

Winter 2001
Delivery Schedule
Inside!

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Radio Market Report

Puerto Rico

Fall 2000

September 21 - December 13

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ARBITRON

Radio Market Report



2000-2001 Survey Schedule

Fall 2000

September 21 - December 13

Winter 2001

January 4 - March 28

Spring 2001

March 29 - June 20

Summer 2001

June 28 - September 19

Fall 2001

September 20 - December 12

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This report is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC) and Arbitron has not requested 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 2000 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 Radio Report subscribers.

Warning

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

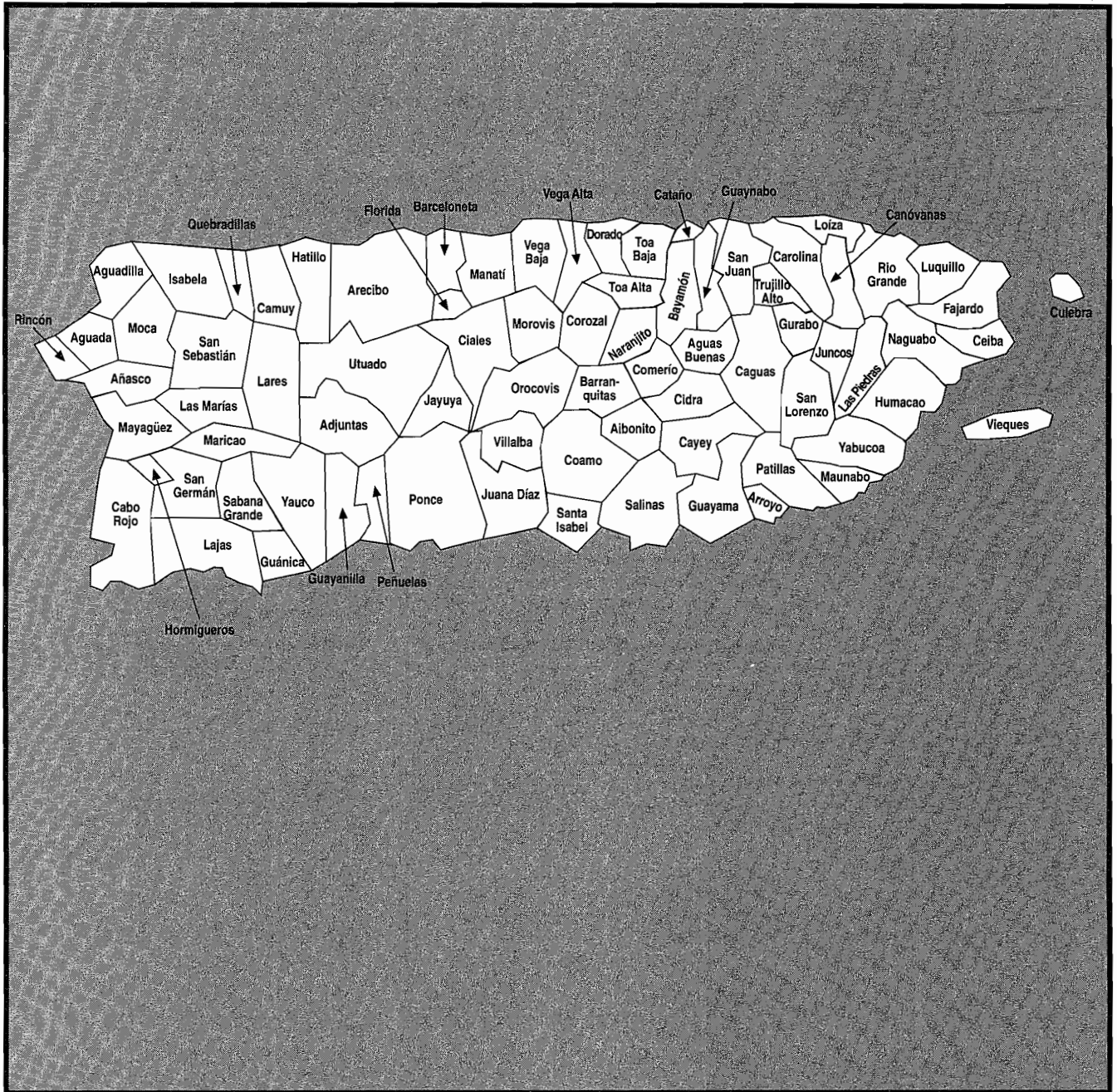
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 12). Instructions for estimating reliability and effective sample bases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

Puerto Rico



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Metro TSA

Station Subscribers to This Report*

Wael-AM	Wael-FM	Walo-AM	WCAD-FM	WCMA-FM	WCOM-FM
WCTA-FM	WEGM-FM	WFDT-FM	WFID-FM	WIAC-AM	WIAC-FM
WIOA-FM	WIOB-FM	WIOC-FM	WISA-AM	WIVA-FM	WKAQ-AM
WKAQ-FM	WKFE-AM	WKSA-FM	WMEG-FM	WNEL-AM	WOYE-FM
WPAB-AM	WPRM-FM	WPRP-AM	WRIO-FM	WUKQ-FM	WUNO-AM
WVJP-FM	WXYX-FM	WZAR-FM	WZMT-FM	WZNT-FM	

Metro Rank: 13

Market Surveyed: Winter, Spring, Summer, Fall

* Station subscribers as of release to print.

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

Estimated P12+ Population	In-Tab	Area	Municipio	ST	Estimated P12+ Population	In-Tab	Area	Municipio	ST
16,700	10	MT	ADJUNTAS	PR	29,200	31	MT	JUNCOS	PR
33,300	30	MT	AGUADA	PR	21,200	19	MT	LAJAS	PR
53,600	44	MT	AGUADILLA	PR	26,000	18	MT	LARES	PR
23,000	11	MT	AGUAS BUENAS	PR	8,700	11	MT	LAS MARIAS	PR
22,100	21	MT	AIBONITO	PR	27,100	32	MT	LAS PIEDRAS	PR
22,800	17	MT	ANASCO	PR	28,700	21	MT	LOIZA	PR
84,000	80	MT	ARECIBO	PR	17,400	7	MT	LUQUILLO	PR
17,000	12	MT	ARROYO	PR	33,900	27	MT	MANATI	PR
19,300	15	MT	BARCELONETA	PR	4,800	25	MT	MARICAO	PR
23,000	15	MT	BARRANQUITAS	PR	9,800	14	MT	MAUNABO	PR
200,100	131	MT	BAYAMON	PR	90,500	75	MT	MAYAGUEZ	PR
35,900	25	MT	CABO ROJO	PR	30,200	14	MT	MOCA	PR
124,100	90	MT	CAGUAS	PR	22,700	23	MT	MOROVIS	PR
27,100	37	MT	CAMUY	PR	19,700	27	MT	NAGUABO	PR
34,000	29	MT	CANOVANAS	PR	25,600	16	MT	NARANJITO	PR
161,000	91	MT	CAROLINA	PR	18,100	14	MT	OROCOVIS	PR
33,800	54	MT	CATANO	PR	17,300	8	MT	PATILLAS	PR
42,700	36	MT	CAYEY	PR	20,000	19	MT	PENJELAS	PR
14,400	11	MT	CEIBA	PR	155,400	113	MT	PONCE	PR
16,000	25	MT	CIALES	PR	19,600	26	MT	QUEBRADILLAS	PR
34,300	38	MT	CIDRA	PR	10,600	15	MT	RINCON	PR
30,200	17	MT	COAMO	PR	45,300	27	MT	RIO GRANDE	PR
18,100	18	MT	COMERIO	PR	21,000	21	MT	SABANA GRANDE	PR
29,700	24	MT	COROZAL	PR	24,700	16	MT	SALINAS	PR
1,500	15	MT	CULEBRA	PR	30,900	17	MT	SAN GERMAN	PR
29,700	24	MT	DORADO	PR	379,900	299	MT	SAN JUAN	PR
33,800	25	MT	FAJARDO	PR	31,600	34	MT	SAN LORENZO	PR
8,600	3	MT	FLORIDA	PR	35,300	25	MT	SAN SEBASTIAN	PR
17,600	14	MT	GUANICA	PR	16,000	22	MT	SANTA ISABEL	PR
35,800	27	MT	GUAYAMA	PR	41,200	26	MT	TOA ALTA	PR
18,100	17	MT	GUAYANILLA	PR	82,400	70	MT	TOA BAJA	PR
87,400	55	MT	GUAYNABO	PR	57,200	26	MT	TRUJILLO ALTO	PR
27,600	36	MT	GURABO	PR	29,400	23	MT	UTUADO	PR
29,700	27	MT	HATILLO	PR	31,800	22	MT	VEGA ALTA	PR
14,000	23	MT	HORMIGUEROS	PR	51,400	29	MT	VEGA BAJA	PR
52,200	33	MT	HUMACAO	PR	7,400	15	MT	VIEQUES	PR
35,300	21	MT	ISABELA	PR	19,400	17	MT	VILLALBA	PR
13,200	16	MT	JAYUYA	PR	34,400	30	MT	YABUCOA	PR
38,100	38	MT	JUANA DIAZ	PR	37,800	29	MT	YAUICO	PR

M - Metro Municipio

T - TSA Municipio

These population estimates are based on 1990 Census data, updated to January 1, 2001, 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	438,300	13.8	324	12.7	13.8	438,300	13.8	324	12.7	13.8
18-24	235,900	7.4	191	7.5	7.4	235,900	7.4	191	7.5	7.4
25-34	297,500	9.4	187	7.3	9.4	297,500	9.4	187	7.3	9.4
35-44	240,200	7.6	212	8.3	7.6	240,200	7.6	212	8.3	7.6
45-49	108,800	3.4	80	3.1	3.4	108,800	3.4	80	3.1	3.4
50-54	99,200	3.1	80	3.1	3.1	99,200	3.1	80	3.1	3.1
55-64	149,600	4.7	106	4.1	4.7	149,600	4.7	106	4.1	4.7
65+	172,600	5.4	101	3.9	5.4	172,600	5.4	101	3.9	5.4
18+	1,303,800	41.1	957	37.4	41.1	1,303,800	41.1	957	37.4	41.1
Women										
12-24	427,400	13.5	396	15.5	13.5	427,400	13.5	396	15.5	13.5
18-24	231,000	7.3	236	9.2	7.3	231,000	7.3	236	9.2	7.3
25-34	307,100	9.7	258	10.1	9.7	307,100	9.7	258	10.1	9.7
35-44	275,900	8.7	279	10.9	8.7	275,900	8.7	279	10.9	8.7
45-49	130,000	4.1	115	4.5	4.1	130,000	4.1	115	4.5	4.1
50-54	117,700	3.7	118	4.6	3.7	117,700	3.7	118	4.6	3.7
55-64	178,500	5.6	156	6.1	5.6	178,500	5.6	156	6.1	5.6
65+	229,600	7.2	146	5.7	7.2	229,600	7.2	146	5.7	7.2
18+	1,469,800	46.3	1,308	51.1	46.3	1,469,800	46.3	1,308	51.1	46.3
P18+	2,773,600	87.4	2,265	88.5	87.4	2,773,600	87.4	2,265	88.5	87.4
Teens 12-17	398,800	12.6	293	11.5	12.6	398,800	12.6	293	11.5	12.6
Black P12+	Ethnic control procedures not applied.									
Hispanic P12+	Ethnic control procedures not applied.									
Total P12+	3,172,400		2,558			3,172,400		2,558		

Diary Placement/Return

	Metro	TSA
LST - Est. Usable Households in Sample	0	0
UNL - Est. Usable Households in Sample	2,021	2,021
TOT - Est. Usable Households in Sample	2,021	2,021
LST - Est. Persons in Usable Households	0	0
UNL - Est. Persons in Usable Households	5,452	5,452
TOT - Est. Persons in Usable Households	5,452	5,452
LST - Contacted Households	0	0
UNL - Contacted Households	1,911	1,911
TOT - Contacted Households	1,911	1,911
LST - Households Accepting Diaries	0	0
UNL - Households Accepting Diaries	1,706	1,706
TOT - Households Accepting Diaries	1,706	1,706
LST - Persons Sent Diaries	0	0
UNL - Persons Sent Diaries	4,633	4,633
TOT - Persons Sent Diaries	4,633	4,633
LST - Diaries In-Tab	0	0
UNL - Diaries In-Tab	2,558	2,558
TOT - Diaries In-Tab	2,558	2,558
Metro Sample Target	2,400	
Metro In-Tab/Target Index	107	
Metro Response Rate %	47	

These population estimates are based on 1990 Census data, updated to January 1, 2001, 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

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

- WABA-AM 850**
P O Box 188
Aguadilla, PR 00605
(787) 891-1230 Fax: (787) 882-2282
Format: Nostalgia
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
- WALO-AM 1240**
P O Box 1240
Humacao, PR 00792
(787) 852-1240 Fax: (787) 852-1280
Format: Variety
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Humacao, PR
County/Split Co.: Humacao, PR
Power Day/Night (watts): 1,000/1,000
- 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/Ponce, 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: Pop Contemporary Hit Radi
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Arecibo, PR
County/Split Co.: Arecibo, PR
ERP (watts) / HAAT (meters): 50,000/313
- WEGM-FM 92.1**
Ponce Leon 1607 Cobians #102
San Juan, PR 00909
(787) 723-9210 Fax: (787) 723-6673
Format: Pop Contemporary Hit Radi
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Hormigueros/Myaguez, PR
County/Split Co.: Hormigueros, PR
ERP (watts) / HAAT (meters): 2,000/337
- WAEI-AM 600**
P O Box 1370
Mayaguez, PR 00681
(787) 832-0600 Fax: (787) 792-3140
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): 1,000/1,000
- WAPA-AM 680**
Ave Domenech #134 Urb. Bald
Hato Rey, PR 00918
(787) 750-5920 Fax: (787) 759-9122
Format: News Talk Information
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): 10,000/9,500
- WCMA-FM 96.5**
Cobians Pza102 Pnce Leon1607
San Juan, PR 00909
(787) 723-9210 Fax: (787) 723-6673
Format: Pop Contemporary Hit Radi
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
- WCOM-FM 94.7**
P O Box 949
Guaynabo, PR 00970
(787) 720-5001 Fax: (787) 720-2126
Format: Pop Contemporary Hit Radi
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
City of Lic./Alt City ID: Bayamon, PR
County/Split Co.: Bayamon, PR
ERP (watts) / HAAT (meters): 32,000/542
- 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
- 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 6715
Caguas, PR 00726
(787) 745-9700 Fax: (787) 745-9797
Format: Contemporary Christian
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Cidra/San Juan, 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
- WERR-FM 104.1**
P O Box 29404
San Juan, PR 00929
(787) 751-1310 Fax: (787) 751-6854
Format: Contemporary Christian
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

(s) Station subscribers as of release to print.

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

ABC: ABC Radio Networks
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
KADENA: Super Kadena Network
NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network
WESTWD: Westwood One Radio Network

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

<p>WEXS-AM 610 P O Box 640 Patillas, PR 00723 (787) 839-0610 Fax: (787) 839-0960 Format: Pop Contemporary Hit Radi Sales Rep: IN HOUSE Network: IND City of Lic./Alt City ID: Patillas, PR County/Split Co.: Patillas, PR Power Day/Night (watts): 250/1,000</p>	<p>(s) WFDT-FM 105.5 P O Box 363222 San Juan, PR 00936 (787) 758-1300 Fax: (787) 767-9343 Format: Adult Contemporary Sales Rep: N/A Network: IND City of Lic./Alt City ID: Aguada/Mayaguez, PR County/Split Co.: Aguada, PR ERP (watts) / HAAT (meters): 3,000/316</p>	<p>(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</p>
<p>(s) WJAC-AM 740 P O Box 9023916 San Juan, PR 00902 (787) 798-7878 Fax: (787) 798-9613 Format: All News 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</p>	<p>(s) WJAC-FM 102.5 P O Box 9023916 San Juan, PR 00902 (787) 798-7878 Fax: (787) 798-9613 Format: Adult Contemporary Sales Rep: LOTUS REPS Network: IND City of Lic./Alt City ID: San Juan/Ceiba, PR County/Split Co.: San Juan, PR ERP (watts) / HAAT (meters): 50,000/347</p>	<p>WIDA-AM 1400 P O Box 188 Carolina, PR 00986 (787) 757-1414 Fax: (787) 769-4103 Format: Religious Sales Rep: N/A Network: IND City of Lic./Alt City ID: Carolina, PR County/Split Co.: Carolina, PR Power Day/Night (watts): 1,000/1,000</p>
<p>WIDI-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): 22,000/640</p>	<p>(s) WIOA-FM 99.9 P O Box 949 Guaynabo, PR 00970 (787) 720-5001 Fax: (787) 720-2126 Format: Adult Contemporary Sales Rep: KATZ HISPANIC REPS INC 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</p>	<p>(s) WIOB-FM 97.5 P O Box 1718 Mayaguez, PR 00681 (787) 834-1094 Fax: (787) 265-4090 Format: Adult Contemporary 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</p>
<p>(s) WIOC-FM 105.1 P O Box 7302 Ponce, PR 00732 (787) 842-0166 Fax: (787) 841-6121 Format: Adult Contemporary 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</p>	<p>(s) WISA-AM 1390 P O Box 750 Isabela, PR 00662 (787) 798-7878 Fax: (787) 721-0733 Format: Spanish News/Talk Sales Rep: LOTUS HISPANIC REPS Network: IND City of Lic./Alt City ID: Isabela, PR County/Split Co.: Isabela, PR Power Day/Night (watts): 1,000/1,000</p>	<p>WISO-AM 1260 155 San Antonio St Floral Pk Hato Rey, PR 00917 (787) 842-4124 Fax: (787) 834-2220 Format: News Talk Information Sales Rep: N/A Network: IND City of Lic./Alt City ID: Ponce/Mayaguez, PR County/Split Co.: Ponce, PR Power Day/Night (watts): 1,000/1,000</p>
<p>(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</p>	<p>(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</p>	<p>(s) WKAQ-FM 104.7 P O Box 364668 San Juan, PR 00936 (787) 758-5800 Fax: (787) 763-1854 Format: Pop Contemporary Hit Radi 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</p>

(s) Station subscribers as of release to print

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 WESTWD: Westwood One Radio Network

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) WKFE-AM 1550

G P O Box 363222
San Juan, PR 00936
(787) 856-1320 Fax: (787) 856-4420
Format: Spanish Variety
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: NOTI-U
City of Lic./Alt City ID: Yauco, PR
County/Split Co.: Yauco, PR
Power Day/Night (watts): 250/250

WKJB-AM 710

P O Box 1293
Mayaguez, PR 00681
(787) 834-6666 Fax: (787) 831-6925
Format: News Talk Information
Sales Rep: N/A
Network: RELOJ
City of Lic./Alt City ID: Mayaguez, PR
County/Split Co.: Mayaguez, PR
Power Day/Night (watts): 10,000/750

(s) WKSA-FM 101.5

P O Box 750
Isabela, PR 00662
(787) 798-7878 Fax: (787) 798-2978
Format: Adult Contemporary
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

WKVM-AM 810

Carbonell 415
Hato Rey, PR 00918
(787) 751-1018 Fax: (787) 758-9967
Format: Talk/Personality
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

WLUZ-AM 1600

P O Box 9394
Santurce, PR 00908
(787) 729-1600 Fax: (787) 723-8685
Format: Nostalgia
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

(s) WMEG-FM 106.9

Ponce Leon 1607 Cobians #102
San Juan, PR 00909
(787) 723-9210 Fax: (787) 723-6673
Format: Pop Contemporary Hit Radi
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) WNEL-AM 1430

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Oldies
Sales Rep: CABALLERO SPANISH MEDIA, INC
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

WORO-FM 92.5

415 Calle Carbonell
San Juan, PR 00918
(787) 751-1380 Fax: (787) 758-9967
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

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

(s) 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) WPAB-AM 550

P O Box 7243
Ponce, PR 00732
(787) 840-5550 Fax: (787) 840-7077
Format: News Talk Information
Sales Rep: N/A
Network: CNN
City of Lic./Alt City ID: Ponce, PR
County/Split Co.: Ponce, PR
Power Day/Night (watts): 5,000/5,000

(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

(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

WQBS-AM 870

1508 Calle Bori
San Juan, PR 00927
(787) 756-8700 Fax: (787) 765-0241
Format: All Sports
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 9,600/5,000

(s) Station subscribers as of release to print

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

ABC: ABC Radio Networks
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
KADENA: Super Kadena Network
NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network
WESTWD: Westwood One Radio Network

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(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

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) **WUQK-FM 99.1**

Po Box 364668
San Juan, PR 00936
(787) 758-5800 Fax: 7877631854
Format: Pop Contemporary Hit Radi
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-UJ
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 5,000/2,300

(s) **WVJP-FM 103.3**

Bo Tomas De Castro #2 Km 0.71
Caguas, PR 00725
(787) 743-5790 Fax: (787) 746-6996
Format: Spanish Variety
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: CABALLERO SPANISH MEDIA, INC
Network: NOTI-UJ
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: Pop Contemporary Hit Radi
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**

G P O Box 363222
San Juan, PR 00936
(787) 758-1300 Fax: (787) 767-9343
Format: Adult Contemporary
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): 14,000/789

(s) **WZMT-FM 93.3**

P O Box 949
Ponce, PR 00970
(787) 720-5001 Fax: (787) 720-8748
Format: Spanish Tropical
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
City of Lic./Alt City ID: Ponce, PR
County/Split Co.: Ponce, PR
ERP (watts) / HAAT (meters): 14,500/69

(s) **WZNT-FM 93.7**

P O Box 949
Guaynabo, PR 00970
(787) 720-5001 Fax: (787) 720-2126
Format: Spanish Tropical
Sales Rep: KATZ HISPANIC REPS INC
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

(s) Station subscribers as of release to print

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.

