	20	63	.3	1.5	46	131	.7	2.7	49	127	.7	3.8
WDDY-FM																			
FA '98	24	373	.3	29	310	.4	2.3	25	71	.4	1.8	29	102	.4	1.8	20	106	.3	1.4
2-Book	26	395	.4	31	330	.5	2.6	28	85	.4	2.1	36	132	.5	2.1	19	82	.3	1.4
WEGM-FM																			
FA '98	19	268	.3	8	92	.1	.6	19	55	.3	1.4	23	69	.3	1.4	9	25	.1	.6
2-Book	20	214	.3	10	107	.2	.8	15	41	.2	1.1	23	68	.3	1.3	11	30	.2	.9
WENA-AM																			
FA '98				*															
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																			
FA '98	3	86	.2	4	89	.1	.3	5	13	.1	.4	3	11	.2		1	10	.1	
2-Book	7	78	.1	4	65	.1	.3	6	17	.1	.5	5	18	.1	.3	3	17	.1	.3
WFID-FM																			
FA '98	86	918	1.2	60	623	.8	4.8	46	136	.6	3.4	84	258	1.2	5.2	51	148	.7	3.6
2-Book	80	756	1.1	49	521	.7	4.0	46	129	.6	3.5	62	185	.9	3.7	57	146	.8	4.5
WIAC-AM																			
FA '98	15	154	.2	17	138	.2	1.3	27	81	.4	2.0	19	46	.3	1.2	12	31	.2	.8
2-Book	12	140	.2	11	111	.2	.8	17	53	.3	1.3	14	35	.2	.9	7	22	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJAC-FM																				
FA '98	50	591	.7	2.8	25	460	.4	2.0	38	121	.5	2.8	34	156	.5	2.1	35	109	.5	2.5
2-Book	65	621	.9	3.5	22	418	.4	1.8	27	105	.4	2.0	43	148	.6	2.5	24	89	.4	1.8
WIOA-FM																				
FA '98	28	552	.4	1.5	20	238	.3	1.6	10	39	.1	.7	28	79	.4	1.7	13	66	.2	.9
2-Book	25	519	.4	1.3	21	279	.3	1.8	19	53	.3	1.4	33	94	.5	1.9	16	75	.3	1.3
WIOB-FM																				
FA '98	11	157	.2	.6	10	140	.1	.8	21	48	.3	1.5	3	17	.2	.2	6	23	.1	.4
2-Book	23	240	.4	1.2	13	196	.2	1.1	17	51	.3	1.2	19	42	.3	1.1	10	44	.2	.8
WIOC-FM																				
FA '98	29	213	.4	1.6	18	193	.3	1.4	22	44	.3	1.6	18	73	.3	1.1	16	69	.2	1.1
2-Book	18	165	.3	1.0	13	154	.2	1.1	12	28	.2	.9	11	47	.2	.7	10	40	.1	.7
WIVA-FM																				
FA '98	40	350	.6	2.2	20	99	.3	1.6	40	93	.6	2.9	28	52	.4	1.7	23	52	.3	1.6
2-Book	44	362	.7	2.4	21	133	.3	1.8	42	80	.6	3.2	38	60	.6	2.2	27	55	.4	2.1
WKAQ-AM																				
FA '98	73	995	1.0	4.0	42	694	.6	3.3	90	312	1.3	6.6	68	260	1.0	4.2	25	98	.4	1.8
2-Book	79	981	1.1	4.2	33	466	.5	2.7	61	210	.9	4.6	47	176	.7	2.9	19	71	.3	1.5
WKAQ-FM																				
FA '98	73	1083	1.0	4.0	77	762	1.1	6.1	64	186	.9	4.7	132	337	1.9	8.2	102	248	1.4	7.2
2-Book	66	945	.9	3.5	60	639	.9	4.9	52	156	.8	3.9	99	259	1.4	6.0	71	193	1.0	5.3
WKSA-FM																				
FA '98	18	152	.3	1.0	7	80	.1	.6	3	7	.2	.2	12	31	.2	.7	5	14	.1	.4
2-Book	17	175	.3	.9	6	61	.1	.5	3	11	.2	.2	14	23	.2	.8	14	28	.2	1.2
WKVM-AM																				
FA '98	3	75	.2	.2	1	24	.1	.1	3	11	.2	.2	2	6	.1	.1				
2-Book	4	67	.1	.2	6	45	.1	.5	10	15	.1	.7	4	10	.1	.2	3	10	.1	.2
WLED-AM																				
FA '98	7	88	.1	.4	1	23	.1	.1	2	12	.1	.1	1	12	.1	.1	5	11	.1	.4
2-Book	8	113	.1	.5	2	34	.2	.2	5	11	.1	.4	1	6	.1	.1	3	6	.1	.2
WLUZ-AM																				
FA '98	4	40	.1	.2	3	47	.1	.2												
2-Book	22	124	.4	1.1	4	51	.1	.3	4	8	.1	.3	1	4	.1	.1	4	14	.1	.3
WMEG-FM																				
FA '98	85	784	1.2	4.7	74	650	1.0	5.9	41	127	.6	3.0	60	153	.8	3.7	84	176	1.2	5.9
2-Book	82	761	1.2	4.4	64	551	.9	5.3	46	144	.7	3.4	65	169	.9	3.8	86	178	1.3	6.7
WMIO-FM																				
FA '98	30	67	.4	1.7	4	37	.1	.3	10	25	.1	.7	17	37	.2	1.1	4	9	.1	.3
2-Book	20	72	.3	1.1	6	53	.1	.5	7	20	.1	.5	11	26	.2	.7	14	27	.2	1.2
WNEL-AM																				
FA '98	5	68	.1	.3	3	29	.2	.2	15	20	.2	1.1	8	20	.1	.5				
2-Book	12	105	.2	.6	3	34	.2	.2	9	16	.1	.7	4	10	.1	.3				
WNIK-FM																				
FA '98	4	89	.1	.2	3	55	.2	.2					6	21	.1	.4	9	12	.1	.6
2-Book	3	82	.1	.2	2	36	.2	.2					3	11	.1	.2	5	6	.1	.3
WNNV-FM																				
FA '98	13	105	.2	.7	12	118	.2	1.0	15	31	.2	1.1	8	22	.1	.5	15	37	.2	1.1
2-Book	11	100	.2	.6	9	105	.2	.8	11	22	.2	.8	9	34	.1	.6	10	30	.2	.8
WNRT-FM																				
FA '98	25	333	.4	1.4	30	270	.4	2.4	26	80	.4	1.9	31	121	.4	1.9	35	67	.5	2.5
2-Book	22	291	.4	1.2	20	190	.3	1.6	16	49	.3	1.2	20	76	.3	1.2	21	42	.3	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WOQI-FM																				
FA '98	12	128	.2	.7	7	121	.1	.6	13	41	.2	1.0	13	49	.2	.8	11	35	.2	.8
2-Book	9	125	.2	.5	7	92	.1	.6	10	40	.2	.8	13	31	.2	.8	6	24	.1	.5
WORD-FM																				
FA '98	45	296	.6	2.5	35	370	.5	2.8	14	59	.2	1.0	60	176	.8	3.7	33	90	.5	2.3
2-Book	44	337	.6	2.4	44	397	.6	3.7	23	74	.4	1.8	54	143	.8	3.2	32	82	.5	2.5
WOSO-AM																				
FA '98	6	139	.1	.3	4	48	.1	.3	16	29	.2	1.2								
2-Book	9	134	.2	.5	4	69	.1	.3	10	25	.1	.7	2	14	.1	.1	2	14	.1	.2
WOYE-FM																				
FA '98	29	353	.4	1.6	17	184	.2	1.3	3	29	.2	.2	15	61	.2	.9	18	45	.3	1.3
2-Book	25	350	.4	1.3	17	207	.2	1.4	5	33	.1	.4	29	91	.4	1.7	20	62	.3	1.6
WPAB-AM																				
FA '98	25	347	.4	1.4	7	103	.1	.6	6	22	.1	.4	5	23	.1	.3	8	18	.1	.6
2-Book	22	270	.4	1.2	12	130	.2	1.0	15	43	.2	1.1	18	57	.3	1.0	10	23	.2	.8
WPRA-AM																				
FA '98		13																		
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	314	1919	4.4	17.3	163	1199	2.3	12.9	202	479	2.8	14.8	208	444	2.9	13.0	165	449	2.3	11.6
2-Book	299	1899	4.2	15.9	140	1167	2.0	11.5	194	448	2.7	14.5	243	525	3.5	14.3	155	413	2.2	11.9
WPRP-AM																				
FA '98	2	53		.1	3	51		.2	3	13		.2	5	13	.1	.3				
2-Book	4	72	.1	.2	3	46		.2	3	14		.2	3	7	.1	.2				
WQBS-AM																				
FA '98	2	60		.1	4	54	.1	.3	8	23	.1	.6	3	11		.2				
2-Book	3	71	.1	.2	3	34	.1	.2	4	12	.1	.3	2	6		.1	1	7		.1
WQQZ-FM																				
FA '98	12	85	.2	.7	* 9	89	.1	.7	11	35	.2	.8	11	23	.2	.7	26	48	.4	1.8
2-Book	9	74	.2	.5	6	65	.1	.5	6	23	.1	.5	9	22	.2	.5	13	24	.2	.9
WRIO-FM																				
FA '98	31	235	.4	1.7	8	122	.1	.6	17	45	.2	1.2	18	75	.3	1.1	11	48	.2	.8
2-Book	31	271	.4	1.6	13	130	.2	1.1	19	47	.3	1.4	31	76	.5	1.8	13	47	.2	1.0
WSKN-AM																				
FA '98	7	141	.1	.4	2	42		.2	1	8		.1								
2-Book	8	156	.1	.5	3	49	.1	.3	6	16	.1	.5	4	17	.1	.2	2	17	.1	.2
WTPM-FM																				
FA '98	4	54	.1	.2	*	14														
2-Book	3	52	.1	.2	4	32	.1	.3	5	11	.1	.4	5	11	.1	.3	5	11	.1	.4
WUKQ-FM																				
FA '98	18	325	.3	1.0	14	231	.2	1.1	8	27	.1	.6	13	53	.2	.8	9	35	.1	.6
2-Book	21	316	.3	1.1	12	196	.2	1.0	6	22	.1	.5	15	65	.2	.9	12	45	.2	1.0
WUNO-AM																				
FA '98	12	157	.2	.7	1	26		.1												
2-Book	15	187	.3	.8	2	35		.2									2	7	.1	.2
WUPR-AM																				
FA '98	* 2	25		.1	* 1	11		.1					*	6		.3	**	**	**	**
2-Book	2	23		.1	1	11		.1						6		.3	**	**	**	**
WVJP-FM																				
FA '98	17	253	.2	.9	11	155	.2	.9	24	57	.3	1.8	11	39	.2	.7	1	4		.1
2-Book	16	252	.2	.9	17	206	.3	1.4	15	39	.2	1.1	26	77	.4	1.5	11	26	.2	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	4	92	.1	.2	3	37		.2	2	27		.1	7	15	.1	.4	11	27	.2	.8
2-Book	11	81	.2	.6	9	47	.1	.7	19	38	.3	1.4	4	15	.1	.3	13	21	.2	1.0
WXEW-AM																				
FA '98	2	28		.1	* 4	23	.1	.3	9	18	.1	.7								
2-Book	2	23		.1	4	38	.1	.3	6	14	.1	.5								
WXYX-FM																				
FA '98	60	790	.8	3.3	31	366	.4	2.5	38	121	.5	2.8	23	113	.3	1.4	40	91	.6	2.8
2-Book	49	703	.7	2.6	30	409	.4	2.5	23	78	.3	1.7	29	127	.4	1.7	41	123	.6	3.2
WYQE-FM																				
FA '98	4	49	.1	.2	4	23	.1	.3	4	8	.1	.3	8	17	.1	.5	8	17	.1	.6
2-Book	12	64	.2	.6	11	54	.2	1.0	6	22	.1	.4	22	33	.3	1.3	15	26	.2	1.2
WZAR-FM																				
FA '98	19	167	.3	1.0	19	200	.3	1.5	22	84	.3	1.6	20	77	.3	1.2	20	45	.3	1.4
2-Book	19	268	.3	1.0	20	198	.3	1.6	18	65	.3	1.3	27	71	.4	1.6	20	55	.3	1.5
WZNT-FM																				
FA '98	194	1242	2.7	10.7	187	976	2.6	14.8	151	360	2.1	11.1	271	564	3.8	16.9	261	489	3.7	18.3
2-Book	196	1284	2.8	10.4	163	993	2.3	13.4	131	310	1.9	9.8	236	527	3.4	14.1	219	426	3.1	16.6
TOTALS																				
FA '98	1816	6776	25.5		1260	5890	17.7		1365	3300	19.1		1602	3608	22.5		1424	3056	20.0	
2-Book	1887	6750	26.7		1211	5784	17.1		1333	3201	18.8		1694	3658	24.0		1302	2919	18.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98				22	64	.3	2.3	6	15	.1	.4	16	17	.2	1.2	19	33	.3	2.1	
2-Book	6	14	.1	.7	18	46	.3	2.0	13	30	.2	.9	18	25	.3	1.6	15	31	.3	2.0
Wael-FM																				
FA '98				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	2	8	.1	.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																				
FA '98				2	7		.2													
2-Book				2	7		.2													
WAPA-AM																				
FA '98	17	54	.2	1.7	13	48	.2	1.4	8	42	.1	.5	13	13	.2	1.0	10	13	.1	1.1
2-Book	18	49	.3	1.9	11	43	.2	1.2	5	27	.1	.3	7	7	.1	.5	6	12	.1	.7
WBRQ-FM																				
FA '98	28	53	.4	2.8					15	36	.2	1.0	13	21	.2	1.0				
2-Book	14	27	.2	1.4					8	18	.1	.5	7	11	.1	.5				
WCAD-FM																				
FA '98	1	8	.1		31	56	.4	3.2	8	52	.1	.5	45	69	.6	3.5	12	31	.2	1.3
2-Book	9	18	.1	1.0	20	57	.3	2.1	19	87	.3	1.3	31	57	.4	2.6	18	36	.3	2.5
WCGB-AM																				
FA '98	4	7	.1	.4	* 5	15	.1	.5	1	7		.1	5	15	.1	.4	* 7	7	.1	.8
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	8	13	.1	.8					1	15		.1	1	15		.1				
2-Book	6	12	.1	.7					1	15		.1	1	15		.1				
WCMN-FM																				
FA '98	9	35	.1	.9	26	62	.4	2.7	29	53	.4	2.0	20	45	.3	1.5	6	27	.1	.7
2-Book	8	28	.1	.9	23	62	.4	2.5	28	54	.4	2.0	18	47	.3	1.5	10	32	.2	1.4
WCOM-FM																				
FA '98	13	37	.2	1.3	10	57	.1	1.0	20	95	.3	1.4	19	75	.3	1.5	11	31	.2	1.2
2-Book	19	57	.3	2.1	7	37	.1	.8	24	89	.4	1.7	18	55	.3	1.5	12	23	.2	1.7
WCTA-FM																				
FA '98	13	22	.2	1.3	11	51	.2	1.1	67	127	.9	4.5	46	70	.6	3.6	3	26		.3
2-Book	14	47	.2	1.5	32	80	.5	3.5	62	128	.9	4.2	39	77	.6	3.3	7	34	.1	1.1
WDOY-FM																				
FA '98	51	114	.7	5.2	30	95	.4	3.1	41	92	.6	2.8	21	72	.3	1.6	8	65	.1	.9
2-Book	54	107	.8	5.9	24	78	.3	2.5	41	132	.6	2.8	27	78	.4	2.3	14	52	.2	2.1
WEGM-FM																				
FA '98	3	7		.3	9	24	.1	.9	1	8		.1					5	16	.1	.5
2-Book	12	27	.2	1.3	8	25	.1	.8	9	37	.1	.6	1	7		.1	6	19	.1	.8
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
FA '98	5	13	.1	.5	3	20		.3	1	13		.1	3	11		.2	11	36	.2	1.2
2-Book	6	15	.1	.6	2	10		.2	4	12	.1	.3	3	11		.3	6	23	.1	.6
WFID-FM																				
FA '98	58	163	.8	5.9	30	122	.4	3.1	67	213	.9	4.5	82	225	1.2	6.3	58	158	.8	6.3
2-Book	45	126	.7	4.8	35	108	.5	3.8	44	151	.6	3.0	51	140	.8	4.1	51	138	.7	6.7
WIAC-AM																				
FA '98	19	42	.3	1.9	11	24	.2	1.1	19	33	.3	1.3	15	21	.2	1.2	10	30	.1	1.1
2-Book	10	21	.2	1.0	14	32	.2	1.5	10	23	.2	.7	8	11	.1	.6	5	15	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM FA '98 2-Book	13 23	56 71	.2 .4	1.3 2.5	7 8	37 39	.1 .1	.7 .9	43 26	216 130	.6 .4	2.9 1.8	29 22	80 67	.4 .3	2.2 1.8	5 5	24 23	.1 .1	.5 .6
WIOA-FM FA '98 2-Book	21 24	51 60	.3 .4	2.1 2.6	21 13	61 35	.3 .2	2.2 1.4	34 30	89 83	.5 .5	2.3 2.1	22 23	50 62	.3 .3	1.7 2.0	5 7	22 30	.1 .1	.5 .9
WIOB-FM FA '98 2-Book	10 17	24 43	.1 .2	1.0 1.9	10 5	42 21	.1 .1	1.0 .5	12 14	38 63	.2 .2	.8 .9	15 10	49 50	.2 .2	1.2 .9	9 13	28 39	.1 .2	1.0 1.8
WIOC-FM FA '98 2-Book	31 29	107 79	.4 .4	3.1 3.1	14 7	35 18	.2 .1	1.5 .8	20 18	62 53	.3 .3	1.4 1.2	16 12	69 40	.2 .2	1.2 1.0	10 6	35 24	.1 .1	1.1 .7
WIVA-FM FA '98 2-Book	6 6	10 13	.1 .1	.6 .7	22 17	42 29	.3 .3	2.3 1.9	25 26	40 67	.4 .4	1.7 1.8	16 13	47 32	.2 .2	1.2 1.0	1 2	10 9	.1 .2	
WKAQ-AM FA '98 2-Book	43 34	127 90	.6 .5	4.4 3.7	46 41	163 128	.6 .6	4.8 4.5	17 26	97 88	.2 .4	1.2 1.8	19 21	60 70	.3 .3	1.5 1.8	27 16	106 59	.4 .3	2.9 1.9
WKAQ-FM FA '98 2-Book	75 48	199 128	1.1 .7	7.6 5.0	46 37	119 102	.6 .5	4.8 4.0	83 68	248 227	1.2 1.0	5.6 4.6	66 59	150 148	.9 .8	5.1 4.9	46 46	104 106	.6 .6	5.0 6.2
WKSA-FM FA '98 2-Book					11 6	26 13	.2 .1	1.1 .6	15 8	18 9	.2 .1	1.0 .5	2 1	7 4	.2 .1		7 4	17 9	.1 .1	.8 .4
WKVM-AM FA '98 2-Book					4	17	.1	.5	17	27	.2	1.1	9	17	.1	.8				
WLEO-AM FA '98 2-Book	3 2	11 6	.3 .2		4	5	.1	.5	3	12	.1	.2					3	6	.1	.4
WLUZ-AM FA '98 2-Book	3 2	17 9	.3 .2		1	10		.1	4 6	17 24	.1 .1	.3 .5	19 12	24 22	.3 .2	1.5 1.0				
WMEG-FM FA '98 2-Book	72 54	165 145	1.0 .8	7.3 5.7	29 40	79 125	.4 .6	3.0 4.4	41 40	140 123	.6 .6	2.8 2.8	53 56	128 123	.7 .8	4.1 4.8	193 118	355 225	2.7 1.7	21.0 13.9
WMIO-FM FA '98 2-Book	5	16	.1	.5	1	7		.1	8	12	.1	.6	4	8	.1	.4	1	5		.2
WNEL-AM FA '98 2-Book	1	6		.1	2	6		.2	2	8		.1	4	8	.1	.4		9 5		
WNJK-FM FA '98 2-Book	1 5	13 15	.1 .1	.6					2 1	22 11	.1 .1		1 1	9 5	.1 .1		2 1	9 5	.2 .1	
WNNV-FM FA '98 2-Book	6 7	24 20	.1 .1	.6 .8	8 10	16 30	.1 .2	.8 1.1	22 15	57 35	.3 .2	1.5 1.0	22 11	56 28	.3 .2	1.7 .9	5 3	16 8	.1 .1	.5 .3
WNRT-FM FA '98 2-Book	24 14	71 48	.3 .2	2.4 1.4	46 36	130 96	.6 .5	4.8 3.9	30 21	106 66	.4 .3	2.0 1.4	27 19	98 69	.4 .3	2.1 1.5	22 13	57 36	.3 .2	2.4 1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																			
FA '98	2	13	.2					2	11	.1		11	26	.2	.9	5	18	.1	.5
2-Book	1	7	.1	3	6	.1	.4	6	25	.1	.4	6	19	.1	.5	11	21	.2	1.6
WORO-FM																			
FA '98	14	47	.2	12	43	.2	1.3	104	222	1.5	7.0	33	80	.5	2.6	4	19	.1	.4
2-Book	23	65	.4	15	60	.3	1.7	123	231	1.8	8.4	54	118	.8	4.8	17	48	.3	2.7
WOSO-AM																			
FA '98	1	7	.1	6	15	.1	.6	11	14	.2	.7	3	12	.2					
2-Book	2	11	.2	4	15	.1	.4	7	15	.1	.4	4	14	.1	.3	4	7	.1	.6
WOYE-FM																			
FA '98	13	32	.2	3	13	.3		12	33	.2	.8	36	77	.5	2.8	34	59	.5	3.7
2-Book	13	32	.2	4	14	.1	.5	12	34	.2	.8	21	50	.3	1.7	26	46	.4	3.3
WPAB-AM																			
FA '98	6	22	.1	2	12	.2		2	12		.1	18	45	.3	1.4	9	19	.1	1.0
2-Book	14	32	.2	7	17	.1	.8	2	13		.1	18	37	.3	1.6	10	17	.2	1.4
WPRA-AM																			
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
FA '98	169	407	2.4	114	258	1.6	11.9	143	297	2.0	9.7	120	246	1.7	9.3	175	345	2.5	19.1
2-Book	112	285	1.6	69	163	1.0	7.3	123	314	1.8	8.4	108	227	1.6	9.1	108	237	1.6	12.8
WPRP-AM																			
FA '98				9	25	.1	.9	9	37	.1	.6								
2-Book				7	20	.1	.7	8	32	.1	.5								
WQBS-AM																			
FA '98	14	31	.2													2	12		.2
2-Book	7	16	.1					2	7		.1					1	6		.1
WQQZ-FM																			
FA '98	14	23	.2	*								9	23	.1	.7				
2-Book	11	22	.2					2	10	.1	.2	7	22	.1	.6				
WRIO-FM																			
FA '98	3	11	.3	1	12	.1		3	26	.2		3	17	.2		10	35	.1	1.1
2-Book	6	10	.1	3	15	.1	.4	13	43	.2	.9	8	15	.1	.7	12	35	.2	1.6
WSKN-AM																			
FA '98	10	25	.1													1	9		.1
2-Book	5	13	.1					5	17	.1	.4					1	5		.1
WTPM-FM																			
FA '98	*	3	.3													*			
2-Book	2	7	.2	2	7		.2	3	7	.1	.2	3	7	.1	.3	7	14	.1	1.2
WUKQ-FM																			
FA '98	3	28	.3	11	52	.2	1.1	30	87	.4	2.0	12	25	.2	.9	25	68	.4	2.7
2-Book	2	14	.2	9	41	.2	1.0	22	61	.3	1.5	14	35	.2	1.2	14	44	.2	1.6
WUNO-AM																			
FA '98								4	26	.1	.3								
2-Book	2	7	.2					4	20	.1	.3					2	7		.3
WUPR-AM																			
FA '98	**	**	**	3	11	.3	*					**	**	**	**	**	**	**	**
2-Book	**	**	**	2	6	.2						**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	11	28	.2	8	23	.1	.9	13	30	.2	.9	3	10	.2		18	58	.3	2.0
2-Book	11	34	.2	8	23	.1	.9	21	61	.3	1.5	20	46	.3	1.8	20	52	.3	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	6	37	.1	.6																
2-Book	10	30	.2	1.1	17	17	.3	2.0					7	7	.1	.7	6	7	.1	.9
WXEV-AM																				
FA '98	*				* 12	18	.2	1.3	7	18	.1	.5					* 5	5	.1	.5
2-Book	9	17	.2	1.1	11	18	.2	1.2	4	14	.1	.3	1	5	.1	.1	4	8	.1	.4
WXYX-FM																				
FA '98	23	62	.3	2.3	28	75	.4	2.9	48	139	.7	3.2	46	126	.6	3.6	8	35	.1	.9
2-Book	22	80	.3	2.3	23	72	.4	2.5	45	140	.7	3.0	46	123	.7	4.0	11	37	.2	1.5
WYQE-FM																				
FA '98					2	8	.2	.2	4	6	.1	.3	5	6	.1	.4				
2-Book					11	18	.2	1.3	19	35	.3	1.3	12	21	.2	1.1	4	7	.1	.7
WZAR-FM																				
FA '98	7	19	.1	.7	23	58	.3	2.4	40	87	.6	2.7	13	23	.2	1.0	7	24	.1	.8
2-Book	9	33	.2	1.0	21	54	.3	2.3	41	105	.6	2.8	17	44	.3	1.5	4	12	.1	.4
WZNT-FM																				
FA '98	62	175	.9	6.3	112	289	1.6	11.7	297	556	4.2	20.1	279	460	3.9	21.6	74	173	1.0	8.1
2-Book	70	203	1.0	7.6	102	261	1.5	11.1	253	491	3.6	17.3	234	436	3.3	19.6	68	166	1.0	9.0
TOTALS																				
FA '98	986	2335	13.8		957	2420	13.4		1477	3131	20.7		1294	2669	18.2		917	2089	12.9	
2-Book	929	2229	13.1		916	2285	12.9		1466	3187	20.7		1188	2500	16.8		767	1783	10.9	

Target Listener Estimates - Men 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																				
FA '98	11	148	.2	1.0	15	87	.3	.8	5	30	.1	.4	3	40	.1	.3	20	122	.3	2.8
SU '98	25	197	.4	2.0	34	99	.6	1.7	6	25	.1	.4	34	72	.6	2.6	33	108	.6	4.9
2-Book	18	173	.3	1.5	25	93	.5	1.3	6	28	.1	.4	19	56	.4	1.5	27	115	.5	3.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 7	184	.1	.6	6	69	.1	.3	17	149	.3	1.4	4	57	.1	.3	1	13		.1
SU '98	9	172	.2	.7	4	59	.1	.2	15	118	.3	1.0	8	81	.1	.6	5	69	.1	.7
2-Book	8	178	.2	.7	5	64	.1	.3	16	134	.3	1.2	6	69	.1	.5	3	41	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	1	59		.1	5	10	.1	.3	1	36		.1	1	24		.1		5		
SU '98		14			1	14														
2-Book	1	37		.1	3	12	.1	.2	1	18		.1	1	12		.1		3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	32	436	.5	2.8	59	279	1.0	3.2	34	202	.6	2.8	22	181	.4	1.9	20	87	.3	2.8
SU '98	23	508	.4	1.8	40	259	.7	2.0	36	307	.6	2.3	30	249	.5	2.3	9	56	.2	1.3
2-Book	28	472	.5	2.3	50	269	.9	2.6	35	255	.6	2.6	26	215	.5	2.1	15	72	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	2	79		.2	3	34	.1	.2	1	27		.1	3	34	.1	.3	1	34		.1
SU '98		35				19				19		.1								
2-Book	1	57		.1	2	27	.1	.1	1	23		.1	2	17	.1	.2	1	17		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	8	161	.1	.7	9	77	.2	.5	9	61	.2	.7	14	79	.2	1.2	7	97	.1	1.0
SU '98	7	136	.1	.5	13	67	.2	.6	14	98	.2	.9	9	66	.2	.7	1	13		.1
2-Book	8	149	.1	.6	11	72	.2	.6	12	80	.2	.8	12	73	.2	1.0	4	55	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 6	50	.1	.5	9	36	.2	.5	6	43	.1	.5	6	23	.1	.5	* 9	19	.2	1.3
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	17	139	.3	1.5	29	108	.5	1.6	12	81	.2	1.0	16	75	.3	1.4	15	30	.3	2.1
SU '98	8	230	.1	.6	22	146	.4	1.1	10	95	.2	.6	9	76	.2	.7		11		
2-Book	13	185	.2	1.1	26	127	.5	1.4	11	88	.2	.8	13	76	.3	1.1	8	21	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WCMN-FM																					
FA '98	17	267	.3	1.5	32	135	.5	1.7	15	114	.3	1.2	13	114	.2	1.1	8	74	.1	1.1	
SU '98	15	279	.3	1.2	18	120	.3	.9	23	170	.4	1.5	16	153	.3	1.2	6	71	.1	.9	
2-Book	16	273	.3	1.4	25	128	.4	1.3	19	142	.4	1.4	15	134	.3	1.2	7	73	.1	1.0	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCOM-FM																					
FA '98	10	460	.2	.9	17	182	.3	.9	13	207	.2	1.1	13	169	.2	1.1	3	80	.1	.4	
SU '98	13	332	.2	1.0	20	151	.3	1.0	15	156	.3	1.0	17	149	.3	1.3	6	104	.1	.9	
2-Book	12	396	.2	1.0	19	167	.3	1.0	14	182	.3	1.1	15	159	.3	1.2	5	92	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCTA-FM																					
FA '98	28	320	.5	2.4	22	140	.4	1.2	36	225	.6	2.9	45	185	.8	3.9	16	113	.3	2.2	
SU '98	34	441	.6	2.7	35	192	.6	1.7	35	216	.6	2.2	44	196	.7	3.3	35	170	.6	5.1	
2-Book	31	381	.6	2.6	29	166	.5	1.5	36	221	.6	2.6	45	191	.8	3.6	26	142	.5	3.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WDOY-FM																					
FA '98	16	313	.3	1.4	22	157	.4	1.2	19	154	.3	1.5	23	148	.4	2.0	11	87	.2	1.5	
SU '98	19	396	.3	1.5	18	146	.3	.9	24	208	.4	1.5	19	123	.3	1.4	9	96	.2	1.3	
2-Book	18	355	.3	1.5	20	152	.4	1.1	22	181	.4	1.5	21	136	.4	1.7	10	92	.2	1.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEGM-FM																					
FA '98	4	115	.1	.3	4	62	.1	.2	4	46	.1	.3	11	41	.2	1.0	2	24		.3	
SU '98	7	58	.1	.5	9	58	.2	.4	14	29	.2	.9	7	29	.1	.5	2	29		.3	
2-Book	6	87	.1	.4	7	60	.2	.3	9	38	.2	.6	9	35	.2	.8	2	27		.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WENA-AM																					
FA '98	*	1		.1	**	**	**	**	**	10	**	**	**	1	10	.1		1	20		.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '98	3	96	.1	.3	1	28		.1	2	24		.2	5	61	.1	.4	4	23	.1	.6	
SU '98	10	134	.2	.8	20	76	.3	1.0	19	62	.3	1.2	8	77	.1	.6	4	39	.1	.6	
2-Book	7	115	.2	.6	11	52	.2	.6	11	43	.2	.7	7	69	.1	.5	4	31	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFID-FM																					
FA '98	49	787	.8	4.2	63	454	1.1	3.4	66	352	1.1	5.3	45	402	.8	3.9	40	316	.7	5.6	
SU '98	37	537	.6	2.9	43	234	.7	2.1	63	253	1.1	4.0	41	189	.7	3.1	29	234	.5	4.3	
2-Book	43	662	.7	3.6	53	344	.9	2.8	65	303	1.1	4.7	43	296	.8	3.5	35	275	.6	5.0	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJAC-AM																				
FA '98	25	351	.4	2.2	37	154	.6	2.0	20	140	.3	1.6	19	113	.3	1.7	15	75	.3	2.1
SU '98	13	250	.2	1.0	28	145	.5	1.4	11	99	.2	.7	9	64	.2	.7	11	32	.2	1.6
2-Book	19	301	.3	1.6	33	150	.6	1.7	16	120	.3	1.2	14	89	.3	1.2	13	54	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																				
FA '98	19	545	.3	1.6	41	287	.7	2.2	16	241	.3	1.3	12	108	.2	1.0	12	106	.2	1.7
SU '98	22	451	.4	1.7	39	288	.7	1.9	31	170	.5	2.0	22	175	.4	1.7	9	95	.2	1.3
2-Book	21	498	.4	1.7	40	288	.7	2.1	24	206	.4	1.7	17	142	.3	1.4	11	101	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJDA-FM																				
FA '98	20	493	.3	1.7	20	230	.3	1.1	27	197	.5	2.2	20	133	.3	1.7	18	151	.3	2.5
SU '98	18	486	.3	1.4	27	194	.5	1.3	21	296	.4	1.3	9	99	.2	.7	7	93	.1	1.0
2-Book	19	490	.3	1.6	24	212	.4	1.2	24	247	.5	1.8	15	116	.3	1.2	13	122	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJOB-FM																				
FA '98	9	125	.2	.8	15	72	.3	.8	9	67	.2	.7	8	61	.1	.7	6	54	.1	.8
SU '98	22	311	.4	1.7	14	95	.2	.7	31	113	.5	2.0	35	137	.6	2.6	21	117	.4	3.1
2-Book	16	218	.3	1.3	15	84	.3	.8	20	90	.4	1.4	22	99	.4	1.7	14	86	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJOC-FM																				
FA '98	12	208	.2	1.0	12	77	.2	.6	15	59	.3	1.2	13	124	.2	1.1	15	117	.3	2.1
SU '98	12	156	.2	.9	13	49	.2	.6	16	47	.3	1.0	14	71	.2	1.1	11	68	.2	1.6
2-Book	12	182	.2	1.0	13	63	.2	.6	16	53	.3	1.1	14	98	.2	1.1	13	93	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	17	226	.3	1.5	31	125	.5	1.7	16	111	.3	1.3	24	133	.4	2.1	4	42	.1	.6
SU '98	33	386	.6	2.6	73	237	1.2	3.6	51	200	.9	3.3	26	237	.4	2.0	3	55	.1	.4
2-Book	25	306	.5	2.1	52	181	.9	2.7	34	156	.6	2.3	25	185	.4	2.1	4	49	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKQAQ-AM																				
FA '98	100	1499	1.7	8.6	169	821	2.8	9.1	68	468	1.1	5.5	101	748	1.7	8.8	128	633	2.1	17.9
SU '98	97	1264	1.6	7.6	150	704	2.5	7.5	73	440	1.2	4.7	126	704	2.1	9.5	136	561	2.3	20.0
2-Book	99	1382	1.7	8.1	160	763	2.7	8.3	71	454	1.2	5.1	114	726	1.9	9.2	132	597	2.2	19.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKQAQ-FM																				
FA '98	46	1004	.8	4.0	46	362	.8	2.5	52	483	.9	4.2	48	450	.8	4.2	37	290	.6	5.2
SU '98	28	712	.5	2.2	19	201	.3	.9	31	312	.5	2.0	40	299	.7	3.0	21	199	.4	3.1
2-Book	37	858	.7	3.1	33	282	.6	1.7	42	398	.7	3.1	44	375	.8	3.6	29	245	.5	4.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSA-FM																			
FA '98	8	141	.1	.7	11	54	.2	.6	14	83	.2	1.1	10	53	.2	.9			
SU '98	10	190	.2	.8	10	111	.2	.5	19	72	.3	1.2	19	110	.3	1.4	2		.3
2-Book	9	166	.2	.8	11	83	.2	.6	17	78	.3	1.2	15	82	.3	1.2	1	10	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																			
FA '98	4	222	.1	.3		6			5	45	.1	.4	7	98	.1	.6	2	32	.3
SU '98	14	221	.2	1.1	35	171	.6	1.7	11	79	.2	.7	3	47	.1	.2	2	32	.3
2-Book	9	222	.2	.7	18	89	.3	.9	8	62	.2	.6	5	73	.1	.4	2	32	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																			
FA '98	6	114	.1	.5	13	43	.2	.7	9	60	.2	.7	6	37	.1	.5	1	19	.1
SU '98	7	107	.1	.5	22	62	.4	1.1	8	58	.1	.5	4	22	.1	.3	1	12	.1
2-Book	7	111	.1	.5	18	53	.3	.9	9	59	.2	.6	5	30	.1	.4	1	16	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
FA '98	9	103	.2	.8	28	74	.5	1.5	7	58	.1	.6	11	52	.2	1.0			
SU '98	39	372	.7	3.1	93	228	1.6	4.6	58	255	1.0	3.7	55	160	.9	4.2	2	16	.3
2-Book	24	238	.5	2.0	61	151	1.1	3.1	33	157	.6	2.2	33	106	.6	2.6	1	8	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																			
FA '98	34	488	.6	2.9	55	225	.9	3.0	38	207	.6	3.1	37	273	.6	3.2	16	166	.3
SU '98	17	295	.3	1.3	21	131	.4	1.0	12	123	.2	.8	14	120	.2	1.1	11	120	.2
2-Book	26	392	.5	2.1	38	178	.7	2.0	25	165	.4	2.0	26	197	.4	2.2	14	143	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																			
FA '98	4	22	.1	.3	3	22	.1	.2	10	22	.2	.8	6	22	.1	.5		9	
SU '98	2	31	.2	.2									1	14	.1	.1	1	14	.1
2-Book	3	27	.1	.3	2	11	.1	.1	5	11	.1	.4	4	18	.1	.3	1	12	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																			
FA '98	6	124	.1	.5	8	44	.1	.4	1	11		.1	7	60	.1	.6	9	72	.2
SU '98	18	222	.3	1.4	34	161	.6	1.7	27	104	.5	1.7	18	99	.3	1.4	4	28	.1
2-Book	12	173	.2	1.0	21	103	.4	1.1	14	58	.3	.9	13	80	.2	1.0	7	50	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																			
FA '98	2	88		.2	1	14		.1	2	35		.2	5	51	.1	.4	1	23	.1
SU '98	1	44		.1		26			1	26		.1		10					
2-Book	2	66		.2	1	20		.1	2	31		.2	3	31	.1	.2	1	12	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																			
FA '98	3	66	.1	.3	4	29	.1	.2	1	29	.1	3	29	.1	.3	3	23	.1	.4
SU '98	7	132	.1	.5	9	72	.2	.4	11	58	.2	.7	7	51	.1	.5	1	13	.1
2-Book	5	99	.1	.4	7	51	.2	.3	6	44	.1	.4	5	40	.1	.4	2	18	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
FA '98	17	297	.3	1.5	26	173	.4	1.4	14	108	.2	1.1	13	87	.2	1.1	15	127	.3
SU '98	7	170	.1	.5	17	112	.3	.8	11	97	.2	.7	7	68	.1	.5	1	10	.1
2-Book	12	234	.2	1.0	22	143	.4	1.1	13	103	.2	.9	10	78	.2	.8	8	69	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																			
FA '98	4	120	.1	.3	7	38	.1	.4	4	29	.1	.3	5	50	.1	.4	1	22	.1
SU '98	3	74	.1	.2	3	23	.1	.1	2	51	.1	.1	1	29	.1	.1	3	12	.1
2-Book	4	97	.1	.3	5	31	.1	.3	3	40	.1	.2	3	40	.1	.3	2	17	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																			
FA '98	41	639	.7	3.5	39	194	.7	2.1	57	260	1.0	4.6	50	256	.8	4.4	6	94	.1
SU '98	55	788	.9	4.3	40	287	.7	2.0	71	330	1.2	4.5	63	287	1.1	4.8	22	125	.4
2-Book	48	714	.8	3.9	40	241	.7	2.1	64	295	1.1	4.6	57	272	1.0	4.6	14	110	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																			
FA '98	9	217	.2	.8	13	124	.2	.7	13	104	.2	1.1	10	136	.2	.9	4	61	.1
SU '98	4	91	.1	.3	11	91	.2	.5	3	22	.1	.2	5	32	.1	.4	2	30	.3
2-Book	7	154	.2	.6	12	108	.2	.6	8	63	.2	.7	8	84	.2	.7	3	46	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
FA '98	13	256	.2	1.1	30	161	.5	1.6	22	138	.4	1.8	10	92	.2	.9	4	74	.1
SU '98	7	253	.1	.5	12	116	.2	.6	9	132	.2	.6	6	103	.1	.5	2	57	.3
2-Book	10	255	.2	.8	21	139	.4	1.1	16	135	.3	1.2	8	98	.2	.7	3	66	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																			
FA '98	21	375	.4	1.8	37	180	.6	2.0	28	226	.5	2.3	23	166	.4	2.0	19	99	.3
SU '98	23	365	.4	1.8	22	116	.4	1.1	27	141	.5	1.7	16	134	.3	1.2	33	214	.6
2-Book	22	370	.4	1.8	30	148	.5	1.6	28	184	.5	2.0	20	150	.4	1.6	26	157	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																			
FA '98	*	3	.1	.3	2	22	.1		2	32	.2		10				*	10	24
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																				
FA '98	119	1372	2.0	10.3	321	896	5.4	17.3	84	503	1.4	6.8	113	678	1.9	9.9	39	343	.7	5.5
SU '98	102	1315	1.7	8.0	248	868	4.2	12.4	102	649	1.7	6.5	116	624	2.0	8.8	20	168	.3	2.9
2-Book	111	1344	1.9	9.2	285	882	4.8	14.9	93	576	1.6	6.7	115	651	2.0	9.4	30	256	.5	4.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	1	68	.1	.3	2	21	.1	.1	1	27	.1	.1	1	24	.1	.1				
SU '98	6	94	.1	.5	23	52	.4	1.1	6	30	.1	.4	4	15	.1	.3				
2-Book	4	81	.1	.3	13	37	.2	.6	4	29	.1	.3	3	20	.1	.2				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	3	123	.1	.3	2	27	.1	.1	5	41	.1	.4	4	54	.1	.3	1	13	.1	.1
SU '98	4	130	.1	.3	7	39	.1	.3	3	38	.1	.2	8	76	.1	.6	2	41	.3	.3
2-Book	4	127	.1	.3	5	33	.1	.2	4	40	.1	.3	6	65	.1	.5	2	27	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 9	127	.2	.8	5	40	.1	.3	11	53	.2	.9	14	46	.2	1.2	4	62	.1	.6
SU '98	3	57	.1	.2	2	28	.1	.1	3	28	.1	.2	3	50	.1	.2				
2-Book	6	92	.2	.5	4	34	.1	.2	7	41	.2	.6	9	48	.2	.7	2	31	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	21	219	.4	1.8	62	165	1.0	3.3	22	87	.4	1.8	16	127	.3	1.4	4	63	.1	.6
SU '98	18	270	.3	1.4	29	159	.5	1.4	20	91	.3	1.3	25	196	.4	1.9	9	64	.2	1.3
2-Book	20	245	.4	1.6	46	162	.8	2.4	21	89	.4	1.6	21	162	.4	1.7	7	64	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	6	175	.1	.5	15	103	.3	.8	10	92	.2	.8	2	60	.2	.8	1	9	.1	.1
SU '98	8	223	.1	.6	12	154	.2	.6	17	88	.3	1.1	7	34	.1	.5	3	23	.1	.4
2-Book	7	199	.1	.6	14	129	.3	.7	14	90	.3	1.0	5	47	.1	.4	2	16	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 1	57	.1	.4	3	48	.1	.2	1	24	.1	.1	1	12	.1	.1	*			
SU '98	5	56	.1	.4	6	43	.1	.3	4	15	.1	.3	1	13	.1	.1	6	40	.1	.9
2-Book	3	57	.1	.3	5	46	.1	.3	3	20	.1	.2	1	13	.1	.1	3	20	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	8	322	.1	.7	4	56	.1	.2	9	158	.2	.7	7	97	.1	.6	6	81	.1	.8
SU '98	13	287	.2	1.0	16	133	.3	.8	19	160	.3	1.2	16	168	.3	1.2	2	45	.3	.3
2-Book	11	305	.2	.9	10	95	.2	.5	14	159	.3	1.0	12	133	.2	.9	4	63	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																				
FA '98	12	227	.2	1.0	40	164	.7	2.2	8	91	.1	.6	9	52	.2	.8	8	98	.1	1.1
SU '98	12	270	.2	.9	17	149	.3	.8	19	102	.3	1.2	17	112	.3	1.3	5	39	.1	.7
2-Book	12	249	.2	1.0	29	157	.5	1.5	14	97	.2	.9	13	82	.3	1.1	7	69	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 1	23		.1	1	11		.1												
SU '98	2	32		.2	2	21		.1	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	2	28		.2	2	16		.1	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	10	307	.2	.9	17	123	.3	.9	14	133	.2	1.1	5	96	.1	.4	6	112	.1	.8
SU '98	24	378	.4	1.9	16	100	.3	.8	35	251	.6	2.2	20	211	.3	1.5	22	154	.4	3.2
2-Book	17	343	.3	1.4	17	112	.3	.9	25	192	.4	1.7	13	154	.2	1.0	14	133	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	1	64		.1	2	49		.1		15			3	30	.1	.3				
SU '98																				
2-Book	1	32		.1	1	25		.1	8				2	15	.1	.2				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 3	67	.1	.3	4	22	.1	.2		9			2	20		.2	* 3	19	.1	.4
SU '98	5	47	.1	.4	2	38	.1	.1	13	38	.2	.8	1	9	.1	.1		9		
2-Book	4	57	.1	.4	3	30	.1	.2	7	24	.1	.4	2	15	.2	.2	2	14	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	26	534	.4	2.2	54	230	.9	2.9	43	201	.7	3.5	15	207	.3	1.3	5	65	.1	.7
SU '98	11	418	.2	.9	12	166	.2	.6	15	155	.3	1.0	7	101	.1	.5	12	104	.2	1.8
2-Book	19	476	.3	1.6	33	198	.6	1.8	29	178	.5	2.3	11	154	.2	.9	9	85	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	6	64	.1	.5	8	34	.1	.4	11	19	.2	.9	4	25	.1	.3		11		
SU '98	16	159	.3	1.3	12	78	.2	.6	32	108	.5	2.0	16	80	.3	1.2	1	21		.1
2-Book	11	112	.2	.9	10	56	.2	.5	22	64	.4	1.5	10	53	.2	.8	1	16		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	17	232	.3	1.5	18	106	.3	1.0	16	124	.3	1.3	19	61	.3	1.7	10	57	.2	1.4
SU '98	13	360	.2	1.0	15	162	.3	.7	13	120	.2	.8	9	136	.2	.7	4	77	.1	.6
2-Book	15	296	.3	1.3	17	134	.3	.9	15	122	.3	1.1	14	99	.3	1.2	7	67	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WZNT-FM																				
FA '98	102	1057	1.7	8.8	104	565	1.7	5.6	127	562	2.1	10.3	136	601	2.3	11.9	26	198	.4	3.6
SU '98	117	1223	2.0	9.2	159	611	2.7	7.9	176	747	3.0	11.2	130	670	2.2	9.8	35	341	.6	5.1
2-Book	110	1140	1.9	9.0	132	588	2.2	6.8	152	655	2.6	10.8	133	636	2.3	10.9	31	270	.5	4.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1157	5750	19.4		1855	5205	31.0		1236	4249	20.7		1143	4411	19.1		715	3497	12.0	
SU '98	1274	5686	21.6		2005	5278	34.1		1565	4517	26.6		1321	4520	22.4		680	3185	11.6	
2-Book	1216	5718	20.5		1930	5242	32.6		1401	4383	23.7		1232	4466	20.8		698	3341	11.8	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	7	105	.1	.5	13	135	.2	1.3	3	21	.1	.2	3	15	.1	.2	21	54	.4	2.0	
2-Book	15	119	.3	1.0	18	138	.3	1.8	16	34	.3	1.2	7	38	.2	.4	20	40	.4	2.0	
Wael-FM																					
FA '98	10	168	.2	.7	**	**	**	**	3	23	.1	.2	15	75	.3	1.2	15	52	.3	1.4	
2-Book	10	148	.2	.7	**	**	**	**	10	33	.2	.8	21	84	.4	1.5	11	37	.2	1.0	
WALO-AM																					
FA '98	2	46	.1	.1	1	17	.1	.1	6	17	.1	.5									
2-Book	1	30	.1	.1	1	16	.1	.1	5	16	.1	.4									
WAPA-AM																					
FA '98	38	379	.6	2.7	31	212	.5	3.0	43	133	.7	3.6	50	125	.8	3.9	21	61	.4	2.0	
2-Book	37	425	.6	2.5	20	165	.4	2.0	39	100	.7	3.2	28	79	.5	2.2	13	38	.3	1.2	
WBRQ-FM																					
FA '98	2	46	.1	.1	3	48	.1	.3					3	15	.1	.2	2	15	.1	.2	
2-Book	1	33	.1	.1	2	32	.1	.2					2	8	.1	.1	1	8	.1	.1	
WCAD-FM																					
FA '98	10	109	.2	.7	6	77	.1	.6	3	15	.1	.2	1	10	.1	.1	4	8	.1	.4	
2-Book	11	115	.2	.7	4	66	.1	.4	2	8	.1	.1	1	12	.1	.1	5	11	.1	.5	
WCGB-AM																					
FA '98	7	50	.1	.5	* 3	27	.1	.3	3	12	.1	.2					1	7	.1	.1	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	18	124	.3	1.3	14	99	.2	1.4	16	61	.3	1.3	1	10	.1	.1	3	10	.1	.3	
2-Book	16	156	.3	1.1	10	95	.2	1.0	18	54	.3	1.5	6	28	.1	.4	2	5	.1	.2	
WCMN-FM																					
FA '98	19	176	.3	1.4	20	191	.3	2.0	18	38	.3	1.5	32	62	.5	2.5	42	53	.7	3.9	
2-Book	19	218	.3	1.3	17	180	.3	1.7	12	38	.2	1.0	29	71	.5	2.1	35	69	.6	3.3	
WCOM-FM																					
FA '98	14	373	.2	1.0	8	181	.1	.8	7	29	.1	.6	10	18	.2	.8	8	55	.1	.7	
2-Book	16	310	.3	1.0	9	169	.2	.9	9	34	.2	.7	11	31	.2	.8	7	46	.1	.7	
WCTA-FM																					
FA '98	35	294	.6	2.5	26	176	.4	2.5	7	22	.1	.6	27	82	.5	2.1	42	92	.7	3.9	
2-Book	37	301	.6	2.4	27	217	.5	2.6	20	59	.4	1.6	30	86	.5	2.1	48	110	.8	4.7	
WDOY-FM																					
FA '98	21	248	.4	1.5	11	110	.2	1.1	13	40	.2	1.1	17	47	.3	1.3	5	36	.1	.5	
2-Book	21	273	.4	1.4	17	189	.3	1.6	14	59	.2	1.1	29	82	.5	2.0	10	42	.2	1.0	
WEGM-FM																					
FA '98	6	107	.1	.4	2	23	.1	.2	4	7	.1	.3	5	16	.1	.4					
2-Book	8	83	.2	.5	4	29	.1	.4	4	11	.1	.3	5	15	.1	.4	5	11	.1	.5	
WENA-AM																					
FA '98	**	10	**	**	* 1	22	.1	.1	**	**	**	**	2	12	.2	.2	**	6	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '98	2	61	.1	.1	2	67	.1	.2					3	11	.1	.2	1	10	.1	.1	
2-Book	9	81	.2	.6	3	47	.1	.3	3	10	.1	.3	5	16	.1	.3	3	15	.1	.3	
WF1D-FM																					
FA '98	59	651	1.0	4.2	39	477	.7	3.8	29	92	.5	2.4	75	225	1.3	5.9	36	101	.6	3.3	
2-Book	55	518	.9	3.7	29	352	.5	2.8	24	80	.4	2.0	47	131	.8	3.6	34	88	.6	3.3	
WIAC-AM																					
FA '98	25	286	.4	1.8	33	239	.6	3.2	52	126	.9	4.3	33	68	.6	2.6	26	71	.4	2.4	
2-Book	21	252	.4	1.4	22	190	.4	2.1	33	84	.6	2.7	21	46	.4	1.6	14	42	.2	1.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	23	404	.4	1.6	18	331	.3	1.8	25	96	.4	2.1	21	120	.4	1.6	24	81	.4	2.2
2-Book	27	398	.5	1.7	18	262	.3	1.7	21	70	.4	1.8	34	97	.6	2.3	18	64	.3	1.7
WIOA-FM																				
FA '98	23	384	.4	1.6	18	205	.3	1.8	9	42	.2	.7	28	85	.5	2.2	9	61	.2	.8
2-Book	21	383	.4	1.4	20	238	.4	2.0	15	40	.3	1.2	33	94	.6	2.3	20	74	.4	2.0
WIOB-FM																				
FA '98	11	106	.2	.8	6	60	.1	.6	9	23	.2	.7	3	17	.1	.2	8	33	.1	.7
2-Book	19	166	.4	1.3	10	135	.2	1.0	13	40	.3	1.0	15	32	.3	.9	9	43	.2	.9
WIOC-FM																				
FA '98	13	162	.2	.9	8	130	.1	.8	10	31	.2	.8	10	45	.2	.8	12	53	.2	1.1
2-Book	14	124	.2	.9	9	126	.2	.9	10	22	.2	.8	14	41	.3	1.0	11	38	.2	1.0
WIVA-FM																				
FA '98	23	226	.4	1.6	14	82	.2	1.4	23	75	.4	1.9	16	28	.3	1.2	18	47	.3	1.7
2-Book	37	290	.6	2.4	20	110	.3	1.9	32	71	.6	2.6	41	64	.7	2.7	19	47	.3	1.8
WKAQ-AM																				
FA '98	109	1246	1.8	7.8	62	862	1.0	6.0	145	406	2.4	12.1	93	312	1.6	7.3	25	98	.4	2.3
2-Book	111	1204	1.9	7.4	52	609	.9	5.0	105	296	1.8	8.6	71	220	1.2	5.2	26	77	.5	2.5
WKAQ-FM																				
FA '98	49	784	.8	3.5	48	471	.8	4.7	32	111	.5	2.7	60	159	1.0	4.7	60	169	1.0	5.6
2-Book	40	659	.7	2.7	39	379	.7	3.8	24	88	.4	2.0	53	132	.9	3.8	43	134	.7	4.1
WKSA-FM																				
FA '98	12	105	.2	.9	7	74	.1	.7	3	7	.1	.2	12	31	.2	.9	7	7	.1	.7
2-Book	14	148	.3	1.0	5	45	.1	.5	3	11	.1	.2	14	23	.3	.9	8	11	.2	.8
WKVM-AM																				
FA '98	4	124	.1	.3	4	78	.1	.4	10	40	.2	.8	14	35	.2	1.1				
2-Book	10	156	.2	.7	11	112	.2	1.0	28	61	.5	2.3	20	41	.3	1.4	3	10	.1	.3
WLEO-AM																				
FA '98	9	90	.2	.6	4	59	.1	.4	9	33	.2	.7	4	19	.1	.3	5	11	.1	.5
2-Book	10	99	.2	.7	4	60	.1	.4	13	29	.3	1.0	2	10	.1	.2	3	6	.1	.3
WLUZ-AM																				
FA '98	15	97	.3	1.1	6	68	.1	.6	15	17	.3	1.2	3	17	.1	.2				
2-Book	42	223	.8	2.7	10	101	.2	1.0	31	40	.6	2.5	3	13	.1	.2	4	14	.1	.4
WMEG-FM																				
FA '98	43	388	.7	3.1	30	268	.5	2.9	33	84	.6	2.7	25	42	.4	2.0	39	65	.7	3.6
2-Book	29	317	.5	2.0	26	214	.5	2.5	24	64	.5	2.0	26	45	.4	1.8	32	53	.6	3.1
WMIO-FM																				
FA '98	7	22	.1	.5	2	22	.2	.2	2	9	.2	.2	11	22	.2	.9	4	9	.1	.4
2-Book	4	18	.1	.3	4	27	.1	.4	3	12	.1	.2	8	18	.2	.6	13	20	.3	1.3
WNEL-AM																				
FA '98	5	84	.1	.4	6	61	.1	.6	33	38	.6	2.7	15	38	.3	1.2				
2-Book	16	150	.3	1.0	10	76	.2	1.0	22	30	.4	1.8	16	32	.3	1.2	6	13	.1	.6
WNIK-FM																				
FA '98	3	60	.1	.2	3	35	.1	.3					6	21	.1	.5	9	12	.2	.8
2-Book	2	48	.1	.2	2	22	.1	.2					3	11	.1	.3	5	6	.1	.4
WNNV-FM																				
FA '98	3	51	.1	.2	5	57	.1	.5	7	15	.1	.6	8	22	.1	.6	7	21	.1	.7
2-Book	6	76	.2	.4	6	72	.1	.6	7	14	.1	.6	9	34	.2	.6	5	17	.1	.5
WNRT-FM																				
FA '98	17	221	.3	1.2	19	189	.3	1.9	13	49	.2	1.1	18	85	.3	1.4	19	45	.3	1.8
2-Book	15	196	.3	1.0	12	128	.2	1.2	7	25	.1	.6	10	48	.2	.8	12	26	.2	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																				
FA '98	5	71	.1	.4	5	78	.1	.5	10	25	.2	.8	10	35	.2	.8	3	6	.1	.3
2-Book	4	73	.1	.3	6	59	.1	.6	7	26	.2	.6	11	24	.2	.8	2	3	.1	.2
WORD-FM																				
FA '98	50	370	.8	3.6	49	473	.8	4.8	13	50	.2	1.1	66	231	1.1	5.1	36	95	.6	3.3
2-Book	55	458	.9	3.6	61	503	1.0	5.9	25	79	.4	2.1	65	178	1.1	4.6	38	103	.7	3.6
WOSO-AM																				
FA '98	12	185	.2	.9	5	46	.1	.5	16	29	.3	1.3					2	8	.1	.2
2-Book	9	138	.2	.7	4	41	.1	.4	9	18	.2	.8	1	8			2	8	.1	.2
WQYE-FM																				
FA '98	21	231	.4	1.5	5	105	.1	.5	1	13		.1	10	49	.2	.8	2	13		.2
2-Book	15	226	.3	1.1	6	113	.1	.6	1	7		.1	13	50	.3	.9	11	37	.2	1.1
WPAB-AM																				
FA '98	29	324	.5	2.1	9	104	.2	.9	19	56	.3	1.6	16	49	.3	1.2	9	25	.2	.8
2-Book	26	276	.5	1.8	14	138	.3	1.3	20	54	.3	1.6	25	73	.5	1.7	11	26	.2	1.0
WPRA-AM																				
FA '98	1	42		.1	1	9		.1	2	9		.2	4	9	.1	.3				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	166	1162	2.8	11.9	91	725	1.5	8.9	127	322	2.1	10.6	104	264	1.7	8.1	96	291	1.6	8.9
2-Book	159	1179	2.7	10.6	80	703	1.4	7.8	102	269	1.7	8.4	140	316	2.4	9.6	96	272	1.6	9.3
WPRP-AM																				
FA '98	1	45		.1	2	35		.2									1	8		.1
2-Book	6	56	.1	.4	3	39	.1	.3	6	8	.1	.5	1	8		.1				
WQBS-AM																				
FA '98	4	93	.1	.3	3	48	.1	.3	8	23	.1	.7	3	11	.1	.2				
2-Book	5	104	.1	.4	2	32	.1	.2	4	12	.1	.4	2	6	.1	.1	2	8	.1	.2
WQQZ-FM																				
FA '98	10	77	.2	.7	* 8	57	.1	.8	11	35	.2	.9	8	8	.1	.6	23	31	.4	2.1
2-Book	7	67	.2	.5	6	54	.1	.6	6	18	.1	.5	13	24	.2	.9	12	16	.2	1.1
WRIO-FM																				
FA '98	33	201	.6	2.4	10	98	.2	1.0	18	48	.3	1.5	25	65	.4	2.0	11	48	.2	1.0
2-Book	29	229	.5	2.0	12	90	.2	1.2	14	31	.3	1.1	32	68	.6	2.3	12	48	.2	1.1
WSKN-AM																				
FA '98	9	147	.2	.6	3	55	.1	.3					6	29	.1	.5	2	29		.2
2-Book	11	168	.2	.7	4	64	.1	.4	10	19	.2	.8	7	31	.1	.5	3	31	.1	.3
WTPM-FM																				
FA '98	2	57		.1	* 3												3	7	.1	.2
2-Book	3	57	.1	.2	3	28	.1	.3	6	14	.1	.5	3	7	.1	.2	3	7	.1	.3
WUKQ-FM																				
FA '98	7	197	.1	.5	10	176	.2	1.0	2	14		.2	9	39	.2	.7	11	45	.2	1.0
2-Book	12	221	.2	.8	12	153	.2	1.2	6	18	.1	.5	17	65	.3	1.1	15	56	.3	1.5
WUNO-AM																				
FA '98	18	192	.3	1.3	4	62	.1	.4	10	20	.2	.8								
2-Book	18	208	.3	1.2	5	70	.1	.5	5	10	.1	.4					8	23	.2	.8
WUPR-AM																				
FA '98	* 1	11		.1	* 1	11		.1					* 6	6	.1	.4	**	**	**	**
2-Book	2	16		.1	1	11		.1					6	6	.1	.4	**	**	**	**
WVJP-FM																				
FA '98	12	202	.2	.9	9	143	.2	.9	29	69	.5	2.4	13	51	.2	1.0	1	4		.1
2-Book	19	247	.3	1.2	17	207	.3	1.7	18	47	.3	1.5	27	75	.5	1.8	6	21	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	2	64	.1		2	15	.2		1	15	.1		7	15	.1	.5	5	15	.1	.5
2-Book	1	32	.1		1	8	.1		1	8	.1		4	8	.1	.3	3	8	.1	.3
WXEW-AM																				
FA '98	2	34	.1		* 5	43	.1	.5	9	18	.2	.7								
2-Book	4	36	.1	.3	5	45	.1	.5	10	28	.2	.8	9	15	.2	.6				
WXYX-FM																				
FA '98	38	445	.6	2.7	20	238	.3	2.0	25	59	.4	2.1	21	103	.4	1.6	32	71	.5	3.0
2-Book	25	369	.4	1.7	15	198	.3	1.5	14	35	.3	1.2	15	67	.3	1.1	22	63	.4	2.1
WYQE-FM																				
FA '98	8	46	.1	.6	8	19	.1	.8	10	13	.2	.8	13	13	.2	1.0	10	13	.2	.9
2-Book	15	99	.3	1.0	13	52	.2	1.3	9	24	.2	.7	24	31	.4	1.6	16	24	.3	1.5
WZAR-FM																				
FA '98	18	156	.3	1.3	22	163	.4	2.1	25	76	.4	2.1	30	79	.5	2.3	27	51	.5	2.5
2-Book	15	209	.3	1.0	21	153	.4	2.0	19	58	.3	1.6	33	67	.6	2.3	22	53	.4	2.1
WZNT-FM																				
FA '98	123	918	2.1	8.8	117	660	2.0	11.4	90	217	1.5	7.5	167	360	2.8	13.0	163	299	2.7	15.1
2-Book	140	984	2.4	9.2	111	711	1.9	10.8	102	239	1.7	8.3	165	375	2.8	11.6	153	294	2.6	14.8
TOTALS																				
FA '98	1398	5642	23.4		1025	4907	17.2		1203	2928	20.1		1282	2977	21.5		1076	2361	18.0	
2-Book	1513	5625	25.5		1029	4850	17.4		1227	2841	20.7		1432	3042	24.2		1033	2373	17.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

Target Listener Estimates

Men 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																			
FA '98																			
2-Book																			
11	27	.2	1.7	36	117	.6	4.3	9	30	.2	.7	16	17	.3	1.6	19	33	.3	2.9
42	93	.7	4.8	12	31	.2	.9	22	31	.4	2.3	20	43	.4	3.4				
WAEL-FM																			
FA '98																			
2-Book																			
				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																			
FA '98																			
2-Book																			
				2	7	.1	.2												
WAPA-AM																			
FA '98																			
2-Book																			
31	66	.5	4.2	26	74	.4	3.1	31	76	.5	2.3	17	30	.3	1.7	24	30	.4	3.6
25	55	.4	3.5	16	51	.3	1.9	16	38	.3	1.2	9	15	.2	.9	13	21	.2	2.0
WBRQ-FM																			
FA '98																			
2-Book																			
16	32	.3	2.1					3	15	.1	.2					3	8	.1	.6
8	16	.2	1.1					2	8	.1	.1								
WCAD-FM																			
FA '98																			
2-Book																			
1	8	.1	.1	28	43	.5	3.3		8			2	8	.2	.2	8	18	.1	1.2
1	4			14	22	.3	1.7	1	17		.1	1	4	.1	.1	4	9	.1	.6
WCGB-AM																			
FA '98																			
2-Book																			
4	7	.1	.5	* 9	27	.2	1.1	1	7		.1	5	15	.1	.5	* 7	7	.1	1.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																			
FA '98																			
2-Book																			
22	28	.4	3.0	6	34	.1	.7	18	30	.3	1.3	15	15	.3	1.5	30	30	.5	4.5
13	20	.3	1.8	3	17	.1	.4	10	30	.2	.7	9	23	.2	.9	15	15	.3	2.3
WCMN-FM																			
FA '98																			
2-Book																			
4	22	.1	.5	18	53	.3	2.1	24	54	.4	1.8	18	36	.3	1.8	5	18	.1	.8
5	29	.1	.7	12	43	.2	1.4	22	60	.4	1.6	15	38	.3	1.6	7	21	.1	1.2
WCOM-FM																			
FA '98																			
2-Book																			
1	9		.2	15	74	.3	1.8	18	88	.3	1.3	10	40	.2	1.0	2	8		.3
				9	41	.2	1.0	16	74	.3	1.2	12	42	.2	1.3	8	12	.1	1.4
WCTA-FM																			
FA '98																			
2-Book																			
13	22	.2	1.7	14	66	.2	1.7	61	116	1.0	4.5	36	58	.6	3.6	3	26	.1	.5
10	32	.2	1.4	18	61	.3	2.1	52	101	.9	3.9	28	54	.5	2.9	5	23	.1	.8
WDOY-FM																			
FA '98																			
2-Book																			
1	18	.1	.1	19	52	.3	2.3	23	57	.4	1.7	8	30	.1	.8		8		
21	44	.4	3.3	14	48	.3	1.7	29	104	.5	2.1	9	32	.2	1.0	1	10		.2
WEGM-FM																			
FA '98																			
2-Book																			
3	7	.1	.4	1	8		.1	1	8		.1					5	16	.1	.8
7	11	.2	1.1	3	11	.1	.3	1	4		.1					6	15	.1	1.0
WENA-AM																			
FA '98																			
2-Book																			
*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																			
FA '98																			
2-Book																			
2	4	.1	.3	1	8		.1	1	15		.1	3	11	.1	.3	6	23	.1	.9
				1	4		.1	3	11	.1	.2	2	9	.1	.2	3	12	.1	.5
WFID-FM																			
FA '98																			
2-Book																			
20	92	.3	2.7	20	90	.3	2.4	45	168	.8	3.3	44	157	.7	4.4	40	118	.7	6.0
20	76	.3	2.9	24	78	.4	2.7	28	99	.5	2.0	24	84	.4	2.4	28	93	.5	4.4
WIAC-AM																			
FA '98																			
2-Book																			
35	94	.6	4.7	29	56	.5	3.5	31	57	.5	2.3	34	62	.6	3.4	24	65	.4	3.6
28	68	.5	4.0	23	48	.4	2.7	16	35	.3	1.2	17	31	.3	1.7	20	49	.4	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