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RELOJ: Radio Reloj Network
WESTWD: Westwood One Radio Network

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

Notations

Metro Market Profile



Metro Household Data are 1990 Census data. (For more information, see "Metro Census Data," Page M8.)

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		

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

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		

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

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		

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

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

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

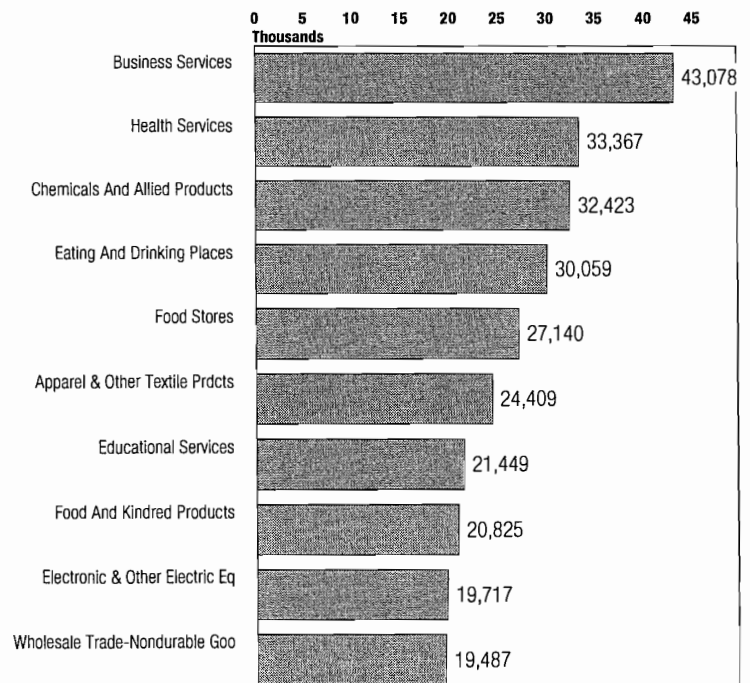
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1997 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	227,374	18
LE VOCERO DE PUERTO RICO	151,948	12
PRIMERA HORA	48,880	4

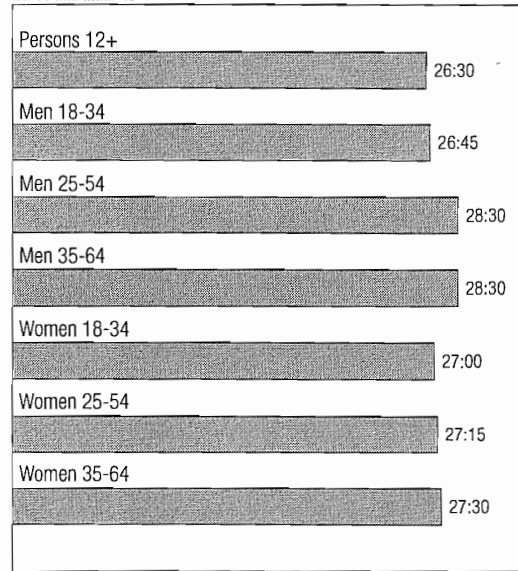
For more information on newspaper data, see Page M8.

Radio Time Spent Listening*

Metro

Mon-Sun 6AM-MID

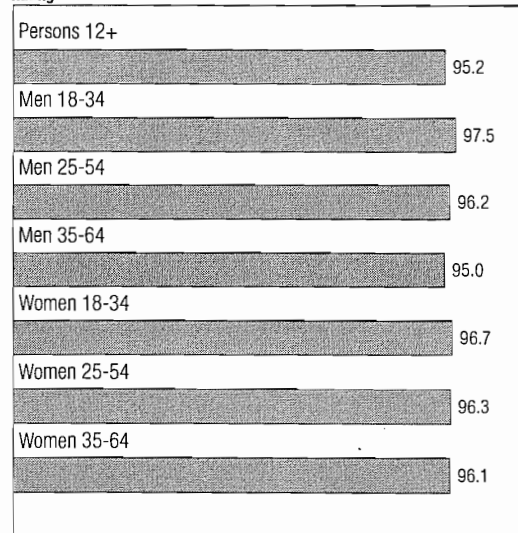
0 6 12 18 24 30
Hours and Minutes



Radio 24-Hour Cume*

Metro

0 20 40 60 80 100
Rating



* Based on Arbitron's Fall 2000 radio survey.

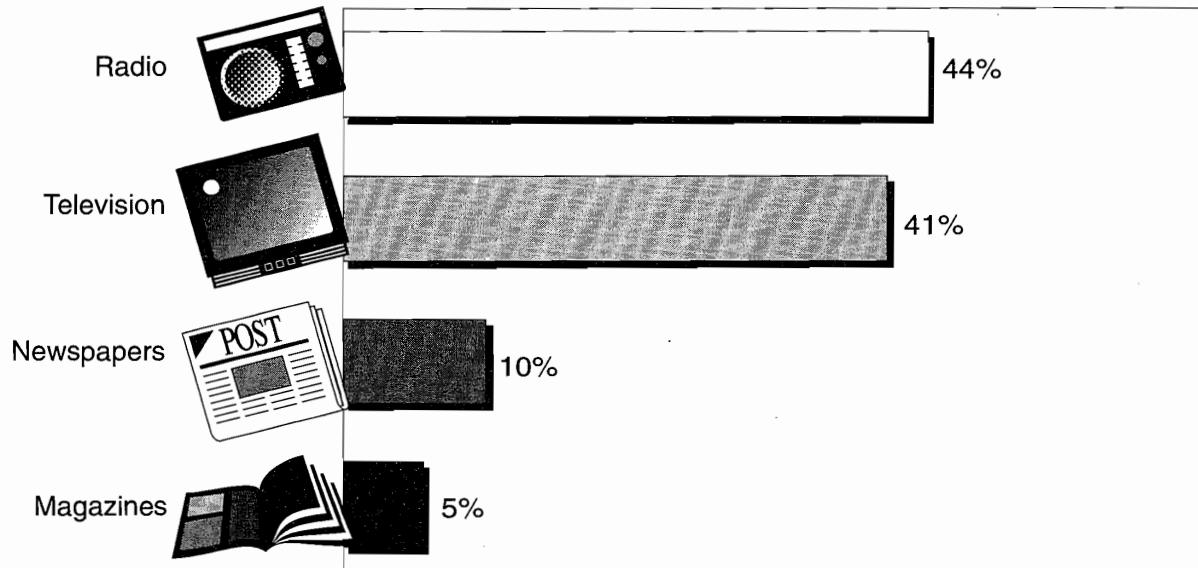
Media Targeting 2000SM

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.

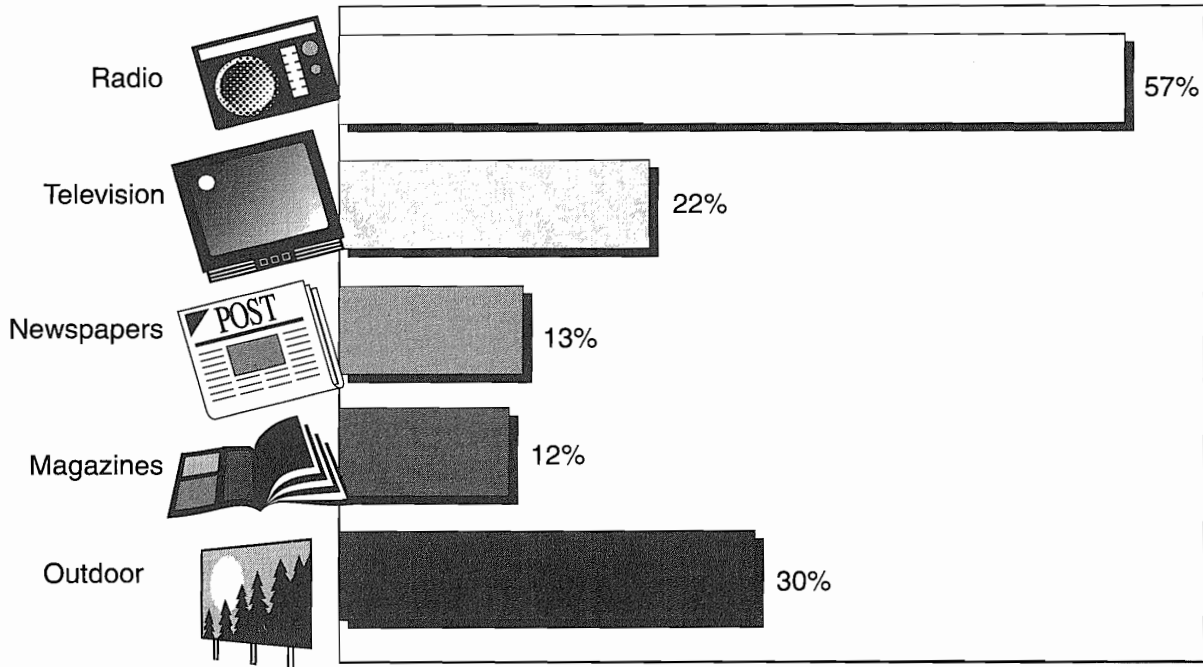
Media Targeting 2000SM

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.

* For the 48 contiguous states of the United States.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

Rating Distortion is defined as: Any activity which Arbitron believes may affect the way diarykeepers record their listening, so that recorded listening differs from actual listening. Rating Distortion includes station activities through which the station has the potential to: learn the identity of diarykeepers; gain access to, or influence over, current or upcoming survey diaries; or prompt the use of diaries for purposes other than those intended by Arbitron. **ARBITRON MAY DELIST FROM ITS REPORTS, COMPUTER MEDIA, 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 "hypoing." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hypoing refers to station activities designed to prompt more actual listenership during the survey period. Rating Distortion is cited under Arbitron's Special Station Activities guidelines; hypoing is not.

Rating Distortion Violations

Rating Distortion Violations may result in a 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 in computer media; and placement of a station's call letters and audience

estimates out of alphabetical sequence, below a special 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 pre-planned, 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 and 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 the cover of the Report and/or on Page 13 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 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.

Increased Frequency/ Effective with the Spring 1999 survey, this market will be measured during the Winter, Spring, Summer and Fall Quarterly surveys. This reflects a change in report frequency from two to four reports per year. This market was also produced as an introductory report for the Summer 1998 survey.

All Households to Receive New Hinged Box Mailers/

Effective Spring 2000, all consenting households will be sent hinged box mailers (in either English-only or bilingual version, as appropriate). Black households with four or more persons will continue to receive the two-piece box that has been used over the past number of years.

The Stations

Current Stations, Call Letter Changes and Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
WFDT-FM	WNNV-FM	FA99	03/22/00
WIDI-FM	WQQZ-FM	SU00 W100 FA99	11/28/00

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

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

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

Network	Stations
Cosmos	WCOM-FM WOYE-FM
Estereotempo	WIOA-FM WIOB-FM WIOC-FM
Fidelity	WFID-FM WFDT-FM WZAR-FM

KQ-105	WKAQ-FM WUKQ-FM
La Nueva X	WXLX-FM WXYX-FM
La Zeta	WCTA-FM WZMT-FM WZNT-FM
Mega Estacion	WEGM-FM WMEG-FM
Cadena WAPA Radio	WAPA-AM WISO-AM
Noti-Uno	WCMN-AM WKFE-AM WLEO-AM WLEY-AM WLRP-AM WMNT-AM WNEL-AM WWNA-AM WPPA-AM WUNO-AM WXEW-AM WZNA-AM

Cadena Radio Puerto Rico	WALO-AM WEKO-AM WIAC-AM WIBS-AM WISA-AM WMSW-AM WPAB-AM
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Radio Reloj	WABA-AM WKAQ-AM WKJB-AM WPJC-AM WOIZ-AM WUKQ-AM WUPR-AM
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Salsoul	WVA-FM WPRM-FM WRIO-FM
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Sistema 102	WIAC-FM WKSA-FM WMIO-FM WYAC-FM
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Super Kadena	WCHQ-AM WENA-AM WGDL-AM WMIA-AM WNRT-FM WORA-AM WPRP-AM WSKN-AM
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Note: Radio Reloj, Super Kadena, and Noti-Uno are also included in the list of network affiliations appearing on page 5 of this report. National and regional networks are included in that list based on the number of affiliates, Metro status of affiliates, and similar relevant factors.

Alternate Delivery Systems/ Starting with the Spring 2000 Survey, diary credit may be assigned to radio stations listed in this *Radio Market Report* for diary entries that record listening to a station through an alternate delivery system, such as a computer or an internet appliance. The process of the digitization, encoding, and distribution of a radio broadcast for access via the use of an alternate delivery system is known as "streaming." Some of the stations listed in this *Radio Market Report* that stream their broadcasts may be utilizing "ad-insertion" technology that removes the commercial content of the over the air broadcast from the stream and then inserts other commercial content, or enhanced commercial content, into the stream. Information collected from Arbitron Station Information Packets, callback studies, and streaming technology providers demonstrates that the use of ad-insertion technology is not widespread at this time. The user of this report should be advised that the radio listening estimates published in this *Radio Market Report* may include diary credit that reflects listening to a station's stream, and that the diarykeeper may not have listened to the same local commercial content in the stream as was in the over the air broadcast.

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 '00	26	407	.1	.4	37	167	.1	.4	20	145	.1	.3	15	54	.2	.2	28	165	.1	.7
SU '00	48	554	.2	.8	26	152	.1	.3	30	222	.1	.4	28	137	.1	.4	87	216	.3	2.7
SP '00	23	435	.1	.4	44	189	.1	.4	20	228	.1	.3	9	113	.1	.1	22	160	.1	.6
WI '00	46	448	.1	.7	116	316	.4	1.1	47	245	.2	.7	7	60	.1	.1	39	147	.1	1.1
4-Book	36	461	.1	.6	56	206	.2	.6	29	210	.1	.4	15	91	.2	.2	44	172	.2	1.3
FA '99	35	572	.1	.6	65	350	.2	.7	25	178	.1	.4	38	228	.1	.6	32	202	.1	1.0
Wael-AM																				
FA '00	53	631	.2	.8	86	392	.3	.9	76	279	.2	1.1	61	224	.2	.9	11	107		.3
SU '00	43	673	.1	.7	60	234	.2	.6	37	219	.1	.5	61	416	.2	.9	39	307	.1	1.2
SP '00	75	753	.2	1.2	110	433	.4	1.1	96	378	.3	1.3	70	323	.2	1.0	51	275	.2	1.5
WI '00	25	551	.1	.4	34	173	.1	.3	30	233	.1	.4	18	214	.1	.3	26	149	.1	.8
4-Book	49	652	.2	.8	73	308	.3	.7	60	277	.2	.8	53	294	.2	.8	32	210	.1	1.0
FA '99	16	327	.1	.3	25	199	.1	.3	16	162	.1	.2	21	145	.1	.3	8	67		.2
Wael-FM																				
FA '00	74	1405	.2	1.2	67	493	.2	.7	142	925	.4	2.0	50	507	.2	.7	41	364	.1	1.1
SU '00	62	1339	.2	1.0	62	432	.2	.6	117	833	.4	1.6	43	418	.1	.6	32	294	.1	1.0
SP '00	39	920	.1	.6	42	374	.1	.4	63	468	.2	.9	27	304	.1	.4	20	191	.1	.6
WI '00	78	1192	.2	1.2	87	464	.3	.8	124	830	.4	1.7	64	547	.2	.9	36	298	.1	1.1
4-Book	63	1214	.2	1.0	65	441	.2	.6	112	764	.4	1.6	46	444	.2	.7	32	287	.1	1.0
FA '99	58	1433	.2	1.0	39	397	.1	.4	117	971	.4	1.7	40	456	.1	.6	28	314	.1	.9
WALO-AM																				
FA '00	19	247	.1	.3	52	123	.2	.5	25	138	.1	.4	17	120	.1	.3	3	54		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	16	249	.1	.3	29	124	.1	.3	19	98	.1	.3	13	100		.2	8	54		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	18	353	.1	.3	46	193	.1	.5	24	119	.1	.4	8	89		.1	2	36		.1
WAPA-AM																				
FA '00	* 171	1860	.5	2.7	292	1032	.9	2.9	227	1053	.7	3.2	132	641	.4	2.0	* 111	452	.3	3.0
SU '00	166	1807	.5	2.6	283	1109	.9	2.8	207	1012	.7	2.8	158	725	.5	2.3	119	548	.4	3.7
SP '00	184	1834	.6	2.9	312	1173	1.0	3.1	230	1109	.7	3.2	156	788	.5	2.3	127	590	.4	3.7
WI '00	157	2254	.5	2.5	264	1212	.8	2.6	187	1260	.6	2.6	153	1071	.5	2.2	106	627	.3	3.1
4-Book	170	1939	.5	2.7	288	1132	.9	2.9	213	1109	.7	3.0	150	806	.5	2.2	116	554	.4	3.4
FA '99	126	1763	.4	2.1	263	1111	.8	2.7	163	908	.5	2.4	90	611	.3	1.4	38	336	.1	1.2
WBRQ-FM																				
FA '00	58	936	.2	.9	50	399	.2	.5	70	455	.2	1.0	77	536	.2	1.1	49	291	.2	1.3
SU '00	41	812	.1	.6	40	352	.1	.4	41	386	.1	.6	49	331	.2	.7	21	276	.1	.7
SP '00	26	666	.1	.4	22	249	.1	.2	25	310	.1	.3	34	356	.1	.5	23	207	.1	.7
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	76	1604	.2	1.2	98	716	.3	1.0	79	643	.2	1.1	74	646	.2	1.1	76	582	.2	2.0
SU '00	86	1834	.3	1.4	122	858	.4	1.2	115	863	.4	1.6	114	936	.4	1.7	40	640	.1	1.2
SP '00	69	1689	.2	1.1	97	702	.3	1.0	84	724	.3	1.2	60	712	.2	.9	52	631	.2	1.5
WI '00	74	1446	.2	1.2	93	656	.3	.9	74	683	.2	1.0	85	735	.3	1.2	69	578	.2	2.0
4-Book	76	1643	.2	1.2	103	733	.3	1.0	88	728	.3	1.2	83	757	.3	1.2	59	608	.2	1.7
FA '99	96	1778	.3	1.6	115	834	.4	1.2	111	857	.4	1.6	110	902	.4	1.7	76	684	.2	2.4
WCMA-FM																				
FA '00	208	3128	.7	3.3	248	1335	.8	2.5	291	1537	.9	4.1	287	1778	.9	4.3	121	1158	.4	3.2
SU '00	113	2660	.4	1.8	140	1097	.4	1.4	145	1242	.5	2.0	123	1054	.4	1.8	70	727	.2	2.2
SP '00	185	3269	.6	2.9	261	1458	.8	2.6	220	1691	.7	3.0	226	1559	.7	3.4	89	797	.3	2.6
WI '00	209	3524	.7	3.3	254	1593	.8	2.5	302	1954	1.0	4.2	219	1521	.7	3.2	112	1194	.4	3.3
4-Book	179	3145	.6	2.8	226	1371	.7	2.3	240	1606	.8	3.3	214	1478	.7	3.2	98	969	.3	2.8
FA '99	227	4032	.7	3.7	254	1767	.8	2.6	286	1869	.9	4.2	269	2008	.9	4.2	122	1220	.4	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

Target Listener Trends - Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WCMN-AM																			
FA '00	51	710	.2	.8	100	383	.3	1.0	93	355	.3	1.3	45	313	.1	.7	14	143		.4
SU '00	58	659	.2	.9	115	417	.4	1.2	102	424	.3	1.4	29	240	.1	.4	11	82		.3
SP '00	40	540	.1	.6	113	357	.4	1.1	50	286	.2	.7	14	149		.2	5	54		.1
WI '00	48	709	.2	.8	102	425	.3	1.0	82	355	.3	1.1	47	234	.2	.7	10	124		.3
4-Book	49	655	.2	.8	108	396	.4	1.1	82	355	.3	1.1	34	234	.1	.5	10	101		.3
FA '99	63	731	.2	1.0	125	547	.4	1.3	68	302	.2	1.0	43	218	.1	.7	40	130	.1	1.2
WCMN-FM																				
FA '00	106	1706	.3	1.7	159	875	.5	1.6	126	967	.4	1.8	115	911	.4	1.7	54	557	.2	1.4
SU '00	98	1414	.3	1.6	113	659	.4	1.1	111	791	.4	1.5	121	736	.4	1.8	60	490	.2	1.9
SP '00	58	1175	.2	.9	77	533	.2	.8	59	583	.2	.8	65	552	.2	1.0	39	365	.1	1.1
WI '00	91	1492	.3	1.4	125	638	.4	1.2	146	723	.5	2.0	81	660	.3	1.2	28	332	.1	.8
4-Book	88	1447	.3	1.4	119	676	.4	1.2	111	766	.4	1.5	96	715	.3	1.4	45	436	.2	1.3
FA '99	106	1495	.3	1.7	139	702	.4	1.4	104	839	.3	1.5	117	777	.4	1.8	69	467	.2	2.1
WCOM-FM																				
FA '00	117	2786	.4	1.8	301	1343	.9	3.0	111	1086	.3	1.6	86	861	.3	1.3	50	553	.2	1.3
SU '00	101	2648	.3	1.6	286	1336	.9	2.9	118	1249	.4	1.6	58	763	.2	.8	33	452	.1	1.0
SP '00	134	3198	.4	2.1	282	1534	.9	2.8	134	1293	.4	1.8	107	1068	.3	1.6	75	724	.2	2.2
WI '00	109	2944	.3	1.7	245	1423	.8	2.4	85	1007	.3	1.2	93	920	.3	1.3	68	786	.2	2.0
4-Book	115	2894	.4	1.8	279	1409	.9	2.8	112	1159	.4	1.6	86	903	.3	1.3	57	629	.2	1.6
FA '99	147	3405	.5	2.4	264	1554	.8	2.7	114	1433	.4	1.7	141	1439	.5	2.2	105	1048	.3	3.3
WCTA-FM																				
FA '00	72	1077	.2	1.1	45	368	.1	.4	88	497	.3	1.2	61	369	.2	.9	30	220	.1	.8
SU '00	65	1047	.2	1.0	42	339	.1	.4	91	623	.3	1.2	74	397	.2	1.1	24	264	.1	.7
SP '00	84	1217	.3	1.3	55	382	.2	.5	107	618	.3	1.5	103	611	.3	1.5	62	427	.2	1.8
WI '00	75	1433	.2	1.2	62	366	.2	.6	110	691	.4	1.5	92	643	.3	1.3	44	418	.1	1.3
4-Book	74	1194	.2	1.2	51	364	.2	.5	99	607	.3	1.4	83	505	.3	1.2	40	332	.1	1.2
FA '99	76	1322	.2	1.2	82	523	.3	.8	80	697	.3	1.2	95	467	.3	1.5	55	305	.2	1.7
WEGM-FM																				
FA '00	53	872	.2	.8	67	478	.2	.7	38	412	.1	.5	77	489	.2	1.1	33	385	.1	.9
SU '00	41	963	.1	.6	37	396	.1	.4	36	391	.1	.5	80	372	.3	1.2	17	228	.1	.5
SP '00	51	792	.2	.8	56	382	.2	.6	60	435	.2	.8	82	549	.3	1.2	20	243	.1	.6
WI '00	73	912	.2	1.2	80	550	.3	.8	59	473	.2	.8	97	542	.3	1.4	66	348	.2	1.9
4-Book	55	885	.2	.9	60	452	.2	.6	48	428	.2	.7	84	488	.3	1.2	34	301	.1	1.0
FA '99	49	713	.2	.8	69	379	.2	.7	48	351	.2	.7	61	371	.2	.9	21	180	.1	.7
WENA-AM																				
FA '00	22	212	.1	.3	37	124	.1	.4	34	109	.1	.5	8	41		.1	13	64		.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	32	758	.1	.5	32	379	.1	.3	36	312	.1	.5	43	353	.1	.6	32	272	.1	.9
SU '00	52	1167	.2	.8	87	545	.3	.9	60	537	.2	.8	44	430	.1	.6	40	296	.1	1.2
SP '00	42	1140	.1	.7	84	550	.3	.8	56	462	.2	.8	24	373	.1	.4	24	272	.1	.7
WI '00	58	1102	.2	.9	84	625	.3	.8	76	578	.2	1.1	51	324	.2	.7	37	329	.1	1.1
4-Book	46	1042	.2	.7	72	525	.3	.7	57	472	.2	.8	41	370	.1	.6	33	292	.1	1.0
FA '99	38	843	.1	.6	36	349	.1	.4	55	433	.2	.8	48	358	.2	.7	23	322	.1	.7
WEXS-AM																				
FA '00	27	181	.1	.4	67	98	.2	.7	35	110	.1	.5	6	58		.1	6	28		.2
SU '00	19	165	.1	.3	46	154	.1	.5	17	70	.1	.2	9	70		.1	5	37		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
+WFDT-FM																				
FA '00	18	299	.1	.3	22	181	.1	.2	31	162	.1	.4	21	152	.1	.3	17	136	.1	.5
SU '00	17	280	.1	.3	12	75		.1	25	151	.1	.3	26	137	.1	.4	7	98		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	41	350	.1	.7	40	247	.1	.4	32	169	.1	.4	60	243	.2	.9	32	156	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	31	412	.1	.5	53	244	.2	.5	30	256	.1	.4	21	138	.1	.3	21	186	.1	.7
WFID-FM																				
FA '00	255	3538	.8	4.0	287	1595	.9	2.8	370	1597	1.2	5.2	284	1798	.9	4.2	171	1343	.5	4.6
SU '00	286	3881	.9	4.5	387	1767	1.2	3.9	435	2063	1.4	5.9	336	1778	1.1	4.9	159	1213	.5	5.0
SP '00	279	3805	.9	4.4	361	1585	1.2	3.6	409	1965	1.3	5.6	346	1900	1.1	5.2	175	1510	.6	5.1
WI '00	299	3925	1.0	4.7	344	1805	1.1	3.4	404	1902	1.3	5.7	366	1975	1.2	5.3	224	1432	.7	6.6
4-Book	280	3787	.9	4.4	345	1688	1.1	3.4	405	1882	1.3	5.6	333	1863	1.1	4.9	182	1375	.6	5.3
FA '99	225	3979	.7	3.7	264	1641	.8	2.7	283	1986	.9	4.1	245	1868	.8	3.8	155	1473	.5	4.8
WIAC-AM																				
FA '00	44	801	.1	.7	92	492	.3	.9	58	346	.2	.8	32	197	.1	.5	23	107	.1	.6
SU '00	51	1038	.2	.8	99	557	.3	1.0	80	443	.3	1.1	41	247	.1	.6	10	111		.3
SP '00	50	924	.2	.8	103	519	.3	1.0	61	461	.2	.8	40	251	.1	.6	16	124	.1	.5
WI '00	68	1279	.2	1.1	163	763	.5	1.6	64	590	.2	.9	73	447	.2	1.1	22	235	.1	.6
4-Book	53	1011	.2	.9	114	583	.4	1.1	66	460	.2	.9	47	286	.1	.7	18	144	.1	.5
FA '99	59	1053	.2	1.0	139	560	.4	1.4	71	485	.2	1.0	43	297	.1	.7	16	180	.1	.5
WIAC-FM																				
FA '00	153	3567	.5	2.4	302	1649	1.0	3.0	168	1358	.5	2.4	167	1535	.5	2.5	75	806	.2	2.0
SU '00	221	4117	.7	3.5	404	1888	1.3	4.1	310	1818	1.0	4.2	213	1519	.7	3.1	111	1044	.4	3.5
SP '00	193	3751	.6	3.1	427	1965	1.4	4.3	207	1485	.7	2.8	175	1373	.6	2.6	99	1088	.3	2.9
WI '00	200	4100	.6	3.2	414	1960	1.3	4.0	224	1760	.7	3.1	180	1409	.6	2.6	122	1062	.4	3.6
4-Book	192	3884	.6	3.1	387	1866	1.3	3.9	227	1605	.7	3.1	184	1459	.6	2.7	102	1000	.3	3.0
FA '99	199	4066	.6	3.3	350	2111	1.1	3.6	264	1849	.8	3.9	197	1737	.6	3.1	84	954	.3	2.6
WIDA-AM																				
FA '00	19	169	.1	.3	16	82	.1	.2	17	73	.1	.2	19	95	.1	.3	20	68	.1	.5
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	16	363	.1	.3	27	151	.1	.3	27	192	.1	.4	7	136		.1	7	99		.2
SU '00	27	380	.1	.4	32	143	.1	.3	49	168	.2	.7	28	224	.1	.4	15	106		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	464	.1	.4	37	191	.1	.4	37	197	.1	.5	30	199	.1	.4	18	153	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	25	374	.1	.4	33	168	.1	.3	42	192	.1	.6	28	140	.1	.4	15	113		.5
WIOA-FM																				
FA '00	231	3525	.7	3.6	305	1546	1.0	3.0	345	1702	1.1	4.8	211	1498	.7	3.1	134	1012	.4	3.6
SU '00	178	3484	.6	2.8	279	1480	.9	2.8	261	1590	.8	3.5	169	1407	.5	2.5	111	1001	.4	3.5
SP '00	149	3016	.5	2.4	209	1362	.7	2.1	226	1512	.7	3.1	149	1178	.5	2.2	72	726	.2	2.1
WI '00	114	2670	.4	1.8	183	1213	.6	1.8	150	1160	.5	2.1	125	1168	.4	1.8	63	649	.2	1.9
4-Book	168	3174	.6	2.7	244	1400	.8	2.4	246	1491	.8	3.4	164	1313	.5	2.4	95	847	.3	2.8
FA '99	159	3107	.5	2.6	233	1363	.7	2.4	219	1353	.7	3.2	183	1389	.6	2.8	80	935	.3	2.5
WIOB-FM																				
FA '00	135	1722	.4	2.1	174	796	.5	1.7	181	892	.6	2.5	135	762	.4	2.0	103	703	.3	2.8
SU '00	76	1289	.2	1.2	91	624	.3	.9	125	635	.4	1.7	84	545	.3	1.2	33	260	.1	1.0
SP '00	91	1209	.3	1.4	119	630	.4	1.2	130	725	.4	1.8	97	609	.3	1.5	54	307	.2	1.6
WI '00	80	1214	.3	1.3	113	556	.4	1.1	104	594	.3	1.5	110	581	.4	1.6	33	376	.1	1.0
4-Book	96	1359	.3	1.5	124	652	.4	1.2	135	712	.4	1.9	107	624	.4	1.6	56	412	.2	1.6
FA '99	70	1307	.2	1.2	104	652	.3	1.1	97	588	.3	1.4	66	492	.2	1.0	45	395	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WIOC-FM																				
FA '00	66	949	.2	1.0	86	465	.3	.9	87	423	.3	1.2	51	442	.2	.8	49	314	.2	1.3
SU '00	53	794	.2	.8	55	301	.2	.6	51	402	.2	.7	55	368	.2	.8	44	241	.1	1.4
SP '00	55	743	.2	.9	55	301	.2	.5	67	356	.2	.9	56	333	.2	.8	58	338	.2	1.7
WI '00	44	721	.1	.7	57	283	.2	.6	60	312	.2	.8	49	289	.2	.7	18	234	.1	.5
4-Book	55	802	.2	.9	63	338	.2	.7	66	373	.2	.9	53	358	.2	.8	42	282	.2	1.2
FA '99	70	1011	.2	1.2	127	665	.4	1.3	91	669	.3	1.3	65	503	.2	1.0	23	272	.1	.7
WISA-AM																				
FA '00	19	185	.1	.3	28	172	.1	.3	48	126	.2	.7	9	72	.1		7	85	.2	
SU '00	19	270	.1	.3	52	154	.2	.5	28	184	.1	.4	2	45			6	63		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	20	309	.1	.3	37	217	.1	.4	21	147	.1	.3	8	94	.1		20	129	.1	.6
WISO-AM																				
FA '00	* 28	304	.1	.4	44	171	.1	.4	22	175	.1	.3	29	131	.1	.4	* 29	85	.1	.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	27	223	.1	.4	34	136	.1	.3	30	147	.1	.4	21	94	.1	.3	35	94	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	153	2156	.5	2.4	420	1405	1.3	4.2	107	695	.3	1.5	191	1043	.6	2.8	37	308	.1	1.0
SU '00	156	1903	.5	2.5	410	1199	1.3	4.1	140	818	.4	1.9	188	1042	.6	2.7	29	322	.1	.9
SP '00	139	1836	.4	2.2	329	1094	1.1	3.3	126	732	.4	1.7	164	826	.5	2.5	54	305	.2	1.6
WI '00	130	1927	.4	2.1	320	1206	1.0	3.1	112	726	.4	1.6	167	1036	.5	2.4	46	426	.1	1.4
4-Book	145	1956	.5	2.3	370	1226	1.2	3.7	121	743	.4	1.7	178	987	.6	2.6	42	340	.1	1.2
FA '99	115	1755	.4	1.9	314	1020	1.0	3.2	109	705	.3	1.6	126	823	.4	2.0	21	182	.1	.7
WKAQ-AM																				
FA '00	253	3585	.8	4.0	466	2201	1.5	4.6	196	1319	.6	2.7	381	1694	1.2	5.7	172	1191	.5	4.6
SU '00	393	4624	1.3	6.2	726	2870	2.3	7.3	361	1870	1.2	4.9	576	2327	1.8	8.4	262	1704	.8	8.2
SP '00	264	3763	.8	4.2	492	2245	1.6	4.9	259	1417	.8	3.6	377	1719	1.2	5.6	171	1134	.5	5.0
WI '00	305	3898	1.0	4.8	482	2220	1.5	4.7	321	1578	1.0	4.5	462	2119	1.5	6.7	214	1418	.7	6.3
4-Book	304	3968	1.0	4.8	542	2384	1.7	5.4	284	1546	.9	3.9	449	1965	1.4	6.6	205	1362	.6	6.0
FA '99	311	4071	1.0	5.1	472	2318	1.5	4.8	310	1961	1.0	4.5	463	2114	1.5	7.2	280	1754	.9	8.7
WKAQ-FM																				
FA '00	344	5951	1.1	5.4	411	2734	1.3	4.1	416	2952	1.3	5.8	403	2834	1.3	6.0	179	1821	.6	4.8
SU '00	315	5744	1.0	5.0	344	2271	1.1	3.5	414	2759	1.3	5.6	352	2564	1.1	5.1	164	1752	.5	5.1
SP '00	372	6951	1.2	5.9	410	2915	1.3	4.1	521	3824	1.7	7.2	441	3535	1.4	6.6	169	2050	.5	5.0
WI '00	286	5840	.9	4.5	292	2224	.9	2.8	332	2984	1.1	4.7	368	2749	1.2	5.3	163	1716	.5	4.8
4-Book	329	6122	1.1	5.2	364	2536	1.2	3.6	421	3130	1.4	5.8	391	2921	1.3	5.8	169	1835	.5	4.9
FA '99	340	6755	1.1	5.6	387	3041	1.2	3.9	452	3362	1.4	6.6	323	2847	1.0	5.0	198	2250	.6	6.2
WKFE-AM																				
FA '00	16	181	.1	.3	34	136	.1	.3	19	72	.1	.3	13	56	.2		4	24	.1	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	27	219	.1	.4	58	198	.2	.6	40	142	.1	.5	20	26	.1	.3	7	7		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 24	359	.1	.4	62	193	.2	.6	21	125	.1	.3	21	135	.1	.3	* 2	42	.1	
SU '00	21	506	.1	.3	20	85	.1	.2	23	199	.1	.3	17	126	.1	.2	6	85	.2	
SP '00	24	527	.1	.4	23	202	.1	.2	10	132		.1	55	213	.2	.8	33	178	.1	1.0
WI '00	22	380	.1	.3	23	163	.1	.2	33	172	.1	.5	27	126	.1	.4	12	59		.4
4-Book	23	443	.1	.4	32	161	.1	.3	22	157	.1	.3	30	150	.1	.4	13	91	.4	
FA '99	20	520	.1	.3	34	277	.1	.3	37	204	.1	.5	21	170	.1	.3	3	44		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Persons 12+																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 '00		38	839	.1	.6	49	311	.2	.5	38	378	.1	.5	41	348	.1	.6	38	373	.1	1.0
SU '00		35	563	.1	.6	38	311	.1	.4	42	308	.1	.6	14	46		.2	**	**	**	**
SP '00		61	731	.2	1.0	80	456	.3	.8	60	305	.2	.8	22	117	.1	.3	**	**	**	**
WI '00		53	483	.2	.8	73	294	.2	.7	55	314	.2	.8	16	71	.1	.2	**	**	**	**
4-Book		47	654	.2	.8	60	343	.2	.6	49	326	.2	.7	23	146	.1	.3	**	**	**	**
FA '99		90	893	.3	1.5	105	523	.3	1.1	100	438	.3	1.5	37	140	.1	.6	**	**	**	**
WKVM-AM																					
FA '00		57	697	.2	.9	75	316	.2	.7	45	302	.1	.6	47	238	.1	.7	51	257	.2	1.4
SU '00		51	696	.2	.8	55	186	.2	.6	32	253	.1	.4	50	304	.2	.7	36	167	.1	1.1
SP '00		40	560	.1	.6	51	139	.2	.5	32	102	.1	.4	35	220	.1	.5	39	254	.1	1.1
WI '00		77	852	.2	1.2	166	454	.5	1.6	69	285	.2	1.0	73	312	.2	1.1	26	162	.1	.8
4-Book		56	701	.2	.9	87	274	.3	.9	45	236	.1	.6	51	269	.2	.8	38	210	.1	1.1
FA '99		22	745	.1	.4	22	168	.1	.2	12	206		.2	12	133		.2	27	230	.1	.8
WLUZ-AM																					
FA '00		45	564	.1	.7	126	342	.4	1.2	44	250	.1	.6	28	189	.1	.4	28	129	.1	.7
SU '00		41	488	.1	.6	145	313	.5	1.5	34	239	.1	.5	24	135	.1	.4	16	85	.1	.5
SP '00		53	482	.2	.8	142	342	.5	1.4	68	196	.2	.9	35	153	.1	.5	23	105	.1	.7
WI '00		55	556	.2	.9	215	471	.7	2.1	56	166	.2	.8	13	89		.2	12	48		.4
4-Book		49	523	.2	.8	157	367	.5	1.6	51	213	.2	.7	25	142	.1	.4	20	92	.1	.6
FA '99		29	386	.1	.5	92	284	.3	.9	13	90		.2	7	57		.1	16	51	.1	.5
WMEG-FM																					
FA '00		245	4638	.8	3.8	319	2206	1.0	3.2	201	1895	.6	2.8	319	2532	1.0	4.7	186	1660	.6	5.0
SU '00		277	4494	.9	4.4	240	1760	.8	2.4	237	1904	.8	3.2	486	2646	1.6	7.1	222	1666	.7	6.9
SP '00		325	5088	1.0	5.2	327	2311	1.0	3.3	290	2204	.9	4.0	490	2888	1.6	7.3	248	1894	.8	7.3
WI '00		237	3769	.8	3.8	199	1376	.6	1.9	239	1374	.8	3.3	398	1938	1.3	5.8	158	1387	.5	4.7
4-Book		271	4497	.9	4.3	271	1913	.9	2.7	242	1844	.8	3.3	423	2501	1.4	6.2	204	1652	.7	6.0
FA '99		234	4354	.7	3.8	263	1640	.8	2.7	170	1681	.5	2.5	321	2282	1.0	5.0	185	1592	.6	5.8
WNEL-AM																					
FA '00		52	687	.2	.8	64	315	.2	.6	69	379	.2	1.0	35	310	.1	.5	31	196	.1	.8
SU '00		28	598	.1	.4	74	356	.2	.7	15	131		.2	13	108		.2	15	114		.5
SP '00		21	486	.1	.3	22	160	.1	.2	25	107	.1	.3	15	109		.2	8	102		.2
WI '00		32	451	.1	.5	24	149	.1	.2	52	219	.2	.7	25	132	.1	.4	19	119	.1	.6
4-Book		33	556	.1	.5	46	245	.2	.4	40	209	.1	.6	22	165	.1	.3	18	133	.1	.5
FA '99		23	362	.1	.4	56	181	.2	.6	28	171	.1	.4	19	164	.1	.3	1	36		
WNRT-FM																					
FA '00		72	1021	.2	1.1	111	522	.3	1.1	64	500	.2	.9	59	384	.2	.9	71	431	.2	1.9
SU '00		72	1095	.2	1.1	87	564	.3	.9	92	517	.3	1.2	74	540	.2	1.1	55	408	.2	1.7
SP '00		96	1469	.3	1.5	180	795	.6	1.8	98	647	.3	1.3	60	419	.2	.9	67	473	.2	2.0
WI '00		142	1331	.5	2.3	228	824	.7	2.2	172	708	.6	2.4	134	610	.4	1.9	101	439	.3	3.0
4-Book		96	1229	.3	1.5	152	676	.5	1.5	107	593	.4	1.5	82	488	.3	1.2	74	438	.2	2.2
FA '99		66	1068	.2	1.1	100	591	.3	1.0	70	597	.2	1.0	83	542	.3	1.3	43	417	.1	1.3
WORD-FM																					
FA '00		153	2528	.5	2.4	105	949	.3	1.0	194	1298	.6	2.7	121	918	.4	1.8	72	594	.2	1.9
SU '00		234	2814	.7	3.7	152	980	.5	1.5	258	1328	.8	3.5	168	932	.5	2.5	**	**	**	**
SP '00		208	3095	.7	3.3	208	1250	.7	2.1	271	1301	.9	3.7	187	1118	.6	2.8	71	662	.2	2.1
WI '00		134	2663	.4	2.1	138	937	.4	1.3	134	1064	.4	1.9	143	946	.5	2.1	85	519	.3	2.5
4-Book		182	2775	.6	2.9	151	1029	.5	1.5	214	1248	.7	3.0	155	979	.5	2.3	**	**	**	**
FA '99		137	2638	.4	2.3	126	862	.4	1.3	181	1078	.6	2.6	130	911	.4	2.0	39	376	.1	1.2
WOSO-AM																					
FA '00		34	375	.1	.5	67	265	.2	.7	54	250	.2	.8	39	216	.1	.6	11	119		.3
SU '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		29	349	.1	.5	72	258	.2	.7	28	257	.1	.4	24	200	.1	.3	15	159		.4
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WOYE-FM																				
FA '00	87	2400	.3	1.4	155	1072	.5	1.5	69	915	.2	1.0	100	881	.3	1.5	49	600	.2	1.3
SU '00	113	2287	.4	1.8	167	975	.5	1.7	104	1066	.3	1.4	126	1013	.4	1.8	73	474	.2	2.3
SP '00	143	2597	.5	2.3	261	1389	.8	2.6	147	1300	.5	2.0	126	1048	.4	1.9	75	764	.2	2.2
WI '00	132	2492	.4	2.1	211	1222	.7	2.1	124	1169	.4	1.7	115	1056	.4	1.7	88	706	.3	2.6
4-Book	119	2444	.4	1.9	199	1165	.6	2.0	111	1113	.4	1.5	117	1000	.4	1.7	71	636	.2	2.1
FA '99	141	3235	.5	2.3	231	1633	.7	2.4	169	1442	.5	2.5	130	1236	.4	2.0	80	973	.3	2.5
WPAB-AM																				
FA '00	41	681	.1	.6	74	321	.2	.7	42	372	.1	.6	27	168	.1	.4	37	117	.1	1.0
SU '00	59	833	.2	.9	138	391	.4	1.4	78	553	.2	1.1	38	242	.1	.6	24	119	.1	.7
SP '00	52	860	.2	.8	94	348	.3	.9	101	484	.3	1.4	31	240	.1	.5	25	156	.1	.7
WI '00	68	1104	.2	1.1	66	421	.2	.6	108	699	.3	1.5	76	393	.2	1.1	59	322	.2	1.7
4-Book	55	870	.2	.9	93	370	.3	.9	82	527	.2	1.2	43	261	.1	.7	36	179	.1	1.0
FA '99	74	941	.2	1.2	131	628	.4	1.3	71	529	.2	1.0	62	283	.2	1.0	54	312	.2	1.7
WPRM-FM																				
FA '00	667	7214	2.1	10.5	1799	5229	5.7	17.8	513	2577	1.6	7.2	827	3721	2.6	12.3	195	1452	.6	5.2
SU '00	546	6774	1.7	8.6	1583	4714	5.1	15.9	451	2503	1.4	6.1	681	3516	2.2	10.0	96	998	.3	3.0
SP '00	565	7159	1.8	9.0	1507	4704	4.8	15.1	464	2847	1.5	6.4	734	4051	2.4	11.0	140	1148	.4	4.1
WI '00	591	7248	1.9	9.4	1644	5067	5.3	16.0	443	2653	1.4	6.2	761	3696	2.4	11.0	132	1109	.4	3.9
4-Book	592	7099	1.9	9.4	1633	4929	5.2	16.2	468	2645	1.5	6.5	751	3746	2.4	11.1	141	1177	.4	4.1
FA '99	650	8061	2.1	10.7	1657	5465	5.3	16.9	470	2802	1.5	6.9	933	4622	3.0	14.5	166	1495	.5	5.2
WPRP-AM																				
FA '00	18	326	.1	.3	18	91	.1	.2	30	159	.1	.4	5	37	.1	.1	5	45	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	37	448	.1	.6	51	209	.2	.5	61	225	.2	.9	30	219	.1	.4	10	94	.1	.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	16	447	.1	.3	21	124	.1	.2	20	213	.1	.3	14	102	.2	.2	15	110	.1	.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	66	827	.2	1.0	214	630	.7	2.1	36	294	.1	.5	63	257	.2	.9	19	154	.1	.5
SU '00	64	972	.2	1.0	178	700	.6	1.8	49	371	.2	.7	74	335	.2	1.1	13	163	.1	.4
SP '00	71	893	.2	1.1	188	605	.6	1.9	67	382	.2	.9	72	385	.2	1.1	10	111	.1	.3
WI '00	80	1160	.3	1.3	232	798	.7	2.3	58	389	.2	.8	88	507	.3	1.3	8	113	.1	.2
4-Book	70	963	.2	1.1	203	683	.7	2.0	53	359	.2	.7	74	371	.2	1.1	13	135	.1	.4
FA '99	64	1059	.2	1.1	136	541	.4	1.4	69	509	.2	1.0	92	571	.3	1.4	16	157	.1	.5
WTPM-FM																				
FA '00	* 22	331	.1	.3	40	156	.1	.4	16	138	.1	.2	7	96	.1	.1	* 7	62	.1	.2
SU '00	34	449	.1	.5	30	211	.1	.3	40	180	.1	.5	29	180	.1	.4	29	157	.1	.9
SP '00	20	244	.1	.3	15	84	.1	.1	15	104	.2	.1	18	121	.1	.3	20	92	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	30	392	.1	.5	36	266	.1	.4	23	100	.1	.3	31	149	.1	.5	20	143	.1	.6
WUQ-FM																				
FA '00	119	2048	.4	1.9	100	805	.3	1.0	153	1037	.5	2.1	133	1122	.4	2.0	92	700	.3	2.5
SU '00	88	1911	.3	1.4	80	677	.3	.8	98	955	.3	1.3	109	882	.3	1.6	48	508	.2	1.5
SP '00	114	2021	.4	1.8	124	942	.4	1.2	157	1046	.5	2.2	129	970	.4	1.9	67	672	.2	2.0
WI '00	131	1919	.4	2.1	135	953	.4	1.3	192	974	.6	2.7	153	997	.5	2.2	74	550	.2	2.2
4-Book	113	1975	.4	1.8	110	844	.4	1.1	150	1003	.5	2.1	131	993	.4	1.9	70	608	.2	2.1
FA '99	98	1920	.3	1.6	120	959	.4	1.2	114	908	.4	1.7	98	903	.3	1.5	76	640	.2	2.4