		Men 35-64																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																						
FA '98		11	48	.2	1.5	2	28		.2	33	165	.6	2.4	29	80	.5	2.9	3	16	.1	.5	
2-Book		11	44	.2	1.6	4	28	.1	.5	19	104	.4	1.4	26	67	.5	2.6	10	22	.2	1.8	
WIOD-FM																						
FA '98		21	51	.4	2.8	19	62	.3	2.3	34	89	.6	2.5	21	38	.4	2.1	3	10	.1	.5	
2-Book		23	57	.4	3.3	12	40	.2	1.4	28	76	.5	2.1	21	51	.4	2.2	8	26	.2	1.5	
WIOB-FM																						
FA '98		6	18	.1	.8	8	26	.1	1.0	9	24	.2	.7	7	16	.1	.7	2	8		.3	
2-Book		13	31	.2	2.0	4	13	.1	.5	13	56	.3	1.0	6	30	.1	.6	9	26	.2	1.7	
WIOC-FM																						
FA '98		12	39	.2	1.6	2	22		.2	7	38	.1	.5	4	29	.1	.4	6	22	.1	.9	
2-Book		22	51	.4	3.2	1	11		.1	6	37	.1	.4	2	15	.1	.2	4	17	.1	.7	
WIVA-FM																						
FA '98		6	10	.1	.8	18	37	.3	2.1	15	28	.3	1.1	20	53	.3	2.0	1	10		.2	
2-Book		6	9	.1	.8	15	27	.3	1.8	28	58	.5	2.1	16	44	.3	1.6	2	9		.3	
WKAQ-AM																						
FA '98		46	134	.8	6.2	64	206	1.1	7.6	65	202	1.1	4.8	32	91	.5	3.2	33	110	.6	5.0	
2-Book		36	95	.6	5.2	65	167	1.1	7.5	60	157	1.0	4.4	34	88	.6	3.5	21	63	.4	3.4	
WKAQ-FM																						
FA '98		58	137	1.0	7.8	34	75	.6	4.1	68	222	1.1	5.0	38	97	.6	3.8	29	54	.5	4.4	
2-Book		37	91	.7	5.2	30	72	.5	3.5	50	178	.8	3.7	37	100	.6	3.8	29	62	.5	5.0	
WKSA-FM																						
FA '98						11	26	.2	1.3	15	18	.3	1.1	2	7		.2	7	17	.1	1.1	
2-Book						6	13	.1	.7	8	9	.2	.6	1	4		.1	4	9	.1	.6	
WKVM-AM																						
FA '98										2	6		.1	9	25	.2	.9					
2-Book						11	32	.2	1.2	13	20	.2	.9	17	38	.3	1.8					
WLEO-AM																						
FA '98		7	19	.1	.9	4	8	.1	.5									3	8	.1	.5	
2-Book		4	10	.1	.5	6	9	.1	.7	3	12	.1	.2					4	10	.1	.7	
WLUZ-AM																						
FA '98		3	17	.1	.4	8	17	.1	1.0	11	34	.2	.8	8	11	.1	.8					
2-Book		2	9	.1	.2	21	34	.4	2.4	14	41	.3	1.1	12	23	.2	1.2					
WMEG-FM																						
FA '98		38	70	.6	5.1	14	14	.2	1.7	17	53	.3	1.3	31	69	.5	3.1	45	83	.8	6.8	
2-Book		27	63	.5	3.8	22	48	.4	2.6	24	54	.4	1.8	25	53	.4	2.5	32	67	.6	5.2	
WMIO-FM																						
FA '98																						
2-Book		2	8	.1	.3	1	7		.1	7	7	.1	.5									
WNEL-AM																						
FA '98		3	14	.1	.4														9			
2-Book		4	18	.1	.5	5	19	.1	.6	7	18	.1	.5	16	26	.3	1.7	6	15	.1	1.2	
WNIK-FM																						
FA '98														1	9		.1	5	24	.1	.8	
2-Book		4	4	.1	.6									1	5		.1	3	12	.1	.4	
WNNV-FM																						
FA '98		1	12		.1	5	7	.1	.6					7	15	.1	.7	3	7	.1	.5	
2-Book		5	14	.1	.7	9	23	.2	1.0	4	9	.1	.3	4	8	.1	.4	3	6	.1	.5	
WNRT-FM																						
FA '98		20	62	.3	2.7	28	89	.5	3.3	16	61	.3	1.2	24	71	.4	2.4	17	42	.3	2.6	
2-Book		12	36	.2	1.6	20	62	.4	2.4	13	42	.3	1.0	14	44	.3	1.4	9	21	.2	1.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	2	13	.3					2	11	.1		7	10	.1	.7	5	18	.1	.8	
2-Book	1	7	.2	3	6	.1	.4	5	19	.1	.4	4	11	.1	.4	11	21	.2	1.9	
WORD-FM																				
FA '98	31	81	.5	4.2	17	46	.3	2.0	148	281	2.5	10.9	60	132	1.0	6.0	4	19	.1	.6
2-Book	28	77	.5	4.1	19	62	.3	2.2	187	318	3.2	13.9	91	213	1.6	9.4	18	51	.3	3.3
WOSO-AM																				
FA '98					19	32	.3	2.3	11	14	.2	.8								
2-Book					11	23	.2	1.3	7	15	.1	.5	2	8	.1	.2				
WOYE-FM																				
FA '98					3	13	.1	.4	3	17	.1	.2	7	26	.1	.7	12	26	.2	1.8
2-Book	2	7	.1	.3	2	7	.1	.2	4	15	.1	.3	4	13	.1	.4	9	18	.2	1.5
WPAB-AM																				
FA '98	8	15	.1	1.1	5	25	.1	.6	3	20	.1	.2	7	18	.1	.7	5	8	.1	.8
2-Book	17	32	.3	2.6	9	24	.2	1.0	5	26	.1	.4	13	23	.2	1.3	11	16	.2	1.9
WPRA-AM																				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	90	246	1.5	12.1	57	124	1.0	6.8	78	176	1.3	5.8	50	108	.8	5.0	118	217	2.0	17.8
2-Book	64	182	1.1	9.0	34	84	.6	4.0	77	192	1.3	5.8	50	102	.8	5.1	72	156	1.2	11.3
WPRP-AM																				
FA '98					9	17	.2	1.1	10	35	.2	.7								
2-Book					7	16	.2	.8	8	31	.2	.6								
WQBS-AM																				
FA '98	11	19	.2	1.5					1	6		.1								
2-Book	6	10	.1	.8					2	11	.1	.2								
WQQZ-FM																				
FA '98	14	23	.2	1.9	*								9	23	.2	.9				
2-Book	11	22	.2	1.6					1	5		.1	6	17	.1	.6				
WRIO-FM																				
FA '98	3	11	.1	.4	1	12	.1	.1	4	34	.1	.3	9	25	.2	.9	10	35	.2	1.5
2-Book	6	10	.2	.9	3	15	.1	.4	10	35	.2	.8	11	19	.2	1.1	9	28	.2	1.4
WSKN-AM																				
FA '98									5	17	.1	.4	7	29	.1	.7	8	26	.1	1.2
2-Book									4	15	.1	.4	4	15	.1	.4	4	13	.1	.6
WTPM-FM																				
FA '98	*																	*		
2-Book					2	7	.1	.2	3	7	.1	.2	3	7	.1	.3	7	14	.1	1.3
WUJQ-FM																				
FA '98	3	28	.1	.4	6	25	.1	.7	21	61	.4	1.6	12	25	.2	1.2	17	43	.3	2.6
2-Book	6	29	.1	.9	7	28	.1	.8	15	41	.3	1.1	15	44	.3	1.6	15	32	.3	2.5
WUNO-AM																				
FA '98					18	37	.3	2.1	4	26	.1	.3								
2-Book	2	8	.1	.3	13	27	.2	1.5	2	13	.1	.2	8	8	.2	.9				
WUPR-AM																				
FA '98					3	11	.1	.4	*											
2-Book	**	**	**	**	2	6	.1	.2					**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	2	12	.3					10	22	.2	.7	3	10	.1	.3	12	50	.2	1.8	
2-Book	9	34	.2	1.4	6	18	.1	.6	22	60	.4	1.6	26	63	.5	2.7	20	56	.4	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	3	15	.1	.4																
2-Book	2	8	.1	.2																
WXEW-AM																				
FA '98	* 7	21	.1	.9	* 12	18	.2	1.4	7	18	.1	.5				* 5	5	.1	.8	
2-Book	4	11	.1	.5	9	14	.2	1.1	4	9	.1	.3				3	3	.1	.4	
WXYX-FM																				
FA '98	9	29	.2	1.2	9	48	.2	1.1	31	103	.5	2.3	35	89	.6	3.5	4	23	.1	.6
2-Book	8	37	.2	1.1	10	40	.2	1.1	23	77	.4	1.7	30	84	.5	3.1	3	16	.1	.4
WYQE-FM																				
FA '98					3	13	.1	.4	16	19	.3	1.2	17	19	.3	1.7				
2-Book					12	21	.2	1.4	25	42	.5	1.9	18	28	.3	1.9	4	7	.1	.8
WZAR-FM																				
FA '98	11	32	.2	1.5	15	44	.3	1.8	38	74	.6	2.8	16	28	.3	1.6	9	29	.2	1.4
2-Book	11	40	.2	1.6	15	46	.3	1.8	37	86	.6	2.8	19	46	.4	1.9	5	15	.1	.7
WZNT-FM																				
FA '98	45	105	.8	6.0	61	158	1.0	7.3	195	356	3.3	14.4	173	282	2.9	17.2	44	119	.7	6.6
2-Book	42	121	.8	6.1	54	138	.9	6.3	172	327	2.9	12.8	158	295	2.7	16.2	43	102	.7	7.3
TOTALS																				
FA '98	745	1735	12.5		839	2164	14.0		1352	2782	22.6		1005	2088	16.8		663	1462	11.1	
2-Book	693	1670	11.7		864	2080	14.6		1344	2824	22.7		975	2074	16.4		598	1327	10.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98																					
SU '98	1	16		.1													2	16	.3		
2-Book	1	8		.1												1	8	.2			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Wael-FM																					
FA '98	*	13	267	.3	1.6	9	101	.2	.9	10	129	.2	1.4	18	149	.4	2.0	12	96	.3	1.8
SU '98		19	276	.4	2.4	12	117	.3	1.3	33	206	.8	3.9	13	155	.3	1.5	13	157	.3	2.2
2-Book		16	272	.4	2.0	11	109	.3	1.1	22	168	.5	2.7	16	152	.4	1.8	13	127	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																					
FA '98			6			1	6		.1									2	6		.3
SU '98			17									17									
2-Book			12			1	3		.1			9						1	3		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																					
FA '98		1	38		.1										9				2	11	.3
SU '98		1	22		.1	1	11		.1	5	22	.1	.6					1	6		.2
2-Book		1	30		.1	1	6		.1	3	11	.1	.3		5			1	6		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																					
FA '98		7	158	.2	.9	4	58	.1	.4	3	51	.1	.4	8	47	.2	.9	8	61	.2	1.2
SU '98		5	113	.1	.6	2	44		.2	5	54	.1	.6	5	56	.1	.6	6	35	.1	1.0
2-Book		6	136	.2	.8	3	51	.1	.3	4	53	.1	.5	7	52	.2	.8	7	48	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																					
FA '98		14	467	.3	1.7	9	132	.2	.9	11	146	.3	1.5	18	234	.4	2.0	17	211	.4	2.6
SU '98		7	196	.2	.9	4	61	.1	.4	4	60	.1	.5	6	82	.1	.7	12	116	.3	2.0
2-Book		11	332	.3	1.3	7	97	.2	.7	8	103	.2	1.0	12	158	.3	1.4	15	164	.4	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																					
FA '98	*	1	28		.1			11										*			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98		2	21		.2	3	13	.1	.3	3	21	.1	.4	3	13	.1	.3	3	13	.1	.5
SU '98			10			2	10		.2												
2-Book		1	16		.1	3	12	.1	.3	2	11	.1	.2	2	7	.1	.2	2	7	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 12-24																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																					
FA '98	19	397	.4	2.3	13	141	.3	1.3	18	180	.4	2.5	22	212	.5	2.4	17	149	.4	2.6	
SU '98	19	328	.4	2.4	19	132	.4	2.0	15	162	.4	1.8	22	158	.5	2.5	14	125	.3	2.4	
2-Book	19	363	.4	2.4	16	137	.4	1.7	17	171	.4	2.2	22	185	.5	2.5	16	137	.4	2.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCOM-FM																					
FA '98	54	1313	1.3	6.6	59	618	1.4	6.0	44	591	1.0	6.1	51	633	1.2	5.7	58	546	1.4	8.7	
SU '98	50	1088	1.2	6.3	49	394	1.2	5.1	48	485	1.1	5.7	62	575	1.5	7.2	46	428	1.1	7.7	
2-Book	52	1201	1.3	6.5	54	506	1.3	5.6	46	538	1.1	5.9	57	604	1.4	6.5	52	487	1.3	8.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCTA-FM																					
FA '98	3	73	.1	.4	5	26	.1	.5	3	33	.1	.4	2	25		.2					
SU '98	4	140	.1	.5	6	28	.1	.6	5	90	.1	.6	2	46		.2		2	21	.3	
2-Book	4	107	.1	.5	6	27	.1	.6	4	62	.1	.5	2	36		.2		1	11	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																					
FA '98	48	801	1.1	5.9	45	317	1.1	4.6	39	312	.9	5.4	46	338	1.1	5.1	37	296	.9	5.6	
SU '98	32	716	.8	4.1	33	266	.8	3.4	34	353	.8	4.0	24	270	.6	2.8	30	298	.7	5.0	
2-Book	40	759	1.0	5.0	39	292	1.0	4.0	37	333	.9	4.7	35	304	.9	4.0	34	297	.8	5.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VEGM-FM																					
FA '98	8	204	.2	1.0	11	116	.3	1.1	5	58	.1	.7	10	87	.2	1.1	7	67	.2	1.1	
SU '98	16	203	.4	2.0	10	74	.2	1.0	21	165	.5	2.5	19	72	.4	2.2	14	64	.3	2.4	
2-Book	12	204	.3	1.5	11	95	.3	1.1	13	112	.3	1.6	15	80	.3	1.7	11	66	.3	1.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VENA-AM																					
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '98	4	173	.1	.5	4	71	.1	.4	3	86	.1	.4	4	66	.1	.4	7	76	.2	1.1	
SU '98	1	73		.1	1	10		.1	2	48		.2	1	14		.1	1	30		.2	
2-Book	3	123	.1	.3	3	41	.1	.3	3	67	.1	.3	3	40	.1	.3	4	53	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																					
FA '98	48	810	1.1	5.9	46	312	1.1	4.7	63	371	1.5	8.8	44	345	1.0	4.9	56	381	1.3	8.4	
SU '98	49	677	1.2	6.2	67	270	1.6	7.0	82	356	1.9	9.7	49	390	1.2	5.7	22	192	.5	3.7	
2-Book	49	744	1.2	6.1	57	291	1.4	5.9	73	364	1.7	9.3	47	368	1.1	5.3	39	287	.9	6.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-AM																				
FA '98		8			1	8	.1		8											
SU '98		11							11											
2-Book		10			1	4	.1		10											
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAC-FM																				
FA '98	28	882	.7	3.4	44	382	1.0	4.5	30	290	.7	4.2	25	328	.6	2.8	23	263	.5	3.5
SU '98	39	907	.9	4.9	58	427	1.4	6.0	40	359	.9	4.7	47	405	1.1	5.4	32	334	.8	5.4
2-Book	34	895	.8	4.2	51	405	1.2	5.3	35	325	.8	4.5	36	367	.9	4.1	28	299	.7	4.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	14	513	.3	1.7	11	187	.3	1.1	18	178	.4	2.5	19	205	.4	2.1	12	221	.3	1.8
SU '98	20	559	.5	2.5	24	164	.6	2.5	38	342	.9	4.5	17	189	.4	2.0	13	213	.3	2.2
2-Book	17	536	.4	2.1	18	176	.5	1.8	28	260	.7	3.5	18	197	.4	2.1	13	217	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	11	239	.3	1.4	7	88	.2	.7	10	103	.2	1.4	12	85	.3	1.3	11	80	.3	1.7
SU '98	7	238	.2	.9	13	100	.3	1.4	6	108	.1	.7	5	70	.1	.6	7	66	.2	1.2
2-Book	9	239	.3	1.2	10	94	.3	1.1	8	106	.2	1.1	9	78	.2	1.0	9	73	.3	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	12	190	.3	1.5	14	90	.3	1.4	10	84	.2	1.4	10	116	.2	1.1	15	75	.4	2.3
SU '98	5	188	.1	.6	7	114	.2	.7	6	67	.1	.7	3	43	.1	.3	3	48	.1	.5
2-Book	9	189	.2	1.1	11	102	.3	1.1	8	76	.2	1.1	7	80	.2	.7	9	62	.3	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	6	170	.1	.7	25	88	.6	2.5	2	33		.3	6	86	.1	.7	3	38	.1	.5
SU '98	17	356	.4	2.2	40	192	.9	4.2	17	221	.4	2.0	18	160	.4	2.1	5	54	.1	.8
2-Book	12	263	.3	1.5	33	140	.8	3.4	10	127	.2	1.2	12	123	.3	1.4	4	46	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	2	123		.2	9	102	.2	.9	1	18		.1	2	38		.2	1	18		.2
SU '98	2	108		.3	3	57	.1	.3		15			1	31		.1	1	16		.2
2-Book	2	116		.3	6	80	.2	.6	1	17		.1	2	35		.2	1	17		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	113	2088	2.6	13.9	116	1142	2.7	11.8	105	1123	2.5	14.6	135	1200	3.2	15.0	90	840	2.1	13.5
SU '98	99	1671	2.3	12.5	69	673	1.6	7.2	108	941	2.5	12.8	124	989	2.9	14.3	77	712	1.8	12.9
2-Book	106	1880	2.5	13.2	93	908	2.2	9.5	107	1032	2.5	13.7	130	1095	3.1	14.7	84	776	2.0	13.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WKSA-FM																					
FA '98	5	173	.1	.6	5	82	.1	.5	7	57	.2	1.0	6	65	.1	.7	4	52	.1	.6	
SU '98	11	236	.3	1.4	15	119	.4	1.6	21	176	.5	2.5	12	103	.3	1.4	3	44	.1	.5	
2-Book	8	205	.2	1.0	10	101	.3	1.1	14	117	.4	1.8	9	84	.2	1.1	4	48	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKVM-AM																					
FA '98		15												15							
SU '98	1	19		.1	4	19	.1	.4													
2-Book	1	17		.1	2	10		.1						8							
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLEO-AM																					
FA '98	1	25		.1	2	17		.2													
SU '98		11																2	11	.3	
2-Book	1	18		.1	1	9		.1									1	6	.2		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLUZ-AM																					
FA '98																					
SU '98	1	51		.1	2	30		.2			22										
2-Book	1	26		.1	1	15		.1			11										
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMEG-FM																					
FA '98	86	1389	2.0	10.6	100	654	2.3	10.2	41	546	1.0	5.7	126	688	2.9	14.0	85	664	2.0	12.8	
SU '98	63	987	1.5	8.0	74	421	1.7	7.7	40	334	.9	4.7	74	433	1.7	8.5	59	421	1.4	9.9	
2-Book	75	1188	1.8	9.3	87	538	2.0	9.0	41	440	1.0	5.2	100	561	2.3	11.3	72	543	1.7	11.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMIO-FM																					
FA '98	2	42		.2	4	24	.1	.4	5	32	.1	.7	1	15		.1	2	33		.3	
SU '98	1	33		.1	2	11		.2			20		.2	2	27		.2	1	27		.2
2-Book	2	38		.2	3	18		.1	.3	3	26		.1	4	21		.2	2	30		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNEL-AM																					
FA '98		15																1	9		.2
SU '98		40			2	20		.2			8							1	5		.1
2-Book	1	28			1	10		.1			4							1	5		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNIK-FM																					
FA '98	3	101	.1	.4					2	54		.3	3	50	.1	.3	2	51		.3	
SU '98	4	103	.1	.5					1	12		.1	4	64	.1	.5	1	12		.2	
2-Book	4	102	.1	.5					2	33		.2	4	57	.1	.4	2	32		.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																			
FA '98	4	64	.1	.5	4	26	.1	.4	3	20	.1	.4	2	19	.2	2	24	.3	
SU '98	1	33		.1	1	14		.1	1	14		.1		12			19		
2-Book	3	49	.1	.3	3	20	.1	.3	2	17	.1	.3	1	16	.1	1	22	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
FA '98	6	197	.1	.7	4	87	.1	.4	5	51	.1	.7	8	65	.2	.9	6	70	.1
SU '98	9	210	.2	1.1	7	90	.2	.7	16	168	.4	1.9	13	151	.3	1.5	2	64	.3
2-Book	8	204	.2	.9	6	89	.2	.6	11	110	.3	1.3	11	108	.3	1.2	4	67	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																			
FA '98	20	279	.5	2.5	30	191	.7	3.1	22	207	.5	3.1	17	188	.4	1.9	7	85	.2
SU '98	21	220	.5	2.7	34	155	.8	3.5	13	133	.3	1.5	20	122	.5	2.3	17	133	.4
2-Book	21	250	.5	2.6	32	173	.8	3.3	18	170	.4	2.3	19	155	.5	2.1	12	109	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORD-FM																			
FA '98	2	114		.2	3	28	.1	.3	1	14		.1	2	47		.2	7		
SU '98	4	85	.1	.5	20	20			3	42	.1	.4	4	42	.1	.5			
2-Book	3	100	.1	.4	2	24	.1	.2	2	28	.1	.3	3	45	.1	.4	4		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																			
FA '98		8																8	
SU '98		6								6				1	6		.1		
2-Book		7								3				1	3		.1	4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
FA '98	21	425	.5	2.6	33	226	.8	3.4	15	203	.4	2.1	18	201	.4	2.0	15	156	.4
SU '98	28	458	.7	3.5	22	193	.5	2.3	23	232	.5	2.7	34	214	.8	3.9	28	266	.7
2-Book	25	442	.6	3.1	28	210	.7	2.9	19	218	.5	2.4	26	208	.6	3.0	22	211	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																			
FA '98		8				8													
SU '98		7				7				1	7		.1						
2-Book		8				8				1	4		.1						
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																			
FA '98	*																	*	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	70	1131	1.6	8.6	150	664	3.5	15.3	55	462	1.3	7.6	74	517	1.7	8.2	27	278	.6	4.1
SU '98	55	1109	1.3	7.0	134	622	3.2	14.0	41	463	1.0	4.9	69	493	1.6	8.0	24	297	.6	4.0
2-Book	63	1120	1.5	7.8	142	643	3.4	14.7	48	463	1.2	6.3	72	505	1.7	8.1	26	288	.6	4.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98		19							1	11		.1								
SU '98		11				11														
2-Book		15				6			1	6		.1								
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98		15																		
SU '98		6				6				6										
2-Book		11				3				3										
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 1	79	.1	.1	3	43	.1	.3	2	40		.3	1	13		.1		13		.2
SU '98	3	77	.1	.4	3	44	.1	.3	6	26	.1	.7	6	10	.1	.7	1	20		.1
2-Book	2	78	.1	.3	3	44	.1	.3	4	33	.1	.5	4	12	.1	.4	1	17		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WR10-FM																				
FA '98	12	202	.3	1.5	31	144	.7	3.2	12	63	.3	1.7	15	114	.4	1.7	3	37	.1	.5
SU '98	5	176	.1	.6	4	65	.1	.4	6	69	.1	.7	10	93	.2	1.2	2	49		.3
2-Book	9	189	.2	1.1	18	105	.4	1.8	9	66	.2	1.2	13	104	.3	1.5	3	43	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98		25			2	10		.2												
SU '98	1	35		.1		6				11			2	29		.2	1	10		.2
2-Book	1	30		.1	1	8		.1		6			1	15		.1	1	5		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 2	24		.2	4	18	.1	.4		11			3	11	.1	.3	* 3	11	.1	.5
SU '98		23				7				9								7		
2-Book	1	24		.1	2	13	.1	.2		10			2	6	.1	.2	2	9	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	40	613	.9	4.9	32	323	.7	3.3	42	281	1.0	5.8	46	377	1.1	5.1	40	288	.9	6.0
SU '98	39	580	.9	4.9	21	250	.5	2.2	48	338	1.1	5.7	44	317	1.0	5.1	35	218	.8	5.9
2-Book	40	597	.9	4.9	27	287	.6	2.8	45	310	1.1	5.8	45	347	1.1	5.1	38	253	.9	6.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 12-24

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	1	60	.1	5	46	.1	.5					2	15	.2						
SU '98	2	40	.3	8	40	.2	.8	2	15		.2	1	10	.1			5			
2-Book	2	50	.2	7	43	.2	.7	1	8		.1	2	13	.2			3			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUPR-AM																				
FA '98	* 4	14	.1	.5	4	14	.1	.4				**	**	**	**	**	**	**	**	
SU '98												**	**	**	**	**	**	**	**	
2-Book	2	7	.1	.3	2	7	.1	.2	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVJP-FM																				
FA '98	2	154	.2		20			1	17	.1	.4	4	60	.1	.4	1	42	.2		
SU '98	3	162	.1	.4	12	46	.3	1.3	1	29	.1	2	27	.2		3	23	.1	.5	
2-Book	3	158	.1	.3	6	33	.2	.7	1	23	.1	3	44	.1	.3	2	33	.1	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVOZ-FM																				
FA '98	4	140	.1	.5	10	75	.2	1.0	5	53	.1	.7	2	38	.2		1	33	.2	
SU '98	1	60	.1		2	17	.2		1	36	.1		1	18	.1		1	17	.2	
2-Book	3	100	.1	.3	6	46	.1	.6	3	45	.1	.4	2	28	.2		1	25	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXEV-AM																				
FA '98	* 1	6			1	6	.1		6			1	6	.1		*				
SU '98		12	.1		5	12	.1	.5												
2-Book	1	9	.1		3	9	.1	.3		3			1	3	.1					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '98	41	1118	1.0	5.0	55	476	1.3	5.6	34	456	.8	4.7	51	487	1.2	5.7	25	470	.6	3.8
SU '98	43	980	1.0	5.4	51	420	1.2	5.3	44	480	1.0	5.2	49	500	1.2	5.7	44	401	1.0	7.4
2-Book	42	1049	1.0	5.2	53	448	1.3	5.5	39	468	.9	5.0	50	494	1.2	5.7	35	436	.8	5.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WYQE-FM																				
FA '98	3	55	.1	.4	4	30	.1	.4	6	45	.1	.8	3	13	.1	.3	2	13	.3	
SU '98	4	49	.1	.5	5	29	.1	.5	8	35	.2	.9	3	17	.1	.3				
2-Book	4	52	.1	.5	5	30	.1	.5	7	40	.2	.9	3	15	.1	.3	1	7	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '98	12	208	.3	1.5	6	45	.1	.6	7	110	.2	1.0	19	118	.4	2.1	12	70	.3	1.8
SU '98	18	216	.4	2.3	14	84	.3	1.5	21	154	.5	2.5	14	101	.3	1.6	18	72	.4	3.0
2-Book	15	212	.4	1.9	10	65	.2	1.1	14	132	.4	1.8	17	110	.4	1.9	15	71	.4	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	10	361	.2	1.2	11	117	.3	1.1	12	139	.3	1.7	12	124	.3	1.3	4	52	.1	.6
SU '98	21	467	.5	2.7	25	179	.6	2.6	16	215	.4	1.9	19	200	.4	2.2	17	157	.4	2.9
2-Book	16	414	.4	2.0	18	148	.5	1.9	14	177	.4	1.8	16	162	.4	1.8	11	105	.3	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	813	4213	19.0		983	3932	23.0		720	3459	16.8		898	3820	21.0		666	3325	15.6	
SU '98	789	4050	18.6		960	3505	22.6		845	3475	19.9		866	3478	20.4		595	3002	14.0	
2-Book	801	4132	18.8		972	3719	22.8		783	3467	18.4		882	3649	20.7		631	3164	14.8	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM FA '98 2-Book												1 4 .1							
WAEL-FM FA '98 2-Book				** ** ** **				10 36 .2 1.4 8 28 .2 1.3				17 46 .4 1.4 21 59 .5 1.9				24 47 .6 2.6 28 57 .7 3.2			
VALD-AM FA '98 2-Book																			
WAPA-AM FA '98 2-Book				3 38 .1 .4 2 25 .1 .3				8 11 .2 1.2 6 11 .2 .9				5 17 .1 .4 3 9 .1 .2							
WBRQ-FM FA '98 2-Book				9 100 .2 1.1 8 81 .2 1.0				10 23 .2 1.4 7 20 .2 1.1				15 37 .4 1.3 15 31 .4 1.4				10 42 .2 1.1 11 38 .3 1.3			
WCAD-FM FA '98 2-Book				14 253 .3 1.7 11 173 .3 1.3				8 28 .2 1.2 7 20 .2 1.1				18 53 .4 1.5 12 38 .3 1.0				21 88 .5 2.3 13 52 .3 1.4			
WCGB-AM FA '98 2-Book				* 2 28 .2 ** ** ** **				3 8 .1 .4 ** ** ** **				** ** ** **				** ** ** **			
WCMN-AM FA '98 2-Book																			
WCMN-FM FA '98 2-Book				22 200 .5 2.6 22 210 .5 2.8				22 40 .5 3.2 27 58 .7 4.5				34 104 .8 2.9 33 108 .8 2.9				35 82 .8 3.8 33 70 .8 3.8			
WCOM-FM FA '98 2-Book				58 751 1.4 6.9 53 714 1.3 6.7				21 86 .5 3.0 22 79 .5 3.5				68 224 1.6 5.8 73 248 1.7 6.4				108 246 2.5 11.8 75 199 1.8 8.4			
WCTA-FM FA '98 2-Book				4 21 .1 .5 5 34 .1 .6				4 8 .1 .7				10 20 .3 .9				6 8 .2 .7			
WDOY-FM FA '98 2-Book				65 566 1.5 7.8 51 495 1.2 6.3				10 35 .2 1.4 14 50 .3 2.3				58 171 1.4 4.9 41 132 1.0 3.6				48 139 1.1 5.2 38 113 .9 4.2			
WEGM-FM FA '98 2-Book				7 108 .2 .8 12 129 .3 1.5				12 30 .3 1.7 10 24 .3 1.6				9 30 .2 .8 17 45 .4 1.6				6 24 .1 .7 24 50 .6 2.8			
WENA-AM FA '98 2-Book				* ** ** **				** ** ** **				** ** ** **				** ** ** **			
VERR-FM FA '98 2-Book				4 88 .1 .5 3 74 .1 .3				3 15 .1 .4 2 10 .1 .3				11 42 .3 .9 6 24 .2 .5				6 30 .1 .7 3 19 .1 .4			
WFID-FM FA '98 2-Book				36 424 .8 4.3 35 403 .8 4.5				37 77 .9 5.3 26 71 .6 3.9				49 141 1.1 4.2 50 143 1.2 4.4				26 70 .6 2.8 36 91 .9 4.2			
WIAC-AM FA '98 2-Book				6								1 6 .1							

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	33	671	.8	3.9	21	400	.5	2.5	16	76	.4	2.3	38	169	.9	3.2	27	122	.6	3.0
2-Book	41	691	1.0	4.7	25	399	.6	3.2	11	46	.3	1.6	51	188	1.2	4.5	35	132	.8	4.1
WIOA-FM																				
FA '98	16	370	.4	1.9	11	194	.3	1.3	18	38	.4	2.6	20	51	.5	1.7	20	63	.5	2.2
2-Book	22	394	.5	2.5	13	225	.3	1.6	11	32	.3	1.7	19	50	.5	1.6	16	48	.4	1.8
WIOB-FM																				
FA '98	9	175	.2	1.1	12	113	.3	1.4	11	29	.3	1.6	11	38	.3	.9	8	12	.2	.9
2-Book	9	178	.2	1.0	9	108	.2	1.1	9	19	.2	1.4	12	46	.3	1.1	6	17	.2	.7
WIOC-FM																				
FA '98	11	165	.3	1.3	12	90	.3	1.4	8	39	.2	1.2	9	39	.2	.8	20	45	.5	2.2
2-Book	8	155	.2	1.0	9	100	.2	1.1	6	29	.2	1.0	8	35	.2	.7	15	37	.4	1.7
WIVA-FM																				
FA '98	10	141	.2	1.2	2	59	.2	.2					1	7		.1	4	7	.1	.4
2-Book	17	218	.4	2.0	7	101	.2	.9	8	24	.2	1.5	7	21	.2	.6	7	19	.2	.8
WKAQ-AM																				
FA '98	4	114	.1	.5	1	22	.1	.1		7			1	6		.1				
2-Book	3	107	.1	.3	2	25	.2	.2	1	6	.2	.2	1	3		.1				
WKAQ-FM																				
FA '98	118	1907	2.8	13.8	120	1465	2.8	14.4	91	338	2.1	13.1	205	617	4.8	17.4	137	450	3.2	15.0
2-Book	110	1653	2.6	12.6	115	1266	2.7	14.5	73	267	1.7	11.5	191	588	4.5	16.7	141	400	3.3	16.2
WKSA-FM																				
FA '98	6	111	.1	.7	3	78	.1	.4	2	18	.3	.3	10	27	.2	.9				
2-Book	11	163	.3	1.3	6	102	.2	.8	1	9	.2	.2	12	35	.3	1.1	7	25	.2	.9
WKVM-AM																				
FA '98		15																		
2-Book	1	17		.1																
WLED-AM																				
FA '98	1	17		.1	1	17		.1	4	8	.1	.6								
2-Book	1	9		.1	1	9		.1	2	4	.1	.3								
WLUZ-AM																				
FA '98																				
2-Book	1	21		.1	1	11		.2												
WMEG-FM																				
FA '98	86	1026	2.0	10.0	89	943	2.1	10.6	60	222	1.4	8.6	65	218	1.5	5.5	79	239	1.8	8.6
2-Book	74	840	1.7	8.5	78	810	1.9	9.8	47	164	1.1	7.4	58	197	1.4	5.0	68	202	1.6	7.7
WMIO-FM																				
FA '98	3	32	.1	.4	1	15	.1	.1	1	6	.1	.1								
2-Book	2	30	.1	.3	1	15	.1	.1	2	7	.1	.3								
WNEL-AM																				
FA '98						6														
2-Book	1	15		.1	1	13		.1	1	5		.2								
WNIK-FM																				
FA '98	2	91		.2	5	49	.1	.6	5	27	.1	.7	15	24	.4	1.3	3	13	.1	.3
2-Book	2	81		.2	7	46	.2	.9	3	14	.1	.4	17	22	.4	1.5	11	16	.3	1.3
WNNV-FM																				
FA '98	3	36	.1	.4	6	57	.1	.7	11	27	.3	1.6	12	31	.3	1.0	4	19	.1	.4
2-Book	2	25	.1	.3	4	43	.1	.4	7	18	.2	1.0	6	16	.2	.5	4	19	.1	.5
WNRT-FM																				
FA '98	6	189	.1	.7	7	89	.2	.8					5	23	.1	.4	9	15	.2	1.0
2-Book	9	184	.2	1.1	8	112	.2	1.0	2	10	.1	.3	9	31	.2	.8	8	27	.2	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	23	264	.5	2.7	25	207	.6	3.0	16	39	.4	2.3	46	89	1.1	3.9	42	107	1.0	4.6
2-Book	23	228	.5	2.6	24	186	.6	3.0	18	51	.5	3.0	38	85	.9	3.3	26	63	.6	2.9
WORO-FM																				
FA '98	2	62	.1	.2	3	56	.1	.4					11	13	.3	.9	1	11	.1	.1
2-Book	3	56	.1	.3	7	56	.2	.9	3	10	.1	.6	14	16	.4	1.2	4	15	.1	.4
WOSO-AM																				
FA '98																				
2-Book		3																		
WOYE-FM																				
FA '98	21	342	.5	2.5	23	274	.5	2.8	17	61	.4	2.4	41	142	1.0	3.5	32	53	.7	3.5
2-Book	24	347	.6	2.7	27	285	.6	3.4	21	72	.5	3.4	39	127	1.0	3.4	26	52	.6	3.0
WPAB-AM																				
FA '98		8																		
2-Book		8																		
WPRA-AM																				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																				
FA '98	90	978	2.1	10.5	63	592	1.5	7.5	88	213	2.1	12.7	90	241	2.1	7.7	64	226	1.5	7.0
2-Book	84	980	2.0	9.7	49	491	1.2	6.1	70	184	1.7	11.0	76	207	1.8	6.7	51	163	1.2	5.8
WPRP-AM																				
FA '98		11				8							2	8		.2				
2-Book		11				4							1	4		.1				
WQBS-AM																				
FA '98					1	15		.1												
2-Book		3			1	8		.1												
WQQZ-FM																				
FA '98	2	70		.2	* 1	33		.1										5		
2-Book	4	57	.1	.4	1	35		.1					1	6		.1		3		
WRIO-FM																				
FA '98	19	185	.4	2.2	7	92	.2	.8	17	25	.4	2.4	7	28	.2	.6	4	17	.1	.4
2-Book	13	172	.3	1.5	5	80	.2	.6	11	22	.3	1.6	5	20	.1	.4	3	14	.1	.3
WSKN-AM																				
FA '98		10				15														
2-Book	1	23		.1		8														
WTPM-FM																				
FA '98	2	18		.2	* 2	17		.2	1	11		.1	4	11	.1	.3				
2-Book	1	17		.1	2	16		.2	3	13	.1	.5	2	6	.1	.2				
WUKQ-FM																				
FA '98	40	540	.9	4.7	41	402	1.0	4.9	31	94	.7	4.5	77	242	1.8	6.6	55	173	1.3	6.0
2-Book	40	498	.9	4.6	43	403	1.0	5.4	24	74	.6	3.8	82	234	1.9	7.3	46	127	1.1	5.2
WUNO-AM																				
FA '98	2	60		.2	1	27		.1	3	13	.1	.4								
2-Book	3	50	.1	.4	1	20		.1	3	11	.1	.4								
WUPR-AM																				
FA '98	* 5	14	.1	.6	* 1	14		.1					*					**	**	
2-Book	3	7	.1	.3	1	7		.1										**	**	
WVJP-FM																				
FA '98	2	96		.2	3	79	.1	.4	3	21	.1	.4	3	19	.1	.3				
2-Book	4	95	.1	.4	2	62	.1	.3	2	11	.1	.2	3	13	.1	.3	1	6		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	5	87	.1	.6	4	99	.1	.5					15	51	.4	1.3	4	12	.1	.4
2-Book	3	71	.1	.4	2	57	.1	.3					8	29	.2	.7	3	9	.1	.3
WXEW-AM																				
FA '98	1	6		.1	*															
2-Book	1	9		.1																
WXYX-FM																				
FA '98	46	917	1.1	5.4	43	565	1.0	5.1	34	101	.8	4.9	58	220	1.4	4.9	31	80	.7	3.4
2-Book	47	864	1.1	5.4	38	536	.9	4.7	36	106	.9	5.8	52	216	1.3	4.6	31	103	.7	3.6
WYQE-FM																				
FA '98	4	55	.1	.5	2	20		.2	10	13	.2	1.4	5	20	.1	.4				
2-Book	5	52	.1	.6	3	16	.1	.3	7	12	.2	1.1	7	16	.2	.6	4	6	.1	.5
VZAR-FM																				
FA '98	10	185	.2	1.2	15	128	.4	1.8	12	26	.3	1.7	21	66	.5	1.8	15	49	.4	1.6
2-Book	14	186	.3	1.6	18	137	.5	2.3	14	33	.4	2.2	32	80	.8	2.8	22	55	.6	2.6
VZNT-FM																				
FA '98	12	278	.3	1.4	10	181	.2	1.2	18	34	.4	2.6	16	71	.4	1.4	11	61	.3	1.2
2-Book	16	314	.4	1.9	18	250	.4	2.3	33	70	.8	5.6	24	81	.6	2.2	14	64	.4	1.6
TOTALS																				
FA '98	857	4204	20.0		836	3889	19.5		694	1818	16.2		1175	2572	27.5		915	2182	21.4	
2-Book	872	4076	20.5		792	3753	18.6		623	1666	14.6		1140	2570	26.8		874	1999	20.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM FA '98 2-Book	1	4	.1																	
WAEI-FM FA '98 2-Book	23 26	57 72	.5 .6	2.8 3.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM FA '98 2-Book																				
WAPA-AM FA '98 2-Book	4 2	20 10	.1 .1	.5 .3				2	6	.1	.2					7 4	11 6	.2 .1	.9 .5	
WBRQ-FM FA '98 2-Book	17 10	39 29	.4 .2	2.1 1.2	2	6	.1	.5	8 7	24 20	.2 .2	.9 .8	10 8	41 29	.2 .2	1.4 1.1	1 2	17 18	.1 .1	.3 .3
WCAD-FM FA '98 2-Book	16 13	85 62	.4 .3	2.0 1.7	8 6	29 20	.2 .2	1.7 1.3	12 15	66 69	.3 .4	1.3 1.8	9 6	37 21	.2 .2	1.2 .8	16 10	43 30	.4 .3	2.0 1.2
WCGB-AM FA '98 2-Book	**	**	**	**	*	**	**	**	**	5 **	8 **	.1 **	.5 **	4 **	11 **	.1 **	.5 **	*	**	**
WCMN-AM FA '98 2-Book																				
WCMN-FM FA '98 2-Book	12 8	29 24	.3 .2	1.5 1.1	8 17	23 39	.2 .4	1.7 4.8	28 25	101 89	.7 .6	3.1 2.9	20 15	60 45	.5 .4	2.7 2.0	19 22	68 76	.4 .5	2.4 2.8
WCOM-FM FA '98 2-Book	65 55	190 164	1.5 1.3	8.0 7.2	19 15	95 76	.4 .4	4.1 3.8	43 42	138 143	1.0 1.0	4.7 5.0	57 43	181 141	1.3 1.0	7.7 5.9	80 88	206 198	1.9 2.1	9.9 11.2
WCTA-FM FA '98 2-Book	6 3	14 7	.1 .1	.7 .4	5 3	7 4	.1 .1	1.1 .6	15 9	21 19	.4 .2	1.6 1.0					1 1	7 4	.1 .1	
WDOY-FM FA '98 2-Book	185 159	350 283	4.3 3.7	22.8 20.9	21 15	73 57	.5 .4	4.5 3.5	60 44	137 127	1.4 1.0	6.6 5.0	61 47	120 96	1.4 1.1	8.3 6.5	52 30	137 77	1.2 .7	6.4 3.7
WEGM-FM FA '98 2-Book	2 5	11 24	.1 .1	.2 .7	2 2	13 11	.4 .5		8 10	36 40	.2 .3	.9 1.2	5 7	9 13	.1 .2	.7 .9	11 18	34 42	.3 .5	1.4 2.3
WENA-AM FA '98 2-Book	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM FA '98 2-Book	1	10		.2	1 2	7 16		.2 .6	5 3	24 24	.1 .1	.5 .3	4 2	15 8	.1 .1	.5 .3	1 1	10		.1
WFID-FM FA '98 2-Book	41 34	106 87	1.0 .8	5.1 4.4	25 13	34 24	.6 .3	5.4 2.9	40 38	115 106	.9 .9	4.4 4.4	24 32	68 83	.6 .8	3.3 4.5	39 47	93 111	.9 1.1	4.8 5.9
WIAC-AM FA '98 2-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	15	60	.4	1.9	31	65	.7	6.7	22	83	.5	2.4	13	48	.3	1.8	11	60	.3	1.4
2-Book	16	67	.4	2.2	30	63	.7	8.0	24	96	.6	2.9	22	62	.5	3.1	15	60	.4	1.9
WIOA-FM																				
FA '98	6	24	.1	.7	5	35	.1	1.1	15	58	.4	1.6	3	22	.1	.4	4	17	.1	.5
2-Book	16	51	.4	2.2	4	20	.1	.9	16	69	.4	1.8	9	33	.3	1.3	10	41	.3	1.3
WIOB-FM																				
FA '98	9	26	.2	1.1	9	37	.2	1.9	16	27	.4	1.8	15	32	.4	2.0	19	43	.4	2.4
2-Book	11	35	.3	1.4	6	23	.2	1.4	11	20	.3	1.2	9	21	.2	1.2	10	22	.2	1.2
WIOC-FM																				
FA '98	21	39	.5	2.6					14	19	.3	1.5	11	36	.3	1.5	9	22	.2	1.1
2-Book	14	34	.4	1.8	1	5		.3	11	31	.3	1.2	6	18	.2	.8	5	11	.1	.6
WIVA-FM																				
FA '98	1	9		.1		6			2	21		.2	8	30	.2	1.1				
2-Book	1	8		.1	1	7		.3	13	44	.3	1.6	14	40	.4	2.0	3	9	.1	.4
WKAQ-AM																				
FA '98					4	16	.1	.9	1	8		.1								
2-Book		3			5	15	.1	1.4	2	8	.1	.3	3	5	.1	.4				
WKAQ-FM																				
FA '98	92	324	2.2	11.4	48	193	1.1	10.3	184	588	4.3	20.2	97	317	2.3	13.1	85	210	2.0	10.5
2-Book	105	348	2.5	14.1	39	168	.9	9.9	162	481	3.8	19.0	97	291	2.3	13.5	86	222	2.0	10.9
WKSA-FM																				
FA '98	3	14	.1	.4					2	10		.2					3	13	.1	.4
2-Book	3	12	.1	.4	7	27	.2	2.1	4	24	.1	.4	10	17	.3	1.4	3	15	.1	.4
WKVM-AM																				
FA '98																				
2-Book																				
WLEO-AM																				
FA '98					2	8		.4												
2-Book					1	4		.2												
WLUZ-AM																				
FA '98																				
2-Book					3	6	.1	.8	1	5		.2	4	5	.1	.6				
WMEG-FM																				
FA '98	77	233	1.8	9.5	29	117	.7	6.2	56	184	1.3	6.1	60	177	1.4	8.1	258	512	6.0	31.9
2-Book	59	174	1.4	7.7	31	91	.8	8.2	64	180	1.5	7.6	53	153	1.3	7.3	222	443	5.2	28.1
WMIO-FM																				
FA '98	4	15	.1	.5		6			1	6		.1					1	6		.1
2-Book	5	12	.1	.6		3			1	3		.1					1	3		.1
WNEL-AM																				
FA '98									1	6		.1	1	6		.1				
2-Book	1	6		.2					1	3		.1	1	3		.1				
WNIK-FM																				
FA '98	2	11		.2	9	11	.2	1.9	6	11	.1	.7					1	13		.1
2-Book	1	6		.1	5	6	.1	1.0	9	15	.2	1.1	10	10	.2	1.4	3	18	.1	.4
WNNV-FM																				
FA '98	4	9	.1	.5	8	20	.2	1.7	3	19	.1	.3	6	19	.1	.8				
2-Book	2	5	.1	.3	5	20	.1	1.2	2	10	.1	.2	3	10	.1	.4	1	5		.2
WNRT-FM																				
FA '98	3	18	.1	.4	16	54	.4	3.4	12	42	.3	1.3	8	35	.2	1.1	1	17		.1
2-Book	7	25	.2	.9	10	34	.3	2.2	10	45	.3	1.1	14	51	.4	2.0	2	14	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 12-24

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	14	43	.3	1.7	3	16	.1	.6	22	64	.5	2.4	13	53	.3	1.8	35	96	.8	4.3
2-Book	21	52	.5	2.9	6	24	.2	1.7	15	47	.4	1.7	15	47	.4	2.1	42	110	1.0	5.4
WORD-FM																				
FA '98	1	14		.1				4	7	.1	.4	10	25	.2	1.4					
2-Book	2	13		.2	2	8	.1	.7	15	22	.4	1.9	12	30	.3	1.7	2	6	.1	.3
WOSO-AM																				
FA '98																				
2-Book																				
WQYE-FM																				
FA '98	17	79	.4	2.1	5	26	.1	1.1	27	84	.6	3.0	14	51	.3	1.9	25	54	.6	3.1
2-Book	22	76	.5	3.0	8	26	.2	2.2	26	81	.6	3.0	26	71	.6	3.6	42	82	1.0	5.4
WPAB-AM																				
FA '98																				
2-Book																				
WPRA-AM																				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	29	99	.7	3.6	65	103	1.5	13.9	73	166	1.7	8.0	79	160	1.8	10.7	28	77	.7	3.5
2-Book	19	65	.5	2.5	46	87	1.1	11.1	54	154	1.3	6.2	62	152	1.5	8.6	21	63	.5	2.7
WPRP-AM																				
FA '98																				
2-Book																				
WQBS-AM																				
FA '98												11	15	.3	1.5					
2-Book												6	8	.2	.8					
WQQZ-FM																				
FA '98	2	7		.2	* 7	13	.2	1.5				1	9		.1	2	13			.2
2-Book	1	4		.1	4	7	.1	.8				4	14	.1	.6	2	11			.2
WRIO-FM																				
FA '98	3	8	.1	.4	1	8		.2	10	39	.2	1.1	13	28	.3	1.8	3	8	.1	.4
2-Book	2	4	.1	.2	1	4		.1	8	28	.2	1.0	11	24	.3	1.5	3	8	.1	.4
WSKN-AM																				
FA '98					4	15	.1	.9												
2-Book					2	8	.1	.5												
WTPM-FM																				
FA '98	*				3	17	.1	.6	4	17	.1	.4					*	2	11	.2
2-Book					2	9	.1	.3	2	9	.1	.2						1	6	.1
WUQJ-FM																				
FA '98	24	57	.6	3.0	18	83	.4	3.9	56	157	1.3	6.1	43	134	1.0	5.8	18	74	.4	2.2
2-Book	32	88	.8	4.4	15	57	.4	3.9	59	164	1.4	6.9	48	122	1.1	6.6	25	90	.6	3.1
WUNO-AM																				
FA '98					7	13	.2	1.5												
2-Book		3			5	13	.2	1.2		3			1	3		.1		3		
WUPR-AM																				
FA '98					4	14	.1	.9	*											
2-Book	**	**	**	**	2	7	.1	.5					**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	4	21	.1	.5	7	8	.2	1.5	4	23	.1	.4	3	7	.1	.4	1	7		.1
2-Book	2	11	.1	.3	5	8	.1	1.1	3	17	.1	.4	2	4	.1	.2	1	8		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																			
FA '98				3				5				3				2			
2-Book				2				4				2				1			
				12				36				11				9			
				.1				.1				.1				.1			
				.6				.5				.4				.2			
				.3				.4				.2				.1			
WXEW-AM																			
FA '98				*												*			
2-Book																			
WXYX-FM																			
FA '98				39				54				52				33			
2-Book				37				44				38				31			
				150				207				125				82			
				.9				1.3				1.2				.8			
				4.8				5.9				7.0				4.1			
				.9				1.1				.9				.8			
				4.8				5.1				5.2				4.0			
WYQE-FM																			
FA '98																			
2-Book																			
WZAR-FM																			
FA '98				16				25				13				10			
2-Book				20				27				13				10			
				46				47				40				38			
				.4				.6				.3				.2			
				2.0				2.7				1.8				1.2			
				.5				.7				.3				.2			
				2.7				3.1				1.8				1.3			
WZNT-FM																			
FA '98				5				7				23				4			
2-Book				13				22				34				4			
				23				35				59				23			
				.1				.2				.5				.1			
				.6				.8				3.1				.5			
				.3				.5				.8				.1			
				1.7				2.7				4.7				.5			
TOTALS																			
FA '98				810				913				738				808			
2-Book				757				853				721				788			
				2026				2128				1720				1887			
				18.9				21.3				17.2				18.9			
				17.8				20.0				16.9				18.5			

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	1	23	.1	1	20	.1	.2	2	15	.2	.3	3	16	.1	.2	.1	18	.2	.2	
SU '98	1	23	.1	3	23	.1	.2		7			1	7	.1	.1	1	7	.2	.2	
2-Book	1	23	.1	2	22	.1	.2	1	11	.1	.1	2	12	.1	.2	1	13		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wael-FM																				
FA '98	* 11	216	.2	1.0	13	108	.3	.8	16	110	.3	1.2	11	110	.2	.9	6	69	.1	.9
SU '98	18	249	.3	1.6	13	122	.3	.8	29	179	.6	2.0	15	143	.3	1.3	10	128	.2	1.7
2-Book	15	233	.3	1.3	13	115	.3	.8	23	145	.5	1.6	13	127	.3	1.1	8	99	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																				
FA '98	1	13	.1	.3	5	13	.1	.3												
SU '98		12							1	12	.1	.1								
2-Book	1	13	.1	.3	3	7	.1	.2	1	6	.1	.1								
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
FA '98	4	100	.1	.4	4	27	.1	.2	4	31	.1	.3	8	59	.2	.7	2	11	.3	.3
SU '98	6	101	.1	.5	10	65	.2	.6	9	49	.2	.6	5	44	.1	.4	5	24	.1	.9
2-Book	5	101	.1	.5	7	46	.2	.4	7	40	.2	.5	7	52	.2	.6	4	18	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WBRQ-FM																				
FA '98	4	103	.1	.4	3	55	.1	.2	2	29	.2	.2	6	29	.1	.5	4	35	.1	.6
SU '98	2	136	.2	.2	2	35	.1	.1	3	54	.1	.2	3	40	.1	.3	1	25	.2	.2
2-Book	3	120	.1	.3	3	45	.1	.2	3	42	.1	.2	5	35	.1	.4	3	30	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																				
FA '98	13	501	.3	1.2	8	135	.2	.5	11	118	.2	.8	18	260	.3	1.5	16	224	.3	2.5
SU '98	12	359	.2	1.1	9	97	.2	.6	10	126	.2	.7	13	168	.3	1.1	13	120	.3	2.3
2-Book	13	430	.3	1.2	9	116	.2	.6	11	122	.2	.8	16	214	.3	1.3	15	172	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCGB-AM																				
FA '98	* 2	46	.2	.2	4	31	.1	.2	1	20	.1	.1	1	7	.1	.1	* 4	14	.1	.6
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																				
FA '98	5	75	.1	.4	20	57	.4	1.2	4	35	.1	.3	3	26	.1	.2	3	13	.1	.5
SU '98	2	33	.2	.2	8	25	.2	.5	1	7	.1	.1		7						
2-Book	4	54	.1	.3	14	41	.3	.9	3	21	.1	.2	2	17	.1	.1	2	7	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

	Women 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	28	414	.5	2.5	34	179	.7	2.1	35	251	.7	2.7	30	248	.6	2.5	14	136	.3	2.2
SU '98	23	335	.4	2.1	30	183	.6	1.9	26	148	.5	1.8	19	141	.4	1.6	11	110	.2	1.9
2-Book	26	375	.5	2.3	32	181	.7	2.0	31	200	.6	2.3	25	195	.5	2.1	13	123	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	34	902	.7	3.1	37	348	.7	2.3	35	366	.7	2.7	29	359	.6	2.4	37	382	.7	5.7
SU '98	30	720	.6	2.7	39	258	.8	2.5	31	285	.6	2.2	35	284	.7	2.9	21	207	.4	3.6
2-Book	32	811	.7	2.9	38	303	.8	2.4	33	326	.7	2.5	32	322	.7	2.7	29	295	.6	4.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	2	100	.2	1.1	1	19	.1	1.3	3	40	.1	.2	5	66	.1	.4	1	13	.2	1.2
SU '98	12	303	.2	1.1	20	82	.4	1.3	16	135	.3	1.1	10	137	.2	.8	7	93	.1	1.2
2-Book	7	202	.1	.7	11	51	.2	.7	10	88	.2	.7	8	102	.2	.6	4	53	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	40	667	.8	3.6	48	304	.9	3.0	42	372	.8	3.2	41	314	.8	3.4	21	208	.4	3.2
SU '98	28	608	.5	2.6	27	263	.5	1.7	37	316	.7	2.6	26	259	.5	2.2	22	233	.4	3.8
2-Book	34	638	.7	3.1	38	284	.7	2.4	40	344	.8	2.9	34	287	.7	2.8	22	221	.4	3.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	6	193	.1	.5	8	93	.2	.5	3	71	.1	.2	11	92	.2	.9	3	55	.1	.5
SU '98	16	221	.3	1.5	19	118	.4	1.2	17	146	.3	1.2	12	71	.2	1.0	13	81	.3	2.3
2-Book	11	207	.2	1.0	14	106	.3	.9	10	109	.2	.7	12	82	.2	1.0	8	68	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 1	12	.1	.1	3	12	.1	.2	12	12	.1	.2	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	5	184	.1	.4	8	73	.2	.5	5	119	.1	.4	2	34	.2	.7	7	35	.1	1.1
SU '98	6	74	.1	.5	6	19	.1	.4	8	32	.2	.6	8	17	.2	.7	5	27	.1	.9
2-Book	6	129	.1	.5	7	46	.2	.5	7	76	.2	.5	5	26	.1	.5	6	31	.1	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	82	1040	1.6	7.4	85	477	1.6	5.3	115	583	2.2	8.8	77	523	1.5	6.4	58	405	1.1	9.0
SU '98	85	978	1.6	7.7	111	521	2.1	7.0	161	612	3.1	11.3	101	589	2.0	8.5	23	222	.4	4.0
2-Book	84	1009	1.6	7.6	98	499	1.9	6.2	138	598	2.7	10.1	89	556	1.8	7.5	41	314	.8	6.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	2	20	.2	6	8	.1	.4	2	8		.2									
SU '98	1	37	.1						11											
2-Book	2	29	.2	3	4	.1	.2	1	10		.1									
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIAC-FM																				
FA '98	91	1392	1.8	8.2	172	808	3.3	10.7	134	678	2.6	10.2	83	587	1.6	6.9	45	389	.9	7.0
SU '98	104	1505	2.0	9.5	178	928	3.4	11.2	157	749	3.0	11.0	113	813	2.2	9.5	42	380	.8	7.3
2-Book	98	1449	1.9	8.9	175	868	3.4	11.0	146	714	2.8	10.6	98	700	1.9	8.2	44	385	.9	7.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	41	833	.8	3.7	62	422	1.2	3.9	56	379	1.1	4.3	48	311	.9	4.0	19	264	.4	2.9
SU '98	43	719	.8	3.9	59	351	1.1	3.7	80	444	1.5	5.6	44	358	.9	3.7	17	186	.3	2.9
2-Book	42	776	.8	3.8	61	387	1.2	3.8	68	412	1.3	5.0	46	335	.9	3.9	18	225	.4	2.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	18	330	.3	1.6	28	144	.5	1.7	22	178	.4	1.7	17	139	.3	1.4	10	99	.2	1.5
SU '98	19	292	.4	1.7	34	160	.7	2.1	32	187	.6	2.2	16	108	.3	1.3	6	66	.1	1.0
2-Book	19	311	.4	1.7	31	152	.6	1.9	27	183	.5	2.0	17	124	.3	1.4	8	83	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	22	332	.4	2.0	23	187	.4	1.4	30	175	.6	2.3	28	202	.5	2.3	17	109	.3	2.6
SU '98	20	271	.4	1.8	27	155	.5	1.7	37	179	.7	2.6	20	134	.4	1.7	13	94	.3	2.3
2-Book	21	302	.4	1.9	25	171	.5	1.6	34	177	.7	2.5	24	168	.5	2.0	15	102	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	12	264	.2	1.1	35	141	.7	2.2	9	83	.2	.7	12	120	.2	1.0	3	40	.1	.5
SU '98	18	352	.3	1.6	41	242	.8	2.6	19	219	.4	1.3	19	169	.4	1.6	7	55	.1	1.2
2-Book	15	308	.3	1.4	38	192	.8	2.4	14	151	.3	1.0	16	145	.3	1.3	5	48	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	16	334	.3	1.4	22	207	.4	1.4	17	126	.3	1.3	14	100	.3	1.2	15	107	.3	2.3
SU '98	6	183	.1	.5	7	106	.1	.4	4	45	.1	.3	6	64	.1	.5	12	52	.2	2.1
2-Book	11	259	.2	1.0	15	157	.3	.9	11	86	.2	.8	10	82	.2	.9	14	80	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	105	2066	2.0	9.4	105	954	2.0	6.5	132	1142	2.5	10.1	125	1126	2.4	10.4	66	676	1.3	10.2
SU '98	101	1694	2.0	9.2	88	709	1.7	5.5	149	1040	2.9	10.4	146	1093	2.8	12.2	55	571	1.1	9.5
2-Book	103	1880	2.0	9.3	97	832	1.9	6.0	141	1091	2.7	10.3	136	1110	2.6	11.3	61	624	1.2	9.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

	Women 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSJ-FM																				
FA '98	11	225	.2	1.0	17	110	.3	1.1	15	142	.3	1.1	15	108	.3	1.2	5	59	.1	.8
SU '98	20	320	.4	1.8	35	158	.7	2.2	35	210	.7	2.4	20	135	.4	1.7	8	82	.2	1.4
2-Book	16	273	.3	1.4	26	134	.5	1.7	25	176	.5	1.8	18	122	.4	1.5	7	71	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	1	36		.1	2	32		.1	2	17		.2	1	12		.1		8		
SU '98	1	46		.1	6	22		.4												
2-Book	1	41		.1	4	27		.3	1	9		.1	1	6		.1		4		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	1	31		.1	5	23		.3						8				8		
SU '98	2	30		.2	5	19		.3	2	9		.1					2	11		.3
2-Book	2	31		.2	5	21		.3	1	5		.1		4			1	10		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	1	32		.1		10			1	21		.1		10						
SU '98	1	43		.1	2	22		.1		22										
2-Book	1	38		.1	1	16		.1	1	22		.1		5						
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	96	1422	1.8	8.6	119	604	2.3	7.4	56	537	1.1	4.3	160	755	3.1	13.3	72	584	1.4	11.1
SU '98	69	1123	1.3	6.3	84	456	1.6	5.3	58	436	1.1	4.1	82	507	1.6	6.9	50	377	1.0	8.7
2-Book	83	1273	1.6	7.5	102	530	2.0	6.4	57	487	1.1	4.2	121	631	2.4	10.1	61	481	1.2	9.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	10	150	.2	.9	11	81	.2	.7	25	129	.5	1.9	14	71	.3	1.2	2	33	.1	.3
SU '98	5	71	.1	.5	5	25	.1	.3	6	41	.1	.4	8	50	.2	.7	2	24	.1	.3
2-Book	8	111	.2	.7	8	53	.2	.5	16	85	.3	1.2	11	61	.3	1.0	2	29	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98		19				10			1	9		.1								
SU '98	4	56	.1	.4	3	24	.1	.2	6	34	.1	.4	7	26	.1	.6	4	13	.1	.7
2-Book	2	38	.1	.2	2	17	.1	.1	4	22	.1	.3	4	13	.1	.3	2	7	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	5	116	.1	.4	4	42	.1	.2	4	68	.1	.3	5	42	.1	.4	3	53	.1	.5
SU '98	6	131	.1	.5	3	7	.1	.2	5	20	.1	.3	7	69	.1	.6	1	20	.1	.2
2-Book	8	124	.1	.5	4	25	.1	.2	5	44	.1	.3	6	56	.1	.5	2	37	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	5	109	.1	.4	5	48	.1	.3	5	30	.1	.4	3	59	.1	.2	3	31	.1	.5
SU '98	3	37	.1	.3	4	9	.1	.3	3	18	.1	.2	1	9	.1	.1	2	34	.1	.3
2-Book	4	73	.1	.4	5	29	.1	.3	4	24	.1	.3	2	34	.1	.2	3	33	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	13	229	.3	1.2	13	124	.3	.8	15	104	.3	1.1	6	74	.1	.5	13	122	.3	2.0
SU '98	14	194	.3	1.3	16	68	.3	1.0	27	137	.5	1.9	12	102	.2	1.0	8	67	.2	1.4
2-Book	14	212	.3	1.3	15	96	.3	.9	21	121	.4	1.5	9	88	.2	.8	11	95	.3	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	17	236	.3	1.5	21	137	.4	1.3	19	181	.4	1.5	18	186	.3	1.5	4	46	.1	.6
SU '98	10	145	.2	.9	15	50	.3	.9	4	60	.1	.3	11	98	.2	.9	6	40	.1	1.0
2-Book	14	191	.3	1.2	18	94	.4	1.1	12	121	.3	.9	15	142	.3	1.2	5	43	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	4	159	.1	.4	5	75	.1	.3	3	48	.1	.2	5	63	.1	.4	1	9	.2	.2
SU '98	14	239	.3	1.3	11	69	.2	.7	18	68	.3	1.3	15	111	.3	1.3	2	37	.3	.3
2-Book	9	199	.2	.9	8	72	.2	.5	11	58	.2	.8	10	87	.2	.9	2	23	.3	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	1	41	.1	.1	11				2	21	.2	.2								
SU '98	2	47	.2	.2	3	34	.1	.2	5	38	.1	.3	2	13	.2	.2				
2-Book	2	44	.2	.2	2	23	.1	.1	4	30	.1	.3	1	7	.1	.1				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	19	475	.4	1.7	21	161	.4	1.3	14	261	.3	1.1	19	195	.4	1.6	15	153	.3	2.3
SU '98	20	479	.4	1.8	16	174	.3	1.0	22	213	.4	1.5	20	199	.4	1.7	18	199	.3	3.1
2-Book	20	477	.4	1.8	19	168	.4	1.2	18	237	.4	1.3	20	197	.4	1.7	17	176	.3	2.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	3	77	.1	.3	11	33	.2	.7	1	9	.1	.1					2	34	.3	.3
SU '98		16				7			1	7	.1	.1								
2-Book	2	47	.1	.2	6	20	.1	.4	1	8	.1	.1					1	17	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	4																*		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Target Listener Trends - Women 18-34

		Women 18-34																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPRM-FM																						
FA '98		125	1425	2.4	11.2	293	962	5.6	18.3	96	627	1.8	7.3	157	832	3.0	13.0	39	303	.8	6.0	
SU '98		96	1309	1.9	8.8	243	925	4.7	15.3	87	515	1.7	6.1	114	713	2.2	9.6	24	293	.5	4.2	
2-Book		111	1367	2.2	10.0	268	944	5.2	16.8	92	571	1.8	6.7	136	773	2.6	11.3	32	298	.7	5.1	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRP-AM																						
FA '98			26							1	19		.1	1	15		.1					
SU '98		1	40		.1	5	28	.1	.3													
2-Book		1	33		.1	3	14	.1	.2	1	10		.1	1	8		.1					
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQBS-AM																						
FA '98			16																	8		
SU '98			12																1	12	.2	
2-Book			14																1	10	.1	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQQZ-FM																						
FA '98	*	2	102		.2	3	54	.1	.2	2	46		.2	2	37		.2	1	41		.2	
SU '98		8	120	.2	.7	7	69	.1	.4	14	56	.3	1.0	10	40	.2	.8	1	28		.2	
2-Book		5	111	.1	.5	5	62	.1	.3	8	51	.2	.6	6	39	.1	.5	1	35		.2	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																						
FA '98		13	182	.3	1.2	34	146	.7	2.1	12	64	.2	.9	10	94	.2	.8	3	27	.1	.5	
SU '98		10	269	.2	.9	22	125	.4	1.4	7	102	.1	.5	21	151	.4	1.8	2	47		.3	
2-Book		12	226	.3	1.1	28	136	.6	1.8	10	83	.2	.7	16	123	.3	1.3	3	37	.1	.4	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																						
FA '98		1	42		.1	3	20	.1	.2		16		.2	2	22		.2					
SU '98		1	63		.1	1	12		.1	1	47		.1	3	39	.1	.3	1	10		.2	
2-Book		1	53		.1	2	16	.1	.2	1	32		.1	3	31	.1	.3	1	5		.1	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																						
FA '98	*	1	21		.1	2	21		.1	1	11		.1	1	4		.1	*				
SU '98		1	19		.1		7															
2-Book		1	20		.1	1	14		.1	1	6		.1	1	2		.1		7		4	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUQJ-FM																						
FA '98		39	574	.8	3.5	40	321	.8	2.5	68	385	1.3	5.2	38	309	.7	3.2	28	235	.5	4.3	
SU '98		24	515	.5	2.2	16	203	.3	1.0	34	322	.7	2.4	24	217	.5	2.0	17	130	.3	2.9	
2-Book		32	545	.7	2.9	28	262	.6	1.8	51	354	1.0	3.8	31	263	.6	2.6	23	183	.4	3.6	
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUNO-AM																				
FA '98	2	93	.2	.2	7	78	.1	.4	2	38	.2	.2	3	22	.1	.2				
SU '98	3	76	.1	.3	11	51	.2	.7	3	40	.1	.2	2	35	.2	.2	1	17		.2
2-Book	3	85	.1	.3	9	65	.2	.6	3	39	.1	.2	3	29	.1	.2	1	9		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 10	45	.2	.9	10	45	.2	.6												
SU '98	1	8		.1	1	8		.1	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	6	27	.1	.5	6	27	.1	.4	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	16	363	.3	1.4	11	110	.2	.7	22	97	.4	1.7	15	137	.3	1.2	16	159	.3	2.5
SU '98	15	333	.3	1.4	38	152	.7	2.4	26	137	.5	1.8	16	127	.3	1.3	2	8		.3
2-Book	16	348	.3	1.4	25	131	.5	1.6	24	117	.5	1.8	16	132	.3	1.3	9	84	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	9	209	.2	.8	14	108	.3	.9	16	121	.3	1.2	7	109	.1	.6	2	52		.3
SU '98	2	87		.2	4	44	.1	.3	3	44	.1	.2	2	18		.2	1	22		.2
2-Book	6	148	.1	.5	9	76	.2	.6	10	83	.2	.7	5	64	.1	.4	2	37		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '98	*	8								8				8			*			
SU '98	2	38		.2	5	19	.1	.3		7										
2-Book	1	23		.1	3	10	.1	.2	**	8	**	**	**	4	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	41	1059	.8	3.7	72	458	1.4	4.5	48	490	.9	3.7	41	426	.8	3.4	18	280	.3	2.8
SU '98	57	1105	1.1	5.2	86	551	1.7	5.4	62	542	1.2	4.3	70	535	1.4	5.9	45	347	.9	7.8
2-Book	49	1082	1.0	4.5	79	505	1.6	5.0	55	516	1.1	4.0	56	481	1.1	4.7	32	314	.6	5.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	8	68	.2	.7	10	43	.2	.6	12	68	.2	.9	8	35	.2	.7	2	24		.3
SU '98	5	43	.1	.5	5	29	.1	.3	8	22	.2	.6	3	11	.1	.3				
2-Book	7	56	.2	.6	8	36	.2	.5	10	45	.2	.8	6	23	.2	.5	1	12		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	9	232	.2	.8	11	102	.2	.7	14	102	.3	1.1	10	88	.2	.8	4	62	.1	.6
SU '98	27	307	.5	2.5	30	131	.6	1.9	26	173	.5	1.8	28	118	.5	2.3	17	86	.3	2.9
2-Book	18	270	.4	1.7	21	117	.4	1.3	20	138	.4	1.5	19	103	.4	1.6	11	74	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	25	594	.5	2.2	18	209	.3	1.1	34	300	.7	2.6	35	267	.7	2.9	11	111	.2	1.7
SU '98	37	689	.7	3.4	26	204	.5	1.6	40	368	.8	2.8	39	341	.8	3.3	24	218	.5	4.2
2-Book	31	642	.6	2.8	22	207	.4	1.4	37	334	.8	2.7	37	304	.8	3.1	18	165	.4	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1114	5116	21.5		1605	4850	30.9		1308	4420	25.2		1204	4512	23.2		647	3432	12.5	
SU '98	1097	5039	21.2		1591	4632	30.8		1430	4383	27.6		1193	4335	23.1		577	3134	11.2	
2-Book	1106	5078	21.4		1598	4741	30.9		1369	4402	26.4		1199	4424	23.2		612	3283	11.9	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	2	20	.1		7															
2-Book	2	22	.1		4															
WAEL-FM																				
FA '98	13	194	.3	.9	**	**	**	**	3	18	.1	.3	15	43	.3	1.0	17	39	.3	1.6
2-Book	17	204	.4	1.2					11	34	.3	1.4	26	83	.5	1.8	23	47	.4	2.3
WALO-AM																				
FA '98	1	13	.1		1	13	.1		5	13	.1	.5								
2-Book	1	13	.1		1	7	.1		3	7	.1	.3								
WAPA-AM																				
FA '98	5	59	.1	.4	5	57	.1	.5	15	38	.3	1.6	4	11	.1	.3				
2-Book	7	74	.2	.5	4	51	.1	.4	9	25	.2	1.0	2	6	.1	.2				
WBRQ-FM																				
FA '98	4	75	.1	.3	7	77	.1	.7	8	19	.2	.8	13	32	.3	.9	12	46	.2	1.1
2-Book	4	85	.1	.3	5	58	.1	.5	4	10	.1	.4	7	16	.2	.5	10	35	.2	1.0
WCAD-FM																				
FA '98	12	377	.2	.9	14	269	.3	1.4	8	28	.2	.8	15	47	.3	1.0	22	107	.4	2.0
2-Book	11	328	.2	.8	14	214	.3	1.4	7	23	.2	.8	18	57	.4	1.3	17	69	.3	1.6
WCGB-AM																				
FA '98	2	31	.1		* 1	27	.1		5	16	.1	.5								
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	9	66	.2	.7	1	19	.1		2	9	.1	.5	2	9	.1		6	10	.1	.6
2-Book	6	50	.2	.5	1	14	.1		4	5	.1	.5	1	5	.1		3	5	.1	.3
WCMN-FM																				
FA '98	33	321	.6	2.4	29	281	.6	3.0	45	94	.9	4.7	61	112	1.2	4.1	30	63	.6	2.8
2-Book	29	304	.6	2.1	28	241	.6	3.0	35	81	.7	3.9	55	114	1.1	3.8	37	72	.7	3.6
WCOM-FM																				
FA '98	34	695	.7	2.5	33	483	.6	3.4	11	41	.2	1.2	26	66	.5	1.8	70	185	1.3	6.5
2-Book	35	634	.7	2.5	30	444	.6	3.2	10	34	.2	1.2	40	112	.8	2.8	46	131	.9	4.3
WCTA-FM																				
FA '98	3	100	.1	.2	1	19	.1		2	9	.1	.2	3	13	.1	.2	4	9	.1	.4
2-Book	9	161	.2	.7	6	69	.1	.6	2	9	.1	.2	14	30	.3	1.0	4	9	.1	.4
WDOY-FM																				
FA '98	43	582	.8	3.1	46	352	.9	4.7	12	42	.2	1.3	54	183	1.0	3.7	42	121	.8	3.9
2-Book	37	550	.7	2.6	37	335	.7	3.9	17	77	.3	2.1	43	147	.8	3.0	29	87	.6	2.7
WEGM-FM																				
FA '98	7	166	.1	.5	6	93	.1	.6	4	12	.1	.4	3	5	.1	.2	3	18	.1	.3
2-Book	12	172	.2	.8	13	136	.3	1.4	11	25	.2	1.4	19	46	.4	1.4	17	44	.4	1.8
WENA-AM																				
FA '98	1	12	.1		*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	5	158	.1	.4	3	83	.1	.3	3	10	.1	.3	8	38	.2	.5	3	6	.1	.3
2-Book	6	103	.1	.5	4	65	.1	.4	4	9	.1	.5	8	23	.2	.5	6	10	.2	.6
WFID-FM																				
FA '98	94	876	1.8	6.9	75	551	1.4	7.7	63	146	1.2	6.6	116	265	2.2	7.9	78	174	1.5	7.2
2-Book	111	856	2.2	8.0	64	566	1.2	6.8	47	138	.9	5.2	109	261	2.1	7.6	67	167	1.3	6.5
WIAC-AM																				
FA '98	3	8	.1	.2	1	20	.1		3	8	.1	.3	3	8	.1	.2				
2-Book	2	10	.1	.1	2	29	.2		3	8	.1	.3	3	10	.1	.2	4	10	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Women 18-34																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM FA '98 2-Book	130 140	1221 1284	2.5 2.7	9.5 10.1	54 59	664 668	1.0 1.1	5.6 6.4	55 52	167 150	1.1 1.0	5.8 5.9	105 113	289 299	2.0 2.2	7.1 7.8	40 54	145 153	.8 1.1	3.7 5.3
WIOA-FM FA '98 2-Book	55 59	621 610	1.1 1.2	4.0 4.2	30 28	391 384	.6 .6	3.1 3.0	38 30	113 95	.7 .6	4.0 3.4	28 40	102 132	.5 .8	1.9 2.8	53 38	158 117	1.0 .7	4.9 3.7
WIOB-FM FA '98 2-Book	22 25	255 253	.4 .5	1.6 1.8	16 14	197 171	.3 .3	1.6 1.4	20 17	68 59	.4 .4	2.1 2.0	18 25	46 62	.3 .5	1.2 1.7	18 13	47 41	.3 .2	1.7 1.2
WIOC-FM FA '98 2-Book	27 28	311 277	.5 .6	2.0 2.1	15 12	128 138	.3 .3	1.5 1.3	12 16	58 55	.2 .3	1.3 1.9	22 20	60 44	.4 .4	1.5 1.4	20 13	40 31	.4 .3	1.9 1.3
WIVA-FM FA '98 2-Book	18 22	218 266	.3 .4	1.3 1.6	8 11	115 130	.2 .3	.8 1.1	17 17	30 38	.3 .3	1.8 2.0	12 14	37 47	.2 .3	.8 1.0	14 13	28 32	.3 .3	1.3 1.3
WKAQ-AM FA '98 2-Book	18 12	239 201	.3 .2	1.3 .9	12 8	170 106	.2 .2	1.2 .8	26 17	89 59	.5 .4	2.7 1.9	9 6	32 25	.2 .2	.6 .4	1 1	10 5	.1 .1	.1 .1
WKAQ-FM FA '98 2-Book	122 126	1768 1617	2.3 2.4	8.9 9.1	103 92	1325 1157	2.0 1.8	10.6 9.8	85 63	298 238	1.6 1.2	8.9 7.0	189 171	514 487	3.6 3.3	12.8 11.8	142 128	456 379	2.7 2.5	13.2 12.4
WKSA-FM FA '98 2-Book	16 23	188 235	.3 .5	1.2 1.7	5 9	84 110	.1 .2	.5 .9	3 9	22 23	.1 .2	.3 1.1	4 18	9 51	.1 .4	.3 1.3	9 10	23 24	.2 .2	.8 .9
WKVM-AM FA '98 2-Book	2 2	36 29	.1 .1	.1 .1	1 1	12 12	.1 .1	.1 .1					3 3	12 12	.1 .1	.2 .2	1 1	6 6	.1 .1	.1 .1
WLEO-AM FA '98 2-Book	2 2	31 25	.1 .1	.1 .1	1 1	5 5	.1 .1	.1 .1					2 2	5 5	.1 .1	.1 .1				
WLUZ-AM FA '98 2-Book	1 1	21 27	.1 .1	.1 .1	1 2	22 22	.1 .2	.1 .2												
WMEG-FM FA '98 2-Book	108 91	1092 935	2.1 1.8	7.9 6.6	93 83	915 803	1.8 1.6	9.6 8.9	75 60	231 185	1.4 1.2	7.9 6.8	76 69	212 208	1.5 1.4	5.2 4.8	74 68	205 182	1.4 1.3	6.9 6.6
WMIO-FM FA '98 2-Book	17 12	140 95	.3 .2	1.2 .8	1 4	35 50	.1 .1	.1 .4	1 3	14 20	.1 .1	.1 .4	2 3	12 11	.1 .1	.1 .2	7 7	11 11	.2 .2	.7 .7
WNEL-AM FA '98 2-Book	3 3	19 32	.1 .1	.2 .2	1 1	12 12	.1 .1	.1 .1												
WNIK-FM FA '98 2-Book	4 5	107 92	.1 .1	.3 .4	7 9	43 51	.1 .2	.7 .9	3 2	13 7	.1 .1	.3 .2	21 20	34 27	.4 .4	1.4 1.4	15 17	34 27	.3 .4	1.4 1.7
WNNV-FM FA '98 2-Book	4 4	84 51	.1 .1	.3 .3	6 5	64 49	.1 .1	.6 .5	9 7	17 16	.2 .2	.9 .8	18 11	38 23	.3 .2	1.2 .8	1 3	9 18	.1 .1	.1 .3
WNRT-FM FA '98 2-Book	12 16	194 175	.2 .3	.9 1.2	15 12	134 115	.3 .3	1.5 1.2	20 12	58 40	.4 .3	2.1 1.3	7 6	31 23	.1 .1	.5 .4	17 11	29 28	.3 .2	1.6 1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-34

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	19	214	.4	1.4	22	197	.4	2.3	21	47	.4	2.2	43	87	.8	2.9	51	128	1.0	4.7
2-Book	15	162	.3	1.1	18	146	.4	1.9	15	40	.3	1.7	35	71	.7	2.4	33	77	.7	3.1
WORO-FM																				
FA '98	4	114	.1	.3	5	55	.1	.5	3	8	.1	.3	13	16	.3	.9				
2-Book	10	132	.2	.7	14	101	.3	1.5	6	19	.2	.7	15	23	.3	1.1	5	15	.1	.5
WOSO-FM																				
FA '98	1	32		.1	1	20		.1					3	9	.1	.2				
2-Book	2	40	.1	.2	1	23		.1					3	17	.1	.2	1	7		.1
WOYE-FM																				
FA '98	18	405	.3	1.3	22	321	.4	2.3	20	61	.4	2.1	31	108	.6	2.1	15	46	.3	1.4
2-Book	19	372	.4	1.4	23	291	.4	2.4	20	70	.4	2.3	27	98	.5	1.9	21	60	.4	2.1
WPAB-AM																				
FA '98	4	42	.1	.3	1	26		.1	2	9		.2								
2-Book	2	25	.1	.2	1	18		.1	1	5		.1								
WPRA-AM																				
FA '98					1	4		.1									4	4	.1	.4
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	176	1333	3.4	12.9	94	736	1.8	9.7	109	243	2.1	11.4	151	346	2.9	10.3	95	268	1.8	8.8
2-Book	160	1265	3.1	11.6	77	639	1.5	8.2	96	244	1.9	10.9	128	288	2.5	8.8	83	212	1.6	8.1
WPRP-AM																				
FA '98	1	26		.1																
2-Book	1	27		.1	1	6		.1												
WQBS-AM																				
FA '98						8														
2-Book						4														
WQQZ-FM																				
FA '98	2	87		.1	* 3	57	.1	.3	2	4		.2	3	24	.1	.2	5	20	.1	.5
2-Book	6	81	.1	.4	6	68	.2	.6	4	8	.1	.5	9	27	.2	.7	7	20	.2	.7
WRIO-FM																				
FA '98	18	173	.3	1.3	9	85	.2	.9	14	31	.3	1.5	13	37	.3	.9	9	17	.2	.8
2-Book	17	208	.3	1.2	8	85	.2	.8	9	21	.2	1.0	9	28	.2	.6	6	12	.1	.5
WSKN-AM																				
FA '98	2	42		.1																
2-Book	2	53		.1																
WTPM-FM																				
FA '98	1	21		.1	* 1	11		.1												
2-Book	1	14		.1	2	15	.1	.2	4	10	.1	.5	3	6	.1	.2	3	6	.1	.3
WUQJ-FM																				
FA '98	50	525	1.0	3.7	27	323	.5	2.8	14	65	.3	1.5	57	182	1.1	3.9	35	131	.7	3.2
2-Book	38	469	.8	2.8	27	330	.5	2.9	13	47	.3	1.5	55	166	1.1	3.8	32	106	.6	3.1
WUNQ-AM																				
FA '98	4	93	.1	.3	1	32		.1	3	13	.1	.3	1	5		.1				
2-Book	5	85	.1	.4	2	31		.2	6	19	.2	.7	1	3		.1				
WUPR-AM																				
FA '98	* 12	45	.2	.9	* 7	35	.1	.7	3	10	.1	.3	* 10	10	.2	.7				
2-Book	7	27	.1	.5	4	18	.1	.4	2	5	.1	.2	5	5	.1	.4	**	**	**	**
WVJP-FM																				
FA '98	16	244	.3	1.2	15	176	.3	1.5	3	25	.1	.3	19	65	.4	1.3	15	34	.3	1.4
2-Book	21	256	.4	1.5	9	132	.2	.9	3	17	.1	.3	11	36	.2	.7	9	27	.2	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-34