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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 '00	71	1020	.2	1.1	143	645	.5	1.4	74	390	.2	1.0	61	393	.2	.9	57	303	.2	1.5
SU '00	57	888	.2	.9	172	634	.6	1.7	51	339	.2	.7	47	363	.2	.7	15	167		.5
SP '00	72	1145	.2	1.1	110	648	.4	1.1	81	514	.3	1.1	65	403	.2	1.0	64	408	.2	1.9
WI '00	76	1199	.2	1.2	171	726	.5	1.7	96	545	.3	1.3	59	385	.2	.9	30	233	.1	.9
4-Book	69	1063	.2	1.1	149	663	.5	1.5	76	447	.3	1.0	58	386	.2	.9	42	278	.1	1.2
FA '99	87	1419	.3	1.4	196	825	.6	2.0	96	641	.3	1.4	65	498	.2	1.0	63	364	.2	2.0
WVJP-FM																				
FA '00	114	1711	.4	1.8	133	645	.4	1.3	138	808	.4	1.9	126	805	.4	1.9	76	445	.2	2.0
SU '00	60	1535	.2	1.0	65	572	.2	.7	79	683	.3	1.1	72	635	.2	1.1	27	333	.1	.8
SP '00	74	1435	.2	1.2	82	629	.3	.8	129	828	.4	1.8	72	633	.2	1.1	33	412	.1	1.0
WI '00	131	1700	.4	2.1	170	631	.5	1.7	196	893	.6	2.7	190	878	.6	2.8	63	540	.2	1.9
4-Book	95	1595	.3	1.5	113	619	.4	1.1	136	803	.4	1.9	115	738	.4	1.7	50	433	.2	1.4
FA '99	98	1803	.3	1.6	129	725	.4	1.3	177	743	.6	2.6	101	726	.3	1.6	33	478	.1	1.0
WVOZ-FM																				
FA '00	121	2030	.4	1.9	108	731	.3	1.1	109	811	.3	1.5	134	902	.4	2.0	129	936	.4	3.4
SU '00	61	1337	.2	1.0	36	316	.1	.4	50	540	.2	.7	58	459	.2	.8	68	631	.2	2.1
SP '00	25	734	.1	.4	10	161	.1	.1	23	280	.1	.3	20	257	.1	.3	25	189	.1	.7
WI '00	18	478	.1	.3	7	81	.1	.1	12	188	.2	.2	11	91	.2	.2	25	146	.1	.7
4-Book	56	1145	.2	.9	40	322	.1	.4	49	455	.2	.7	56	427	.2	.8	62	476	.2	1.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	* 16	293	.1	.3	31	153	.1	.3	9	91	.1	.1	18	119	.1	.3	* 7	74		.2
SU '00	30	400	.1	.5	42	171	.1	.4	34	170	.1	.5	31	172	.1	.5	9	56		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	320	.1	.4	38	174	.1	.4	26	152	.1	.4	25	124	.1	.4	24	41	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	19	499	.1	.3	29	246	.1	.3	21	207	.1	.3	11	160		.2	10	63		.3
WXYX-FM																				
FA '00	154	3163	.5	2.4	269	1358	.8	2.7	164	1339	.5	2.3	222	1405	.7	3.3	81	797	.3	2.2
SU '00	170	3123	.5	2.7	319	1404	1.0	3.2	171	1385	.5	2.3	220	1270	.7	3.2	74	915	.2	2.3
SP '00	127	2984	.4	2.0	177	1128	.6	1.8	112	1213	.4	1.5	226	1380	.7	3.4	71	716	.2	2.1
WI '00	169	3478	.5	2.7	330	1662	1.1	3.2	187	1562	.6	2.6	208	1477	.7	3.0	64	731	.2	1.9
4-Book	155	3187	.5	2.5	274	1388	.9	2.7	159	1375	.5	2.2	219	1383	.7	3.2	73	790	.2	2.1
FA '99	188	3898	.6	3.1	360	1438	1.2	3.7	184	1746	.6	2.7	236	1619	.8	3.7	112	1137	.4	3.5
WYQE-FM																				
FA '00	27	340	.1	.4	59	216	.2	.6	33	140	.1	.5	18	107	.1	.3	4	58		.1
SU '00	30	415	.1	.5	35	209	.1	.4	39	245	.1	.5	28	210	.1	.4	15	145		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	368	.1	.4	64	198	.2	.6	23	150	.1	.3	18	100	.1	.3	13	97		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	32	491	.1	.5	50	290	.2	.5	50	233	.2	.7	25	198	.1	.4	18	156	.1	.6
WZAR-FM																				
FA '00	167	2331	.5	2.6	198	940	.6	2.0	218	1156	.7	3.1	196	1141	.6	2.9	137	987	.4	3.7
SU '00	203	2691	.7	3.2	195	1240	.6	2.0	288	1350	.9	3.9	223	1377	.7	3.3	170	1003	.5	5.3
SP '00	144	2211	.5	2.3	144	821	.5	1.4	209	1145	.7	2.9	176	1073	.6	2.6	81	755	.3	2.4
WI '00	128	1969	.4	2.0	149	832	.5	1.5	155	1017	.5	2.2	146	913	.5	2.1	110	832	.4	3.2
4-Book	161	2301	.5	2.5	172	958	.6	1.7	218	1167	.7	3.0	185	1126	.6	2.7	125	894	.4	3.7
FA '99	102	1620	.3	1.7	119	752	.4	1.2	119	792	.4	1.7	111	860	.4	1.7	83	548	.3	2.6
WZMT-FM																				
FA '00	29	523	.1	.5	19	175	.1	.2	29	226	.1	.4	35	198	.1	.5	17	109		.5
SU '00	43	631	.1	.7	34	170	.1	.3	65	308	.2	.9	70	322	.2	1.0	10	127		.3
SP '00	49	606	.2	.8	63	276	.2	.6	56	344	.2	.8	49	375	.2	.7	53	277	.2	1.6
WI '00	34	536	.1	.5	44	184	.1	.4	27	234	.1	.4	43	218	.1	.6	26	131	.1	.8
4-Book	39	574	.1	.6	40	201	.1	.4	44	278	.2	.6	49	278	.2	.7	27	161	.1	.8
FA '99	40	542	.1	.7	43	255	.1	.4	67	290	.2	1.0	35	316	.1	.5	11	121		.3

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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 '00	231	3448	.7	3.6	210	1309	.7	2.1	286	1669	.9	4.0	236	1661	.7	3.5	141	971	.4	3.8
SU '00	262	3527	.8	4.1	286	1378	.9	2.9	358	1799	1.1	4.9	274	1680	.9	4.0	101	910	.3	3.1
SP '00	286	3932	.9	4.6	323	1667	1.0	3.2	375	1899	1.2	5.1	275	1666	.9	4.1	102	895	.3	3.0
WI '00	253	3822	.8	4.0	288	1600	.9	2.8	371	1858	1.2	5.2	273	1862	.9	4.0	87	1009	.3	2.6
4-Book	258	3682	.8	4.1	277	1489	.9	2.8	348	1806	1.1	4.8	265	1717	.9	3.9	108	946	.3	3.1
FA '99	247	3723	.8	4.1	237	1505	.8	2.4	277	1613	.9	4.1	277	1681	.9	4.3	102	1010	.3	3.2
TOTALS																				
FA '00	6367	30183	20.1		10117	27382	31.9		7140	22735	22.5		6729	24469	21.2		3741	17221	11.8	
SU '00	6315	29996	20.2		9946	26662	31.9		7366	23825	23.6		6837	24047	21.9		3212	16432	10.3	
SP '00	6276	29843	20.1		10013	26931	32.1		7283	23576	23.3		6683	24169	21.4		3407	16656	10.9	
WI '00	6306	29943	20.2		10259	26946	32.9		7139	23013	22.9		6901	23683	22.1		3393	17144	10.9	
4-Book	6316	29991	20.2		10084	26980	32.2		7232	23287	23.1		6788	24092	21.7		3438	16863	11.0	
FA '99	6085	30156	19.5		9805	27100	31.4		6831	23125	21.9		6424	24205	20.6		3212	17347	10.3	

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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 '00 4-Book	24 33	255 321	.1 .1	.3 .4	29 35	324 322	.1 .1	.5 .7	27 30	90 93	.1 .1	.4 .5	40 36	107 120	.1 .1	.5 .5	14 21	33 54	.1 .1	.2 .4
Wael-AM FA '00 4-Book	74 61	537 522	.2 .2	.9 .8	42 39	363 353	.1 .1	.8 .8	86 84	228 188	.3 .3	1.4 1.4	90 48	131 103	.3 .2	1.1 .6	29 22	90 57	.1 .1	.5 .4
Wael-FM FA '00 4-Book	91 77	1197 1020	.3 .2	1.1 1.0	67 **	640 **	.2 **	1.3 **	61 57	160 147	.2 .2	1.0 1.0	118 113	281 282	.4 .4	1.4 1.4	53 59	156 168	.2 .2	.9 1.1
WALO-AM FA '00 4-Book	31 **	240 **	.1 **	.4 **	9 **	99 **	.2 **	.2 **	25 **	50 **	.1 **	.4 **	7 **	21 **	.1 **	.1 **	5 **	18 **	.1 **	.1 **
WAPA-AM FA '00 4-Book	218 217	1526 1629	.7 .7	2.7 2.7	* 117 114	868 893	.4 .4	2.2 2.2	221 211	474 480	.7 .7	3.6 3.6	158 146	396 400	.5 .5	1.9 1.8	117 102	244 249	.4 .3	2.1 1.9
WBRQ-FM FA '00 4-Book	66 **	757 **	.2 **	.8 **	51 **	626 **	.2 **	1.0 **	61 **	224 **	.2 **	1.0 **	81 **	253 **	.3 **	1.0 **	66 **	205 **	.2 **	1.2 **
WCAD-FM FA '00 4-Book	83 91	1241 1323	.3 .3	1.0 1.1	62 60	778 792	.2 .2	1.2 1.2	39 50	162 169	.1 .2	.6 .9	107 104	294 320	.3 .3	1.3 1.3	87 71	230 229	.3 .2	1.5 1.3
WCMA-FM FA '00 4-Book	276 227	2609 2571	.9 .7	3.5 2.9	144 147	1685 1626	.5 .5	2.7 2.9	130 140	463 438	.4 .5	2.1 2.4	302 272	910 812	1.0 .9	3.6 3.4	234 198	528 471	.7 .6	4.2 3.6
WCMN-AM FA '00 4-Book	80 75	648 569	.3 .3	1.0 .9	24 30	333 338	.1 .1	.5 .6	40 48	90 125	.1 .2	.7 .8	45 33	130 120	.1 .1	.5 .4	14 32	46 66	.1 .1	.2 .6
WCMN-FM FA '00 4-Book	133 108	1426 1170	.4 .4	1.7 1.4	95 83	954 813	.3 .3	1.8 1.6	113 104	312 263	.4 .4	1.8 1.7	118 112	359 318	.4 .4	1.4 1.4	113 102	305 266	.4 .3	2.0 1.8
WCOM-FM FA '00 4-Book	162 155	2238 2355	.5 .5	2.0 2.0	81 84	1149 1182	.3 .3	1.5 1.6	113 91	267 272	.4 .3	1.8 1.5	161 154	505 483	.5 .5	1.9 1.9	75 101	238 300	.2 .3	1.3 1.8
WCTA-FM FA '00 4-Book	66 79	730 885	.2 .3	.8 1.0	111 88	826 721	.3 .3	2.1 1.7	41 48	114 136	.1 .2	.7 .8	188 161	378 380	.6 .5	2.3 2.1	168 125	385 316	.5 .4	3.0 2.3
WEGM-FM FA '00 4-Book	59 63	685 746	.2 .2	.7 .8	56 54	591 546	.2 .2	1.1 1.1	45 42	135 141	.1 .1	.7 .7	74 60	314 206	.2 .2	.9 .8	69 73	157 209	.2 .2	1.2 1.3
WENA-AM FA '00 4-Book	27 **	168 **	.1 **	.3 **	17 **	118 **	.1 **	.3 **	22 **	32 **	.1 **	.4 **	17 **	45 **	.1 **	.2 **	18 **	40 **	.1 **	.3 **
WERR-FM FA '00 4-Book	37 57	629 844	.1 .2	.5 .7	25 37	410 512	.1 .1	.5 .7	25 32	88 114	.1 .1	.4 .5	47 55	134 155	.1 .2	.6 .7	14 38	43 101	.1 .1	.2 .7
WEXS-AM FA '00 4-Book	36 **	148 **	.1 **	.5 **	24 **	94 **	.1 **	.5 **	45 **	53 **	.1 **	.7 **	30 **	75 **	.1 **	.4 **	10 **	14 **	.1 **	.2 **
+WFDT-FM FA '00 4-Book	25 **	273 **	.1 **	.3 **	6 **	151 **	.1 **	.1 **	1 **	6 **	.1 **	.1 **	2 **	24 **	.1 **	.1 **	8 **	58 **	.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

Persons 12+

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
WFID-FM																				
FA '00	318	2685	1.0	4.0	200	1906	.6	3.8	217	644	.7	3.5	337	780	1.1	4.1	192	507	.6	3.4
4-Book	364	2988	1.2	4.6	195	1964	.6	3.8	171	525	.6	2.9	309	775	1.0	3.9	227	564	.7	4.1
WIAC-AM																				
FA '00	60	701	.2	.8	28	352	.1	.5	87	194	.3	1.4	25	89	.1	.3	12	29		.2
4-Book	75	841	.2	1.0	39	456	.1	.7	93	230	.3	1.6	47	170	.2	.6	29	72	.1	.5
WIAC-FM																				
FA '00	209	2820	.7	2.6	108	1406	.3	2.0	144	353	.5	2.3	153	446	.5	1.8	125	334	.4	2.2
4-Book	263	3120	.9	3.3	126	1633	.4	2.4	158	437	.5	2.7	221	652	.7	2.8	162	435	.5	2.9
WIDA-AM																				
FA '00	17	114	.1	.2	21	137	.1	.4	30	83	.1	.5	31	48	.1	.4	15	48		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	21	298	.1	.3	12	165		.2	18	33	.1	.3	31	81	.1	.4	6	37		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIDA-FM																				
FA '00	291	2686	.9	3.7	188	1945	.6	3.5	239	639	.8	3.9	336	890	1.1	4.1	179	502	.6	3.2
4-Book	220	2459	.7	2.8	125	1457	.4	2.4	132	397	.5	2.2	240	654	.8	3.0	139	379	.5	2.5
WIOB-FM																				
FA '00	165	1344	.5	2.1	105	907	.3	2.0	70	176	.2	1.1	186	444	.6	2.2	102	257	.3	1.8
4-Book	123	1114	.4	1.6	73	676	.2	1.4	69	172	.2	1.2	133	310	.4	1.7	80	194	.3	1.5
WIOC-FM																				
FA '00	76	751	.2	1.0	62	542	.2	1.2	45	113	.1	.7	95	254	.3	1.1	89	174	.3	1.6
4-Book	62	595	.2	.8	51	482	.2	1.0	48	126	.1	.8	68	180	.2	.8	58	141	.2	1.1
WISA-AM																				
FA '00	30	172	.1	.4	9	125		.2					10	46		.1	4	16		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISD-AM																				
FA '00	31	294	.1	.4	* 22	79	.1	.4	40	50	.1	.7	34	52	.1	.4	25	52	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	229	1851	.7	2.9	95	964	.3	1.8	147	325	.5	2.4	122	389	.4	1.5	108	290	.3	1.9
4-Book	215	1727	.7	2.7	88	814	.3	1.7	124	270	.4	2.1	137	365	.4	1.8	110	280	.3	2.0
WKAQ-AM																				
FA '00	336	3281	1.1	4.2	161	1663	.5	3.0	254	777	.8	4.1	284	730	.9	3.4	147	411	.5	2.6
4-Book	414	3608	1.3	5.2	174	1805	.6	3.3	351	976	1.1	5.9	292	746	.9	3.7	142	368	.5	2.6
WKAQ-FM																				
FA '00	411	4827	1.3	5.2	338	3505	1.1	6.3	325	1014	1.0	5.3	649	1692	2.0	7.8	412	1040	1.3	7.3
4-Book	394	4975	1.3	5.0	324	3378	1.0	6.2	299	907	1.0	5.1	631	1599	2.0	7.9	399	1022	1.3	7.2
WKFE-AM																				
FA '00	22	170	.1	.3	13	46		.2	29	46	.1	.5	14	22		.2	9	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	34	287	.1	.4	* 19	170	.1	.4	45	112	.1	.7	59	70	.2	.7	8	16		.1
4-Book	28	320	.1	.3	20	216	.1	.4	41	123	.1	.7	46	94	.1	.6	13	29		.2
WKSA-FM																				
FA '00	42	591	.1	.5	32	418	.1	.6	22	84	.1	.4	75	219	.2	.9	37	118	.1	.7
4-Book	51	529	.2	.6	39	337	.1	.7	37	115	.1	.6	66	153	.2	.8	21	44	.1	.4
WKVM-AM																				
FA '00	55	506	.2	.7	64	362	.2	1.2	116	159	.4	1.9	62	71	.2	.7	44	84	.1	.8
4-Book	60	466	.2	.7	62	437	.2	1.2	88	165	.3	1.5	53	109	.2	.7	37	84	.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 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	
WLUZ-AM																				
FA '00	64	486	.2	.8	24	242	.1	.5	43	68	.1	.7	30	103	.1	.4	2	12		
4-Book	75	468	.3	.9	20	181	.1	.4	30	69	.1	.5	26	71	.1	.3	13	30	.1	.2
WMEG-FM																				
FA '00	274	3807	.9	3.5	234	2718	.7	4.4	201	671	.6	3.3	327	949	1.0	3.9	276	842	.9	4.9
4-Book	307	3588	1.0	3.9	254	2589	.8	4.9	182	569	.6	3.1	357	957	1.1	4.5	336	883	1.1	6.1
WNEL-AM																				
FA '00	57	526	.2	.7	59	357	.2	1.1	71	147	.2	1.2	116	218	.4	1.4	57	149	.2	1.0
4-Book	36	391	.1	.5	39	301	.1	.8	67	116	.2	1.1	68	136	.2	.9	36	81	.1	.7
WNRT-FM																				
FA '00	77	871	.2	1.0	62	590	.2	1.2	94	242	.3	1.5	81	214	.3	1.0	68	163	.2	1.2
4-Book	113	1006	.4	1.4	79	716	.3	1.6	113	269	.4	1.9	104	290	.4	1.3	78	180	.3	1.4
WORO-FM																				
FA '00	144	1717	.5	1.8	225	1864	.7	4.2	114	328	.4	1.9	207	483	.7	2.5	153	406	.5	2.7
4-Book	177	1803	.6	2.2	246	1910	.8	4.7	157	409	.5	2.7	254	592	.8	3.2	139	349	.4	2.5
WOSO-AM																				
FA '00	53	348	.2	.7	14	130		.3	32	91	.1	.5	22	30	.1	.3	3	25		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQYE-FM																				
FA '00	105	1907	.3	1.3	82	1029	.3	1.5	80	214	.3	1.3	123	453	.4	1.5	85	225	.3	1.5
4-Book	140	2028	.5	1.7	115	1266	.4	2.2	110	278	.4	1.9	162	488	.5	2.1	118	329	.4	2.1
WPAB-AM																				
FA '00	47	575	.1	.6	32	349	.1	.6	53	196	.2	.9	40	141	.1	.5	24	80	.1	.4
4-Book	73	738	.2	.9	35	379	.1	.7	57	149	.2	1.0	47	143	.2	.6	27	73	.1	.5
WPRM-FM																				
FA '00	1005	6719	3.2	12.7	385	2937	1.2	7.2	631	1250	2.0	10.3	617	1370	1.9	7.5	488	1115	1.5	8.7
4-Book	913	6563	2.9	11.5	326	2811	1.1	6.2	518	1107	1.7	8.7	521	1228	1.7	6.6	403	961	1.3	7.3
WPRP-AM																				
FA '00	19	243	.1	.2	28	187	.1	.5	12	26		.2	24	35	.1	.3	4	15		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	48	405	.2	.6	35	250	.1	.7	37	77	.1	.6	89	137	.3	1.1	31	57	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	99	724	.3	1.2	39	321	.1	.7	77	124	.2	1.3	71	154	.2	.9	27	66	.1	.5
4-Book	106	863	.3	1.3	47	426	.2	.9	73	160	.2	1.3	69	186	.2	.9	47	110	.2	.9
WTPM-FM																				
FA '00	21	236	.1	.3	* 31	193	.1	.6	73	124	.2	1.2	54	104	.2	.7	33	60	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	131	1690	.4	1.7	116	1127	.4	2.2	87	293	.3	1.4	237	626	.7	2.9	116	358	.4	2.1
4-Book	132	1573	.4	1.7	108	1134	.4	2.1	90	281	.3	1.5	216	554	.7	2.8	129	381	.5	2.3
WUNO-AM																				
FA '00	91	892	.3	1.1	44	427	.1	.8	45	96	.1	.7	64	171	.2	.8	24	66	.1	.4
4-Book	93	927	.3	1.2	45	463	.2	.9	73	193	.2	1.2	52	145	.2	.7	36	83	.1	.6
WVJP-FM																				
FA '00	133	1259	.4	1.7	107	917	.3	2.0	116	337	.4	1.9	169	413	.5	2.0	133	304	.4	2.4
4-Book	122	1239	.4	1.5	77	786	.2	1.5	75	229	.3	1.3	132	364	.4	1.7	80	180	.3	1.4
WVOZ-FM																				
FA '00	116	1469	.4	1.5	125	1191	.4	2.3	55	224	.2	.9	130	329	.4	1.6	133	320	.4	2.4
4-Book	48	725	.2	.6	68	708	.2	1.3	22	89	.1	.4	61	211	.2	.8	47	116	.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 - 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
WXEW-AM FA '00 4-Book	19 **	219 **	.1 **	.2 **	* 15 **	167 **	.3 **	.3 **	13 **	35 **	.2 **	.2 **	14 **	48 **	.2 **	.2 **	14 **	42 **	.2 **	.2 **
WXYX-FM FA '00 4-Book	214 213	2608 2563	.7 .7	2.7 2.7	97 109	1303 1398	.3 .4	1.8 2.1	116 95	346 279	.4 .3	1.9 1.6	146 181	556 577	.5 .6	1.8 2.3	139 164	361 416	.4 .5	2.5 3.0
WYQE-FM FA '00 4-Book	37 **	301 **	.1 **	.5 **	26 **	194 **	.1 **	.5 **	45 **	85 **	.1 **	.7 **	47 **	140 **	.1 **	.6 **	28 **	92 **	.1 **	.5 **
WZAR-FM FA '00 4-Book	205 193	1751 1813	.6 .6	2.6 2.5	117 126	1110 1201	.4 .4	2.2 2.4	111 133	257 373	.3 .4	1.8 2.3	183 224	422 530	.6 .7	2.2 2.8	120 126	331 345	.4 .4	2.1 2.3
WZMT-FM FA '00 4-Book	28 45	370 417	.1 .2	.4 .6	39 37	324 336	.1 .1	.7 .7	37 37	74 100	.1 .1	.6 .6	75 69	171 149	.2 .2	.9 .9	38 45	68 112	.1 .2	.7 .8
WZNT-FM FA '00 4-Book	247 300	2616 2842	.8 1.0	3.1 3.8	263 287	2119 2337	.8 .9	4.9 5.5	232 246	596 621	.7 .8	3.8 4.2	406 460	939 1082	1.3 1.5	4.9 5.8	387 365	874 869	1.2 1.2	6.9 6.6
TOTALS FA '00 4-Book	7936 7983	29561 29467	25.0 25.5		5328 5198	25696 25383	16.8 16.6		6153 5937	14224 13783	19.4 19.0		8280 7936	16884 16689	26.1 25.3		5621 5541	12452 12281	17.7 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 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 '00 4-Book	32 40	55 70	.1 .1	.8 1.1	40 38	79 86	.1 .1	1.0 .9	29 45	117 110	.1 .2	.4 .7	15 28	23 60	.3 .1	.6	31 38	46 70	.1 .1	1.0 1.3
Wael-AM FA '00 4-Book	6 18	28 55	.1 .1	.2 .5	16 54	36 108	.1 .2	.4 1.4	80 58	164 133	.3 .2	1.2 .9	23 22	98 74	.1 .1	.5 .5	4 10	18 23	.1 .1	.1 .3
Wael-FM FA '00 4-Book	31 27	82 82	.1 .1	.8 .8	32 **	134 **	.1 **	.8 **	109 **	318 **	.3 **	1.6 **	79 **	189 **	.2 **	1.6 **	43 **	129 **	.1 **	1.4 **
WALO-AM FA '00 4-Book	** **	** **	** **	** **	19 **	54 **	.1 **	.5 **	6 **	35 **	.1 **	.1 **	10 **	19 **	.2 **	.2 **	6 **	17 **	.1 **	.2 **
WAPA-AM FA '00 4-Book	* 102 88	166 170	.3 .3	2.6 2.4	107 99	207 249	.3 .3	2.7 2.5	78 100	228 277	.2 .3	1.2 1.6	50 69	140 189	.2 .2	1.0 1.5	* 105 95	238 191	.3 .3	3.4 3.2
WBRQ-FM FA '00 4-Book	13 **	93 **	.3 **	.3 **	62 **	155 **	.2 **	1.6 **	21 **	87 **	.1 **	.3 **	67 **	173 **	.2 **	1.4 **	44 **	115 **	.1 **	1.4 **
WCAD-FM FA '00 4-Book	85 65	234 214	.3 .2	2.2 1.8	8 22	32 64	.2 .1	.2 .6	69 70	189 231	.2 .2	1.0 1.1	51 60	148 190	.2 .2	1.1 1.3	39 33	134 129	.1 .1	1.3 1.1
WCMA-FM FA '00 4-Book	109 99	371 316	.3 .3	2.8 2.7	76 85	202 236	.2 .3	1.9 2.2	104 159	369 502	.3 .5	1.6 2.5	152 146	423 393	.5 .5	3.2 3.1	49 76	195 248	.2 .3	1.6 2.6
WCMN-AM FA '00 4-Book	5 6	22 21	.1 .2	.1 .2	27 46	82 109	.1 .2	.7 1.2	14 30	67 74	.2 .1	.2 .5	17 33	57 70	.1 .1	.4 .7	26 21	84 55	.1 .1	.9 .7
WCMN-FM FA '00 4-Book	59 48	208 161	.2 .2	1.5 1.3	56 65	219 182	.2 .2	1.4 1.7	130 104	283 256	.4 .3	1.9 1.6	122 85	262 205	.4 .3	2.5 1.8	52 46	202 144	.2 .2	1.7 1.5
WCDM-FM FA '00 4-Book	37 51	137 189	.1 .2	1.0 1.4	58 43	106 130	.2 .1	1.5 1.1	71 64	281 246	.2 .2	1.1 1.0	57 74	127 194	.2 .3	1.2 1.6	75 90	208 269	.2 .3	2.5 3.0
WCTA-FM FA '00 4-Book	81 70	243 196	.3 .2	2.1 1.9	85 44	215 104	.3 .2	2.1 1.1	161 107	273 239	.5 .4	2.4 1.7	120 90	326 249	.4 .3	2.5 1.9	38 48	137 150	.1 .2	1.2 1.6
WEGM-FM FA '00 4-Book	48 48	148 119	.2 .2	1.2 1.3	33 28	114 82	.1 .1	.8 .7	67 52	196 147	.2 .2	1.0 .8	50 51	129 121	.2 .2	1.0 1.1	57 73	125 169	.2 .2	1.9 2.5
WENA-AM FA '00 4-Book	25 **	47 **	.1 **	.6 **	21 **	37 **	.1 **	.5 **	28 **	47 **	.1 **	.4 **	8 **	28 **	.2 **	.2 **	** **	** **	** **	** **
WERR-FM FA '00 4-Book	17 28	33 89	.1 .1	.4 .8	16 37	66 133	.1 .2	.4 .9	38 43	137 150	.1 .2	.6 .7	26 42	90 118	.1 .1	.5 .9	12 22	44 64	.1 .1	.4 .7
WEXS-AM FA '00 4-Book	8 **	14 **	.2 **	.2 **	58 **	76 **	.2 **	1.5 **	27 **	69 **	.1 **	.4 **	5 **	14 **	.1 **	.1 **	11 **	14 **	.1 **	.4 **
+WFDT-FM FA '00 4-Book	12 **	24 **	.3 **	.3 **	11 **	29 **	.3 **	.3 **	7 **	35 **	.1 **	.1 **	3 **	14 **	.1 **	.1 **	6 **	26 **	.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 - 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	
WFID-FM																						
FA '00		162	495	.5	4.2	105	344	.3	2.7	251	527	.8	3.8	167	419	.5	3.5	146	300	.5	4.8	
4-Book		205	566	.7	5.7	99	305	.3	2.5	211	545	.7	3.4	154	385	.5	3.3	159	409	.5	5.3	
WIAC-AM																						
FA '00		10	27		.3	47	134	.1	1.2	25	94	.1	.4	13	41		.3	14	72		.5	
4-Book		19	52	.1	.5	45	125	.1	1.2	49	115	.2	.8	28	65	.1	.6	11	49		.4	
WIAC-FM																						
FA '00		71	241	.2	1.8	61	212	.2	1.5	141	452	.4	2.1	108	312	.3	2.3	63	197	.2	2.1	
4-Book		90	297	.3	2.5	64	195	.2	1.6	143	443	.5	2.3	105	292	.3	2.2	60	197	.2	2.0	
WIDA-AM																						
FA '00		3	16		.1	29	85	.1	.7	3	13			28	63	.1	.6	32	35	.1	1.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM																						
WQQZ-FM																						
FA '00		4	22		.1	15	38		.4	13	48		.2	9	24		.2	2	12		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																						
FA '00		165	447	.5	4.3	122	282	.4	3.1	205	702	.6	3.1	136	338	.4	2.8	107	399	.3	3.5	
4-Book		97	274	.3	2.6	75	227	.3	1.9	140	453	.5	2.2	92	250	.3	1.9	71	244	.2	2.4	
WIOB-FM																						
FA '00		102	317	.3	2.6	49	137	.2	1.2	144	273	.5	2.2	112	238	.4	2.3	59	183	.2	1.9	
4-Book		50	148	.2	1.4	48	130	.2	1.2	88	211	.3	1.4	83	190	.3	1.7	33	115	.1	1.1	
WIOC-FM																						
FA '00		82	219	.3	2.1	17	45	.1	.4	77	165	.2	1.2	39	127	.1	.8	39	77	.1	1.3	
4-Book		48	143	.2	1.3	35	91	.1	.9	58	144	.2	.9	42	109	.1	.9	43	89	.2	1.5	
WISA-AM																						
FA '00		13	36		.3	**	**	**	**	9	39		.1	33	53	.1	.7	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISO-AM																						
FA '00	*	4	8		.1	10	29		.3	18	43	.1	.3	18	43	.1	.4	* 23	33	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WIVA-FM																						
FA '00		19	126	.1	.5	88	224	.3	2.2	131	407	.4	2.0	121	278	.4	2.5	44	119	.1	1.4	
4-Book		44	156	.2	1.3	77	170	.3	2.0	112	284	.4	1.8	82	213	.3	1.7	30	95	.1	1.0	
WKAQ-AM																						
FA '00		60	223	.2	1.6	258	580	.8	6.5	148	435	.5	2.2	109	274	.3	2.3	50	182	.2	1.6	
4-Book		79	232	.3	2.2	230	597	.7	5.8	146	410	.5	2.3	110	267	.3	2.3	66	222	.2	2.2	
WKAQ-FM																						
FA '00		277	819	.9	7.2	126	408	.4	3.2	426	1156	1.3	6.4	279	724	.9	5.8	169	483	.5	5.5	
4-Book		237	745	.8	6.5	127	425	.4	3.2	415	1125	1.3	6.6	300	783	1.0	6.3	153	486	.5	5.1	
WKFE-AM																						
FA '00		4	12		.1	26	37	.1	.7	12	12		.2	9	12		.2	4	12		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM																						
FA '00						13	29		.3	16	36	.1	.2	1	10			* 4	11		.1	
4-Book		3	9		.1	25	85	.1	.6	18	56	.1	.3	8	22		.2	6	16		.2	
WKSA-FM																						
FA '00		27	86	.1	.7	9	36		.2	32	105	.1	.5	24	86	.1	.5	22	59	.1	.7	
4-Book		**	**	**	**	27	77	.1	.7	40	104	.1	.6	25	45	.1	.5	**	**	**	**	
WKVM-AM																						
FA '00		42	117	.1	1.1	100	208	.3	2.5	81	123	.3	1.2	56	123	.2	1.2	23	77	.1	.8	
4-Book		30	73	.1	.8	115	243	.4	2.9	107	180	.3	1.7	56	123	.2	1.2	23	73	.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