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	13	177	.3	.9	7	141	.1	.7	4	12	.1	.4	18	41	.3	1.2	9	39	.2	.8
2-Book	8	122	.2	.6	4	81	.1	.4	4	10	.1	.5	9	21	.2	.6	5	20	.1	.4
WXEW-AM																				
FA '98		8		*																
2-Book	1	14		.1	2	13	.1	.2	3	8	.1	.4					5	6	.1	.5
WXYY-FM																				
FA '98	53	875	1.0	3.9	33	460	.6	3.4	37	118	.7	3.9	39	128	.8	2.6	26	91	.5	2.4
2-Book	63	910	1.2	4.5	37	495	.7	3.9	33	93	.6	3.7	50	176	1.0	3.4	38	135	.8	3.8
WYQE-FM																				
FA '98	10	68	.2	.7	7	35	.1	.7	11	24	.2	1.2	20	35	.4	1.4	13	22	.3	1.2
2-Book	8	49	.2	.6	7	30	.1	.7	11	24	.2	1.3	18	30	.4	1.3	11	23	.3	1.1
WZAR-FM																				
FA '98	12	192	.2	.9	9	115	.2	.9	6	24	.1	.6	20	60	.4	1.4	6	15	.1	.6
2-Book	20	210	.4	1.5	21	157	.4	2.2	16	42	.3	2.0	35	83	.7	2.5	27	47	.5	2.7
WZNT-FM																				
FA '98	30	447	.6	2.2	28	335	.5	2.9	24	56	.5	2.5	48	159	.9	3.3	26	102	.5	2.4
2-Book	33	485	.7	2.4	39	387	.7	4.2	39	92	.8	4.6	59	178	1.2	4.1	33	91	.7	3.3
TOTALS																				
FA '98	1369	5116	26.4		970	4573	18.7		952	2383	18.3		1472	3036	28.4		1079	2524	20.8	
2-Book	1388	5054	26.8		936	4475	18.1		876	2227	16.9		1446	3011	27.9		1028	2326	19.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
	2	7	.3																	
	1	4	.2																	
Wael-FM																				
	12	31	.2	1.6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	14	46	.3	1.9																
WALO-AM																				
				5	13	.1	.9													
				3	7	.1	.5													
WAPA-AM																				
	6	38	.1	.8				5	9	.1	.5	3	9	.1	.3	7	11	.1	.9	
	5	25	.1	.7	3	5	.1	.7	5	15	.1	.5	2	5	.1	.2	7	12	.1	1.0
WBRQ-FM																				
	5	21	.1	.7				8	35	.2	.7	7	29	.1	.8					
	3	16	.1	.4	2	6	.1	.3	4	21	.1	.4	6	19	.1	.7	1	6		.2
WCAD-FM																				
	22	114	.4	2.9	7	15	.1	1.2	10	72	.2	.9	13	56	.3	1.4	11	45	.2	1.4
	17	80	.3	2.3	5	19	.1	.9	18	78	.4	1.7	12	39	.3	1.3	12	40	.3	1.7
WCGB-AM																				
				*								4	11	.1	.4	*				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																				
				5	9	.1	.9													
				3	5	.1	.5													
WCMN-FM																				
	24	59	.5	3.1	20	66	.4	3.5	24	102	.5	2.2	9	43	.2	1.0	12	53	.2	1.6
	14	39	.3	1.8	25	52	.5	4.8	27	93	.6	2.5	13	45	.3	1.5	15	57	.3	2.0
WCOM-FM																				
	48	136	.9	6.3	10	60	.2	1.8	22	81	.4	2.0	27	118	.5	2.9	45	119	.9	5.9
	40	113	.8	5.3	7	41	.2	1.3	24	80	.5	2.2	24	100	.5	2.7	43	109	.9	5.8
WCTA-FM																				
	1	6	.1	.1				3	13	.1	.3	1	6	.1	.1	3	13	.1	.4	
	1	7	.1	.1	5	9	.1	1.1	10	36	.2	.9	9	25	.2	1.0	2	12	.1	.3
WDOY-FM																				
	117	206	2.3	15.3	16	57	.3	2.8	49	128	.9	4.5	49	110	.9	5.3	19	72	.4	2.5
	98	161	1.9	13.1	13	50	.3	2.5	35	112	.7	3.3	44	98	.8	4.8	10	39	.2	1.3
WEGM-FM																				
	5	23	.1	.7	2	11	.4	.4	4	20	.1	.4	5	9	.1	.5	19	58	.4	2.5
	8	33	.2	1.1	2	10	.4	.4	10	32	.2	1.0	9	21	.2	1.0	22	51	.5	3.0
WENA-AM																				
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
	4	9	.1	.5	1	7	.2	.2	6	34	.1	.5					2	9		.3
	6	18	.2	.8	4	11	.1	.8	3	17	.1	.3					2	14		.2
WFID-FM																				
	54	137	1.0	7.0	58	94	1.1	10.2	82	187	1.6	7.5	80	159	1.5	8.6	66	145	1.3	8.6
	34	90	.7	4.5	33	77	.7	6.0	75	205	1.5	7.0	76	154	1.5	8.3	63	156	1.3	8.6
WIAC-AM																				
	5	13	.1	.7																
	6	13	.1	.9																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJAC-FM																				
FA '98	38	125	.7	5.0	30	88	.6	5.3	88	241	1.7	8.1	51	142	1.0	5.5	15	69	.3	2.0
2-Book	33	108	.6	4.5	46	108	.9	9.1	83	226	1.6	7.8	57	162	1.1	6.3	30	100	.6	4.2
WIOA-FM																				
FA '98	9	60	.2	1.2	14	71	.3	2.5	57	147	1.1	5.2	35	95	.7	3.8	13	42	.3	1.7
2-Book	25	80	.5	3.5	9	39	.2	1.7	35	110	.7	3.3	30	87	.6	3.3	17	51	.4	2.3
WIOB-FM																				
FA '98	14	37	.3	1.8	7	35	.1	1.2	11	40	.2	1.0	16	45	.3	1.7	20	56	.4	2.6
2-Book	15	41	.3	2.0	5	22	.1	.9	12	40	.2	1.1	10	32	.2	1.0	10	28	.2	1.3
WIOC-FM																				
FA '98	20	36	.4	2.6	1	6		.2	23	42	.4	2.1	11	41	.2	1.2	9	22	.2	1.2
2-Book	15	28	.3	2.0	2	8		.3	22	59	.4	2.1	6	21	.1	.6	5	11	.1	.6
WIVA-FM																				
FA '98	1	9		.1	1	11		.2	3	25	.1	.3	10	39	.2	1.1	4	10	.1	.5
2-Book	7	20	.2	1.0	2	9		.3	13	42	.3	1.3	12	42	.3	1.4	4	19	.1	.5
WKAQ-AM																				
FA '98	4	9	.1	.5	22	57	.4	3.9	15	25	.3	1.4	19	44	.4	2.1	6	32	.1	.8
2-Book	2	7	.1	.3	14	32	.3	2.5	10	22	.2	.9	10	22	.2	1.1	3	16	.1	.4
WKAQ-FM																				
FA '98	61	228	1.2	8.0	41	148	.8	7.2	140	474	2.7	12.8	83	293	1.6	9.0	71	177	1.4	9.3
2-Book	66	228	1.3	8.9	32	130	.6	5.9	132	426	2.6	12.3	80	238	1.6	8.9	53	153	1.1	7.1
WKSA-FM																				
FA '98	7	20	.1	.9	4	10	.1	.7	9	11	.2	.8	5	25	.1	.5	3	14	.1	.4
2-Book	7	18	.1	1.0	8	30	.2	1.6	7	21	.2	.7	10	29	.2	1.1	2	11	.1	.2
WKVM-AM																				
FA '98																				
2-Book																				
WLEO-AM																				
FA '98					4	5	.1	.8	1	5		.1								
2-Book																				
WLUZ-AM																				
FA '98	2	10		.3									10	12	.2	1.1				
2-Book	1	5		.2	3	6	.1	.5	1	5		.1	9	11	.2	1.0				
WMEG-FM																				
FA '98	85	256	1.6	11.1	27	73	.5	4.7	68	197	1.3	6.2	100	224	1.9	10.8	217	451	4.2	28.4
2-Book	70	210	1.3	9.3	34	98	.7	6.7	74	224	1.4	7.0	82	192	1.6	9.0	189	376	3.7	25.6
WMIO-FM																				
FA '98	5	27	.1	.7		6			1	6		.1					1	6		.1
2-Book	9	28	.2	1.3	1	9		.2	5	8	.1	.5	1	4		.1	1	7		.1
WNEL-AM																				
FA '98																	7	7	.2	1.0
2-Book	1	6		.2																
WNJK-FM																				
FA '98	8	11	.2	1.0					6	21	.1	.5					1	13		.1
2-Book	4	6	.1	.5					13	28	.3	1.2	10	10	.2	1.1	3	18	.1	.4
WNNV-FM																				
FA '98	4	9	.1	.5	5	10	.1	.9	5	28	.1	.5	6	20	.1	.6				
2-Book	4	8	.1	.6	4	15	.1	.7	3	18	.1	.3	4	14	.1	.4	2	4	.1	.3
WNRT-FM																				
FA '98	13	32	.3	1.7	32	101	.6	5.6	22	75	.4	2.0	1	8		.1	8	29	.2	1.0
2-Book	11	23	.3	1.4	27	74	.5	5.0	14	51	.3	1.3	7	27	.2	.8	8	27	.2	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Women 18-34																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																				
FA '98	10	38	.2	1.3	3	21	.1	.5	17	47	.3	1.6	11	39	.2	1.2	23	74	.4	3.0
2-Book	9	29	.2	1.2	4	21	.1	.7	14	39	.3	1.4	11	30	.2	1.2	22	61	.4	3.0
WORO-FM																				
FA '98	1	14	.1	.1	1	4	.2	.2	4	8	.1	.4	16	30	.3	1.7	1	3	.1	.1
2-Book	6	26	.1	.8	5	17	.1	1.1	31	50	.6	3.0	30	60	.6	3.3	7	21	.2	1.0
WOSO-AM																				
FA '98	1	11	.1	.1	2	11	.4	.4												
2-Book	1	6	.1	.1	1	6	.2	.2	1	7	.1	.1	1	7	.1	.1				
WOYE-FM																				
FA '98	17	69	.3	2.2	6	24	.1	1.1	25	80	.5	2.3	32	80	.6	3.5	29	76	.6	3.8
2-Book	16	55	.3	2.2	8	21	.2	1.5	22	70	.5	2.1	28	66	.6	3.1	35	90	.7	4.8
WPAB-AM																				
FA '98		8											2	10	.2	.2				
2-Book		4			1	5	.2	.2					1	5	.1	.1				
WPRA-AM																				
FA '98	2	4	.3	.3																
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	45	136	.9	5.9	85	152	1.6	14.9	123	288	2.4	11.3	109	200	2.1	11.8	41	103	.8	5.4
2-Book	35	103	.7	4.6	67	136	1.3	12.5	90	235	1.8	8.4	95	195	1.8	10.4	32	86	.6	4.4
WPRP-AM																				
FA '98																				
2-Book					3	6	.1	.5												
WQBS-AM																				
FA '98									1	8	.1	.1								
2-Book									1	4	.1	.1								
WQQZ-FM																				
FA '98					* 7	13	.1	1.2	3	15	.1	.3	2	20	.2	.2	2	13	.1	.3
2-Book	2	8	.1	.3	4	7	.1	.6	5	19	.1	.5	8	31	.2	.9	3	11	.1	.5
WRIO-FM																				
FA '98					9	10	.2	1.6	16	59	.3	1.5	16	27	.3	1.7		7		
2-Book	2	5	.1	.3	7	13	.2	1.3	14	42	.3	1.3	15	29	.3	1.6	2	13	.1	.3
WSKN-AM																				
FA '98																				
2-Book																				
WTPM-FM																				
FA '98	*								7	11	.1	.6					*			
2-Book									4	6	.1	.3								
WUKQ-FM																				
FA '98	6	23	.1	.8	13	46	.3	2.3	48	136	.9	4.4	24	65	.5	2.6	14	40	.3	1.8
2-Book	21	64	.4	2.9	8	29	.2	1.4	38	129	.7	3.5	29	77	.6	3.2	17	58	.4	2.3
WUNO-AM																				
FA '98					7	13	.1	1.2												
2-Book		3			7	15	.1	1.4		3			1	3	.1	.1		3		
WUPR-AM																				
FA '98					11	25	.2	1.9	*											
2-Book	**	**	**	**	6	13	.1	1.0					**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	15	71	.3	2.0	11	31	.2	1.9	23	68	.4	2.1	13	34	.3	1.4	18	53	.3	2.4
2-Book	9	40	.2	1.2	8	22	.2	1.5	14	46	.3	1.3	7	22	.2	.8	10	34	.2	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-34

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	3	13	.1	.4	5	31	.1	.9	6	55	.1	.5	7	47	.1	.8	5	29	.1	.7
2-Book	3	14	.1	.4	3	16	.1	.5	3	28	.1	.3	4	24	.1	.4	3	15	.1	.4
WXEW-AM																				
FA '98	*				*												*			
2-Book					3	4	.1	.5					2	4	.1	.3				
WXYX-FM																				
FA '98	21	68	.4	2.7	33	95	.6	5.8	34	123	.7	3.1	54	111	1.0	5.8	25	58	.5	3.3
2-Book	31	93	.6	4.2	20	68	.4	3.7	42	161	.8	3.9	45	100	.9	5.0	32	83	.6	4.4
WYQE-FM																				
FA '98					3	11	.1	.5	11	11	.2	1.0								
2-Book	5	7	.1	.7	2	6	.1	.3	8	12	.2	.7								
WZAR-FM																				
FA '98	6	15	.1	.8	10	29	.2	1.8	15	36	.3	1.4	4	17	.1	.4				
2-Book	16	33	.3	2.2	17	39	.4	3.4	27	47	.5	2.6	16	28	.3	1.8	7	16	.2	1.0
WZNT-FM																				
FA '98	11	56	.2	1.4	5	20	.1	.9	37	141	.7	3.4	48	129	.9	5.2	23	73	.4	3.0
2-Book	16	60	.3	2.2	12	44	.2	2.4	69	195	1.3	6.5	55	132	1.1	6.1	25	68	.5	3.5
TOTALS																				
FA '98	767	1979	14.8		570	1406	11.0		1093	2464	21.1		925	1987	17.8		765	1952	14.7	
2-Book	744	1857	14.4		524	1345	10.1		1066	2450	20.6		905	1929	17.5		733	1856	14.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	12	120	.1	.6	23	90	.2	.7	13	64	.1	.5	6	59	.1	.3	12	57	.1	1.1
SU '98	6	95	.1	.3	11	63	.1	.4	3	29	.1	.1	5	48	.1	.2	7	46	.1	.7
2-Book	9	108	.1	.5	17	77	.2	.6	8	47	.1	.3	6	54	.1	.3	10	52	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 26	429	.3	1.3	26	219	.3	.8	38	253	.4	1.6	25	197	.3	1.2	15	123	.2	1.4
SU '98	30	429	.3	1.5	30	198	.3	1.0	44	282	.5	1.7	29	238	.3	1.4	13	183	.1	1.4
2-Book	28	429	.3	1.4	28	209	.3	.9	41	268	.5	1.7	27	218	.3	1.3	14	153	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	5	56	.1	.2	21	45	.2	.7									1	20		.1
SU '98	1	24		.1	3	13		.1	1	12										
2-Book	3	40	.1	.2	12	29	.1	.4	1	6							1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	16	325	.2	.8	16	98	.2	.5	21	152	.2	.9	25	186	.3	1.2	16	90	.2	1.5
SU '98	7	162	.1	.4	10	74	.1	.3	10	80	.1	.4	5	44	.1	.2	6	32	.1	.6
2-Book	12	244	.2	.6	13	86	.2	.4	16	116	.2	.7	15	115	.2	.7	11	61	.2	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	6	155	.1	.3	3	66	.1	.3	3	37	.1	.1	9	61	.1	.4	6	67	.1	.5
SU '98	4	204	.1	.2	3	55	.1	.3	5	87	.1	.2	5	64	.1	.2	1	25	.1	.1
2-Book	5	180	.1	.3	3	61	.1	.3	4	62	.1	.2	7	63	.1	.3	4	46	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	19	619	.2	.9	16	185	.2	.5	21	185	.2	.9	24	331	.3	1.2	17	248	.2	1.5
SU '98	14	464	.2	.7	17	142	.2	.6	12	170	.1	.5	17	215	.2	.8	14	136	.2	1.5
2-Book	17	542	.2	.8	17	164	.2	.6	17	178	.2	.7	21	273	.3	1.0	16	192	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 6	89	.1	.3	10	52	.1	.3	2	45	.1	.1	4	29	.1	.2	* 11	35	.1	1.0
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	7	98	.1	.3	23	80	.2	.7	7	57	.1	.3	6	36	.1	.3	3	26		.3
SU '98	6	113	.1	.3	19	92	.2	.6	4	41	.1	.2	2	41	.1	.1	4	22		.4
2-Book	7	106	.1	.3	21	86	.2	.7	6	49	.1	.3	4	39	.1	.2	4	24		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-49

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	49	719	.5	2.4	54	353	.6	1.7	57	405	.6	2.4	57	433	.6	2.8	37	252	.4	3.4
SU '98	34	595	.4	1.7	41	283	.4	1.3	44	283	.5	1.7	26	224	.3	1.3	16	167	.2	1.7
2-Book	42	657	.5	2.1	48	318	.5	1.5	51	344	.6	2.1	42	329	.5	2.1	27	210	.3	2.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	50	1302	.5	2.5	79	586	.9	2.5	46	517	.5	1.9	48	475	.5	2.3	41	451	.4	3.7
SU '98	50	1112	.5	2.6	72	466	.8	2.4	63	513	.7	2.4	47	435	.5	2.3	28	313	.3	3.0
2-Book	50	1207	.5	2.6	76	526	.9	2.5	55	515	.6	2.2	48	455	.5	2.3	35	382	.4	3.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	8	221	.1	.4	6	79	.1	.2	6	101	.1	.3	10	118	.1	.5	3	30		.3
SU '98	25	551	.3	1.3	36	209	.4	1.2	24	239	.3	.9	22	226	.2	1.1	14	156	.2	1.5
2-Book	17	386	.2	.9	21	144	.3	.7	15	170	.2	.6	16	172	.2	.8	9	93	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	52	994	.6	2.6	62	430	.7	2.0	54	501	.6	2.3	52	440	.6	2.5	27	279	.3	2.4
SU '98	45	955	.5	2.3	48	398	.5	1.6	59	459	.6	2.3	40	385	.4	2.0	31	295	.3	3.3
2-Book	49	975	.6	2.5	55	414	.6	1.8	57	480	.6	2.3	46	413	.5	2.3	29	287	.3	2.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	8	230	.1	.4	10	109	.1	.3	4	87		.2	14	106	.2	.7	4	69		.4
SU '98	21	302	.2	1.1	22	164	.2	.7	22	180	.2	.8	16	118	.2	.8	16	115	.2	1.7
2-Book	15	266	.2	.8	16	137	.2	.5	13	134	.1	.5	15	112	.2	.8	10	92	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 6	55	.1	.3	9	43	.1	.3	10	27	.1	.4	8	16	.1	.4				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	19	374	.2	.9	22	168	.2	.7	21	211	.2	.9	19	100	.2	.9	22	122	.2	2.0
SU '98	12	223	.1	.6	14	105	.2	.5	14	115	.2	.5	11	69	.1	.5	12	70	.1	1.3
2-Book	16	299	.2	.8	18	137	.2	.6	18	163	.2	.7	15	85	.2	.7	17	96	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	128	1677	1.4	6.4	152	847	1.6	4.9	191	960	2.1	8.1	124	858	1.3	6.0	81	572	.9	7.3
SU '98	134	1556	1.5	6.9	180	838	2.0	5.9	248	954	2.7	9.6	158	890	1.7	7.9	37	359	.4	4.0
2-Book	131	1617	1.5	6.7	166	843	1.8	5.4	220	957	2.4	8.9	141	874	1.5	7.0	59	466	.7	5.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	16	248	.2	.8	42	132	.5	1.4	11	101	.1	.5	10	61	.1	.5	10	72	.1	.9
SU '98	3	113		.2	1	18			4	64		.2	2	22		.1		8		
2-Book	10	181	.1	.5	22	75	.3	.7	8	83	.1	.4	6	42	.1	.3	5	40	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAC-FM																				
FA '98	148	2132	1.6	7.4	276	1278	3.0	8.9	223	1059	2.4	9.4	150	965	1.6	7.3	60	542	.6	5.4
SU '98	161	2275	1.7	8.2	301	1374	3.3	9.9	226	1073	2.5	8.7	177	1211	1.9	8.8	62	587	.7	6.6
2-Book	155	2204	1.7	7.8	289	1326	3.2	9.4	225	1066	2.5	9.1	164	1088	1.8	8.1	61	565	.7	6.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	89	1471	1.0	4.4	155	760	1.7	5.0	159	778	1.7	6.7	85	589	.9	4.1	28	396	.3	2.5
SU '98	93	1443	1.0	4.8	148	761	1.6	4.9	170	835	1.8	6.6	97	788	1.1	4.8	26	306	.3	2.8
2-Book	91	1457	1.0	4.6	152	761	1.7	5.0	165	807	1.8	6.7	91	689	1.0	4.5	27	351	.3	2.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	35	506	.4	1.7	62	271	.7	2.0	36	269	.4	1.5	29	210	.3	1.4	27	150	.3	2.4
SU '98	36	555	.4	1.8	68	322	.7	2.2	68	307	.7	2.6	27	219	.3	1.3	8	103	.1	.9
2-Book	36	531	.4	1.8	65	297	.7	2.1	52	288	.6	2.1	28	215	.3	1.4	18	127	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	36	535	.4	1.8	47	285	.5	1.5	57	266	.6	2.4	38	264	.4	1.9	27	172	.3	2.4
SU '98	48	494	.5	2.5	74	315	.8	2.4	92	330	1.0	3.6	45	279	.5	2.2	23	157	.2	2.5
2-Book	42	515	.5	2.2	61	300	.7	2.0	75	298	.8	3.0	42	272	.5	2.1	25	165	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	21	490	.2	1.0	59	252	.6	1.9	17	174	.2	.7	17	163	.2	.8	5	64	.1	.5
SU '98	32	618	.3	1.6	72	368	.8	2.4	36	340	.4	1.4	40	366	.4	2.0	10	88	.1	1.1
2-Book	27	554	.3	1.3	66	310	.7	2.2	27	257	.3	1.1	29	265	.3	1.4	8	76	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	65	1002	.7	3.2	100	660	1.1	3.2	62	389	.7	2.6	65	395	.7	3.2	63	367	.7	5.7
SU '98	45	831	.5	2.3	72	453	.8	2.4	36	240	.4	1.4	45	355	.5	2.2	60	308	.7	6.4
2-Book	55	917	.6	2.8	86	557	1.0	2.8	49	315	.6	2.0	55	375	.6	2.7	62	338	.7	6.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	150	2945	1.6	7.5	163	1363	1.8	5.3	197	1595	2.1	8.3	181	1633	2.0	8.8	81	884	.9	7.3
SU '98	139	2485	1.5	7.1	143	1030	1.6	4.7	202	1509	2.2	7.8	187	1457	2.0	9.3	78	705	.8	8.4
2-Book	145	2715	1.6	7.3	153	1197	1.7	5.0	200	1552	2.2	8.1	184	1545	2.0	9.1	80	795	.9	7.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '98	20	403	.2	1.0	39	210	.4	1.3	25	261	.3	1.1	23	192	.2	1.1	9	86	.1	.8
SU '98	24	511	.3	1.2	45	255	.5	1.5	37	256	.4	1.4	23	194	.2	1.1	12	136	.1	1.3
2-Book	22	457	.3	1.1	42	233	.5	1.4	31	259	.4	1.3	23	193	.2	1.1	11	111	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	2	73		.1	2	32		.1	3	37		.1	1	19			2	17		.2
SU '98	7	142	.1	.4	15	62	.2	.5	13	36	.1	.5	2	13		.1				
2-Book	5	108	.1	.3	9	47	.1	.3	8	37	.1	.3	2	16		.1	1	9		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	2	77		.1	7	46	.1	.2	1	4				8				8		
SU '98	5	86	.1	.3	21	66	.2	.7	2	27		.1		9			2	11		.2
2-Book	4	82	.1	.2	14	56	.2	.5	2	16		.1		9		.1	1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	2	45		.1	11	23	.1	.4	1	21				10						
SU '98	2	93		.1	6	39	.1	.2	1	39			3	11		.1		13		
2-Book	2	69		.1	9	31	.1	.3	1	30			2	11		.1	7			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	108	1814	1.2	5.4	135	716	1.5	4.4	69	706	.7	2.9	169	860	1.8	8.2	78	660	.8	7.1
SU '98	80	1421	.9	4.1	95	555	1.0	3.1	73	540	.8	2.8	91	611	1.0	4.5	57	448	.6	6.1
2-Book	94	1618	1.1	4.8	115	636	1.3	3.8	71	623	.8	2.9	130	736	1.4	6.4	68	554	.7	6.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	11	177	.1	.5	12	98	.1	.4	28	147	.3	1.2	17	89	.2	.8	3	43		.3
SU '98	7	93	.1	.4	8	34	.1	.3	8	50	.1	.3	11	72	.1	.5	2	24		.2
2-Book	9	135	.1	.5	10	66	.1	.4	18	99	.2	.8	14	81	.2	.7	3	34		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	3	113		.1	8	58	.1	.3	3	34		.1	2	41		.1	2	8		.2
SU '98	6	104	.1	.3	8	53	.1	.3	8	64	.1	.3	7	32	.1	.3	4	13		.4
2-Book	5	109	.1	.2	8	56	.1	.3	6	49	.1	.2	5	37	.1	.2	3	11		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	11	200	.1	.5	15	88	.2	.5	12	103	.1	.5	9	92	.1	.4	5	73	.1	.5
SU '98	10	196	.1	.5	14	50	.2	.5	11	51	.1	.4	8	111	.1	.4	3	40		.3
2-Book	11	198	.1	.5	15	69	.2	.5	12	77	.1	.5	9	102	.1	.4	4	57	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Women 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	15	196	.2	.7	21	102	.2	.7	17	84	.2	.7	17	124	.2	.8	6	54	.1	.5
SU '98	6	89	.1	.3	10	41	.1	.3	9	70	.1	.3	3	26	.1	.1	3	50	.1	.3
2-Book	11	143	.2	.5	16	72	.2	.5	13	77	.2	.5	10	75	.1	.5	5	52	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	34	503	.4	1.7	47	315	.5	1.5	33	235	.4	1.4	20	176	.2	1.0	34	242	.4	3.1
SU '98	26	477	.3	1.3	37	248	.4	1.2	37	281	.4	1.4	29	241	.3	1.4	14	169	.2	1.5
2-Book	30	490	.4	1.5	42	282	.5	1.4	35	258	.4	1.4	25	209	.3	1.2	24	206	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	25	359	.3	1.2	33	207	.4	1.1	27	269	.3	1.1	26	250	.3	1.3	6	64	.1	.5
SU '98	14	238	.2	.7	22	92	.2	.7	12	106	.1	.5	14	137	.2	.7	7	49	.1	.7
2-Book	20	299	.3	1.0	28	150	.3	.9	20	188	.2	.8	20	194	.3	1.0	7	57	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	28	549	.3	1.4	25	231	.3	.8	30	208	.3	1.3	27	209	.3	1.3	14	81	.2	1.3
SU '98	47	701	.5	2.4	45	237	.5	1.5	85	307	.9	3.3	44	282	.5	2.2	7	118	.1	.7
2-Book	38	625	.4	1.9	35	234	.4	1.2	58	258	.6	2.3	36	246	.4	1.8	11	100	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	5	75	.1	.2	7	45	.1	.2	2	28	.1	.1	10	34	.1	.5	1	7	.1	.1
SU '98	4	85	.2	.2	4	47	.1	.1	5	44	.1	.2	4	26	.1	.2	2	38	.2	.2
2-Book	5	80	.1	.2	6	46	.1	.2	4	36	.1	.2	7	30	.1	.4	2	23	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	25	679	.3	1.2	39	232	.4	1.3	20	347	.2	.8	22	272	.2	1.1	17	170	.2	1.5
SU '98	33	746	.4	1.7	35	320	.4	1.2	45	369	.5	1.7	33	312	.4	1.6	25	302	.3	2.7
2-Book	29	713	.4	1.5	37	276	.4	1.3	33	358	.4	1.3	28	292	.3	1.4	21	236	.3	2.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	9	209	.1	.4	26	108	.3	.8	11	74	.1	.5	3	33	.1	.1	7	54	.1	.6
SU '98	4	105	.2	.2	2	26	.1	.1	4	58	.2	.2	6	30	.1	.3	7	47	.1	.7
2-Book	7	157	.1	.3	14	67	.2	.5	8	66	.1	.4	5	32	.1	.2	7	51	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	2	34	.1	1	24	**	**	1	16	**	**	**	**	**	**	*	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WPRM-FM																			
FA '98	206	2488	2.2	10.3	497	1689	5.4	16.0	160	1079	1.7	6.7	252	1390	2.7	12.3	63	546	.7	5.7
SU '98	156	2224	1.7	8.0	412	1481	4.5	13.6	140	912	1.5	5.4	170	1167	1.8	8.5	42	460	.5	4.5
2-Book	181	2356	2.0	9.2	455	1585	5.0	14.8	150	996	1.6	6.1	211	1279	2.3	10.4	53	503	.6	5.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	1	52			1	8			2	37		.1	1	15						
SU '98	3	82		.2	10	59	.1	.3	3	11		.1	3	11		.1				
2-Book	2	67		.1	6	34	.1	.2	3	24		.1	2	13		.1				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	3	64		.1	4	32		.1	7	32	.1	.3	1	6				8		
SU '98	2	48		.1		10				4			4	23		.2	3	35		.3
2-Book	3	56		.1	2	21		.1	4	16	.1	.2	3	15		.1	2	22		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 7	162	.1	.3	9	75	.1	.3	14	97	.2	.6	6	58	.1	.3	3	62		.3
SU '98	15	183	.2	.8	15	95	.2	.5	28	92	.3	1.1	20	93	.2	1.0	1	28		.1
2-Book	11	173	.2	.6	12	85	.2	.4	21	95	.3	.9	13	76	.2	.7	2	45		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	21	318	.2	1.0	59	242	.6	1.9	20	146	.2	.8	16	157	.2	.8	7	47	.1	.6
SU '98	21	469	.2	1.1	45	259	.5	1.5	20	215	.2	.8	35	257	.4	1.7	6	80	.1	.6
2-Book	21	394	.2	1.1	52	251	.6	1.7	20	181	.2	.8	26	207	.3	1.3	7	64	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	3	108		.1	4	27		.1	4	40		.2	4	46		.2	4	21		.4
SU '98	3	155		.2	9	86	.1	.3	2	79		.1	4	57		.2	3	45		.3
2-Book	3	132		.2	7	57	.1	.2	3	60		.2	4	52		.2	4	33		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 2	57		.1	3	40		.1	3	36		.1	1	11			* 1	9		.1
SU '98	5	70	.1	.3	6	24	.1	.2	5	44	.1	.2	3	9		.1	2	16		.2
2-Book	4	64	.1	.2	5	32	.1	.2	4	40	.1	.2	2	10		.1	2	13		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQZ-FM																				
FA '98	48	815	.5	2.4	53	430	.6	1.7	78	513	.8	3.3	51	426	.6	2.5	35	345	.4	3.2
SU '98	38	820	.4	1.9	33	347	.4	1.1	53	460	.6	2.0	38	390	.4	1.9	20	192	.2	2.1
2-Book	43	818	.5	2.2	43	389	.5	1.4	66	487	.7	2.7	45	408	.5	2.2	28	269	.3	2.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Women 18-49																		
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	10	334	.1	.5	34	248	.4	1.1	10	121	.1	.4	8	48	.1	.4	3	38	.3	
SU '98	12	343	.1	.6	26	178	.3	.9	9	107	.1	.3	20	165	.2	1.0	5	67	.1	
2-Book	11	339	.1	.6	30	213	.4	1.0	10	114	.1	.4	14	107	.2	.7	4	53	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 21	83	.2	1.0	23	73	.2	.7	**	**	**	**	**	**	**	**	**	**	**	
SU '98	9	42	.1	.5	11	42	.1	.4	**	**	**	**	**	**	**	**	**	**	**	
2-Book	15	63	.2	.8	17	58	.2	.6	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	31	693	.3	1.5	26	276	.3	.8	40	234	.4	1.7	32	295	.3	1.6	28	278	.3	
SU '98	61	865	.7	3.1	85	378	.9	2.8	91	367	1.0	3.5	52	346	.6	2.6	38	191	.4	
2-Book	46	779	.5	2.3	56	327	.6	1.8	66	301	.7	2.6	42	321	.5	2.1	33	235	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	10	251	.1	.5	16	122	.2	.5	17	135	.2	.7	9	123	.1	.4	4	66	.4	
SU '98	3	165	.2	.2	5	66	.1	.2	5	85	.1	.2	4	66	.2	.2	2	32	.2	
2-Book	7	208	.1	.4	11	94	.2	.4	11	110	.2	.5	7	95	.1	.3	3	49	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 6	84	.1	.3	7	27	.1	.2	3	41	.1	.2	4	27	.2	.2	* 6	40	.1	
SU '98	3	107	.2	.2	12	67	.1	.4	2	48	.1	.4	2	48	.1	.4	3	20	.1	
2-Book	5	96	.1	.3	10	47	.1	.3	3	45	.1	.3	2	14	.1	.1	3	20	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	60	1392	.6	3.0	111	598	1.2	3.6	72	625	.8	3.0	52	526	.6	2.5	28	352	.3	
SU '98	89	1651	1.0	4.6	155	849	1.7	5.1	106	800	1.1	4.1	92	725	1.0	4.6	59	432	.6	
2-Book	75	1522	.8	3.8	133	724	1.5	4.4	89	713	1.0	3.6	72	626	.8	3.6	44	392	.5	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	21	167	.2	1.0	28	112	.3	.9	32	151	.3	1.3	19	84	.2	.9	5	54	.1	
SU '98	9	88	.1	.5	10	49	.1	.3	17	48	.2	.7	6	37	.1	.3	2	7	.2	
2-Book	15	128	.2	.8	19	81	.2	.6	25	100	.3	1.0	13	61	.2	.6	4	31	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	29	459	.3	1.4	36	213	.4	1.2	36	201	.4	1.5	34	192	.4	1.7	17	120	.2	
SU '98	39	531	.4	2.0	46	249	.5	1.5	38	267	.4	1.5	37	222	.4	1.8	26	133	.3	
2-Book	34	495	.4	1.7	41	231	.5	1.4	37	234	.4	1.5	36	207	.4	1.8	22	127	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-49

WZNT-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
FA '98	65	1250	.7	3.2	74	592	.8	2.4	85	667	.9	3.6	75	624	.8	3.7	20	213	.2	1.8
SU '98	73	1253	.8	3.7	52	446	.6	1.7	90	622	1.0	3.5	76	561	.8	3.8	31	313	.3	3.3
2-Book	69	1252	.8	3.5	63	519	.7	2.1	88	645	1.0	3.6	76	593	.8	3.8	26	263	.3	2.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	2004	9076	21.6		3103	8640	33.5		2371	7599	25.6		2051	7757	22.2		1103	5607	11.9	
SU '98	1952	8952	21.2		3039	8322	33.0		2589	7533	28.1		2003	7559	21.7		934	5103	10.1	
2-Book	1978	9014	21.4		3071	8481	33.3		2480	7566	26.9		2027	7658	22.0		1019	5355	11.0	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 18-49

Target Listener Estimates

Women 18-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	14	104	.2	.6	9	56	.1	.5	5	27	.1	.3	9	16	.1	.4	12	16	.1	.7	
2-Book	10	92	.2	.4	8	48	.1	.5	3	14	.1	.2	10	16	.1	.4	11	13	.1	.6	
Wael-FM																					
FA '98	30	388	.3	1.2					7	44	.1	.4	31	95	.3	1.2	31	79	.3	1.7	
2-Book	33	386	.4	1.3	**	**	**	**	16	53	.2	1.1	40	121	.4	1.6	32	74	.4	1.9	
WALO-AM																					
FA '98	6	45	.1	.2	5	38	.1	.3	21	38	.2	1.1	4	17		.2					
2-Book	4	35	.1	.2	3	26	.1	.2	12	26	.1	.7	2	9		.1					
WAPA-AM																					
FA '98	21	264	.2	.8	9	126	.1	.5	16	49	.2	.9	13	26	.1	.5	3	7		.2	
2-Book	15	196	.2	.6	7	99	.1	.4	11	37	.2	.6	7	22	.1	.3	2	4		.1	
WBRQ-FM																					
FA '98	5	106	.1	.2	8	118	.1	.5	8	19	.1	.4	20	73	.2	.8	15	62	.2	.8	
2-Book	5	117	.1	.2	7	107	.1	.4	4	10	.1	.2	14	49	.2	.6	12	43	.2	.7	
WCAD-FM																					
FA '98	20	475	.2	.8	16	309	.2	.9	10	44	.1	.5	21	64	.2	.8	22	107	.2	1.2	
2-Book	18	426	.2	.7	15	241	.2	.9	9	39	.1	.5	21	65	.2	.8	17	69	.2	1.0	
WCGB-AM																					
FA '98	5	65	.1	.2	* 4	39		.2	8	22	.1	.4									
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	12	88	.1	.5	3	42		.2	3	13		.2	2	9		.1	11	19		.6	
2-Book	10	94	.1	.4	3	37		.2	7	16	.1	.5	1	5		.1	6	10	.1	.3	
WCMN-FM																					
FA '98	56	617	.6	2.2	44	426	.5	2.6	63	125	.7	3.4	88	190	1.0	3.5	59	144	.6	3.3	
2-Book	47	558	.5	1.9	43	388	.5	2.6	49	114	.6	2.9	82	175	.9	3.3	63	148	.7	3.7	
WCOM-FM																					
FA '98	57	1036	.6	2.3	45	646	.5	2.6	20	74	.2	1.1	41	108	.4	1.6	84	226	.9	4.6	
2-Book	59	976	.7	2.4	45	647	.5	2.8	25	68	.3	1.5	67	200	.7	2.7	65	192	.7	3.7	
WCTA-FM																					
FA '98	7	189	.1	.3	14	99	.2	.8	19	34	.2	1.0	35	54	.4	1.4	20	36	.2	1.1	
2-Book	17	299	.2	.7	21	178	.3	1.3	26	60	.3	1.6	50	100	.6	2.0	28	58	.3	1.6	
WDOY-FM																					
FA '98	56	814	.6	2.2	61	530	.7	3.6	24	88	.3	1.3	74	247	.8	2.9	51	147	.6	2.8	
2-Book	53	784	.6	2.1	53	510	.6	3.3	31	121	.4	1.9	69	211	.8	2.7	42	127	.5	2.4	
WEGM-FM																					
FA '98	9	188	.1	.4	8	115	.1	.5	4	12		.2	6	14	.1	.2	5	27	.1	.3	
2-Book	15	219	.2	.6	17	172	.2	1.1	14	33	.1	.9	24	59	.3	1.0	25	57	.3	1.5	
WENA-AM																					
FA '98	9	43	.1	.4	* 3	27		.2	4	16		.2	14	27	.2	.6	8	16	.1	.4	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '98	21	306	.2	.8	14	166	.2	.8	11	32	.1	.6	25	68	.3	1.0	18	41	.2	1.0	
2-Book	17	238	.2	.7	12	140	.2	.7	13	31	.2	.8	20	51	.3	.8	15	34	.2	.9	
WFID-FM																					
FA '98	158	1430	1.7	6.3	107	915	1.2	6.3	100	274	1.1	5.4	192	446	2.1	7.5	131	336	1.4	7.2	
2-Book	179	1369	2.0	7.1	95	897	1.1	5.8	84	271	.9	5.0	186	435	2.0	7.3	123	304	1.3	7.1	
WIAC-AM																					
FA '98	20	180	.2	.8	13	123	.1	.8	28	55	.3	1.5	5	14	.1	.2	4	15		.2	
2-Book	12	129	.1	.5	9	97	.1	.6	16	36	.2	.9	6	20	.1	.2	6	17	.1	.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	217	1860	2.3	8.7	86	1054	.9	5.0	93	246	1.0	5.0	160	481	1.7	6.3	67	234	.7	3.7
2-Book	226	1918	2.4	9.0	93	1061	1.0	5.7	91	250	1.0	5.5	184	511	2.0	7.3	77	233	.8	4.4
WIOA-FM																				
FA '98	135	1163	1.5	5.4	50	647	.5	2.9	48	140	.5	2.6	74	224	.8	2.9	78	218	.8	4.3
2-Book	138	1188	1.5	5.5	52	662	.6	3.2	62	187	.7	3.8	90	261	1.0	3.6	57	157	.6	3.2
WIOB-FM																				
FA '98	42	409	.5	1.7	29	304	.3	1.7	43	118	.5	2.3	29	74	.3	1.1	28	69	.3	1.5
2-Book	49	440	.6	2.0	24	275	.3	1.5	41	115	.5	2.4	36	87	.4	1.4	22	66	.3	1.3
WIOC-FM																				
FA '98	48	464	.5	1.9	21	230	.2	1.2	23	85	.2	1.2	35	108	.4	1.4	26	61	.3	1.4
2-Book	60	460	.7	2.4	21	247	.2	1.3	26	76	.3	1.6	41	99	.5	1.7	18	51	.2	1.0
WIVA-FM																				
FA '98	30	379	.3	1.2	18	218	.2	1.1	29	59	.3	1.6	27	86	.3	1.1	17	37	.2	.9
2-Book	39	475	.4	1.6	18	223	.2	1.2	30	80	.3	1.9	22	75	.3	.9	19	47	.2	1.1
WKAQ-AM																				
FA '98	75	875	.8	3.0	50	478	.5	2.9	81	249	.9	4.4	51	130	.6	2.0	47	91	.5	2.6
2-Book	63	793	.7	2.5	39	390	.4	2.3	70	198	.8	4.2	46	127	.5	1.8	30	60	.3	1.7
WKAQ-FM																				
FA '98	181	2490	2.0	7.2	143	1799	1.5	8.4	116	388	1.3	6.3	268	714	2.9	10.5	202	621	2.2	11.2
2-Book	180	2320	2.0	7.1	126	1573	1.4	7.7	96	339	1.1	5.7	238	678	2.6	9.4	167	484	1.8	9.6
WKSA-FM																				
FA '98	29	347	.3	1.2	11	152	.1	.6	7	28	.1	.4	11	51	.1	.4	16	43	.2	.9
2-Book	32	385	.4	1.3	13	168	.2	.8	12	30	.2	.8	23	82	.3	.9	16	41	.2	.9
WKVM-AM																				
FA '98	2	57	.1	.1	2	16	.1	.1												
2-Book	6	66	.1	.3	3	42	.2	.2					3	12	.1	.1	2	13	.1	.1
WLEO-AM																				
FA '98	3	58	.1	.1	1	19	.1	.1	1	6	.1	.1	1	6	.1	.1				
2-Book	5	67	.1	.2	1	14	.1	.1	1	3	.1	.1	2	8	.1	.1				
WLUZ-AM																				
FA '98	4	33	.2	.2	1	22	.1	.1												
2-Book	4	47	.2	.2	2	31	.2	.2												
WMEG-FM																				
FA '98	120	1325	1.3	4.8	108	1121	1.2	6.3	104	302	1.1	5.6	98	292	1.1	3.9	90	258	1.0	5.0
2-Book	103	1149	1.1	4.1	97	995	1.1	5.9	77	232	.8	4.5	85	276	1.0	3.4	82	217	.9	4.7
WMIO-FM																				
FA '98	19	167	.2	.8	2	53	.1	.1	1	14	.1	.1	4	21	.2	.2				
2-Book	14	120	.2	.6	5	63	.1	.3	5	25	.1	.3	5	20	.1	.2	10	16	.1	.6
WNEL-AM																				
FA '98	4	98	.2	.2	2	23	.1	.1	3	7	.2	.2	2	7	.1	.1				
2-Book	6	96	.1	.3	3	33	.2	.2	2	4	.1	.1	1	4	.1	.1				
WNK-FM																				
FA '98	12	178	.1	.5	12	102	.1	.7	10	41	.1	.5	25	51	.3	1.0	15	34	.2	.8
2-Book	12	154	.1	.5	13	96	.1	.8	5	21	.1	.3	24	47	.3	1.0	23	38	.3	1.3
WNNV-FM																				
FA '98	18	171	.2	.7	17	131	.2	1.0	18	58	.2	1.0	38	86	.4	1.5	16	34	.2	.9
2-Book	13	121	.2	.5	11	96	.2	.7	12	37	.2	.7	24	60	.3	1.0	13	39	.2	.8
WNRT-FM																				
FA '98	34	418	.4	1.4	36	298	.4	2.1	47	112	.5	2.6	27	73	.3	1.1	30	90	.3	1.7
2-Book	35	406	.4	1.4	28	287	.3	1.7	31	86	.4	1.8	27	84	.3	1.1	25	85	.3	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WOQI-FM																				
FA '98	29	320	.3	1.2	32	263	.3	1.9	38	74	.4	2.1	54	107	.6	2.1	51	128	.6	2.8
2-Book	23	252	.3	.9	24	200	.3	1.5	25	59	.3	1.5	43	94	.5	1.7	35	82	.4	2.0
WORO-FM																				
FA '98	28	365	.3	1.1	40	324	.4	2.3	20	52	.2	1.1	43	64	.5	1.7	14	30	.2	.8
2-Book	44	413	.5	1.8	47	384	.5	2.9	18	56	.2	1.1	47	78	.5	1.9	28	74	.3	1.6
WOSO-AM																				
FA '98	6	66	.1	.2	7	54	.1	.4	11	34	.1	.6	11	43	.1	.4	4	11		.2
2-Book	5	63	.1	.2	6	49	.1	.4	7	21	.1	.4	7	34	.1	.3	3	12		.2
WOYE-FM																				
FA '98	27	561	.3	1.1	27	401	.3	1.6	22	70	.2	1.2	38	146	.4	1.5	18	56	.2	1.0
2-Book	33	565	.4	1.3	29	390	.3	1.8	23	80	.2	1.4	38	137	.4	1.5	27	83	.3	1.6
WPAB-AM																				
FA '98	13	153	.1	.5	3	65		.2	6	14	.1	.3	5	22	.1	.2	2	5		.1
2-Book	9	116	.1	.4	3	47		.2	5	12	.1	.3	3	11	.1	.1	1	3		.1
WPRA-AM																				
FA '98	1	24			4	34		.2	19	24	.2	1.0	4	16		.2	5	10	.1	.3
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	292	2322	3.2	11.7	152	1238	1.6	8.9	183	422	2.0	9.9	235	572	2.5	9.2	160	441	1.7	8.8
2-Book	263	2159	2.9	10.4	125	1088	1.4	7.6	146	362	1.6	8.6	209	514	2.3	8.3	142	361	1.5	8.1
WPRP-AM																				
FA '98	1	52			1	6		.1												
2-Book	3	61	.1	.1	1	6		.1												
WQBS-AM																				
FA '98	4	46		.2	1	36		.1	10	26	.1	.5	2	17		.1				
2-Book	3	35		.1	2	36		.2	9	18	.1	.5	1	9		.1		2	7	.1
WQQZ-FM																				
FA '98	10	138	.1	.4	* 5	87	.1	.3	2	4		.1	6	37	.1	.2	9	42	.1	.5
2-Book	16	138	.2	.6	9	93	.1	.6	6	12	.1	.4	14	37	.2	.5	11	35	.1	.6
WRIO-FM																				
FA '98	31	296	.3	1.2	15	157	.2	.9	23	55	.2	1.2	16	50	.2	.6	11	25	.1	.6
2-Book	32	369	.3	1.3	13	167	.2	.8	18	48	.2	1.0	15	56	.2	.6	10	30	.1	.6
WSKN-AM																				
FA '98	4	73		.2	1	21		.1												
2-Book	5	114	.1	.2	1	17		.1										2	6	.1
WTPM-FM																				
FA '98	2	47		.1	* 1	11		.1												
2-Book	4	49	.1	.2	4	27	.1	.3	6	17	.1	.4	6	15	.1	.2	8	11	.1	.5
WUKQ-FM																				
FA '98	62	718	.7	2.5	33	434	.4	1.9	21	81	.2	1.1	66	227	.7	2.6	38	136	.4	2.1
2-Book	52	684	.6	2.1	38	461	.5	2.3	19	66	.2	1.1	70	222	.8	2.8	42	130	.5	2.4
WUNO-AM																				
FA '98	17	297	.2	.7	4	67		.2	9	40	.1	.5	4	18		.2	2	13		.1
2-Book	18	298	.2	.7	6	75	.1	.3	12	39	.2	.7	4	19		.2	1	7		.1
WUPR-AM																				
FA '98	* 23	73	.2	.9	* 14	73	.2	.8	10	30	.1	.5	* 30	30	.3	1.2				
2-Book	17	58	.2	.7	8	42	.1	.5	7	21	.1	.4	15	15	.2	.6	**	**	**	**
WVJP-FM																				
FA '98	34	503	.4	1.4	29	351	.3	1.7	11	64	.1	.6	29	101	.3	1.1	25	71	.3	1.4
2-Book	56	569	.6	2.2	38	379	.4	2.4	33	101	.4	2.1	53	147	.6	2.1	37	105	.4	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	14	218	.2	.6	7	141	.1	.4	4	12	.2	18	41	.2	.7	9	39	.1	.5	
2-Book	9	175	.1	.4	5	95	.1	.3	4	10	.3	12	32	.2	.5	5	25	.1	.3	
WXEV-AM																				
FA '98	4	50		.2	* 7	54	.1	.4	12	30	.1	.7	9	31	.1	.4	6	10	.1	.4
2-Book	4	65		.2	6	48	.1	.4	11	26	.1	.7	5	16	.1	.2	6	10	.1	.4
WXYX-FM																				
FA '98	78	1164	.8	3.1	52	625	.6	3.0	68	171	.7	3.7	75	191	.8	2.9	55	155	.6	3.0
2-Book	98	1299	1.1	3.9	56	676	.6	3.4	55	146	.6	3.2	83	265	.9	3.3	70	209	.8	4.0
WYQE-FM																				
FA '98	27	167	.3	1.1	20	81	.2	1.2	29	60	.3	1.6	37	57	.4	1.5	29	44	.3	1.6
2-Book	19	115	.2	.8	15	76	.2	.9	21	49	.2	1.2	26	41	.3	1.1	22	41	.3	1.2
WZAR-FM																				
FA '98	35	402	.4	1.4	26	231	.3	1.5	22	56	.2	1.2	53	124	.6	2.1	32	69	.3	1.8
2-Book	38	403	.4	1.5	35	275	.4	2.2	28	71	.3	1.7	60	141	.7	2.4	47	95	.5	2.8
WZNT-FM																				
FA '98	78	998	.8	3.1	74	683	.8	4.3	89	212	1.0	4.8	112	302	1.2	4.4	74	226	.8	4.1
2-Book	76	971	.8	3.0	88	784	1.0	5.4	82	211	.9	4.9	132	347	1.4	5.2	96	239	1.1	5.6
TOTALS																				
FA '98	2503	9045	27.0		1706	7927	18.4		1842	4330	19.9		2544	5243	27.5		1811	4172	19.6	
2-Book	2527	8960	27.4		1633	7808	17.7		1668	4058	18.1		2529	5310	27.4		1744	3936	18.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-49

Target Listener Estimates

		Women 18-49																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																							
FA '98		10	18	.1	.8	11	27	.1	.9	7	27	.1	.4	4	16	.2		16	49	.2	1.3		
2-Book		10	25	.1	.9	10	25	.1	1.0	5	17	.1	.3	2	8	.1		12	36	.2	1.1		
Wael-FM																							
FA '98		24	74	.3	1.9																		
2-Book		26	80	.3	2.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																							
FA '98		4	9	.3		5	13	.1	.4									4	9		.3		
2-Book		2	5	.2		3	7	.1	.2									2	5		.2		
WAPA-AM																							
FA '98		8	46	.1	.6					5	9	.1	.3	14	32	.2	.9	12	25	.1	1.0		
2-Book		6	29	.1	.5	3	5	.1	.3	5	15	.1	.3	7	16	.1	.5	10	21	.1	.9		
WBRQ-FM																							
FA '98		5	21	.1	.4					9	43	.1	.5	7	29	.1	.4						
2-Book		6	28	.1	.5	2	6		.2	7	37	.1	.4	6	19	.1	.4	2	12		.2		
WCAD-FM																							
FA '98		26	125	.3	2.0	7	15	.1	.6	14	78	.2	.7	15	62	.2	.9	15	53	.2	1.3		
2-Book		20	91	.2	1.6	7	24	.1	.6	20	81	.3	1.0	13	42	.2	.8	14	44	.2	1.3		
WCGB-AM																							
FA '98		4	6	.3		* 8	12	.1	.7	9	12	.1	.5	7	17	.1	.4	*					
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																							
FA '98						6	22	.1	.5														
2-Book						5	18	.1	.4	3	7	.1	.2										
WCMN-FM																							
FA '98		38	100	.4	2.9	24	81	.3	2.0	38	140	.4	2.0	22	83	.2	1.4	17	87	.2	1.4		
2-Book		23	64	.3	1.8	32	74	.4	3.1	46	145	.5	2.4	26	83	.3	1.7	18	79	.2	1.6		
WCOM-FM																							
FA '98		48	136	.5	3.7	18	90	.2	1.5	39	138	.4	2.0	44	163	.5	2.7	60	151	.6	5.0		
2-Book		41	120	.5	3.3	18	88	.2	1.7	39	132	.4	2.0	36	136	.4	2.3	61	160	.7	5.5		
WCTA-FM																							
FA '98		4	15	.3						9	20	.1	.5	11	31	.1	.7	11	50	.1	.9		
2-Book		7	17	.1	.6	13	36	.2	1.4	21	67	.3	1.1	16	50	.2	1.1	8	37	.1	.7		
WDOY-FM																							
FA '98		135	259	1.5	10.4	24	86	.3	2.0	79	198	.9	4.1	65	150	.7	4.0	24	80	.3	2.0		
2-Book		128	212	1.4	10.6	22	83	.3	2.1	55	165	.6	2.9	54	138	.6	3.5	15	53	.2	1.3		
WEGM-FM																							
FA '98		5	23	.1	.4	7	19	.1	.6	8	34	.1	.4	5	9	.1	.3	22	67	.2	1.8		
2-Book		8	38	.1	.7	6	18	.1	.6	21	60	.3	1.1	9	21	.1	.6	23	56	.3	2.1		
WENA-AM																							
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																							
FA '98		8	19	.1	.6	15	45	.2	1.3	16	47	.2	.8	15	27	.2	.9	8	36	.1	.7		
2-Book		14	36	.2	1.2	12	42	.2	1.2	9	30	.1	.5	8	14	.1	.5	5	28	.1	.4		
WFID-FM																							
FA '98		73	200	.8	5.6	64	127	.7	5.4	88	242	1.0	4.5	105	245	1.1	6.5	96	241	1.0	8.0		
2-Book		49	133	.6	3.9	39	109	.5	3.5	92	279	1.0	4.7	95	221	1.0	6.2	82	213	.9	7.4		
Wiac-AM																							
FA '98		14	28	.2	1.1	19	32	.2	1.6	8	23	.1	.4	12	35	.1	.7	14	37	.2	1.2		
2-Book		11	20	.2	.9	11	21	.1	.9	4	12	.1	.2	10	26	.1	.6	7	19	.1	.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
W1AC-FM																				
FA '98	58	173	.6	4.5	35	112	.4	2.9	144	383	1.6	7.4	86	238	.9	5.3	32	142	.3	2.7
2-Book	51	160	.6	4.2	59	164	.7	5.9	135	353	1.5	6.9	91	245	1.0	5.9	44	147	.5	4.1
W1DA-FM																				
FA '98	14	68	.2	1.1	35	120	.4	2.9	82	235	.9	4.2	48	145	.5	3.0	24	66	.3	2.0
2-Book	34	100	.4	3.0	29	91	.3	2.7	62	193	.7	3.2	52	153	.6	3.4	28	80	.3	2.6
W1OB-FM																				
FA '98	18	59	.2	1.4	32	89	.3	2.7	28	88	.3	1.4	24	67	.3	1.5	33	86	.4	2.8
2-Book	22	69	.3	1.9	20	55	.2	1.7	24	75	.3	1.2	14	43	.2	.9	18	47	.2	1.5
W1OC-FM																				
FA '98	27	54	.3	2.1	3	19	.3		31	76	.3	1.6	13	62	.1	.8	10	35	.1	.8
2-Book	23	58	.3	1.9	7	23	.1	.8	28	86	.3	1.4	11	44	.1	.7	13	44	.2	1.2
W1VA-FM																				
FA '98	4	18	.3		6	29	.1	.5	23	84	.2	1.2	24	53	.3	1.5	11	45	.1	.9
2-Book	9	24	.1	.8	9	30	.1	.9	25	83	.3	1.3	22	57	.3	1.5	10	44	.1	.9
W1KAQ-AM																				
FA '98	42	85	.5	3.2	64	191	.7	5.4	54	113	.6	2.8	38	89	.4	2.4	30	82	.3	2.5
2-Book	27	64	.3	2.2	55	150	.6	5.1	40	92	.5	2.1	28	63	.3	1.8	19	50	.2	1.6
W1KAQ-FM																				
FA '98	91	316	1.0	7.0	64	241	.7	5.4	188	663	2.0	9.7	114	381	1.2	7.1	82	214	.9	6.9
2-Book	86	289	1.0	7.1	60	233	.7	5.6	179	596	1.9	9.2	104	307	1.1	6.8	61	179	.7	5.4
W1KSA-FM																				
FA '98	19	54	.2	1.5	5	16	.1	.4	11	17	.1	.6	5	25	.1	.3	10	26	.1	.8
2-Book	13	35	.2	1.1	9	33	.1	.9	9	28	.1	.5	11	33	.2	.8	5	17	.1	.4
W1KVM-AM																				
FA '98	2	9	.2		11	16	.1	.9	4	9	.1	.2	2	4			3	9		.3
2-Book	1	5	.1		7	13	.1	.6	4	9	.1	.2	2	4			6	18	.1	.6
W1LEO-AM																				
FA '98					6	13	.1	.5												
2-Book					7	11	.1	.6	1	5		.1								
W1LUZ-AM																				
FA '98	2	10	.2										10	12	.1	.6				
2-Book	1	5	.1		3	6	.1	.3	3	15	.1	.2	11	17	.1	.7				
W1MEG-FM																				
FA '98	102	303	1.1	7.9	36	87	.4	3.0	78	221	.8	4.0	104	235	1.1	6.4	230	478	2.5	19.3
2-Book	79	236	.9	6.5	40	112	.5	3.9	95	264	1.0	4.9	103	239	1.1	6.7	199	408	2.2	17.9
W1MIO-FM																				
FA '98	5	27	.1	.4	6				1	6	.1		5	10	.1	.3	1	6		.1
2-Book	9	28	.1	.8	1	9		.1	5	8	.1	.3	3	9	.1	.2	1	7		.1
W1NEL-AM																				
FA '98	5	8	.1	.4	2	8	.2										3	17		.3
2-Book	4	10	.1	.3	7	14	.1	.7	1	5		.1					8	15	.1	.8
W1NIK-FM																				
FA '98	11	29	.1	.8	13	21	.1	1.1	13	46	.1	.7	4	12		.2	3	20		.3
2-Book	6	15	.1	.4	7	11	.1	.6	17	45	.2	.9	12	16	.1	.8	7	27	.1	.7
W1NNV-FM																				
FA '98	8	26	.1	.6	17	45	.2	1.4	13	55	.1	.7	21	38	.2	1.3	6	22	.1	.5
2-Book	6	17	.1	.5	10	32	.1	.8	7	31	.1	.4	11	23	.1	.7	5	15	.1	.5
W1NRT-FM																				
FA '98	47	111	.5	3.6	48	153	.5	4.0	45	151	.5	2.3	16	56	.2	1.0	26	86	.3	2.2
2-Book	29	66	.3	2.3	41	121	.5	3.8	30	104	.4	1.6	18	65	.2	1.2	21	66	.3	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WQOI-FM																					
FA '98	11	45	.1	.8	10	31	.1	.8	31	77	.3	1.6	29	63	.3	1.8	32	93	.3	2.7	
2-Book	10	32	.1	.8	7	26	.1	.6	22	61	.2	1.2	22	47	.3	1.4	26	71	.3	2.4	
WDRQ-FM																					
FA '98	16	28	.2	1.2	31	80	.3	2.6	102	139	1.1	5.2	78	189	.8	4.8	11	24	.1	.9	
2-Book	15	39	.2	1.3	25	69	.3	2.3	134	206	1.5	6.9	78	185	.8	5.1	20	49	.2	1.8	
WOSO-AM																					
FA '98	1	11		.1	17	45	.2	1.4	8	17	.1	.4	6	27	.1	.4					
2-Book	1	6		.1	9	23	.1	.7	7	21	.1	.4	10	26	.2	.7	2	6		.2	
WOYE-FM																					
FA '98	18	79	.2	1.4	11	31	.1	.9	38	107	.4	2.0	37	96	.4	2.3	33	82	.4	2.8	
2-Book	17	63	.2	1.4	16	34	.2	1.6	32	90	.4	1.7	33	82	.4	2.2	42	112	.5	3.9	
WPAB-AM																					
FA '98	2	12		.2	6	15	.1	.5	4	25		.2	2	10		.1					
2-Book	2	11		.2	9	22	.1	.9	2	13		.1	2	10		.1					
WPRA-AM																					
FA '98	2	4		.2	4	9		.3	2	9		.1									
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																					
FA '98	87	236	.9	6.7	119	215	1.3	10.0	181	451	2.0	9.3	161	306	1.7	10.0	90	206	1.0	7.5	
2-Book	73	206	.8	6.0	86	182	1.0	7.8	139	396	1.6	7.2	141	314	1.5	9.1	67	167	.8	5.9	
WPRP-AM																					
FA '98					3	6	.1	.3													
2-Book																					
WQBS-AM																					
FA '98									1	8		.1						4	12	.1	.4
2-Book	2	7		.2					2	11		.2									
WQQZ-FM																					
FA '98	5	12	.1	.4	* 7	13	.1	.6	5	23	.1	.3	6	28	.1	.4	2	13		.2	
2-Book	5	14	.1	.4	4	7	.1	.3	10	33	.2	.6	12	39	.2	.8	5	17	.1	.5	
WRIO-FM																					
FA '98	9	21	.1	.7	12	30	.1	1.0	22	85	.2	1.1	21	52	.2	1.3	4	20		.3	
2-Book	7	16	.1	.6	9	23	.1	.8	20	67	.2	1.0	18	45	.2	1.2	4	19		.4	
WSKN-AM																					
FA '98									1	14		.1	2	14		.1	1	7		.1	
2-Book	1	6		.1					1	7		.1	1	7		.1	1	4		.1	
WTPM-FM																					
FA '98	*								7	11	.1	.4					*				
2-Book	1	1		.1	1	4		.1	6	10	.1	.4	2	4		.1					
WUQZ-FM																					
FA '98	11	36	.1	.8	14	50	.2	1.2	55	173	.6	2.8	36	88	.4	2.2	15	45	.2	1.3	
2-Book	26	81	.3	2.3	10	36	.2	.9	58	168	.7	3.0	44	106	.5	2.9	24	77	.3	2.2	
WUNO-AM																					
FA '98					11	36	.1	.9	4	9		.2	2	9		.1					
2-Book	5	9	.1	.5	12	32	.1	1.1	7	24	.1	.4	5	19	.1	.3	3	9	.1	.3	
WUPR-AM																					
FA '98					16	43	.2	1.3	* 9	9	.1	.5									
2-Book	**	**	**	**	9	27	.1	.8	5	5	.1	.3	**	**	**	**	**	**	**	**	
WVJP-FM																					
FA '98	28	126	.3	2.2	14	44	.2	1.2	38	121	.4	2.0	24	81	.3	1.5	53	150	.6	4.4	
2-Book	30	118	.3	2.6	26	67	.3	2.6	45	118	.5	2.3	31	82	.4	2.0	44	119	.5	3.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	3	13	.2		5	31	.1	.4	6	55	.1	.3	7	47	.1	.4	5	29	.1	.4
2-Book	3	14	.2		3	16	.1	.2	5	33	.1	.3	5	32	.1	.3	3	15	.1	.2
WXEW-AM																				
FA '98	*				* 23	30	.2	1.9	8	22	.1	.4	3	11	.2		* 4	4		.3
2-Book					15	23	.2	1.3	5	15	.1	.3	4	9	.3		2	2		.2
WXYX-FM																				
FA '98	31	113	.3	2.4	52	128	.6	4.4	49	148	.5	2.5	64	150	.7	4.0	25	58	.3	2.1
2-Book	42	127	.5	3.6	34	99	.4	3.1	63	206	.7	3.3	59	158	.7	3.9	38	94	.4	3.5
WYQE-FM																				
FA '98	5	6	.1	.4	14	23	.2	1.2	28	39	.3	1.4	15	25	.2	.9	6	6	.1	.5
2-Book	7	10	.1	.6	8	15	.1	.7	23	40	.3	1.2	10	26	.1	.6	3	3	.1	.3
WZAR-FM																				
FA '98	18	49	.2	1.4	20	46	.2	1.7	35	76	.4	1.8	24	69	.3	1.5	4	12		.3
2-Book	25	53	.3	2.1	27	57	.3	2.6	49	100	.6	2.5	34	76	.4	2.3	12	26	.1	1.1
WZNT-FM																				
FA '98	39	114	.4	3.0	23	62	.2	1.9	101	314	1.1	5.2	119	258	1.3	7.4	33	115	.4	2.8
2-Book	51	140	.6	4.3	30	91	.3	2.9	151	382	1.7	7.8	124	284	1.4	8.1	32	99	.4	2.9
TOTALS																				
FA '98	1296	3169	14.0		1190	2802	12.9		1948	4301	21.0		1614	3540	17.4		1193	3036	12.9	
2-Book	1208	2928	13.1		1068	2644	11.6		1949	4327	21.1		1541	3366	16.7		1107	2821	12.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																				
FA '98	12	120	.2	.8	23	90	.3	.9	13	64	.2	.7	6	59	.1	.4	12	57	.2	1.6
SU '98	6	95	.1	.4	11	63	.2	.5	3	29	.1	.1	5	48	.1	.3	7	46	.1	1.1
2-Book	9	108	.2	.6	17	77	.3	.7	8	47	.1	.4	6	54	.1	.4	10	52	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 21	316	.3	1.4	21	168	.3	.8	31	182	.4	1.7	20	139	.3	1.3	11	80	.2	1.4
SU '98	18	296	.3	1.2	23	128	.3	.9	22	181	.3	1.1	21	157	.3	1.4	7	110	.1	1.1
2-Book	20	306	.3	1.3	22	148	.3	.9	27	182	.4	1.4	21	148	.3	1.4	9	95	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	5	56	.1	.3	21	45	.3	.8									1	20		.1
SU '98	1	24		.1	3	13		.1	1	12										
2-Book	3	40	.1	.2	12	29	.2	.5	1	6							1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	15	303	.2	1.0	16	98	.2	.6	21	152	.3	1.1	25	186	.4	1.6	14	79	.2	1.8
SU '98	5	141	.1	.3	10	63	.1	.4	5	58	.1	.2	5	44	.1	.3	6	32	.1	.9
2-Book	10	222	.2	.7	13	81	.2	.5	13	105	.2	.7	15	115	.3	1.0	10	56	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	2	104		.1	2	40		.1	1	20		.1	3	43		.2	2	32		.3
SU '98	3	142		.2	2	47		.1	5	64		.2	3	31		.2	1	25		.2
2-Book	3	123		.2	2	44		.1	3	42		.2	3	37		.2	2	29		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	10	319	.1	.7	10	108	.1	.4	13	87	.2	.7	12	166	.2	.8	9	120	.1	1.2
SU '98	9	338	.1	.6	13	109	.2	.5	9	126	.1	.4	13	171	.2	.9	3	60		.5
2-Book	10	329	.1	.7	12	109	.2	.5	11	107	.2	.6	13	169	.2	.9	6	90	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 5	70	.1	.3	10	41	.1	.4	2	45		.1	4	29	.1	.3	* 11	35	.2	1.4
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	5	77	.1	.3	21	67	.3	.8	4	36	.1	.2	3	23		.2		13		
SU '98	6	113	.1	.4	19	92	.3	.8	4	41	.1	.2	2	41		.1	4	22	.1	.6
2-Book	6	95	.1	.4	20	80	.3	.8	4	39	.1	.2	3	32		.2	2	18	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	WCMN-FM																				
FA '98	41	540	.6	2.7	50	308	.7	2.0	46	301	.7	2.5	47	318	.7	3.0	31	206	.4	4.0	
SU '98	23	417	.3	1.5	27	192	.4	1.1	34	192	.5	1.7	14	144	.2	.9	8	107	.1	1.3	
2-Book	32	479	.5	2.1	39	250	.6	1.6	40	247	.6	2.1	31	231	.5	2.0	20	157	.3	2.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCOM-FM																					
FA '98	25	683	.4	1.6	46	296	.7	1.8	22	223	.3	1.2	27	197	.4	1.7	18	222	.3	2.3	
SU '98	28	648	.4	1.9	45	301	.7	1.8	41	332	.6	2.0	17	214	.2	1.1	12	181	.2	1.9	
2-Book	27	666	.4	1.8	46	299	.7	1.8	32	278	.5	1.6	22	206	.3	1.4	15	202	.3	2.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCTA-FM																					
FA '98	8	189	.1	.5	5	72	.1	.2	5	87	.1	.3	9	100	.1	.6	3	30		.4	
SU '98	24	477	.3	1.6	36	203	.5	1.5	22	199	.3	1.1	20	193	.3	1.3	12	135	.2	1.9	
2-Book	16	333	.2	1.1	21	138	.3	.9	14	143	.2	.7	15	147	.2	1.0	8	83	.1	1.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WDOY-FM																					
FA '98	21	615	.3	1.4	26	226	.4	1.0	25	294	.4	1.3	24	237	.3	1.5	9	139	.1	1.2	
SU '98	31	624	.4	2.1	36	250	.5	1.5	40	270	.6	2.0	31	254	.4	2.1	19	152	.3	3.0	
2-Book	26	620	.4	1.8	31	238	.5	1.3	33	282	.5	1.7	28	246	.4	1.8	14	146	.2	2.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEGM-FM																					
FA '98	4	131	.1	.3	4	66	.1	.2	4	60	.1	.2	9	65	.1	.6	1	32		.1	
SU '98	11	168	.2	.7	14	110	.2	.6	10	79	.1	.5	9	87	.1	.6	8	77	.1	1.3	
2-Book	8	150	.2	.5	9	88	.2	.4	7	70	.1	.4	9	76	.1	.6	5	55	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WENA-AM																					
FA '98	* 6	55	.1	.4	9	43	.1	.4	10	27	.1	.5	8	16	.1	.5					
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '98	17	304	.2	1.1	21	146	.3	.8	18	161	.3	1.0	18	86	.3	1.2	19	108	.3	2.5	
SU '98	11	192	.2	.7	14	100	.2	.6	14	91	.2	.7	11	69	.2	.7	11	63	.2	1.7	
2-Book	14	248	.2	.9	18	123	.3	.7	16	126	.3	.9	15	78	.3	1.0	15	86	.3	2.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFID-FM																					
FA '98	92	1225	1.3	6.0	115	672	1.7	4.6	138	704	2.0	7.4	94	661	1.4	6.0	50	355	.7	6.5	
SU '98	93	1117	1.3	6.2	122	643	1.8	5.0	173	681	2.5	8.4	116	629	1.7	7.7	23	243	.3	3.6	
2-Book	93	1171	1.3	6.1	119	658	1.8	4.8	156	693	2.3	7.9	105	645	1.6	6.9	37	299	.5	5.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 25-49

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-AM																				
FA '98	16	248	.2	1.0	42	132	.6	1.7	11	101	.2	.6	10	61	.1	.6	10	72	.1	1.3
SU '98	2	102		.1	1	18			3	53		.1	2	22		.1	2	8		
2-Book	9	175	.1	.6	22	75	.3	.9	7	77	.1	.4	6	42	.1	.4	5	40	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																				
FA '98	130	1651	1.9	8.5	249	1048	3.6	10.0	200	879	2.9	10.7	134	749	1.9	8.6	46	403	.7	6.0
SU '98	133	1683	1.9	8.9	256	1030	3.7	10.5	194	842	2.8	9.5	142	927	2.1	9.4	45	376	.7	7.0
2-Book	132	1667	1.9	8.7	253	1039	3.7	10.3	197	861	2.9	10.1	138	838	2.0	9.0	46	390	.7	6.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQA-FM																				
FA '98	79	1172	1.1	5.2	148	634	2.1	5.9	143	659	2.1	7.7	73	480	1.1	4.7	20	267	.3	2.6
SU '98	79	1177	1.1	5.3	136	679	2.0	5.6	138	633	2.0	6.7	85	681	1.2	5.6	19	209	.3	3.0
2-Book	79	1175	1.1	5.3	142	657	2.1	5.8	141	646	2.1	7.2	79	581	1.2	5.2	20	238	.3	2.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQB-FM																				
FA '98	31	402	.4	2.0	60	247	.9	2.4	30	204	.4	1.6	26	186	.4	1.7	24	126	.3	3.1
SU '98	32	458	.5	2.1	61	281	.9	2.5	65	247	.9	3.2	26	203	.4	1.7	6	86	.1	.9
2-Book	32	430	.5	2.1	61	264	.9	2.5	48	226	.7	2.4	26	195	.4	1.7	15	106	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQC-FM																				
FA '98	27	387	.4	1.8	37	203	.5	1.5	50	199	.7	2.7	31	165	.4	2.0	13	105	.2	1.7
SU '98	46	415	.7	3.1	72	276	1.0	2.9	87	288	1.3	4.2	44	258	.6	2.9	21	127	.3	3.3
2-Book	37	401	.6	2.5	55	240	.8	2.2	69	244	1.0	3.5	38	212	.5	2.5	17	116	.3	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	17	396	.2	1.1	41	195	.6	1.6	15	148	.2	.8	14	127	.2	.9	2	33		.3
SU '98	20	388	.3	1.3	46	216	.7	1.9	22	179	.3	1.1	28	246	.4	1.9	7	49	.1	1.1
2-Book	19	392	.3	1.2	44	206	.7	1.8	19	164	.3	1.0	21	187	.3	1.4	5	41	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJWA-AM																				
FA '98	64	937	.9	4.2	95	616	1.4	3.8	62	381	.9	3.3	64	374	.9	4.1	62	358	.9	8.0
SU '98	44	762	.6	2.9	70	413	1.0	2.9	36	224	.5	1.8	45	338	.7	3.0	59	298	.9	9.2
2-Book	54	850	.8	3.6	83	515	1.2	3.4	49	303	.7	2.6	55	356	.8	3.6	61	328	.9	8.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJWA-FM																				
FA '98	85	1833	1.2	5.6	96	782	1.4	3.9	125	940	1.8	6.7	105	1016	1.5	6.7	33	451	.5	4.3
SU '98	85	1548	1.2	5.7	105	655	1.5	4.3	129	936	1.9	6.3	108	821	1.6	7.2	42	341	.6	6.6
2-Book	85	1691	1.2	5.7	101	719	1.5	4.1	127	938	1.9	6.5	107	919	1.6	7.0	38	396	.6	5.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSA-FM																				
FA '98	17	315	.2	1.1	35	154	.5	1.4	19	208	.3	1.0	19	154	.3	1.2	8	77	.1	1.0
SU '98	18	379	.3	1.2	33	180	.5	1.4	24	153	.3	1.2	16	142	.2	1.1	11	118	.2	1.7
2-Book	18	347	.3	1.2	34	167	.5	1.4	22	181	.3	1.1	18	148	.3	1.2	10	98	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	2	73		.1	2	32		.1	3	37		.2	1	19		.1	2	17		.3
SU '98	6	131	.1	.4	11	51	.2	.5	13	36	.2	.6	2	13		.1				
2-Book	4	102	.1	.3	7	42	.1	.3	8	37	.1	.4	2	16		.1	1	9		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	2	77		.1	7	46	.1	.3	1	4		.1		8				8		
SU '98	4	75	.1	.3	21	66	.3	.9	2	27		.1		9						
2-Book	3	76	.1	.2	14	56	.2	.6	2	16		.1		9				4		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	2	45		.1	11	23	.2	.4	1	21		.1		10						
SU '98	1	50		.1	4	18	.1	.2	1	17			3	11		.2		13		
2-Book	2	48		.1	8	21	.2	.3	1	19		.1	2	11		.1		7		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	59	992	.8	3.9	79	371	1.1	3.2	41	357	.6	2.2	96	458	1.4	6.2	32	279	.5	4.1
SU '98	37	823	.5	2.5	44	291	.6	1.8	44	322	.6	2.1	37	306	.5	2.5	18	212	.3	2.8
2-Book	48	908	.7	3.2	62	331	.9	2.5	43	340	.6	2.2	67	382	1.0	4.4	25	246	.4	3.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	9	135	.1	.6	8	74	.1	.3	23	114	.3	1.2	16	74	.2	1.0	1	10		.1
SU '98	7	71	.1	.5	8	34	.1	.3	8	41	.1	.4	11	57	.2	.7	2	9		.3
2-Book	8	103	.1	.6	8	54	.1	.3	16	78	.2	.8	14	66	.2	.9	2	10		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	3	113		.2	8	58	.1	.3	3	34		.2	2	41		.1	2	8		.3
SU '98	5	74	.1	.3	8	42	.1	.3	8	55	.1	.4	7	32	.1	.5	4	13	.1	.6
2-Book	4	94	.1	.3	8	50	.1	.3	6	45	.1	.3	5	37	.1	.3	3	11	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	9	148	.1	.6	15	88	.2	.6	11	64	.2	.6	9	67	.1	.6	4	46	.1	.5
SU '98	6	103	.1	.4	14	50	.2	.6	10	39	.1	.5	4	57	.1	.3	2	28		.3
2-Book	8	126	.1	.5	15	69	.2	.6	11	52	.2	.6	7	62	.1	.5	3	37	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WNNV-FM																				
FA '98	13	155	.2	.9	18	86	.3	.7	15	74	.2	.8	16	115	.2	1.0	6	44	.1	.8
SU '98	5	67	.1	.3	9	39	.1	.4	8	67	.1	.4	3	23	.2	.2	2	31	.1	.3
2-Book	9	111	.2	.6	14	63	.2	.6	12	71	.2	.6	10	69	.1	.6	4	38	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	32	430	.5	2.1	45	277	.6	1.8	31	213	.4	1.7	18	150	.3	1.2	30	204	.4	3.9
SU '98	23	384	.3	1.5	36	225	.5	1.5	30	217	.4	1.5	26	181	.4	1.7	13	143	.2	2.0
2-Book	28	407	.4	1.8	41	251	.6	1.7	31	215	.4	1.6	22	166	.4	1.5	22	174	.3	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	11	206	.2	.7	15	93	.2	.6	12	126	.2	.6	13	118	.2	.8	2	24	.1	.3
SU '98	8	162	.1	.5	12	53	.2	.5	9	77	.1	.4	9	91	.1	.6	5	19	.1	.8
2-Book	10	184	.2	.6	14	73	.2	.6	11	102	.2	.5	11	105	.2	.7	4	22	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	27	487	.4	1.8	22	204	.3	.9	30	201	.4	1.6	27	190	.4	1.7	14	81	.2	1.8
SU '98	44	644	.6	2.9	44	224	.6	1.8	82	273	1.2	4.0	41	248	.6	2.7	7	118	.1	1.1
2-Book	36	566	.5	2.4	33	214	.5	1.4	56	237	.8	2.8	34	219	.5	2.2	11	100	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	5	75	.1	.3	7	45	.1	.3	2	28	.1	.1	10	34	.1	.6	1	7	.1	.1
SU '98	4	85	.1	.3	4	47	.1	.2	5	44	.1	.2	4	26	.1	.3	2	38	.1	.3
2-Book	5	80	.1	.3	6	46	.1	.3	4	36	.1	.2	7	30	.1	.5	2	23	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	13	423	.2	.9	22	127	.3	.9	11	193	.2	.6	8	145	.1	.5	10	97	.1	1.3
SU '98	23	476	.3	1.5	28	234	.4	1.1	35	263	.5	1.7	22	217	.3	1.5	16	156	.2	2.5
2-Book	18	450	.3	1.2	25	181	.4	1.0	23	228	.4	1.2	15	181	.2	1.0	13	127	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	9	201	.1	.6	25	100	.4	1.0	11	74	.2	.6	3	33	.2	.2	7	54	.1	.9
SU '98	4	99	.1	.3	2	19	.1	.1	3	51	.1	.1	6	30	.1	.4	7	47	.1	1.1
2-Book	7	150	.1	.5	14	60	.2	.6	7	63	.1	.4	5	32	.1	.3	7	51	.1	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	*	2	.34	.1	1	24	.1	.1	1	16	.1	.1					*			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	159	1843	2.3	10.4	386	1257	5.6	15.5	125	781	1.8	6.7	203	1060	2.9	13.0	45	395	.6	5.8
SU '98	123	1617	1.8	8.2	324	1072	4.7	13.3	120	696	1.7	5.9	125	853	1.8	8.3	29	290	.4	4.5
2-Book	141	1730	2.1	9.3	355	1165	5.2	14.4	123	739	1.8	6.3	164	957	2.4	10.7	37	343	.5	5.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98		41			1	8			1	26		.1	1	15		.1				
SU '98	3	71		.2	10	48	.1	.4	3	11		.1	3	11		.2				
2-Book	2	56		.1	6	28	.1	.2	2	19		.1	2	13		.2				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	3	64		.2	4	32	.1	.2	7	32	.1	.4	1	6		.1			8	
SU '98	2	48		.1	10	10			4	23	.1	.3	3	23	.1	.3	3	35		.5
2-Book	3	56		.2	2	21	.1	.1	4	16	.1	.2	3	15	.1	.2	2	22		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 6	116	.1	.4	6	45	.1	.2	13	77	.2	.7	5	45	.1	.3	2	49		.3
SU '98	14	133	.2	.9	14	78	.2	.6	28	84	.4	1.4	20	93	.3	1.3	1	25		.2
2-Book	10	125	.2	.7	10	62	.2	.4	21	81	.3	1.1	13	69	.2	.8	2	37		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	15	232	.2	1.0	42	164	.6	1.7	10	113	.1	.5	11	109	.2	.7	6	30	.1	.8
SU '98	18	373	.3	1.2	44	248	.6	1.8	17	172	.2	.8	29	194	.4	1.9	5	47	.1	.8
2-Book	17	303	.3	1.1	43	206	.6	1.8	14	143	.2	.7	20	152	.3	1.3	6	39	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VSKN-AM																				
FA '98	3	98	.2		2	17	.1		4	40	.1	.2	4	46	.1	.3	4	21	.1	.5
SU '98	3	134	.2		9	86	.1	.4	2	68	.1	.1	2	36	.1	.1	2	35		.3
2-Book	3	116	.2		6	52	.1	.3	3	54	.1	.2	3	41	.1	.2	3	28	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 1	50	.1		2	33	.1		3	36		.2	1	11		.1	*	1	9	.1
SU '98	5	63	.1	.3	6	17	.1	.2	5	44	.1	.2	3	9		.2		2	9	.3
2-Book	3	57	.1	.2	4	25	.1	.2	4	40	.1	.2	2	10		.2		2	9	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQJ-FM																				
FA '98	28	510	.4	1.8	40	289	.6	1.6	44	335	.6	2.4	28	249	.4	1.8	17	192	.2	2.2
SU '98	22	493	.3	1.5	28	253	.4	1.1	30	264	.4	1.5	20	241	.3	1.3	7	100	.1	1.1
2-Book	25	502	.4	1.7	34	271	.5	1.4	37	300	.5	2.0	24	245	.4	1.6	12	146	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Women 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WUNO-AM																			
FA '98	9	289	.1	.6	29	202	.4	1.2	10	121	.1	.5	8	48	.1	.5	3	38		.4
SU '98	11	317	.2	.7	21	152	.3	.9	7	92	.1	.3	19	155	.3	1.3	5	63	.1	.8
2-Book	10	303	.2	.7	25	177	.4	1.1	9	107	.1	.4	14	102	.2	.9	4	51	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 17	69	.2	1.1	18	59	.3	.7	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	9	42	.1	.6	11	42	.2	.5	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	13	56	.2	.9	15	51	.3	.6	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	30	584	.4	2.0	26	262	.4	1.0	39	224	.6	2.1	30	260	.4	1.9	27	244	.4	3.5
SU '98	58	764	.8	3.9	73	332	1.1	3.0	90	359	1.3	4.4	50	319	.7	3.3	38	191	.5	5.9
2-Book	44	674	.6	3.0	50	297	.8	2.0	65	292	1.0	3.3	40	290	.6	2.6	33	218	.5	4.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	6	146	.1	.4	7	47	.1	.3	12	82	.2	.6	8	90	.1	.5	2	33		.3
SU '98	3	144	.2	.2	5	66	.1	.2	4	64	.1	.2	3	55	.2	.2	2	32		.3
2-Book	5	145	.1	.3	6	57	.1	.3	8	73	.2	.4	6	73	.1	.4	2	33		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '98	* 6	84	.1	.4	7	27	.1	.3	3	41	.2	.2	4	27	.1	.3	* 6	40	.1	.8
SU '98	3	95	.2	.2	7	55	.1	.3	2	48	.1	.1								
2-Book	5	90	.1	.3	7	41	.1	.3	3	45	.2	.2	2	14	.1	.2	3	20	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	37	812	.5	2.4	80	350	1.2	3.2	50	364	.7	2.7	22	269	.3	1.4	17	154	.2	2.2
SU '98	61	1116	.9	4.1	117	612	1.7	4.8	77	525	1.1	3.8	62	456	.9	4.1	29	212	.4	4.5
2-Book	49	964	.7	3.3	99	481	1.5	4.0	64	445	.9	3.3	42	363	.6	2.8	23	183	.3	3.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	18	129	.3	1.2	25	99	.4	1.0	27	113	.4	1.5	16	71	.2	1.0	4	41	.1	.5
SU '98	5	59	.1	.3	5	19	.1	.2	9	26	.1	.4	3	26	.2	.2	2	7		.3
2-Book	12	94	.2	.8	15	59	.3	.6	18	70	.3	1.0	10	49	.1	.6	3	24	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	27	364	.4	1.8	33	187	.5	1.3	33	166	.5	1.8	32	141	.5	2.1	16	109	.2	2.1
SU '98	26	422	.4	1.7	39	209	.6	1.6	27	186	.4	1.3	25	161	.4	1.7	15	102	.2	2.3
2-Book	27	393	.4	1.8	36	198	.6	1.5	30	176	.5	1.6	29	151	.5	1.9	16	106	.2	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

WZNT-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
FA '98	58	1015	.8	3.8	66	523	.9	2.6	75	572	1.1	4.0	65	521	.9	4.2	16	175	.2	2.1
SU '98	59	963	.9	3.9	34	346	.5	1.4	82	493	1.2	4.0	63	428	.9	4.2	16	189	.2	2.5
2-Book	59	989	.9	3.9	50	435	.7	2.0	79	533	1.2	4.0	64	475	.9	4.2	16	182	.2	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1529	6800	22.0		2491	6493	35.8		1861	5551	26.8		1559	5696	22.4		772	3902	11.1	
SU '98	1497	6756	21.6		2441	6385	35.3		2051	5603	29.6		1507	5612	21.8		640	3566	9.2	
2-Book	1513	6778	21.8		2466	6439	35.6		1956	5577	28.2		1533	5654	22.1		706	3734	10.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 25-49

Target Listener Estimates

Women 25-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	14	104	.2	.7	9	56	.1	.7	5	27	.1	.3	9	16	.1	.5	12	16	.2	.9	
2-Book	10	92	.2	.5	8	48	.1	.6	3	14	.1	.2	10	16	.1	.5	11	13	.2	.9	
WAEI-FM																					
FA '98	24	284	.3	1.2				6	35	.1	.4	28	76	.4	1.5	27	70	.4	2.1		
2-Book	23	276	.3	1.2	**	**	**	**	14	43	.2	1.1	29	85	.4	1.6	17	49	.3	1.4	
WALD-AM																					
FA '98	6	45	.1	.3	5	38	.1	.4	21	38	.3	1.5	4	17	.1	.2					
2-Book	4	35	.1	.2	3	26	.1	.2	12	26	.2	.9	2	9	.1	.1					
WAPA-AM																					
FA '98	21	264	.3	1.1	6	104	.1	.5	8	38	.1	.6	9	15	.1	.5	3	7	.2		
2-Book	14	186	.2	.7	5	83	.1	.4	6	26	.1	.5	5	17	.1	.3	2	4	.1		
WBRQ-FM																					
FA '98	2	72	.1		2	75		.2	4	11	.1	.3	7	41	.1	.4	5	27	.1	.4	
2-Book	3	78		.1	3	71		.3	2	6	.1	.2	8	33	.1	.4	3	14	.1	.2	
WCAD-FM																					
FA '98	12	240	.2	.6	8	138	.1	.6	3	16		.2	11	38	.2	.6	12	55	.2	.9	
2-Book	12	259	.2	.6	8	122	.1	.7	3	19		.3	14	41	.2	.7	11	38	.2	.9	
WCGB-AM																					
FA '98	5	54	.1	.3	* 3	20		.2	5	13	.1	.3									
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	9	67	.1	.5	3	42		.2	3	13		.2	2	9		.1	11	19	.2	.8	
2-Book	9	83	.1	.5	3	37		.2	7	16	.1	.6	1	5		.1	6	10	.1	.4	
WCMN-FM																					
FA '98	48	502	.7	2.4	35	317	.5	2.8	59	111	.8	4.1	67	149	1.0	3.6	41	108	.6	3.1	
2-Book	37	420	.6	1.9	31	283	.5	2.6	41	94	.6	3.0	62	124	.9	3.3	41	108	.6	3.3	
WCOM-FM																					
FA '98	31	516	.4	1.6	20	289	.3	1.6	18	64	.3	1.3	19	49	.3	1.0	29	92	.4	2.2	
2-Book	33	529	.5	1.7	23	322	.4	2.0	20	55	.3	1.6	36	106	.6	1.9	31	97	.5	2.5	
WCTA-FM																					
FA '98	6	157	.1	.3	14	99	.2	1.1	19	34	.3	1.3	35	54	.5	1.9	20	36	.3	1.5	
2-Book	16	254	.3	.8	21	169	.3	1.8	26	60	.4	2.0	49	95	.7	2.6	28	58	.4	2.3	
WDOY-FM																					
FA '98	25	490	.4	1.3	22	272	.3	1.8	14	53	.2	1.0	41	146	.6	2.2	17	57	.2	1.3	
2-Book	31	482	.5	1.6	27	296	.4	2.3	22	89	.3	1.7	51	153	.8	2.7	22	69	.3	1.8	
WEGM-FM																					
FA '98	5	104	.1	.3	5	75	.1	.4	3	5		.2	6	14	.1	.3	5	27	.1	.4	
2-Book	8	123	.2	.4	10	103	.2	.9	9	21	.1	.8	15	39	.2	.8	14	32	.2	1.2	
WENA-AM																					
FA '98	9	43	.1	.5	* 3	27		.2	4	16	.1	.3	14	27	.2	.7	8	16	.1	.6	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '98	19	255	.3	1.0	13	108	.2	1.0	11	32	.2	.8	18	40	.3	1.0	18	41	.3	1.4	
2-Book	16	200	.3	.8	11	98	.2	.9	13	31	.2	1.1	16	37	.3	.9	15	30	.3	1.2	
WFID-FM																					
FA '98	118	1056	1.7	6.0	75	658	1.1	6.0	64	211	.9	4.5	147	338	2.1	7.8	107	277	1.5	8.2	
2-Book	129	1010	1.9	6.5	66	636	1.0	5.5	60	215	.9	4.6	145	331	2.1	7.6	97	237	1.4	7.8	
WIAC-AM																					
FA '98	20	180	.3	1.0	13	123	.2	1.0	28	55	.4	2.0	5	14	.1	.3	4	15	.1	.3	
2-Book	11	123	.2	.6	9	91	.2	.7	16	36	.3	1.2	4	14	.1	.3	6	17	.1	.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
W1AC-FM																				
FA '98	195	1463	2.8	9.9	73	866	1.1	5.9	86	203	1.2	6.0	135	403	1.9	7.2	54	176	.8	4.1
2-Book	196	1471	2.8	9.9	76	840	1.1	6.4	85	221	1.2	6.5	153	422	2.2	8.0	57	166	.9	4.6
W10A-FM																				
FA '98	123	964	1.8	6.3	42	528	.6	3.4	30	102	.4	2.1	62	193	.9	3.3	61	177	.9	4.7
2-Book	122	987	1.8	6.2	44	538	.7	3.7	51	158	.7	4.1	79	235	1.2	4.1	44	126	.7	3.5
W10B-FM																				
FA '98	38	345	.5	1.9	25	247	.4	2.0	40	111	.6	2.8	27	59	.4	1.4	28	69	.4	2.1
2-Book	45	368	.7	2.3	21	219	.3	1.7	36	107	.6	2.8	33	66	.5	1.7	21	60	.3	1.6
W10C-FM																				
FA '98	40	315	.6	2.0	12	175	.2	1.0	15	46	.2	1.0	27	77	.4	1.4	14	41	.2	1.1
2-Book	55	356	.8	2.7	16	196	.3	1.4	21	51	.3	1.7	37	84	.6	1.9	9	30	.2	.7
W1VA-FM																				
FA '98	23	315	.3	1.2	16	167	.2	1.3	29	59	.4	2.0	25	80	.4	1.3	17	37	.2	1.3
2-Book	27	341	.4	1.4	13	152	.2	1.1	23	60	.3	1.7	16	58	.3	.8	14	32	.2	1.1
W1KAQ-AM																				
FA '98	73	818	1.1	3.7	50	464	.7	4.0	81	249	1.2	5.7	50	124	.7	2.7	47	91	.7	3.6
2-Book	61	730	.9	3.1	38	378	.6	3.1	69	196	1.0	5.2	46	124	.7	2.4	30	60	.5	2.3
W1KAQ-FM																				
FA '98	110	1481	1.6	5.6	75	1012	1.1	6.0	67	236	1.0	4.7	158	429	2.3	8.4	99	346	1.4	7.6
2-Book	113	1406	1.7	5.7	67	900	1.0	5.6	61	223	.9	4.7	137	402	2.0	7.2	77	250	1.1	6.1
W1KSA-FM																				
FA '98	24	276	.3	1.2	10	116	.1	.8	5	10	.1	.3	11	51	.2	.6	16	43	.2	1.2
2-Book	24	284	.3	1.2	11	124	.2	.9	11	21	.2	.9	20	69	.3	1.1	16	41	.2	1.3
W1KVM-AM																				
FA '98	2	57	.1	.3	2	16	.1	.2												
2-Book	6	61	.1	.3	3	42	.1	.3					3	12	.1	.2	2	13	.1	.2
W1LEO-AM																				
FA '98	3	58	.1	.3	1	19	.1	.1	1	6	.1	.1	1	6	.1	.1				
2-Book	5	67	.1	.3	1	14	.1	.1	1	3	.1	.1	2	8	.1	.2				
W1LUZ-AM																				
FA '98	4	33	.1	.2	1	22	.1	.1												
2-Book	3	31	.1	.2	1	21	.1	.1												
W1MEG-FM																				
FA '98	70	727	1.0	3.6	59	566	.8	4.7	66	174	.9	4.6	59	184	.8	3.1	60	156	.9	4.6
2-Book	56	637	.8	2.9	50	518	.7	4.1	42	130	.6	3.1	48	162	.7	2.5	43	107	.7	3.4
W1M10-FM																				
FA '98	16	135	.2	.8	1	39	.1	.3	1	9	.1	.3	4	21	.1	.2				
2-Book	13	96	.2	.6	4	49	.1	.3	3	19	.1	.3	5	20	.1	.3	10	16	.2	.8
W1NEL-AM																				
FA '98	4	98	.1	.2	2	23	.2	.3	3	7	.2	.3	2	7	.1	.1				
2-Book	6	86	.1	.3	3	27	.3	.3	2	4	.1	.1	1	4	.1	.1				
W1NIK-FM																				
FA '98	11	126	.2	.6	9	89	.1	.7	7	28	.1	.5	12	37	.2	.6	12	21	.2	.9
2-Book	10	97	.2	.5	7	69	.1	.5	4	14	.1	.3	8	30	.1	.4	12	22	.2	.9
W1NNV-FM																				
FA '98	16	146	.2	.8	13	96	.2	1.0	10	42	.1	.7	29	68	.4	1.5	15	24	.2	1.1
2-Book	12	107	.2	.6	9	69	.2	.7	8	29	.1	.6	19	51	.3	1.0	11	24	.2	.8
W1NRT-FM																				
FA '98	32	345	.5	1.6	33	266	.5	2.7	47	112	.7	3.3	27	73	.4	1.4	30	90	.4	2.3
2-Book	31	332	.5	1.6	25	249	.4	2.1	31	82	.5	2.3	25	77	.4	1.3	23	76	.3	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-49

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQXI-FM																				
FA '98	13	167	.2	.7	15	142	.2	1.2	26	46	.4	1.8	22	57	.3	1.2	15	35	.2	1.1
2-Book	12	147	.2	.6	12	111	.2	1.0	16	34	.3	1.1	21	55	.3	1.1	15	31	.2	1.2
WORO-FM																				
FA '98	27	330	.4	1.4	37	297	.5	3.0	20	52	.3	1.4	33	51	.5	1.8	14	30	.2	1.1
2-Book	43	378	.6	2.2	42	353	.6	3.5	17	50	.3	1.3	37	65	.6	2.0	27	68	.4	2.2
WOSO-AM																				
FA '98	6	66	.1	.3	7	54	.1	.6	11	34	.2	.8	11	43	.2	.6	4	11	.1	.3
2-Book	5	63	.1	.3	6	49	.1	.5	7	21	.1	.5	7	34	.1	.4	3	12	.1	.3
WQYE-FM																				
FA '98	14	350	.2	.7	15	212	.2	1.2	9	33	.1	.6	18	72	.3	1.0	11	38	.2	.8
2-Book	22	370	.3	1.1	17	216	.3	1.5	13	41	.2	1.0	24	76	.4	1.3	17	58	.3	1.4
WPAB-AM																				
FA '98	13	145	.2	.7	3	65	.2	.2	6	14	.1	.4	5	22	.1	.3	2	5	.2	.2
2-Book	8	109	.1	.4	3	47	.2	.2	5	12	.1	.4	3	11	.1	.2	1	3	.1	.1
WPRA-AM																				
FA '98	1	24	.1	.1	4	34	.1	.3	19	24	.3	1.3	4	16	.1	.2	5	10	.1	.4
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	229	1723	3.3	11.6	112	883	1.6	9.0	123	290	1.8	8.6	190	440	2.7	10.1	123	314	1.8	9.4
2-Book	207	1579	3.0	10.4	95	809	1.4	7.9	103	251	1.5	7.8	166	402	2.4	8.7	109	265	1.6	8.7
WPRP-AM																				
FA '98	1	41	.1	.1	1	6	.1	.1												
2-Book	3	50	.1	.2	1	6	.1	.1												
WQBS-AM																				
FA '98	4	46	.1	.2	1	36	.1	.1	10	26	.1	.7	2	17	.1	.1				
2-Book	3	35	.1	.1	2	36	.2	.2	9	18	.1	.7	1	9	.1	.1	2	7	.2	.2
WQQZ-FM																				
FA '98	9	101	.1	.5	* 4	65	.1	.3	2	4	.1	.1	6	37	.1	.3	9	42	.1	.7
2-Book	15	111	.2	.8	8	67	.2	.7	6	12	.1	.5	13	32	.2	.7	11	35	.2	.9
WRIO-FM																				
FA '98	20	218	.3	1.0	12	107	.2	1.0	22	47	.3	1.5	11	31	.2	.6	11	25	.2	.8
2-Book	25	288	.4	1.2	10	121	.2	.9	16	39	.2	1.2	11	41	.2	.6	10	30	.2	.8
WSKN-AM																				
FA '98	4	63	.1	.2	1	21	.1	.1												
2-Book	4	99	.1	.2	1	17	.1	.1										2	6	.2
WTPM-FM																				
FA '98	2	40	.1	.1	* 1	11	.1	.1												
2-Book	4	42	.1	.2	4	24	.1	.3	4	14	.1	.4	6	15	.1	.3	8	11	.1	.7
WUQZ-FM																				
FA '98	38	451	.5	1.9	19	249	.3	1.5	13	52	.2	.9	34	131	.5	1.8	18	57	.3	1.4
2-Book	33	426	.5	1.6	22	250	.4	1.9	11	44	.2	.9	37	112	.6	2.0	29	75	.5	2.4
WUNO-AM																				
FA '98	15	252	.2	.8	3	40	.2	.2	6	27	.1	.4	4	18	.1	.2	2	13	.2	.2
2-Book	15	262	.2	.8	5	59	.1	.4	10	32	.2	.8	4	19	.1	.2	1	7	.1	.1
WUPR-AM																				
FA '98	* 19	59	.3	1.0	* 13	59	.2	1.0	10	30	.1	.7	* 30	30	.4	1.6				
2-Book	15	51	.3	.8	8	35	.1	.6	7	21	.1	.5	15	15	.2	.8	**	**	**	**
WVJP-FM																				
FA '98	33	445	.5	1.7	27	286	.4	2.2	9	51	.1	.6	27	89	.4	1.4	25	71	.4	1.9
2-Book	53	503	.8	2.7	37	333	.6	3.1	32	95	.5	2.6	51	138	.8	2.6	36	100	.6	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																				
FA '98	9	137	.1	.5	4	72	.1	.3	4	12	.1	.3	12	20	.2	.6	5	27	.1	.4
2-Book	7	124	.1	.4	3	61	.1	.3	4	10	.1	.3	9	21	.2	.5	3	19	.1	.3
WXEW-AM																				
FA '98	4	50	.1	.2	* 7	54	.1	.6	12	30	.2	.8	9	31	.1	.5				
2-Book	4	60	.1	.2	6	48	.1	.5	11	26	.2	.8	5	16	.1	.3	6	10	.1	.5
WXYX-FM																				
FA '98	50	685	.7	2.5	27	349	.4	2.2	52	114	.7	3.6	41	80	.6	2.2	40	113	.6	3.1
2-Book	68	840	1.0	3.4	34	393	.5	2.9	36	92	.5	2.6	57	167	.8	3.0	50	139	.8	4.1
WYQE-FM																				
FA '98	23	129	.3	1.2	19	67	.3	1.5	19	47	.3	1.3	33	44	.5	1.8	29	44	.4	2.2
2-Book	15	81	.2	.8	13	63	.2	1.0	13	37	.2	1.0	20	29	.3	1.1	18	35	.3	1.4
WZAR-FM																				
FA '98	33	316	.5	1.7	24	194	.3	1.9	22	56	.3	1.5	45	99	.6	2.4	32	69	.5	2.4
2-Book	32	311	.5	1.6	26	212	.4	2.1	21	57	.3	1.6	43	105	.6	2.3	33	65	.5	2.6
WZNT-FM																				
FA '98	69	807	1.0	3.5	67	567	1.0	5.4	71	178	1.0	5.0	98	237	1.4	5.2	65	192	.9	5.0
2-Book	65	770	1.0	3.3	76	614	1.1	6.4	56	157	.8	4.3	114	277	1.7	6.0	86	205	1.2	7.0
TOTALS																				
FA '98	1967	6770	28.3		1244	5805	17.9		1433	3346	20.6		1879	3904	27.0		1310	3010	18.8	
2-Book	1988	6737	28.7		1198	5760	17.3		1310	3148	18.9		1906	3957	27.5		1248	2817	18.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	10	18	.1	1.2	11	27	.2	1.2	7	27	.1	.5	4	16	.1	.3	16	49	.2	2.1	
2-Book	10	25	.1	1.3	10	25	.2	1.2	5	17	.1	.3	2	8	.1	.2	12	36	.2	1.7	
Wael-FM																					
FA '98	21	64	.3	2.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
2-Book	18	55	.3	2.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WALO-AM																					
FA '98	4	9	.1	.5	5	13	.1	.5										4	9	.1	.5
2-Book	2	5	.1	.3	3	7	.1	.3										2	5	.1	.3
WAPA-AM																					
FA '98	6	35	.1	.7					5	9	.1	.3	14	32	.2	1.2	6	14	.1	.8	
2-Book	5	24	.1	.6	3	5	.1	.4	4	10	.1	.2	7	16	.1	.6	7	16	.1	1.1	
WBRQ-FM																					
FA '98									1	19	.1	.1									
2-Book	3	12	.1	.4					3	21	.1	.2	3	5	.1	.3	1	7		.2	
WCAD-FM																					
FA '98	10	40	.1	1.2					6	32	.1	.4	11	41	.2	.9	9	27	.1	1.2	
2-Book	7	28	.1	.8	2	11		.2	8	30	.1	.6	10	29	.2	.8	10	26	.2	1.5	
WCGB-AM																					
FA '98	4	6	.1	.5	* 8	12	.1	.9	9	12	.1	.6	3	6		.3	*	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																					
FA '98					6	22	.1	.7													
2-Book					5	18	.1	.6	3	7	.1	.2									
WCMN-FM																					
FA '98	36	87	.5	4.2	22	69	.3	2.4	26	98	.4	1.8	17	65	.2	1.5	9	44	.1	1.2	
2-Book	22	58	.3	2.6	21	55	.3	2.5	32	94	.5	2.2	20	62	.3	1.8	7	38	.1	.9	
WCOM-FM																					
FA '98	13	60	.2	1.5	8	38	.1	.9	26	86	.4	1.8	22	81	.3	1.9	25	59	.4	3.3	
2-Book	12	57	.2	1.4	12	56	.2	1.4	24	78	.4	1.6	20	66	.3	1.8	28	86	.4	4.1	
WCTA-FM																					
FA '98	4	15	.1	.5					9	20	.1	.6	11	31	.2	.9	11	50	.2	1.5	
2-Book	7	17	.1	.9	13	36	.2	1.7	20	59	.3	1.4	16	50	.3	1.5	8	37	.2	1.1	
WDOY-FM																					
FA '98	29	93	.4	3.4	9	41	.1	1.0	36	104	.5	2.4	20	62	.3	1.7	6	19	.1	.8	
2-Book	46	90	.7	6.0	12	46	.2	1.5	28	89	.4	1.9	22	79	.3	1.9	6	23	.1	.9	
WEGM-FM																					
FA '98	5	23	.1	.6	6	13	.1	.7	4	19	.1	.3					11	39	.2	1.5	
2-Book	6	23	.1	.8	5	11	.1	.6	18	45	.3	1.2	5	14	.1	.4	8	27	.2	1.2	
WENA-AM																					
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WERR-FM																					
FA '98	8	19	.1	.9	15	38	.2	1.6	11	23	.2	.7	15	27	.2	1.3	8	36	.1	1.1	
2-Book	13	27	.2	1.6	12	39	.2	1.4	6	18	.1	.4	8	14	.1	.7	4	18	.1	.6	
WFID-FM																					
FA '98	37	132	.5	4.3	39	99	.6	4.3	57	176	.8	3.9	83	192	1.2	7.1	64	182	.9	8.5	
2-Book	24	82	.3	2.8	27	92	.4	3.1	62	211	.9	4.2	67	162	1.0	6.0	43	131	.6	5.9	
WIAC-AM																					
FA '98	14	28	.2	1.6	19	32	.3	2.1	8	23	.1	.5	12	35	.2	1.0	14	37	.2	1.9	
2-Book	11	20	.2	1.3	11	21	.2	1.2	4	12	.1	.3	10	26	.2	.9	7	19	.1	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

	Women 25-49																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	48	132	.7	5.5	22	92	.3	2.4	127	328	1.8	8.6	74	201	1.1	6.3	26	114	.4	3.5
2-Book	41	121	.6	5.1	39	128	.6	4.9	118	289	1.7	7.9	69	189	1.0	6.2	31	104	.5	4.6
WIOA-FM																				
FA '98	8	43	.1	.9	32	97	.5	3.5	77	216	1.1	5.2	48	145	.7	4.1	21	55	.3	2.8
2-Book	18	48	.3	2.4	28	80	.4	3.3	59	179	.9	4.0	49	147	.7	4.4	25	69	.4	3.6
WIOB-FM																				
FA '98	15	51	.2	1.7	30	74	.4	3.3	23	79	.3	1.6	19	58	.3	1.6	20	53	.3	2.7
2-Book	18	51	.3	2.2	17	43	.2	1.9	19	64	.3	1.3	10	34	.2	.9	11	31	.2	1.5
WIOC-FM																				
FA '98	8	24	.1	.9	3	19	.1	.3	17	56	.2	1.2	6	34	.1	.5	2	13	.1	.3
2-Book	12	38	.2	1.6	6	18	.1	.7	19	62	.3	1.3	7	30	.1	.6	9	33	.1	1.4
WIVA-FM																				
FA '98	3	8	.1	.3	6	23	.1	.7	21	63	.3	1.4	16	23	.2	1.4	11	45	.2	1.5
2-Book	8	16	.1	1.0	9	27	.2	1.2	17	55	.3	1.1	12	25	.2	1.1	9	39	.2	1.3
WKAQ-AM																				
FA '98	42	85	.6	4.9	61	183	.9	6.7	54	104	.8	3.7	38	89	.5	3.2	30	82	.4	4.0
2-Book	27	62	.4	3.3	51	143	.8	6.0	38	84	.6	2.6	28	63	.4	2.4	19	50	.3	2.6
WKAQ-FM																				
FA '98	61	186	.9	7.1	36	139	.5	3.9	88	341	1.3	6.0	54	205	.8	4.6	30	116	.4	4.0
2-Book	46	144	.7	5.6	38	141	.6	4.5	88	322	1.3	5.9	58	174	.9	5.2	25	91	.4	3.6
WKSA-FM																				
FA '98	18	45	.3	2.1	5	16	.1	.5	11	17	.2	.7	5	25	.1	.4	10	18	.1	1.3
2-Book	13	31	.2	1.5	6	21	.1	.7	9	23	.2	.6	5	20	.1	.4	5	13	.1	.7
WKVM-AM																				
FA '98	2	9	.2	.1	11	16	.2	1.2									3	9	.4	.4
2-Book	1	5	.1	.1	7	13	.1	.8	4	9	.1	.3	2	4	.1	.2	6	18	.1	.9
WLED-AM																				
FA '98					6	13	.1	.7												
2-Book					7	11	.1	.8	1	5	.1	.1								
WLUZ-AM																				
FA '98	2	10	.2	.1									10	12	.1	.9				
2-Book	1	5	.1	.1					2	10	.1	.1	7	12	.1	.7				
WMEG-FM																				
FA '98	46	150	.7	5.3	30	58	.4	3.3	52	137	.7	3.5	64	132	.9	5.5	91	170	1.3	12.1
2-Book	34	112	.5	4.2	25	70	.4	2.9	60	161	.9	4.0	67	143	1.0	6.0	72	149	1.1	10.3
WMIO-FM																				
FA '98	1	12	.1	.6									5	10	.1	.4				
2-Book	5	17	.1	.6	1	6	.2	.2	5	5	.1	.3	3	9	.1	.3	1	4	.1	.1
WNEL-AM																				
FA '98	5	8	.1	.6	2	8	.1	.2									3	17	.4	.4
2-Book	3	4	.1	.3	7	14	.1	.8	1	5	.1	.1					8	15	.1	1.3
WNIK-FM																				
FA '98	11	29	.2	1.3	13	21	.2	1.4	13	46	.2	.9	4	12	.1	.3	2	7	.3	.3
2-Book	6	15	.1	.7	7	11	.1	.7	12	36	.2	.8	2	6	.1	.2	4	9	.1	.7
WNNV-FM																				
FA '98	4	17	.1	.5	12	36	.2	1.3	10	36	.1	.7	17	29	.2	1.5	6	22	.1	.8
2-Book	4	12	.1	.5	6	18	.1	.7	6	22	.1	.4	9	18	.1	.8	5	15	.1	.7
WNRT-FM																				
FA '98	47	111	.7	5.4	36	121	.5	3.9	36	132	.5	2.4	15	48	.2	1.3	26	78	.4	3.5
2-Book	29	66	.5	3.5	34	102	.5	4.1	26	91	.4	1.7	13	47	.2	1.2	19	57	.3	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	4	23	.1	.5	9	20	.1	1.0	15	36	.2	1.0	18	25	.3	1.5	9	19	.1	1.2
2-Book	4	17	.1	.5	5	15	.1	.6	12	31	.2	.8	15	22	.3	1.3	8	15	.1	1.1
WORD-FM																				
FA '98	14	14	.2	1.6	31	80	.4	3.4	102	139	1.5	6.9	71	175	1.0	6.1	11	24	.2	1.5
2-Book	14	26	.2	1.7	24	63	.3	2.8	125	195	1.8	8.3	68	161	1.0	6.1	18	42	.3	2.7
WOSO-AM																				
FA '98	1	11	.1	.1	17	45	.2	1.9	8	17	.1	.5	6	27	.1	.5				
2-Book	1	6	.1	.1	9	23	.1	1.0	7	21	.1	.4	10	26	.2	.9	2	6	.1	.3
WOYE-FM																				
FA '98	6	26	.1	.7	6	12	.1	.7	25	67	.4	1.7	26	58	.4	2.2	20	51	.3	2.7
2-Book	8	26	.1	1.0	14	24	.2	1.7	20	48	.3	1.3	19	45	.3	1.6	21	65	.3	3.1
WPAB-AM																				
FA '98	2	12	.2	.2	6	15	.1	.7	4	25	.1	.3	2	10	.2	.2				
2-Book	2	11	.3	.3	9	22	.2	1.2	2	13	.1	.2	2	10	.2	.2				
WPRA-AM																				
FA '98	2	4	.2	.2	4	9	.1	.4	2	9	.1	.1								
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	71	174	1.0	8.2	70	141	1.0	7.6	144	337	2.1	9.8	99	195	1.4	8.5	70	155	1.0	9.3
2-Book	61	167	.9	7.6	55	132	.8	6.4	112	301	1.6	7.5	97	218	1.4	8.7	55	131	.8	7.8
WPRP-AM																				
FA '98					3	6	.1	.3												
2-Book																				
WQBS-AM																				
FA '98									1	8	.1	.1								
2-Book	2	7	.2	.2					2	11	.2	.2					4	12	.1	.6
WQQZ-FM																				
FA '98	5	12	.1	.6	*				5	23	.1	.3	6	19	.1	.5				
2-Book	5	14	.1	.6					10	33	.2	.7	9	25	.2	.8	4	10	.1	.7
WRIO-FM																				
FA '98	9	21	.1	1.0	12	30	.2	1.3	14	55	.2	1.0	15	41	.2	1.3	4	20	.1	.5
2-Book	7	16	.1	.8	9	23	.2	1.0	14	47	.2	1.0	11	33	.2	1.0	3	15	.1	.4
WSKN-AM																				
FA '98									1	14	.1	.1	2	14	.2	.2	1	7	.1	.1
2-Book	1	6	.2	.2					1	7	.1	.1	1	7	.1	.1	1	4	.1	.1
WTPM-FM																				
FA '98	*								7	11	.1	.5					*			
2-Book	1	1	.1	.1	1	4	.2	.2	6	10	.1	.4	2	4	.2	.2				
WUKQ-FM																				
FA '98	9	29	.1	1.0	10	26	.1	1.1	28	101	.4	1.9	21	42	.3	1.8	12	36	.2	1.6
2-Book	9	29	.1	1.1	8	24	.1	.9	34	86	.5	2.3	29	58	.4	2.6	16	48	.3	2.4
WUND-AM																				
FA '98					5	23	.1	.5	4	9	.1	.3	2	9	.2	.2				
2-Book	5	6	.1	.7	8	24	.1	.9	6	22	.1	.4	5	16	.1	.5	3	6	.1	.4
WUPR-AM																				
FA '98					12	29	.2	1.3	* 9	9	.1	.6					**	**	**	**
2-Book	**	**	**	**	7	20	.1	.8	5	5	.1	.3	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	25	106	.4	2.9	7	36	.1	.8	35	98	.5	2.4	24	81	.3	2.0	53	150	.8	7.0
2-Book	29	108	.5	3.6	22	63	.3	2.8	42	101	.6	2.8	31	82	.4	2.8	44	119	.7	6.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

		Women 25-49																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WVOZ-FM																							
FA '98		3	13	.3	.3	2	19	.2	.2	1	19	.1	.1	4	36	.1	.3	2	20	.3	.3		
2-Book		3	14	.3	.3	1	10	.1	.1	3	15	.1	.2	3	26	.1	.3	1	10	.2	.2		
WXEW-AM																							
FA '98	*					* 23	30	.3	2.5	8	22	.1	.5	3	11	.3	.3	* 4	4	.1	.5		
2-Book						15	23	.2	1.7	5	15	.1	.3	4	9	.1	.4	2	2	.1	.3		
WXYX-FM																							
FA '98		14	49	.2	1.6	25	62	.4	2.7	28	64	.4	1.9	24	99	.3	2.0	1	14	.1	.1		
2-Book		21	61	.3	2.6	18	50	.3	2.0	43	106	.6	2.9	34	120	.5	3.1	15	49	.2	2.3		
WYQE-FM																							
FA '98		5	6	.1	.6	14	23	.2	1.5	28	39	.4	1.9	15	25	.2	1.3	6	6	.1	.8		
2-Book		7	10	.1	.9	8	15	.1	.8	23	40	.3	1.5	10	26	.2	.9	3	3	.1	.4		
WZAR-FM																							
FA '98		18	49	.3	2.1	15	35	.2	1.6	35	76	.5	2.4	24	69	.3	2.0	4	12	.1	.5		
2-Book		13	33	.2	1.5	23	46	.3	2.8	41	84	.6	2.8	29	71	.4	2.6	7	20	.1	1.1		
WZNT-FM																							
FA '98		38	106	.5	4.4	21	54	.3	2.3	95	280	1.4	6.5	114	238	1.6	9.7	32	101	.5	4.2		
2-Book		46	125	.7	5.9	26	76	.4	3.2	134	307	2.0	9.0	106	238	1.5	9.4	30	83	.5	4.3		
TOTALS																							
FA '98		865	2151	12.4		916	2139	13.2		1470	3169	21.2		1171	2553	16.8		753	1994	10.8			
2-Book		803	1961	11.6		844	2050	12.2		1490	3198	21.5		1121	2480	16.2		692	1850	10.0			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	14	144	.2	.8	29	106	.4	1.0	14	88	.2	.6	6	67	.1	.3	13	65	.2	1.4
SU '98	8	115	.1	.5	15	83	.2	.5	6	37	.1	.3	6	56	.1	.4	7	46	.1	1.0
2-Book	11	130	.2	.7	22	95	.3	.8	10	63	.2	.5	6	62	.1	.4	10	56	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAEI-FM																				
FA '98	* 21	335	.3	1.2	21	168	.3	.7	31	182	.4	1.4	20	147	.2	1.1	11	93	.1	1.2
SU '98	21	352	.3	1.2	25	145	.3	.9	31	230	.4	1.3	23	181	.3	1.4	7	110	.1	1.0
2-Book	21	344	.3	1.2	23	157	.3	.8	31	206	.4	1.4	22	164	.3	1.3	9	102	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	5	66	.1	.3	21	45	.3	.7		10			1	10		.1	1	20		.1
SU '98	1	24	.1	.1	3	13	.1	.1	1	12										
2-Book	3	45	.1	.2	12	29	.2	.4	1	11			1	5		.1	1	10		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	20	401	.2	1.1	27	148	.3	.9	25	211	.3	1.2	29	232	.4	1.6	18	107	.2	2.0
SU '98	6	163	.1	.3	10	63	.1	.4	6	80	.1	.3	5	44	.1	.3	6	32	.1	.8
2-Book	13	282	.2	.7	19	106	.2	.7	16	146	.2	.8	17	138	.3	1.0	12	70	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	2	104		.1	2	40		.1	1	20			3	43		.2	2	32		.2
SU '98	3	142		.2	2	47		.1	5	64	.1	.2	3	31		.2	1	25		.1
2-Book	3	123		.2	2	44		.1	3	42	.1	.1	3	37		.2	2	29		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	10	357	.1	.6	11	119	.1	.4	13	98	.2	.6	13	181	.2	.7	9	120	.1	1.0
SU '98	13	356	.2	.8	13	109	.2	.5	13	144	.2	.6	19	184	.2	1.1	12	73	.1	1.6
2-Book	12	357	.2	.7	12	114	.2	.5	13	121	.2	.6	16	183	.2	.9	11	97	.1	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 9	99	.1	.5	15	52	.2	.5	6	67	.1	.3	6	39	.1	.3	* 11	35	.1	1.2
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	6	84	.1	.3	23	74	.3	.8	4	36		.2	3	23		.2		13		.8
SU '98	10	139	.1	.6	29	118	.4	1.0	10	58	.1	.4	4	49		.2	6	30	.1	.8
2-Book	8	112	.1	.5	26	96	.4	.9	7	47	.1	.3	4	36		.2	3	22	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	42	571	.5	2.4	52	314	.6	1.8	46	301	.6	2.1	47	318	.6	2.7	31	206	.4	3.4
SU '98	24	461	.3	1.4	27	202	.3	1.0	36	212	.4	1.5	16	169	.2	.9	9	126	.1	1.2
2-Book	33	516	.4	1.9	40	258	.5	1.4	41	257	.5	1.8	32	244	.4	1.8	20	166	.3	2.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	28	797	.3	1.6	50	337	.6	1.7	25	287	.3	1.2	29	224	.4	1.6	20	261	.2	2.2
SU '98	29	691	.4	1.7	50	319	.6	1.8	44	358	.5	1.9	18	227	.2	1.1	12	181	.1	1.6
2-Book	29	744	.4	1.7	50	328	.6	1.8	35	323	.4	1.6	24	226	.3	1.4	16	221	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	12	256	.1	.7	7	83	.1	.2	8	118	.1	.4	12	133	.1	.7	3	30		.3
SU '98	24	498	.3	1.4	36	214	.4	1.3	23	220	.3	1.0	21	204	.3	1.2	13	145	.2	1.8
2-Book	18	377	.2	1.1	22	149	.3	.8	16	169	.2	.7	17	169	.2	1.0	8	88	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDDY-FM																				
FA '98	24	698	.3	1.4	32	249	.4	1.1	27	346	.3	1.2	28	269	.3	1.6	9	139	.1	1.0
SU '98	34	712	.4	2.0	37	265	.5	1.3	40	275	.5	1.7	33	282	.4	2.0	20	177	.2	2.7
2-Book	29	705	.4	1.7	35	257	.5	1.2	34	311	.4	1.5	31	276	.4	1.8	15	158	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	6	164	.1	.3	4	66	.1		4	78	.2		10	84	.1	.6	4	58		.4
SU '98	11	178	.1	.6	14	110	.2	.5	10	79	.1	.4	9	87	.1	.5	9	87	.1	1.2
2-Book	9	171	.1	.5	9	88	.1	.3	7	79	.1	.3	10	86	.1	.6	7	73	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 6	61	.1	.3	11	49	.1	.4	10	27	.1	.5	8	16	.1	.5		6		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	31	390	.4	1.7	31	194	.4	1.1	32	218	.4	1.5	36	154	.4	2.0	25	142	.3	2.8
SU '98	13	233	.2	.8	16	120	.2	.6	16	106	.2	.7	13	84	.2	.8	12	83	.1	1.6
2-Book	22	312	.3	1.3	24	157	.3	.9	24	162	.3	1.1	25	119	.3	1.4	19	113	.2	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	99	1361	1.2	5.6	122	713	1.5	4.2	149	795	1.8	6.9	100	715	1.2	5.7	55	395	.7	6.1
SU '98	99	1196	1.2	5.7	124	665	1.5	4.4	177	734	2.2	7.6	124	681	1.5	7.4	25	278	.3	3.4
2-Book	99	1279	1.2	5.7	123	689	1.5	4.3	163	765	2.0	7.3	112	698	1.4	6.6	40	337	.5	4.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-AM																				
FA '98	17	276	.2	1.0	48	144	.6	1.7	12	113	.1	.6	10	61	.1	.6	11	88	.1	1.2
SU '98	12	219	.1	.7	11	75	.1	.4	12	93	.1	.5	14	49	.2	.8	4	47		.5
2-Book	15	248	.2	.9	30	110	.4	1.1	12	103	.1	.6	12	55	.2	.7	8	68	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJAC-FM																				
FA '98	142	1881	1.8	8.0	266	1213	3.3	9.2	225	1027	2.8	10.4	142	827	1.8	8.0	49	444	.6	5.4
SU '98	146	1904	1.8	8.5	282	1145	3.5	10.0	213	964	2.7	9.2	155	1057	1.9	9.2	47	414	.6	6.4
2-Book	144	1893	1.8	8.3	274	1179	3.4	9.6	219	996	2.8	9.8	149	942	1.9	8.6	48	429	.6	5.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQA-FM																				
FA '98	90	1349	1.1	5.1	162	717	2.0	5.6	160	760	2.0	7.4	80	542	1.0	4.5	27	309	.3	3.0
SU '98	90	1331	1.1	5.2	141	730	1.8	5.0	160	719	2.0	6.9	97	748	1.2	5.8	23	241	.3	3.1
2-Book	90	1340	1.1	5.2	152	724	1.9	5.3	160	740	2.0	7.2	89	645	1.1	5.2	25	275	.3	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQB-FM																				
FA '98	33	438	.4	1.9	61	253	.8	2.1	33	233	.4	1.5	29	207	.4	1.6	25	141	.3	2.8
SU '98	36	497	.4	2.1	69	290	.9	2.4	70	266	.9	3.0	30	221	.4	1.8	6	86	.1	.8
2-Book	35	468	.4	2.0	65	272	.9	2.3	52	250	.7	2.3	30	214	.4	1.7	16	114	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJQC-FM																				
FA '98	28	410	.3	1.6	41	220	.5	1.4	52	213	.6	2.4	31	171	.4	1.8	13	105	.2	1.4
SU '98	52	453	.6	3.0	83	313	1.0	2.9	97	315	1.2	4.2	49	285	.6	2.9	25	155	.3	3.4
2-Book	40	432	.5	2.3	62	267	.8	2.2	75	264	.9	3.3	40	228	.5	2.4	19	130	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJVA-FM																				
FA '98	19	437	.2	1.1	41	203	.5	1.4	15	148	.2	.7	28	160	.3	1.6	2	33		.2
SU '98	23	419	.3	1.3	51	237	.6	1.8	30	199	.4	1.3	29	256	.4	1.7	7	59	.1	1.0
2-Book	21	428	.3	1.2	46	220	.6	1.6	23	174	.3	1.0	29	208	.4	1.7	5	46	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	84	1265	1.0	4.7	137	771	1.7	4.7	78	509	1.0	3.6	81	512	1.0	4.6	83	498	1.0	9.2
SU '98	56	982	.7	3.2	97	535	1.2	3.4	42	300	.5	1.8	54	396	.7	3.2	66	354	.8	9.0
2-Book	70	1124	.9	4.0	117	653	1.5	4.1	60	405	.8	2.7	68	454	.9	3.9	75	426	.9	9.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	99	2055	1.2	5.6	109	887	1.4	3.8	136	1049	1.7	6.3	116	1138	1.4	6.6	43	546	.5	4.8
SU '98	85	1605	1.1	4.9	105	655	1.3	3.7	129	947	1.6	5.6	110	851	1.4	6.5	43	346	.5	5.9
2-Book	92	1830	1.2	5.3	107	771	1.4	3.8	133	998	1.7	6.0	113	995	1.4	6.6	43	446	.5	5.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWSA-FM																				
FA '98	20	368	.2	1.1	42	189	.5	1.4	25	244	.3	1.2	21	193	.3	1.2	9	95	.1	1.0
SU '98	18	386	.2	1.0	33	180	.4	1.2	24	153	.3	1.0	16	142	.2	.9	11	118	.1	1.5
2-Book	19	377	.2	1.1	38	185	.5	1.3	25	199	.3	1.1	19	168	.3	1.1	10	107	.1	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	3	148	.2	.2	2	32	.1	.1	3	37	.1	.1	2	31	.1	.1	2	29	.2	.2
SU '98	9	202	.1	.5	13	97	.2	.5	18	60	.2	.8	3	25	.2	.2	3	24	.4	.4
2-Book	6	175	.1	.4	8	65	.1	.3	11	49	.1	.5	3	28	.2	.2	3	27	.3	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	3	115	.2	.2	11	64	.1	.4	2	23	.1	.1	1	29	.1	.1	1	19	.1	.1
SU '98	7	95	.1	.4	27	86	.3	1.0	7	36	.1	.3	2	18	.1	.1	2	18	.1	.1
2-Book	5	105	.1	.3	19	75	.2	.7	5	30	.1	.2	2	24	.1	.1	1	10	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	4	54	.2	.2	17	32	.2	.6	5	30	.1	.2		10				26	.4	.4
SU '98	5	100	.1	.3	19	55	.2	.7	2	29	.1	.1	3	11	.2	.2	3	13	.2	.2
2-Book	5	77	.1	.3	18	44	.2	.7	4	30	.1	.2	2	11	.1	.1	2	13	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	61	1057	.8	3.4	82	397	1.0	2.8	45	388	.6	2.1	98	478	1.2	5.5	33	303	.4	3.7
SU '98	38	855	.5	2.2	46	306	.6	1.6	45	337	.6	1.9	37	321	.5	2.2	19	221	.2	2.6
2-Book	50	956	.7	2.8	64	352	.8	2.2	45	363	.6	2.0	68	400	.9	3.9	26	262	.3	3.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	9	160	.1	.5	8	74	.1	.3	23	122	.3	1.1	17	82	.2	1.0	1	27	.1	.1
SU '98	7	71	.1	.4	8	34	.1	.3	8	41	.1	.3	11	57	.1	.7	2	9	.3	.3
2-Book	8	116	.1	.5	8	54	.1	.3	16	82	.2	.7	14	70	.2	.9	2	18	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	4	143	.2	.2	10	72	.1	.3	3	34	.1	.1	2	41	.1	.1	2	8	.2	.2
SU '98	11	121	.1	.6	17	90	.2	.6	19	102	.2	.8	8	41	.1	.5	6	22	.1	.8
2-Book	8	132	.1	.4	14	81	.2	.5	11	68	.1	.5	5	41	.1	.3	4	15	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	9	148	.1	.5	15	88	.2	.5	11	64	.1	.5	9	67	.1	.5	4	46	.4	.4
SU '98	7	122	.1	.4	14	50	.2	.5	12	58	.1	.5	5	76	.1	.3	2	37	.3	.3
2-Book	8	135	.1	.5	15	69	.2	.5	12	61	.1	.5	7	72	.1	.4	3	42	.4	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	21	168	.3	1.2	29	99	.4	1.0	26	87	.3	1.2	22	128	.3	1.2	11	57	.1	1.2
SU '98	5	77	.1	.3	9	39	.1	.3	8	67	.1	.3	3	23		.2	2	31		.3
2-Book	13	123	.2	.8	19	69	.3	.7	17	77	.2	.8	13	76	.2	.7	7	44	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	40	516	.5	2.3	67	353	.8	2.3	40	260	.5	1.8	28	193	.3	1.6	33	221	.4	3.7
SU '98	26	459	.3	1.5	39	257	.5	1.4	34	250	.4	1.5	29	221	.4	1.7	16	162	.2	2.2
2-Book	33	488	.4	1.9	53	305	.7	1.9	37	255	.5	1.7	29	207	.4	1.7	25	192	.3	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	11	206	.1	.6	15	93	.2	.5	12	126	.1	.6	13	118	.2	.7	2	24		.2
SU '98	8	162	.1	.5	12	53	.1	.4	9	77	.1	.4	9	91	.1	.5	5	19	.1	.7
2-Book	10	184	.1	.6	14	73	.2	.5	11	102	.1	.5	11	105	.2	.6	4	22	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	37	594	.5	2.1	30	238	.4	1.0	49	271	.6	2.3	34	229	.4	1.9	15	93	.2	1.7
SU '98	60	780	.7	3.5	62	296	.8	2.2	111	362	1.4	4.8	55	294	.7	3.3	9	139	.1	1.2
2-Book	49	687	.6	2.8	46	267	.6	1.6	80	317	1.0	3.6	45	262	.6	2.6	12	116	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	7	142	.1	.4	7	45	.1	.2	6	61	.1	.3	12	45	.1	.7	2	18		.2
SU '98	4	91		.2	4	53		.1	5	50	.1	.2	4	26		.2	3	44		.4
2-Book	6	117	.1	.3	6	49	.1	.2	6	56	.1	.3	8	36	.1	.5	3	31		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	15	456	.2	.8	22	137	.3	.8	15	220	.2	.7	9	164	.1	.5	12	116	.1	1.3
SU '98	31	568	.4	1.8	43	288	.5	1.5	39	299	.5	1.7	29	249	.4	1.7	20	189	.2	2.7
2-Book	23	512	.3	1.3	33	213	.4	1.2	27	260	.4	1.2	19	207	.3	1.1	16	153	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	12	225	.1	.7	25	100	.3	.9	15	91	.2	.7	8	57	.1	.5	14	70	.2	1.6
SU '98	5	118	.1	.3	2	19		.1	3	51		.1	6	40	.1	.4	8	57	.1	1.1
2-Book	9	172	.1	.5	14	60	.2	.5	9	71	.1	.4	7	49	.1	.5	11	64	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	* 3	56		.2	1	24			2	29		.1	1	8		.1	* 2	8		.2
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VPRM-FM																				
FA '98	176	2118	2.2	9.9	435	1445	5.4	15.0	133	873	1.6	6.1	214	1187	2.7	12.1	50	448	.6	5.6
SU '98	139	1819	1.7	8.1	383	1245	4.8	13.5	129	798	1.6	5.6	136	969	1.7	8.1	30	315	.4	4.1
2-Book	158	1969	2.0	9.0	409	1345	5.1	14.3	131	836	1.6	5.9	175	1078	2.2	10.1	40	382	.5	4.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VPRP-AM																				
FA '98	2	51	.1	.1	9	18	.1	.3	1	26			1	15		.1				
SU '98	3	81	.2	.2	10	58	.1	.4	4	20		.2	3	11		.2	1	10		.1
2-Book	3	66	.2	.2	10	38	.1	.4	3	23		.1	2	13		.2	1	5		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	3	104	.2	.2	4	32		.1	8	53	.1	.4	1	6		.1	1	32		.1
SU '98	2	48	.1	.1	10	10			4	23			4	23		.2	3	35		.4
2-Book	3	76	.2	.2	2	21		.1	4	27	.1	.2	3	15		.2	2	34		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQOZ-FM																				
FA '98	* 7	133	.1	.4	6	45	.1	.2	13	77	.2	.6	10	62	.1	.6	3	66		.3
SU '98	15	140	.2	.9	14	85	.2	.5	28	90	.3	1.2	20	93	.2	1.2	1	25		.1
2-Book	11	137	.2	.7	10	65	.2	.4	21	84	.3	.9	15	78	.2	.9	2	46		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	17	257	.2	1.0	49	181	.6	1.7	10	122	.1	.5	11	109	.1	.6	6	30	.1	.7
SU '98	21	423	.3	1.2	54	269	.7	1.9	17	172	.2	.7	32	217	.4	1.9	5	53	.1	.7
2-Book	19	340	.3	1.1	52	225	.7	1.8	14	147	.2	.6	22	163	.3	1.3	6	42	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	4	120	.2	.2	2	17		.1	4	46		.2	6	63	.1	.3	6	37	.1	.7
SU '98	4	159	.2	.2	11	99	.1	.4	3	80		.1	2	36		.1	2	35		.3
2-Book	4	140	.2	.2	7	58	.1	.3	4	63		.2	4	50	.1	.2	4	36	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 3	63	.2	.2	7	41	.1	.2	6	50	.1	.3	1	11		.1	*	1	9	.1
SU '98	5	70	.1	.3	6	17	.1	.2	5	44	.1	.2	3	9		.2	2	9		.3
2-Book	4	67	.1	.3	7	29	.1	.2	6	47	.1	.3	2	10		.2	2	9		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQO-FM																				
FA '98	35	583	.4	2.0	48	318	.6	1.7	53	389	.7	2.4	36	304	.4	2.0	21	236	.3	2.3
SU '98	24	559	.3	1.4	29	264	.4	1.0	32	280	.4	1.4	22	258	.3	1.3	7	100	.1	1.0
2-Book	30	571	.4	1.7	39	291	.5	1.4	43	335	.6	1.9	29	281	.4	1.7	14	168	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98	13	354	.2	.7	42	247	.5	1.4	13	144	.2	.6	10	71	.1	.6	6	59	.1	.7
SU '98	12	367	.1	.7	23	164	.3	.8	8	130	.1	.3	19	167	.2	1.1	6	88	.1	.8
2-Book	13	361	.2	.7	33	206	.4	1.1	11	137	.2	.5	15	119	.2	.9	6	74	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 17	69	.2	1.0	18	59	.2	.6												
SU '98	18	71	.2	1.0	20	71	.2	.7	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	18	70	.2	1.0	19	65	.2	.7	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	34	734	.4	1.9	30	296	.4	1.0	46	282	.6	2.1	34	285	.4	1.9	28	287	.3	3.1
SU '98	62	840	.8	3.6	76	369	.9	2.7	95	401	1.2	4.1	55	362	.7	3.3	39	200	.5	5.3
2-Book	48	787	.6	2.8	53	333	.7	1.9	71	342	.9	3.1	45	324	.6	2.6	34	244	.4	4.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	6	146	.1	.3	7	47	.1	.2	12	82	.1	.6	8	90	.1	.5	2	33		.2
SU '98	3	144		.2	5	66	.1	.2	4	64		.2	3	55		.2	2	32		.3
2-Book	5	145	.1	.3	6	57	.1	.2	8	73	.1	.4	6	73	.1	.4	2	33		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 7	103	.1	.4	13	46	.2	.4	5	60	.1	.2	4	27		.2	* 6	40	.1	.7
SU '98	3	95		.2	7	55	.1	.2	2	48		.1								
2-Book	5	99	.1	.3	10	51	.2	.3	4	54	.1	.2	2	14		.1	3	20	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYY-FM																				
FA '98	43	921	.5	2.4	88	396	1.1	3.0	60	414	.7	2.8	26	308	.3	1.5	17	171	.2	1.9
SU '98	63	1170	.8	3.7	118	625	1.5	4.2	80	560	1.0	3.4	63	481	.8	3.7	29	212	.4	4.0
2-Book	53	1046	.7	3.1	103	511	1.3	3.6	70	487	.9	3.1	45	395	.6	2.6	23	192	.3	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	18	141	.2	1.0	26	111	.3	.9	28	125	.3	1.3	16	71	.2	.9	4	41		.4
SU '98	6	99	.1	.3	5	19	.1	.2	9	34	.1	.4	6	49	.1	.4	2	7		.3
2-Book	12	120	.2	.7	16	65	.2	.6	19	80	.2	.9	11	60	.2	.7	3	24		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	32	398	.4	1.8	38	220	.5	1.3	44	182	.5	2.0	35	164	.4	2.0	16	109	.2	1.8
SU '98	30	508	.4	1.7	45	246	.6	1.6	30	220	.4	1.3	28	192	.3	1.7	15	118	.2	2.0
2-Book	31	453	.4	1.8	42	233	.6	1.5	37	201	.5	1.7	32	178	.4	1.9	16	114	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	63	1125	.8	3.5	79	581	1.0	2.7	83	652	1.0	3.8	69	567	.9	3.9	16	175	.2	1.8
SU '98	63	1056	.8	3.7	40	378	.5	1.4	86	547	1.1	3.7	66	453	.8	3.9	18	223	.2	2.5
2-Book	63	1091	.8	3.6	60	480	.8	2.1	85	600	1.1	3.8	68	510	.9	3.9	17	199	.2	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1777	7879	22.0		2902	7455	36.0		2168	6471	26.9		1768	6557	21.9		900	4569	11.2	
SU '98	1724	7815	21.5		2827	7351	35.2		2323	6481	28.9		1686	6377	21.0		732	4060	9.1	
2-Book	1751	7847	21.8		2865	7403	35.6		2246	6476	27.9		1727	6467	21.5		816	4315	10.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	16	128	.2	.7	11	72	.1	.8	11	43	.1	.6	10	24	.1	.5	15	24	.2	1.0	
2-Book	13	114	.2	.6	10	60	.1	.7	8	26	.1	.5	11	25	.1	.5	12	17	.2	.9	
WAL-FM																					
FA '98	25	292	.3	1.1	**	**	**	**	7	41	.1	.4	32	87	.4	1.5	27	70	.3	1.8	
2-Book	26	308	.3	1.1	**	**	**	**	15	51	.2	1.0	34	103	.4	1.6	17	49	.2	1.2	
WALO-AM																					
FA '98	7	55	.1	.3	5	38	.1	.3	21	38	.3	1.2	4	17		.2					
2-Book	5	40	.1	.2	3	26	.1	.2	12	26	.2	.7	2	9		.1					
WAPA-AM																					
FA '98	27	354	.3	1.2	8	129	.1	.5	8	38	.1	.5	11	23	.1	.5	3	7		.2	
2-Book	17	242	.2	.8	6	95	.1	.4	6	26	.1	.4	6	21	.1	.3	2	4		.1	
WBRQ-FM																					
FA '98	2	72		.1	2	75		.1	4	11		.2	7	41	.1	.3	5	27	.1	.3	
2-Book	3	78		.1	3	71		.2	2	6		.1	8	33	.1	.4	3	14	.1	.2	
WCAD-FM																					
FA '98	12	266	.1	.5	8	149	.1	.5	3	16		.2	11	38	.1	.5	12	55	.1	.8	
2-Book	14	281	.2	.6	10	134	.1	.7	3	19		.2	14	41	.2	.6	11	38	.1	.8	
WCGB-AM																					
FA '98	9	76	.1	.4	* 7	49	.1	.5	14	32	.2	.8	9	11	.1	.4	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	10	74	.1	.4	3	42		.2	3	13		.2	2	9		.1	11	19	.1	.7	
2-Book	12	100	.2	.5	4	45	.1	.3	9	24	.1	.6	2	9		.1	9	14	.1	.6	
WCMN-FM																					
FA '98	48	508	.6	2.1	37	349	.5	2.5	59	111	.7	3.5	70	155	.9	3.2	41	108	.5	2.7	
2-Book	38	435	.5	1.7	33	308	.4	2.3	41	94	.5	2.6	65	132	.8	2.9	44	113	.6	3.1	
WCOM-FM																					
FA '98	34	603	.4	1.5	21	320	.3	1.4	18	64	.2	1.1	20	61	.2	.9	31	104	.4	2.0	
2-Book	36	594	.5	1.6	24	337	.3	1.7	20	55	.3	1.3	37	112	.5	1.7	32	103	.4	2.2	
WCTA-FM																					
FA '98	9	195	.1	.4	23	152	.3	1.6	22	40	.3	1.3	52	88	.6	2.4	25	47	.3	1.6	
2-Book	18	283	.2	.8	26	196	.3	1.8	27	63	.4	1.8	57	112	.7	2.6	31	64	.4	2.1	
WDOY-FM																					
FA '98	29	550	.4	1.3	27	339	.3	1.8	14	53	.2	.8	47	178	.6	2.1	25	79	.3	1.6	
2-Book	33	528	.5	1.5	32	352	.4	2.3	24	101	.3	1.6	63	180	.8	2.8	26	80	.3	1.8	
WEGM-FM																					
FA '98	6	129	.1	.3	6	94	.1	.4	3	5		.2	6	14	.1	.3	10	37	.1	.7	
2-Book	9	135	.1	.4	11	112	.2	.8	9	21	.1	.6	15	39	.2	.7	17	37	.2	1.2	
WENA-AM																					
FA '98	10	49	.1	.4	* 4	34		.3	4	16		.2	14	27	.2	.6	8	16	.1	.5	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '98	33	342	.4	1.4	31	174	.4	2.1	22	54	.3	1.3	37	70	.5	1.7	39	88	.5	2.6	
2-Book	24	257	.3	1.1	20	134	.3	1.4	19	42	.3	1.2	26	52	.4	1.2	25	54	.3	1.7	
WFID-FM																					
FA '98	126	1156	1.6	5.5	82	718	1.0	5.6	64	211	.8	3.8	152	347	1.9	6.9	125	296	1.5	8.2	
2-Book	135	1086	1.7	5.9	75	701	.9	5.3	61	217	.8	3.9	162	355	2.0	7.3	110	253	1.4	7.6	
WIAC-AM																					
FA '98	22	193	.3	1.0	14	140	.2	1.0	28	55	.3	1.6	5	14	.1	.2	4	15		.3	
2-Book	18	170	.3	.8	16	144	.2	1.1	28	55	.3	1.8	13	33	.2	.6	13	30	.2	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

	Women 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	212	1666	2.6	9.3	79	931	1.0	5.4	96	223	1.2	5.6	142	418	1.8	6.5	60	183	.7	3.9
2-Book	215	1664	2.7	9.4	84	922	1.1	5.9	95	243	1.2	6.0	162	451	2.1	7.3	67	187	.8	4.6
WIOA-FM																				
FA '98	136	1110	1.7	6.0	50	623	.6	3.4	47	160	.6	2.8	82	234	1.0	3.7	72	188	.9	4.7
2-Book	136	1111	1.7	6.0	53	647	.7	3.7	66	206	.8	4.3	95	279	1.2	4.2	52	152	.7	3.5
WIOB-FM																				
FA '98	40	381	.5	1.8	27	277	.3	1.8	40	111	.5	2.4	34	82	.4	1.5	28	69	.3	1.8
2-Book	49	400	.6	2.2	23	243	.3	1.6	38	112	.5	2.4	39	82	.5	1.8	22	65	.3	1.5
WIOC-FM																				
FA '98	42	338	.5	1.8	12	183	.1	.8	15	46	.2	.9	30	86	.4	1.4	14	41	.2	.9
2-Book	60	386	.8	2.6	17	209	.2	1.2	25	60	.3	1.7	46	97	.6	2.1	11	35	.2	.8
WIVA-FM																				
FA '98	27	355	.3	1.2	16	167	.2	1.1	29	59	.4	1.7	25	80	.3	1.1	17	37	.2	1.1
2-Book	32	371	.4	1.4	14	162	.2	1.0	25	65	.4	1.6	16	63	.2	.7	14	32	.2	.9
WKAQ-AM																				
FA '98	97	1110	1.2	4.3	61	631	.8	4.2	105	310	1.3	6.2	74	191	.9	3.4	53	111	.7	3.5
2-Book	80	973	1.0	3.6	50	513	.7	3.5	100	263	1.3	6.4	69	182	.9	3.1	33	70	.4	2.2
WKAQ-FM																				
FA '98	122	1652	1.5	5.4	98	1158	1.2	6.7	87	293	1.1	5.1	192	521	2.4	8.8	121	381	1.5	7.9
2-Book	119	1509	1.5	5.3	79	990	1.0	5.6	75	256	1.0	4.8	156	455	2.0	7.1	88	267	1.1	6.0
WKSA-FM																				
FA '98	29	329	.4	1.3	12	146	.1	.8	14	40	.2	.8	12	73	.1	.5	17	65	.2	1.1
2-Book	27	311	.4	1.2	12	143	.1	.8	16	36	.2	1.0	22	83	.3	1.0	16	52	.2	1.1
WKVM-AM																				
FA '98	2	70	.1	.3	5	79	.1	.3	1	9	.1	.3	3	11	.1	.3	7	24	.1	.5
2-Book	7	96	.1	.3	6	91	.1	.4	4	11	.1	.3	5	18	.1	.2	7	24	.1	.5
WLEO-AM																				
FA '98	5	96	.1	.2	1	29	.1	.3	4	17	.1	.2	1	6	.1	.2				
2-Book	9	96	.1	.4	3	29	.1	.3	7	18	.1	.5	4	12	.1	.2				
WLUZ-AM																				
FA '98	7	43	.1	.3	1	22	.1	.3												
2-Book	8	55	.1	.3	2	27	.1	.3												
WMEG-FM																				
FA '98	72	765	.9	3.2	61	599	.8	4.2	66	174	.8	3.9	65	199	.8	3.0	72	189	.9	4.7
2-Book	58	667	.7	2.6	51	541	.7	3.6	42	130	.5	2.6	51	169	.7	2.3	49	123	.6	3.3
WMIO-FM																				
FA '98	16	142	.2	.7	2	46	.1	.3	1	9	.1	.2	4	21	.1	.2	1	8	.1	.8
2-Book	13	100	.2	.6	4	52	.1	.3	3	19	.1	.2	5	20	.1	.2	10	20	.1	.8
WNEL-AM																				
FA '98	5	113	.1	.2	2	38	.1	.4	3	7	.1	.2	2	7	.1	.2				
2-Book	10	117	.2	.5	5	47	.1	.4	5	11	.1	.4	3	11	.1	.2				
WNIK-FM																				
FA '98	11	126	.1	.5	9	89	.1	.6	7	28	.1	.4	12	37	.1	.5	12	21	.1	.8
2-Book	11	107	.1	.5	7	73	.1	.5	4	14	.1	.2	10	35	.1	.4	13	27	.2	.9
WNNV-FM																				
FA '98	26	159	.3	1.1	21	110	.3	1.4	14	55	.2	.8	42	81	.5	1.9	25	38	.3	1.6
2-Book	17	113	.2	.7	13	81	.2	.9	11	40	.2	.7	26	57	.3	1.2	16	31	.2	1.0
WNRT-FM																				
FA '98	45	420	.6	2.0	37	309	.5	2.5	60	137	.7	3.5	27	73	.3	1.2	30	90	.4	2.0
2-Book	40	398	.5	1.8	28	292	.4	1.9	40	97	.5	2.4	26	83	.3	1.2	23	76	.3	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WOQI-FM																					
FA '98	13	167	.2	.6	15	142	.2	1.0	26	46	.3	1.5	22	57	.3	1.0	15	35	.2	1.0	
2-Book	12	147	.2	.5	12	111	.2	.9	16	34	.2	.9	21	55	.3	.9	15	31	.2	1.1	
WORD-FM																					
FA '98	39	417	.5	1.7	48	357	.6	3.3	26	72	.3	1.5	48	73	.6	2.2	26	53	.3	1.7	
2-Book	59	470	.8	2.6	55	413	.7	3.9	24	64	.3	1.5	52	94	.7	2.3	43	90	.5	3.1	
WQSD-AM																					
FA '98	8	111	.1	.4	9	88	.1	.6	11	34	.1	.6	11	43	.1	.5	4	11		.3	
2-Book	6	89	.1	.3	7	69	.1	.5	7	21	.1	.4	7	34	.1	.3	3	12		.2	
WOYE-FM																					
FA '98	15	376	.2	.7	17	230	.2	1.2	9	33	.1	.5	20	83	.2	.9	11	38	.1	.7	
2-Book	26	413	.4	1.2	22	263	.3	1.6	13	46	.2	.8	30	91	.4	1.3	22	70	.3	1.5	
WPAB-AM																					
FA '98	16	169	.2	.7	4	73		.3	6	14	.1	.4	5	22	.1	.2	2	5		.1	
2-Book	10	126	.1	.4	4	56		.3	5	12	.1	.3	5	16	.1	.2	1	3		.1	
WPRA-AM																					
FA '98	1	46			5	48	.1	.3	19	24	.2	1.1	4	16		.2	5	10	.1	.3	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																					
FA '98	251	1968	3.1	11.0	127	1041	1.6	8.7	152	358	1.9	8.9	215	493	2.7	9.8	137	362	1.7	9.0	
2-Book	230	1802	2.9	10.1	107	950	1.4	7.6	122	305	1.5	7.7	186	448	2.3	8.4	128	317	1.6	8.9	
WPRP-AM																					
FA '98	3	51		.1	1	11		.1	11	11	.1	.6									
2-Book	5	60	.1	.2	1	12		.1	6	6	.1	.3									
WQBS-AM																					
FA '98	4	67		.2	2	56		.1	10	26	.1	.6	3	28		.1					
2-Book	3	45		.1	3	46		.2	9	18	.1	.6	2	14		.1		2	7		.1
WQQZ-FM																					
FA '98	10	118	.1	.4	* 4	65		.3	2	4		.1	6	37	.1	.3	9	42	.1	.6	
2-Book	16	122	.2	.7	8	70	.1	.6	8	16	.1	.5	13	32	.2	.6	11	35	.1	.8	
WRIO-FM																					
FA '98	23	235	.3	1.0	13	115	.2	.9	22	47	.3	1.3	11	31	.1	.5	11	25	.1	.7	
2-Book	28	314	.4	1.2	13	142	.2	.9	23	49	.3	1.5	14	48	.2	.7	10	30	.1	.7	
WSKN-AM																					
FA '98	4	85		.2	2	37		.1					8	17	.1	.4					
2-Book	5	116	.1	.2	2	37		.1					4	9	.1	.2	3	12	.1	.2	
WTPM-FM																					
FA '98	5	54	.1	.2	* 1	11		.1					7	18	.1	.3					
2-Book	5	49	.1	.2	4	27	.1	.3	4	14	.1	.3	7	18	.1	.3	8	11	.1	.6	
WUQK-FM																					
FA '98	46	513	.6	2.0	24	289	.3	1.6	18	68	.2	1.1	43	147	.5	2.0	30	79	.4	2.0	
2-Book	37	471	.5	1.6	26	289	.3	1.8	14	52	.2	.9	46	133	.6	2.1	35	86	.5	2.5	
WUNO-AM																					
FA '98	21	297	.3	.9	4	84		.3	15	60	.2	.9	5	29	.1	.2	2	13		.1	
2-Book	19	304	.3	.8	7	100	.1	.5	17	55	.2	1.1	6	30	.1	.3	1	7		.1	
WUPR-AM																					
FA '98	* 19	59	.2	.8	* 13	59	.2	.9	10	30	.1	.6	* 30	30	.4	1.4					
2-Book	21	65	.3	.9	12	50	.2	.9	9	31	.1	.6	25	25	.3	1.1	**	**	**	**	
WVJP-FM																					
FA '98	37	527	.5	1.6	31	369	.4	2.1	18	77	.2	1.1	44	120	.5	2.0	33	107	.4	2.2	
2-Book	57	574	.8	2.5	41	395	.5	2.9	38	113	.5	2.6	61	161	.8	2.8	47	133	.6	3.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