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	
WLUZ-AM																				
FA '00	25	38	.1	.6	29	29	.1	.7	24	68	.1	.4	9	40	.2	.2	24	42	.1	.8
4-Book	19	38	.1	.5	21	31	.1	.6	21	57	.1	.4	17	37	.1	.4	12	25	.1	.4
WMEG-FM																				
FA '00	209	655	.7	5.4	96	332	.3	2.4	170	681	.5	2.5	227	608	.7	4.7	339	804	1.1	11.1
4-Book	245	700	.8	6.8	94	299	.3	2.4	210	653	.7	3.4	217	609	.7	4.6	353	836	1.1	11.8
WNEL-AM																				
FA '00	45	98	.1	1.2	22	31	.1	.6	77	143	.2	1.2	53	129	.2	1.1	25	51	.1	.8
4-Book	26	53	.1	.7	26	59	.1	.7	42	94	.1	.7	30	77	.1	.6	15	30	.1	.5
WNRT-FM																				
FA '00	41	121	.1	1.1	98	266	.3	2.5	59	177	.2	.9	39	106	.1	.8	30	79	.1	1.0
4-Book	61	189	.2	1.7	122	327	.4	3.2	66	245	.2	1.1	47	128	.2	1.0	51	153	.2	1.7
WORO-FM																				
FA '00	84	276	.3	2.2	89	227	.3	2.2	701	1197	2.2	10.5	354	771	1.1	7.4	62	157	.2	2.0
4-Book	**	**	**	**	121	344	.4	3.1	649	1143	2.1	10.3	356	777	1.2	7.5	**	**	**	**
WOSO-AM																				
FA '00	19	40	.1	.5	4	18	.1	.1	2	18	.1	.1	6	43	.1	.1	25	54	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	60	220	.2	1.6	54	138	.2	1.4	112	384	.4	1.7	108	242	.3	2.3	32	135	.1	1.1
4-Book	86	248	.3	2.4	77	202	.2	2.0	139	391	.5	2.2	107	256	.3	2.3	113	301	.4	3.8
WPAB-AM																				
FA '00	22	61	.1	.6	44	120	.1	1.1	35	109	.1	.5	21	35	.1	.4	23	61	.1	.8
4-Book	17	47	.1	.5	44	116	.2	1.1	52	175	.2	.8	18	45	.1	.4	17	56	.1	.6
WPRM-FM																				
FA '00	225	578	.7	5.8	302	637	1.0	7.6	397	941	1.3	5.9	306	706	1.0	6.4	150	420	.5	4.9
4-Book	170	474	.5	4.7	249	550	.8	6.3	347	830	1.1	5.5	281	676	.9	6.0	145	400	.5	4.8
WPRP-AM																				
FA '00					56	131	.2	1.4	108	150	.3	1.6	11	14	.2	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	28	43	.1	.7	7	27	.2	.2	44	135	.1	.7	35	47	.1	.7	3	13	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	10	35	.3	.3	43	70	.1	1.1	49	138	.2	.7	30	72	.1	.6	7	37	.2	.2
4-Book	22	63	.1	.6	45	102	.1	1.2	62	161	.2	1.0	39	90	.1	.9	18	55	.1	.6
WTPM-FM																				
FA '00	* 7	28	.2	.2	37	53	.1	.9	28	73	.1	.4	13	26	.3	.3	* 2	6	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	80	234	.3	2.1	68	211	.2	1.7	156	376	.5	2.3	108	280	.3	2.3	56	195	.2	1.8
4-Book	77	220	.3	2.1	47	181	.2	1.2	130	367	.4	2.1	102	260	.3	2.2	57	192	.2	1.9
WUNO-AM																				
FA '00	21	57	.1	.5	89	227	.3	2.2	52	89	.2	.8	32	58	.1	.7	26	93	.1	.9
4-Book	34	86	.1	1.0	87	228	.3	2.2	40	93	.1	.7	23	46	.1	.5	23	78	.1	.8
WVJP-FM																				
FA '00	54	164	.2	1.4	68	193	.2	1.7	169	406	.5	2.5	98	231	.3	2.0	47	121	.1	1.5
4-Book	35	120	.1	1.0	41	135	.2	1.0	121	306	.4	1.9	77	168	.2	1.6	47	131	.2	1.6
WVOZ-FM																				
FA '00	314	596	1.0	8.1	35	123	.1	.9	104	301	.3	1.6	78	181	.2	1.6	113	272	.4	3.7
4-Book	203	373	.7	5.5	21	74	.1	.5	59	155	.2	1.0	58	144	.2	1.2	46	133	.2	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 - 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
WXEW-AM																			
FA '00	* 6	17	.2	* 35	43	.1	.9	28	102	.1	.4					* 8	24		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '00	84	243	.3	65	123	.2	1.6	131	363	.4	2.0	44	140	.1	.9	45	114	.1	1.5
4-Book	93	281	.3	55	148	.2	1.4	136	427	.4	2.2	91	247	.3	1.9	47	145	.2	1.6
WYQE-FM																			
FA '00	1	6		34	52	.1	.9	33	65	.1	.5	23	49	.1	.5	4	19		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '00	121	310	.4	45	124	.1	1.1	108	268	.3	1.6	107	246	.3	2.2	126	342	.4	4.1
4-Book	133	312	.4	49	140	.2	1.2	101	307	.3	1.6	106	247	.3	2.2	116	300	.4	3.9
WZMT-FM																			
FA '00	21	64	.1	5	27		.1	72	144	.2	1.1	41	70	.1	.9	19	40	.1	.6
4-Book	18	68	.1	16	47	.1	.4	48	133	.2	.8	42	97	.1	.9	17	50	.1	.6
WZNT-FM																			
FA '00	157	386	.5	182	449	.6	4.6	338	781	1.1	5.1	303	710	1.0	6.3	107	301	.3	3.5
4-Book	179	475	.6	166	426	.5	4.2	428	956	1.4	6.8	336	697	1.1	7.1	106	322	.3	3.6
TOTALS																			
FA '00	3861	9606	12.2	3962	9341	12.5		6690	13915	21.1		4799	10546	15.1		3047	7680	9.6	
4-Book	3636	9143	11.6	3936	9457	12.6		6317	13489	20.2		4724	10220	15.1		2984	7592	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
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 '00	25			2	25		.1						7							
SU '00	25			1	11				11											
SP '00	1	20	.1									3	10	.2		3	10	.3		
WI '00	8	65	.1	.6	26	47	.3	1.3	10	35	.1	.8			2	24	.2			
4-Book	2	34	.2	.2	7	21	.1	.4	3	12	.2	.2	1	4	.1	1	9	.1	.1	
FA '99	2	57	.1		3	41	.2		5	30	.1	.4	1	14	.1	1	14	.1		
Wael-AM																				
FA '00	1	50	.1		1	31			1	10	.1		1			1				
SU '00	1	48	.1		4	19							18			1	11	.1		
SP '00	5	76	.1	.3	13	64	.1	.7	1	18	.1	.1	2	32	.1	1	18	.1		
WI '00	2	86	.1	.1	1	11	.1	.1	4	30	.3	.1	1	18	.1	2	13	.2		
4-Book	2	65	.2	.2	5	31	.3	.2	2	15	.1	.1	1	17	.1	1	11	.1	.1	
FA '99		13											1	13	.1					
Wael-FM																				
FA '00	26	430	.3	1.8	29	221	.3	1.4	37	220	.4	2.9	22	184	.3	1.3	22	203	.3	1.9
SU '00	30	617	.3	2.0	17	167	.2	.8	56	374	.6	3.4	24	215	.3	1.3	22	169	.2	2.0
SP '00	16	342	.2	1.1	21	144	.2	1.1	20	197	.2	1.3	9	101	.1	.5	11	106	.1	1.0
WI '00	18	383	.2	1.3	19	173	.2	1.0	20	184	.2	1.6	20	187	.2	1.1	15	99	.2	1.4
4-Book	23	443	.3	1.6	22	176	.2	1.1	33	244	.4	2.3	19	172	.2	1.1	18	144	.2	1.6
FA '99	22	584	.2	1.5	14	189	.2	.7	32	366	.4	2.3	15	196	.2	.9	16	179	.2	1.4
WALO-AM																				
FA '00	1	22	.1						1	15	.1		1	22	.1		1	15	.1	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	11	**	**	1	11	.1	.1	1	11	.1	.1	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	40	.1		3	27	.2		1	21	.1									
WAPA-AM																				
FA '00	* 3	59	.2		9	27	.1	.4	7	22	.1	.5	1	17	.1	*	1	17	.1	
SU '00	5	94	.1	.3	3	30	.1	.1	16	24	.2	1.0		9			5	28	.1	.5
SP '00	3	80	.2	.1	5	33	.1	.3	4	41	.3	.1	2	18	.1		2	32	.2	
WI '00	2	74	.1	.1	4	27	.2	.2					6	25	.1	.3				
4-Book	3	77	.2	.2	5	29	.1	.3	7	22	.1	.5	2	17	.1	.1	2	19	.2	.2
FA '99	1	87	.1		1	34	.1						4	44	.2			12		
WBRQ-FM																				
FA '00	29	371	.3	2.0	21	172	.2	1.0	40	187	.5	3.1	43	253	.5	2.5	17	154	.2	1.4
SU '00	18	487	.2	1.2	21	201	.2	1.0	16	179	.2	1.0	18	145	.2	1.0	12	153	.1	1.1
SP '00	7	233	.1	.5	5	79	.1	.3	5	92	.1	.3	6	106	.1	.3	10	103	.1	.9
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	36	753	.4	2.4	38	291	.4	1.9	27	271	.3	2.1	35	375	.4	2.0	49	344	.6	4.1
SU '00	27	703	.3	1.8	47	345	.5	2.3	23	247	.3	1.4	36	296	.4	2.0	20	343	.2	1.9
SP '00	24	746	.3	1.6	23	285	.3	1.2	25	280	.3	1.7	24	326	.3	1.4	26	305	.3	2.3
WI '00	27	573	.3	1.9	29	254	.3	1.5	25	283	.3	1.9	28	253	.3	1.6	26	260	.3	2.4
4-Book	29	694	.3	1.9	34	294	.4	1.7	25	270	.3	1.8	31	313	.4	1.8	30	313	.4	2.7
FA '99	33	676	.4	2.2	17	167	.2	.9	30	336	.3	2.2	39	323	.4	2.3	38	340	.4	3.3
WCMA-FM																				
FA '00	33	891	.4	2.2	40	276	.5	2.0	26	341	.3	2.0	52	406	.6	3.0	26	308	.3	2.2
SU '00	23	988	.3	1.5	30	403	.3	1.5	32	439	.4	2.0	18	224	.2	1.0	17	230	.2	1.6
SP '00	49	1081	.6	3.3	58	498	.7	3.0	53	594	.6	3.5	55	528	.6	3.2	32	361	.4	2.8
WI '00	73	1322	.8	5.1	62	515	.7	3.2	86	665	1.0	6.7	86	631	1.0	4.9	65	598	.7	6.0
4-Book	45	1071	.5	3.0	48	423	.6	2.4	49	510	.6	3.6	53	447	.6	3.0	35	374	.4	3.2
FA '99	80	1600	.9	5.4	93	675	1.1	4.8	68	565	.8	5.0	110	828	1.2	6.5	63	650	.7	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WCMN-AM																				
FA '00	3	67	.2	7	47	.1	.3	3	18	.2		3	27	.2		2	26		.2	
SU '00		50		3	50															
SP '00		25																		
WI '00	1	57	.1	5	36	.1	.3	1	12	.1		2	21	.1						
4-Book	1	50	.1	4	33	.1	.2	1	8	.1		1	12	.1		1	7		.1	
FA '99	2	39	.1	5	27	.1	.3		8				8			2	8		.2	
WCMN-FM																				
FA '00	39	659	.5	2.6	56	263	.6	2.8	35	338	.4	2.7	42	376	.5	2.4	26	231	.3	2.2
SU '00	49	588	.6	3.2	58	290	.7	2.9	44	385	.5	2.7	56	295	.6	3.1	37	315	.4	3.4
SP '00	30	510	.3	2.0	34	316	.4	1.8	29	277	.3	1.9	32	219	.4	1.9	24	203	.3	2.1
WI '00	38	719	.4	2.6	60	324	.7	3.1	43	304	.5	3.3	34	400	.4	1.9	17	205	.2	1.6
4-Book	39	619	.5	2.6	52	298	.6	2.7	38	326	.4	2.7	41	323	.5	2.3	26	239	.3	2.3
FA '99	38	549	.4	2.6	34	257	.4	1.8	36	272	.4	2.6	50	312	.6	3.0	31	225	.4	2.7
WCMN-FM																				
FA '00	67	1534	.8	4.5	154	739	1.8	7.6	64	664	.7	5.0	56	583	.6	3.2	40	400	.5	3.4
SU '00	57	1617	.6	3.7	135	725	1.5	6.7	71	790	.8	4.3	40	568	.5	2.2	25	356	.3	2.3
SP '00	79	1792	.9	5.3	144	803	1.6	7.4	71	732	.8	4.7	68	702	.8	3.9	58	545	.7	5.1
WI '00	62	1684	.7	4.3	90	754	1.0	4.7	51	563	.6	4.0	60	515	.7	3.4	50	537	.6	4.7
4-Book	66	1657	.8	4.5	131	755	1.5	6.6	64	687	.7	4.5	56	592	.7	3.2	43	460	.5	3.9
FA '99	101	2070	1.1	6.8	129	840	1.5	6.6	86	997	1.0	6.3	107	1054	1.2	6.4	90	860	1.0	7.9
WCTA-FM																				
FA '00	15	325	.2	1.0	12	128	.1	.6	5	71	.1	.4	14	85	.2	.8	5	66	.1	.4
SU '00	6	229	.1	.4	2	48			5	96	.1	.3	7	82	.1	.4	5	61	.1	.5
SP '00	35	360	.4	2.3	17	116	.2	.9	32	209	.4	2.1	45	194	.5	2.6	34	183	.4	3.0
WI '00	13	279	.1	.9	13	85	.1	.7	15	153	.2	1.2	23	97	.3	1.3	6	67	.1	.6
4-Book	17	298	.2	1.2	11	94	.1	.6	14	132	.2	1.0	22	115	.3	1.3	13	94	.2	1.1
FA '99	16	366	.2	1.1	14	171	.2	.7	13	161	.1	.9	31	124	.4	1.8	14	71	.2	1.2
WEGM-FM																				
FA '00	34	489	.4	2.3	43	294	.5	2.1	23	237	.3	1.8	54	313	.6	3.1	22	253	.3	1.9
SU '00	29	471	.3	1.9	25	223	.3	1.2	26	232	.3	1.6	62	241	.7	3.4	15	155	.2	1.4
SP '00	32	446	.4	2.1	26	196	.3	1.3	40	272	.5	2.6	55	316	.6	3.2	16	163	.2	1.4
WI '00	49	481	.6	3.4	51	301	.6	2.6	37	258	.4	2.9	60	263	.7	3.4	48	225	.5	4.5
4-Book	36	472	.4	2.4	36	254	.4	1.8	32	250	.4	2.2	58	283	.7	3.3	25	199	.3	2.3
FA '99	29	420	.3	2.0	45	244	.5	2.3	19	171	.2	1.4	38	232	.4	2.3	18	155	.2	1.6
WENA-AM																				
FA '00	2	29	.1		4	12	.2		4	18	.3		2	18	.1			7		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	8	171	.1	.5	8	90	.1	.4	11	69	.1	.9	12	79	.1	.7	6	55	.1	.5
SU '00	13	325	.1	.9	15	133	.2	.7	6	123	.1	.4	16	150	.2	.9	10	94	.1	.9
SP '00	3	182	.2		7	86	.1	.4	5	61	.1	.3	1	24	.1		2	19		.2
WI '00	6	307	.1	.4	7	138	.1	.4	10	129	.1	.8	5	76	.1	.3	2	59		.2
4-Book	8	246	.1	.5	9	112	.1	.5	8	96	.1	.6	9	82	.1	.5	5	57	.1	.5
FA '99	6	245	.1	.4	4	89	.2		6	88	.1	.4	7	121	.1	.4	5	99	.1	.4
WEXS-AM																				
FA '00	6	19	.1	.4	19	19	.2	.9	7	19	.1	.5								
SU '00	4	36	.3		9	25	.1	.4	5	17	.1	.3	2	17	.1					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
+WFDT-FM																				
FA '00	3	79		.2	3	58		.1	5	19		.1	8	60		.1	2	54		.2
SU '00	5	85	.1	.3	3	29		.1	4	44		.2	17	70	.2	.9	2	55		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	158	.2	1.0	7	86	.1	.4	8	74	.1	.6	26	88	.3	1.5	13	95	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	101		.3	3	39		.2	4	38		.3	3	43		.2	4	42		.4
WFID-FM																				
FA '00	67	1052	.8	4.5	56	375	.6	2.8	77	414	.9	6.0	67	402	.8	3.9	77	463	.9	6.5
SU '00	60	1087	.7	3.9	73	425	.8	3.6	91	546	1.0	5.5	63	379	.7	3.5	49	420	.6	4.5
SP '00	74	1189	.8	4.9	91	445	1.0	4.7	99	546	1.1	6.5	78	509	.9	4.5	62	492	.7	5.5
WI '00	71	1172	.8	4.9	70	466	.8	3.6	83	578	.9	6.4	75	505	.9	4.3	64	397	.7	6.0
4-Book	68	1125	.8	4.6	73	428	.8	3.7	88	521	1.0	6.1	71	449	.8	4.1	63	443	.7	5.6
FA '99	48	1253	.5	3.2	38	382	.4	2.0	60	559	.7	4.4	45	500	.5	2.7	51	494	.6	4.5
WIAC-AM																				
FA '00		17			2	17		.1												
SU '00	1	34		.1	1	14														
SP '00	1	52		.1	3	25		.2	1	27		.1		5			1	21		.1
WI '00																				
4-Book	1	26		.1	2	14		.1		7				1				5		
FA '99	4	56		.3	6	40	.1	.3	3	28		.2	10	36	.1	.6		9		
WIAC-FM																				
FA '00	30	1006	.3	2.0	25	266	.3	1.2	30	312	.3	2.3	42	431	.5	2.4	31	288	.4	2.6
SU '00	67	1197	.8	4.4	99	446	1.1	4.9	108	530	1.2	6.6	71	444	.8	3.9	52	435	.6	4.8
SP '00	36	1057	.4	2.4	51	360	.6	2.6	36	405	.4	2.4	45	357	.5	2.6	32	322	.4	2.8
WI '00	46	1194	.5	3.2	68	426	.8	3.5	51	503	.6	4.0	36	377	.4	2.0	57	413	.6	5.3
4-Book	45	1114	.5	3.0	61	375	.7	3.1	56	438	.6	3.8	49	402	.6	2.7	43	365	.5	3.9
FA '99	45	1334	.5	3.0	52	550	.6	2.7	46	562	.5	3.4	50	531	.6	3.0	43	418	.5	3.8
WIDA-AM																				
FA '00	2	19		.1										19			6	19	.1	.5
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	1	40		.1					1	24		.1		9			2	17		.2
SU '00	2	42		.1	4	25		.2		10			1	17		.1	2	24		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	76		.1		12			1	28		.1					2	21		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		53				8			1	31		.1						8		
WIOA-FM																				
FA '00	38	810	.4	2.6	24	230	.3	1.2	37	223	.4	2.9	39	322	.5	2.3	49	352	.6	4.1
SU '00	23	691	.3	1.5	28	251	.3	1.4	35	259	.4	2.1	21	245	.2	1.2	22	249	.2	2.0
SP '00	20	587	.2	1.3	22	216	.2	1.1	24	218	.3	1.6	18	172	.2	1.0	21	198	.2	1.9
WI '00	21	660	.2	1.5	17	186	.2	.9	15	231	.2	1.2	25	285	.3	1.4	18	152	.2	1.7
4-Book	26	687	.3	1.7	23	221	.3	1.2	28	233	.3	2.0	26	256	.3	1.5	28	238	.3	2.4
FA '99	29	777	.3	2.0	29	260	.3	1.5	27	234	.3	2.0	34	239	.4	2.0	28	273	.3	2.5
WIOB-FM																				
FA '00	24	409	.3	1.6	17	150	.2	.8	27	206	.3	2.1	31	233	.4	1.8	28	192	.3	2.4
SU '00	18	426	.2	1.2	12	187	.1	.6	42	186	.5	2.6	15	143	.2	.8	13	102	.1	1.2
SP '00	29	357	.3	1.9	35	198	.4	1.8	40	188	.5	2.6	32	169	.4	1.9	25	126	.3	2.2
WI '00	23	303	.3	1.6	37	136	.4	1.9	30	134	.3	2.3	25	84	.3	1.4	15	121	.2	1.4