Women 25-54																						
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM						
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr			
WVOZ-FM																						
FA '98	9	137	.1	.4	4	72	.3	.4	12	.2	12	20	.1	.5	5	27	.1	.3				
2-Book	7	124	.1	.3	3	61	.2	4	10	.3	9	21	.1	.4	3	19	.1	.2				
WXEW-AM																						
FA '98	7	69	.1	.3	* 7	54	.1	.5	12	.7	11	30	.1	.7	9	31	.1	.4				
2-Book	5	69	.1	.2	6	48	.1	.4	11	.7	5	16	.1	.2	6	10	.1	.4				
WXYZ-FM																						
FA '98	58	783	.7	2.5	35	396	.4	2.4	54	124	.7	3.2	52	102	.6	2.4	61	161	.8	4.0		
2-Book	72	916	.9	3.2	40	426	.5	2.8	39	101	.5	2.5	66	182	.8	3.0	61	167	.8	4.2		
WYQE-FM																						
FA '98	24	141	.3	1.1	19	80	.2	1.3	19	.7	13	47	.2	1.1	33	44	.4	1.5	29	44	.4	1.9
2-Book	16	102	.2	.7	13	78	.2	.9	13	.8	21	34	.3	1.0	18	35	.3	1.2				
WZAR-FM																						
FA '98	40	350	.5	1.8	28	211	.3	1.9	30	.6	28	64	.4	1.8	52	115	.6	2.4	32	69	.4	2.1
2-Book	37	356	.5	1.7	30	244	.4	2.1	28	.6	49	121	.6	2.2	34	68	.4	2.4				
WZNT-FM																						
FA '98	77	917	1.0	3.4	69	599	.9	4.7	78	201	1.0	4.6	102	249	1.3	4.6	66	201	.8	4.3		
2-Book	72	855	.9	3.2	80	654	1.0	5.7	64	186	.8	4.1	122	296	1.6	5.5	87	216	1.1	6.1		
TOTALS																						
FA '98	2276	7848	28.2		1463	6735	18.1		1702	3945	21.1		2194	4516	27.2		1528	3455	18.9			
2-Book	2281	7799	28.4		1416	6715	17.6		1573	3738	19.6		2224	4578	27.6		1450	3252	18.0			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	12	26	.1	1.2	13	35	.2	1.1	10	35	.1	.6	4	16	.3	16	49	.2	1.9	
2-Book	13	33	.2	1.5	11	29	.2	1.0	9	26	.1	.5	2	8	.2	12	36	.2	1.5	
VAEL-FM																				
FA '98	21	64	.3	2.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	18	55	.3	2.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																				
FA '98	4	9	.4	.4	5	13	.1	.4								4	9	.5	.5	
2-Book	2	5	.2	.2	3	7	.1	.2								2	5	.3	.3	
WAPA-AM																				
FA '98	15	52	.2	1.5	4	17	.3	.3	5	9	.1	.3	14	32	.2	1.0	6	14	.1	.7
2-Book	10	32	.1	1.0	5	14	.1	.5	4	10	.1	.2	7	16	.1	.5	7	16	.1	.9
WBRQ-FM																				
FA '98									1	19	.1	.1								
2-Book	3	12	.1	.4					3	21	.1	.2	3	5	.1	.2	1	7	.2	
WCAD-FM																				
FA '98	10	40	.1	1.0					6	32	.1	.3	11	41	.1	.8	12	38	.1	1.4
2-Book	9	35	.1	1.0	2	11	.2	.2	9	36	.1	.5	16	35	.2	1.2	18	38	.2	2.2
WCGB-AM																				
FA '98	4	6	.4	.4	* 16	23	.2	1.4	11	34	.1	.6	4	17	.3	.3	*	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCMN-AM																				
FA '98					6	22	.1	.5												
2-Book					5	18	.1	.4	5	11	.1	.3	3	4	.1	.3				
WCMN-FM																				
FA '98	36	87	.4	3.7	22	69	.3	1.9	37	124	.5	2.1	21	73	.3	1.5	9	44	.1	1.1
2-Book	22	58	.3	2.3	21	55	.3	2.0	38	107	.5	2.1	25	70	.3	1.9	7	38	.1	.8
WCOM-FM																				
FA '98	13	60	.2	1.3	10	46	.1	.9	28	94	.3	1.6	22	81	.3	1.6	25	59	.3	3.0
2-Book	12	57	.2	1.3	13	60	.2	1.3	25	82	.3	1.4	20	66	.3	1.5	28	86	.4	3.5
WCTA-FM																				
FA '98	4	15	.4	.4	13	28	.2	1.1	31	48	.4	1.7	26	60	.3	1.9	13	59	.2	1.5
2-Book	7	17	.1	.8	20	50	.3	1.9	31	73	.4	1.7	24	65	.3	1.8	9	42	.1	1.0
WDDY-FM																				
FA '98	33	116	.4	3.4	9	41	.1	.8	42	127	.5	2.4	26	74	.3	1.9	9	30	.1	1.1
2-Book	48	102	.6	5.5	12	46	.2	1.2	33	112	.4	1.9	34	96	.4	2.6	8	28	.1	1.0
WEGM-FM																				
FA '98	5	23	.1	.5	6	13	.1	.5	7	26	.1	.4	2	8	.1	.1	11	39	.1	1.3
2-Book	6	23	.1	.7	5	11	.1	.4	19	48	.3	1.1	6	18	.1	.4	8	27	.1	1.0
WENA-AM																				
FA '98	*	**	**	**	2	6	.2	.2	1	6	.1	.1	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
FA '98	19	46	.2	2.0	36	78	.4	3.1	42	63	.5	2.4	41	67	.5	2.9	19	63	.2	2.3
2-Book	20	44	.2	2.2	23	62	.3	2.1	22	42	.3	1.3	21	34	.3	1.5	11	35	.1	1.4
WFID-FM																				
FA '98	41	146	.5	4.2	39	99	.5	3.4	70	210	.9	3.9	94	210	1.2	6.7	72	200	.9	8.5
2-Book	27	91	.3	2.9	27	98	.4	2.5	72	246	.9	4.0	76	176	1.0	5.6	61	166	.8	7.5
WIAC-AM																				
FA '98	14	28	.2	1.4	19	32	.2	1.7	8	23	.1	.5	12	35	.1	.9	19	54	.2	2.3
2-Book	16	33	.2	1.8	18	33	.2	1.7	13	25	.2	.8	16	33	.2	1.2	10	34	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJAC-FM																				
FA '98	51	151	.6	5.3	22	92	.3	1.9	131	343	1.6	7.4	97	248	1.2	6.9	26	114	.3	3.1
2-Book	43	131	.5	4.7	48	156	.6	4.8	130	326	1.6	7.2	85	225	1.1	6.3	34	114	.4	4.3
WIOA-FM																				
FA '98	15	55	.2	1.5	34	112	.4	3.0	81	234	1.0	4.6	48	145	.6	3.4	21	55	.3	2.5
2-Book	27	70	.4	3.1	30	93	.4	2.8	71	214	.9	4.0	56	160	.7	4.2	25	75	.4	3.2
WIOB-FM																				
FA '98	15	51	.2	1.5	33	81	.4	2.9	28	93	.3	1.6	19	58	.2	1.4	20	53	.2	2.4
2-Book	18	51	.2	2.0	18	46	.2	1.6	26	80	.3	1.5	14	38	.2	1.0	11	31	.1	1.4
WIOC-FM																				
FA '98	8	24	.1	.8	3	19	.3		17	56	.2	1.0	6	34	.1	.4	2	13		.2
2-Book	12	38	.2	1.4	6	18	.1	.6	19	62	.2	1.1	7	30	.1	.5	9	33	.1	1.2
WIVA-FM																				
FA '98	3	8		.3	6	23	.1	.5	21	63	.3	1.2	16	23	.2	1.1	11	45	.1	1.3
2-Book	10	21	.1	1.1	9	27	.1	.9	17	55	.2	1.0	13	30	.2	1.0	9	39	.1	1.1
WKAQ-AM																				
FA '98	48	108	.6	4.9	78	220	1.0	6.8	61	122	.8	3.4	48	110	.6	3.4	30	82	.4	3.6
2-Book	30	73	.4	3.2	70	187	.9	6.7	49	106	.6	2.7	36	80	.5	2.7	20	54	.3	2.5
WKAQ-FM																				
FA '98	77	213	1.0	7.9	51	168	.6	4.5	118	379	1.5	6.7	84	252	1.0	6.0	42	131	.5	5.0
2-Book	54	157	.7	5.8	45	156	.6	4.3	105	346	1.3	5.9	73	198	.9	5.4	31	98	.4	3.8
WKSA-FM																				
FA '98	18	45	.2	1.9	5	16	.1	.4	11	17	.1	.6	5	25	.1	.4	10	18	.1	1.2
2-Book	13	31	.2	1.4	6	21	.1	.6	9	23	.1	.5	5	20	.1	.4	5	13	.1	.6
WKVM-AM																				
FA '98	2	9		.2	28	55	.3	2.4	3	28		.2					5	21	.1	.6
2-Book	1	5		.1	15	32	.2	1.3	9	28	.1	.5	4	11	.1	.3	7	24	.1	.9
WLEO-AM																				
FA '98					6	13	.1	.5												
2-Book					11	21	.2	1.1	3	9	.1	.2								
WLUZ-AM																				
FA '98	2	10		.2									10	12	.1	.7				
2-Book	1	5		.1					4	16	.1	.2	7	12	.1	.5				
WMEG-FM																				
FA '98	46	150	.6	4.7	30	58	.4	2.6	52	137	.6	2.9	64	132	.8	4.6	91	170	1.1	10.8
2-Book	34	112	.5	3.7	25	70	.3	2.3	60	161	.7	3.3	67	143	.9	5.0	77	155	1.0	9.5
WMIO-FM																				
FA '98	2	20		.2									7	17	.1	.5				
2-Book	5	21	.1	.6	1	6		.1	5	5	.1	.3	4	12	.1	.3	1	4		.1
WNEL-AM																				
FA '98	5	8	.1	.5	2	8		.2					4	15		.3	3	17		.4
2-Book	4	9	.1	.5	7	14	.1	.7	7	18	.1	.4	2	8		.2	12	20	.2	1.6
WNIK-FM																				
FA '98	11	29	.1	1.1	13	21	.2	1.1	13	46	.2	.7	4	12		.3	2	7		.2
2-Book	6	15	.1	.6	7	11	.1	.6	12	36	.2	.6	2	6		.2	4	9	.1	.5
WNNV-FM																				
FA '98	10	24	.1	1.0	20	49	.2	1.7	17	50	.2	1.0	30	42	.4	2.1	12	36	.1	1.4
2-Book	7	16	.1	.8	10	25	.1	.9	9	29	.1	.6	16	25	.2	1.1	8	22	.1	1.0
WNRT-FM																				
FA '98	47	111	.6	4.8	51	142	.6	4.5	43	150	.5	2.4	18	59	.2	1.3	26	78	.3	3.1
2-Book	29	66	.4	3.1	45	125	.6	4.3	30	103	.4	1.7	15	53	.2	1.1	19	57	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																			
FA '98	4	23	.4	9	20	.1	.8	15	36	.2	.8	18	25	.2	1.3	9	19	.1	1.1
2-Book	4	17	.5	5	15	.1	.5	12	31	.2	.6	15	22	.2	1.1	8	15	.1	1.0
WORO-FM																			
FA '98	14	14	.2	38	101	.5	3.3	134	198	1.7	7.6	83	214	1.0	5.9	11	24	.1	1.3
2-Book	20	39	.3	33	84	.4	3.1	155	248	2.0	8.6	83	191	1.0	6.1	19	49	.2	2.4
WOSO-AM																			
FA '98	1	11	.1	23	67	.3	2.0	10	28	.1	.6	12	39	.1	.9				
2-Book	1	6	.1	12	34	.2	1.0	8	26	.1	.5	13	32	.2	1.0	3	9	.1	.4
WOYE-FM																			
FA '98	6	26	.1	6	12	.1	.5	32	85	.4	1.8	28	65	.3	2.0	20	51	.2	2.4
2-Book	9	31	.1	15	29	.2	1.5	27	67	.4	1.5	27	58	.3	2.0	28	92	.3	3.6
WPAB-AM																			
FA '98	2	12	.2	6	15	.1	.5	4	25	.2	.2	4	18	.3	.3				
2-Book	2	11	.2	9	22	.1	.9	6	18	.1	.3	5	18	.1	.4	1	5		.2
WPRA-AM																			
FA '98	2	4	.2	8	14	.1	.7	4	14	.2	.2	3	8	.2	.2				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
FA '98	81	191	1.0	82	179	1.0	7.2	170	407	2.1	9.6	101	207	1.3	7.2	70	155	.9	8.3
2-Book	67	180	.9	67	166	.8	6.4	130	348	1.6	7.3	101	238	1.3	7.5	55	131	.7	6.7
WPRP-AM																			
FA '98				3	6	.1	.3												
2-Book																			
WQBS-AM																			
FA '98								1	8	.1	.1	1	8	.1	.1				
2-Book	2	7	.2					2	11	.2	.2	1	4	.1	.1	4	12	.1	.5
WQQZ-FM																			
FA '98	5	12	.1	*				5	23	.1	.3	6	19	.1	.4				
2-Book	5	14	.1					10	33	.2	.6	9	25	.1	.6	4	10	.1	.5
WRIO-FM																			
FA '98	9	21	.1	20	39	.2	1.7	14	55	.2	.8	15	41	.2	1.1	4	20		.5
2-Book	8	20	.1	19	33	.2	1.8	14	47	.2	.8	11	33	.2	.8	3	15		.4
WSKN-AM																			
FA '98								1	14	.1	.1	2	14	.1	.1	1	7		.1
2-Book	1	6	.1					4	13	.1	.2	1	7	.1	.1	1	4		.1
WTPM-FM																			
FA '98	*							7	11	.1	.4					*			
2-Book	1	1	.1	1	4	.1	.1	6	10	.1	.4	2	4	.1	.1				
WUKQ-FM																			
FA '98	14	45	.2	15	42	.2	1.3	36	125	.4	2.0	26	59	.3	1.9	12	36	.1	1.4
2-Book	11	37	.2	10	32	.2	.9	40	105	.5	2.2	32	73	.4	2.4	18	54	.2	2.3
WUNO-AM																			
FA '98	3	9	.3	6	34	.1	.5	4	9	.2	.2	2	9	.1	.1				
2-Book	7	11	.1	13	41	.2	1.3	6	22	.1	.3	5	16	.1	.3	4	12	.1	.5
WUPR-AM																			
FA '98				12	29	.1	1.0	* 9	9	.1	.5								
2-Book	**	**	**	11	35	.1	1.1	14	14	.2	.8	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	25	106	.3	12	59	.1	1.0	35	98	.4	2.0	24	81	.3	1.7	53	150	.7	6.3
2-Book	29	111	.4	25	74	.3	2.5	46	106	.6	2.6	33	86	.4	2.5	44	119	.6	5.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

Women 25-54																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																			
FA '98	3	13	.3	2	19	.2	1	19	.1	4	36	.3	2	20	.2				
2-Book	3	14	.3	1	10	.1	3	15	.2	3	26	.3	1	10	.1				
WXEW-AM																			
FA '98	*			* 23	30	.3	2.0	8	22	.1	.5	3	11	.2	*	4	4	.5	
2-Book				15	23	.2	1.4	5	15	.1	.3	4	9	.3	2	2	.3		
WXYX-FM																			
FA '98	18	69	.2	1.9	25	.3	2.2	38	74	.5	2.1	34	109	.4	2.4	1	14	.1	
2-Book	23	71	.3	2.6	19	.3	1.8	51	115	.7	2.8	42	128	.5	3.1	15	55	.2	2.0
WYQE-FM																			
FA '98	5	6	.1	.5	14	.2	1.2	29	51	.4	1.6	15	25	.2	1.1	6	6	.1	.7
2-Book	7	10	.1	.8	8	.1	.7	24	49	.3	1.3	10	26	.1	.7	3	3	.1	.4
WZAR-FM																			
FA '98	18	49	.2	1.9	23	.3	2.0	43	93	.5	2.4	24	69	.3	1.7	4	12	.5	
2-Book	15	37	.2	1.7	28	.4	2.7	51	111	.6	2.8	33	85	.4	2.5	7	20	.1	.9
WZNT-FM																			
FA '98	40	115	.5	4.1	21	.3	1.8	98	289	1.2	5.5	117	247	1.4	8.4	32	101	.4	3.8
2-Book	47	130	.6	5.3	26	.4	2.6	137	318	1.7	7.6	115	261	1.4	8.5	34	96	.4	4.3
TOTALS																			
FA '98	970	2441	12.0		1146	2595	14.2	1774	3739	22.0		1396	3009	17.3		844	2178	10.5	
2-Book	899	2231	11.2		1049	2504	13.0	1803	3786	22.4		1346	2918	16.7		805	2114	10.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	21	222	.3	1.3	40	137	.6	1.5	25	152	.4	1.3	4	51	.1	.3	16	73	.2	1.9
SU '98	9	131	.1	.6	11	59	.2	.4	7	48	.1	.4	5	49	.1	.4	6	39	.1	.9
2-Book	15	177	.2	1.0	26	98	.4	1.0	16	100	.3	.9	5	50	.1	.4	11	56	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAL-FM																				
FA '98	* 16	284	.2	1.0	15	122	.2	.6	25	164	.4	1.3	16	108	.2	1.1	10	67	.1	1.2
SU '98	15	262	.2	1.0	18	111	.3	.7	24	166	.3	1.3	16	127	.2	1.2	4	63	.1	.6
2-Book	16	273	.2	1.0	17	117	.3	.7	25	165	.4	1.3	16	118	.2	1.2	7	65	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	5	75	.1	.3	16	32	.2	.6	3	32	.2	.2	2	32	.1	.1	1	20	.1	.1
SU '98	4	41	.1	.3	20	36	.3	.8	1	5	.1	.1								
2-Book	5	58	.1	.3	18	34	.3	.7	2	19	.2	.2	1	16	.1	.1	1	10	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	42	633	.6	2.7	76	293	1.1	2.9	52	313	.8	2.8	36	268	.5	2.5	29	181	.4	3.4
SU '98	12	282	.2	.8	20	122	.3	.8	17	145	.2	.9	12	72	.2	.9	6	46	.1	.9
2-Book	27	458	.4	1.8	48	208	.7	1.9	35	229	.5	1.9	24	170	.4	1.7	18	114	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	2	62	.1	.1	1	21	.1	.1	2	19	.1	.1	3	32	.2	.2	2	32	.2	.2
SU '98	2	112	.1	.1	1	20	.1	.1	2	47	.1	.1	5	54	.1	.4		16		
2-Book	2	87	.1	.1	1	21	.1	.1	2	33	.1	.1	4	43	.1	.3	1	24	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	6	190	.1	.4	9	69	.1	.3	11	113	.2	.6	6	85	.1	.4	1	24	.1	.1
SU '98	8	134	.1	.5	9	55	.1	.4	8	73	.1	.4	10	70	.1	.8	9	40	.1	1.4
2-Book	7	162	.1	.5	9	62	.1	.4	10	93	.2	.5	8	78	.1	.6	5	32	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	* 10	128	.1	.6	18	58	.3	.7	9	89	.1	.5	6	38	.1	.4	* 7	27	.1	.8
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	9	119	.1	.6	32	111	.5	1.2	9	83	.1	.5	7	35	.1	.5	1	21	.1	.1
SU '98	12	171	.2	.8	31	157	.5	1.3	16	86	.2	.8	8	53	.1	.6	6	30	.1	.9
2-Book	11	145	.2	.7	32	134	.5	1.3	13	85	.2	.7	8	44	.1	.6	4	26	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 35-64

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
FA '98	26	392	.4	1.7	24	204	.3	.9	30	186	.4	1.6	32	228	.5	2.2	24	124	.3	2.8
SU '98	14	332	.2	1.0	12	110	.2	.5	20	170	.3	1.0	10	122	.1	.8	6	90	.1	1.9
2-Book	20	362	.3	1.4	18	157	.3	.7	25	178	.4	1.3	21	175	.3	1.5	15	107	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	22	631	.3	1.4	50	331	.7	1.9	22	313	.3	1.2	22	166	.3	1.5	9	139	.1	1.0
SU '98	25	559	.4	1.7	47	296	.7	1.9	40	308	.6	2.1	16	199	.2	1.2	7	117	.1	1.1
2-Book	24	595	.4	1.6	49	314	.7	1.9	31	311	.5	1.7	19	183	.3	1.4	8	128	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	14	238	.2	.9	7	80	.1	.3	8	123	.1	.4	15	116	.2	1.0	7	44	.1	.8
SU '98	18	352	.3	1.2	22	179	.3	.9	16	171	.2	.8	14	118	.2	1.1	11	103	.2	1.7
2-Book	16	295	.3	1.1	15	130	.2	.6	12	147	.2	.6	15	117	.2	1.1	9	74	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	27	479	.4	1.7	31	184	.4	1.2	27	215	.4	1.4	30	203	.4	2.1	15	93	.2	1.7
SU '98	21	486	.3	1.4	23	165	.3	.9	24	162	.3	1.3	17	163	.2	1.3	10	87	.1	1.5
2-Book	24	483	.4	1.6	27	175	.4	1.1	26	189	.4	1.4	24	183	.3	1.7	13	90	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	3	70	.2	.2	2	16	.1	.1	2	34	.1	.1	4	32	.1	.3	3	41	.1	.3
SU '98	5	116	.1	.3	4	72	.1	.2	5	39	.1	.3	6	72	.1	.5	4	44	.1	.6
2-Book	4	93	.1	.3	3	44	.1	.2	4	37	.1	.2	5	52	.1	.4	4	43	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	* 15	119	.2	1.0	20	74	.3	.8	29	60	.4	1.5	15	35	.2	1.0	1	13	.1	.1
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	34	312	.5	2.2	27	165	.4	1.0	35	178	.5	1.9	45	151	.7	3.1	26	130	.4	3.0
SU '98	10	260	.1	.7	10	113	.1	.4	11	126	.2	.6	12	86	.2	.9	11	91	.2	1.7
2-Book	22	286	.3	1.5	19	139	.3	.7	23	152	.4	1.3	29	119	.5	2.0	19	111	.3	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	62	982	.9	3.9	87	486	1.3	3.3	99	550	1.4	5.3	67	489	1.0	4.7	32	276	.5	3.7
SU '98	57	751	.8	3.9	81	409	1.2	3.3	92	423	1.3	4.8	69	396	1.0	5.4	16	182	.2	2.4
2-Book	60	867	.9	3.9	84	448	1.3	3.3	96	487	1.4	5.1	68	443	1.0	5.1	24	229	.4	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	39	512	.6	2.5	71	232	1.0	2.7	40	309	.6	2.1	31	154	.4	2.2	31	174	.4	3.6
SU '98	16	304	.2	1.1	22	157	.3	.9	21	152	.3	1.1	15	63	.2	1.2	5	54	.1	.8
2-Book	28	408	.4	1.8	47	195	.7	1.8	31	231	.5	1.6	23	109	.3	1.7	18	114	.3	2.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIAC-FM																				
FA '98	74	1221	1.1	4.7	143	763	2.1	5.5	117	611	1.7	6.2	79	519	1.1	5.5	19	224	.3	2.2
SU '98	76	1165	1.1	5.2	157	627	2.3	6.3	92	502	1.3	4.8	80	574	1.2	6.2	27	315	.4	4.1
2-Book	75	1193	1.1	5.0	150	695	2.2	5.9	105	557	1.5	5.5	80	547	1.2	5.9	23	270	.4	3.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '98	64	984	.9	4.1	116	461	1.7	4.4	126	599	1.8	6.7	51	414	.7	3.6	19	195	.3	2.2
SU '98	75	1133	1.1	5.1	120	575	1.7	4.9	122	583	1.8	6.4	80	660	1.2	6.2	20	230	.3	3.0
2-Book	70	1059	1.0	4.6	118	518	1.7	4.7	124	591	1.8	6.6	66	537	1.0	4.9	20	213	.3	2.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOB-FM																				
FA '98	20	222	.3	1.3	35	144	.5	1.3	18	130	.3	1.0	15	92	.2	1.0	18	66	.3	2.1
SU '98	29	386	.4	2.0	64	217	.9	2.6	61	202	.9	3.2	17	168	.2	1.3	2	37		.3
2-Book	25	304	.4	1.7	50	181	.7	2.0	40	166	.6	2.1	16	130	.2	1.2	10	52	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOC-FM																				
FA '98	20	259	.3	1.3	34	130	.5	1.3	37	139	.5	2.0	15	81	.2	1.0	11	71	.2	1.3
SU '98	38	314	.6	2.6	59	223	.9	2.4	70	214	1.0	3.7	37	191	.5	2.9	15	118	.2	2.3
2-Book	29	287	.5	2.0	47	177	.7	1.9	54	177	.8	2.9	26	136	.4	2.0	13	95	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '98	15	321	.2	1.0	43	174	.6	1.6	9	112	.1	.5	20	97	.3	1.4	2	24		.2
SU '98	22	344	.3	1.5	42	171	.6	1.7	29	173	.4	1.5	27	234	.4	2.1	3	43		.5
2-Book	19	333	.3	1.3	43	173	.6	1.7	19	143	.3	1.0	24	166	.4	1.8	3	34		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-AM																				
FA '98	110	1582	1.6	7.0	203	1023	2.9	7.8	101	708	1.5	5.4	101	635	1.5	7.0	111	612	1.6	12.9
SU '98	87	1467	1.3	5.9	162	857	2.4	6.5	81	539	1.2	4.2	90	600	1.3	7.0	78	504	1.1	11.7
2-Book	99	1525	1.5	6.5	183	940	2.7	7.2	91	624	1.4	4.8	96	618	1.4	7.0	95	558	1.4	12.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKAQ-FM																				
FA '98	75	1428	1.1	4.8	87	620	1.3	3.3	97	786	1.4	5.2	88	838	1.3	6.1	36	399	.5	4.2
SU '98	47	1082	.7	3.2	62	427	.9	2.5	65	599	.9	3.4	49	467	.7	3.8	29	212	.4	4.4
2-Book	61	1255	.9	4.0	75	524	1.1	2.9	81	693	1.2	4.3	69	653	1.0	5.0	33	306	.5	4.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKSA-FM																				
FA '98	13	252	.2	.8	31	145	.4	1.2	16	154	.2	.9	10	124	.1	.7	8	55	.1	.9
SU '98	12	223	.2	.8	31	118	.5	1.3	23	66	.3	1.2	3	59	.2	.2	4	54	.1	.6
2-Book	13	238	.2	.8	31	132	.5	1.3	20	110	.3	1.1	7	92	.1	.5	6	55	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98	18	245	.3	1.1	11	28	.2	.4	11	59	.2	.6	20	81	.3	1.4	21	85	.3	2.4
SU '98	24	283	.3	1.6	47	176	.7	1.9	21	87	.3	1.1	6	39	.1	.5	24	66	.3	3.6
2-Book	21	264	.3	1.4	29	102	.5	1.2	16	73	.3	.9	13	60	.2	1.0	23	76	.3	3.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																				
FA '98	4	120	.1	.3	11	63	.2	.4	5	45	.1	.3	3	35	.2	.2	11	11		
SU '98	10	143	.1	.7	39	111	.6	1.6	10	68	.1	.5	2	32	.2	.2	1	27		.2
2-Book	7	132	.1	.5	25	87	.4	1.0	8	57	.1	.4	3	34	.2	.2	1	19		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98	9	77	.1	.6	26	42	.4	1.0	5	20	.1	.3	4	11	.1	.3	10	14	.1	1.2
SU '98	8	157	.1	.5	33	98	.5	1.3	5	58	.1	.3	3	11	.2	.2	4	40	.1	.6
2-Book	9	117	.1	.6	30	70	.5	1.2	5	39	.1	.3	4	11	.1	.3	7	27	.1	.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	16	556	.2	1.0	22	172	.3	.8	17	210	.2	.9	11	133	.2	.8	8	126	.1	.9
SU '98	22	364	.3	1.5	24	147	.3	1.0	26	152	.4	1.4	21	143	.3	1.6	12	104	.2	1.8
2-Book	19	460	.3	1.3	23	160	.3	.9	22	181	.3	1.2	16	138	.3	1.2	10	115	.2	1.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98	4	63	.1	.3	1	28			4	36	.1	.2	3	26		.2	1	27		.1
SU '98	2	22		.1	4	9	.1	.2	2	9		.1	3	22		.2				
2-Book	3	43	.1	.2	3	19	.1	.1	3	23	.1	.2	3	24		.2	1	14		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98	13	209	.2	.8	15	98	.2	.6	12	65	.2	.6	13	82	.2	.9	15	28	.2	1.7
SU '98	14	204	.2	1.0	23	114	.3	.9	22	155	.3	1.2	9	68	.1	.7	10	48	.1	1.5
2-Book	14	207	.2	.9	19	106	.3	.8	17	110	.3	.9	11	75	.2	.8	13	38	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	7	101	.1	.4	12	51	.2	.5	10	53	.1	.5	6	67	.1	.4	3	33		.3
SU '98	5	96	.1	.3	11	43	.2	.4	8	50	.1	.4	3	61	.2	.2	2	41		.3
2-Book	6	99	.1	.4	12	47	.2	.5	9	52	.1	.5	5	64	.1	.3	3	37		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 35-64

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNNV-FM																				
FA '98	19	101	.3	1.2	26	67	.4	1.0	24	67	.3	1.3	19	78	.3	1.3	9	35	.1	1.0
SU '98	11	129	.2	.7	21	78	.3	.8	14	94	.2	.7	5	46	.1	.4	8	69	.1	1.2
2-Book	15	115	.3	1.0	24	73	.4	.9	19	81	.3	1.0	12	62	.2	.9	9	52	.1	1.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
FA '98	32	412	.5	2.0	57	280	.8	2.2	31	200	.4	1.7	26	168	.4	1.8	24	148	.3	2.8
SU '98	16	404	.2	1.1	24	212	.3	1.0	14	178	.2	.7	22	206	.3	1.7	8	137	.1	1.2
2-Book	24	408	.4	1.6	41	246	.6	1.6	23	189	.3	1.2	24	187	.4	1.8	16	143	.2	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOQI-FM																				
FA '98	8	128	.1	.5	12	70	.2	.5	8	89	.1	.4	9	70	.1	.6	2	18		.2
SU '98	5	128	.1	.3	7	42	.1	.3	9	64	.1	.5	4	47	.1	.3	1	9		.2
2-Book	7	128	.1	.4	10	56	.2	.4	9	77	.1	.5	7	59	.1	.5	2	14		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WORO-FM																				
FA '98	54	779	.8	3.4	46	313	.7	1.8	84	423	1.2	4.5	46	318	.7	3.2	16	115	.2	1.9
SU '98	69	800	1.0	4.7	77	342	1.1	3.1	135	421	2.0	7.1	64	287	.9	5.0	12	182	.2	1.8
2-Book	62	790	.9	4.1	62	328	.9	2.5	110	422	1.6	5.8	55	303	.8	4.1	14	149	.2	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOSO-AM																				
FA '98	6	101	.1	.4	7	34	.1	.3	5	40	.1	.3	12	45	.2	.8	2	18		.2
SU '98	3	72		.2	4	47	.1	.2	1	26		.1	6	28	.1	.5	4	58	.1	.6
2-Book	5	87	.1	.3	6	41	.1	.3	3	33	.1	.2	9	37	.2	.7	3	38	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '98	10	269	.1	.6	18	91	.3	.7	11	122	.2	.6	4	95	.1	.3	4	57	.1	.5
SU '98	22	401	.3	1.5	35	200	.5	1.4	28	225	.4	1.5	22	178	.3	1.7	12	146	.2	1.8
2-Book	16	335	.2	1.1	27	146	.4	1.1	20	174	.3	1.1	13	137	.2	1.0	8	102	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPAB-AM																				
FA '98	13	269	.2	.8	20	116	.3	.8	18	128	.3	1.0	13	103	.2	.9	18	80	.3	2.1
SU '98	6	196	.1	.4	3	45		.1	5	80	.1	.3	7	48	.1	.5	12	112	.2	1.8
2-Book	10	233	.2	.6	12	81	.2	.5	12	104	.2	.7	10	76	.2	.7	15	96	.3	2.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRA-AM																				
FA '98	* 7	113	.1	.4	2	35		.1	3	39		.2	6	46	.1	.4	* 11	20	.2	1.3
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPRM-FM																				
FA '98	121	1577	1.8	7.7	311	1072	4.5	11.9	96	691	1.4	5.1	126	798	1.8	8.8	34	347	.5	3.9
SU '98	92	1317	1.3	6.3	256	842	3.7	10.3	83	590	1.2	4.4	79	666	1.1	6.1	24	245	.3	3.6
2-Book	107	1447	1.6	7.0	284	957	4.1	11.1	90	641	1.3	4.8	103	732	1.5	7.5	29	296	.4	3.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRP-AM																				
FA '98	5	78	.1	.3	19	41	.3	.7	4	54	.1	.2	2	8	.1	.1	1	8	.1	.1
SU '98	4	98	.1	.3	8	61	.1	.3	5	29	.1	.3	4	29	.1	.3	2	37	.1	.3
2-Book	5	88	.1	.3	14	51	.2	.5	5	42	.1	.3	3	19	.1	.2	2	23	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '98	6	125	.1	.4	18	46	.3	.7	10	77	.1	.5	1	17	.1	.1		24		
SU '98	3	100	.2	.2	5	38	.1	.2	2	24	.1	.1	7	49	.1	.5	2	23	.1	.3
2-Book	5	113	.1	.3	12	42	.2	.5	6	51	.1	.3	4	33	.1	.3	1	24	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQQZ-FM																				
FA '98	* 10	98	.1	.6	7	32	.1	.3	16	72	.2	.9	16	49	.2	1.1	7	59	.1	.8
SU '98	8	88	.1	.5	10	43	.1	.4	15	42	.2	.8	11	62	.2	.9				
2-Book	9	93	.1	.6	9	38	.1	.4	16	57	.2	.9	14	56	.2	1.0	4	30	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '98	12	178	.2	.8	39	125	.6	1.5	9	103	.1	.5	8	68	.1	.6	4	25	.1	.5
SU '98	21	353	.3	1.4	44	223	.6	1.8	21	173	.3	1.1	23	184	.3	1.8	6	64	.1	.9
2-Book	17	266	.3	1.1	42	174	.6	1.7	15	138	.2	.8	16	126	.2	1.2	5	45	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
FA '98	7	157	.1	.4	5	48	.1	.2	5	62	.1	.3	6	61	.1	.4	14	97	.2	1.6
SU '98	13	264	.2	.9	26	151	.4	1.1	12	101	.2	.6	13	89	.2	1.0	5	75	.1	.8
2-Book	10	211	.2	.7	16	100	.3	.7	9	82	.2	.5	10	75	.2	.7	10	86	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
FA '98	* 3	68	.2	.3	8	46	.1	.3	5	39	.1	.3		7			* 1	9	.1	.1
SU '98	4	58	.1	.3	6	17	.1	.2	5	44	.1	.3	3	9	.2	.2	2	9	.1	.3
2-Book	4	63	.1	.3	7	32	.1	.3	5	42	.1	.3	2	8	.1	.1	2	9	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '98	21	375	.3	1.3	27	163	.4	1.0	28	215	.4	1.5	29	207	.4	2.0	13	177	.2	1.5
SU '98	19	485	.3	1.3	28	226	.4	1.1	26	222	.4	1.4	17	218	.2	1.3	5	133	.1	.8
2-Book	20	430	.3	1.3	28	195	.4	1.1	27	219	.4	1.5	23	213	.3	1.7	9	155	.2	1.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WUNO-AM																			
FA '98	20	431	.3	1.3	61	302	.9	2.3	16	158	.2	.9	15	91	.2	1.0	10	97	.1	1.2
SU '98	19	487	.3	1.3	29	208	.4	1.2	19	224	.3	1.0	22	182	.3	1.7	11	129	.2	1.7
2-Book	20	459	.3	1.3	45	255	.7	1.8	18	191	.3	1.0	19	137	.3	1.4	11	113	.2	1.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUPR-AM																				
FA '98	* 11	38	.2	.7	12	28	.2	.5												
SU '98	21	75	.3	1.4	21	75	.3	.8	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	16	57	.3	1.1	17	52	.3	.7	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	31	607	.4	2.0	33	261	.5	1.3	49	252	.7	2.6	33	229	.5	2.3	15	196	.2	1.7
SU '98	54	775	.8	3.7	51	279	.7	2.1	75	373	1.1	3.9	46	318	.7	3.6	38	201	.6	5.7
2-Book	43	691	.6	2.9	42	270	.6	1.7	62	313	.9	3.3	40	274	.6	3.0	27	199	.4	3.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVOZ-FM																				
FA '98	2	75	.1	.1	3	23	.1	.1	1	14	.1	.1	3	24	.1	.2	4	27	.1	.5
SU '98	2	92	.1	.1	2	35	.1	.1	3	55	.1	.2	1	48	.1	.1	1	10	.1	.2
2-Book	2	84	.1	.1	3	29	.1	.1	2	35	.1	.2	2	36	.1	.2	3	19	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '98	* 9	134	.1	.6	20	59	.3	.8	5	52	.1	.3	4	19	.1	.3	* 6	49	.1	.7
SU '98	2	88	.1	.1	7	58	.1	.3	3	49	.1	.2	1	9	.1	.1				
2-Book	6	111	.1	.4	14	59	.2	.6	4	51	.1	.3	3	14	.1	.2	3	25	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '98	30	603	.4	1.9	54	262	.8	2.1	40	253	.6	2.1	18	185	.3	1.3	10	109	.1	1.2
SU '98	39	714	.6	2.7	78	340	1.1	3.2	52	341	.8	2.7	28	298	.4	2.2	15	117	.2	2.3
2-Book	35	659	.5	2.3	66	301	1.0	2.7	46	297	.7	2.4	23	242	.4	1.8	13	113	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WYQE-FM																				
FA '98	14	133	.2	.9	20	94	.3	.8	23	108	.3	1.2	11	63	.2	.8	3	39	.1	.3
SU '98	6	100	.1	.4	8	34	.1	.3	9	34	.1	.5	7	64	.1	.5	2	7	.1	.3
2-Book	10	117	.2	.7	14	64	.2	.6	16	71	.2	.9	9	64	.2	.7	3	23	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '98	27	319	.4	1.7	31	154	.4	1.2	38	134	.6	2.0	34	170	.5	2.4	13	80	.2	1.5
SU '98	18	406	.3	1.2	25	187	.4	1.0	16	176	.2	.8	14	156	.2	1.1	12	108	.2	1.8
2-Book	23	363	.4	1.5	28	171	.4	1.1	27	155	.4	1.4	24	163	.4	1.8	13	94	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VZNT-FM																				
FA '98	55	935	.8	3.5	82	518	1.2	3.1	73	555	1.1	3.9	58	473	.8	4.0	14	159	.2	1.6
SU '98	54	890	.8	3.7	47	391	.7	1.9	72	465	1.0	3.8	52	354	.8	4.0	13	181	.2	2.0
2-Book	55	913	.8	3.6	65	455	1.0	2.5	73	510	1.1	3.9	55	414	.8	4.0	14	170	.2	1.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	1572	6691	22.8		2610	6340	37.8		1875	5538	27.2		1435	5378	20.8		862	3801	12.5	
SU '98	1470	6629	21.3		2474	6171	35.9		1907	5421	27.7		1289	5267	18.7		666	3575	9.7	
2-Book	1521	6660	22.1		2542	6256	36.9		1891	5480	27.5		1362	5323	19.8		764	3688	11.1	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 35-64

Target Listener Estimates

Women 35-64																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '98	23	186	.3	1.2	22	140	.3	1.7	14	55	.2	.9	25	62	.4	1.3	35	65	.5	2.7	
2-Book	16	140	.2	.8	18	113	.3	1.4	10	32	.2	.7	21	51	.3	1.1	22	37	.3	1.8	
Wael-FM																					
FA '98	19	244	.3	1.0	**	**	**	**	7	41	.1	.4	20	63	.3	1.0	14	40	.2	1.1	
2-Book	20	248	.3	1.1	**	**	**	**	7	31	.1	.4	19	56	.3	1.0	10	27	.2	.8	
WALO-AM																					
FA '98	7	64	.1	.4	3	25	.2	.2	16	25	.2	1.0	4	17	.1	.2					
2-Book	7	50	.1	.4	3	31	.2	.2	20	31	.3	1.3	4	11	.1	.2					
WAPA-AM																					
FA '98	55	510	.8	2.8	28	291	.4	2.1	33	83	.5	2.0	43	94	.6	2.3	18	46	.3	1.4	
2-Book	36	367	.5	1.8	19	230	.3	1.4	24	77	.4	1.5	30	76	.4	1.6	16	43	.3	1.3	
WBRQ-FM																					
FA '98	2	42	.1	.1	3	51	.2	.2	1	10	.1	.1	10	51	.1	.5	3	16	.2	.2	
2-Book	3	60	.2	.2	3	54	.2	.2	1	5	.1	.1	9	38	.1	.5	2	8	.1	.1	
WCAD-FM																					
FA '98	9	158	.1	.5	3	52	.2	.2	3	16	.2	.2	5	17	.1	.3					
2-Book	9	142	.1	.5	4	45	.1	.3	3	16	.2	.2	3	9	.1	.2					
WGB-AM																					
FA '98	11	104	.2	.6	* 8	63	.1	.6	16	39	.2	1.0	9	11	.1	.5	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																					
FA '98	15	111	.2	.8	4	68	.1	.3	16	50	.2	1.0	5	16	.1	.3	5	10	.1	.4	
2-Book	17	134	.3	.9	5	70	.1	.4	18	55	.3	1.2	4	12	.1	.2	6	9	.1	.5	
WCMN-FM																					
FA '98	29	345	.4	1.5	21	209	.3	1.6	18	31	.3	1.1	30	91	.4	1.6	49	113	.7	3.7	
2-Book	22	299	.3	1.1	20	197	.3	1.6	15	33	.3	1.0	30	73	.4	1.6	40	97	.6	3.2	
WCOM-FM																					
FA '98	31	533	.4	1.6	16	241	.2	1.2	10	33	.1	.6	22	63	.3	1.2	24	77	.3	1.8	
2-Book	33	516	.5	1.7	18	254	.3	1.4	17	39	.2	1.1	32	99	.5	1.7	25	79	.4	2.0	
WCTA-FM																					
FA '98	10	167	.1	.5	26	161	.4	2.0	22	40	.3	1.4	51	83	.7	2.7	34	55	.5	2.6	
2-Book	14	223	.2	.7	25	174	.4	2.0	28	63	.4	1.9	49	101	.7	2.6	34	63	.5	2.8	
WDDY-FM																					
FA '98	29	338	.4	1.5	31	278	.4	2.3	15	57	.2	.9	32	107	.5	1.7	26	59	.4	2.0	
2-Book	26	315	.4	1.4	29	262	.4	2.2	19	62	.3	1.3	41	98	.6	2.2	26	63	.4	2.1	
WEGM-FM																					
FA '98	2	48	.1	.1	3	41	.2	.2					3	9	.2	.2	7	19	.1	.5	
2-Book	4	73	.1	.2	5	46	.1	.4	3	9	.1	.2	5	14	.1	.3	10	18	.2	.8	
WENA-AM																					
FA '98	22	82	.3	1.1	* 11	64	.2	.8	7	28	.1	.4	26	40	.4	1.4	18	46	.3	1.4	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '98	36	269	.5	1.8	36	168	.5	2.7	23	53	.3	1.4	45	69	.7	2.4	48	102	.7	3.7	
2-Book	24	232	.4	1.2	23	141	.3	1.7	17	42	.2	1.1	28	55	.4	1.5	31	66	.5	2.4	
WFID-FM																					
FA '98	85	824	1.2	4.3	40	469	.6	3.0	36	128	.5	2.2	86	199	1.2	4.5	72	192	1.0	5.5	
2-Book	84	717	1.2	4.3	41	431	.6	3.2	38	136	.6	2.5	97	208	1.4	5.1	70	158	1.0	5.7	
WIAC-AM																					
FA '98	47	418	.7	2.4	30	261	.4	2.3	56	122	.8	3.5	35	71	.5	1.8	21	57	.3	1.6	
2-Book	34	324	.5	1.8	24	218	.4	1.9	47	97	.7	3.1	32	76	.5	1.7	18	42	.3	1.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	113	1043	1.6	5.7	42	550	.6	3.2	57	147	.8	3.5	69	248	1.0	3.6	44	129	.6	3.3
2-Book	111	993	1.6	5.7	46	564	.7	3.7	53	147	.8	3.5	93	288	1.4	5.0	40	126	.6	3.2
WIOA-FM																				
FA '98	100	810	1.4	5.1	31	438	.4	2.3	27	84	.4	1.7	68	172	1.0	3.6	37	71	.5	2.8
2-Book	104	866	1.5	5.4	42	493	.6	3.3	60	170	.9	4.2	72	202	1.1	3.8	35	91	.5	2.8
WIOB-FM																				
FA '98	22	201	.3	1.1	16	137	.2	1.2	23	50	.3	1.4	19	51	.3	1.0	10	21	.1	.8
2-Book	36	265	.5	1.9	14	134	.2	1.1	25	60	.4	1.6	19	46	.3	1.0	11	29	.2	.9
WIOC-FM																				
FA '98	29	208	.4	1.5	10	131	.1	.8	12	35	.2	.7	26	71	.4	1.4	8	28	.1	.6
2-Book	43	247	.6	2.3	15	160	.2	1.2	16	39	.3	1.1	40	89	.6	2.2	12	37	.2	1.0
WIVA-FM																				
FA '98	23	256	.3	1.2	10	103	.1	.8	11	29	.2	.7	15	49	.2	.8	3	8		.2
2-Book	28	287	.4	1.5	13	121	.2	1.1	18	55	.3	1.2	19	51	.3	1.0	10	19	.1	.8
WKAQ-AM																				
FA '98	132	1490	1.9	6.7	68	714	1.0	5.1	104	286	1.5	6.5	86	239	1.2	4.5	60	134	.9	4.6
2-Book	121	1382	1.8	6.3	61	692	.9	4.8	114	308	1.7	7.6	81	230	1.2	4.3	47	114	.7	3.7
WKAQ-FM																				
FA '98	91	1177	1.3	4.6	73	746	1.1	5.5	71	202	1.0	4.4	122	328	1.8	6.4	101	244	1.5	7.7
2-Book	75	1043	1.1	3.9	56	618	.9	4.4	58	171	.9	3.8	98	287	1.5	5.2	63	152	1.0	5.0
WKSA-FM																				
FA '98	19	222	.3	1.0	7	108	.1	.5	14	36	.2	.9	10	74	.1	.5	8	42	.1	.6
2-Book	19	192	.3	1.0	5	84	.1	.4	8	23	.1	.5	9	52	.1	.5	8	30	.1	.6
WKVM-AM																				
FA '98	14	106	.2	.7	23	167	.3	1.7	32	62	.5	2.0	22	44	.3	1.2	18	30	.3	1.4
2-Book	19	154	.3	1.0	24	164	.4	1.9	32	65	.5	2.2	19	43	.3	1.0	20	40	.3	1.7
WLEO-AM																				
FA '98	6	94	.1	.3	3	58		.2	5	22	.1	.3	5	14	.1	.3	2	8		.2
2-Book	11	114	.2	.6	5	57	.1	.4	12	30	.2	.8	6	17	.1	.3	3	13		.3
WLUZ-AM																				
FA '98	11	63	.2	.6	4	25	.1	.3					2	7		.1	2	7		.2
2-Book	12	86	.2	.7	3	36	.1	.3								.1	2	7		.2
WMEG-FM																				
FA '98	17	313	.2	.9	21	302	.3	1.6	30	89	.4	1.9	28	95	.4	1.5	36	114	.5	2.7
2-Book	21	281	.3	1.1	23	258	.3	1.8	23	68	.3	1.5	23	87	.4	1.3	33	77	.5	2.6
WMIO-FM																				
FA '98	3	45		.2	7	36	.1	.5	4	11	.1	.2	13	19	.2	.7	6	18	.1	.5
2-Book	3	34		.2	4	23	.1	.3	3	10	.1	.2	8	14	.1	.4	6	14	.1	.5
WNEL-AM																				
FA '98	13	178	.2	.7	11	58	.2	.8	13	17	.2	.8	12	17	.2	.6	10	10	.1	.8
2-Book	16	183	.3	.9	11	78	.2	.9	14	23	.2	1.0	8	16	.2	.4	9	12	.1	.7
WNIK-FM																				
FA '98	9	88	.1	.5	5	59	.1	.4	7	28	.1	.4	4	17	.1	.2				
2-Book	8	80	.1	.5	5	50	.1	.4	4	14	.1	.2	6	25	.1	.3	7	16	.1	.6
WNNV-FM																				
FA '98	23	101	.3	1.2	19	81	.3	1.4	14	55	.2	.9	33	61	.5	1.7	25	38	.4	1.9
2-Book	18	110	.3	1.0	15	88	.2	1.1	15	41	.2	1.0	26	62	.4	1.4	19	47	.3	1.5
WNRT-FM																				
FA '98	37	332	.5	1.9	30	253	.4	2.3	47	115	.7	2.9	30	59	.4	1.6	17	74	.2	1.3
2-Book	29	328	.4	1.5	23	253	.3	1.8	32	80	.5	2.0	32	85	.5	1.7	16	64	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 35-64

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	10	111	.1	.5	9	66	.1	.7	17	27	.2	1.1	11	19	.2	.6				
2-Book	9	102	.1	.5	6	67	.1	.5	11	24	.2	.8	8	23	.2	.4	3	8	.1	.3
WORO-FM																				
FA '98	61	556	.9	3.1	67	516	1.0	5.1	26	75	.4	1.6	86	162	1.2	4.5	37	98	.5	2.8
2-Book	78	545	1.2	4.1	65	498	1.0	5.1	22	60	.4	1.5	69	134	1.0	3.7	54	120	.8	4.5
WOSO-AM																				
FA '98	7	78	.1	.4	8	68	.1	.6	11	34	.2	.7	8	34	.1	.4	4	11	.1	.3
2-Book	5	63	.1	.3	6	53	.1	.4	7	21	.1	.4	5	24	.1	.3	2	6	.1	.2
WVYE-FM																				
FA '98	11	201	.2	.6	11	121	.2	.8	8	22	.1	.5	15	61	.2	.8	3	10	.2	.2
2-Book	20	262	.3	1.1	14	177	.2	1.1	6	22	.1	.4	21	69	.3	1.1	16	50	.2	1.3
WPAB-AM																				
FA '98	17	236	.2	.9	4	75	.1	.3	6	9	.1	.4	10	37	.1	.5	5	17	.1	.4
2-Book	11	186	.2	.6	5	67	.1	.4	6	15	.1	.4	9	30	.1	.5	3	9	.1	.2
WPRA-AM																				
FA '98	4	83	.1	.2	10	77	.1	.8	24	35	.3	1.5	11	37	.2	.6	1	6	.1	.1
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	171	1431	2.5	8.7	90	799	1.3	6.8	130	321	1.9	8.1	141	355	2.0	7.4	104	283	1.5	7.9
2-Book	153	1301	2.3	7.9	76	709	1.1	6.0	95	237	1.4	6.2	134	341	1.9	7.1	97	259	1.4	7.8
WPRP-AM																				
FA '98	8	73	.1	.4	3	30	.2	.2	11	11	.2	.7					1	6	.1	.1
2-Book	7	76	.1	.4	3	38	.2	.2	13	20	.2	.9	1	5	.1	.1	2	7	.1	.2
WQBS-AM																				
FA '98	10	91	.1	.5	5	74	.1	.4	24	40	.3	1.5	4	42	.1	.2				
2-Book	7	89	.1	.4	4	55	.1	.3	16	25	.2	1.0	2	21	.1	.1	2	7	.1	.2
WQQZ-FM																				
FA '98	13	89	.2	.7	* 5	41	.1	.4					11	23	.2	.6	6	32	.1	.5
2-Book	13	89	.2	.7	5	34	.1	.4	4	8	.1	.3	9	16	.2	.5	5	20	.1	.4
WRIO-FM																				
FA '98	18	151	.3	.9	8	90	.1	.6	15	35	.2	.9	5	18	.1	.3	3	8	.2	.2
2-Book	24	241	.4	1.2	12	141	.2	1.0	24	52	.4	1.6	22	56	.4	1.2	10	27	.1	.9
WSKN-AM																				
FA '98	6	105	.1	.3	5	85	.1	.4	9	31	.1	.6	9	27	.1	.5	2	10	.2	.2
2-Book	12	159	.2	.6	8	104	.2	.7	10	30	.2	.7	8	28	.1	.4	4	17	.1	.4
WTPM-FM																				
FA '98	5	59	.1	.3	* 2	11	.2	.2	8	11	.1	.5								
2-Book	5	52	.1	.3	3	21	.1	.3	6	13	.1	.4	4	12	.1	.2	5	5	.1	.4
WUKQ-FM																				
FA '98	28	299	.4	1.4	14	188	.2	1.1	12	31	.2	.7	22	73	.3	1.2	14	26	.2	1.1
2-Book	26	320	.4	1.4	18	215	.3	1.4	11	40	.2	.7	27	90	.4	1.5	16	35	.3	1.4
WUNO-AM																				
FA '98	30	346	.4	1.5	11	171	.2	.8	33	116	.5	2.0	9	47	.1	.5	11	39	.2	.8
2-Book	27	376	.4	1.4	15	169	.3	1.2	34	91	.5	2.3	19	60	.3	1.1	10	26	.2	.8
WUPR-AM																				
FA '98	* 12	28	.2	.6	* 8	38	.1	.6	8	20	.1	.5	* 20	20	.3	1.0				
2-Book	18	52	.3	1.0	12	45	.2	.9	10	32	.2	.7	26	26	.4	1.4	**	**	**	**
WVJP-FM																				
FA '98	39	421	.6	2.0	28	314	.4	2.1	28	87	.4	1.7	41	89	.6	2.2	24	81	.3	1.8
2-Book	49	487	.8	2.6	43	374	.6	3.4	46	119	.7	3.1	69	170	1.0	3.7	43	124	.6	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																				
FA '98	2	62	.1	.1	1	10	.1	.1												
2-Book	2	71	.1	.1	2	19	.2	.2					3	11	.1	.2	1	5		.1
WXEW-AM																				
FA '98	9	74	.1	.5	* 9	93	.1	.7	16	44	.2	1.0	9	31	.1	.5				
2-Book	7	77	.1	.4	5	54	.1	.4	10	26	.2	.7	5	16	.1	.3	1	4		.1
WXYX-FM																				
FA '98	38	497	.6	1.9	29	291	.4	2.2	37	73	.5	2.3	57	111	.8	3.0	49	112	.7	3.7
2-Book	45	577	.7	2.3	30	280	.4	2.3	30	73	.4	2.0	54	135	.8	2.9	47	110	.7	3.8
WYQE-FM																				
FA '98	19	125	.3	1.0	14	72	.2	1.1	17	36	.2	1.1	17	22	.2	.9	19	36	.3	1.4
2-Book	14	102	.2	.7	11	75	.2	.9	16	32	.2	1.1	10	16	.1	.5	12	25	.2	.9
WZAR-FM																				
FA '98	34	296	.5	1.7	24	152	.3	1.8	24	40	.3	1.5	47	101	.7	2.5	31	60	.4	2.4
2-Book	26	293	.4	1.4	23	187	.3	1.8	19	42	.3	1.2	35	85	.5	1.9	24	55	.3	2.0
WZNT-FM																				
FA '98	71	811	1.0	3.6	54	451	.8	4.1	73	192	1.1	4.5	86	185	1.2	4.5	57	146	.8	4.3
2-Book	65	744	.9	3.4	65	528	1.0	5.2	55	167	.8	3.6	107	233	1.6	5.7	82	196	1.2	6.8
TOTALS																				
FA '98	1970	6637	28.5		1325	5714	19.2		1611	3501	23.3		1905	3827	27.6		1314	2869	19.0	
2-Book	1932	6594	28.0		1276	5752	18.5		1511	3378	21.9		1885	3913	27.4		1237	2767	17.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98	10	19	.1	1.1	35	76	.5	2.8	22	87	.3	1.3	4	16	.1	.3	30	101	.4	4.2
2-Book	14	32	.2	1.9	22	50	.3	1.9	22	64	.3	1.3	9	19	.2	.7	20	64	.3	2.9
Wael-FM																				
FA '98	12	43	.2	1.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	13	44	.2	1.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98	4	9	.1	.5													4	9	.1	.6
2-Book	2	5	.1	.3													2	5	.1	.3
WAPA-AM																				
FA '98	22	73	.3	2.5	39	94	.6	3.2	28	64	.4	1.7	25	71	.4	2.1	17	68	.2	2.4
2-Book	14	43	.2	1.7	23	58	.4	1.9	17	39	.3	1.0	17	46	.3	1.5	11	42	.2	1.5
WBRQ-FM																				
FA '98									6	18	.1	.4								
2-Book	3	12	.1	.5					6	21	.1	.4					1	7		.2
WCAD-FM																				
FA '98	3	11		.3				4	6	.1	.2	2	6		.2	8	19	.1	1.1	
2-Book	5	17	.1	.6	1	5	.1	5	15	.1	.3	9	15	.1	.8	10	16	.2	1.5	
WCGB-AM																				
FA '98	4	6	.1	.5	* 16	23	.2	1.3	12	41	.2	.7	9	24	.1	.8	*	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98					4	21	.1	.3	5	17	.1	.3								
2-Book					4	18	.1	.3	7	20	.1	.4	3	4	.1	.3				
WCMN-FM																				
FA '98	24	73	.3	2.7	4	16	.1	.3	26	64	.4	1.6	16	47	.2	1.3	5	34	.1	.7
2-Book	14	41	.2	1.7	15	30	.3	1.4	29	73	.5	1.7	17	46	.2	1.4	4	23	.1	.5
WCOM-FM																				
FA '98	1	10		.1	12	52	.2	1.0	27	79	.4	1.6	17	46	.2	1.4	15	34	.2	2.1
2-Book	2	12		.2	13	58	.2	1.1	21	62	.3	1.2	12	37	.2	1.0	23	60	.4	3.5
WCTA-FM																				
FA '98	16	28	.2	1.8	13	28	.2	1.1	30	46	.4	1.8	25	54	.4	2.1	12	55	.2	1.7
2-Book	14	24	.2	1.9	15	41	.2	1.3	28	72	.4	1.7	18	48	.3	1.6	9	42	.2	1.3
WDDY-FM																				
FA '98	43	97	.6	4.9	20	54	.3	1.6	57	117	.8	3.4	41	76	.6	3.5	13	30	.2	1.8
2-Book	43	73	.6	5.8	15	46	.2	1.3	39	96	.6	2.3	34	76	.5	3.0	9	25	.2	1.2
WEGM-FM																				
FA '98					5	8	.1	.4	7	21	.1	.4	2	8		.2	3	9		.4
2-Book	1	5		.2	4	8	.1	.4	13	32	.2	.7	1	4		.1	2	5		.2
WENA-AM																				
FA '98	* 6	9	.1	.7	6	25	.1	.5	18	37	.3	1.1	3	12		.3	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	18	46	.3	2.0	41	87	.6	3.3	52	72	.8	3.1	50	76	.7	4.2	17	54	.2	2.4
2-Book	16	40	.3	2.1	23	60	.4	1.9	27	46	.4	1.6	30	55	.4	2.6	12	38	.2	1.8
WFID-FM																				
FA '98	22	77	.3	2.5	6	33	.1	.5	24	123	.3	1.4	35	103	.5	2.9	38	114	.6	5.4
2-Book	17	54	.3	2.2	8	46	.1	.7	30	127	.4	1.7	28	81	.4	2.4	37	92	.6	5.6
WIAC-AM																				
FA '98	27	51	.4	3.1	40	85	.6	3.3	26	76	.4	1.6	16	52	.2	1.3	23	71	.3	3.2
2-Book	19	39	.3	2.4	28	59	.4	2.4	24	60	.4	1.4	18	42	.3	1.5	12	42	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIAC-FM																				
FA '98	23	67	.3	2.6	5	24	.1	.4	63	166	.9	3.8	61	153	.9	5.1	17	73	.2	2.4
2-Book	21	66	.3	2.7	27	94	.4	2.5	67	173	1.0	3.9	52	124	.8	4.4	17	63	.2	2.6
WIOA-FM																				
FA '98	16	30	.2	1.8	29	91	.4	2.4	37	138	.5	2.2	16	61	.2	1.3	15	34	.2	2.1
2-Book	28	62	.4	3.9	33	103	.5	3.0	53	164	.8	3.1	35	97	.5	3.0	15	45	.2	2.3
WIOB-FM																				
FA '98	4	23	.1	.5	28	61	.4	2.3	21	63	.3	1.3	8	23	.1	.7	13	30	.2	1.8
2-Book	7	29	.1	1.0	16	36	.2	1.3	20	54	.3	1.2	7	16	.1	.6	8	19	.1	1.1
WIOC-FM																				
FA '98	10	25	.1	1.1	3	18	.1	.2	12	41	.2	.7	6	28	.1	.5	2	13	.1	.3
2-Book	14	43	.2	1.9	6	18	.1	.5	8	35	.2	.5	7	27	.1	.6	10	37	.2	1.6
WIVA-FM																				
FA '98	3	8	.1	.3	5	18	.1	.4	20	59	.3	1.2	14	14	.2	1.2	7	35	.1	1.0
2-Book	4	15	.1	.6	8	21	.1	.7	19	51	.3	1.1	21	38	.3	1.9	6	26	.1	.8
WKAQ-AM																				
FA '98	59	156	.9	6.7	87	247	1.3	7.1	66	172	1.0	3.9	41	102	.6	3.5	47	123	.7	6.6
2-Book	41	114	.6	5.1	85	237	1.3	7.5	53	141	.8	3.1	48	118	.7	4.2	31	81	.5	4.5
WKAQ-FM																				
FA '98	56	148	.8	6.3	38	122	.6	3.1	101	293	1.5	6.0	68	154	1.0	5.7	24	52	.3	3.4
2-Book	39	107	.6	4.8	39	132	.6	3.5	86	248	1.3	5.0	44	110	.7	3.8	17	41	.2	2.4
WKSA-FM																				
FA '98	13	34	.2	1.5	2	6	.1	.2	2	6	.1	.1					8	13	.1	1.1
2-Book	7	17	.1	.8	1	3	.1	.1	2	7	.1	.1	2	6	.1	.2	5	9	.1	.7
WKVM-AM																				
FA '98	17	32	.2	1.9	47	91	.7	3.8	27	77	.4	1.6	9	15	.1	.8	13	32	.2	1.8
2-Book	14	31	.2	1.7	38	78	.6	3.3	42	79	.6	2.4	20	39	.3	1.8	11	30	.2	1.6
WLED-AM																				
FA '98	4	8	.1	.5	6	21	.1	.5									2	5	.1	.3
2-Book	3	9	.1	.4	11	29	.2	1.0	2	5	.1	.1								
WLUZ-AM																				
FA '98	11	14	.2	1.2									5	11	.1	.4	13	25	.2	1.8
2-Book	6	7	.1	.6					4	16	.1	.3	5	11	.1	.4	7	13	.1	.9
WMEG-FM																				
FA '98	17	47	.2	1.9	9	14	.1	.7	10	25	.1	.6	11	38	.2	.9	24	46	.3	3.4
2-Book	13	38	.2	1.6	13	25	.2	1.1	26	46	.4	1.5	30	66	.5	2.6	24	59	.3	3.5
WMIO-FM																				
FA '98	1	8	.1	.1	5	11	.1	.4	11	11	.2	.7	15	28	.2	1.3				
2-Book	1	4	.1	.1	3	6	.1	.2	6	6	.1	.4	8	14	.1	.7				
WNEL-AM																				
FA '98	18	28	.3	2.0	2	8	.1	.2					9	35	.1	.8	19	36	.3	2.7
2-Book	12	27	.2	1.5	7	14	.1	.7	7	18	.1	.4	8	30	.1	.7	21	35	.3	3.2
WNIK-FM																				
FA '98	3	18	.1	.3	13	21	.2	1.1	7	26	.1	.4	4	12	.1	.3	2	7	.1	.3
2-Book	2	9	.1	.2	7	11	.1	.6	5	18	.1	.3	2	6	.1	.2	4	9	.1	.6
WNNV-FM																				
FA '98	10	24	.1	1.1	20	49	.3	1.6	15	40	.2	.9	28	32	.4	2.4	12	36	.2	1.7
2-Book	9	18	.1	1.1	15	33	.2	1.3	10	39	.2	.6	18	22	.3	1.6	9	29	.2	1.3
WNRT-FM																				
FA '98	35	82	.5	4.0	39	94	.6	3.2	34	110	.5	2.0	19	70	.3	1.6	18	56	.3	2.5
2-Book	19	45	.3	2.3	30	82	.5	2.6	28	84	.4	1.6	13	49	.2	1.1	13	40	.2	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQOI-FM																			
FA '98	1	8	.1	7	11	.1	.6	14	30	.2	.8	18	25	.3	1.5	9	19	.1	1.3
2-Book	1	4	.1	5	10	.1	.4	11	27	.2	.6	11	17	.2	1.0	5	10	.1	.7
WORO-FM																			
FA '98	14	14	.2	41	118	.6	3.3	197	311	2.9	11.8	113	299	1.6	9.5	12	32	.2	1.7
2-Book	18	38	.3	42	115	.6	3.7	193	309	2.8	11.3	96	232	1.4	8.2	19	54	.3	2.8
WOSO-AM																			
FA '98				21	57	.3	1.7	10	28	.1	.6	12	39	.2	1.0				
2-Book				11	29	.2	.9	7	27	.1	.4	12	26	.2	1.1	3	9	.1	.4
WOYE-FM																			
FA '98	1	10	.1	5	6	.1	.4	21	45	.3	1.3	19	36	.3	1.6	14	28	.2	2.0
2-Book	3	19	.1	9	17	.2	.8	18	38	.3	1.1	19	36	.3	1.6	21	72	.3	3.1
WPAB-AM																			
FA '98	2	4	.2	6	15	.1	.5	4	25	.1	.2	2	8	.2					
2-Book	2	7	.3	8	17	.1	.8	6	18	.1	.4	4	13	.1	.3	3	10	.1	.4
WPRA-AM																			
FA '98	8	12	.1	14	36	.2	1.1	14	26	.2	.8	9	20	.1	.8				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
FA '98	60	130	.9	54	118	.8	4.4	106	280	1.5	6.3	65	155	.9	5.5	59	113	.9	8.3
2-Book	49	127	.7	40	96	.6	3.4	86	250	1.3	5.1	65	174	.9	5.6	42	94	.7	6.1
WPRP-AM																			
FA '98				3	14	.2		8	14	.1	.5								
2-Book				2	11	.2		5	12	.1	.3	2	9	.1	.2		5		
WQBS-AM																			
FA '98	7	12	.1									1	8	.1		5	12	.1	.7
2-Book	5	13	.1					2	7	.1		1	4	.1		6	18	.1	.9
WQQZ-FM																			
FA '98	5	12	.1	*				6	19	.1	.4	12	19	.2	1.0				
2-Book	3	6	.1					7	20	.1	.5	8	14	.2	.7	2	6	.1	.3
WRIO-FM																			
FA '98	9	21	.1	12	29	.2	1.0	10	32	.1	.6	5	30	.1	.4	4	13	.1	.6
2-Book	6	20	.1	12	21	.2	1.1	11	37	.2	.6	8	23	.2	.7	5	16	.1	.8
WSKN-AM																			
FA '98	7	17	.1	1	10	.1		1	14	.1		2	14	.2		9	24	.1	1.3
2-Book	6	22	.1	6	19	.1	.6	10	28	.2	.6	6	21	.1	.5	15	34	.2	2.2
WTPM-FM																			
FA '98	*							4	11	.1	.2					*			
2-Book	1	1	.1	1	4	.1		5	10	.1	.3	2	4	.2					
WUQZ-FM																			
FA '98	10	29	.1	11	43	.2	.9	21	80	.3	1.3	21	55	.3	1.8	3	13	.1	.4
2-Book	10	32	.1	9	35	.2	.8	31	80	.5	1.8	26	68	.4	2.2	10	30	.1	1.5
WUNO-AM																			
FA '98	7	29	.1	27	100	.4	2.2	6	19	.1	.4	2	9	.2					
2-Book	10	27	.2	24	82	.4	2.1	14	45	.2	.9	5	16	.1	.4	7	19	.1	1.0
WUPR-AM																			
FA '98				5	19	.1	.4	* 9	9	.1	.5								
2-Book	**	**	**	8	36	.2	.8	20	20	.3	1.2	**	**	**	**	**	**	**	**
WVJP-FM																			
FA '98	17	68	.2	32	65	.5	2.6	23	61	.3	1.4	17	55	.2	1.4	37	110	.5	5.2
2-Book	25	92	.4	37	77	.6	3.3	51	109	.7	3.0	34	79	.5	2.9	36	96	.5	5.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM FA '98 2-Book									2	5	.1	.1	3	10	.3	.3	6	10	.1	.8
													3	13	.3	.3	3	5	.1	.4
WXEW-AM FA '98 2-Book	* 6	26	.1	.7	* 23	30	.3	1.9	12	35	.2	.7	3	11	.3	.3	* 4	4	.1	.6
	3	13	.1	.4	13	19	.2	1.1	7	22	.1	.4	2	6	.2	.2	2	2	.1	.3
WXYX-FM FA '98 2-Book	14	64	.2	1.6	22	53	.3	1.8	31	63	.4	1.9	24	73	.3	2.0	6	18	.1	1.0
	13	44	.2	1.8	22	58	.3	1.9	41	82	.6	2.4	28	87	.4	2.4				
WYQE-FM FA '98 2-Book	5	6	.1	.6	11	13	.2	.9	18	41	.3	1.1	17	39	.2	1.4	6	6	.1	.8
	3	3	.1	.3	6	10	.1	.5	21	45	.3	1.2	13	40	.2	1.1	3	3	.1	.4
WZAR-FM FA '98 2-Book	12	34	.2	1.4	19	25	.3	1.5	30	63	.4	1.8	22	59	.3	1.9	4	12	.1	.6
	12	25	.2	1.6	18	37	.3	1.6	41	103	.6	2.4	27	83	.4	2.3	5	10	.1	.7
WZNT-FM FA '98 2-Book	33	76	.5	3.7	24	62	.3	2.0	76	206	1.1	4.5	75	149	1.1	6.3	10	42	.1	1.4
	43	101	.7	6.0	26	69	.4	2.3	101	228	1.5	5.8	96	208	1.4	8.3	12	44	.2	1.7
TOTALS FA '98 2-Book	882	2044	12.8		1230	2667	17.8		1673	3372	24.2		1187	2617	17.2		708	1725	10.3	
	764	1852	11.1		1138	2585	16.5		1716	3451	24.9		1162	2540	16.9		673	1683	9.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '98																				
SU '98	3	72	.1	.5	3	35	.1	.4	4	45	.1	.7	5	19	.1	.7	5	35	.1	.9
2-Book	2	36	.1	.3	2	18	.1	.2	2	23	.1	.4	3	10	.1	.4	3	18	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wael-FM																				
FA '98	* 10	226	.2	1.7	5	72	.1	.7	4	66	.1	1.1	16	119	.4	2.1	9	62	.2	1.7
SU '98	15	341	.4	2.4	9	100	.2	1.3	25	241	.6	4.4	14	185	.4	2.0	12	153	.3	2.1
2-Book	13	284	.3	2.1	7	86	.2	1.0	15	154	.4	2.8	15	152	.4	2.1	11	108	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '98		6			1	6	.1										2	6		.4
SU '98		17							17											
2-Book		12			1	3	.1		9								1	3		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '98	1	60		.2					8				2	21		.3		12		
SU '98		19			1	19	.1													
2-Book	1	40		.1	1	10	.1		4				1	11		.2		6		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WBRQ-FM																				
FA '98	4	168	.1	.7	7	66	.2	.9	1	34	.3		3	43	.1	.4	5	60	.1	.9
SU '98	6	139	.2	.9	3	62	.1	.4	8	71	.2	1.4	5	42	.1	.7	9	77	.2	1.6
2-Book	5	154	.2	.8	5	64	.2	.7	5	53	.1	.9	4	43	.1	.6	7	69	.2	1.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '98	9	294	.2	1.5	8	120	.2	1.1	6	76	.1	1.6	10	120	.2	1.3	14	174	.3	2.6
SU '98	4	157	.1	.6	1	28	.1	.1	3	22	.1	.5	6	71	.2	.9	4	88	.1	.7
2-Book	7	226	.2	1.1	5	74	.1	.6	5	49	.1	1.1	8	96	.2	1.1	9	131	.2	1.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCGB-AM																				
FA '98	*	8																		
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM																				
FA '98	1	7		.2													2	7		.4
SU '98		17			2	10	.1	.3												
2-Book	1	12		.1	1	5	.1	.2									1	4		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
FA '98	18	359	.4	3.0	23	181	.6	3.1	8	91	.2	2.2	21	184	.5	2.8	13	126	.3	2.4
SU '98	12	301	.3	1.9	6	63	.2	.8	11	139	.3	1.9	17	165	.4	2.4	14	135	.4	2.5
2-Book	15	330	.4	2.5	15	122	.4	2.0	10	115	.3	2.1	19	175	.5	2.6	14	131	.4	2.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCOM-FM																				
FA '98	52	1392	1.3	8.6	53	566	1.3	7.1	30	563	.7	8.1	60	704	1.5	7.9	60	606	1.5	11.1
SU '98	76	1437	1.9	12.0	88	619	2.2	12.3	54	616	1.4	9.5	85	799	2.1	12.1	86	773	2.2	15.1
2-Book	64	1415	1.6	10.3	71	593	1.8	9.7	42	590	1.1	8.8	73	752	1.8	10.0	73	690	1.9	13.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCTA-FM																				
FA '98	6	106	.1	1.0	4	28	.1	.5	4	39	.1	1.1	4	40	.1	.5	2	21	.4	.4
SU '98	7	162	.2	1.1	11	82	.3	1.5	9	110	.2	1.6	2	35	.1	.3	2	30	.1	.4
2-Book	7	134	.2	1.1	8	55	.2	1.0	7	75	.2	1.4	3	38	.1	.4	2	26	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDOY-FM																				
FA '98	40	898	1.0	6.6	24	256	.6	3.2	24	268	.6	6.5	35	327	.9	4.6	46	444	1.1	8.5
SU '98	46	808	1.2	7.3	38	219	1.0	5.3	40	314	1.0	7.0	41	324	1.0	5.8	48	386	1.2	8.4
2-Book	43	853	1.1	7.0	31	238	.8	4.3	32	291	.8	6.8	38	326	1.0	5.2	47	415	1.2	8.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEGM-FM																				
FA '98	10	190	.2	1.7	8	112	.2	1.1	7	72	.2	1.9	8	82	.2	1.1	14	59	.3	2.6
SU '98	8	96	.2	1.3	2	27	.1	.3	10	77	.3	1.8	12	49	.3	1.7	7	33	.2	1.2
2-Book	9	143	.2	1.5	5	70	.2	.7	9	75	.3	1.9	10	66	.3	1.4	11	46	.3	1.9
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WENA-AM																				
FA '98	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '98	9	182	.2	1.5	4	78	.1	.5	1	35	.3	.3	13	82	.3	1.7	6	81	.1	1.1
SU '98	1	42	.2	.2	5	5	.1	.1	2	24	.1	.4	1	14	.1	.1	24	24	.1	.1
2-Book	5	112	.1	.9	2	42	.1	.3	2	30	.1	.4	7	48	.2	.9	3	53	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFID-FM																				
FA '98	14	479	.3	2.3	9	137	.2	1.2	14	172	.3	3.8	16	192	.4	2.1	26	188	.6	4.8
SU '98	15	380	.4	2.4	12	111	.3	1.7	14	128	.4	2.5	15	199	.4	2.1	11	109	.3	1.9
2-Book	15	430	.4	2.4	11	124	.3	1.5	14	150	.4	3.2	16	196	.4	2.1	19	149	.5	3.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-AM																				
FA '98	8			1	8		.1		8											
SU '98																				
2-Book	4			1	4		.1		4											
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIAC-FM																				
FA '98	15	611	.4	2.5	26	227	.6	3.5	12	176	.3	3.2	11	157	.3	1.5	14	201	.3	2.6
SU '98	17	473	.4	2.7	18	162	.5	2.5	15	191	.4	2.6	17	171	.4	2.4	20	164	.5	3.5
2-Book	16	542	.4	2.6	22	195	.6	3.0	14	184	.4	2.9	14	164	.4	2.0	17	183	.4	3.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																				
FA '98	15	402	.4	2.5	29	187	.7	3.9	18	121	.4	4.9	13	151	.3	1.7	4	92	.1	.7
SU '98	12	482	.3	1.9	18	181	.5	2.5	18	220	.5	3.2	9	117	.2	1.3	7	126	.2	1.2
2-Book	14	442	.4	2.2	24	184	.6	3.2	18	171	.5	4.1	11	134	.3	1.5	6	109	.2	1.0
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOB-FM																				
FA '98	9	197	.2	1.5	6	95	.1	.8	5	67	.1	1.4	13	102	.3	1.7	10	64	.2	1.9
SU '98	7	209	.2	1.1	18	90	.5	2.5	5	70	.1	.9	7	75	.2	1.0	7	70	.2	1.2
2-Book	8	203	.2	1.3	12	93	.3	1.7	5	69	.1	1.2	10	89	.3	1.4	9	67	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOC-FM																				
FA '98	4	117	.1	.7	4	32	.1	.5	4	33	.1	1.1	3	23	.1	.4	2	26		.4
SU '98	3	159	.1	.5	5	88	.1	.7	1	26		.2	4	58	.1	.6	2	18	.1	.4
2-Book	4	138	.1	.6	5	60	.1	.6	3	30	.1	.7	4	41	.1	.5	2	22	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
FA '98	4	172	.1	.7	14	79	.3	1.9	2	24		.5	7	98	.2	.9		7		
SU '98	8	289	.2	1.3	22	91	.6	3.1	4	96	.1	.7	9	105	.2	1.3	2	27	.1	.4
2-Book	6	231	.2	1.0	18	85	.5	2.5	3	60	.1	.6	8	102	.2	1.1	1	17	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKAQ-AM																				
FA '98	3	226	.1	.5	13	147	.3	1.8	2	51		.5	3	41	.1	.4	1	31		.2
SU '98	4	89	.1	.6	2	41	.1	.3	1	19		.2	4	39	.1	.6	3	28	.1	.5
2-Book	4	158	.1	.6	8	94	.2	1.1	2	35		.4	4	40	.1	.5	2	30	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKAQ-FM																				
FA '98	72	1553	1.8	11.9	81	845	2.0	10.9	51	704	1.3	13.8	91	939	2.3	12.0	65	626	1.6	12.1
SU '98	67	1209	1.7	10.6	47	448	1.2	6.6	60	550	1.5	10.6	73	557	1.8	10.4	64	562	1.6	11.2
2-Book	70	1381	1.8	11.3	64	647	1.6	8.8	56	627	1.4	12.2	82	748	2.1	11.2	65	594	1.6	11.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '98	3	135	.1	.5	1	26	.1		5			7	62	.2	.9	5	78	.1	.9	
SU '98	6	175	.2	.9	3	50	.1	.4	9	102	.2	1.6	6	69	.2	.9	3	56	.1	.5
2-Book	5	155	.2	.7	2	38	.1	.3	5	54	.1	.8	7	66	.2	.9	4	67	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKVM-AM																				
FA '98		15											15							
SU '98		8				8							8							
2-Book		12				4							8							
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLED-AM																				
FA '98	1	37		.2	5	29	.1	.7												
SU '98		9			2	9	.1	.3		9			1	9	.1					
2-Book	1	23		.1	4	19	.1	.5		5			1	5	.1					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
FA '98																				
SU '98		8			1	8		.1												
2-Book		4			1	4		.1												
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMEG-FM																				
FA '98	54	933	1.3	8.9	65	463	1.6	8.8	27	357	.7	7.3	72	505	1.8	9.5	59	447	1.5	10.9
SU '98	34	663	.9	5.4	37	243	.9	5.2	15	204	.4	2.6	52	244	1.3	7.4	31	280	.8	5.4
2-Book	44	798	1.1	7.2	51	353	1.3	7.0	21	281	.6	5.0	62	375	1.6	8.5	45	364	1.2	8.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMIO-FM																				
FA '98		11											1	11	.1					
SU '98	1	23		.2	2	11	.1	.3		11			1	11	.1			11		
2-Book	1	17		.1	1	6	.1	.2		6			1	11	.1			6		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEL-AM																				
FA '98		15															1	9		.2
SU '98		16			1	16		.1										7		
2-Book		16			1	8		.1									1	8		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																				
FA '98	2	57		.3					1	14		.3	3	32	.1	.4	2	32		.4
SU '98		10												10						
2-Book	1	34		.2					1	7		.2	2	21	.1	.2	1	16		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WNNV-FM																					
FA '98	3	84	.1	.5	4	46	.1	.5	2	19	.5	3	22	.1	.4	1	15	.2	.2		
SU '98	1	42		.2		12			1	12	.2	1	18	.1		1	9		.2		
2-Book	2	63	.1	.4	2	29	.1	.3	2	16	.4	2	20	.1	.3	1	12	.2			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WNRT-FM																					
FA '98	9	247	.2	1.5	17	109	.4	2.3	5	63	.1	1.4	13	119	.3	1.7	6	85	.1	1.1	
SU '98	7	154	.2	1.1	6	67	.2	.8	11	118	.3	1.9	11	117	.3	1.6	2	64	.1	.4	
2-Book	8	201	.2	1.3	12	88	.3	1.6	8	91	.2	1.7	12	118	.3	1.7	4	75	.1	.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WOQI-FM																					
FA '98	21	305	.5	3.5	29	177	.7	3.9	18	160	.4	4.9	20	175	.5	2.6	20	154	.5	3.7	
SU '98	23	251	.6	3.6	34	154	.9	4.8	12	147	.3	2.1	26	145	.7	3.7	23	158	.6	4.0	
2-Book	22	278	.6	3.6	32	166	.8	4.4	15	154	.4	3.5	23	160	.6	3.2	22	156	.6	3.9	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WORO-FM																					
FA '98	3	109	.1	.5					1	7		.3	2	28		.3		7			
SU '98	1	44		.2		8				8			1	8		.1					
2-Book	2	77	.1	.4		4			1	8		.2	2	18		.2		4			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WOSO-AM																					
FA '98		8																8			
SU '98		6								6			1	6		.1					
2-Book		7								3			1	3		.1		4			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WOYE-FM																					
FA '98	17	366	.4	2.8	25	188	.6	3.4	12	118	.3	3.2	19	181	.5	2.5	14	141	.3	2.6	
SU '98	34	497	.9	5.4	43	304	1.1	6.0	31	274	.8	5.5	34	219	.9	4.8	38	241	1.0	6.7	
2-Book	26	432	.7	4.1	34	246	.9	4.7	22	196	.6	4.4	27	200	.7	3.7	26	191	.7	4.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WPAB-AM																					
FA '98		22								13											
SU '98	1	9		.2														2	9	.1	.4
2-Book	1	16		.1						7							1	5	.1	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WPRA-AM																					
FA '98	* 1	28		.2	1	20		.1		8			2	8		.3	*	8			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPRM-FM																					
FA '98	49	1139	1.2	8.1	103	604	2.6	13.9	29	337	.7	7.8	79	573	2.0	10.4	20	281	.5	3.7	
SU '98	43	891	1.1	6.8	97	458	2.4	13.6	40	345	1.0	7.0	47	320	1.2	6.7	20	213	.5	3.5	
2-Book	46	1015	1.2	7.5	100	531	2.5	13.8	35	341	.9	7.4	63	447	1.6	8.6	20	247	.5	3.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRP-AM																					
FA '98		29			1	9		.1													
SU '98		6				6															
2-Book		18			1	8		.1										6	3		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQBS-AM																					
FA '98		15																			
SU '98		6				6				6											
2-Book		11				3				3											
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQOZ-FM																					
FA '98	* 4	67	.1	.7	1	13	.1	.1	1	31	.3	.3	14	22	.3	1.8					
SU '98	3	28	.1	.5	3	28	.1	.4	6	18	.2	1.1	6	10	.2	.9	1	18	.2	.2	
2-Book	4	48	.1	.6	2	21	.1	.3	4	25	.1	.7	10	16	.3	1.4	1	9	.1	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																					
FA '98	13	296	.3	2.2	38	171	.9	5.1	3	61	.1	.8	20	148	.5	2.6	3	57	.1	.6	
SU '98	8	224	.2	1.3	20	131	.5	2.8	4	50	.1	.7	16	147	.4	2.3	3	53	.1	.5	
2-Book	11	260	.3	1.8	29	151	.7	4.0	4	56	.1	.8	18	148	.5	2.5	3	55	.1	.6	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																					
FA '98		15																			
SU '98		14				6							1	8		.1					
2-Book		15				3							1	4		.1					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																					
FA '98	* 2	25		.3	3	11	.1	.4		11			3	11	.1	.4		* 4	19	.1	.7
SU '98	6	35	.2	.9	9	19	.2	1.3	5	28	.1	.9	6	19	.2	.9	4	19	.1	.7	
2-Book	4	30	.1	.6	6	15	.2	.9	3	20	.1	.5	5	15	.2	.7	4	19	.1	.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUQO-FM																					
FA '98	27	478	.7	4.5	27	237	.7	3.6	11	132	.3	3.0	36	291	.9	4.8	25	175	.6	4.6	
SU '98	42	510	1.1	6.6	25	253	.6	3.5	51	263	1.3	9.0	43	301	1.1	6.1	39	225	1.0	6.8	
2-Book	35	494	.9	5.6	26	245	.7	3.6	31	198	.8	6.0	40	296	1.0	5.5	32	200	.8	5.7	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUNO-AM																				
FA '98		37										3	37	.1	.4					
SU '98	1	29	.2	4	14	.1	.6													
2-Book	1	33	.1	2	7	.1	.3					2	19	.1	.2					
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUPR-AM																				
FA '98	* 1	8	.2	1	8		.1													
SU '98								**	**	**	**	**	**	**	**	**	**	**	**	
2-Book	1	4	.1	1	4		.1	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVJP-FM																				
FA '98	3	114	.1	.5		24		2	37	.5		5	54	.1	.7	1	29	.2		
SU '98	1	82	.2			14		1	27	.2						3	23	.1	.5	
2-Book	2	98	.1	.4		19		2	32	.4		3	27	.1	.4	2	26	.1	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVQZ-FM																				
FA '98		35											5							
SU '98	2	90	.1	.3	3	47	.1	.4	2	30	.1	.4	1	22	.1		1	47	.2	
2-Book	1	63	.1	.2	2	24	.1	.2	1	15	.1	.2	1	14	.1		1	24	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXEV-AM																				
FA '98	* 1	6		1	6		.1		6			1	6	.1		*				
SU '98	1	15	.2	6	15	.2	.8													
2-Book	1	11	.1	4	11	.1	.5		3			1	3	.1						
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYY-FM																				
FA '98	27	959	.7	4.5	31	362	.8	4.2	20	382	.5	5.4	36	423	.9	4.8	19	355	.5	3.5
SU '98	29	847	.7	4.6	31	342	.8	4.3	28	357	.7	4.9	33	436	.8	4.7	30	329	.8	5.3
2-Book	28	903	.7	4.6	31	352	.8	4.3	24	370	.6	5.2	35	430	.9	4.8	25	342	.7	4.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WYQE-FM																				
FA '98	2	63	.3		6	28	.1	.8	1	6		.3	2	22		.3		11		
SU '98	1	32	.2						13					6				2	12	
2-Book	2	48	.3	3	14	.1	.4	1	10	.2	1	14	1	14	.2	1	12	12	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '98	16	199	.4	2.6	6	58	.1	.8	6	98	.1	1.6	27	105	.7	3.6	16	96	.4	3.0
SU '98	10	183	.3	1.6	12	88	.3	1.7	11	98	.3	1.9	6	72	.2	.9	10	92	.3	1.8
2-Book	13	191	.4	2.1	9	73	.2	1.3	9	98	.2	1.8	17	89	.5	2.3	13	94	.4	2.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '98	10	329	.2	1.7	12	131	.3	1.6	6	153	.1	1.6	11	115	.3	1.5	5	88	.1	.9
SU '98	22	467	.6	3.5	19	212	.5	2.7	24	223	.6	4.2	31	250	.8	4.4	13	155	.3	2.3
2-Book	16	398	.4	2.6	16	172	.4	2.2	15	188	.4	2.9	21	183	.6	3.0	9	122	.2	1.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '98	604	3918	15.0		742	3477	18.4		370	2562	9.2		757	3440	18.8		539	3002	13.4	
SU '98	633	3805	15.9		714	3144	17.9		568	2879	14.3		703	3001	17.7		571	2927	14.3	
2-Book	619	3862	15.5		728	3311	18.2		469	2721	11.8		730	3221	18.3		555	2965	13.9	
FA '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**
SP '97	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**
FA '96	**	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM FA '98 2-Book	2	32	.1	.3	1	13	.1					2	9	.1	.2					
WAEL-FM FA '98 2-Book	8 13	175 232	.2 .3	1.3 2.0	**	**	**	**	22 12	40 25	.5 .3	4.2 2.3	21 19	58 52	.5 .5	2.4 2.1	23 18	49 53	.6 .5	3.2 2.6
WALD-AM FA '98 2-Book		6 12																		
WAPA-AM FA '98 2-Book	1 1	29 24	.2 .1		1 1	28 14	.2 .1						1 1	6 3	.1 .1					
WBRQ-FM FA '98 2-Book	4 5	117 108	.1 .2	.7 .8	4 5	104 82	.1 .2	.6 .8	7 6	15 16	.2 .2	1.3 1.1	2 9	5 19	.2 .2	.9 .9	3	7 9	.1 .1	.4 .4
WCAD-FM FA '98 2-Book	8 6	216 154	.2 .2	1.3 .9	7 6	164 131	.2 .2	1.1 1.0	2 1	9 5	.4 .2		15 12	56 38	.4 .3	1.7 1.3	11 10	36 43	.3 .3	1.5 1.4
WCGB-AM FA '98 2-Book	**	**	**	**	* **	1 **	8 **	.2 **	**	**	**	**	**	**	**	**	**	**	**	**
WCMN-AM FA '98 2-Book		5			1 1	7 7	.2 .1													
WCMN-FM FA '98 2-Book	17 14	314 262	.4 .4	2.8 2.3	24 18	189 164	.6 .5	3.7 2.7	24 24	41 52	.6 .6	4.6 4.7	29 25	97 85	.7 .6	3.3 2.8	48 27	96 55	1.2 .7	6.6 3.7
WCOM-FM FA '98 2-Book	46 60	1168 1170	1.1 1.5	7.6 9.5	56 65	747 807	1.4 1.6	8.5 10.0	37 52	137 167	.9 1.3	7.1 10.4	74 82	287 304	1.8 2.0	8.5 9.1	65 75	164 202	1.6 1.9	8.9 10.7
WCTA-FM FA '98 2-Book	4 6	69 90	.1 .2	.7 1.0	12 11	86 82	.3 .3	1.8 1.6	2 6	10 20	.4 .2		11 19	40 41	.3 .5	1.3 2.1	2 11	13 21	.3 .3	1.6 1.6
WDOY-FM FA '98 2-Book	27 34	496 504	.7 .9	4.5 5.3	59 58	703 647	1.5 1.5	9.0 9.0	5 18	25 52	.1 .5	1.0 3.7	45 43	139 138	1.1 1.1	5.2 4.8	24 30	97 103	.6 .8	3.3 4.3
WEGM-FM FA '98 2-Book	8 8	155 116	.2 .2	1.3 1.3	10 9	120 96	.2 .2	1.5 1.3	11 6	23 12	.3 .2	2.1 1.1	21 14	49 38	.5 .4	2.4 1.6	6 13	24 25	.1 .3	.8 1.9
WENA-AM FA '98 2-Book	**	**	**	**	* **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM FA '98 2-Book	6 4	107 75	.1 .1	1.0 .6	16 9	98 66	.4 .2	2.4 1.3	32 17	54 30	.8 .4	6.1 3.2	27 14	54 30	.7 .4	3.1 1.6	36 18	90 45	.9 .5	4.9 2.5
WFID-FM FA '98 2-Book	13 14	342 309	.3 .4	2.2 2.2	6 13	253 222	.1 .3	.9 2.0	3 6	31 33	.1 .2	.6 1.2	11 28	73 79	.3 .7	1.3 3.1	4 19	33 51	.1 .5	.5 2.8
WIAC-AM FA '98 2-Book		8 4																		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	16	422	.4	2.7	13	279	.3	2.0	11	42	.3	2.1	20	100	.5	2.3	36	86	.9	4.9
2-Book	17	371	.4	2.7	15	258	.4	2.4	10	36	.3	1.9	31	128	.8	3.4	34	96	.9	4.7
WIOA-FM																				
FA '98	20	334	.5	3.3	13	157	.3	2.0	15	20	.4	2.9	9	20	.2	1.0	12	48	.3	1.6
2-Book	18	355	.5	2.8	11	172	.3	1.7	9	20	.3	1.8	10	39	.3	1.1	8	31	.2	1.0
WIOB-FM																				
FA '98	8	162	.2	1.3	9	98	.2	1.4	8	22	.2	1.5	8	23	.2	.9	8	12	.2	1.1
2-Book	9	158	.2	1.4	6	76	.2	.9	4	11	.1	.8	9	24	.2	1.0	5	11	.1	.6
WIOC-FM																				
FA '98	4	47	.1	.7	4	75	.1	.6	12	41	.3	2.3	7	31	.2	.8	8	25	.2	1.1
2-Book	4	91	.1	.6	4	69	.1	.6	7	25	.2	1.4	7	31	.2	.8	6	17	.2	.9
WIVA-FM																				
FA '98	7	172	.2	1.2	2	43		.3	3	12	.1	.6	5	11	.1	.6	6	20	.1	.8
2-Book	9	185	.3	1.5	5	94	.1	.7	4	12	.1	.7	10	26	.3	1.1	3	10	.1	.4
WKAQ-AM																				
FA '98	6	189	.1	1.0	1	34		.2		7							9	27	.2	1.2
2-Book	4	127	.1	.7	4	43	.1	.6		4							7	22	.2	.9
WKAQ-FM																				
FA '98	72	1402	1.8	11.9	76	1043	1.9	11.6	59	265	1.5	11.3	123	465	3.1	14.1	68	306	1.7	9.3
2-Book	66	1155	1.7	10.6	79	924	2.0	12.2	54	221	1.4	10.6	123	426	3.1	13.7	87	276	2.2	12.4
WKSA-FM																				
FA '98	3	75	.1	.5	4	77	.1	.6	5	20	.1	1.0	10	27	.2	1.1	6	15	.1	.8
2-Book	5	101	.2	.7	6	98	.2	1.0	3	10	.1	.5	13	37	.3	1.4	10	32	.3	1.5
WKVM-AM																				
FA '98		15																		
2-Book		12																		
WLEO-AM																				
FA '98	2	29		.3	2	29		.3	10	20	.2	1.9								
2-Book	2	19		.3	1	15		.2	5	10	.1	1.0								
WLUZ-AM																				
FA '98																				
2-Book		4																		
WMEG-FM																				
FA '98	53	749	1.3	8.8	55	614	1.4	8.4	26	104	.6	5.0	37	194	.9	4.2	64	179	1.6	8.8
2-Book	43	586	1.1	6.9	46	530	1.2	7.1	19	87	.5	3.8	38	145	1.0	4.2	51	153	1.3	7.1
WMIO-FM																				
FA '98		11																		
2-Book	1	11		.1	1	6		.1									4	6	.1	.6
WNEL-AM																				
FA '98						6														
2-Book		8				11			2	8	.1	.3								
WNIK-FM																				
FA '98	1	46		.2	3	36	.1	.5	2	14		.4	2	11		.2				
2-Book	1	28		.1	2	18	.1	.3	1	7		.2	1	6		.1				
WNNV-FM																				
FA '98	3	46	.1	.5	4	69	.1	.6	2	10		.4	8	33	.2	.9	3	10	.1	.4
2-Book	2	34	.1	.4	3	50	.1	.4	2	10	.1	.4	4	17	.1	.5	2	5	.1	.2
WNRT-FM																				
FA '98	11	218	.3	1.8	8	149	.2	1.2					12	43	.3	1.4	14	35	.3	1.9
2-Book	10	177	.3	1.6	7	127	.2	1.1	4	11	.1	.7	11	38	.3	1.3	9	27	.2	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	22	290	.5	3.6	19	202	.5	2.9	9	27	.2	1.7	34	92	.8	3.9	23	69	.6	3.2
2-Book	23	256	.6	3.6	22	176	.6	3.4	15	51	.4	3.0	31	83	.8	3.4	19	50	.5	2.7
WORO-FM																				
FA '98	1	28	.2		7	85	.2	1.1	8	15	.2	1.5					1	11		.1
2-Book	1	22	.1		6	61	.2	.9	6	12	.2	1.1	4	4	.1	.5	3	10	.1	.4
WOSO-AM																				
FA '98																				
2-Book		3																		
WOYE-FM																				
FA '98	18	318	.4	3.0	18	216	.4	2.7	10	33	.2	1.9	24	87	.6	2.8	32	51	.8	4.4
2-Book	27	372	.7	4.2	23	258	.6	3.6	20	58	.5	3.9	34	97	.9	3.8	26	55	.7	3.6
WPAB-AM																				
FA '98		13				9														
2-Book		7			1	9		.1												
WPRA-AM																				
FA '98	1	28		.2																
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	67	985	1.7	11.1	36	475	.9	5.5	53	160	1.3	10.1	67	188	1.7	7.7	40	165	1.0	5.5
2-Book	64	871	1.6	10.2	32	395	.8	5.0	47	123	1.2	9.2	55	152	1.4	6.2	29	112	.7	4.0
WPRP-AM																				
FA '98		9			1	20		.2					4	20	.1	.5				
2-Book		8			1	10		.1					2	10	.1	.3				
WQBS-AM																				
FA '98					1	15		.2												
2-Book		3			1	8		.1												
WQQZ-FM																				
FA '98	5	67	.1	.8	* 7	33	.2	1.1	8	22	.2	1.5	22	22	.5	2.5	17	27	.4	2.3
2-Book	5	48	.1	.8	4	21	.1	.6	4	11	.1	.8	11	11	.3	1.3	9	14	.2	1.2
WRIO-FM																				
FA '98	19	261	.5	3.2	8	106	.2	1.2	19	26	.5	3.6	9	29	.2	1.0	4	17	.1	.5
2-Book	16	226	.4	2.6	7	91	.2	1.0	13	25	.4	2.5	6	22	.2	.7	6	23	.2	.8
WSKN-AM																				
FA '98						15														
2-Book		7				8														
WTPM-FM																				
FA '98	2	11		.3	* 2	17		.3	1	11		.2	4	11	.1	.5				
2-Book	4	20	.1	.6	5	22	.1	.7	6	19	.2	1.3	7	15	.2	.8	10	10	.3	1.4
WUKQ-FM																				
FA '98	24	405	.6	4.0	32	289	.8	4.9	24	65	.6	4.6	54	184	1.3	6.2	48	131	1.2	6.6
2-Book	32	409	.8	5.1	39	310	1.0	6.1	26	81	.7	5.1	63	183	1.6	7.0	57	114	1.4	8.1
WUNO-AM																				
FA '98	1	37		.2																
2-Book	1	26		.2	1	12		.1	1	4	.1	.2								
WUPR-AM																				
FA '98	* 1	8		.2	* 2	8		.3	4	8	.1	.8	* 4	8	.1	.5				
2-Book	1	4		.1	1	4		.2	2	4	.1	.4	2	4	.1	.3	**	**	**	**
WVJP-FM																				
FA '98	3	85	.1	.5	4	58	.1	.6	2	29		.4	10	29	.2	1.1				
2-Book	2	63	.1	.3	2	38	.1	.3	1	15		.2	5	15	.1	.6				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVOZ-FM																			
FA '98																			
	5			1	30		.2					9	30	.2	1.0				
2-Book	34	.1	.2	1	41		.2					8	33	.2	.9	1	3		.1
WXEW-AM																			
FA '98																			
1	6		.2	*															
2-Book	11	.1	.3																
WXYX-FM																			
FA '98																			
28	800	.7	4.6	32	566	.8	4.9	28	100	.7	5.4	63	249	1.6	7.2	22	73	.5	3.0
2-Book	754	.8	4.7	30	508	.8	4.6	23	90	.6	4.6	54	225	1.4	6.1	23	74	.6	3.3
WYQE-FM																			
FA '98																			
3	38	.1	.5	2	31		.3					1	6		.1	3	14	.1	.4
2-Book	29	.1	.3	2	22	.1	.3					6	9	.2	.6	4	13	.1	.6
WZAR-FM																			
FA '98																			
12	164	.3	2.0	22	136	.5	3.4	23	43	.6	4.4	27	66	.7	3.1	20	57	.5	2.7
2-Book	156	.3	1.8	17	114	.4	2.6	15	36	.4	2.8	26	66	.7	2.9	10	29	.3	1.4
WZNT-FM																			
FA '98																			
10	234	.2	1.7	14	188	.3	2.1	12	34	.3	2.3	5	57	.1	.6	12	52	.3	1.6
2-Book	307	.4	2.8	19	245	.5	3.0	24	64	.6	4.9	17	83	.4	1.9	16	69	.4	2.3
TOTALS																			
FA '98																			
603	3888	15.0		656	3590	16.3		523	1471	13.0		871	2212	21.6		729	1840	18.1	
2-Book	629	3763	15.7	646	3454	16.2		506	1426	12.7		897	2191	22.4		706	1695	17.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																			
FA '98																			
2-Book																			
1	4		.1	2	5	.1	.5	1	5		.1								
WAEL-FM																			
FA '98																			
2-Book																			
21	54	.5	2.8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
24	63	.6	3.3																
WALO-AM																			
FA '98																			
2-Book																			
WAPA-AM																			
FA '98																			
2-Book																			
5	22	.1	.7																
3	11	.1	.4																
WBRQ-FM																			
FA '98																			
2-Book																			
16	46	.4	2.1					3	20	.1	.4	3	12	.1	.5	1	17		.2
13	34	.3	1.7					4	18	.1	.6	4	14	.1	.7	2	13	.1	.3
WCAD-FM																			
FA '98																			
2-Book																			
2	18		.3	2	14		.5	8	74	.2	1.2	5	16	.1	.9	13	46	.3	2.3
1	9		.2	3	14	.1	.8	6	52	.2	.9	5	18	.1	.8	15	37	.4	2.5
WCGB-AM																			
FA '98																			
2-Book																			
**	**	**	**	*	**	**	**	5	8	.1	.7	**	**	**	**	*	**	**	**
WCMN-AM																			
FA '98																			
2-Book																			
				1	3		.2					2	7		.4	7	7	.2	1.2
												1	4		.2	4	4	.1	.6
WCMN-FM																			
FA '98																			
2-Book																			
26	76	.6	3.5	9	18	.2	2.3	23	89	.6	3.3	23	66	.6	4.1	13	32	.3	2.3
16	52	.4	2.2	8	24	.2	2.2	18	64	.5	2.6	14	40	.4	2.4	12	42	.3	2.0
WCOM-FM																			
FA '98																			
2-Book																			
36	152	.9	4.8	14	78	.3	3.6	80	203	2.0	11.6	55	156	1.4	9.8	75	195	1.9	13.0
46	172	1.2	6.4	32	102	.8	10.0	74	226	1.9	10.9	55	172	1.4	10.0	91	223	2.3	15.3
WCTA-FM																			
FA '98																			
2-Book																			
11	35	.3	1.5	17	18	.4	4.4	22	33	.5	3.2	12	12	.3	2.1	13	18	.3	2.3
6	18	.2	.8	10	16	.3	2.7	15	23	.4	2.2	8	18	.2	1.4	8	15	.2	1.3
WDOY-FM																			
FA '98																			
2-Book																			
250	493	6.2	33.2	12	50	.3	3.1	28	75	.7	4.1	32	94	.8	5.7	41	88	1.0	7.1
230	435	5.8	31.5	19	63	.5	5.9	40	114	1.0	6.0	27	89	.7	4.8	30	70	.8	5.1
WEGM-FM																			
FA '98																			
2-Book																			
2	11		.3	1	7		.3	18	53	.4	2.6	22	22	.5	3.9	1	7		.2
6	21	.2	.9	2	7	.1	.5	14	41	.3	2.0	13	16	.3	2.3	4	18	.1	.7
WENA-AM																			
FA '98																			
2-Book																			
*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																			
FA '98																			
2-Book																			
14	28	.3	1.9	14	28	.3	3.6					13	34	.3	2.3				
7	14	.2	1.0	9	26	.2	2.3	1	12		.1	7	17	.2	1.2				
WFID-FM																			
FA '98																			
2-Book																			
5	39	.1	.7	1	5		.3	12	69	.3	1.7	2	16		.4	8	53	.2	1.4
18	56	.5	2.5	2	12	.1	.5	17	60	.5	2.5	4	24	.1	.8	8	39	.2	1.3
WIAC-AM																			
FA '98																			
2-Book																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WIAC-FM																				
FA '98	5	19	.1	.7	24	65	.6	6.3	5	29	.1	.7	3	18	.1	.5	6	39	.1	1.0
2-Book	17	51	.4	2.4	14	40	.4	3.8	7	36	.2	1.1	5	19	.2	.8	4	26	.1	.7
WIOA-FM																				
FA '98	9	15	.2	1.2	17	32	.4	4.4	11	46	.3	1.6	12	59	.3	2.1	19	51	.5	3.3
2-Book	5	8	.1	.6	10	22	.3	2.6	18	80	.5	2.7	12	49	.3	2.1	15	53	.4	2.6
WIOB-FM																				
FA '98	12	29	.3	1.6	8	33	.2	2.1	12	18	.3	1.7	15	42	.4	2.7	6	10	.1	1.0
2-Book	9	22	.3	1.3	4	17	.1	1.1	7	12	.2	1.0	8	21	.2	1.4	3	5	.1	.5
WIOC-FM																				
FA '98	2	8		.3	1	7		.3					4	8	.1	.7				
2-Book	4	13	.1	.6	1	4		.2	1	8	.1	.2	2	4	.1	.4				
WIVA-FM																				
FA '98					3	12	.1	.8												
2-Book					5	16	.2	1.6	8	37	.2	1.2	4	8	.1	.8	2	4	.1	.3
WKAQ-AM																				
FA '98					2	7		.5												
2-Book	4	5	.1	.6	2	12	.1	.6	5	14	.1	.7	10	14	.3	1.8	5	8	.1	.8
WKAQ-FM																				
FA '98	97	308	2.4	12.9	39	200	1.0	10.2	106	358	2.6	15.4	58	216	1.4	10.4	45	170	1.1	7.8
2-Book	92	287	2.3	12.7	36	163	.9	10.4	95	295	2.4	14.1	64	210	1.6	11.6	65	183	1.6	10.9
WKSA-FM																				
FA '98	1	5		.1	5	20	.1	1.3	2	10		.3					2	5		.3
2-Book	2	12	.1	.3	7	24	.2	2.0	5	27	.1	.7	4	9	.1	.8	5	20	.1	.7
WKVM-AM																				
FA '98																				
2-Book																				
WLEO-AM																				
FA '98					8	20	.2	2.1												
2-Book					4	10	.1	1.1												
WLUZ-AM																				
FA '98																				
2-Book																				
WMEG-FM																				
FA '98	39	134	1.0	5.2	25	99	.6	6.5	30	99	.7	4.3	22	102	.5	3.9	178	340	4.4	30.9
2-Book	23	77	.6	3.1	19	67	.5	5.2	29	80	.7	4.3	31	90	.8	5.6	144	286	3.6	24.4
WMIO-FM																				
FA '98																				
2-Book	2	6	.1	.2																
WNEL-AM																				
FA '98									1	6		.1	1	6		.2				
2-Book									1	3		.1	1	3		.1				
WNIK-FM																				
FA '98	2	11		.3	9	11	.2	2.3	6	11	.1	.9								
2-Book	1	6		.2	5	6	.1	1.2	3	6	.1	.5								
WNNV-FM																				
FA '98					8	25	.2	2.1	4	11	.1	.6	3	21	.1	.5				
2-Book					4	13	.1	1.1	4	16	.1	.6	2	11	.1	.3	1	5	.1	.2
WNRT-FM																				
FA '98	3	18	.1	.4	8	36	.2	2.1	5	63	.1	.7	23	112	.6	4.1	4	23	.1	.7
2-Book	7	25	.2	.9	5	24	.1	1.2	6	52	.2	.8	17	77	.5	3.0	2	12	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQOI-FM																				
FA '98	21	58	.5	2.8	13	26	.3	3.4	20	63	.5	2.9	10	41	.2	1.8	17	34	.4	3.0
2-Book	26	66	.7	3.6	15	34	.4	4.4	19	53	.5	2.8	15	46	.4	2.7	31	76	.8	5.2
WORO-FM																				
FA '98					16	37	.4	4.2	23	26	.6	3.3	13	31	.3	2.3				
2-Book					9	21	.2	2.3	18	27	.5	2.7	7	16	.2	1.2				
WOSO-AM																				
FA '98																				
2-Book																				
WQYE-FM																				
FA '98	28	93	.7	3.7	1	7		.3	14	50	.3	2.0	14	39	.3	2.5	18	42	.4	3.1
2-Book	34	116	.9	4.7	6	20	.2	2.0	14	46	.4	2.1	18	54	.5	3.3	29	61	.7	4.8
WPAB-AM																				
FA '98					2	9		.5	1	9		.1								
2-Book					1	5		.3	1	5		.1					3	5	.1	.5
WPRA-AM																				
FA '98																				
2-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
FA '98	15	53	.4	2.0	30	91	.7	7.8	39	60	1.0	5.7	26	93	.6	4.6	15	56	.4	2.6
2-Book	15	57	.4	2.1	26	81	.6	7.4	35	78	.9	5.2	34	116	.8	6.1	17	57	.5	2.8
WPRP-AM																				
FA '98																				
2-Book																				
WQBS-AM																				
FA '98													11	15	.3	2.0				
2-Book													6	8	.2	1.0				
WQQZ-FM																				
FA '98	2	7		.3	*															
2-Book	1	4		.2													1	4		.1
WRIO-FM																				
FA '98	4	20	.1	.5	1	8		.3	9	29	.2	1.3	19	39	.5	3.4	3	8	.1	.5
2-Book	3	15	.1	.3	3	12	.1	1.0	9	23	.2	1.3	14	33	.4	2.5	2	4	.1	.3
WSKN-AM																				
FA '98					4	15	.1	1.0												
2-Book					2	8	.1	.5												
WTPM-FM																				
FA '98	*				3	17	.1	.8	4	17	.1	.6					*	2	11	.3
2-Book					4	18	.1	1.2	6	18	.2	.9	3	10	.1	.5		1	6	.2
WUKQ-FM																				
FA '98	24	60	.6	3.2	14	59	.3	3.6	43	124	1.1	6.2	34	104	.8	6.1	15	65	.4	2.6
2-Book	25	67	.7	3.5	20	69	.5	5.9	57	148	1.5	8.4	43	107	1.1	7.8	24	82	.6	3.9
WUNO-AM																				
FA '98																				
2-Book					1	4	.1	.4									2	8	.1	.3
WUPR-AM																				
FA '98									*											
2-Book	**	**	**	**									**	**	**	**	**	**	**	**
WVJP-FM																				
FA '98	7	22	.2	.9									3	7	.1	.5	6	29	.1	1.0
2-Book	4	11	.1	.5	1	4	.1	.4					2	4	.1	.3	4	19	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