4-Book	24	374	.3	1.6	25	168	.3	1.3	35	179	.4	2.4	26	157	.3	1.5	20	135	.2	1.8
FA '99	12	258	.1	.8	9	82	.1	.5	8	76	.1	.6	14	112	.2	.8	18	149	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WIOC-FM																				
FA '00	17	335	.2	1.2	16	161	.2	.8	7	67	.1	.5	8	135	.1	.5	26	126	.3	2.2
SU '00	12	250	.1	.8	17	56	.2	.8	12	116	.1	.7	8	103	.1	.4	14	67	.2	1.3
SP '00	22	287	.2	1.5	22	117	.2	1.1	22	145	.2	1.5	27	137	.3	1.6	27	172	.3	2.4
WI '00	8	212	.1	.6	8	66	.1	.4	8	72	.1	.6	8	113	.1	.5	4	53		.4
4-Book	15	271	.2	1.0	16	100	.2	.8	12	100	.1	.8	13	122	.2	.8	18	105	.2	1.6
FA '99	20	333	.2	1.4	30	215	.3	1.5	20	205	.2	1.5	13	149	.1	.8	15	152	.2	1.3
WISA-AM																				
FA '00	1	19		.1	1	19			2	19		.2	2	19		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	19				2	19		.1												
WISO-AM																				
FA '00	*	19			2	19		.1									*			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	13			2	13		.1									**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	26	580	.3	1.8	57	311	.7	2.8	16	172	.2	1.2	40	277	.5	2.3	6	69	.1	.5
SU '00	55	639	.6	3.6	131	402	1.5	6.5	38	242	.4	2.3	81	426	.9	4.5	11	151	.1	1.0
SP '00	40	591	.5	2.7	70	333	.8	3.6	31	198	.4	2.0	50	203	.6	2.9	28	113	.3	2.5
WI '00	38	536	.4	2.6	100	371	1.1	5.2	20	156	.2	1.6	60	318	.7	3.4	11	154	.1	1.0
4-Book	40	587	.5	2.7	90	354	1.0	4.5	26	192	.3	1.8	58	306	.7	3.3	14	122	.2	1.3
FA '99	19	465	.2	1.3	50	274	.6	2.6	9	130	.1	.7	30	226	.3	1.8	6	67	.1	.5
WKAQ-AM																				
FA '00	6	237	.1	.4	16	159	.2	.8	9	77	.1	.7	2	22		.1	2	43		.2
SU '00	11	344	.1	.7	25	260	.3	1.2	25	94	.3	1.5	7	62	.1	.4	3	65		.3
SP '00	7	258	.1	.5	19	159	.2	1.0	8	56	.1	.5	9	108	.1	.5	2	31		.2
WI '00	4	222		.3	8	92	.1	.4	3	54		.2	6	65	.1	.3	3	46		.3
4-Book	7	265	.1	.5	17	168	.2	.9	11	70	.1	.7	6	64	.1	.3	3	46		.3
FA '99	3	182		.2	4	69		.2	5	51	.1	.4	1	19		.1	2	33		.2
WKAQ-FM																				
FA '00	133	2340	1.5	9.0	145	1086	1.7	7.1	115	1119	1.3	8.9	170	1284	2.0	9.9	93	902	1.1	7.9
SU '00	143	2514	1.6	9.4	130	927	1.5	6.4	173	1269	2.0	10.5	155	1177	1.8	8.5	112	958	1.3	10.4
SP '00	175	3026	2.0	11.7	153	1291	1.7	7.9	203	1651	2.3	13.4	230	1764	2.6	13.3	110	1159	1.2	9.7
WI '00	138	2592	1.6	9.6	143	1097	1.6	7.4	132	1363	1.5	10.2	172	1298	2.0	9.8	94	907	1.1	8.7
4-Book	147	2618	1.7	9.9	143	1100	1.6	7.2	156	1351	1.8	10.8	182	1381	2.1	10.4	102	982	1.2	9.2
FA '99	154	2935	1.7	10.4	148	1381	1.7	7.6	173	1535	2.0	12.6	146	1377	1.7	8.7	120	1281	1.4	10.5
WKFE-AM																				
FA '00		16				16														
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	*	12			3	12		.1									*			
SU '00	1	30		.1					2	24		.1	1	17		.1	1	11		.1
SP '00		12																		
WI '00		19			1	19		.1												
4-Book		18			1	8		.1	1	6				4				3		
FA '99	1	22		.1	3	22		.2	2	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 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	
WKSA-FM																				
FA '00	14	294	.2	.9	16	113	.2	.8	11	120	.1	.9	19	106	.2	1.1	11	118	.1	.9
SU '00	10	205	.1	.7	7	73	.1	.3	12	108	.1	.7	3	16	.2	.2	**	**	**	**
SP '00	8	149	.1	.5	8	74	.1	.4	6	52	.1	.4	3	27	.2	.2	**	**	**	**
WI '00	3	85	.2	.2	1	20	.1	.1	2	46	.2	.2	8	23	.1	.5	**	**	**	**
4-Book	9	183	.1	.6	8	70	.1	.4	8	82	.1	.6	8	43	.1	.5	**	**	**	**
FA '99	27	247	.3	1.8	17	165	.2	.9	47	181	.5	3.4	20	79	.2	1.2	**	**	**	**
WKVM-AM																				
FA '00	3	61	.2	.2	11	51	.1	.5					1	10	.1	.1	1	10		.1
SU '00		10							10											
SP '00		14																		
WI '00	8	51	.1	.6	16	37	.2	.8	10	12	.1	.8	11	21	.1	.6	2	22		.2
4-Book	3	34	.2	.2	7	22	.1	.3	3	6	.2	.2	3	8	.2	.2	1	8		.1
FA '99	1	71	.1	.1									1	25	.1	.1	1	19		.1
WLuz-AM																				
FA '00		27			1	17			1	10	.1	.1		10						
SU '00	1	14	.1	.1	3	14	.1	.1												
SP '00	1	26	.1	.1					1	13	.1	.1	1	13	.1	.1	1	13		.1
WI '00		17			1	17	.1	.1												
4-Book	1	21	.1	.1	1	12	.1	.1	1	6	.1	.1		6				3		
FA '99		20			1	20	.1	.1												
WMEG-FM																				
FA '00	166	2617	1.9	11.2	195	1305	2.3	9.6	131	1112	1.5	10.2	210	1505	2.4	12.2	143	1112	1.7	12.1
SU '00	170	2536	1.9	11.2	113	900	1.3	5.6	138	1120	1.6	8.4	317	1593	3.6	17.5	167	1180	1.9	15.4
SP '00	198	2755	2.2	13.2	191	1189	2.2	9.9	175	1227	2.0	11.6	260	1514	2.9	15.0	191	1267	2.2	16.9
WI '00	147	2028	1.7	10.2	110	824	1.2	5.7	121	814	1.4	9.4	258	1083	2.9	14.7	132	1006	1.5	12.3
4-Book	170	2484	1.9	11.5	152	1055	1.8	7.7	141	1068	1.6	9.9	261	1424	3.0	14.9	158	1141	1.8	14.2
FA '99	130	2346	1.5	8.8	131	904	1.5	6.7	89	1002	1.0	6.5	178	1228	2.0	10.6	128	1124	1.5	11.2
WNEL-AM																				
FA '00		8				8														
SU '00		14			2	14	.1	.1												
SP '00																				
WI '00																				
4-Book		6			1	6														
FA '99		16			1	16	.1	.1												
WNRT-FM																				
FA '00	15	338	.2	1.0	25	146	.3	1.2	12	129	.1	.9	11	93	.1	.6	19	164	.2	1.6
SU '00	7	287	.1	.5	6	114	.1	.3	8	142	.1	.5	11	144	.1	.6	6	109	.1	.6
SP '00	12	257	.1	.8	9	86	.1	.5	13	98	.1	.9	8	83	.1	.5	14	117	.2	1.2
WI '00	16	339	.2	1.1	29	226	.3	1.5	15	169	.2	1.2	27	209	.3	1.5	2	45	.2	.2
4-Book	13	305	.2	.9	17	143	.2	.9	12	135	.1	.9	14	132	.2	.8	10	109	.1	.9
FA '99	6	258	.1	.4	7	66	.1	.4	4	89	.1	.3	7	80	.1	.4	9	96	.1	.8
WORO-FM																				
FA '00	5	75	.1	.3	2	14	.1	.1	2	16	.2	.2	9	45	.1	.5	11	33	.1	.9
SU '00	18	284	.2	1.2	10	77	.1	.5	16	98	.2	1.0	14	59	.2	.8	**	**	**	**
SP '00	22	382	.2	1.5	26	206	.3	1.3	23	117	.3	1.5	30	136	.3	1.7	11	91	.1	1.0
WI '00	6	206	.1	.4	4	71	.2	.2	6	99	.1	.5	22	86	.2	1.3	4	51	.4	.4
4-Book	13	237	.2	.9	11	92	.1	.5	12	83	.2	.8	19	82	.2	1.1	**	**	**	**
FA '99	4	176	.3	.3	2	18	.1	.1	6	52	.1	.4	2	26	.1	.1	1	14		.1
WOSO-AM																				
FA '00	1	11	.1	.1					3	11	.2	.2	1	11	.1	.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	34	991	.4	2.3	44	422	.5	2.2	29	408	.3	2.3	43	442	.5	2.5	27	356	.3	2.3
SU '00	62	1221	.7	4.1	84	537	1.0	4.2	43	505	.5	2.6	78	603	.9	4.3	55	322	.6	5.1
SP '00	82	1332	.9	5.5	143	770	1.6	7.4	76	693	.9	5.0	63	522	.7	3.6	48	479	.5	4.2
WI '00	63	1124	.7	4.4	95	593	1.1	4.9	50	496	.6	3.9	42	486	.5	2.4	54	427	.6	5.0
4-Book	60	1167	.7	4.1	92	581	1.1	4.7	50	526	.6	3.5	57	513	.7	3.2	46	396	.5	4.2
FA '99	69	1559	.8	4.7	117	848	1.3	6.0	73	666	.8	5.3	57	570	.6	3.4	45	588	.5	3.9
WPAB-AM																				
FA '00	1	84		.1	4	56		.2	1	17		.1		14						
SU '00		11			2	11		.1												
SP '00		18				5			1	13		.1								
WI '00		44			1	22		.1	1	22		.1								
4-Book		39			2	24		.1	1	13		.1		4						
FA '99	1	40		.1	1	23		.1		17										
WPRM-FM																				
FA '00	161	2002	1.9	10.9	463	1475	5.3	22.8	99	629	1.1	7.7	183	899	2.1	10.6	46	455	.5	3.9
SU '00	137	2046	1.6	9.0	403	1360	4.6	20.0	91	772	1.0	5.5	169	1043	1.9	9.3	40	409	.5	3.7
SP '00	116	1969	1.3	7.7	336	1243	3.8	17.3	77	705	.9	5.1	125	937	1.4	7.2	35	362	.4	3.1
WI '00	143	2143	1.6	9.9	361	1482	4.1	18.7	121	755	1.4	9.4	201	966	2.3	11.4	45	283	.5	4.2
4-Book	139	2040	1.6	9.4	391	1390	4.5	19.7	97	715	1.1	6.9	170	961	1.9	9.6	42	377	.5	3.7
FA '99	177	2885	2.0	12.0	467	1907	5.3	24.0	112	865	1.3	8.2	258	1464	2.9	15.3	61	552	.7	5.3
WPRP-AM																				
FA '00		9																		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	1	11		.1	1	11			1	11		.1					1	11		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	21		.1	1	9		.1	2	21		.1					1	9		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	26	355	.3	1.8	82	291	.9	4.0	14	148	.2	1.1	26	121	.3	1.5	6	81	.1	.5
SU '00	10	212	.1	.7	41	175	.5	2.0	4	60		.2	5	28	.1	.3	2	23		.2
SP '00	18	323	.2	1.2	41	166	.5	2.1	22	137	.2	1.5	19	96	.2	1.1	8	84	.1	.7
WI '00	22	390	.2	1.5	77	254	.9	4.0	8	66	.1	.6	19	176	.2	1.1	3	53		.3
4-Book	19	320	.2	1.3	60	222	.7	3.0	12	103	.1	.9	17	105	.2	1.0	5	60	.1	.4
FA '99	13	348	.1	.9	19	133	.2	1.0	8	152	.1	.6	25	186	.3	1.5	6	69	.1	.5
WTPM-FM																				
FA '00	*	25			1	6											*			
SU '00	3	97		.2	1	36			3	14		.2	3	36		.2	2	25		.2
SP '00	2	42		.1		5				5			1	25		.1		15		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	59		.2	2	21		.1		9			1	23		.1	1	9		.1
WUQ-FM																				
FA '00	55	980	.6	3.7	50	414	.6	2.5	63	507	.7	4.9	58	549	.7	3.4	48	362	.6	4.1
SU '00	47	950	.5	3.1	32	340	.4	1.6	54	568	.6	3.3	67	457	.8	3.7	31	339	.4	2.9
SP '00	50	919	.6	3.3	57	475	.6	2.9	60	512	.7	4.0	55	496	.6	3.2	40	338	.5	3.5
WI '00	40	842	.5	2.8	42	463	.5	2.2	35	384	.4	2.7	47	456	.5	2.7	38	320	.4	3.5
4-Book	48	923	.6	3.2	45	423	.5	2.3	53	493	.6	3.7	57	490	.7	3.3	39	340	.5	3.5
FA '99	54	940	.6	3.7	66	454	.7	3.4	52	377	.6	3.8	42	461	.5	2.5	59	460	.7	5.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 '00	1	28	.1	3	17	.1						3	23	.2		1	16		.1	
SU '00	1	23	.1						8											
SP '00	4	75	.3	9	34	.1	.5	5	52	.1	.3	1	12	.1						
WI '00	4	94	.3	16	61	.2	.8	1	17	.1		2	52	.1		1	37		.1	
4-Book	3	55	.2	7	28	.1	.4	2	19	.1		2	22	.1		1	13		.1	
FA '99	1	52	.1	4	52	.2		3	12	.2										
WVJP-FM																				
FA '00	21	392	.2	1.4	26	130	.3	1.3	11	117	.1	.9	27	164	.3	1.6	26	104	.3	2.2
SU '00	6	285	.1	.4	4	54	.2	.2	3	49	.2	.2	4	80	.2	.2	13	121	.1	1.2
SP '00	12	277	.1	.8	14	125	.2	.7	24	126	.3	1.6	15	111	.2	.9	7	102	.1	.6
WI '00	15	377	.2	1.0	8	102	.1	.4	8	113	.1	.6	14	163	.2	.8	27	205	.3	2.5
4-Book	14	333	.2	.9	13	103	.2	.7	12	101	.1	.8	15	130	.2	.9	18	133	.2	1.6
FA '99	5	313	.1	.3	1	39	.1		5	58	.1	.4	5	93	.1	.3	2	68		.2
WVOZ-FM																				
FA '00	88	1270	1.0	6.0	61	401	.7	3.0	59	487	.7	4.6	101	641	1.2	5.9	106	705	1.2	9.0
SU '00	44	896	.5	2.9	29	245	.3	1.4	32	363	.4	2.0	39	288	.4	2.1	57	488	.6	5.3
SP '00	17	391	.2	1.1	7	118	.1	.4	16	161	.2	1.1	17	187	.2	1.0	17	110	.2	1.5
WI '00	7	227	.1	.5		20			3	66	.2	.2	2	20	.1		6	53	.1	.6
4-Book	39	696	.5	2.6	24	196	.3	1.2	28	269	.3	2.0	40	284	.5	2.3	47	339	.5	4.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	* 1	50	.1	2	14	.1		1	14	.1			8			* 1	7		.1	
SU '00		10			10								10	.1						
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	2	18	.1	1	11	.1		3	18	.2		1	11	.1		4	7		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	1	40	.1	1	13	.1		4	40	.3		1	27	.1						
WXYX-FM																				
FA '00	60	1397	.7	4.1	89	534	1.0	4.4	71	626	.8	5.5	92	681	1.1	5.3	34	413	.4	2.9
SU '00	68	1557	.8	4.5	96	626	1.1	4.8	66	694	.7	4.0	90	639	1.0	5.0	45	547	.5	4.2
SP '00	68	1450	.8	4.5	70	464	.8	3.6	56	603	.6	3.7	119	713	1.3	6.9	60	473	.7	5.3
WI '00	71	1673	.8	4.9	99	629	1.1	5.1	77	789	.9	6.0	98	713	1.1	5.6	38	409	.4	3.5
4-Book	67	1519	.8	4.5	89	563	1.0	4.5	68	678	.8	4.8	100	687	1.1	5.7	44	461	.5	4.0
FA '99	80	1898	.9	5.4	125	614	1.4	6.4	64	823	.7	4.7	107	887	1.2	6.4	67	682	.8	5.9
WYQE-FM																				
FA '00	1	56	.1	16	65	.2	.8	9	79	.1	.5	12	86	.1	.7	8	59	.1	.7	
SU '00	12	132	.1	.8																
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	5	73	.1	.3	8	25	.1	.4	1	12	.1		5	25	.1	.3	1	6	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	6	111	.1	.4	9	59	.1	.5	7	63	.1	.5	4	56	.2		6	52	.1	.5
WZAR-FM																				
FA '00	32	702	.4	2.2	19	207	.2	.9	30	239	.3	2.3	42	313	.5	2.4	43	310	.5	3.6
SU '00	76	857	.9	5.0	49	323	.6	2.4	80	408	.9	4.9	86	509	1.0	4.7	98	469	1.1	9.1
SP '00	40	872	.5	2.7	30	229	.3	1.5	40	331	.5	2.6	46	342	.5	2.7	51	409	.6	4.5
WI '00	53	738	.6	3.7	47	256	.5	2.4	60	438	.7	4.7	47	302	.5	2.7	65	356	.7	6.0
4-Book	50	792	.6	3.4	36	254	.4	1.8	53	354	.6	3.6	55	367	.6	3.1	64	386	.7	5.8
FA '99	49	693	.6	3.3	43	345	.5	2.2	54	394	.6	3.9	51	440	.6	3.0	54	315	.6	4.7
WZMT-FM																				
FA '00	7	165	.1	.5	6	70	.1	.3	7	76	.1	.5	3	46	.2		4	44		.3
SU '00	9	220	.1	.6	3	26	.1		14	141	.2	.9	11	90	.1	.6	4	55		.4
SP '00	11	143	.1	.7	17	92	.2	.9	6	75	.1	.4	15	100	.2	.9	12	79	.1	1.1
WI '00	6	145	.1	.4	9	32	.1	.5	4	66	.3		8	48	.1	.5	4	37		.4
4-Book	8	168	.1	.6	9	55	.1	.5	8	90	.1	.5	9	71	.1	.6	6	54		.6
FA '99	11	230	.1	.7	13	91	.1	.7	18	91	.2	1.3	9	128	.1	.5	5	69	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WZNT-FM																				
FA '00	34	805	.4	2.3	14	153	.2	.7	46	343	.5	3.6	44	397	.5	2.6	25	243	.3	2.1
SU '00	55	772	.6	3.6	59	335	.7	2.9	78	455	.9	4.8	52	283	.6	2.9	23	218	.3	2.1
SP '00	38	881	.4	2.5	36	304	.4	1.9	48	361	.5	3.2	41	294	.5	2.4	9	101	.1	.8
WI '00	44	1062	.5	3.1	51	465	.6	2.6	25	378	.3	1.9	49	501	.6	2.8	27	271	.3	2.5
4-Book	43	880	.5	2.9	40	314	.5	2.0	49	384	.6	3.4	47	369	.6	2.7	21	208	.3	1.9
FA '99	49	1028	.6	3.3	35	310	.4	1.8	41	389	.5	3.0	49	358	.6	2.9	29	295	.3	2.5
TOTALS																				
FA '00	1477	8325	17.1		2034	7143	23.5		1286	5705	14.9		1725	6907	19.9		1183	5597	13.7	
SU '00	1522	8539	17.3		2016	7108	22.9		1641	6458	18.6		1814	6989	20.6		1081	5659	12.3	
SP '00	1497	8374	17.0		1938	7206	22.0		1514	6238	17.2		1728	7028	19.6		1133	5563	12.9	
WI '00	1438	8311	16.3		1926	7102	21.8		1288	5679	14.6		1757	6600	19.9		1075	5377	12.2	
4-Book	1484	8387	16.9		1979	7140	22.6		1432	6020	16.3		1756	6881	20.0		1118	5549	12.8	
FA '99	1478	8538	16.8		1942	7335	22.0		1370	6160	15.5		1681	7093	19.1		1142	6128	13.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 12-24