		Teens 12-17																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVOZ-FM																						
FA '98																						
2-Book							4			1	8	.1	.2									
WXEW-AM																						
FA '98	*					*												*				
2-Book																						
WXYX-FM																						
FA '98		34	160	.8	4.5	21	97	.5	5.5	45	186	1.1	6.5	21	92	.5	3.8	17	64	.4	3.0	
2-Book		24	98	.6	3.2	21	77	.5	6.1	34	135	.9	4.9	34	105	.9	6.2	21	80	.5	3.6	
WYQE-FM																						
FA '98		4	11	.1	.5	5	11	.1	1.3													
2-Book		2	6	.1	.3	3	6	.1	.7													
WZAR-FM																						
FA '98		24	66	.6	3.2	5	16	.1	1.3	44	80	1.1	6.4	17	47	.4	3.0	13	45	.3	2.3	
2-Book		23	48	.6	3.2	3	8	.1	.7	31	62	.8	4.6	12	35	.3	2.1	11	33	.3	1.9	
WZNT-FM																						
FA '98		4	15	.1	.5	3	12	.1	.8	30	58	.7	4.3	50	124	1.2	8.9	3	8	.1	.5	
2-Book		13	55	.4	1.8	4	21	.1	1.2	32	78	.8	4.8	44	112	1.1	7.9	8	25	.2	1.3	
TOTALS																						
FA '98		753	1916	18.7		384	1150	9.5		690	1682	17.1		560	1460	13.9		576	1400	14.3		
2-Book		729	1790	18.2		344	1039	8.6		674	1667	16.8		553	1428	13.8		594	1404	14.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener AQH Composition

Monday-Sunday 6AM-MID																	
AQH Persons (00)																	
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+	
WABA-AM	51		27	7		3	4	4	8	24			1	8	5	8	1
(%)	100		53	14	1	7	8	8	16	47			3	15	10	16	3
Rating	.2		.2	.3		.1	.2	.3	.5	.2			.3	.2	.5	.2	.2
Share	.8		1.0	1.5		.6	1.0	1.5	2.2	.8			.2	1.4	.9	1.8	.2
*WAEI-FM	59	10	14	2		1	6		2	35	5		6	9	5	1	7
(%)	100	17	24	4		1	11		3	59	8		11	16	9	2	12
Rating	.2	.2	.1	.1		.1	.3		.1	.2	.2		.2	.3	.2	.1	.3
Share	.9	1.7	.5	.4		.3	.2		.5	1.1	1.1		.9	1.5	.9	.2	1.5
WALO-AM	17		3				1		2	13			1	2	2	1	7
(%)	100	3	20				7	1	12	77			7	12	11	5	42
Rating	.1								.1	.1				.1	.1	.1	.3
Share	.3		.1				.3		.5	.4			.2	.3	.4	.2	1.5
WAPA-AM	144	1	66		6	9	6	18	28	77	1		3	4	12	25	31
(%)	100		46		4	6	4	12	19	54	1		2	3	9	18	21
Rating	.5		.5		.2	.4	.3	1.2	1.7	.5			.1	.1	.5	1.5	1.4
Share	2.3	.2	2.6		1.0	1.8	1.5	6.9	7.5	2.4	.2		.5	.7	2.2	5.8	6.6
WBRQ-FM	18	4	7	1	4		1	1		7	4		1	1		1	
(%)	100	23	40	4	23		7	6		38	22		3	6		3	4
Rating	.1	.1	.1		.2			.1		.2	.2					.1	
Share	.3	.7	.3	.2	.7		.3	.4		.2	.8		.2	.2		.2	
WCAD-FM	64	9	36	10	17	6	3			19	9		5	3	3		
(%)	100	14	56	16	27	9	4			30	13		8	4	5		
Rating	.2	.2	.3	.4	.6	.3	.1			.1	.4		.2	.1	.1		
Share	1.0	1.5	1.4	2.1	3.0	1.2	.8			.6	1.9		.8	.5	.5		
*WCGB-AM	18		6				2	4		12			2	4	4	2	
(%)	100	1	34				12	22		65	2		8	20	20	13	2
Rating	.1						.1	.3		.1			.1	.1	.2	.1	
Share	.3		.2				.5	1.5		.4			.3	.7	.7	.5	
WCMN-AM	64	1	35	5	1	6	1	10	12	28	2		3		2	7	14
(%)	100	1	55	8	2	9	1	16	19	44	3		5		3	11	21
Rating	.2		.3	.2		.3		.7	.7	.2	.1		.1		.1	.4	.6
Share	1.0	.2	1.4	1.0	.2	1.2	.3	3.8	3.2	.9	.4		.5		.4	1.6	3.0
WCMN-FM	123	18	43	9	15	11	5	1	2	61	8		20	8	14	4	8
(%)	100	15	35	7	12	9	4	1	2	50	7		16	6	11	3	6
Rating	.4	.4	.3	.4	.6	.5	.2	.1	.1	.4	.3		.7	.3	.6	.2	.4
Share	1.9	3.0	1.7	1.9	2.6	2.2	1.3	.4	.5	1.9	1.7		3.1	1.4	2.5	.9	1.7
WCOM-FM	158	52	49	29	9	5	4	1		57	25		9	8	10	4	1
(%)	100	33	31	18	6	3	3	1		36	16		6	5	6	2	1
Rating	.5	1.3	.4	1.2	.3	.2	.2	.1		.4	1.1		.3	.3	.4	.2	
Share	2.5	8.6	1.9	6.0	1.6	1.0	1.0	.4		1.8	5.3		1.4	1.4	1.8	.9	.2
WCTA-FM	68	6	44	8	7	16	9	3	1	19			2	4	6	4	2
(%)	100	8	64	11	10	23	14	5	2	27	1		2	6	9	6	4
Rating	.2	.1	.3	.3	.3	.7	.4	.2	.1	.1			.1	.1	.2	.2	.1
Share	1.1	1.0	1.7	1.7	1.2	3.2	2.3	1.2	.3	.6			.3	.7	1.1	.9	.4
WDOY-FM	166	40	58	28	12	9	4	3	2	68	31		9	7	9	12	1
(%)	100	24	35	17	7	6	2	2	1	41	18		6	4	5	7	1
Rating	.5	1.0	.5	1.2	.5	.4	.2	.2	.1	.5	1.3		.3	.3	.4	.7	
Share	2.6	6.6	2.2	5.8	2.1	1.8	1.0	1.2	.5	2.2	6.5		1.4	1.2	1.6	2.8	.2
WEGM-FM	37	10	19	5	9	2	2			9	3		3	2	1		
(%)	100	25	51	15	25	6	6			24	9		8	4	3		
Rating	.1	.2	.2	.2	.3	.1	.1			.1	.1		.1	.1	.2		
Share	.6	1.7	.7	1.0	1.6	.4	.5			.3	.6		.5	.3	.2		
*WENA-AM	19		2					1	2	17			1		6	9	2
(%)	100		12					3	9	88			3		29	47	8
Rating	.1							.1	.1	.1					.2	.5	.1
Share	.3		.1					.4	.5	.5			.2		1.1	2.1	.4

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WABA-AM	633		333	68	25	34	61	53	92	300		23	68	53	102	55
(%)	100		53	11	4	5	10	8	15	47		4	11	8	16	9
Rating	2.0		2.6	2.8	1.0	1.4	2.8	3.6	5.7	2.1		.8	2.5	2.2	5.9	2.5
*Wael-FM	1096	226	322	83	36	40	126	17	19	548	113	102	128	104	51	48
(%)	100	21	29	8	3	4	12	2	2	50	10	9	12	10	5	4
Rating	3.5	5.6	2.6	3.5	1.4	1.7	5.9	1.2	1.2	3.8	4.9	3.5	4.7	4.2	3.0	2.2
WALO-AM	301	6	137			7	34	17	78	158		13	28	25	21	70
(%)	100	2	45			2	11	6	26	52		4	9	8	7	23
Rating	1.0	.1	1.1			.3	1.6	1.2	4.8	1.1		.5	1.0	1.0	1.2	3.2
WAPA-AM	2164	60	982		109	102	155	179	437	1122	22	78	85	239	309	389
(%)	100	3	45		5	5	7	8	20	52	1	4	4	11	14	18
Rating	7.0	1.5	7.8		4.2	4.3	7.2	12.2	27.1	7.8	1.0	2.7	3.1	9.7	18.0	17.6
WBRQ-FM	475	168	127	27	21		60	19		180	51	52	43	8	10	16
(%)	100	35	27	6	4		13	4		38	11	11	9	2	2	3
Rating	1.5	4.2	1.0	1.1	.8		2.8	1.3		1.3	2.2	1.8	1.6	.3	.6	.7
WCAD-FM	1660	294	663	268	234	103	58			703	300	201	85	70	34	12
(%)	100	18	40	16	14	6	3			42	18	12	5	4	2	1
Rating	5.4	7.3	5.3	11.1	8.9	4.4	2.7			4.9	13.0	7.0	3.1	2.8	2.0	.5
*WCGB-AM	244	8	50			7	15	28		185	19	26	31	43	55	12
(%)	100	3	20			3	6	12		76	8	11	13	17	22	5
Rating	.8	.2	.4			.3	.7	1.9		1.3	.8	.9	1.1	1.7	3.2	.5
WCMN-AM	592	7	267	38	17	57	18	64	73	318	21	54		30	89	124
(%)	100	1	45	6	3	10	3	11	12	54	4	9		5	15	21
Rating	1.9	.2	2.1	1.6	.6	2.4	.8	4.3	4.5	2.2	.9	1.9		1.2	5.2	5.6
WCMN-FM	1979	359	749	158	258	125	112	30	66	870	180	234	162	175	55	65
(%)	100	18	38	8	13	6	6	1	3	44	9	12	8	9	3	3
Rating	6.4	8.9	5.9	6.6	9.8	5.3	5.2	2.0	4.1	6.1	7.8	8.1	5.9	7.1	3.2	2.9
WCOM-FM	4455	1392	1476	721	295	221	154	85		1587	619	283	229	285	117	54
(%)	100	31	33	16	7	5	3	2		36	14	6	5	6	3	1
Rating	14.4	34.5	11.7	30.0	11.2	9.4	7.2	5.8		11.1	26.8	9.8	8.4	11.6	6.8	2.4
WCTA-FM	1065	106	579	105	134	157	148	15	20	381	32	68	64	125	50	43
(%)	100	10	54	10	13	15	14	1	2	36	3	6	6	12	5	4
Rating	3.4	2.6	4.6	4.4	5.1	6.7	6.9	1.0	1.2	2.7	1.4	2.4	2.3	5.1	2.9	1.9
WDOY-FM	3310	898	1191	554	260	150	96	66	63	1220	379	288	223	187	69	74
(%)	100	27	36	17	8	5	3	2	2	37	11	9	7	6	2	2
Rating	10.7	22.3	9.4	23.0	9.9	6.4	4.5	4.5	3.9	8.5	16.4	10.0	8.2	7.6	4.0	3.4
WEGM-FM	892	190	438	153	170	49	57	9		263	99	94	28	42		
(%)	100	21	49	17	19	5	6	1		29	11	11	3	5		
Rating	2.9	4.7	3.5	6.4	6.5	2.1	2.7	.6		1.8	4.3	3.3	1.0	1.7		
*WENA-AM	239		78					32	45	161				49	70	31
(%)	100		32					13	19	68				21	29	13
Rating	.8		.6					2.2	2.8	1.1			.4	2.0	4.1	1.4

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WERR-FM	55	9	6	1	2	2				41	2	3	12	16	6	2
(%)	100	16	10	1	4	4	1		1	74	3	5	21	29	11	4
Rating	.2	.2			.1	.1				.3	.1	.1	.4	.7	.3	.1
Share	.9	1.5	.2	.2	.3	.4				1.3	.4	.5	2.1	2.9	1.4	.4
WFID-FM	245	14	87	11	26	36	10	4		144	36	46	38	15	8	1
(%)	100	6	35	4	11	14	4	1		59	15	19	16	6	3	
Rating	.8	.3	.7	.5	1.0	1.5	.5	.3		1.0	1.6	1.6	1.4	.6	.5	
Share	3.9	2.3	3.4	2.3	4.5	7.2	2.5	1.5		4.6	7.6	7.2	6.5	2.7	1.8	.2
WIAC-AM	107		46			2	12	11	21	60		2	5	10	23	20
(%)	100		43			2	12	10	19	56		2	5	10	22	18
Rating	.3		.4			.1	.6	.7	1.3	.4		.1	.2	.4	1.3	.9
Share	1.7		1.8			.4	3.0	4.2	5.7	1.9		.3	.9	1.8	5.3	4.3
WIAC-FM	244	15	50	9	19	9	10	1	4	179	18	73	43	25	6	13
(%)	100	6	21	4	8	4	4		2	73	7	30	18	10	3	5
Rating	.8	.4	.4	.4	.7	.4	.5	.1	.2	1.3	.8	2.5	1.6	1.0	.3	.6
Share	3.8	2.5	1.9	1.9	3.3	1.8	2.5	.4	1.1	5.7	3.8	11.4	7.4	4.5	1.4	2.8
WIOA-FM	160	15	31	5	5	13	6	2		114	10	31	31	28	5	10
(%)	100	9	19	3	3	8	4	1		71	6	19	19	18	3	6
Rating	.5	.4	.2	.2	.2	.6	.3	.1		.8	.4	1.1	1.1	1.1	.3	.5
Share	2.5	2.5	1.2	1.0	.9	2.6	1.5	.8		3.6	2.1	4.9	5.3	5.1	1.2	2.1
WIOB-FM	63	9	16	4	4	4	3	2		38	4	14	9	10		1
(%)	100	14	26	6	6	6	5	3		60	6	22	14	16		1
Rating	.2	.2	.1	.2	.2	.2	.1	.1		.3	.2	.5	.3	.4		
Share	1.0	1.5	.6	.8	.7	.8	.8	.8		1.2	.8	2.2	1.5	1.8		.2
WIOC-FM	77	4	30	3	15	9	1	2		43	10	12	9	6	4	2
(%)	100	5	39	4	20	12	2	2		56	13	16	12	8	5	2
Rating	.2	.1	.2	.1	.6	.4		.1		.3	.4	.4	.3	.2	.2	.1
Share	1.2	.7	1.2	.6	2.6	1.8	.3	.8		1.4	2.1	1.9	1.5	1.1	.9	.4
WIVA-FM	65	4	34	4	13	9	.6	2		27	5	7	6	5	3	
(%)	100	7	52	7	19	14	9	3		41	7	11	10	8	5	
Rating	.2	.1	.3	.2	.5	.4	.3	.1		.2	.2	.2	.2	.2	.2	
Share	1.0	.7	1.3	.8	2.3	1.8	1.5	.8		.9	1.1	1.1	1.0	.9	.7	
WKAQ-AM	372	3	180	2	6	16	45	39	72	188	1	14	29	41	40	63
(%)	100	1	49	1	2	4	12	11	19	51		4	8	11	11	17
Rating	1.2	.1	1.4	.1	.2	.7	2.1	2.6	4.5	1.3		.5	1.1	1.7	2.3	2.9
Share	5.9	.5	7.0	.4	1.0	3.2	11.4	15.0	19.4	6.0	.2	2.2	5.0	7.4	9.2	13.4
WKAQ-FM	391	72	133	48	33	17	21	8	6	186	65	40	29	31	15	5
(%)	100	18	34	12	8	4	5	2	2	48	17	10	7	8	4	1
Rating	1.3	1.8	1.1	2.0	1.3	.7	1.0	.5	.4	1.3	2.8	1.4	1.1	1.3	.9	.2
Share	6.2	11.9	5.1	10.0	5.7	3.4	5.3	3.1	1.6	5.9	13.7	6.3	5.0	5.6	3.5	1.1
WKSA-FM	40	3	13		4	2	5	1		24	3	8	9	4	1	
(%)	100	9	32	1	11	6	12	3		59	7	19	22	9	3	
Rating	.1	.1	.1		.2	.1	.2	.1		.2	.1	.3	.3	.2	.1	
Share	.6	.5	.5		.7	.4	1.3	.4		.8	.6	1.3	1.5	.7	.2	
WKVM-AM	33		5			2	2	1		28		1		2	16	9
(%)	100		15			5	7	3		85		3		6	48	27
Rating	.1					.1	.1	.1		.2				.1	.9	.4
Share	.5		.2			.5	.8	.3		.9		.2		.4	3.7	1.9
WLED-AM	27	1	12			2	2	2	5	14		1	1	1	2	10
(%)	100	5	42	1	1	9	6	7	19	53		3	2	5	8	35
Rating	.1		.1			.1	.1	.1	.3	.1				.1	.1	.5
Share	.4	.2	.5			.4	.5	.8	1.3	.4		.2	.2	.2	.5	2.1
WLUZ-AM	32		17			1	2	6	7	16		1	2	2	6	6
(%)	100		52		1	3	6	20	22	48		2	5	5	17	18
Rating	.1		.1			.1	.4	.4	.4	.1		.1	.1	.1	.3	.3
Share	.5		.7			.2	.5	2.3	1.9	.5		.2	.3	.4	1.4	1.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WERR-FM	1006	182	245	30	51	70	12	15	67	580	70	114	130	147	35	84
(%)	100	18	24	3	5	7	1	1	7	58	7	11	13	15	3	8
Rating	3.3	4.5	1.9	1.2	1.9	3.0	.6	1.0	4.2	4.1	3.0	4.0	4.8	6.0	2.0	3.8
WFID-FM	3976	479	1414	223	387	483	247	58	17	2083	452	588	485	288	209	62
(%)	100	12	36	6	10	12	6	1	6	52	11	15	12	7	5	2
Rating	12.8	11.9	11.2	9.3	14.7	20.5	11.5	3.9	1.1	14.6	19.6	20.4	17.8	11.7	12.1	2.8
WJAC-AM	1497	8	612		13	34	150	168	247	877		20	108	147	257	344
(%)	100	1	41		1	2	10	11	16	59		1	7	10	17	23
Rating	4.8	.2	4.9		.5	1.4	7.0	11.4	15.3	6.1		.7	4.0	6.0	14.9	15.6
WJAC-FM	4657	611	1265	259	322	225	267	53	139	2782	481	911	489	481	251	168
(%)	100	13	27	6	7	5	6	1	3	60	10	20	11	10	5	4
Rating	15.0	15.2	10.0	10.8	12.3	9.5	12.4	3.6	8.6	19.5	20.8	31.6	17.9	19.6	14.6	7.6
WJOA-FM	3342	402	933	221	219	262	203	29		2008	299	534	425	390	169	191
(%)	100	12	28	7	7	8	6	1		60	9	16	13	12	5	6
Rating	10.8	10.0	7.4	9.2	8.3	11.1	9.5	2.0		14.0	13.0	18.5	15.6	15.9	9.8	8.7
WJOB-FM	1157	197	378	123	115	67	24	34	15	582	104	226	87	124	11	30
(%)	100	17	33	11	10	6	2	3	1	50	9	20	8	11	1	3
Rating	3.7	4.9	3.0	5.1	4.4	2.8	1.1	2.3	.9	4.1	4.5	7.8	3.2	5.0	.6	1.4
WJOC-FM	1150	117	418	91	106	94	64	49	13	615	148	184	147	79	33	24
(%)	100	10	36	8	9	8	6	4	1	54	13	16	13	7	3	2
Rating	3.7	2.9	3.3	3.8	4.0	4.0	3.0	3.3	.8	4.3	6.4	6.4	5.4	3.2	1.9	1.1
WIVA-FM	1285	172	528	113	152	108	89	29	36	585	93	171	136	130	55	
(%)	100	13	41	9	12	8	7	2	3	46	7	13	11	10	4	
Rating	4.2	4.3	4.2	4.7	5.8	4.6	4.1	2.0	2.2	4.1	4.0	5.9	5.0	5.3	3.2	
WKAQ-AM	5442	226	2543	134	189	366	672	461	720	2673	65	269	387	609	587	756
(%)	100	4	47	2	3	7	12	8	13	49	1	5	7	11	11	14
Rating	17.6	5.6	20.2	5.6	7.2	15.5	31.3	31.3	44.7	18.7	2.8	9.3	14.2	24.8	34.1	34.3
WKAQ-FM	7830	1553	2570	755	610	378	414	212	201	3707	1112	954	529	572	326	214
(%)	100	20	33	10	8	5	5	3	3	47	14	12	7	7	4	3
Rating	25.3	38.5	20.4	31.4	23.2	16.0	19.3	14.4	12.5	25.9	48.2	33.1	19.4	23.3	18.9	9.7
WKSA-FM	843	135	232	29	62	71	63	7		477	88	137	135	96	21	
(%)	100	16	27	3	7	8	8	1		57	10	16	16	11	2	
Rating	2.7	3.3	1.8	1.2	2.4	3.0	2.9	.5		3.3	3.8	4.7	5.0	3.9	1.2	
WKVM-AM	716	15	261		1		91	130	38	440		36	14	98	133	158
(%)	100	2	36				13	18	5	61		5	2	14	19	22
Rating	2.3	.4	2.1				4.2	8.8	2.4	3.1		1.2	.5	4.0	7.7	7.2
WLED-AM	478	37	228	11	26	31	30	53	77	213		31	33	51	37	62
(%)	100	8	48	2	6	7	6	11	16	45		6	7	11	8	13
Rating	1.5	.9	1.8	.5	1.0	1.3	1.4	3.6	4.8	1.5		1.1	1.2	2.1	2.1	2.8
WLUZ-AM	391		230		12	29	17	57	114	160		32	13	9	55	51
(%)	100		59		3	7	4	15	29	41		8	3	2	14	13
Rating	1.3		1.8		.5	1.2	.8	3.9	7.1	1.1		1.1	.5	.4	3.2	2.3

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

		Monday-Sunday 6AM-MID														
		AQH Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WMEG-FM	290	54	123	45	45	26	3	5		112	49	47	9	5	2	
(%)	100	19	43	15	15	9	1	2		39	17	16	3	2	1	
Rating	.9	1.3	1.0	1.9	1.7	1.1	.1	.3		.8	2.1	1.6	.3	.2	.1	
Share	4.6	8.9	4.8	9.4	7.8	5.2	.8	1.9		3.6	10.3	7.4	1.5	.9	.5	
WMIO-FM	32		18	1	13	1	3			13	2	7	1	1	2	
(%)	100		57	4	40	4	10			43	8	23	2	4	6	
Rating	.1		.1		.5		.1			.1	.1	.2			.1	
Share	.5		.7	.2	2.3	.2	.8			.4	.4	1.1	.2	.2	.5	
WNEL-AM	32		8			1	4	2	1	24			3	1	9	11
(%)	100	1	25	1		2	11	5	4	75			8	2	29	34
Rating	.1		.1			.2	.2	.1	.1	.2			.1		.5	.5
Share	.5		.3			.2	1.0	.8	.3	.8			.5	.2	2.1	2.3
WNIK-FM	17	2	4		1	1	1			11	1	3	4	2	1	
(%)	100	11	22	1	8	4	8	2		67	8	19	26	9	5	
Rating	.1									.1		.1	.1	.1	.1	
Share	.3	.3	.2		.2	.2	.3			.3	.2	.5	.7	.4	.2	
WNNV-FM	46	3	17	3	9	2		1	1	26	2	2	11	8		2
(%)	100	6	37	7	21	5		3	3	57	5	5	24	18		5
Rating	.1	.1	.1	.1	.3	.1		.1	.1	.2	.1	.1	.4	.3		.1
Share	.7	.5	.7	.6	1.6	.4		.4	.3	.8	.4	.3	1.9	1.4		.4
WNRT-FM	93	9	34	4	10	11	6	1	3	50	2	10	17	13	2	5
(%)	100	10	37	4	10	11	6	1	4	54	3	11	18	14	3	5
Rating	.3	.2	.3	.2	.4	.5	.3	.1	.2	.3	.1	.3	.6	.5	.1	.2
Share	1.5	1.5	1.3	.8	1.7	2.2	1.5	.4	.8	1.6	.4	1.6	2.9	2.4	.5	1.1
WOQI-FM	73	21	26	16	5	2	3			27	14	3	7	1		1
(%)	100	28	35	22	7	2	4			36	19	5	9	2		2
Rating	.2	.5	.2	.7	.2	.1	.1			.2	.6	.1	.3			
Share	1.2	3.5	1.0	3.3	.9	.4	.8			.9	2.9	.5	1.2	.2		.2
WORO-FM	133	3	57	1	3	18	13	10	13	73	1	2	11	24	20	15
(%)	100	2	43	1	3	14	10	7	9	55	1	2	8	18	15	12
Rating	.4	.1	.5		.1	.8	.6	.7	.8	.5		.1	.4	1.0	1.2	.7
Share	2.1	.5	2.2	.2	.5	3.6	3.3	3.8	3.5	2.3	.2	.3	1.9	4.3	4.6	3.2
WOSO-AM	22		15			1	4	4	6	7		1	3	3		
(%)	100		68		2	4	16	18	27	31		3	16	13		
Rating	.1		.1				.2	.3	.4				.1	.1		
Share	.3		.6			.2	1.0	1.5	1.6	.2		.2	.5	.5		
WOYE-FM	91	17	45	21	11	3	10		1	29	11	7	3	5	2	1
(%)	100	19	50	23	12	3	11		1	32	13	8	3	6	2	1
Rating	.3	.4	.4	.9	.4	.1	.5		.1	.2	.5	.2	.1	.2	.1	
Share	1.4	2.8	1.7	4.4	1.9	.6	2.5		.3	.9	2.3	1.1	.5	.9	.5	.2
WPAB-AM	58		39	1	5	2	14	5	13	19		3	4	6	4	3
(%)	100		67	1	8	4	23	9	21	33		4	6	10	7	6
Rating	.2		.3		.2	.1	.7	.3	.8	.1		.1	.1	.2	.2	.1
Share	.9		1.5	.2	.9	.4	3.5	1.9	3.5	.6		.5	.7	1.1	.9	.6
*WPRA-AM	16	1	3			2		1		12				2	5	5
(%)	100	4	20			12		6	3	76		1		15	29	31
Rating	.1					.1		.1		.1				.1	.3	.2
Share	.3	.2	.1			.4		.4		.4				.4	1.2	1.1
WPRM-FM	632	49	325	90	108	79	37	4	8	258	47	78	55	43	23	12
(%)	100	8	51	14	17	12	6	1	1	41	7	12	9	7	4	2
Rating	2.0	1.2	2.6	3.7	4.1	3.4	1.7	.3	.5	1.8	2.0	2.7	2.0	1.7	1.3	.5
Share	10.0	8.1	12.6	18.7	18.8	15.8	9.3	1.5	2.2	8.2	9.9	12.2	9.4	7.8	5.3	2.6
WPRP-AM	16		2		1		1	1		13				2	3	8
(%)	100	2	15		7		4	3		83	1	1	2	11	19	50
Rating	.1							.1		.1				.1	.2	.4
Share	.3		.1		.2		.3	.4		.4				.4	.7	1.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WMEG-FM	4557	933	1646	562	580	311	122	56	15	1978	822	600	259	198	99	
(%)	100	20	36	12	13	7	3	1		43	18	13	6	4	2	
Rating	14.7	23.1	13.0	23.4	22.1	13.2	5.7	3.8	.9	13.8	35.6	20.8	9.5	8.1	5.8	
WNID-FM	307	11	83	16	45	13	9			213	42	108	8	44	11	
(%)	100	4	27	5	15	4	3			69	14	35	3	14	4	
Rating	1.0	.3	.7	.7	1.7	.6	.4			1.5	1.8	3.7	.3	1.8	.6	
WNEL-AM	599	15	206	11	13	32	32	61	58	378		19	67	57	85	151
(%)	100	2	34	2	2	5	5	10	10	63		3	11	9	14	25
Rating	1.9	.4	1.6	.5	.5	1.4	1.5	4.1	3.6	2.6		.7	2.5	2.3	4.9	6.8
WNIK-FM	449	57	174	29	57	38	21	30		218	51	65	41	42	18	
(%)	100	13	39	7	13	8	5	7		48	11	14	9	9	4	
Rating	1.5	1.4	1.4	1.2	2.2	1.6	1.0	2.0		1.5	2.2	2.3	1.5	1.7	1.0	
WNNV-FM	505	84	205	38	90	49		17	10	217	42	67	87	13		8
(%)	100	17	40	7	18	10		3	2	43	8	13	17	3		1
Rating	1.6	2.1	1.6	1.6	3.4	2.1		1.2	.6	1.5	1.8	2.3	3.2	.5		.4
WNRT-FM	1550	247	566	74	135	191	98	9	59	737	73	156	227	133	52	96
(%)	100	16	36	5	9	12	6	1	4	48	5	10	15	9	3	6
Rating	5.0	6.1	4.5	3.1	5.1	8.1	4.6	.6	3.7	5.2	3.2	5.4	8.3	5.4	3.0	4.4
WOQI-FM	1061	305	377	163	69	78	29	12	26	379	153	83	83	40	5	15
(%)	100	29	36	15	6	7	3	1	2	36	14	8	8	4	1	
Rating	3.4	7.6	3.0	6.8	2.6	3.3	1.4	.8	1.6	2.6	6.6	2.9	3.0	1.6	.3	.7
WORD-FM	2290	109	1013	46	74	231	238	170	253	1168	62	97	224	273	282	229
(%)	100	5	44	2	3	10	10	7	11	51	3	4	10	12	12	10
Rating	7.4	2.7	8.0	1.9	2.8	9.8	11.1	11.5	15.7	8.2	2.7	3.4	8.2	11.1	16.4	10.4
WOSD-AM	461	8	309		24	64	85	68	67	144		41	17	84		1
(%)	100	2	67		5	14	19	15	14	31		9	4	18		
Rating	1.5	.2	2.4		.9	2.7	4.0	4.6	4.2	1.0		1.4	.6	3.4		
WOYE-FM	1891	366	746	272	198	76	164	16	20	779	257	218	117	121	31	35
(%)	100	19	39	14	10	4	9	1	1	41	14	12	6	6	2	2
Rating	6.1	9.1	5.9	11.3	7.5	3.2	7.6	1.1	1.2	5.4	11.1	7.6	4.3	4.9	1.8	1.6
WPAB-AM	1126	22	654	9	102	73	231	71	168	450	8	68	83	74	113	104
(%)	100	2	58	1	9	6	21	6	15	40	1	6	7	7	10	9
Rating	3.6	.5	5.2	.4	3.9	3.1	10.8	4.8	10.4	3.1	.3	2.4	3.0	3.0	6.6	4.7
*WPRA-AM	263	28	69			13		29	27	166		4	6	46	61	50
(%)	100	10	26			5		11	10	63		2	2	17	23	19
Rating	.8	.7	.5			.6		2.0	1.7	1.2		.1	.2	1.9	3.5	2.3
WPRM-FM	7736	1139	3393	876	990	788	456	129	155	3203	645	780	721	616	240	200
(%)	100	15	44	11	13	10	6	2	2	41	8	10	9	8	3	3
Rating	25.0	28.2	26.9	36.4	37.7	33.4	21.2	8.8	9.6	22.4	28.0	27.0	26.4	25.1	13.9	9.1
WPRP-AM	298	29	103	8	26	9	30	29		166	11	15	25	11	43	62
(%)	100	10	34	3	9	3	10	10		56	4	5	8	4	14	21
Rating	1.0	.7	.8	.3	1.0	.4	1.4	2.0		1.2	.5	.5	.9	.4	2.5	2.8

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

		Monday-Sunday 6AM-MID														
		AQH Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WQBS-AM	20		8			1	1	1	5	12			1	1	4	5
(%)	100	2	41		1	3	7	5	24	57		1	7	7	18	25
Rating	.1		.1					.1	.3	.1				.2	.2	
Share	.3		.3			.2	.3	.4	1.3	.4			.2	.2	.9	1.1
*WQQZ-FM	28	4	12	1	2	4	3	1		12	1	1	5	1	4	
(%)	100	15	42	4	9	15	11	4		42	3	5	17	3	14	
Rating	.1	.1	.1		.1	.2	.1	.1		.1		.2	.2	.2	.2	
Share	.4	.7	.5	.2	.3	.8	.8	.4		.4	.2	.2	.9	.2	.9	
WRIO-FM	71	13	32	7	3	6	10	4	2	26	6	6	4	6	2	1
(%)	100	18	45	10	4	8	15	6	2	37	9	9	6	9	3	2
Rating	.2	.3	.3		.1	.3	.5	.3	.1	.2	.3	.2	.1	.2	.1	
Share	1.1	2.2	1.2	1.5	.5	1.2	2.5	1.5	.5	.8	1.3	.9	.7	1.1	.5	.2
WSKN-AM	37		16		1	2	1	3	9	20			1	3	4	12
(%)	100		44		3	6	2	7	25	56			2	7	11	34
Rating	.1		.1			.1		.2	.6	.1				.1	.2	.5
Share	.6		.6		.2	.4	.3	1.2	2.4	.6		.2	.2	.5	.9	2.6
*WTPM-FM	18	2	6		3	1			2	11		1	1	2	1	7
(%)	100	13	30		14	3		1	11	57		4	3	9	4	36
Rating	.1		.1		.1			.1	.1	.1				.1	.1	.3
Share	.3	.3	.2		.5	.2		.5	.3	.3		.2	.2	.4	.2	1.5
WUQZ-FM	116	27	28	11	7	3	4		2	61	20	19	7	9	5	1
(%)	100	23	24	10	6	3	4		2	53	17	16	6	8	4	1
Rating	.4	.7	.2	.5	.3	.1	.2		.1	.4	.9	.7	.3	.4	.3	
Share	1.8	4.5	1.1	2.3	1.2	.6	1.0		.5	1.9	4.2	3.0	1.2	1.6	1.2	.2
WUNO-AM	70		28		3	1	2	9	13	41	1	1	7	5	9	18
(%)	100		40		5	2	3	12	18	59	2	2	9	8	12	26
Rating	.2		.2		.1		.1	.6	.8	.3			.3	.2	.5	.8
Share	1.1		1.1		.5	.2	.5	3.5	3.5	1.3	.2	.2	1.2	.9	2.1	3.8
*WUPR-AM	40	1	18		1	1			17	21	4	6	10	1		
(%)	100	3	46		2	2			41	52	9	16	24	2		
Rating	.1		.1						1.1	.1	.2	.2	.4			
Share	.6	.2	.7		.2	.2			4.6	.7	.8	.9	1.7	.2		
WVJP-FM	76	3	26	1	5	5	4	1	10	48	1	15	11	9	11	1
(%)	100	4	33	1	6	6	5	2	13	63	2	19	14	12	15	2
Rating	.2	.1	.2		.2	.2	.2	.1	.6	.3		.5	.4	.4	.6	
Share	1.2	.5	1.0	.2	.9	1.0	1.0	.4	2.7	1.5	.2	2.3	1.9	1.6	2.5	.2
WVOZ-FM	16		4		2		1			11	4	5	1		1	
(%)	100	3	24		13		3			73	24	35	7		8	
Rating	.1				.1					.1	.2	.2			.1	
Share	.3		.2		.3					.3	.8	.8	.2		.2	
*WXEW-AM	22		8			1	1		5	13			4	3	2	5
(%)	100		37			7	5		25	61			20	12	7	21
Rating	.1		.1						.3	.1			.1	.1	.1	.2
Share	.3		.3			.2	.3		1.3	.4			.7	.5	.5	1.1
WXYX-FM	176	27	77	33	18	18	6	1		71	23	17	15	11	4	1
(%)	100	16	44	19	10	10	4	1		40	13	10	8	6	2	1
Rating	.6	.7	.6	1.4	.7	.8	.3	.1		.5	1.0	.6	.6	.4	.2	
Share	2.8	4.5	3.0	6.9	3.1	3.6	1.5	.4		2.3	4.8	2.7	2.6	2.0	.9	.2
WYQE-FM	43	2	19	6	3	1		6	3	22	3	5	7	6	1	
(%)	100	5	44	14	7	1		14	8	51	6	12	16	14	3	
Rating	.1		.2	.2	.1			.4	.2	.2	.1	.2	.3	.2	.1	
Share	.7	.3	.7	1.2	.5	.2		2.3	.8	.7	.6	.8	1.2	1.1	.2	
WZAR-FM	83	16	29	6	5	5	8	4	1	38	2	7	17	7	3	2
(%)	100	19	35	7	6	6	10	5	1	46	2	9	21	8	3	2
Rating	.3	.4	.2	.2	.2	.2	.4	.3	.1	.3	.1	.2	.6	.3	.2	.1
Share	1.3	2.6	1.1	1.2	.9	1.0	2.0	1.5	.3	1.2	.4	1.1	2.9	1.3	.7	.4

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

		Monday-Sunday 6AM-MID														
		Cume Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WQBS-AM	489	15	198		24	31	47	45	51	276		16	28	61	37	135
(%)	100	3	41		5	6	10	9	10	56		3	6	12	7	28
Rating	1.6	.4	1.6		.9	1.3	2.2	3.1	3.2	1.9		.6	1.0	2.5	2.1	6.1
*WQQZ-FM	498	67	232	35	70	30	65	33		200	46	56	60	17	21	
(%)	100	13	47	7	14	6	13	7		40	9	11	12	3	4	
Rating	1.6	1.7	1.8	1.5	2.7	1.3	3.0	2.2		1.4	2.0	1.9	2.2	.7	1.2	
WRIO-FM	1096	296	424	112	69	77	120	22	24	375	86	96	72	88	18	15
(%)	100	27	39	10	6	7	11	2	2	34	8	9	7	8	2	1
Rating	3.5	7.3	3.4	4.7	2.6	3.3	5.6	1.5	1.5	2.6	3.7	3.3	2.6	3.6	1.0	.7
WSKN-AM	831	15	458		94	43	37	95	188	359	10	32	34	53	69	160
(%)	100	2	55		11	5	4	11	23	43	1	4	4	6	8	19
Rating	2.7	.4	3.6		3.6	1.8	1.7	6.5	11.7	2.5	.4	1.1	1.2	2.2	4.0	7.3
*WTPM-FM	275	25	107		30	27	11	19	20	144	7	15	28	21	20	54
(%)	100	9	39		11	10	4	7	7	52	3	5	10	8	7	20
Rating	.9	.6	.8		1.1	1.1	.5	1.3	1.2	1.0	.3	.5	1.0	.9	1.2	2.4
WUQJ-FM	2228	478	780	275	138	125	158	39	45	970	305	269	194	120	62	20
(%)	100	21	35	12	6	6	7	2	2	44	14	12	9	5	3	1
Rating	7.2	11.9	6.2	11.4	5.3	5.3	7.4	2.6	2.8	6.8	13.2	9.3	7.1	4.9	3.6	.9
WUNO-AM	1219	37	465	11	70	49	56	122	156	718	46	48	175	132	124	194
(%)	100	3	38	1	6	4	5	10	13	59	4	4	14	11	10	16
Rating	3.9	.9	3.7	.5	2.7	2.1	2.6	8.3	9.7	5.0	2.0	1.7	6.4	5.4	7.2	8.8
*WUPR-AM	159	8	68		14	23			31	83	14	31	28	10		
(%)	100	5	43		9	14			20	52	9	19	18	7		
Rating	.5	.2	.5		.5	1.0			1.9	.6	.6	1.1	1.0	.4		
WVJP-FM	1694	114	556	56	99	160	99	48	94	1024	109	254	243	236	128	54
(%)	100	7	33	3	6	9	6	3	6	60	6	15	14	14	8	3
Rating	5.5	2.8	4.4	2.3	3.8	6.8	4.6	3.3	5.8	7.2	4.7	8.8	8.9	9.6	7.4	2.4
WVOZ-FM	449	35	131	28	38	34	30			284	105	104	42		33	
(%)	100	8	29	6	8	7	7			63	23	23	9		7	
Rating	1.5	.9	1.0	1.2	1.4	1.4	1.4			2.0	4.6	3.6	1.5		1.9	
*WXEW-AM	368	6	150		22	24	21	83		213		8	60	35	39	71
(%)	100	2	41		6	6	6	23		58		2	16	10	10	19
Rating	1.2	.1	1.2		.9	1.1	1.4	5.2		1.5		.3	2.2	1.4	2.3	3.2
WXYX-FM	4375	959	1694	669	475	263	192	79	15	1722	581	479	232	211	161	60
(%)	100	22	39	15	11	6	4	2		39	13	11	5	5	4	1
Rating	14.1	23.8	13.4	27.8	18.1	11.2	8.9	5.4	.9	12.0	25.2	16.6	8.5	8.6	9.4	2.7
WYQE-FM	504	63	239	73	28	28	11	25	75	202	38	30	43	68	22	
(%)	100	13	47	14	6	6	2	5	15	40	8	6	9	13	4	
Rating	1.6	1.6	1.9	3.0	1.1	1.2	.5	1.7	4.7	1.4	1.6	1.0	1.6	2.8	1.3	
WZAR-FM	1305	199	506	78	99	108	92	32	96	600	95	137	161	99	58	50
(%)	100	15	39	6	8	8	7	2	7	46	7	10	12	8	4	4
Rating	4.2	4.9	4.0	3.2	3.8	4.6	4.3	2.2	6.0	4.2	4.1	4.7	5.9	4.0	3.4	2.3

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

		Monday-Sunday 6AM-MID														
		AQH Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
VZNT-FM	298	10	198	25	67	78	20	4	4	90	7	18	30	15	10	10
(%)	100	3	66	8	22	26	7	1	1	30	3	6	10	5	3	3
Rating	1.0	.2	1.6	1.0	2.6	3.3	.9	.3	.2	.6	.3	.6	1.1	.6	.6	.5
Share	4.7	1.7	7.7	5.2	11.7	15.6	5.1	1.5	1.1	2.9	1.5	2.8	5.1	2.7	2.3	2.1
TOTALS	6342	604	2584	481	575	501	396	260	371	3154	475	639	585	553	434	469
(%)	100	10	41	8	9	8	6	4	6	50	7	10	9	9	7	7
Rating	20.5	15.0	20.5	20.0	21.9	21.3	18.5	17.7	23.0	22.1	20.6	22.1	21.5	22.5	25.2	21.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WZNT-FM	3926	329	1917	351	463	614	374	69	47	1679	235	359	482	284	169	151
(%)	100	8	49	9	12	16	10	2	1	43	6	9	12	7	4	4
Rating	12.7	8.2	15.2	14.6	17.6	26.1	17.4	4.7	2.9	11.7	10.2	12.4	17.7	11.6	9.8	6.8
TOTALS	29839	3918	12139	2297	2548	2306	2059	1386	1544	13782	2276	2840	2653	2386	1652	1976
(%)	100	13	41	8	9	8	7	5	5	46	8	10	9	8	6	7
Rating	96.4	97.2	96.2	95.5	97.0	97.8	95.9	94.2	95.8	96.4	98.7	98.4	97.3	97.1	96.0	89.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WABA-AM (%)	41 89	4 10	1 1		46 78	6 10	6 10	1 2	55 92	4 6		1 2	44 87	4 7	1 3	2 3
VAEL-FM (%)	22 48	12 28	10 21	1 3	36 44	23 28	21 26	2 2					* 25 50	12 24	11 22	2 4
VALO-AM (%)	30 100				12 89	2 11			6 98	2			15 96	1 4		
WAPA-AM (%)	165 81	17 8	21 10	1	110 69	16 10	31 19	3 2	98 93	3 3	3 3	1 1	119 83	10 7	13 9	1 1
WBRQ-FM (%)	4 30	4 30	5 38	2	3 29	1 9	5 50	1 11	9 34	1 5	14 55	2 6	5 38	2 16	6 42	1 4
WCAD-FM (%)	17 24	44 62	10 13	1 1	15 26	19 34	16 28	7 12	20 39	25 49	3 6	3 6	19 35	26 47	7 13	3 5
WCGB-AM (%)	20 91	2 8	1		15 90	1 6	1	1 3	10 100				* 17 94	1 5		1
WCMN-AM (%)	92 86	12 12	2 2		41 75	7 12	7 13		31 79	6 16		2 5	54 85	6 10	2 3	1 2
WCMN-FM (%)	58 48	28 23	35 29	1 1	64 54	14 12	35 30	4 4	100 71	21 15	17 12	3 2	59 57	17 16	27 25	2 2
WCOM-FM (%)	54 42	56 44	14 11	4 3	46 44	32 30	22 21	6 5	67 67	20 20	8 8	5 5	55 52	34 32	13 12	3 3
WCTA-FM (%)	28 45	17 27	17 28		23 34	16 23	28 42		82 69	17 14	13 11	6 5	32 52	13 21	16 25	2 3
WDOY-FM (%)	80 63	30 24	14 11	2 2	59 52	25 22	24 21	7 6	103 70	33 22	8 6	4 3	78 62	32 25	13 10	3 3
WEGM-FM (%)	13 31	21 50	4 9	4 10	9 43	6 29	2 10	4 18	12 58	6 26	2 8	2 8	13 45	10 37	2 8	3 10
WENA-AM (%)	18 77		5 22		23 69		11 31		19 77	1 4	5 19		* 14 75		4 23	
WERR-FM (%)	35 72	9 19	5 9		31 67	4 9	11 25		46 79	10 18	2 3	1 1	36 78	6 13	4 9	
WFID-FM (%)	70 27	82 32	99 38	6 2	71 22	53 16	200 60	7 2	103 44	67 29	55 24	8 3	79 34	58 25	89 38	6 3
WIAC-AM (%)	94 80	21 18	2 2	1 1	84 76	18 16	10 9		72 86	10 12	1 1		90 85	13 13	3 3	
WIAC-FM (%)	122 38	97 30	99 31	3 1	89 26	48 14	191 57	9 3	112 59	55 29	15 8	9 5	97 43	53 23	73 32	5 2
WIOA-FM (%)	67 36	55 29	63 34	2 1	62 27	38 17	128 56	2 1	78 58	33 25	10 7	14 10	58 40	34 23	50 35	3 2
WIOB-FM (%)	41 58	16 23	12 17	1 1	27 46	10 18	20 35	1	28 65	10 24	3 7	1 3	33 61	11 20	9 17	1 2
WIOC-FM (%)	34 40	16 18	36 42		24 24	8 8	61 61	6 6	37 66	11 20	7 13	1 1	35 47	11 15	26 35	2 3
WIVA-FM (%)	42 38	39 34	30 27	2 2	9 18	8 16	31 62	2 4	39 64	16 27	3 5	2 3	25 41	17 28	18 29	2 2
WKAQ-AM (%)	415 83	66 13	17 3	3 1	267 81	38 12	23 7	1	181 88	19 9	2 1	5 2	313 85	41 11	12 3	2 1
WKAQ-FM (%)	152 44	125 37	60 17	5 1	155 39	120 30	115 29	7 2	283 68	97 23	23 6	10 2	174 54	91 29	48 15	6 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

	Persons 18+															
	AQH (00)															
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WKSA-FM (%)	25 47	12 22	17 32		18 32	11 19	26 47	1 2	14 61	7 30	2 8	2 2	17 46	8 23	11 31	1 1
WKVM-AM (%)	27 90	3 9	2 2		23 74	4 13	4 13		26 88	2 8	1 3		29 89	2 7	1 3	
WLEO-AM (%)	40 92	3 6	1 2		17 66	4 15	4 14	1 4	13 92	1 3	1 5		23 87	2 8	1 4	1 1
WLUZ-AM (%)	52 81	7 11	4 6	1 2	8 51	2 11	5 33	1 4	12 80	2 12		1 8	26 81	3 9	2 7	1 2
WMEG-FM (%)	104 32	153 47	62 19	6 2	42 25	60 35	62 36	7 4	102 55	50 27	20 11	14 8	103 44	85 36	38 16	10 4
WMIO-FM (%)	4 9	17 41	21 50		6 9	23 34	39 57		13 65	1 7	5 23	1 5	5 16	11 34	15 49	1 1
WNEL-AM (%)	30 79	7 18	1 3		18 75	4 19	1 6		20 94	1 6			26 82	5 14	1 4	
WNIK-FM (%)	8 42	5 30	5 28		8 43	1 8	9 49		17 90	1 5		1 5	8 56	3 18	3 23	1 3
WNNV-FM (%)	27 56	13 26	7 15	1 2	20 41	6 12	23 47		50 86	7 12		1 1	28 66	7 16	7 17	1 1
WNRT-FM (%)	55 58	34 36	4 4	2 2	60 73	13 16	5 7	3 4	48 60	25 31	2 2	5 7	58 69	21 25	3 3	2 3
WQOI-FM (%)	33 49	25 37	7 11	2 3	15 37	7 18	14 33	5 12	46 67	12 17	9 13	2 3	29 56	13 25	8 15	2 5
WORO-FM (%)	43 36	39 32	37 31	2 1	63 35	33 18	86 47		227 79	45 16	15 5	1 1	70 54	27 21	32 24	1 1
WOSO-AM (%)	16 61	10 38	1 1		18 68	7 28	1 4		21 93	1 4		1 3	16 71	6 26	1 2	
WQYE-FM (%)	32 35	43 46	17 18	1 1	16 24	26 40	22 33	2 3	60 68	15 17	8 9	4 5	34 46	24 33	14 19	2 2
WPAB-AM (%)	47 63	18 25	8 11	1 1	47 66	9 12	15 21	1 2	22 77	3 11	2 8	1 4	42 72	9 15	7 12	1 2
WPRA-AM (%)	9 100				5 65	2 26	1 9		15 100				* 95	15 4	1 1	
WPRM-FM (%)	436 40	441 41	194 18	11 1	144 33	143 33	144 33	7 2	264 57	133 29	53 11	16 3	259 44	210 36	103 18	11 2
WPRP-AM (%)	30 96		1 2		9 77	1 12	1 9		11 100				15 94	3 3		
WQBS-AM (%)	20 88	2 10	1 3		17 92	1 8			5 93		7		19 93	1 5	2 2	
WQQZ-FM (%)	17 62	8 30	2 6	1 2	19 58	7 20	7 22		15 68	5 23		2 8	* 62	15 26	6 9	2 3
WRIO-FM (%)	40 37	50 45	17 16	3 2	12 23	22 42	11 21	7 14	17 41	16 38	1 3	7 17	22 38	24 42	8 14	4 6
WSKN-AM (%)	40 88	5 11	1 1		44 81	9 16	1 3		12 81	3 19			32 88	4 11	1 1	
WTPM-FM (%)	13 65	4 22	3 13		10 52	3 15	6 33		12 100				* 73	12 13	2 14	
WUQJ-FM (%)	59 60	27 27	11 11	2 2	77 57	30 22	26 19	3 2	65 72	22 25	2 2	1 1	56 62	22 25	9 11	2 2

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WUNO-AM (%)	93 82	17 15	4 3		65 75	13 15	9 10		27 92	2 8			58 83	9 13	3 4	
WUPR-AM (%)	* 38 93	1 3	1 3						* 51 100				* 37 95	1 2	1 3	
WVJP-FM (%)	43 58	16 21	15 20	1 2	56 50	10 9	46 41		52 80	6 10	6 9	1 2	47 64	10 13	16 21	1 1
WVOZ-FM (%)	12 58	5 25	3 14	1 3	3 17	4 22	10 54	1 7	8 50	3 20	4 26	1 4	7 49	4 24	3 23	1 4
WXEW-AM (%)	28 97			1 2	14 97				20 86	1 6		2 9	* 20 92	1 4		1 4
WXYX-FM (%)	72 36	72 36	53 27	3 2	45 24	44 24	88 47	9 5	96 59	31 19	31 19	5 3	63 42	41 28	41 28	4 3
WYQE-FM (%)	26 60	8 19	9 21		33 53	13 20	14 22	3 5	57 88	5 8		3 4	28 68	6 15	6 14	1 3
WZAR-FM (%)	41 56	19 26	11 14	2 3	29 36	16 20	33 41	2 3	64 73	19 21	3 4	2 2	41 61	14 21	11 16	2 3
WZNT-FM (%)	117 35	146 44	66 20	3 1	158 42	86 23	132 35	4 1	265 59	105 23	64 14	14 3	131 45	90 31	63 22	5 2
TOTALS (%)	3957 54	2100 28	1228 17	91 1	3042 47	1217 19	2026 32	139 2	4032 70	1092 19	471 8	183 3	3433 60	1256 22	939 16	110 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WABA-AM										
FA '98	10:15	9:15	10:30	11:15	10:00	8:00	9:45	7:15	12:30	12:00
SU '98	10:00	10:00	10:15	13:00	13:15	11:00	16:00	4:30	9:00	8:30
2-Book	10:15	9:45	10:30	12:15	11:45	9:30	13:00	6:00	10:45	10:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*Wael-FM										
FA '98	5:45	5:15	6:15	5:30	4:15	5:00	4:15	5:45	6:45	6:00
SU '98	5:30	5:30	5:45	5:45	3:15	5:00	5:30	8:00	6:30	6:00
2-Book	5:45	5:30	6:00	5:45	3:45	5:00	5:00	7:00	6:45	6:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WALD-AM										
FA '98	7:00	10:30	7:15	5:45	0:00	3:30	2:45	10:30	9:30	8:00
SU '98	12:45	2:15	4:15	10:30	1:00	4:00	4:00	3:00	4:30	12:45
2-Book	10:00	6:30	5:45	8:15	0:30	3:45	3:30	6:45	7:00	10:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WAPA-AM										
FA '98	8:15	6:15	6:45	8:45	6:45	7:00	9:15	5:30	6:15	8:15
SU '98	6:45	6:15	5:45	5:30	3:45	6:15	5:30	7:30	4:15	5:30
2-Book	7:30	6:15	6:15	7:15	5:15	6:45	7:30	6:30	5:15	7:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WBRQ-FM										
FA '98	4:45	7:45	5:00	4:00	12:45	8:30	3:45	5:30	2:30	4:30
SU '98	4:30	5:45	5:15	2:30	13:45	17:45	1:45	2:00	2:30	2:45
2-Book	4:45	6:45	5:15	3:15	13:15	13:15	2:45	3:45	2:30	3:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WCAD-FM										
FA '98	4:45	5:00	6:00	5:15	6:45	8:15	6:30	3:15	3:45	4:00
SU '98	5:45	6:00	7:00	6:45	7:00	8:15	6:15	4:00	4:45	7:30
2-Book	5:15	5:30	6:30	6:00	7:00	8:15	6:30	3:45	4:15	5:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WCGB-AM										
FA '98	8:30	4:30	10:15	10:00	0:00	11:30	14:00	4:30	10:00	8:30
SU '98	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WCMN-AM										
FA '98	13:45	11:30	9:30	12:45	14:45	10:15	15:00	9:00	8:30	10:00
SU '98	9:30	6:45	6:45	6:30	6:45	5:30	4:30	6:30	8:45	9:00
2-Book	11:45	9:15	8:15	9:45	10:45	8:00	9:45	7:45	8:45	9:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WCMN-FM										
FA '98	7:45	8:00	8:30	8:15	7:15	8:00	8:15	8:30	9:15	8:15
SU '98	6:00	7:00	6:45	6:00	5:30	7:00	6:45	8:30	6:30	5:15
2-Book	7:00	7:30	7:45	7:15	6:30	7:30	7:30	8:30	8:00	6:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WCOM-FM										
FA '98	4:30	4:45	4:00	3:45	4:45	3:30	2:45	4:45	4:15	4:30
SU '98	5:45	5:15	5:00	5:15	5:30	4:45	4:45	5:15	5:15	5:30
2-Book	5:15	5:00	4:30	4:30	5:15	4:15	3:45	5:00	4:45	5:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WCTA-FM										
FA '98	8:00	6:15	8:00	9:30	7:45	9:15	11:15	2:45	5:45	7:30
SU '98	7:45	7:45	7:45	8:15	10:00	9:15	9:45	5:00	6:00	6:15
2-Book	8:00	7:00	8:00	9:00	9:00	9:15	10:30	4:00	6:00	7:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WDDY-FM										
FA '98	6:15	6:45	5:15	6:45	6:15	6:15	6:30	7:30	4:30	7:00
SU '98	6:00	5:30	6:00	5:45	5:15	6:00	6:00	5:45	6:00	5:15
2-Book	6:15	6:15	5:45	6:15	5:45	6:15	6:15	6:45	5:15	6:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WEGM-FM										
FA '98	5:15	5:00	5:30	5:00	5:45	6:15	4:45	4:00	4:15	5:00
SU '98	9:00	9:30	9:15	8:45	9:45	10:15	15:15	9:15	8:00	5:30
2-Book	7:15	7:15	7:30	7:00	7:45	8:15	10:00	6:45	6:15	5:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WENA-AM										
FA '98	10:00	7:00	12:45	12:30	0:00	0:00	2:30	7:00	12:45	15:15
SU '98	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WERR-FM										
FA '98	7:00	3:30	8:30	11:15	4:00	4:15	3:15	3:15	10:00	13:45
SU '98	5:00	7:15	6:45	6:30	3:45	6:45	9:15	10:00	7:00	5:00
2-Book	6:00	5:30	7:45	9:00	4:00	5:30	6:15	6:45	8:30	9:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WFID-FM										
FA '98	7:45	9:00	8:45	8:00	7:45	8:15	8:00	10:00	9:15	8:00
SU '98	8:30	9:15	9:30	9:15	7:00	8:30	8:45	11:00	10:30	9:30
2-Book	8:15	9:15	9:15	8:45	7:30	8:30	8:30	10:30	10:00	8:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WIAC-AM										
FA '98	9:00	7:45	8:30	9:15	3:00	9:15	9:00	11:00	8:00	9:30
SU '98	7:45	3:15	6:00	6:45	4:00	4:45	6:30	2:30	7:00	6:45
2-Book	8:30	5:30	7:15	8:00	3:30	7:00	7:45	6:45	7:30	8:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WIAC-FM										
FA '98	6:30	7:30	8:15	6:45	6:00	5:45	4:30	8:15	9:30	7:45
SU '98	7:15	8:30	9:15	7:45	7:45	8:30	6:15	8:45	9:45	8:15
2-Book	7:00	8:00	8:45	7:15	7:00	7:15	5:30	8:30	9:45	8:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WIOA-FM										
FA '98	6:00	5:00	7:00	7:15	3:00	4:30	5:15	6:15	8:30	8:15
SU '98	6:00	6:15	7:00	7:15	4:00	4:00	4:30	7:30	8:30	8:15
2-Book	6:00	5:45	7:00	7:15	3:30	4:15	5:00	7:00	8:30	8:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WIOB-FM										
FA '98	6:45	5:45	8:30	10:15	4:00	6:15	8:45	6:45	9:45	11:00
SU '98	7:15	6:15	8:30	9:15	4:00	7:45	9:00	8:00	9:15	9:30
2-Book	7:00	6:00	8:30	9:45	4:00	7:00	9:00	7:30	9:30	10:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WIOC-FM										
FA '98	8:30	9:30	10:00	8:45	11:30	12:15	7:15	8:15	8:30	9:45
SU '98	9:45	7:15	11:45	13:30	5:00	5:30	10:00	9:15	14:30	15:00
2-Book	9:15	8:30	11:00	11:15	8:15	9:00	8:45	8:45	11:30	12:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WIVA-FM										
FA '98	6:30	7:00	7:30	7:15	8:00	10:00	9:15	5:45	5:30	6:00
SU '98	7:30	7:30	8:30	9:30	8:30	9:45	11:00	6:30	7:00	8:00
2-Book	7:00	7:15	8:00	8:30	8:15	10:00	10:15	6:15	6:15	7:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WKAQ-AM										
FA '98	8:30	4:45	7:30	8:30	3:30	6:45	8:15	6:00	8:15	8:45
SU '98	8:30	6:30	8:00	8:30	8:00	8:30	9:45	4:00	7:15	7:30
2-Book	8:30	5:45	7:45	8:30	5:45	7:45	9:00	5:00	7:45	8:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WKAQ-FM										
FA '98	6:15	6:45	6:15	6:15	7:30	6:30	5:45	6:30	6:00	6:45
SU '98	6:30	7:30	6:30	5:15	7:15	6:00	5:00	7:30	6:45	5:30
2-Book	6:30	7:15	6:30	5:45	7:30	6:15	5:30	7:00	6:30	6:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WKSA-FM										
FA '98	6:00	6:00	7:00	7:00	6:30	7:15	7:15	6:00	6:45	6:45
SU '98	6:00	6:45	5:45	6:30	3:00	6:00	6:15	8:00	5:45	6:30
2-Book	6:00	6:30	6:30	6:45	4:45	6:45	6:45	7:00	6:15	6:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WKVM-AM										
FA '98	5:45	3:15	2:30	5:45	1:45	2:30	2:15	3:15	2:30	9:15
SU '98	10:15	4:15	5:45	9:30	5:30	6:45	7:45	3:30	5:30	10:45
2-Book	8:00	3:45	4:15	7:45	3:45	4:45	5:00	3:30	4:00	10:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WLEO-AM										
FA '98	7:15	2:15	4:15	5:30	1:15	6:00	6:45	3:15	3:00	4:15
SU '98	9:15	3:45	7:00	9:00	2:45	5:15	8:30	7:30	9:45	9:15
2-Book	8:15	3:00	5:45	7:15	2:00	5:45	7:45	5:30	6:30	6:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WLUZ-AM										
FA '98	10:30	3:00	8:00	12:45	3:30	6:45	11:15	2:45	9:30	14:45
SU '98	11:15	2:30	10:15	11:15	0:00	12:00	13:15	2:30	6:15	6:30
2-Book	11:00	2:45	9:15	12:00	1:45	9:30	12:15	2:45	8:00	10:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WMEG-FM										
FA '98	8:00	9:00	8:15	6:00	9:45	9:15	8:45	8:30	7:15	3:45
SU '98	7:30	8:00	7:30	7:15	8:15	9:30	7:00	7:45	5:30	7:30
2-Book	7:45	8:30	8:00	6:45	9:00	9:30	8:00	8:15	6:30	5:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WMIO-FM										
FA '98	13:00	14:00	14:30	12:00	28:15	31:45	25:00	8:00	7:15	7:30
SU '98	8:45	9:30	11:30	9:00	9:15	11:15	8:15	9:45	11:45	10:00
2-Book	11:00	11:45	13:00	10:30	18:45	21:30	16:45	9:00	9:30	8:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WNEL-AM										
FA '98	6:45	1:45	4:45	7:15	2:15	7:30	6:15	1:00	3:15	7:45
SU '98	10:30	8:15	10:15	9:45	6:00	9:00	10:30	8:45	11:45	9:00
2-Book	8:45	5:00	7:30	8:30	4:15	8:15	8:30	5:00	7:30	8:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WNJK-FM										
FA '98	4:45	3:45	6:00	6:00	2:15	3:30	3:15	5:00	7:45	8:15
SU '98	5:15	5:45	5:30	5:15	6:15	2:30	1:45	5:30	7:30	7:00
2-Book	5:00	4:45	5:45	5:45	4:15	3:00	2:30	5:15	7:45	7:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WNNV-FM										
FA '98	11:30	9:00	13:30	16:45	12:15	10:30	6:00	5:15	16:00	24:00
SU '98	7:45	7:30	6:45	8:45	1:15	5:45	6:15	9:15	8:45	11:00
2-Book	9:45	8:15	10:15	12:45	6:45	8:15	6:15	7:15	12:30	17:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WNRT-FM										
FA '98	7:30	7:30	9:00	8:45	8:15	7:45	7:15	7:00	9:45	10:00
SU '98	6:00	7:30	7:00	5:15	6:00	6:45	5:30	9:00	7:00	5:00
2-Book	6:45	7:30	8:00	7:00	7:15	7:15	6:30	8:00	8:30	7:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WQOI-FM										
FA '98	8:45	10:15	6:45	6:15	11:30	6:30	4:30	9:15	6:45	7:45
SU '98	7:45	6:30	6:00	5:00	4:15	5:15	5:30	8:45	6:30	4:30
2-Book	8:15	8:30	6:30	5:45	8:00	6:00	5:00	9:00	6:45	6:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WORO-FM										
FA '98	7:15	3:30	8:00	8:30	4:15	8:00	8:00	3:00	7:45	8:45
SU '98	10:00	7:45	9:15	10:00	8:15	8:30	8:45	7:30	9:45	11:00
2-Book	8:45	5:45	8:45	9:15	6:15	8:15	8:30	5:15	8:45	10:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WOSO-AM										
FA '98	6:00	2:00	4:45	6:00	2:30	3:45	5:00	1:45	6:15	8:00
SU '98	5:30	6:00	6:45	5:45	6:15	7:30	5:30	5:30	5:30	6:00
2-Book	5:45	4:00	5:45	6:00	4:30	5:45	5:15	3:45	6:00	7:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WOYE-FM										
FA '98	6:00	6:45	5:30	5:30	8:30	6:45	6:15	5:00	4:15	4:30
SU '98	6:45	6:00	6:00	5:30	6:45	5:00	3:30	5:15	6:45	6:45
2-Book	6:30	6:30	5:45	5:30	7:45	6:00	5:00	5:15	5:30	5:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WPAB-AM										
FA '98	6:30	5:15	6:30	6:45	6:00	6:15	7:15	4:15	6:45	6:15
SU '98	8:00	2:30	7:15	6:45	2:30	8:15	8:00	2:30	5:00	4:15
2-Book	7:15	4:00	7:00	6:45	4:15	7:15	7:45	3:30	6:00	5:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WPRA-AM										
FA '98	7:30	5:45	7:45	7:45	0:00	17:00	8:00	5:45	5:45	7:30
SU '98	**	**	**	**	**	**	**	**	**	**
2-Book	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WPRM-FM										
FA '98	10:15	12:15	11:30	10:15	13:15	12:30	11:00	11:00	10:30	9:45
SU '98	9:30	11:00	10:30	9:15	12:15	11:30	9:45	9:15	9:30	8:45
2-Book	10:00	11:45	11:00	9:45	12:45	12:00	10:30	10:15	10:00	9:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WPRP-AM										
FA '98	6:45	2:45	4:15	5:30	4:00	3:30	2:30	1:15	5:15	8:00
SU '98	5:15	3:00	4:00	6:45	3:00	3:30	8:30	2:45	5:00	5:15
2-Book	6:00	3:00	4:15	6:15	3:30	3:30	5:30	2:00	5:15	6:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WBQS-AM										
FA '98	5:15	1:15	3:15	4:45	1:15	2:45	3:15	1:15	3:30	6:30
SU '98	5:30	3:15	4:00	3:45	3:30	3:15	3:30	3:00	5:45	4:15
2-Book	5:30	2:15	3:45	4:15	2:30	3:00	3:30	2:15	4:45	5:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WQQZ-FM										
FA '98	7:00	3:30	7:00	10:00	4:00	7:30	8:15	2:45	6:30	12:15
SU '98	8:15	7:15	10:45	8:45	6:00	6:15	5:45	8:00	13:00	10:45
2-Book	7:45	5:30	9:00	9:30	5:00	7:00	7:00	5:30	9:45	11:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WRIO-FM										
FA '98	8:15	7:45	8:30	10:30	6:45	9:00	11:45	8:45	8:15	8:45
SU '98	6:30	6:15	7:15	8:00	7:45	8:30	8:30	4:45	6:15	7:30
2-Book	7:30	7:00	8:00	9:15	7:15	8:45	10:15	6:45	7:15	8:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WSKN-AM										
FA '98	5:30	1:45	3:30	5:00	1:30	3:00	4:15	2:45	4:00	5:45
SU '98	6:15	2:30	3:30	5:30	2:45	4:00	4:45	2:15	3:00	6:00
2-Book	6:00	2:15	3:30	5:15	2:15	3:30	4:30	2:30	3:30	6:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WTPM-FM										
FA '98	8:00	8:00	5:45	3:45	10:30	5:45	1:45	4:45	5:45	5:15
SU '98	12:30	4:15	9:00	9:30	3:45	10:30	10:30	5:00	7:45	8:15
2-Book	10:15	6:15	7:30	6:45	7:15	8:15	6:15	5:00	6:45	6:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WUJQ-FM										
FA '98	6:30	7:15	6:15	5:15	5:45	4:30	3:00	8:30	7:30	7:00
SU '98	6:30	5:30	5:15	5:15	5:00	4:45	5:45	6:00	5:15	5:00
2-Book	6:30	6:30	5:45	5:15	5:30	4:45	4:30	7:15	6:30	6:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WUNO-AM										
FA '98	7:15	4:15	4:45	6:15	5:30	4:45	6:45	3:15	4:45	6:00
SU '98	6:15	4:15	4:45	5:15	3:00	5:30	5:30	5:45	4:15	5:00
2-Book	6:45	4:15	4:45	5:45	4:15	5:15	6:15	4:30	4:30	5:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WUPR-AM										
FA '98	8:15	6:00	5:45	6:15	2:00	1:30	1:15	7:15	8:00	9:00
SU '98	7:45	4:00	6:30	7:00	0:00	1:45	1:45	4:00	8:30	9:15
2-Book	8:00	5:00	6:15	6:45	1:00	1:45	1:30	5:45	8:15	9:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WVJP-FM										
FA '98	5:45	5:15	5:30	5:45	4:30	4:45	4:15	5:30	5:45	6:30
SU '98	6:30	4:30	8:15	8:30	2:00	6:00	8:00	5:30	9:15	8:45
2-Book	6:15	5:00	7:00	7:15	3:15	5:30	6:15	5:30	7:30	7:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WVOZ-FM										
FA '98	4:15	5:15	5:00	3:15	4:30	4:15	2:45	5:30	5:30	3:45
SU '98	7:15	10:45	10:30	2:15	15:30	24:30	0:00	2:45	2:45	2:15
2-Book	5:45	8:00	7:45	2:45	10:00	14:30	1:30	4:15	4:15	3:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
*WXEW-AM										
FA '98	6:45	2:15	7:30	6:30	0:00	6:15	4:45	2:15	8:00	7:30
SU '98	8:00	4:30	3:30	6:15	3:45	4:00	11:30	5:15	3:15	3:15
2-Book	7:30	3:30	5:30	6:30	2:00	5:15	8:15	3:45	5:45	5:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WXYX-FM										
FA '98	5:00	5:15	5:45	6:15	5:45	5:45	6:15	4:45	6:00	6:15
SU '98	5:30	6:15	6:00	5:30	5:45	4:45	3:30	6:30	6:45	6:45
2-Book	5:15	5:45	6:00	6:00	5:45	5:15	5:00	5:45	6:30	6:30
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WYQE-FM										
FA '98	10:45	12:30	13:15	13:15	11:15	6:45	12:45	14:15	16:15	13:30
SU '98	10:00	9:30	14:30	11:00	4:15	22:30	12:45	13:15	7:30	8:15
2-Book	10:30	11:00	14:00	12:15	7:45	14:45	12:45	13:45	12:00	11:00
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WZAR-FM										
FA '98	8:00	6:00	9:00	10:15	7:15	7:30	9:30	5:00	10:00	10:45
SU '98	6:45	8:45	5:45	5:00	6:45	4:15	4:30	11:00	7:15	5:30
2-Book	7:30	7:30	7:30	7:45	7:00	6:00	7:00	8:00	8:45	8:15
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WZNT-FM										
FA '98	9:30	10:30	11:15	10:00	14:15	14:15	12:15	5:30	7:00	7:30
SU '98	9:00	8:30	10:30	10:15	10:00	12:45	12:00	6:45	7:30	7:45
2-Book	9:15	9:30	11:00	10:15	12:15	13:30	12:15	6:15	7:15	7:45
FA '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WABA-AM	WAEL-FM	WALO-AM	WAPA-AM	WBRQ-FM	WCAD-FM	WCGB-AM	WCMN-AM	WCMN-FM	WCOM-FM	WCTA-FM	WDOY-FM	WEGM-FM	WENA-AM	WERR-FM	WFID-FM	WIAC-AM	WIAC-FM	WIOA-FM	WIOB-FM	WIOC-FM
Cume Pers. (00)	633	1096	301	2164	475	1660	244	592	1979	4455	1065	3310	892	239	1006	3976	1497	4657	3342	1157	1150
WABA-AM	100	8		1			4	5	2		3		6		1		2			10	
WAEL-FM	13	100					7	13	3	12	2	23	13		7		1		1	24	2
WALO-AM			100							1					2		1				
WAPA-AM	4	1	35	100			28	7	4	3	2	4		6	9	4	38	6	7	3	7
WBRQ-FM					100				1	3					1	5		5	3		
WCAD-FM			12	4	22	100		2	4	14		5	3		5	14	1	11	9	2	7
WCGB-AM	1	2		3			100							12	1		1		1	1	7
WCMN-AM	4			2				100	9	1	4				6	1	5	1		4	
WCMN-FM	5	24		4	3	5	3	29	100	10	22	4	22		14	5	4	4	4	30	5
WCOM-FM		13	12	6	30	37		9	23	100	8	37	14		17	26	4	22	21	9	3
WCTA-FM	6	12		1				7	12	2	100		13		4	1	1	1	1	16	5
WDOY-FM		7		6	15	11		7	28	1		100	2		3	14	4	13	17	2	4
WEGM-FM	9	19				2			10	3	11		100			1				27	1
WENA-AM		3		1			12							100						1	3
WERR-FM	1	6	6	4	3	3	4	10	7	4	4	1	1	5	100	2	1	3	3	2	2
WFID-FM	1	1	9	7	39	33		6	10	24	5	16	5		9	100	4	27	29	5	7
WIAC-AM	6	1	7	27	1	9	12	3	1	1	2				1	2	100	2	2	1	
WIAC-FM	4			12	50	30	7	5	9	23	1	18	1		12	32	6	100	41	2	12
WIOA-FM	1	3		10	21	18	8	1	7	16	2	17			11	24	4	29	100	2	2
WIOB-FM	18	25		1		1	4	8	18	2	17	1	35	4	2	1	1	1	1	100	1
WIOC-FM		2		4		5	31	3	1	5	1	2	17	2	2	2	3	1	1	1	100
WIVA-FM	5	32		1		1	4	15	1	26	2	29	5	4	1	1	1	1	3	36	4
WKAQ-AM	51	8	54	45	19	17	21	40	9	9	13	10	2	30	22	15	45	14	16	3	9
WKAQ-FM	8	3	14	19	67	52	20	19	19	50	8	47	2	3	23	41	27	49	42	3	17
WKSA-FM	6	15				1			12		12		22	5	3	1	1			30	2
WKVM-AM			8	12		2	3	10	1	2		2		3	3	2	15	2	2	1	1
WLEO-AM		1		6			32				2			9	1		2	1			13
WLUZ-AM				4		2		1								1			1		
WMEG-FM	4	1	4	7	48	50	8	6	11	31	4	20	1	3	9	29	5	27	22	4	25
WMIO-FM		5				1			2		4		8	5	1					10	2
WNEL-AM				5	3	2			1	2		2				2	8	3	2	1	
WNIK-FM				1		3		9	12	2	10	2			8	2		2	1	1	
WNNV-FM	9	2							2		4		13		5	1				10	2
WNRT-FM	11	4		4	12	5	6	4	5	4	7	3	2	4	46	4	1	4	5	1	5
WQOI-FM	1	7		2		2	16	4	4	4	4			10	1	2	1	2	2	2	27
WORO-FM	6	2	2	14	7	4	6	5	5	5	3	6	1		10	12	17	12	13	2	6
WOSO-AM			8	5		5			1	1						3	2	1	1		
WQYE-FM	7	44		1		4		7	21	1	29	4	54	5	8	1	1	1	1	42	6
WPAB-AM	8	5	8	7		5	32	6	2	1	7		1	34	5	2	10	1	2	1	20
WPRA-AM	12	3									2			11	1					3	
WPRM-FM	4	2	39	18	39	32	5	1	6	42	15	50	5		13	36	11	35	37	4	8
WPRP-AM		2		4		1	14				2			7	1		3	1	1	1	9
WQBS-AM				8		1	8			1				5		1	11	2	1	1	2
WQQZ-FM	4	8				2			5	2	11		18		3	1		1	2	9	2
WRIO-FM		4				2	6		3	1	8	1	1			1	1	2	1	2	34
WSKN-AM	4	2	10	16		3		2	1	1	4	1	3		4	2	10	2	3	5	
WTPM-FM	3	5		2			4		2		6		2		4		1	1	1	5	
WUKQ-FM	18	54		1		5	4	8	29	6	20	4	43	5	8	3	2	2	2	44	13
WUNO-AM				12	4	3		2	3	3	1	4			7	5	9	6	8		
WUPR-AM								4	3						4						1
WVJP-FM	1	1	8	7	9	11	9	1	6	6	1	9			7	15	5	20	18	2	6
WVOZ-FM					6	6			2	4		1			2	4	1	5	4		1
WXEW-AM			24	6		1				1						1	5	1	1		
WXYX-FM		5	4	6	31	35	5	10	18	36	12	41	1		11	24	6	24	26	7	9
WYQE-FM			26	3						1						2	2	1	1		
WZAR-FM	5	2	12	4		3	25	2	6	3	8	3		17	4	3	3	4	5	2	30

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WIVA-FM	WKAQ-AM	WKAQ-FM	WKSA-FM	WKVM-AM	WLEO-AM	WLUZ-AM	WMEG-FM	WMIO-FM	WNEL-AM	WN1K-FM	WNNV-FM	WNRT-FM	WQOI-FM	WORO-FM	WOSO-AM	WOYE-FM	WPAB-AM	WPRA-AM	WPRM-FM	WPRP-AM
Cume Pers. (00)	1285	5442	7830	843	716	478	391	4557	307	599	449	505	1550	1061	2290	461	1891	1126	263	7736	298
WABA-AM	3	6	1	4				1				12	5	1	2		2	4	30		6
WAL-AM	27	2		20		2			18		1	5	3	7	1		26	4	11		
WALO-AM		3	1		3											5		2		2	
WAPA-AM	2	18	5		35	27	21	3		19	6		5	4	13	21	1	14	3	5	26
WBRQ-FM		2	4					5		2		4			1					2	
WCAD-FM	2	5	11	1	4		9	18	7	6	11	5	3	3	17		4	8		7	3
WCGB-AM	1	1	1		1	16						1	4	1			7				12
WCMN-AM		4	1		8		2	1			12		1		1		2	3			
WCMN-FM	23	3	5	28	4	1		5	14	2	55	8	7	8	5	3	22	3	3	2	
WCOM-FM	5	8	29	2	12		3	30		13	21	1	12		9	10	3	5		24	3
WCTA-FM	22	3	1	15	4			1	12		24	8	5	4	1		16	7	7	2	8
WDOY-FM	4	6	20	1	9			15		9	14		7	1	9	3	7	1		21	
WEGM-FM	20			24					24			23	1				26	1		1	
WENA-AM	1	1		1	1	4			4				1	2			1	7	10		6
WERR-FM	3	4	3	4	4	2		2	4		19	11	30	1	4		4	4	3	2	3
WFID-FM	2	11	21	3	11		11	25		10	21	5	10	9	20	29	3	5		19	3
WIAC-AM	1	12	5	1	31	7	22	2		21				1	11	7	1	13		2	13
WIAC-FM	5	12	29	11	11			27		21	19		11	9	24	6	2	5		21	13
WIOA-FM	7	10	18	8			13	16		14	8	2	11	1	20	6	1	5	3	16	7
WIOB-FM	33	1		41				1	36		2	23	1	2	1		25	1	11	1	3
WIOC-FM	4	2	3	3	1	32		6	8			4	3	29	3		4	21		1	33
WIVA-FM	100	2	1	31				1	27	6	8	15	2	4	2		28	2	3	1	
WKAQ-AM	9	100	16	4	53	8	60	7	6	49	6	6	19	7	38	43	5	42	19	12	10
WKAQ-FM	7	24	100	3	23	9	10	52		27	26	2	27	24	24	12	7	15	3	37	17
WKSA-FM	20	1		100				1	31		4	19	1	1	1		20	1	7		
WKVM-AM		7	2		100	7	27	1		15	6		1		5	8		7		2	7
WLEO-AM		1	1		5	100		1						8	1		16				41
WLUZ-AM		4	1		15		100			2				6	2		1			1	
WMEG-FM	3	6	30	4	4	9		100	3	7	20		8	31	8	7	6	10		20	11
WMIO-FM	6			11					100			4					7		2		
WNEL-AM	3	5	2		12		2	1		100		1			5	8		1		2	
WN1K-FM	3	1	1	2	4			2			100	2	5		1		3			1	
WNNV-FM	6	1		12					7		2	100	3				6	1			
WNRT-FM	3	5	5	2	2			3		2	18	8	100		3		5	2	3	4	3
WQOI-FM	3	1	3	1		18		7					1	100			1	6		1	14
WORO-FM	3	16	7	4	16	4	36	4		17	6	1	4		100		2	7	5	8	
WOSO-AM		4	1		5			1		6		21	6	1	2	100		3		1	3
WOYE-FM	41	2	2	44				2	42		14	2	6	1	2		100	6	10	1	
WPAB-AM	2	9	2	1	11	37	2	3		1	1	2	2	7	4	7	3	100		2	40
WPRA-AM	1	1		2					1				1				1		100		3
WPRM-FM	6	17	36	1	21	2	14	33		31	16	5	22	7	18	17	3	11		100	6
WPRP-AM		1	1		3	26		1				1	1	4	1			11	4		100
WQBS-AM		5	2		10	6	14	1		6			1	1	4			2		2	5
WQQZ-FM	8	1	1	10				1	3	2	11	12	2		1		13	3		1	7
WRIO-FM	2	1	3	1		16		5					1	41	1		3	10		1	17
WSKN-AM	1	10	2	1	13		16	1		11		5	3		7	17	2	2		3	
WTPM-FM	3	1		7								8	3	1	1		4	2	3		
WUQF-FM	33	4	1	55		4		3	43		27	24	5	18	2		40	9	15	1	7
WUNO-AM		7	4		11		19	2		6	6		4		8	4		2		4	
WUPR-AM	1		1									4	4					1	3		
WVJP-FM	6	9	8		8	1	4	7		26	5	2	3	1	14	11		6	3	9	8
WVOZ-FM		1	3	2		1		5					1							2	
WXEW-AM		4	1		8	3	4			4					1			3		2	5
WXYX-FM	9	8	33	5	7		6	27		8	36		10		12	4	8	3		22	6
WYQE-FM		3	1		2			2					1		2					4	
WZAR-FM	5	4	4	2	1	24	3	6		6	10		6	24	3	2	3	14		6	13

Cume Duplication Percent

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

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

Cume Duplication Percent

Persons 12+															
Monday-Sunday 6AM-MID															
	WQBS-AM	WQQZ-FM	WR10-FM	WSKN-AM	WTPM-FM	WUKQ-FM	WUNO-AM	WUPR-AM	WVJP-FM	WVOZ-FM	WXEW-AM	WXYX-FM	WYQE-FM	WZAR-FM	WZNT-FM
Cume Pers. (00)	489	498	1096	831	275	2228	1219	159	1694	449	368	4375	504	1305	3926
WABA-AM		5		3	7	5			1					3	
WAEL-FM		18	4	2	18	27			1			1		2	1
VALO-AM				4					1		19		15	3	2
WAPA-AM	36	2		41	14	1	20	5	9	2	36	3	13	7	5
WBRQ-FM							1		3	7		3			1
WCAD-FM	4	6	3	6		4	4		11	23	3	13	2	4	7
WCGB-AM	4		1		3				1					5	
WCMN-AM				2		2	1	14				1		1	
WCMN-FM		18	6	2	15	26	5	42	7	10		8		9	5
WCOM-FM	11	14	4	6		12	11		17	37	6	37	4	10	23
WCTA-FM		23	8	5	24	10	1		1			3		6	1
WDDY-FM	10	3	2	3	3	5	12		18	10	2	31	42	7	19
WEGM-FM		32	1	3	5	17									
WENA-AM	3					1								3	
WERR-FM		6		5	15	4	6	27	4	6		2		3	
WFID-FM	8	10	3	8		6	17		34	34	10	22	13	10	21
WIAC-AM	33		2	18	3	1	11		4	3	22	2	5	3	4
WIAC-FM	17	8	8	12		5	21		54	55	16	25	10	14	24
WIOA-FM	5	14	4	10	6	3	22	5	35	31	7	20	5	13	20
WIOB-FM		20	2	6	23	23			1			2		1	1
WIOC-FM	4	4	35			7		6	4	1		2		26	1
WIVA-FM		22	2	1	14	19		5	5			3		5	2
WKAQ-AM	51	6	6	62	12	10	32	16	28	8	55	10	29	17	20
WKAQ-FM	29	14	21	21	12	5	24	43	36	56	15	60	23	27	33
WKSA-FM		16	1	1	21	21				3		1		1	
WKVM-AM	15			11			7		3		16	1	2		2
WLEQ-AM	6		7			1				1	4			9	
WLUZ-AM	11			8			6		1		5	1		1	1
WMEG-FM	8	8	22	5		6	6		19	55	2	28	15	22	14
WMIO-FM		2				6									
WNEL-AM	8	2		8			3		9		6	1		3	2
WNIK-FM		10				5	2		1			4		3	1
WNNV-FM		12		3	15	5									
WNRT-FM	3	6	2	6	18	3	5	43	3	4		4	2	7	5
WQI-FM	3		39		3	8			1					19	
WORO-FM	19	6	2	18	6	2	14		19	2	4	6	10	6	9
WOSO-AM				10			1		3					1	2
WQYE-FM		48	5	4	29	34		5				3		4	1
WPAB-AM	5	6	10	3	7	4	2	10	4		8	1		12	1
WPRA-AM					3	2		5							
WPRM-FM	28	13	7	27		4	26		43	30	34	38	61	34	52
WPRP-AM	3	4	5			1			1		4			3	
WQBS-AM	100			5			9		1	3	8	1	2	4	3
WQQZ-FM		100	1		11	10			3			2			1
WR10-FM		2	100			5			1					18	1
WSKN-AM	9			100		1	10		3	4	10	2		1	3
WTPM-FM		6			100	4		5	1					2	
WUKQ-FM		45	11	2	30	100		14	2	3		5		14	2
WUNO-AM	22			15			100		7	8	5	3	3	6	4
WUPR-AM					3	1		100							
WVJP-FM	5	10	2	6	6	2	9	5	100	22	7	7	3	8	11
WVOZ-FM	3			2		1	3		6	100		4		2	2
WXEW-AM	6			4			1		2		100		6		1
WXYX-FM	12	14	2	11		10	10		17	36	2	100	15	13	26
WYQE-FM	3						1		1		8		100	4	3
WZAR-FM	10		21	1	9	8	6		6	5		4	11	100	4

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WABA-AM	WAEL-FM	WALO-AM	WAPA-AM	WBRQ-FM	WCAD-FM	WCGB-AM	WCMN-AM	WCMN-FM	WCOM-FM	WCTA-FM	WDOY-FM	WEGM-FM	WENA-AM	WERR-FM	WFID-FM	WIAC-AM	WIAC-FM	WIOA-FM	WIOB-FM	WIOC-FM
Cume Pers. (00)	633	1096	301	2164	475	1660	244	592	1979	4455	1065	3310	892	239	1006	3976	1497	4657	3342	1157	1150
WZNT-FM		2	32	8	12	16	8	3	9	20	4	23	1		2	21	10	20	24	2	2



Cume Duplication Percent

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WIVA-FM	WKAQ-AM	WKAQ-FM	WKSA-FM	WKVM-AM	WLEO-AM	WLUZ-AM	WMEG-FM	WMIO-FM	WNEL-AM	WNIK-FM	WNNV-FM	WNRT-FM	WOQI-FM	WORO-FM	WOSO-AM	WOYE-FM	WPAB-AM	WPRA-AM	WPRM-FM	WPRP-AM
Cume Pers. (00)	1285	5442	7830	843	716	478	391	4557	307	599	449	505	1550	1061	2290	461	1891	1126	263	7736	298
WZNT-FM	5	15	16	1	10		10	12		13	9	2	13	1	16	14	2	3		26	

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WQBS-AM	WQQZ-FM	WR10-FM	WSKN-AM	WTPM-FM	WUKQ-FM	WUNO-AM	WUPR-AM	WVJP-FM	WVDZ-FM	WXEW-AM	WXYX-FM	WYQE-FM	WZAR-FM	WZNT-FM						
Cume Pers. (00)	489	498	1096	831	275	2228	1219	159	1694	449	368	4375	504	1305	3926						
WZNT-FM	20	5	4	14	3	3	14		25	15	8	24	25	13	100						

Cume Duplication Percent

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

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

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
	WABA-AM	16	2	4	60		633	WIOB-FM	63	5	4		105	1163	WPAB-AM	37	3
WAEL-FM	36	3				WIOC-FM	51	4	6	95	1150	WPRA-AM	71	27			263
WALO-AM	23	8 *	15	39	301	WIVA-FM	82	6	6	139	1297	WPRM-FM	479	6	39	684	7745
WAPA-AM	38	2	8	244	2164	WKAQ-AM	283	5	70	1075	5601	WPRP-AM			3	42	298
WBRQ-FM			2	54	493	WKAQ-FM	206	3	34	794	7872	WQBS-AM	17	4			489
WCAD-FM	37	2	10	182	1668	WKSA-FM	64	8	5	96	843	WQQZ-FM	8	2			498
WCGB-AM	6	2			244	WKVM-AM	15	2 *	36	122	735	WRIO-FM	38	3	4	106	1100
WCMN-AM	46	8	11	124	592	WLEO-AM	19	4	7	95	483	WSKN-AM			19	211	859
WCMN-FM	59	3	18	240	1979	WLUZ-AM	37	10			391	WTPM-FM	25	9			275
WCOM-FM	61	1	20	443	4474	WMEG-FM	101	2	44	730	4578	WUQK-FM	75	3	17	206	2243
WCTA-FM	57	5	7	118	1073	WMIO-FM	45	15		25	307	WUNO-AM	70	6	10	288	1227
WDOY-FM	65	2	17	394	3310	WNEL-AM	9	2	4	79	621	WUPR-AM					159
WEGM-FM	9	1	3	62	892	WNJK-FM	8	2 *	1	31	449	WVJP-FM	15	1	11	193	1703
WENA-AM	24	10			239	WNNV-FM	80	16 *	1	17	505	WVOZ-FM	12	3		8	449
WERR-FM	47	5			1006	WNRT-FM	138	9	26	315	1565	WXEW-AM	36	10			368
WFID-FM	126	3	44	480	4004	WQOI-FM	109	10	6	127	1061	WXYX-FM	108	2	19	383	4386
WIAC-AM	80	5	75	473	1562	WORO-FM	118	5 *	91	262	2307	WYQE-FM	19	4	1	26	504
WIAC-FM	90	2	23	605	4719	WOSO-AM	56	12	5	51	477	WZAR-FM	83	6	15	188	1358
WIOA-FM	73	2	20	299	3349	WQYE-FM	101	5	9	185	1901	WZNT-FM	206	5	34	509	3986
												TOTALS			1036	9079	29851

* Listener estimates adjusted for reported broadcast schedule.

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

Exclusive & Overnight Listening

Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WABA-AM										
TSA AQH	51	9	22	33	7	8	11	1	14	21
Metro AQH	51	9	22	33	7	8	11	1	14	21
TSA Cume	633	116	264	370	93	120	148	23	144	222
Metro Cume	633	116	264	370	93	120	148	23	144	222
*WAEL-FM										
TSA AQH	59	16	31	23	5	9	7	11	21	16
Metro AQH	59	16	31	23	5	9	7	11	21	16
TSA Cume	1096	335	538	468	119	203	184	216	335	284
Metro Cume	1096	335	538	468	119	203	184	216	335	284
WALO-AM										
TSA AQH	17	1	6	6			1	1	5	5
Metro AQH	17	1	6	6			1	1	5	5
TSA Cume	301	13	108	133		41	59	13	66	75
Metro Cume	301	13	108	133		41	59	13	66	75
WAPA-AM										
TSA AQH	144	10	40	74	6	21	32	4	20	42
Metro AQH	144	10	40	74	6	21	32	4	20	42
TSA Cume	2164	209	768	1069	109	366	436	100	401	633
Metro Cume	2164	209	768	1069	109	366	436	100	401	633
WBRQ-FM										
TSA AQH	18	9	7	5	5	5	2	4	2	2
Metro AQH	18	9	7	5	5	5	2	4	2	2
TSA Cume	475	151	184	141	48	80	79	103	104	62
Metro Cume	475	151	184	141	48	80	79	103	104	62
WCAD-FM										
TSA AQH	64	41	36	14	27	26	8	13	10	6
Metro AQH	64	41	36	14	27	26	8	13	10	6
TSA Cume	1660	1004	752	351	502	395	161	501	357	190
Metro Cume	1660	1004	752	351	502	395	161	501	357	190
*WCGB-AM										
TSA AQH	18	2	11	16		2	6	2	9	10
Metro AQH	18	2	11	16		2	6	2	9	10
TSA Cume	244	46	121	178		22	50	46	99	128
Metro Cume	244	46	121	178		22	50	46	99	128
WCMN-AM										
TSA AQH	64	12	13	26	6	8	17	5	6	9
Metro AQH	64	12	13	26	6	8	17	5	6	9
TSA Cume	592	130	176	258	55	92	139	75	84	119
Metro Cume	592	130	176	258	55	92	139	75	84	119
WCMN-FM										
TSA AQH	123	52	73	43	24	31	17	28	42	26
Metro AQH	123	52	73	43	24	31	17	28	42	26
TSA Cume	1979	830	1067	659	416	496	267	414	571	392
Metro Cume	1979	830	1067	659	416	496	267	414	571	392
WCOM-FM										
TSA AQH	158	72	46	33	38	18	10	34	28	22
Metro AQH	158	72	46	33	38	18	10	34	28	22
TSA Cume	4455	1917	1467	1092	1015	670	460	902	797	631
Metro Cume	4455	1917	1467	1092	1015	670	460	902	797	631
WCTA-FM										
TSA AQH	68	17	44	42	15	32	28	2	12	14
Metro AQH	68	17	44	42	15	32	28	2	12	14
TSA Cume	1065	338	695	558	239	440	320	100	256	238
Metro Cume	1065	338	695	558	239	440	320	100	256	238
WDOY-FM										
TSA AQH	166	80	49	43	40	25	16	40	24	27
Metro AQH	166	80	49	43	40	25	16	40	24	27
TSA Cume	3310	1482	1205	792	815	507	313	667	698	479
Metro Cume	3310	1482	1205	792	815	507	313	667	698	479

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WEGM-FM										
TSA AQH	37	21	19	7	15	14	4	6	6	3
Metro AQH	37	21	19	7	15	14	4	6	6	3
TSA Cume	892	516	440	185	323	276	115	193	164	70
Metro Cume	892	516	440	185	323	276	115	193	164	70
*WENA-AM										
TSA AQH	19	1	6	15			1	1	6	15
Metro AQH	19	1	6	15			1	1	6	15
TSA Cume	239	12	61	151			32	12	61	119
Metro Cume	239	12	61	151			32	12	61	119
WERR-FM										
TSA AQH	55	7	35	36	3	5	3	5	31	34
Metro AQH	55	7	35	36	3	5	3	5	31	34
TSA Cume	1006	265	523	408	81	132	96	184	390	312
Metro Cume	1006	265	523	408	81	132	96	184	390	312
WFID-FM										
TSA AQH	245	119	171	111	37	72	49	82	99	62
Metro AQH	245	119	171	111	37	72	49	82	99	62
TSA Cume	3976	1650	2477	1769	610	1116	787	1040	1361	982
Metro Cume	3976	1650	2477	1769	610	1116	787	1040	1361	982
WIAC-AM										
TSA AQH	107	2	32	64		15	25	2	17	39
Metro AQH	107	2	32	64		15	25	2	17	39
TSA Cume	1497	34	473	864	13	197	351	20	276	512
Metro Cume	1497	34	473	864	13	197	351	20	276	512
WIAC-FM										
TSA AQH	244	119	179	94	27	37	19	91	142	74
Metro AQH	244	119	179	94	27	37	19	91	142	74
TSA Cume	4657	1973	2695	1766	580	813	545	1392	1881	1221
Metro Cume	4657	1973	2695	1766	580	813	545	1392	1881	1221
WIOA-FM										
TSA AQH	160	52	114	84	11	24	20	41	90	64
Metro AQH	160	52	114	84	11	24	20	41	90	64
TSA Cume	3342	1273	2032	1476	440	683	493	833	1349	984
Metro Cume	3342	1273	2032	1476	440	683	493	833	1349	984
WIOB-FM										
TSA AQH	63	26	44	28	8	10	9	18	33	20
Metro AQH	63	26	44	28	8	10	9	18	33	20
TSA Cume	1157	568	644	347	238	206	125	330	438	222
Metro Cume	1157	568	644	347	238	206	125	330	438	222
WIOC-FM										
TSA AQH	77	40	53	32	18	26	12	22	28	20
Metro AQH	77	40	53	32	18	26	12	22	28	20
TSA Cume	1150	529	674	466	197	264	208	332	410	259
Metro Cume	1150	529	674	466	197	264	208	332	410	259
WIVA-FM										
TSA AQH	65	29	47	32	17	28	17	12	19	15
Metro AQH	65	29	47	32	17	28	17	12	19	15
TSA Cume	1285	530	786	547	266	350	226	264	437	321
Metro Cume	1285	530	786	547	266	350	226	264	437	321
WKAQ-AM										
TSA AQH	372	24	151	209	9	67	100	16	84	110
Metro AQH	372	24	151	209	9	67	100	16	84	110
TSA Cume	5442	657	2492	3082	323	1228	1499	334	1265	1582
Metro Cume	5442	657	2492	3082	323	1228	1499	334	1265	1582
WKAQ-FM										
TSA AQH	391	186	170	121	80	71	46	105	99	75
Metro AQH	391	186	170	121	80	71	46	105	99	75
TSA Cume	7830	3431	3457	2432	1365	1402	1004	2066	2055	1428
Metro Cume	7830	3431	3457	2432	1365	1402	1004	2066	2055	1428

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WKSA-FM										
TSA AQH	40	15	31	21	5	11	8	11	20	13
Metro AQH	40	15	31	21	5	11	8	11	20	13
TSA Cume	843	316	564	393	91	196	141	225	368	252
Metro Cume	843	316	564	393	91	196	141	225	368	252
WKVM-AM										
TSA AQH	33	1	5	22		2	4	1	3	18
Metro AQH	33	1	5	22		2	4	1	3	18
TSA Cume	716	37	241	467	1	92	222	36	148	245
Metro Cume	716	37	241	467	1	92	222	36	148	245
WLEO-AM										
TSA AQH	27	1	7	10		4	6	1	3	4
Metro AQH	27	1	7	10		4	6	1	3	4
TSA Cume	478	68	203	235	37	88	114	31	115	120
Metro Cume	478	68	203	235	37	88	114	31	115	120
WLUZ-AM										
TSA AQH	32	1	7	18		3	9	1	4	9
Metro AQH	32	1	7	18		3	9	1	4	9
TSA Cume	391	45	113	180	12	59	103	32	54	77
Metro Cume	391	45	113	180	12	59	103	32	54	77
WMEG-FM										
TSA AQH	290	186	135	50	89	73	34	96	61	16
Metro AQH	290	186	135	50	89	73	34	96	61	16
TSA Cume	4557	2564	2070	1044	1142	1013	488	1422	1057	556
Metro Cume	4557	2564	2070	1044	1142	1013	488	1422	1057	556
WMIO-FM										
TSA AQH	32	23	26	8	14	17	4	10	9	4
Metro AQH	32	23	26	8	14	17	4	10	9	4
TSA Cume	307	211	227	84	61	67	22	150	160	63
Metro Cume	307	211	227	84	61	67	22	150	160	63
WNEL-AM										
TSA AQH	32	1	8	19		5	6		4	13
Metro AQH	32	1	8	19		5	6		4	13
TSA Cume	599	43	219	333	24	77	124	19	143	209
Metro Cume	599	43	219	333	24	77	124	19	143	209
WNIK-FM										
TSA AQH	17	6	12	9	1	3	2	5	9	7
Metro AQH	17	6	12	9	1	3	2	5	9	7
TSA Cume	449	202	264	189	86	115	88	116	148	101
Metro Cume	449	202	264	189	86	115	88	116	148	101
WNNV-FM										
TSA AQH	46	17	33	22	12	12	3	5	21	19
Metro AQH	46	17	33	22	12	12	3	5	21	19
TSA Cume	505	237	308	167	128	140	66	109	168	101
Metro Cume	505	237	308	167	128	140	66	109	168	101
WNRT-FM										
TSA AQH	93	26	66	50	14	26	17	13	40	32
Metro AQH	93	26	66	50	14	26	17	13	40	32
TSA Cume	1550	438	940	709	209	423	297	229	516	412
Metro Cume	1550	438	940	709	209	423	297	229	516	412
WQQI-FM										
TSA AQH	73	38	20	12	21	9	4	17	11	8
Metro AQH	73	38	20	12	21	9	4	17	11	8
TSA Cume	1061	468	382	248	232	176	120	236	206	128
Metro Cume	1061	468	382	248	232	176	120	236	206	128
WORO-FM										
TSA AQH	133	8	71	95	4	35	41	4	37	54
Metro AQH	133	8	71	95	4	35	41	4	37	54
TSA Cume	2290	279	1137	1419	121	543	639	159	594	779
Metro Cume	2290	279	1137	1419	121	543	639	159	594	779

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID									
AQH and Cume Persons (00)									
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WOSO-AM									
TSA AQH	22	1	12	15	5	9	1	7	6
Metro AQH	22	1	12	15	5	9	1	7	6
TSA Cume	461	66	316	319	24	174	217	41	142
Metro Cume	461	66	316	319	24	174	217	41	142
WOYE-FM									
TSA AQH	91	50	38	22	31	23	13	19	15
Metro AQH	91	50	38	22	31	23	13	19	15
TSA Cume	1891	945	894	525	470	437	256	475	456
Metro Cume	1891	945	894	525	470	437	256	475	456
WPAB-AM									
TSA AQH	58	8	32	35	5	20	21	3	12
Metro AQH	58	8	32	35	5	20	21	3	12
TSA Cume	1126	188	631	644	111	405	375	77	225
Metro Cume	1126	188	631	644	111	405	375	77	225
*WPRA-AM									
TSA AQH	16		4	10		2	3		3
Metro AQH	16		4	10		2	3		3
TSA Cume	263	4	69	155		13	42	4	56
Metro Cume	263	4	69	155		13	42	4	56
WPRM-FM									
TSA AQH	632	323	399	240	198	223	119	125	176
Metro AQH	632	323	399	240	198	223	119	125	176
TSA Cume	7736	3291	4351	2950	1866	2233	1372	1425	2118
Metro Cume	7736	3291	4351	2950	1866	2233	1372	1425	2118
WPRP-AM									
TSA AQH	16	1	4	6	1	2	1		2
Metro AQH	16	1	4	6	1	2	1		2
TSA Cume	298	61	116	147	35	65	68	26	51
Metro Cume	298	61	116	147	35	65	68	26	51
WQBS-AM									
TSA AQH	20		5	10		2	3		3
Metro AQH	20		5	10		2	3		3
TSA Cume	489	40	207	248	24	102	123	16	104
Metro Cume	489	40	207	248	24	102	123	16	104
*WQQZ-FM									
TSA AQH	28	6	17	18	3	10	9	2	7
Metro AQH	28	6	17	18	3	10	9	2	7
TSA Cume	498	207	297	225	105	164	127	102	133
Metro Cume	498	207	297	225	105	164	127	102	133
WRIO-FM									
TSA AQH	71	22	36	33	10	19	21	13	17
Metro AQH	71	22	36	33	10	19	21	13	17
TSA Cume	1096	363	523	397	181	266	219	182	257
Metro Cume	1096	363	523	397	181	266	219	182	257
WSKN-AM									
TSA AQH	37	2	8	13	1	4	6	1	4
Metro AQH	37	2	8	13	1	4	6	1	4
TSA Cume	831	137	294	332	94	175	175	42	120
Metro Cume	831	137	294	332	94	175	175	42	120
*WTPM-FM									
TSA AQH	18	3	6	4	3	3	1	1	3
Metro AQH	18	3	6	4	3	3	1	1	3
TSA Cume	275	51	131	126	30	68	57	21	63
Metro Cume	275	51	131	126	30	68	57	21	63
WUQZ-FM									
TSA AQH	116	57	50	29	18	15	8	39	35
Metro AQH	116	57	50	29	18	15	8	39	35
TSA Cume	2228	987	1004	697	413	421	322	574	583
Metro Cume	2228	987	1004	697	413	421	322	574	583

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WUNO-AM										
TSA AQH	70	6	20	33	4	7	12	2	13	20
Metro AQH	70	6	20	33	4	7	12	2	13	20
TSA Cume	1219	175	530	658	82	176	227	93	354	431
Metro Cume	1219	175	530	658	82	176	227	93	354	431
*WJPR-AM										
TSA AQH	40	11	19	11	1	2	1	10	17	11
Metro AQH	40	11	19	11	1	2	1	10	17	11
TSA Cume	159	59	105	61	14	36	23	45	69	38
Metro Cume	159	59	105	61	14	36	23	45	69	38
WVJP-FM										
TSA AQH	76	22	47	41	6	13	10	16	34	31
Metro AQH	76	22	47	41	6	13	10	16	34	31
TSA Cume	1694	518	1091	914	155	357	307	363	734	607
Metro Cume	1694	518	1091	914	155	357	307	363	734	607
WVOZ-FM										
TSA AQH	16	12	10	4	2	3	1	9	6	2
Metro AQH	16	12	10	4	2	3	1	9	6	2
TSA Cume	449	276	248	139	67	102	64	209	146	75
Metro Cume	449	276	248	139	67	102	64	209	146	75
*WXEW-AM										
TSA AQH	22		10	11		2	3		7	9
Metro AQH	22		10	11		2	3		7	9
TSA Cume	368	8	149	201		46	67	8	103	134
Metro Cume	368	8	149	201		46	67	8	103	134
WXYY-FM										
TSA AQH	176	92	86	56	51	43	26	41	43	30
Metro AQH	176	92	86	56	51	43	26	41	43	30
TSA Cume	4375	2204	1852	1137	1144	931	534	1059	921	603
Metro Cume	4375	2204	1852	1137	1144	931	534	1059	921	603
WYQE-FM										
TSA AQH	43	17	22	21	9	4	6	8	18	14
Metro AQH	43	17	22	21	9	4	6	8	18	14
TSA Cume	504	169	208	197	100	67	64	68	141	133
Metro Cume	504	169	208	197	100	67	64	68	141	133
WZAR-FM										
TSA AQH	83	20	49	44	10	18	17	9	32	27
Metro AQH	83	20	49	44	10	18	17	9	32	27
TSA Cume	1305	409	698	551	178	300	232	232	398	319
Metro Cume	1305	409	698	551	178	300	232	232	398	319
WZNT-FM										
TSA AQH	298	117	228	157	92	165	102	25	63	55
Metro AQH	298	117	228	157	92	165	102	25	63	55
TSA Cume	3926	1407	2575	1992	813	1450	1057	594	1125	935
Metro Cume	3926	1407	2575	1992	813	1450	1057	594	1125	935
TOTALS										
TSA AQH	6342	2170	3248	2728	1056	1472	1157	1114	1777	1572
Metro AQH	6342	2170	3248	2728	1056	1472	1157	1114	1777	1572
TSA Cume	29839	9961	14791	12441	4845	6913	5750	5116	7879	6691
Metro Cume	29839	9961	14791	12441	4845	6913	5750	5116	7879	6691

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Arbitron Radio Reliability Tables

Table A

RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

Instructions

Estimating the Reliability of Audience Ratings Estimates The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M4, Paragraph 10, for further information.)

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

1. Determine an estimate of standard error:

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

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

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

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

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

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

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

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

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

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

Estimating Effective Sample Base (ESB) Sizes/ Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14 would be 93.14 squared, or 8675. (See Page M4, Paragraph 11, for further information on ESB values.)

For Additional Methodology Details

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

Limitations

Although Arbitron believes the above-described procedures provide report users with useful estimates of standard errors, the reader should note the limitations described in Paragraphs 10-12 and 14-17 herein on Pages M4-M6.

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sun 6A-10A	Sun 7P-MID	Mon-Fri 3P-7P		Mon-Fri 7P-MID	Mon-Fri 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A
Persons 12+	40.65	61.12	74.50	60.49	75.85	76.57	89.58	89.79	83.41	92.39	96.32
Persons 18+	*****	*****	69.92	*****	*****	69.25	*****	84.45	*****	*****	90.59
Men											
18+	27.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	67.57
18-24	12.71	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.08
25-34	13.72	*****	*****	*****	*****	*****	*****	*****	*****	*****	36.38
35-44	13.12	*****	*****	*****	*****	*****	*****	*****	*****	*****	32.96
45-54	11.64	*****	*****	*****	*****	*****	*****	*****	*****	*****	28.84
55-64	9.14	*****	*****	*****	*****	*****	*****	*****	*****	*****	24.68
65+	9.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	20.29
12-24	17.49	30.79	*****	29.97	38.82	36.56	45.49	*****	40.98	*****	49.02
18-34	19.03	29.84	36.56	28.81	38.94	36.52	44.22	44.17	42.86	*****	50.09
18-49	24.13	37.45	43.71	36.28	47.48	43.54	52.85	52.79	51.23	*****	59.87
25-49	20.75	31.42	*****	30.97	39.59	36.59	46.59	*****	40.60	*****	50.07
25-54	22.30	33.31	40.84	33.11	42.17	38.79	49.39	45.90	43.04	*****	53.08
35-64	19.81	28.94	36.56	29.56	37.54	34.83	44.21	41.09	38.53	*****	47.51
Women											
18+	33.33	*****	*****	*****	*****	*****	*****	*****	*****	*****	76.63
18-24	14.11	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.25
25-34	15.99	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.96
35-44	15.91	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.03
45-54	14.37	*****	*****	*****	*****	*****	*****	*****	*****	*****	34.11
55-64	12.53	*****	*****	*****	*****	*****	*****	*****	*****	*****	29.91
65+	11.75	*****	*****	*****	*****	*****	*****	*****	*****	*****	26.59
12-24	19.57	32.07	*****	31.69	39.22	39.87	48.09	*****	42.75	*****	50.07
18-34	21.55	33.21	41.00	32.07	41.95	40.63	49.79	46.55	44.53	*****	54.03
18-49	27.94	42.84	51.62	41.84	53.40	51.23	62.69	58.61	56.07	*****	68.02
25-49	25.12	37.29	*****	37.20	47.28	44.98	55.88	*****	51.22	*****	60.37
25-54	26.92	39.52	48.61	39.47	50.22	47.27	59.04	56.60	54.11	*****	63.78
35-64	25.07	36.31	43.91	36.36	45.71	43.62	53.32	51.12	48.87	*****	57.61
Persons											
12-24	24.66	40.27	*****	39.72	49.93	48.46	58.96	*****	54.51	*****	63.40
18-34	26.85	41.45	51.53	40.10	52.84	51.07	62.09	62.24	57.40	*****	66.76
18-49	34.08	51.98	63.23	50.59	64.81	61.40	76.19	76.37	70.43	*****	81.92
25-49	29.44	44.13	*****	43.74	55.40	52.34	65.10	*****	60.18	*****	70.00
25-54	31.45	46.59	57.63	46.47	58.77	55.43	69.44	69.61	64.20	*****	74.67
35-64	28.77	41.54	51.88	41.99	53.24	50.70	62.52	62.67	57.79	*****	67.22
Teens											
Black P12+	16.74	27.42	*****	27.95	37.49	41.44	42.61	*****	45.33	*****	49.43
Hispanic P12+	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	40.65	96.32
Men		
18-34	19.03	50.09
25-54	22.30	53.08
35-64	19.81	47.51
Women		
18-34	21.55	54.03
25-54	26.92	63.78
35-64	25.07	57.61
Persons		
18-34	26.85	66.76
25-54	31.45	74.67
35-64	28.77	67.22

* Average Quarter-Hour Estimates

Description of Methodology

Introduction

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

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area* (DMA®). These areas are composed of counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) For this report, the Metro and TSA are composed of municipalities, which are considered as county equivalents.

a. Metro Survey Area (Metro)

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

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

Additionally, Arbitron may consider such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

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

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

NOTE: All existing Metro counties (or county equivalents) and all counties (or county equivalents) adjacent to existing Metro counties (or county equivalents) are subject to the Metro evaluation. The two criteria that determine whether evaluated counties (or county equivalents) are included in the Metro definition are: (i) at least 55.0 percent of listening

quarter-hours from the county (or county equivalent) must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county (or county equivalent) must be into the existing Metro. **Metro evaluation results are final – and automatic.** *This rule applies even if the evaluation finds that one or more counties (or county equivalents) should be removed from the existing Metro.* Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

b. Total Survey Area (TSA)

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

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

Sampling & Measurement Techniques

2. Sampling Methodology for This Metro/Survey sample targets are established for the Metro. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the survey area. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of response based on previous survey(s) sample performance and other factors.

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Telephone numbers are randomly generated using the random digit dial (RDD) technique as provided by Survey Sampling, Inc. (SSI). These telephone numbers comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers. Nonresidential telephone numbers (e.g., businesses, institutions) are not excluded from the sample frame, but are excluded at the time of the diary placement call. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

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

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

4. Diary Placement and Retrieval/Generally, initial contact is by mail for sample households for which a name and address are known prior to diary placement, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. If the name and address of a sample household are not known prior to diary placement, then initial contact is by telephone, when an interviewer calls to request participation in the survey.

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

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

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

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

Processing Techniques

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

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

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the

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

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

b. Computing Cume Persons Estimates

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

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

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

d. Computing 4-Book and 2-Book Averages

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

e. Rounding of Calculations

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

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times

used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time as soon as they occur but no later than the day after the last day of the survey.

g. Technical Difficulties

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

Criteria for Reporting Stations

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

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

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

mates from prior survey periods. However, audience estimates for commercial stations that do not meet MRS for this report and noncommercial stations may be obtained through other Arbitron services.

8. Minimum Reporting Standards (MRS)/A commercial station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market:

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

9. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. A station can be home to only one Metro, unless a station is licensed to a Metro which is embedded in another Arbitron Metro. All other stations are classified as outside stations. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Statistical Reliability

10. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special Notices and Paragraph 12. Approximations of the sampling error can be developed by use of Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 12, the reliability of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

11. Effective Sample Base (ESB)/Estimates of the Effective Sample Base indicate the size of a simple random sample (in which all diaries have equal value) that would be required to provide the same degree of reliability as the in-tab sample actually used to produce the audience estimates in the "Listener Estimates" section in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Statisti-

cal reliability is also affected by factors described in Paragraph 12. Approximations of ESBs may be determined by squaring the values in Table B of this report. The Arbitron formula for estimating ESBs is based upon the empirical study referenced in Paragraph 10. This formula takes into account overlapping Metro sample designs (Embedded Metros) and differences in return rates among sampling units, the individual sex-age categories and race/ethnic groups, where applicable. As a general rule, ESBs for all Cume estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

Limitations

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

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Such excluded persons may have listening habits which differ from those included in the survey.

Additionally, steps are taken during diary placement calling to exclude: business or other nonresidential telephone numbers that may have been included in the sample; residents of media-affiliated households; and group quarters residences containing ten or more individuals 12 years of age and older.

b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call or at any time thereafter.

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

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

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

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

g. The limitations in data from Third Wave Research are inherent in the Arbitron estimates based thereon. The population estimates from Third Wave Research used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, popula-

tion estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Third Wave Research to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

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

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

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

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

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

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

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

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

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

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

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

Retention of Survey Materials

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

Special Notices

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

Reservation of Rights

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

Disclaimer of Warranties

16. Disclaimer of Warranties/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing Arbitron data or estimates; or the Arbitron data or estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Restrictions on Use of Report

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

print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recom-

mends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Puerto Rico, Fall 1998, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

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

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

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

Metro Market Profile Sources

Metro Census Data

For this report, all Metro Market Profile data are 1990 Census data. For further information, contact your Arbitron representative.

1. Total Households are for the total Metro.
2. Households by Income is grouped into eight discrete income categories and is shown for total Metro households.
3. Value of Owner-Occupied Housing Units include single-family condominiums and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census Metro housing units which includes total housing units.
4. Monthly Gross Rent of Renter-Occupied Housing Units data are in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census Metro housing units which includes total housing units.

5. Household Size categories are for total Metro Persons 0+.
6. Education represents the educational attainment of Persons 25+ in the Metro.
7. Occupation data represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total Metro employed Persons 16+.
8. Transportation to Work data are for total Metro employed Persons 16+ who work away from home.
9. Average Travel Time to Work data are for total Metro employed Persons 16+ who work away from home.
10. Metro Car Ownership by Household data are distributed into one of four Car Ownership categories.

Newspaper Circulation

Newspaper circulation data, as of December 31, 1997, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1997, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers.

More information on newspaper circulation data, including limitations for this service, can be obtained by contacting the Audit Bureau of Circulations' Data Bank Service.

Selected Arbitron Terms

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

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

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

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

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

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

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

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

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

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

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro. A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 9.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals/Total reported listening to radio in the Metro (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations, and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Paragraph 8.)

Outside Station/A station which is not "home" to a particular Metro. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored. For this report a municipio is considered as a county equivalent.

Share/(See "Average Quarter-Hour Share.")

Split County/A portion of a county, consisting of one or more zip codes, which is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Methodology: Arbitron 1998 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98
226	Abilene, TX	■	■	■	■	249	Grand Junction, CO	■	■	■	■	221	Parkersburg-Marietta, WV-OH	■	■	■	■
68	Akron	■	■	■	■	66	Grand Rapids	■	■	■	■	121	Pensacola	■	■	■	■
246	Albany, GA	■	■	■	■	264	Great Falls, MT	■	■	■	■	134	Peoria	■	■	■	■
59	Albany-Schenectady-Troy	■	■	■	■	182	Green Bay	■	■	■	■	5	Philadelphia	■	■	■	■
71	Albuquerque	■	■	■	■	42	Greensboro-Winston Salem-High Point	■	■	■	■	15	Phoenix	■	■	■	■
202	Alexandria, LA	■	■	■	■	81	Greenville-New Bern-Jacksonville	■	■	■	■	21	Pittsburgh	■	■	■	■
67	Allentown-Bethlehem	■	■	■	■	58	Greenville-Spartanburg	■	■	■	■	160	Portland, ME	■	■	■	■
240	Altoona	■	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	■	25	Portland, OR	■	■	■	■
188	Amarillo, TX	■	■	■	■	76	Harrisburg-Lebanon-Carlisle	■	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■	■
171	Anchorage	■	■	■	■	253	Harrisonburg, VA	■	■	■	■	157	Poughkeepsie, NY	■	■	■	■
145	Ann Arbor	■	■	■	■	45	Hartford-New Britain-Middletown	■	■	■	■	32	Providence-Warwick-Pawtucket	■	■	■	■
135	Appleton-Oshkosh	■	■	■	■	60	Honolulu	■	■	■	■	239	Pueblo	■	■	■	■
179	Asheville	■	■	■	■	143	Huntington-Ashland	■	■	■	■	13	Puerto Rico	■	■	■	■
12	Atlanta	■	■	■	■	115	Huntsville	■	■	■	■	132	Quad Cities (Davenport-Rock Island-Moline)	■	■	■	■
136	Atlantic City-Cape May	■	■	■	■	38	Indianapolis	■	■	■	■	48	Raleigh-Durham	■	■	■	■
110	Augusta, GA	■	■	■	■	256	Ithaca, NY	■	■	■	■	251	Rapid City, SD	■	■	■	■
246	Augusta-Waterville, ME	■	■	■	■	119	Jackson, MS	■	■	■	■	131	Reading, PA	■	■	■	■
49	Austin	■	■	■	■	262	Jackson, TN	■	■	■	■	217	Redding, CA	■	■	■	■
84	Bakersfield	■	■	■	■	52	Jacksonville	■	■	■	■	127	Reno	■	■	■	■
20	Baltimore	■	■	■	■	94	Johnson City-Kingsport-Bristol	■	■	■	■	57	Richmond	■	■	■	■
261	Bangor, ME	■	■	■	■	168	Johnstown	■	■	■	■	29	Riverside-San Bernardino	■	■	■	■
82	Baton Rouge	■	■	■	■	225	Joplin, MO	■	■	■	■	105	Roanoke-Lynchburg	■	■	■	■
235	Battle Creek, MI	■	■	■	■	174	Kalamazoo	■	■	■	■	50	Rochester, NY	■	■	■	■
130	Beaumont-Port Arthur, TX	■	■	■	■	30	Kansas City	■	■	■	■	148	Rockford	■	■	■	■
263	Beckley, WV	■	■	■	■	149	Killeen-Temple, TX	■	■	■	■	28	Sacramento	■	■	■	■
243	Billings, MT	■	■	■	■	69	Knoxville	■	■	■	■	124	Saginaw-Bay City-Midland	■	■	■	■
137	Bitoxi-Gulfport-Pascagoula, MS	■	■	■	■	230	Lafayette, IN	■	■	■	■	216	St. Cloud, MN	■	■	■	■
166	Binghamton	■	■	■	■	97	Lafayette, LA	■	■	■	■	19	St. Louis	■	■	■	■
56	Birmingham	■	■	■	■	205	Lake Charles, LA	■	■	■	■	152	Salisbury-Ocean City	■	■	■	■
260	Bismarck, ND	■	■	■	■	96	Lakeland-Winter Haven	■	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■	■
215	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	■	111	Lancaster	■	■	■	■	254	San Angelo, TX	■	■	■	■
229	Bloomington	■	■	■	■	114	Lansing-East Lansing	■	■	■	■	34	San Antonio	■	■	■	■
248	Bluefield, WV	■	■	■	■	208	Laredo, TX	■	■	■	■	16	San Diego	■	■	■	■
126	Boise	■	■	■	■	40	Las Vegas	■	■	■	■	4	San Francisco	■	■	■	■
8	Boston	■	■	■	■	209	Laurel-Hattiesburg, MS	■	■	■	■	27	San Jose	■	■	■	■
108	Bridgeport	■	■	■	■	251	Lawton, OK	■	■	■	■	167	San Luis Obispo, CA	■	■	■	■
267	Brunswick, GA	■	■	■	■	255	Lewiston-Auburn, ME	■	■	■	■	186	Santa Barbara, CA	■	■	■	■
238	Bryan-College Station, TX	■	■	■	■	107	Lexington-Fayette	■	■	■	■	234	Santa Fe, NM	■	■	■	■
43	Buffalo-Niagara Falls	■	■	■	■	224	Lima, OH	■	■	■	■	197	Santa Maria-Lompoc, CA	■	■	■	■
223	Burlington, VT	■	■	■	■	172	Lincoln	■	■	■	■	113	Santa Rosa	■	■	■	■
123	Canton	■	■	■	■	83	Little Rock	■	■	■	■	79	Sarasota-Bradenton	■	■	■	■
184	Cape Cod, MA	■	■	■	■	2	Los Angeles	■	■	■	■	153	Savannah	■	■	■	■
268	Casper, WY	■	■	■	■	53	Louisville	■	■	■	■	14	Seattle-Tacoma	■	■	■	■
201	Cedar Rapids	■	■	■	■	175	Lubbock	■	■	■	■	129	Shreveport	■	■	■	■
204	Champaign, IL	■	■	■	■	147	Macon	■	■	■	■	244	Sioux City, IA	■	■	■	■
104	Charleston, SC	■	■	■	■	120	Madison	■	■	■	■	210	Sioux Falls	■	■	■	■
162	Charleston, WV	■	■	■	■	185	Manchester	■	■	■	■	159	South Bend	■	■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	■	212	Marion-Carbondale (Southern Illinois)	■	■	■	■	87	Spokane	■	■	■	■
222	Charlottesville, VA	■	■	■	■	62	McAllen-Brownsville-Harlingen	■	■	■	■	194	Springfield, IL	■	■	■	■
102	Chattanooga	■	■	■	■	206	Medford-Ashland, OR	■	■	■	■	80	Springfield, MA	■	■	■	■
265	Cheyenne, WY	■	■	■	■	95	Melbourne-Titusville-Cocoa	■	■	■	■	146	Springfield, MO	■	■	■	■
3	Chicago	■	■	■	■	46	Memphis	■	■	■	■	138	Stamford-Norwalk, CT	■	■	■	■
192	Chico, CA	■	■	■	■	195	Merced, CA	■	■	■	■	237	State College, PA	■	■	■	■
26	Cincinnati	■	■	■	■	266	Meridian, MS	■	■	■	■	85	Stockton	■	■	■	■
24	Cleveland	■	■	■	■	11	Miami-Ft. Lauderdale-Hollywood	■	■	■	■	233	Sussex, NJ	■	■	■	■
93	Colorado Springs	■	■	■	■	31	Milwaukee-Racine	■	■	■	■	73	Syracuse	■	■	■	■
240	Columbia, MO	■	■	■	■	18	Minneapolis-St. Paul	■	■	■	■	163	Tallahassee	■	■	■	■
88	Columbia, SC	■	■	■	■	86	Mobile	■	■	■	■	22	Tampa-St. Petersburg-Clearwater	■	■	■	■
169	Columbus, GA	■	■	■	■	122	Modesto	■	■	■	■	190	Terre Haute	■	■	■	■
33	Columbus, OH	■	■	■	■	47	Monmouth-Ocean	■	■	■	■	242	Texarkana, TX-AR	■	■	■	■
258	Cookeville, TN	■	■	■	■	232	Monroe, LA	■	■	■	■	78	Toledo	■	■	■	■
128	Corpus Christi	■	■	■	■	77	Monterey-Salinas-Santa Cruz	■	■	■	■	180	Topeka	■	■	■	■
7	Dallas-Ft. Worth	■	■	■	■	141	Montgomery	■	■	■	■	139	Trenton, NJ	■	■	■	■
189	Danbury, CT	■	■	■	■	187	Morgantown-Clarksburg-Fairmont, WV	■	■	■	■	207	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■	■
55	Dayton	■	■	■	■	99	Morrisstown, NJ	■	■	■	■	61	Tucson	■	■	■	■
91	Daytona Beach	■	■	■	■	173	Myrtle Beach, SC	■	■	■	■	63	Tulsa	■	■	■	■
23	Denver-Boulder	■	■	■	■	44	Nashville	■	■	■	■	178	Tupelo, MS	■	■	■	■
90	Des Moines	■	■	■	■	17	Nassau-Suffolk (Long Island)	■	■	■	■	214	Tuscaloosa, AL	■	■	■	■
6	Detroit	■	■	■	■	165	New Bedford-Fall River, MA	■	■	■	■	140	Tyler-Longview, TX	■	■	■	■
182	Dothan, AL	■	■	■	■	100	New Haven	■	■	■	■	150	Utica-Rome	■	■	■	■
219	Dubuque, IA	■	■	■	■	164	New London, CT	■	■	■	■	109	Visalia-Tulare-Hanford	■	■	■	■
213	Duluth-Superior	■	■	■	■	41	New Orleans	■	■	■	■	191	Waco, TX	■	■	■	■
231	Eau Claire, WI	■	■	■	■	1	New York	■	■	■	■	9	Washington, DC	■	■	■	■
199	Elmira-Corning, NY	■	■	■	■	141	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	■	181	Waterbury, CT	■	■	■	■
70	El Paso	■	■	■	■	36	Norfolk-Virginia Beach-Newport News	■	■	■	■	228	Waterloo-Cedar Falls	■	■	■	■
155	Erie	■	■	■	■	196	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	■	250	Watertown, NY	■	■	■	■
144	Eugene-Springfield	■	■	■	■	176	Odessa-Midland, TX	■	■	■	■	158	Wausau-Stevens Point, WI (Central WI)	■	■	■	■
151	Evansville	■	■	■	■	54	Oklahoma City	■	■	■	■	51	West Palm Beach-Boca Raton	■	■	■	■
211	Fargo-Moorhead	■	■	■	■	72	Omaha-Council Bluffs	■	■	■	■	220	Wheeling	■	■	■	■
125	Fayetteville, NC	■	■	■	■	39	Orlando	■	■	■	■	89	Wichita	■	■	■	■
156	Fayetteville (Northwest Arkansas)	■	■	■	■	259	Owensboro, KY	■	■	■	■	236	Wichita Falls, TX	■	■	■	■
116	Flint	■	■	■	■	106	Oxnard-Ventura	■	■	■	■	64	Wilkes Barre-Scranton	■	■	■	■
198	Florence, SC	■	■	■	■	154	Palm Springs, CA	■	■	■	■	245	Williamsport, PA	■	■	■	■
133	Ft. Collins-Greeley, CO	■	■	■	■	227	Panama City, FL	■	■	■	■	75	Wilmington, DE	■	■	■	■
74	Ft. Myers-Naples-Marco Island	■	■	■	■							177	Wilmington, NC	■	■	■	■
118	Ft. Pierce-Stuart-Vero Beach	■	■	■	■							218	Winchester, VA	■	■	■	■
170	Ft. Smith, AR	■	■	■	■							112	Worcester	■	■	■	■
203	Ft. Walton Beach, FL	■	■	■	■							193	Yakima, WA	■	■	■	■
100	Ft. Wayne	■	■	■	■							103	York	■	■	■	■
200	Frederick, MD	■	■	■	■							92	Youngstown-Warren	■	■	■	■
65	Fresno	■	■	■	■												
98	Gainesville-Ocala	■	■	■	■												
257	Grand Forks, ND-MN	■	■	■	■												

NOTE/Metro ranks listed above are based on Fall 1998 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

This Service is Not Accredited by the MRC/This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC), and Arbitron has not requested accreditation. Arbitron does provide syndicated services which are accredited by the MRC.

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ for the 48 contiguous states of the United States. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium**, Monday-Friday, 6AM-6PM; and **Media Exposure Prior to Purchasing**, within one hour prior

to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

METHODOLOGY/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

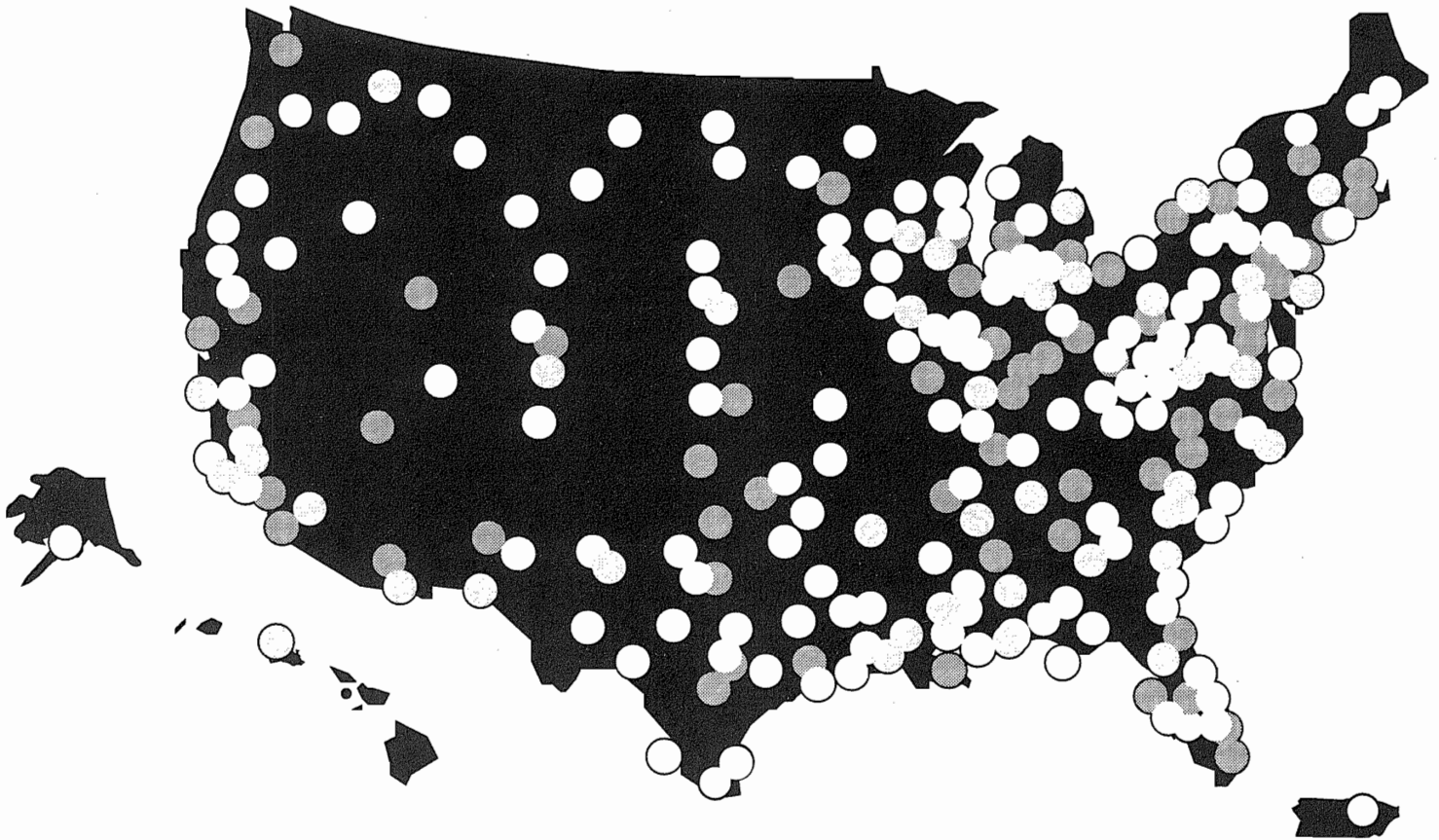
DISCLAIMER OF WARRANTIES/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing the data and estimates in this report; or the data and estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at user's own risk.

LIMITATION ON LIABILITY/The sole and exclusive remedy for Arbitron's liability of any kind, including without limitation liability for negligence with respect to this report shall be limited to an amount not to exceed \$500. In no event shall Arbitron be liable for incidental or consequential damages, nor shall Arbitron be subject to injunctive relief with respect to the *Media Targeting 2000* data or estimates.

RESTRICTIONS ON USE OF REPORT/All *Media Targeting 2000* data and estimates are copyrighted by and proprietary to The Arbitron Company. *Media Targeting 2000* data and estimates are provided by Arbitron to Arbitron clients and the Radio Advertising Bureau, and may only be used pursuant to the restrictions and limitations on use printed herein and in the *Media Targeting 2000* report. Quotations of the data or estimates contained herein by users of this report must identify Arbitron as the source and that the data and estimates are copyrighted. Users of this report should also mention that these data and estimates are subject to all qualifications and limitations stated in the *Media Targeting 2000* report.

Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 247 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 64 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (42 mid-sized markets) and the Qualitative Diary (145* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

* In Macon, GA, Peoria, IL, and Springfield, MO, both RetailDirect and the Qualitative Diary Service are offered; in Lexington-Fayette, KY, both Scarborough and the Qualitative Diary Service are offered.



Instant Qualitative Profile

General Report Information

The Qualitative Diary service has been accredited by the MRC/The Qualitative Diary data and estimates provided herein are part of a regular syndicated rating service accredited by the Media Rating Council (MRC).

These data and estimates are provided via the Instant Qualitative Profile Report, part of Maxi§er 98SM reports. Maxi§er 98 is not part of a regular syndicated rating service accredited by the MRC. The Arbitron Company does provide syndicated services which are accredited by the MRC.

Preface

Instant Qualitative Profile Qualitative Diary data and estimates provided herein provide a limited summary of product and media use among adults 18 years or older for this market for the Fall 1998 survey period. Qualitative Diary data and estimates provided herein are based on product and media usage information obtained through questions in the back of the seven-day radio diary. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Qualitative Diary data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and consumer profiles of radio listeners. A description of Qualitative Diary methodology is available to Arbitron subscribers upon request.

Liabilities and Limitations of Remedies

The sole and exclusive remedy at law or in equity for Arbitron's breach of any warranty express or implied, including without limitation any warranty of merchantability or fitness, and the sole and exclusive remedy for Arbitron's liability of any kind, including without limitation liability for negligence or delay with respect to the Qualitative Diary service, shall be limited to an amount not to exceed \$500.

In no event shall Arbitron be liable for incidental or consequential damages, nor shall it be subject to injunctive relief with respect to the Qualitative Diary data and estimates.

Reservation of Rights

Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties

Arbitron makes no warranties, express or implied, concerning: data gathered or obtained; the present or future methodology employed in producing Qualitative Diary data or estimates; the data and estimates provided herein. All data and estimates provided herein and all other aspects of the Qualitative Diary service represent only the opinion of Arbitron. Reliance thereon and use thereof shall be at user's own risk.

Restrictions on Use of Report

All Qualitative Diary data and estimates are confidential, proprietary to, and copyrighted by Arbitron. The Qualitative Diary data and estimates provided by way of this Arbitron Radio Market Report may only be used by Arbitron clients who are also subscribers to this Arbitron Radio Market Report and pursuant to the restrictions and limitations on use printed herein. All Qualitative Diary data and estimates provided herein are for the exclusive use of licensed users of this Arbitron Radio Market Report and/or Arbitron clients and their representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertiser accounts and through advertising or promotional literature. Any commercial use of Qualitative Diary data or estimates provided herein for the purpose of selling advertising time or space by or on behalf of broadcast, cable or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For a subscriber to this Arbitron Radio Market Report to divulge any Qualitative Diary data or estimates to a nonsubscriber, unless specifically permitted by Arbitron, or to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a violation of copyright law. Quotations of the Qualitative Diary data and estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that the Qualitative Diary data and estimates are copyrighted. Users of the Qualitative Diary data and estimates provided herein should also mention that these data and estimates are subject to all qualifications and limitations stated in the Qualitative Diary's description of methodology. Arbitron recommends that the appropriate report title, survey period, market/demographic and kind of estimate and data be stated (e.g., The Instant Qualitative Profile Qualitative Diary Report, Summer 1998, Persons 18+ Who Own or Lease a Domestic Vehicle in the Shreveport Arbitron Metro Area, Demographic Breakout).

A subscriber to this Arbitron Radio Market Report may not use the Qualitative Diary demographic data or estimates printed in a report to which they do not subscribe. This report may not be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of the Qualitative Diary data and estimates provided herein are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Contents	
Restrictions on Use of Report	Q1
Special Notices	Q2
How to Read an Instant Qualitative Profile	Q3
Instant Qualitative Profile	Q4
Qualitative Categories Available	Q10
Qualitative Survey Schedules	Q11

Warning

All Qualitative Diary data and estimates are proprietary and confidential.

Each Qualitative Diary estimate and Arbitron Qualitative Map is copyrighted. The unauthorized use of any Qualitative Diary estimate constitutes copyright infringement.

Special Notices



The Market

Metro Definition/ The radio Metro definition of this market is Arbitron defined. It does not conform to the Metropolitan Statistical Area implemented by the U.S. Office of Management and Budget in January 1993.

The Sample

Sample Size/ The in-tab sample for this Metro as defined and surveyed by Qualitative Diary is 2,798.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through the following Arbitron services: MaximiSer 98SM service (for radio stations); Media ProfessionalSM (for ad agencies); or MaxQualitativeSM (for radio stations). It's as easy as a few mouse clicks to do a customized report to identify target consumers.

The IQP works with the Scarborough service, RetailDirect[®] service or Qualitative Diary service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

In this report, we've provided profiles on five important consumer characteristics to

get you started toward having a more in-depth understanding about this market's consumers and their purchasing habits. For more information about the Instant Qualitative Profile or about any other Arbitron service, contact your Arbitron representative.

How to Read an Instant Qualitative Profile

PLAN NEW CAR PURCHASE/LEASE

1▶ Target Persons: 67,891 Target Intab: 236 ◀2
YOUR METRO
Qualitative Diary, Fall 1998

Gender

3▶ **49.5** % Male **50.5** % Female

Employment Status

4▶

Full-Time	53.9%
Part-Time	12.6%
Not Employed	33.4%

Education

15.9%
Less Than 12th Grade
 34.1%
High School Graduate
 26.3%
Some College/Trade School
 23.7%
Completed College or More

◀5

Home Ownership

6▶

Own	80.0%
Rent	20.0%
Other	0.0%

Presence of Children Under 12 in Household

7▶

None	82.4%
1 Child	8.9%
2 Children	7.5%
3 Or More Children	1.2%

Demographic Breakout

8▶

Household Income

9▶

This report is based on Persons 12+ in YOUR METRO
AUTOMOBILE: NEXT NEWPUR/LS-AUT:CAR (Next New Purchase/Lease-Auto Type (HH) is Car)

Estimates displayed are reported for % Composition
©1999 The Arbitron Company

- 1▶ 67,891 people in "Your Metro" plan to buy or lease a new car.
- 2▶ 236 persons who live in households that plan to buy or lease a new car took part in this survey.
- 3▶ 49.5 percent of the target consumers are male.
- 4▶ 53.9 percent of consumers who live in households that plan to buy or lease a new car are employed full time.
- 5▶ 23.7 percent of the target consumers in this market completed college.
- 6▶ 80 percent of consumers who live in households that plan to buy or lease a new car own their home.
- 7▶ 82.4 percent of the households in the target group do not have a child under age 12.
- 8▶ The predominant age group among the target consumers is 45-54 (22.8%).
- 9▶ 43.4 percent of consumers who live in households that plan to buy or lease a new car have household incomes between \$25,000 and \$50,000.



MARKET PROFILE - PERSONS 12+

Target Persons: 3,093,672 Target Intab: 2,798
 PUERTO RICO
 Qualitative Diary, Fall 1998

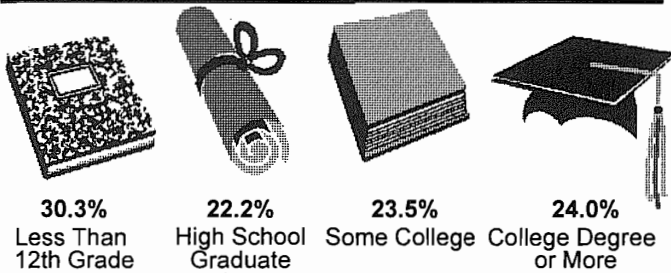
Gender

47.4	% Male	52.6	% Female
------	--------	------	----------

Employment Status

Full-Time	34.4%
Part-Time	11.9%
Not Employed	53.7%

Education



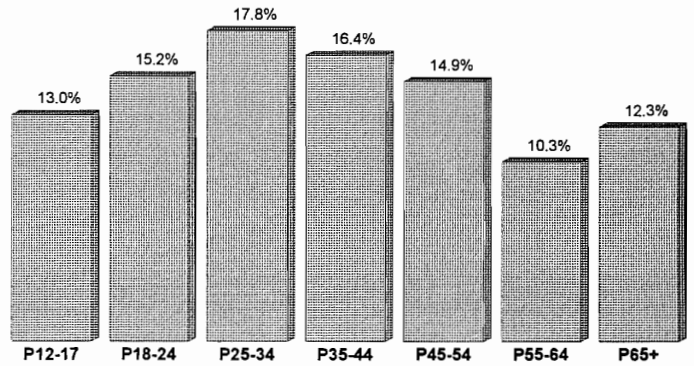
Home Ownership

Own	84.0%
Rent	13.1%
Other	2.9%

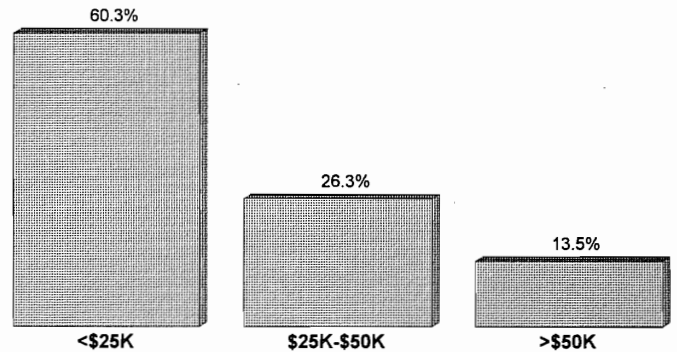
Presence of Children Under 12 in Household

None	46.5%
1 Child	29.4%
2 Children	14.8%
3 Or More Children	9.3%

Demographic Breakout



Household Income



This report is based on Persons 12+ in PUERTO RICO METRO - Std
 MARKET PROFILE - PERSONS 12+ (Target Age/Sex Demos is Persons 12+)

Estimates displayed are reported for % Composition.
 ©1999 The Arbitron Company



SPENT \$125+ ON GROCERIES

Target Persons: 1,643,838 Target Intab: 1,524
 PUERTO RICO
 Qualitative Diary, Fall 1998

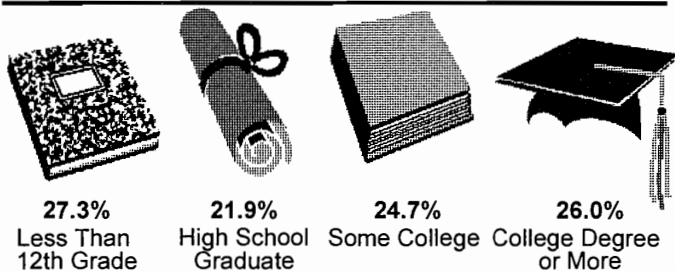
Gender

45.9	% Male	54.1	% Female
-------------	---------------	-------------	-----------------

Employment Status

Full-Time	33.4%
Part-Time	11.8%
Not Employed	54.8%

Education



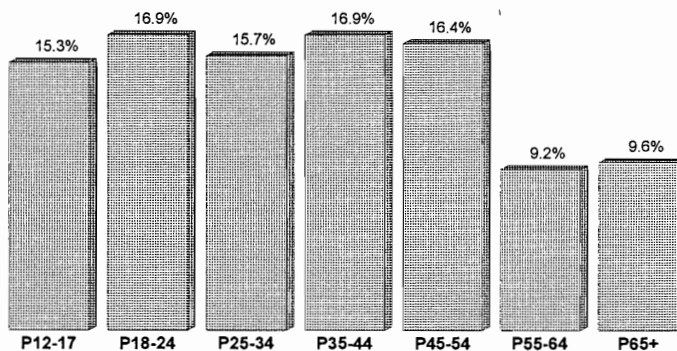
Home Ownership

Own	85.9%
Rent	10.7%
Other	3.4%

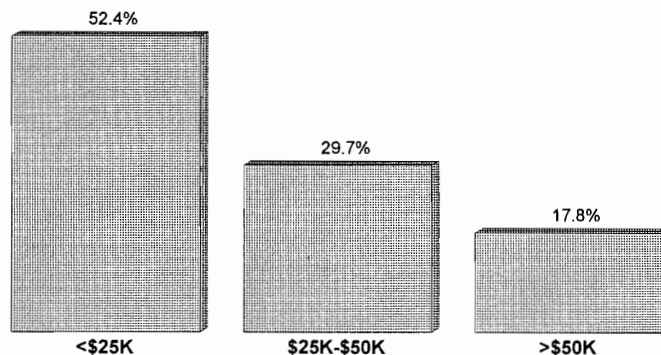
Presence of Children Under 12 in Household

None	44.7%
1 Child	27.0%
2 Children	16.3%
3 Or More Children	12.0%

Demographic Breakout



Household Income



This report is based on Persons 12+ in PUERTO RICO METRO - Std
 SPENT \$125+ ON GROCERIES (Grocery Spending-Past 7 Days (HH) is \$125
 Or More)

Estimates displayed are reported for % Composition.
 ©1999 The Arbitron Company



PLAN TO BUY NEW SUV

Target Persons: 229,632 Target Intab: 222
 PUERTO RICO
 Qualitative Diary, Fall 1998

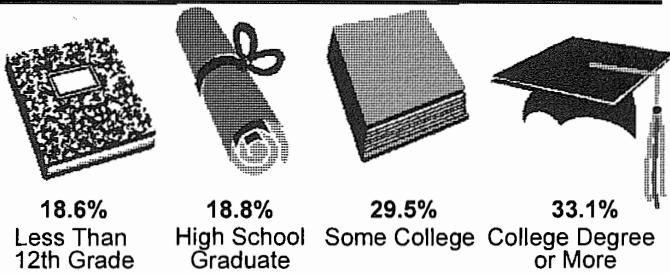
Gender

51.0	% Male	49.0	% Female
-------------	--------	-------------	----------

Employment Status

Full-Time	38.9%
Part-Time	14.8%
Not Employed	46.4%

Education



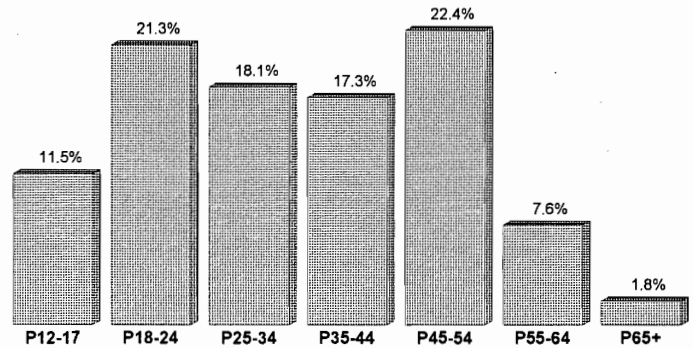
Home Ownership

Own	83.8%
Rent	16.2%
Other	0.0%

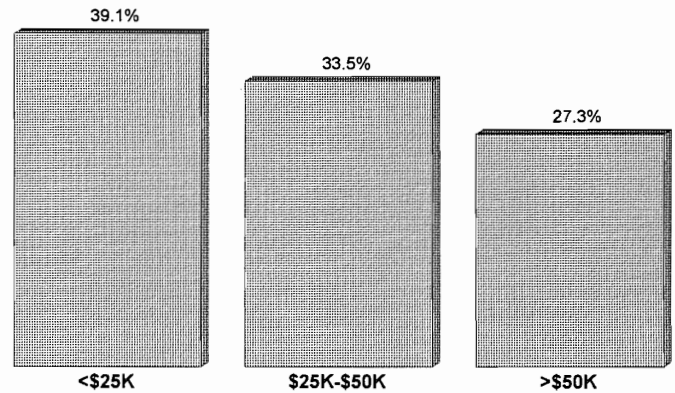
Presence of Children Under 12 in Household

None	44.5%
1 Child	23.9%
2 Children	18.2%
3 Or More Children	13.4%

Demographic Breakout



Household Income



This report is based on Persons 12+ in PUERTO RICO METRO - Std
 PLAN TO BUY NEW SUV (Next New Purchase/Lease-Auto Type (HH) is Sport/Utility Vehicle)

Estimates displayed are reported for % Composition.
 ©1999 The Arbitron Company



PLAN TO BUY NEW MINIVAN

Target Persons: 273,202 Target Intab: 251

PUERTO RICO

Qualitative Diary, Fall 1998

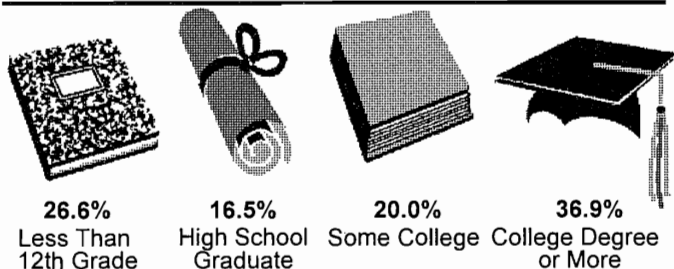
Gender

46.2	% Male	53.8	% Female
------	--------	------	----------

Employment Status

Full-Time	43.9%
Part-Time	15.8%
Not Employed	40.4%

Education



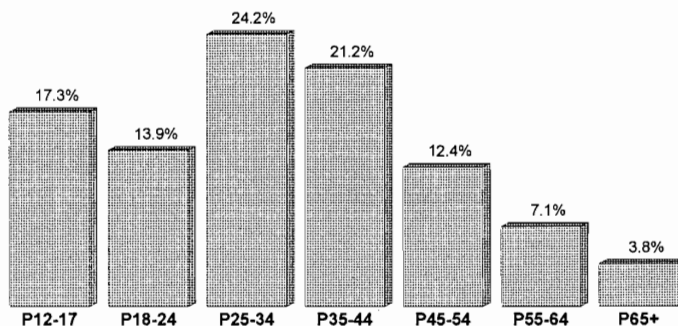
Home Ownership

Own	86.8%
Rent	9.8%
Other	3.4%

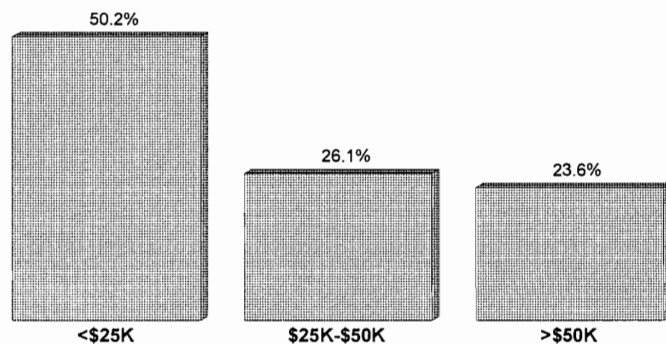
Presence of Children Under 12 in Household

None	31.6%
1 Child	35.6%
2 Children	17.2%
3 Or More Children	15.6%

Demographic Breakout



Household Income



This report is based on Persons 12+ in PUERTO RICO METRO - Std
 PLAN TO BUY NEW MINIVAN (Next New Purchase/Lease-Auto Type (HH) is Van/Minivan)

Estimates displayed are reported for % Composition.
 ©1999 The Arbitron Company



SHOPPED AUTO PARTS STORE

Target Persons: 1,055,223 Target Intab: 914
 PUERTO RICO
 Qualitative Diary, Fall 1998

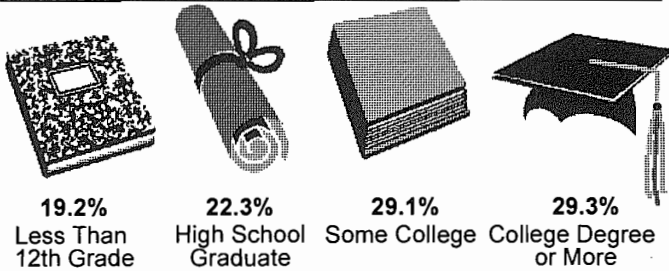
Gender

69.2	% Male	30.8	% Female
-------------	---------------	-------------	-----------------

Employment Status

Full-Time	51.6%
Part-Time	14.0%
Not Employed	34.4%

Education



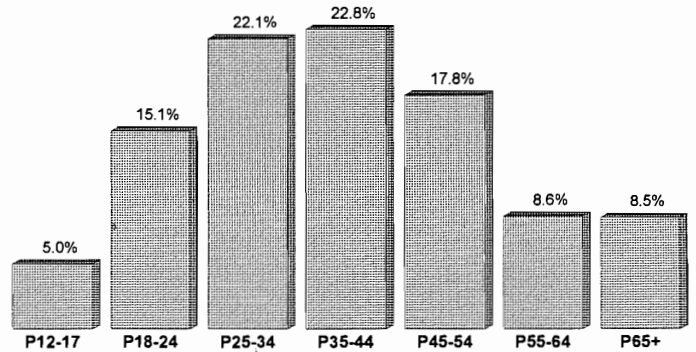
Home Ownership

Own	87.2%
Rent	10.6%
Other	2.2%

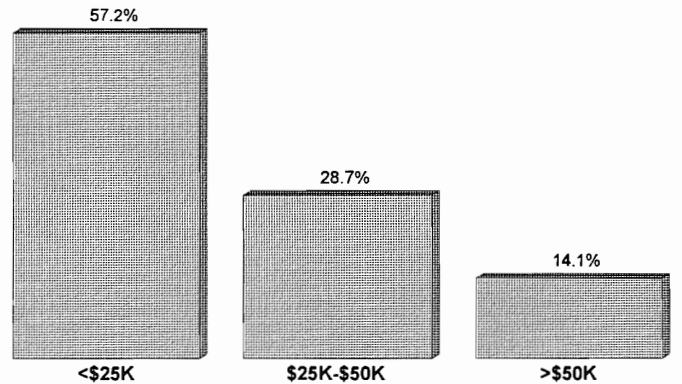
Presence of Children Under 12 in Household

None	42.6%
1 Child	31.2%
2 Children	16.3%
3 Or More Children	10.0%

Demographic Breakout



Household Income



This report is based on Persons 12+ in PUERTO RICO METRO - Std
 SHOPPED AUTO PARTS STORE (Shopped At Auto Parts Store-Past 30 Days is Yes)

Estimates displayed are reported for % Composition.
 ©1999 The Arbitron Company



SHOPPED HOME IMPRVMT CTR

Target Persons: 1,375,524 Target Intab: 1,219
 PUERTO RICO
 Qualitative Diary, Fall 1998

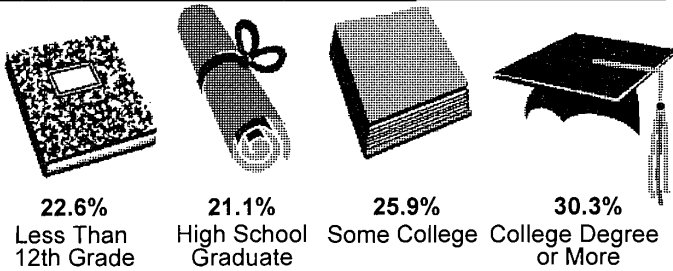
Gender

51.4	% Male	48.6	% Female
-------------	---------------	-------------	-----------------

Employment Status

Full-Time	43.5%
Part-Time	11.5%
Not Employed	45.0%

Education



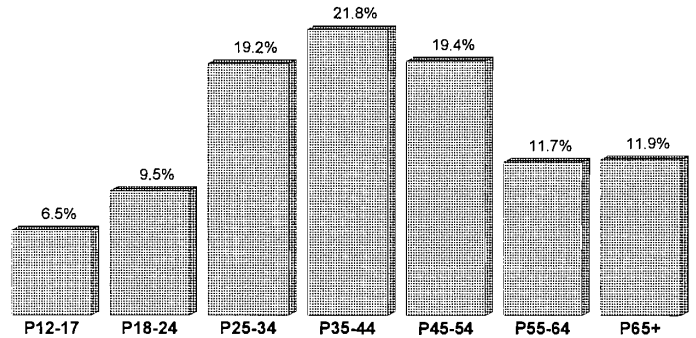
Home Ownership

Own	89.0%
Rent	9.0%
Other	2.1%

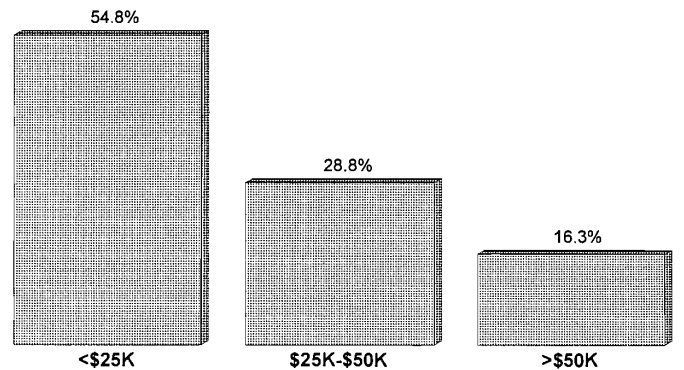
Presence of Children Under 12 in Household

None	46.4%
1 Child	28.4%
2 Children	16.4%
3 Or More Children	8.8%

Demographic Breakout



Household Income



This report is based on Persons 12+ in PUERTO RICO METRO - Std
 SHOPPED HOME IMPRVMT CTR (Shopped At Hardware/Home Imp Ctr-Past
 30 Days is Yes)

Estimates displayed are reported for % Composition.
 ©1999 The Arbitron Company



Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile

Through the Qualitative Diary Service, Arbitron delivers key categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (you must be a subscriber to MaxiMiSer 98SM, Media ProfessionalSM, or MaxQualitativeSM services). For a complete list of available consumer categories, contact your Arbitron representative.

Appliances

Plan to Buy Large Appliance in Next 12 Months

Audio/Video/Electronics

Own/Plan to Buy Home Computer in Next 12 Months

Plan to Buy Stereo Equipment/CD Player in Next 12 Months

Plan to Buy Television/VCR in Next 12 Months

Automobile

New & Used

Type of Next Purchase/Lease

Car	Sport/Utility Vehicle
Pickup Truck	Van/Minivan

Cost of Next Purchase/Lease

Under \$10,000	\$20,000 or more
\$10,000-14,999	\$15,000 or more
\$15,000-19,999	\$10,000 or more

Plan to Purchase/Lease 2 Years

Do Not Plan to Purchase in 2 Years

Type of Next Used Purchase/Lease

Car	Sport/Utility Vehicle
Pickup Truck	Van/Minivan

Cost of Next Used Purchase/Lease

Under \$10,000	\$20,000 or more
\$10,000-14,999	\$15,000 or more
\$15,000-19,999	\$10,000 or more

Shopped at Auto Parts Store in Past 30 Days

Banking Services Used

ATM/Cash Card
Checking Account
Credit Card
Savings Account

Beer

Any Glasses of Beer in Past 7 Days

Cable

Cable Stations Viewed in Past 7 Days

Have Cable

Have Satellite Dish

Demographics

Personal

Age/Sex

Education

Employment Status

Employed Full or Part Time

Race/Ethnic

Household

Household Income

Household Size

Number of Children Under 12

Number of Persons 12 and Older

Department Stores

Shopped at Clothing Store in Past 30 Days

Shopped at Department Store in Past 30 Days

Shopped at Discount Store in Past 30 Days

Furniture

Plan to Buy Furniture in Next 12 Months

Plan to Buy Mattress in Next 12 Months

Geographic Area

In-Tab by County

Grocery Spending in Past 7 Days

Hardware/Home Improvement/Garden

Plan to Buy Carpet/Flooring in Next 12 Months

Shopped at Hardware/Home Improvement Center in Past 30 Days

Shopped at Lawn/Garden Center in Past 30 Days

Health Care

Shopped at Drugstore/Pharmacy in Past 30 Days

Newspaper

Read Weekday Section in Past 7 Days:

Automotive	Local News
Business	Main News
Classified	Sports
Lifestyle/Entertainment	

Sunday Readership

Weekday Readership in Past 7 Days

Radio

Mon-Sun 6AM-MID

Residence Status

Own or Rent Home

Restaurants

Number of Quick-Service Visits in the Past 7 Days

Shopping Malls

Shopped at Shopping Mall in Past 30 Days

Soft Drinks

Any Cola
Diet Cola
Noncola
Regular Cola

Sports/Leisure

Concerts in Past 12 Months
Nightclub/Bar/Cocktail Lounge in Past 12 Months

Shopped at Sporting Goods Store in Past 30 Days

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1998		1999	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Albuquerque	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Allentown-Bethlehem	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
S	Atlanta	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Atlantic City-Cape May	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Austin	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Bakersfield	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Baltimore	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Baton Rouge	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Birmingham	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Boston	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Buffalo-Niagara Falls	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Charleston, SC	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
S	Charleston, WV	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Charlotte-Gastonia-Rock Hill	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Chattanooga	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Chicago	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Cincinnati	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Cleveland	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Colorado Springs	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Columbus, OH	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Dallas-Ft. Worth	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Dayton	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Denver-Boulder	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Des Moines	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Detroit	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	El Paso	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
RD	Evansville	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
RD	Flint	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Fresno	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Ft. Wayne	Oct 97 - Nov 97	Apr 98 - May 98	Sep 98 - Oct 98	Apr 99 - May 99
RD	Gainesville-Ocala	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Grand Rapids	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Greensboro-Winston Salem-High Point	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Greenville-New Bern-Jacksonville	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Greenville-Spartanburg	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Harrisburg-Lebanon-Carlisle	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Hartford-New Britain-Middletown	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Honolulu	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Houston-Galveston	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Huntsville	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
S	Indianapolis	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Jackson, MS	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
S	Jacksonville	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Kansas City	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Knoxville			Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Lafayette, IN	Jul 98 - Aug 98		Jul 99 - Aug 99	
RD	Lafayette, LA	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
S	Las Vegas		Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Las Vegas	Nov 97 - Dec 97			
S	Lexington			Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Little Rock	Oct 97 - Nov 97	Apr 98 - May 98	Sep 98 - Oct 98	Apr 99 - May 99
S	Los Angeles	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1998		1999	
		Release 1	Release 2	Release 1	Release 2
S	Louisville	Oct 97 - Mar 98		Oct 98 - Mar 99	
RD	Lubbock	Sep 98 - Oct 98		Sep 99 - Oct 99	
RD	Macon	Jan 98 - Feb 98		Jan 99 - Feb 99	
RD	Madison	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Memphis	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Miami-Ft. Lauderdale-Hollywood	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Milwaukee-Racine	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Minneapolis-St. Paul	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Mobile	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
RD	Monterey-Salinas-Santa Cruz	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
RD	Montgomery	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Nashville	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	New Orleans	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	New York	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Norfolk-Virginia Beach-Newport News	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Oklahoma City	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Omaha-Council Bluffs	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Orlando	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Palm Springs, CA	Jan 98 - Feb 98		Jan 99 - Feb 99	
RD	Pensacola		Jul 98 - Aug 98		Jul 99 - Aug 99
RD	Peoria	Jan 98 - Feb 98		Jan 99 - Feb 99	
S	Philadelphia	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Phoenix	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Pittsburgh	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Portland, OR	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Providence-Warwick-Pawtucket	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Quad Cities (Davenport-Rock Island-Moline)	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Raleigh-Durham	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Richmond	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
RD	Roanoke-Lynchburg	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
RD	Rochester, NY	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
RD	Rockford			Oct 98 - Nov 98	
S	Sacramento	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Saginaw-Bay City-Midland	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	St. Louis	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Salt Lake City-Ogden-Provo	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	San Antonio	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	San Diego	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	San Francisco	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Santa Barbara, CA	Jul 98 - Aug 98		Jul 99 - Aug 99	
S	Seattle-Tacoma	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Spokane	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
RD	Springfield, MA	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Jul 99 - Aug 99
RD	Springfield, MO			Nov 98 - Dec 98	May 99 - Jun 99
S	Syracuse			Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Syracuse	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	
S	Tampa-St. Petersburg-Clearwater	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Toledo	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
RD	Tucson	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Tulsa	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Washington, D.C.	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	West Palm Beach-Boca Raton	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Wichita	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Wilkes Barre-Scranton	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Youngstown-Warren	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative Diary Markets

Abilene, TX	Charlottesville, VA	Harrisonburg, VA	Myrtle Beach, SC	Sioux City, IA
Albany, GA	Cheyenne, WY	Huntington-Ashland	New London, CT	Sioux Falls
Alexandria, LA	Chico, CA	Ithaca, NY	Newburgh-Middletown, NY	South Bend
Altoona	Columbia, MO	Jackson, TN	(Mid-Hudson Valley)	Springfield, IL
Amarillo, TX	Columbia, SC	Johnson City-Kingsport-Bristol	Northwest Michigan, MI	Springfield, MO
Anchorage	Columbus, GA	Johnstown	(Traverse City-Petoskey-Charlevoix)	State College, PA
Ann Arbor	Cookeville, TN	Joplin, MO	Odessa-Midland, TX	Stockton
Appleton-Oshkosh	Corpus Christi	Kalamazoo	Owensboro, KY	Sussex, NJ
Augusta, GA	Daytona Beach	Killeen-Temple, TX	Oxnard-Ventura	Tallahassee
Augusta-Waterville, ME	Dothan, AL	Lake Charles, LA	Panama City, FL	Terre Haute
Bangor, ME	Dubuque, IA	Lakeland-Winter Haven	Parkersburg-Marietta, WV-OH	Texarkana, TX-AR
Battle Creek, MI	Duluth-Superior	Lansing-East Lansing, MI	Peoria	Topeka
Beaumont-Port Arthur, TX	Eau Claire, WI	Laredo, TX	Portland, ME	Tri-Cities, WA (Richland-Kennewick-Pasco)
Beckley, WV	Elmira-Corning, NY	Laurel-Hattiesburg, MS	Portsmouth-Dover-Rochester, NH	Tupelo, MS
Billings, MT	Erie	Lawton, OK	Poughkeepsie, NY	Tuscaloosa, AL
Biloxi-Gulfport-Pascagoula, MS	Eugene-Springfield	Lewiston-Auburn, ME	Pueblo	Tyler-Longview, TX
Binghamton	Fargo-Moorhead	Lexington-Fayette	Puerto Rico	Utica-Rome
Bismarck, ND	Fayetteville, NC	Lima, OH	Rapid City, SD	Visalia-Tulare-Hanford
Blacksburg-Christiansburg-Radford-Pulaski, VA	Fayetteville (Northwest Arkansas)	Lincoln	Reading, PA	Waco, TX
Bloomington	Florence, SC	Macon	Redding, CA	Waterloo-Cedar Falls
Bluefield, WV	Ft. Collins-Greeley, CO	Manchester, NH	Reno	Watertown, NY
Boise	Ft. Myers-Naples-Marco Island	Marion-Carbondale (Southern Illinois)	St. Cloud, MN	Wausau-Stevens Point, WI (Central Wisconsin)
Brunswick, GA	Ft. Smith, AR	McAllen-Brownsville-Harlingen	Salisbury-Ocean City	Wheeling
Bryan-College Station, TX	Ft. Walton Beach, FL	Medford-Ashland, OR	San Angelo, TX	Wichita Falls, TX
Burlington, VT	Grand Forks, ND-MN	Melbourne-Titusville-Cocoa	San Luis Obispo, CA	Williamsport, PA
Canton, OH	Grand Junction, CO	Merced, CA	Santa Fe, NM	Wilmington, DE
Cape Cod, MA	Great Falls, MT	Meridian, MS	Santa Maria-Lompoc	Wilmington, NC
Casper, WY	Green Bay	Modesto	Savannah	Winchester, VA
Cedar Rapids	Hagerstown-Chambersburg-Waynesboro, MD-PA	Monroe, LA	Shreveport, LA	Yakima, WA
Champaign, IL		Morgantown-Clarksburg-Fairmont, WV		

Qualitative 1998-99 Survey Schedule

FALL SURVEY

September 24 - December 16, 1998

SEPTEMBER											
	1	2	3	4	5						
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30								

OCTOBER											
				1	2	3					
4	5	6	7	8	9	10					
11	12	13	14	15	16	17					
18	19	20	21	22	23	24					
25	26	27	28	29	30	31					

NOVEMBER											
1	2	3	4	5	6	7					
8	9	10	11	12	13	14					
15	16	17	18	19	20	21					
22	23	24	25	26	27	28					
29	30										

DECEMBER											
		1	2	3	4	5					
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30	31							

WINTER SURVEY

January 7 - March 31, 1999

JANUARY											
						1	2				
3	4	5	6	7	8	9					
10	11	12	13	14	15	16					
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					
31											

FEBRUARY											
		1	2	3	4	5	6				
7	8	9	10	11	12	13					
14	15	16	17	18	19	20					
21	22	23	24	25	26	27					
28											

MARCH											
		1	2	3	4	5	6				
7	8	9	10	11	12	13					
14	15	16	17	18	19	20					
21	22	23	24	25	26	27					
28	29	30	31								

SPRING SURVEY

April 1 - June 23, 1999

APRIL											
					1	2	3				
4	5	6	7	8	9	10					
11	12	13	14	15	16	17					
18	19	20	21	22	23	24					
25	26	27	28	29	30						

MAY											
							1				
2	3	4	5	6	7	8					
9	10	11	12	13	14	15					
16	17	18	19	20	21	22					
23	24	25	26	27	28	29					
30	31										

JUNE											
			1	2	3	4	5				
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30								

SUMMER SURVEY

July 1 - September 22, 1999

JULY											
						1	2	3			
4	5	6	7	8	9	10					
11	12	13	14	15	16	17					
18	19	20	21	22	23	24					
25	26	27	28	29	30	31					

AUGUST											
1	2	3	4	5	6	7					
8	9	10	11	12	13	14					
15	16	17	18	19	20	21					
22	23	24	25	26	27	28					
29	30	31									

SEPTEMBER											
							1	2	3	4	
5	6	7	8	9	10	11					
12	13	14	15	16	17	18					
19	20	21	22	23	24	25					
26	27	28	29	30							

NOTE/The survey dates are subject to change.

Notations

Arbitron 1999 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings**		MaximiSer [®] Media Professional SM		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Akron	Feb 26	2:30PM LMT	Mar 26	2:30PM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 27	Apr 28	Apr 29		
Albany-Schenectady-Troy	Mar 08	10:00AM LMT	Apr 07	10:00AM	May 04	10:00AM	May 04	1:00PM	May 05	May 06	May 07		
Albuquerque	Mar 12	9:30AM LMT	Apr 12	2:00PM	May 10	11:00AM	May 10	2:00PM	May 11	May 12	May 13		
Allentown-Bethlehem	Mar 01	4:00PM LMT	Mar 29	4:00PM	Apr 26	1:00PM	Apr 26	4:00PM	Apr 27	Apr 28	Apr 29		
Atlanta	Mar 04	11:30AM LMT	Apr 05	11:30AM	Apr 29	1:00PM	Apr 29	4:00PM	Apr 30	May 03	May 04		
Austin	Mar 11	10:30AM LMT	Apr 12	10:30AM	May 05	1:30PM	May 05	4:30PM	May 06	May 07	May 10		
Bakersfield	Mar 12	10:00AM LMT	Apr 13	10:00AM	May 07	11:30AM	May 07	2:30PM	May 10	May 11	May 12		
Baltimore	Mar 01	11:30AM LMT	Mar 29	11:30AM	Apr 27	11:30AM	Apr 27	2:30PM	Apr 28	Apr 29	Apr 30		
Baton Rouge	Mar 12	10:30AM LMT	Apr 12	3:00PM	May 10	10:30AM	May 10	1:30PM	May 11	May 12	May 13		
Birmingham	Mar 05	3:00PM LMT	Apr 06	3:00PM	May 03	12:00PM	May 03	3:00PM	May 04	May 05	May 06		
Boston	Feb 26	1:00PM LMT	Mar 26	1:00PM	Apr 23	1:00PM	Apr 23	4:00PM	Apr 26	Apr 27	Apr 28		
Buffalo-Niagara Falls	Mar 02	2:30PM LMT	Mar 30	2:30PM	Apr 28	1:00PM	Apr 28	4:00PM	Apr 29	Apr 30	May 03		
Charleston, SC	Mar 11	10:00AM LMT	Apr 09	4:00PM	May 07	11:30AM	May 07	2:30PM	May 10	May 11	May 12		
Charlotte-Gastonia-Rock Hill	Mar 09	10:00AM LMT	Apr 08	10:00AM	May 04	1:00PM	May 04	4:00PM	May 05	May 06	May 07		
Chattanooga	Mar 09	4:00PM LMT	Apr 08	10:00AM	May 06	10:00AM	May 06	1:00PM	May 07	May 10	May 11		
Chicago	Feb 25	12:00PM LMT	Mar 25	12:00PM	Apr 22	12:00PM	Apr 22	3:00PM	Apr 23	Apr 26	Apr 27		
Cincinnati	Mar 02	4:00PM LMT	Mar 30	4:00PM	Apr 29	11:30AM	Apr 29	2:30PM	Apr 30	May 03	May 04		
Cleveland	Mar 01	2:30PM LMT	Mar 29	2:30PM	Apr 27	1:00PM	Apr 27	4:00PM	Apr 28	Apr 29	Apr 30		
Colorado Springs	Mar 12	11:00AM LMT	Apr 13	9:30AM	May 07	12:30PM	May 07	3:30PM	May 10	May 11	May 12		
Columbia, SC	Mar 10	4:00PM LMT	Apr 08	1:00PM	May 07	10:00AM	May 07	1:00PM	May 10	May 11	May 12		
Columbus, OH	Mar 04	10:00AM LMT	Apr 05	10:00AM	Apr 28	1:00PM	Apr 28	4:00PM	Apr 29	Apr 30	May 03		
Dallas-Ft. Worth	Mar 03	10:30AM LMT	Mar 31	10:30AM	Apr 28	10:30AM	Apr 28	1:30PM	Apr 29	Apr 30	May 03		
Dayton	Mar 05	2:30PM LMT	Apr 06	2:30PM	May 03	11:30AM	May 03	2:30PM	May 04	May 05	May 06		
Denver-Boulder	Mar 03	12:30PM LMT	Mar 31	12:30PM	Apr 27	2:00PM	Apr 27	5:00PM	Apr 28	Apr 29	Apr 30		
Des Moines	Mar 11	1:30PM LMT	Apr 12	10:30AM	May 05	1:30PM	May 05	4:30PM	May 06	May 07	May 10		
Detroit	Feb 26	11:30AM LMT	Mar 26	11:30AM	Apr 23	11:30AM	Apr 23	2:30PM	Apr 26	Apr 27	Apr 28		
El Paso	Mar 12	11:00AM LMT	Apr 13	9:30AM	May 10	11:00AM	May 10	2:00PM	May 11	May 12	May 13		
Fresno	Mar 10	10:00AM LMT	Apr 09	10:00AM	May 05	10:00AM	May 05	1:00PM	May 06	May 07	May 10		
Grand Rapids	Mar 10	11:30AM LMT	Apr 09	11:30AM	May 06	11:30AM	May 06	2:30PM	May 07	May 10	May 11		
Greensboro-Winston Salem-High Point	Mar 10	1:00PM LMT	Apr 09	1:00PM	May 06	11:30AM	May 06	2:30PM	May 07	May 10	May 11		
Greenville-New Bern-Jacksonville	Mar 11	1:00PM LMT	Apr 12	10:00AM	May 07	1:00PM	May 07	4:00PM	May 10	May 11	May 12		
Greenville-Spartanburg	Mar 11	10:00AM LMT	Apr 09	4:00PM	May 07	11:30AM	May 07	2:30PM	May 10	May 11	May 12		
Harrisburg-Lebanon-Carlisle	Mar 10	11:30AM LMT	Apr 09	11:30AM	May 06	10:00AM	May 06	1:00PM	May 07	May 10	May 11		
Hartford-New Britain-Middletown	Feb 26	2:30PM LMT	Mar 26	2:30PM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 27	Apr 28	Apr 29		
Honolulu	Mar 08	11:00AM LMT	Apr 07	10:00AM	May 03	10:00AM	May 03	1:00PM	May 04	May 05	May 06		
Houston-Galveston	Mar 03	12:00PM LMT	Mar 31	12:00PM	Apr 28	1:30PM	Apr 28	4:30PM	Apr 29	Apr 30	May 03		
Huntsville	Mar 12	9:00AM LMT	Apr 12	1:30PM	May 10	9:00AM	May 10	12:00PM	May 11	May 12	May 13		
Indianapolis	Mar 04	1:00PM LMT	Apr 05	12:00PM	Apr 30	9:00AM	Apr 30	12:00PM	May 03	May 04	May 05		
Jackson, MS	Mar 11	3:00PM LMT	Apr 12	1:30PM	May 10	10:30AM	May 10	1:30PM	May 11	May 12	May 13		
Jacksonville	Mar 09	10:00AM LMT	Apr 09	10:00AM	May 05	11:30AM	May 05	2:30PM	May 06	May 07	May 10		
Johnson City-Kingsport-Bristol	Mar 11	11:30AM LMT	Apr 12	11:30AM	May 07	1:00PM	May 07	4:00PM	May 10	May 11	May 12		
Kansas City	Mar 05	9:00AM LMT	Apr 06	9:00AM	Apr 29	1:30PM	Apr 29	4:30PM	Apr 30	May 03	May 04		
Knoxville	Mar 09	1:00PM LMT	Apr 07	1:00PM	May 06	10:00AM	May 06	1:00PM	May 07	May 10	May 11		
Lansing-East Lansing	Mar 10	4:00PM LMT	Apr 08	4:00PM	May 07	10:00AM	May 07	1:00PM	May 10	May 11	May 12		
Las Vegas	Mar 08	11:30AM LMT	Apr 07	11:30AM	May 03	1:00PM	May 03	4:00PM	May 04	May 05	May 06		
Little Rock	Mar 11	12:00PM LMT	Apr 12	12:00PM	May 06	1:30PM	May 06	4:30PM	May 07	May 10	May 11		
Los Angeles	Feb 25	11:30AM LMT	Mar 25	11:30AM	Apr 22	11:30AM	Apr 22	2:30PM	Apr 23	Apr 26	Apr 27		
Louisville	Mar 05	11:30AM LMT	Apr 06	11:30AM	May 03	10:00AM	May 03	1:00PM	May 04	May 05	May 06		
Madison	Mar 11	3:00PM LMT	Apr 12	1:30PM	May 10	9:00AM	May 10	12:00PM	May 11	May 12	May 13		
Memphis	Mar 05	12:00PM LMT	Apr 06	12:00PM	May 03	1:30PM	May 03	4:30PM	May 04	May 05	May 06		
Miami-Ft. Lauderdale-Hollywood	Mar 04	4:00PM LMT	Apr 05	4:00PM	Apr 30	1:00PM	Apr 30	4:00PM	May 03	May 04	May 05		
Milwaukee-Racine	Mar 04	9:00AM LMT	Apr 05	9:00AM	Apr 30	9:00AM	Apr 30	12:00PM	May 03	May 04	May 05		
Minneapolis-St. Paul	Mar 03	9:00AM LMT	Mar 31	9:00AM	Apr 29	9:00AM	Apr 29	12:00PM	Apr 30	May 03	May 04		
Mobile	Mar 11	3:00PM LMT	Apr 12	12:00PM	May 10	9:00AM	May 10	12:00PM	May 11	May 12	May 13		
Monterey-Salinas-Santa Cruz	Mar 01	1:00PM LMT	Mar 29	1:00PM	Apr 26	1:00PM	Apr 26	4:00PM	Apr 27	Apr 28	Apr 29		

* All times are local market times.

** All times indicate START of Market calling.

MaximiSer[®] is a registered trademark of The Arbitron Company.

Media ProfessionalSM is a service mark of The Arbitron Company.

ARBITRON

Sched- 1

Arbitron 1999 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings**		Maximiser [®] /Media Professional SM		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Nashville	Mar 09	1:30PM LMT	Apr 08	1:30PM	May 05	9:00AM	May 05	12:00PM	May 06	May 07	May 10		
Nassau-Suffolk (Long Island)	Feb 25	11:30AM LMT	Mar 25	11:30AM	Apr 22	11:30AM	Apr 22	2:30PM	Apr 23	Apr 26	Apr 27		
New Orleans	Mar 05	10:30AM LMT	Apr 06	10:30AM	May 03	10:30AM	May 03	1:30PM	May 04	May 05	May 06		
New York	Feb 25	10:00AM LMT	Mar 25	10:00AM	Apr 22	10:00AM	Apr 22	1:00PM	Apr 23	Apr 26	Apr 27		
Norfolk-Virginia Beach-Newport News	Mar 09	11:30AM LMT	Apr 08	11:30AM	May 05	10:00AM	May 05	1:00PM	May 06	May 07	May 10		
Oklahoma City	Mar 05	1:30PM LMT	Apr 06	1:30PM	May 04	12:00PM	May 04	3:00PM	May 05	May 06	May 07		
Omaha-Council Bluffs	Mar 05	3:00PM LMT	Apr 06	3:00PM	May 03	12:00PM	May 03	3:00PM	May 04	May 05	May 06		
Orlando	Mar 10	2:30PM LMT	Apr 09	2:30PM	May 06	1:00PM	May 06	4:00PM	May 07	May 10	May 11		
Philadelphia	Feb 26	10:00AM LMT	Mar 26	10:00AM	Apr 23	10:00AM	Apr 23	1:00PM	Apr 26	Apr 27	Apr 28		
Phoenix	Mar 03	2:00PM LMT	Mar 31	2:00PM	Apr 28	1:00PM	Apr 28	4:00PM	Apr 29	Apr 30	May 03		
Pittsburgh	Mar 02	11:30AM LMT	Mar 30	11:30AM	Apr 28	10:00AM	Apr 28	1:00PM	Apr 29	Apr 30	May 03		
Portland, OR	Mar 08	10:00AM LMT	Apr 07	10:00AM	May 03	11:30AM	May 03	2:30PM	May 04	May 05	May 06		
Providence-Warwick-Pawtucket	Feb 26	4:00PM LMT	Mar 26	4:00PM	Apr 26	11:30AM	Apr 26	2:30PM	Apr 27	Apr 28	Apr 29		
Raleigh-Durham	Mar 10	10:00AM LMT	Apr 09	10:00AM	May 05	1:00PM	May 05	4:00PM	May 06	May 07	May 10		
Richmond	Mar 09	11:30AM LMT	Apr 08	11:30AM	May 04	11:30AM	May 04	2:30PM	May 05	May 06	May 07		
Riverside-San Bernardino	Feb 26	1:00PM LMT	Mar 26	1:00PM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 27	Apr 28	Apr 29		
Rochester, NY	Mar 08	10:00AM LMT	Apr 07	10:00AM	May 04	10:00AM	May 04	1:00PM	May 05	May 06	May 07		
Sacramento	Mar 09	1:00PM LMT	Apr 08	1:00PM	May 04	1:00PM	May 04	4:00PM	May 05	May 06	May 07		
Saginaw-Bay City-Midland	Mar 11	11:30AM LMT	Apr 09	1:00PM	May 06	11:30AM	May 06	2:30PM	May 07	May 10	May 11		
Salt Lake City-Ogden-Provo	Mar 08	9:30AM LMT	Apr 07	9:30AM	Apr 30	12:30PM	Apr 30	3:30PM	May 03	May 04	May 05		
San Antonio	Mar 09	12:00PM LMT	Apr 08	12:00PM	May 04	1:30PM	May 04	4:30PM	May 05	May 06	May 07		
San Diego	Mar 01	10:00AM LMT	Mar 29	10:00AM	Apr 23	11:30AM	Apr 23	2:30PM	Apr 26	Apr 27	Apr 28		
San Francisco	Mar 02	10:00AM LMT	Mar 30	10:00AM	Apr 27	10:00AM	Apr 27	1:00PM	Apr 28	Apr 29	Apr 30		
San Jose	Mar 02	11:30AM LMT	Mar 30	11:30AM	Apr 27	11:30AM	Apr 27	2:30PM	Apr 28	Apr 29	Apr 30		
Seattle-Tacoma	Mar 05	10:00AM LMT	Apr 06	10:00AM	Apr 29	1:00PM	Apr 29	4:00PM	Apr 30	May 03	May 04		
Shreveport	Mar 11	1:30PM LMT	Apr 12	12:00PM	May 06	1:30PM	May 06	4:30PM	May 07	May 10	May 11		
Spokane	Mar 12	11:30AM LMT	Apr 13	10:00AM	May 10	11:30AM	May 10	2:30PM	May 11	May 12	May 13		
Springfield, MA	Mar 01	2:30PM LMT	Mar 29	2:30PM	Apr 26	11:30AM	Apr 26	2:30PM	Apr 27	Apr 28	Apr 29		
St. Louis	Mar 02	9:00AM LMT	Mar 30	9:00AM	Apr 26	1:30PM	Apr 26	4:30PM	Apr 27	Apr 28	Apr 29		
Syracuse	Mar 08	4:00PM LMT	Apr 07	4:00PM	May 04	11:30AM	May 04	2:30PM	May 05	May 06	May 07		
Tampa-St. Petersburg-Clearwater	Mar 04	2:30PM LMT	Apr 05	2:30PM	Apr 30	11:30AM	Apr 30	2:30PM	May 03	May 04	May 05		
Toledo	Mar 04	1:00PM LMT	Apr 05	1:00PM	May 03	10:00AM	May 03	1:00PM	May 04	May 05	May 06		
Tucson	Mar 08	9:30AM LMT	Apr 07	8:30AM	Apr 30	11:30AM	Apr 30	2:30PM	May 03	May 04	May 05		
Tulsa	Mar 09	1:30PM LMT	Apr 08	1:30PM	May 05	10:30AM	May 05	1:30PM	May 06	May 07	May 10		
Washington, DC	Mar 01	10:00AM LMT	Mar 29	10:00AM	Apr 27	10:00AM	Apr 27	1:00PM	Apr 28	Apr 29	Apr 30		
West Palm Beach-Boca Raton	Mar 11	1:00PM LMT	Apr 12	10:00AM	May 07	1:00PM	May 07	4:00PM	May 10	May 11	May 12		
Wichita	Mar 11	10:30AM LMT	Apr 12	9:00AM	May 06	1:30PM	May 06	4:30PM	May 07	May 10	May 11		
Wilkes Barre-Scranton	Mar 10	4:00PM LMT	Apr 07	2:30PM	May 07	10:00AM	May 07	1:00PM	May 10	May 11	May 12		
York	Mar 10	10:00AM LMT	Apr 09	10:00AM	May 06	1:00PM	May 06	4:00PM	May 07	May 10	May 11		

* All times are local market times.

** All times indicate START of Market calling.

Maximiser[®] is a registered trademark of The Arbitron Company.

Media ProfessionalSM is a service mark of The Arbitron Company.

ARBITRON

Sched- 2

1998-99 Radio Survey Schedule

Who to Call at Arbitron

FALL SURVEY

September 24 - December 16, 1998

SEPTEMBER											
	1	2	3	4	5						
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30								

OCTOBER											
				1	2	3					
4	5	6	7	8	9	10					
11	12	13	14	15	16	17					
18	19	20	21	22	23	24					
25	26	27	28	29	30	31					

NOVEMBER											
1	2	3	4	5	6	7					
8	9	10	11	12	13	14					
15	16	17	18	19	20	21					
22	23	24	25	26	27	28					
29	30										

DECEMBER											
		1	2	3	4	5					
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30	31							

WINTER SURVEY

January 7 - March 31, 1999

JANUARY											
							1	2			
3	4	5	6	7	8	9					
10	11	12	13	14	15	16					
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					
31											

FEBRUARY											
		1	2	3	4	5	6				
7	8	9	10	11	12	13					
14	15	16	17	18	19	20					
21	22	23	24	25	26	27					
28											

MARCH											
		1	2	3	4	5	6				
7	8	9	10	11	12	13					
14	15	16	17	18	19	20					
21	22	23	24	25	26	27					
28	29	30	31								

SPRING SURVEY

April 1 - June 23, 1999

APRIL											
							1	2	3		
4	5	6	7	8	9	10					
11	12	13	14	15	16	17					
18	19	20	21	22	23	24					
25	26	27	28	29	30						

MAY											
										1	
2	3	4	5	6	7	8					
9	10	11	12	13	14	15					
16	17	18	19	20	21	22					
23	24	25	26	27	28	29					
30	31										

JUNE											
			1	2	3	4	5				
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30								

SUMMER SURVEY

July 1 - September 22, 1999

JULY											
							1	2	3		
4	5	6	7	8	9	10					
11	12	13	14	15	16	17					
18	19	20	21	22	23	24					
25	26	27	28	29	30	31					

AUGUST											
1	2	3	4	5	6	7					
8	9	10	11	12	13	14					
15	16	17	18	19	20	21					
22	23	24	25	26	27	28					
29	30	31									

SEPTEMBER											
							1	2	3	4	
5	6	7	8	9	10	11					
12	13	14	15	16	17	18					
19	20	21	22	23	24	25					
26	27	28	29	30							

New York

142 West 57th Street/10019
 Fax: (212) 887-1535

Radio Station Services:
 Tom O'Sullivan, Mgr. (212) 887-1368
 Jennae Buniskis (212) 887-1371
 Kathy Koch (212) 887-1304
 John Nolan (212) 887-1306

Scarborough Training Specialist:
 Lis Perry (212) 887-1367

Group Services:
 Les Tolchin, Sr. VP, National Sales
 (212) 887-1302

Rep/Network Services:
 Alan Tobkes, VP (212) 887-1354

Broadcast Market Analyst:
 Donna Pollifrone (212) 887-1582

Advertiser/Agency Services:
 Linda Dupree, VP, Sales (212) 887-1387
 Jerry Sacchetti, Mgr. (212) 887-1502
 Britt Alexander (212) 887-1343
 Susan Carmichael (212) 887-1398
 Kent Stephens (212) 887-1423

Project Development Executive:
 Charmaine Eleazar (212) 887-1308

Training Specialist:
 Richard Salazar (212) 887-1356

TAPSCAN Worldwide (Northeast):
 Bill Garcia (508) 767-0221

Chicago

311 South Wacker Dr., Suite 1600/60606
 Fax: (312) 913-6221

Radio Station Services:
 John Basila, Mgr. (312) 913-6235
 Bethanie Buckingham (312) 913-6232
 Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:
 Malou Watterson (312) 913-6238

Training Specialists:
 Tony Hereau (312) 913-6233
 Karen Young (312) 913-6240

Advertiser/Agency Services:
 Margaret Bustell, Mgr. (312) 913-6226
 Cory Flahaven (312) 913-6229
 Jacqueline Noel (312) 913-6228
 James Tobolski (312) 913-6243
 Kirsten Valenta (312) 913-6227

Product Training Coordinator:
 Vicki Murphy (312) 913-6241

Training Specialist:
 Michael Hopkins (312) 913-6222

TAPSCAN Worldwide (Midwest):
 Trish Kallembach (312) 913-6220

Atlanta

9000 Central Parkway, Suite 300/30328
 Fax: (770) 551-1401

Radio Station Services:
 Lisa Segall, Mgr. (770) 551-1403
 Julian Davis (770) 551-1419
 Jim Remeny (770) 551-1418
 Jerry Wiese (770) 551-1422
 Pete Winston (770) 551-1420

Scarborough Training Specialist:
 Mike Hoffman (770) 551-1428

Training Specialist:
 Felicia Clem (770) 551-1405

Advertiser/Agency Services:
 Dan Griffin, Mgr. (770) 551-1408
 Bill Bingham (770) 551-1410
 Spencer Wilson (770) 551-1404

TAPSCAN Worldwide (Atlanta):
 Beth Bourne (AAS Acct. Mgr.) (205) 987-7456
 Kevin Hathcock (AAS Training) (205) 987-7456
 Judy McDowell (Stations) (205) 560-0895

Los Angeles

10877 Wilshire Blvd., Suite 1600/90024
 Fax: (310) 824-6666

Radio Station Services:
 Brad Bedford, Mgr. (310) 824-6601
 Paul LeFort (310) 824-6606
 Steven Shrinisky (310) 824-6602
 Richard Tunkel (310) 824-6608
 Rob Winston (310) 824-6604

Scarborough Training Specialist:
 David Oglevee (310) 824-6607

Training Specialists:
 Gabriela Selva (310) 824-6605
 Vanessa Ware (310) 824-6609

Advertiser/Agency Services:
 George Brady, Mgr. (310) 824-6615
 John Hegelmeyer (310) 824-6621
 Debbie Lahm (310) 824-6622
 Randy Roberts (602) 947-0001

Training Specialist:
 Stacie De Armas (310) 824-6613

Consumer Information Services:
 Alisa Joseph, National Mgr. (310) 824-6620

TAPSCAN Worldwide (West):
 Randi Lee (310) 824-6603

Dallas

One Galleria Tower
 13355 Noel Road, Suite 1120/75240
 Fax: (972) 385-5377

Radio Station Services:
 Tony Belzer, Mgr. (972) 385-5386
 Chris Kiske (972) 385-5398
 Jessica Paige (972) 385-5394

Scarborough Training Specialist:
 Jennifer Thompson (972) 385-5391

Training Specialist:
 Harry Clark (972) 385-5392

Latin American Marketing:
 Clara Carneiro, VP (972) 385-5384

Client Service Representative:
 Patricia Jinich (972) 385-5385

Radio Programming Services:
 Bob Michaels, Mgr. (972) 385-5357
 Gary Marince (412) 859-3740

Advertiser/Agency Services:
 Becky Burkett, Mgr. (972) 385-5387
 Anne Baron (972) 385-5389

Training Specialist:
 Kelly McLean (972) 385-5364

TAPSCAN Worldwide (Dallas):
 P. J. McCarthy (435) 783-8469

Washington/Baltimore

9705 Patuxent Woods Drive
 Columbia, Maryland 21046
 Fax: (410) 312-8622

Radio Station Services:
 Frank Stanitski, VP, Group Marketing
 (410) 312-8528
 John Snyder, Mgr. (410) 312-8532
 Fred Hannasch (410) 312-8595
 Laura Hill (410) 312-8530

Group Services:
 Brad Kelly, Mgr., National Radio Sales
 (757) 336-1192
 Bruce Supovitz, VP, National Radio Services
 (410) 312-8391

Scarborough Training Specialist:
 Sarah Liddle (410) 312-8546

Training Specialist:
 Christian Meinhardt (410) 312-8588

Advertiser/Agency Services:
 Karla Eyerly (410) 312-8539

A Ceridian Company
 www.arbitron.com

NOTE:The survey dates are subject to change.

1999 Radio Advisory Council Members

Tom Bender
Vice President & General Manager
WCSX-FM
1 Radio Plaza Street
Detroit, MI 48220
(248) 414-5650
(248) 398-4382 (fax)
tgdr@ameritech.net (e-mail)
AOR - Continuous

Gerry Boehme
Sr. Vice President/Director
Information Services &
Strategic Support
Katz Media Group
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(212) 424-6491 (fax)
gerry_boehme@katz-media.com (e-mail)
Research - Appointed

Kent Cooper
Vice President/General Manager
KNCN-FM
Radio Plaza
501 Tupper Lane
Corpus Christi, TX 78417
(512) 289-0111
(512) 289-6670 (fax)
AOR - Noncontinuous

Daniel Crotty
General Manager
KLBN-FM
5726 East Shields Avenue
Fresno, CA 93727
(209) 292-5478
(209) 292-1087 (fax)
Hispanic

Rick Cummings
Executive Vice President,
Programming
Emmis Communications
4444 Lakeside Drive, Suite 320
Burbank, CA 91505
(818) 569-5703
(818) 569-5707 (fax)
rcummings@emmiswest.emmis.com (e-mail)
Group Programmer - Appointed

Chuck DuCoty***
General Manager
WISN-AM
759 N. 19th Street
Milwaukee, WI 53233
(414) 342-1111
(414) 345-1194 (fax)
cdcoty@worldnet.att.net (e-mail)

Gary Fries
President
Radio Advertising Bureau
261 Madison Avenue, 23rd Floor
New York, NY 10016
(212) 681-7210
(212) 681-7223 (fax)
gfries@rab.com (e-mail)
At Large - Appointed

Vince Fruge
General Manager
WTLC-FM
One Emmis Plaza
40 Monument Circle, Suite 500
Indianapolis, IN 46204
(317) 955-9852
(317) 684-2010 (fax)
vfruge@wtlc.emmis.com (e-mail)
Black/Urban

John Fullam
Vice President & General Manager
WKTU-FM
525 Washington Blvd.
Jersey City, NJ 07310
(201) 420-3702
(201) 420-3724 (fax)
fullamup@aol.com (e-mail)
CHR/Top 40 - Continuous

Irv Goldstein*
Vice President/General Manager
WLAD-AM
198 Main Street
Danbury, CT 06810
(203) 744-4800
(203) 778-4655 (fax)
radio80wlad@prodigy.com (e-mail)

Dan Halyburton
Vice President/General Manager
KPLX-FM
3500 Maple at Turtle Creek
Suite 1600
Dallas, TX 75219
(214) 520-4331
(214) 520-4343 (fax)
dhalybur@dfwradio.com (e-mail)
Country - Continuous

Rick Hencley
General Manager
WBIZ-FM
619 Cameron Street
Eau Claire, WI 54703
(715) 552-5100
(715) 835-9680 (fax)
rick@pbco.com (e-mail)
CHR/Top 40 - Noncontinuous

Mickey Luckoff**
President & General Manager
KGO-AM
900 Front Street
San Francisco, CA 94111
(415) 954-8181
(415) 391-2795 (fax)
mickeyluckoff@aol.com (e-mail)
News/Talk - Continuous

Maire Mason
Vice President & General Manager
WCBS-FM
51 West 52nd Street
New York, NY 10019
(212) 975-4321
(212) 975-3814 (fax)
mairemason@cbs.com (e-mail)
Gold/Oldies

David Pearlman
Co-Chief Operating Officer
CBS Radio, Inc.
233 Needham Street, 4th floor
Newton, MA 02464
(617) 454-1111
(617) 454-1121 (fax)
dpearlman@cbsboston.com (e-mail)
MOR

Marla Pirner
Executive Vice President
Director of Research Division
Interep
100 Park Avenue, 5th Floor
New York, NY 10017
(212) 916-0539
(212) 916-0774 (fax)
Marla_Pirner@interep.com (e-mail)
Research - Appointed

Bob Russell
General Manager
KGNC-AM/FM
3505 Olsen Blvd., Suite 117
Amarillo, TX 79109
(806) 355-9801
(806) 354-8779 (fax)
rfr@kgnc.com (e-mail)
News/Talk - Noncontinuous

Tom Skinner
General Manager
KZST-FM
3392 Mendocino Avenue
Santa Rosa, CA 95403
(707) 528-4434
(707) 527-8216 (fax)
toms@kzst.com (e-mail)
Adult Contemporary - Noncontinuous

Chuck Tweedle
President, BIC SF Group
KOIT-AM/FM
455 Market Street, Suite 2300
San Francisco, CA 94105
(415) 777-0965
(415) 896-0965 (fax)
ctweedle@koit.com (e-mail)
Adult Contemporary - Continuous

Richard Young
General Manager
WBTU-FM
2100 Goshen Road #232
Fort Wayne, IN 46808
(219) 482-9288
(219) 482-8655 (fax)
wbtu.com (e-mail)
Country - Noncontinuous

* 1999 Chairman
** 1999 Vice Chairman
*** Immediate Past Chairman

1000 1000 1000 1000
1000 1000 1000 1000
1000 1000 1000 1000

New York
142 West 57th Street
New York, New York 10019
212 697 1100

Chicago
312 South Dearborn Street, Suite 1000
Chicago, Illinois 60606
312 527 8000

Atlanta
200 Peachtree Street, Suite 1000
Atlanta, Georgia 30308
404 525 1000

Los Angeles
1000 Wilshire Blvd, Suite 1000
Los Angeles, California 90017
213 475 1000

Dallas
1000 Main Street
Dallas, Texas 75202
214 756 1000
214 756 1000

Washington, D.C.
1000 Pennsylvania Avenue, N.W.
Washington, D.C. 20004
202 462 1000

Atlanta, Georgia