Target Listener Estimates

Persons 12-24																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM																					
FA '00	1	25	.1																		
4-Book	4	25	.2	2	18		.2	3	10		.3	2	7		.1	1	6		.1		
Wael-AM																					
FA '00	1	31	.1	2	40		.1	1	9		.1										
4-Book	2	44	.2	3	44		.2	6	12	.1	.5	3	12	.1	.2	1	1		.1		
Wael-FM																					
FA '00	30	343	.3	1.8	22	194	.3	1.6	19	53	.2	1.5	39	104	.5	1.9	27	60	.3	1.7	
4-Book	25	354	.3	1.5	**	**	**	**	20	57	.2	1.7	34	111	.4	1.7	27	79	.3	1.8	
WALO-AM																					
FA '00	1	22	.1		7																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WAPA-AM																					
FA '00	6	51	.1	.4	*																
4-Book	5	49	.1	.3	1	23		.1	3	5		.2	1	7		.1	1	3		.1	
WBRQ-FM																					
FA '00	35	283	.4	2.1	27	301	.3	2.0	24	123	.3	1.9	47	127	.5	2.3	27	113	.3	1.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WCAD-FM																					
FA '00	33	558	.4	2.0	31	443	.4	2.3	9	57	.1	.7	42	137	.5	2.1	45	134	.5	2.8	
4-Book	30	542	.4	1.8	24	352	.3	1.8	15	61	.2	1.3	28	109	.3	1.4	28	92	.3	1.8	
WCMA-FM																					
FA '00	38	667	.4	2.3	29	456	.3	2.1	31	123	.4	2.5	36	147	.4	1.8	32	91	.4	2.0	
4-Book	50	826	.6	3.0	43	527	.5	3.2	28	108	.3	2.4	69	226	.8	3.6	49	129	.6	3.1	
WCMN-AM																					
FA '00	4	67	.2		1	18		.1					2	18		.1					
4-Book	2	44	.1		1	11		.1					1	5							
WCMN-FM																					
FA '00	44	567	.5	2.7	38	357	.4	2.8	49	145	.6	4.0	62	177	.7	3.0	34	111	.4	2.2	
4-Book	43	516	.5	2.6	41	376	.5	3.0	44	118	.5	3.8	56	153	.7	2.8	49	136	.6	3.1	
WCOM-FM																					
FA '00	89	1280	1.0	5.4	44	659	.5	3.2	48	139	.6	3.9	74	261	.9	3.6	31	104	.4	2.0	
4-Book	82	1345	.9	4.9	53	748	.6	3.9	39	142	.5	3.3	86	288	1.0	4.4	62	184	.7	3.9	
WCTA-FM																					
FA '00	10	186	.1	.6	33	266	.4	2.4					54	78	.6	2.7	40	125	.5	2.5	
4-Book	16	212	.2	1.0	24	191	.3	1.8	9	24	.1	.7	44	97	.5	2.3	30	79	.4	1.9	
WEGM-FM																					
FA '00	39	401	.5	2.4	33	356	.4	2.4	26	94	.3	2.1	36	185	.4	1.8	55	109	.6	3.5	
4-Book	41	415	.5	2.4	34	330	.4	2.6	25	86	.3	2.2	34	126	.4	1.7	47	121	.5	3.0	
WENA-AM																					
FA '00	3	29	.2		7													2	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '00	10	138	.1	.6	6	79	.1	.4	11	26	.1	.9	17	42	.2	.8	1	9		.1	
4-Book	8	197	.1	.5	8	112	.1	.6	7	17	.1	.6	8	38	.1	.4	3	11		.3	
WEXS-AM																					
FA '00	8	19	.1	.5	6	19	.1	.4	19	19	.2	1.5	6	19	.1	.3	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
+WFDT-FM																					
FA '00	5	79	.1	.3	1	45		.1					1	10			3	31		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WFID-FM																				
FA '00	68	708	.8	4.1	58	608	.7	4.3	56	147	.6	4.5	77	172	.9	3.8	56	136	.6	3.5
4-Book	78	836	.9	4.6	53	590	.6	3.9	45	146	.5	3.9	78	186	.9	4.0	72	158	.8	4.5
WIAC-AM																				
FA '00	1	17	.1		17			2	17	.2										
4-Book	1	18	.1		13			1	4	.1			1	4	.1					
WIAC-FM																				
FA '00	32	713	.4	1.9	26	425	.3	1.9	37	89	.4	3.0	41	125	.5	2.0	22	72	.3	1.4
4-Book	56	817	.7	3.2	28	461	.3	2.1	31	93	.3	2.7	54	171	.6	2.8	39	120	.5	2.5
WIDA-AM																				
FA '00		19			4	19	.3		9	19	.1	.7	19	19	.2	.9	5	19	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	1	24	.1		1	17	.1													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	34	486	.4	2.1	39	453	.5	2.9	45	169	.5	3.6	71	214	.8	3.5	36	111	.4	2.3
4-Book	26	452	.3	1.5	24	322	.3	1.8	19	63	.2	1.6	45	132	.5	2.3	25	78	.3	1.6
WIOB-FM																				
FA '00	25	360	.3	1.5	19	160	.2	1.4	14	24	.2	1.1	45	130	.5	2.2	13	51	.2	.8
4-Book	29	310	.4	1.7	15	165	.2	1.1	13	30	.2	1.1	31	86	.4	1.6	9	30	.1	.5
WIOC-FM																				
FA '00	10	240	.1	.6	23	242	.3	1.7	18	45	.2	1.5	28	90	.3	1.4	48	87	.6	3.0
4-Book	13	188	.2	.8	15	183	.2	1.2	14	33	.2	1.2	19	60	.2	1.0	18	52	.2	1.2
WISA-AM																				
FA '00	2	19	.1		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISO-AM																				
FA '00	1	19	.1	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
FA '00	36	481	.4	2.2	21	285	.2	1.6	28	74	.3	2.3	36	125	.4	1.8	32	85	.4	2.0
4-Book	56	515	.6	3.3	30	268	.3	2.2	42	96	.5	3.7	46	132	.5	2.4	43	109	.5	2.7
WKAQ-AM																				
FA '00	9	216	.1	.5	4	78	.3		4	17	.3		3	16	.1		10	30	.1	.6
4-Book	11	230	.1	.6	3	66	.2		5	24	.1	.5	2	13	.1		3	10		.2
WKAQ-FM																				
FA '00	141	1910	1.6	8.5	145	1574	1.7	10.7	95	343	1.1	7.7	262	839	3.0	12.9	216	544	2.5	13.7
4-Book	160	2142	1.8	9.4	155	1603	1.8	11.6	109	355	1.2	9.5	268	726	3.1	13.6	214	546	2.5	13.6
WKFE-AM																				
FA '00		16			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM																				
FA '00	1	12	.1	*																
4-Book	1	15	.1		8															
WKSA-FM																				
FA '00	15	208	.2	.9	13	150	.2	1.0	12	53	.1	1.0	35	95	.4	1.7	17	63	.2	1.1
4-Book	8	142	.1	.5	11	95	.2	.8	10	33	.1	.8	26	47	.3	1.3	10	22	.1	.6
WKVM-AM																				
FA '00	3	51	.2		3	11	.2													
4-Book	4	25	.2		2	15	.2		5	5	.1	.4	1	3	.1		2	6	.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

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	
WLUZ-AM																				
FA '00	1	27	.1		10															
4-Book	1	18	.1		3															
WMEG-FM																				
FA '00	175	2209	2.0	10.6	164	1728	1.9	12.1	128	442	1.5	10.3	235	619	2.7	11.5	207	598	2.4	13.1
4-Book	182	1983	2.1	10.7	158	1542	1.8	11.8	100	334	1.1	8.6	213	591	2.4	10.8	203	546	2.3	12.8
WNEL-AM																				
FA '00		8																		
4-Book		6																		
WNRT-FM																				
FA '00	16	245	.2	1.0	10	191	.1	.7	12	25	.1	1.0	5	23	.1	.2	26	58	.3	1.6
4-Book	14	237	.2	.9	11	185	.1	.9	13	39	.1	1.1	11	52	.2	.6	18	51	.2	1.1
WORO-FM																				
FA '00	4	62	.2	.2	2	28	.1	.1	7	13	.1	.6	7	21	.1	.3	3	7	.1	.2
4-Book	13	149	.1	.8	14	104	.2	1.1	13	21	.2	1.1	16	45	.2	.8	10	19	.1	.7
WOSO-AM																				
FA '00	1	11	.1																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDYE-FM																				
FA '00	38	807	.4	2.3	30	378	.3	2.2	23	81	.3	1.9	43	154	.5	2.1	29	76	.3	1.8
4-Book	64	977	.7	3.8	62	635	.7	4.7	57	147	.7	5.0	72	231	.8	3.7	51	158	.6	3.2
WPAB-AM																				
FA '00	2	73	.1		2	54	.1		8	39	.1	.6								
4-Book	1	37	.1		1	14			2	10		.2								
WPRM-FM																				
FA '00	237	1848	2.7	14.3	106	897	1.2	7.8	205	432	2.4	16.6	157	348	1.8	7.7	151	367	1.7	9.6
4-Book	210	1859	2.4	12.4	80	792	.9	6.0	127	287	1.5	10.8	119	303	1.4	6.0	110	284	1.3	7.0
WPRP-AM																				
FA '00						9														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	1	11	.1		1	11	.1													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	39	319	.5	2.4	18	175	.2	1.3	48	75	.6	3.9	25	72	.3	1.2	16	40	.2	1.0
4-Book	29	283	.4	1.7	12	137	.2	.9	21	43	.3	1.8	22	56	.3	1.1	16	40	.2	1.0
WTPM-FM																				
FA '00		6			* 1	25	.1		4	14	.3		3	11	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	57	784	.7	3.4	56	617	.6	4.1	42	163	.5	3.4	105	304	1.2	5.2	47	180	.5	3.0
4-Book	52	757	.6	3.0	48	546	.6	3.6	40	135	.5	3.5	99	281	1.1	5.0	44	167	.5	2.8
WUNO-AM																				
FA '00	1	17	.1		1	11	.1													
4-Book	3	52	.1	.2	2	28	.1		3	10	.2		1	5	.1					
WVJP-FM																				
FA '00	21	265	.2	1.3	19	191	.2	1.4	16	73	.2	1.3	27	92	.3	1.3	29	61	.3	1.8
4-Book	13	223	.1	.8	12	154	.2	.9	7	33	.1	.6	19	65	.2	1.0	13	31	.2	.8
WVOZ-FM																				
FA '00	73	912	.8	4.4	103	841	1.2	7.6	33	110	.4	2.7	101	247	1.2	5.0	118	257	1.4	7.5
4-Book	30	443	.3	1.8	50	471	.6	3.7	10	32	.1	.9	41	138	.5	2.0	40	95	.5	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WXEV-AM																				
FA '00	1	28		.1	*		15													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	83	1154	1.0	5.0	36	591	.4	2.7	55	172	.6	4.4	51	233	.6	2.5	52	146	.6	3.3
4-Book	84	1189	1.0	4.9	51	713	.6	3.8	47	143	.5	4.0	79	278	.9	4.0	90	225	1.0	5.9
WYQE-FM																				
FA '00	1	31		.1	2	28		.1	7	14	.1	.6								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	30	484	.3	1.8	29	350	.3	2.1	13	36	.2	1.1	43	103	.5	2.1	32	90	.4	2.0
4-Book	48	581	.5	2.8	45	430	.5	3.4	37	105	.5	3.3	67	175	.8	3.4	46	120	.6	3.0
WZMT-FM																				
FA '00	6	103	.1	.4	10	121	.1	.7					10	42	.1	.5				
4-Book	9	119	.1	.5	9	106	.1	.7	8	24	.1	.7	14	40	.2	.8	7	21	.1	.5
WZNT-FM																				
FA '00	35	560	.4	2.1	39	439	.5	2.9	38	105	.4	3.1	42	94	.5	2.1	28	76	.3	1.8
4-Book	46	663	.5	2.7	53	511	.6	4.0	47	114	.5	4.1	68	195	.8	3.5	55	129	.6	3.4
TOTALS																				
FA '00	1655	8053	19.1		1354	7146	15.6		1238	3292	14.3		2036	4453	23.5		1580	3635	18.3	
4-Book	1701	8197	19.4		1335	7177	15.2		1158	3032	13.2		1974	4550	22.5		1578	3615	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 - Persons 12-24

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '00																				
4-Book	3	6	.3		2			1	2	.1		1	3	.1		2	3		.2	
WAEL-AM																				
FA '00		1						8	20	.1	.5	3	18	.2						
4-Book				9	24	.1	1.3	6	19	.1	.4	1	5	.1						
WAEL-FM																				
FA '00	23	60	.3	1.7	9	42	.1	1.2	24	96	.3	1.6	12	49	.1	1.0	21	47	.2	2.0
4-Book	16	38	.2	1.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALD-AM																				
FA '00				2	7		.3					1	7		.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	*			1	7		.2	1	6		.1	1	2		.1	*	3	5		.3
4-Book																				
WBRQ-FM																				
FA '00	6	42	.1	.4	28	68	.3	3.7	1	12		.1	43	93	.5	3.5	40	95	.5	3.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	53	148	.6	3.9	8	32	.1	1.0	29	125	.3	2.0	23	79	.3	1.9	29	75	.3	2.8
4-Book	39	123	.4	3.0	9	25	.1	1.2	33	108	.4	2.3	20	67	.2	1.7	15	52	.2	1.4
WCMA-FM																				
FA '00	20	71	.2	1.5	31	106	.4	4.1	29	117	.3	2.0	41	114	.5	3.4	16	62	.2	1.5
4-Book	42	133	.5	3.3	27	84	.3	3.8	45	164	.5	3.1	50	120	.6	4.0	26	82	.3	2.3
WCMN-AM																				
FA '00				6	18	.1	.8									1	7		.1	
4-Book				2	5		.2	3	6		.2	1	6		.1		2			
WCMN-FM																				
FA '00	25	118	.3	1.9	21	87	.2	2.8	25	86	.3	1.7	63	169	.7	5.2	30	135	.3	2.9
4-Book	29	102	.3	2.2	28	81	.3	4.0	43	118	.5	3.1	49	127	.6	4.1	30	92	.3	2.8
WCOM-FM																				
FA '00	22	85	.3	1.6	31	62	.4	4.1	37	169	.4	2.5	32	79	.4	2.6	67	166	.8	6.5
4-Book	36	124	.4	2.8	22	83	.3	3.1	42	161	.5	2.9	57	145	.7	4.6	72	211	.8	6.7
WCTA-FM																				
FA '00	11	34	.1	.8	24	71	.3	3.1	89	147	1.0	6.0	35	141	.4	2.9	3	24		.3
4-Book	16	38	.2	1.3	9	27	.1	1.1	41	92	.5	2.8	29	80	.3	2.4	9	24	.1	.8
VEGM-FM																				
FA '00	21	91	.2	1.6	21	74	.2	2.8	51	131	.6	3.4	32	78	.4	2.6	25	64	.3	2.4
4-Book	31	70	.3	2.4	16	50	.2	2.3	37	91	.4	2.5	31	74	.4	2.6	53	117	.6	4.8
WENA-AM																				
FA '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	7	7	.1	.5	1	10		.1	3	8		.2	8	19	.1	.7	2	8		.2
4-Book	5	17	.1	.4	6	28	.1	.7	12	33	.1	.8	16	37	.2	1.4	5	16	.1	.5
WEXS-AM																				
FA '00				19	19	.2	2.5	7	19	.1	.5									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00													3	14		.2	2	14		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WFID-FM																				
FA '00	63	198	.7	4.7	39	105	.5	5.1	64	152	.7	4.3	52	122	.6	4.3	51	109	.6	4.9
4-Book	68	204	.8	5.2	21	62	.3	2.9	44	124	.5	3.0	35	97	.4	2.9	52	144	.6	4.8
WIAC-AM																				
FA '00																				
4-Book									2	5	.2									
WIAC-FM																				
FA '00	23	113	.3	1.7	13	94	.2	1.7	30	106	.3	2.0	23	78	.3	1.9	20	75	.2	1.9
4-Book	29	112	.3	2.2	14	52	.2	2.0	18	79	.2	1.2	19	71	.2	1.6	16	51	.2	1.5
WIDA-AM																				
FA '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00					5	9	.1	.7	1	8	.1						**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	54	118	.6	4.0	6	19	.1	.8	46	187	.5	3.1	23	104	.3	1.9	22	89	.3	2.1
4-Book	29	73	.3	2.2	8	36	.1	1.1	28	110	.3	2.0	16	59	.2	1.4	15	56	.2	1.4
WIOB-FM																				
FA '00	13	49	.2	1.0	8	10	.1	1.0	28	53	.3	1.9	12	19	.1	1.0	13	34	.2	1.3
4-Book	18	51	.2	1.5	14	26	.2	2.0	14	36	.2	1.0	11	33	.1	.9	10	36	.1	.9
WIOC-FM																				
FA '00	50	120	.6	3.7					18	43	.2	1.2	11	54	.1	.9	9	21	.1	.9
4-Book	20	59	.3	1.6	7	18	.1	1.0	17	53	.2	1.2	11	39	.1	.9	16	28	.2	1.5
WISA-AM																				
FA '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	3	32	.2		17	55	.2	2.2	22	117	.3	1.5	29	125	.3	2.4	4	23		.4
4-Book	18	51	.2	1.5	20	39	.2	2.7	33	85	.4	2.3	26	81	.3	2.1	12	25	.1	1.1
WKAQ-AM																				
FA '00					8	15	.1	1.0	10	34	.1	.7								
4-Book		2			7	22	.1	1.0	4	18	.1	.3					2	13		.2
WKAQ-FM																				
FA '00	131	462	1.5	9.7	26	115	.3	3.4	192	506	2.2	12.9	112	323	1.3	9.2	99	282	1.1	9.5
4-Book	133	428	1.5	10.3	41	172	.5	5.8	213	553	2.4	14.6	148	373	1.7	12.0	94	288	1.1	8.6
WKFE-AM																				
FA '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00																	*			
4-Book					1	5		.2	1	3										
WKSA-FM																				
FA '00	13	41	.2	1.0	4	16	.5		7	26	.1	.5	6	26	.1	.5	8	22	.1	.8
4-Book	**	**	**	**	7	17	.1	.9	9	25	.1	.6	2	7		.1	**	**	**	**
WKVM-AM																				
FA '00	4	11	.3						8	11	.1	.5	5	11	.1	.4				
4-Book	2	9	.2		3	5		.4	3	6	.1	.2	1	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 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	
WLuz-AM FA '00 4-Book								1	10		.1									
									3											
WMEG-FM FA '00 4-Book	148 155	456 462	1.7 1.8	11.0 12.1	62 61	209 194	.7 .7	8.1 8.5	135 139	495 410	1.6 1.6	9.1 9.7	153 141	409 382	1.8 1.6	12.6 11.6	223 227	505 529	2.6 2.6	21.5 21.0
WNEL-AM FA '00 4-Book																				
WNRT-FM FA '00 4-Book	5 9	30 48	.1 .1	.4 .7	21 22	86 86	.2 .2	2.8 3.2	2 7	9 42	.1 .1	.1 .5	3 5	22 26	.2 .1	.4 .4	8 6	25 29	.1 .1	.8 .6
WORD-FM FA '00 4-Book	3 **	13 **	.2 **	.2 **	4	11		.5	24	33	.3	1.8	25	64	.3	2.1	**	**	**	**
WOSO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM FA '00 4-Book	26 57	92 156	.3 .7	1.9 4.4	8 37	38 105	.1 .4	1.0 5.2	54 79	185 202	.6 .9	3.6 5.3	51 56	116 137	.6 .7	4.2 4.6	6 78	37 198	.1 .9	.6 7.1
WPAB-AM FA '00 4-Book	4 1	14 4	.3 .1	.3 .1	2 1	14 4	.3 .1	.3 .1												
WPRM-FM FA '00 4-Book	55 41	128 115	.6 .5	4.1 3.2	108 66	237 159	1.2 .7	14.2 9.2	90 85	236 212	1.0 1.0	6.1 5.9	62 62	182 177	.7 .7	5.1 5.1	41 39	153 105	.5 .5	3.9 3.6
WPRP-AM FA '00 4-Book	**	**	**	**	**	**	**	**	2	9		.1	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	9 **	11 **	.1 **	.7 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book	9 4	27 15	.1 .1	.7 .3	18 9	25 24	.2 .1	2.4 1.3	18 17	69 53	.2 .2	1.2 1.2	13 8	29 24	.2 .1	1.1 .7	5 2	26 11	.1 .1	.5 .2
WTPM-FM FA '00 4-Book	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQJ-FM FA '00 4-Book	44 38	168 118	.5 .5	3.3 3.0	43 26	132 92	.5 .3	5.6 3.5	68 49	206 162	.8 .6	4.6 3.4	48 41	154 127	.6 .5	3.9 3.4	41 36	149 104	.5 .4	3.9 3.3
WUNO-AM FA '00 4-Book					3	14		.5	2	7		.1	3	7		.3	9	11	.1	.9
WVJP-FM FA '00 4-Book	10 8	28 27	.1 .1	.7 .6	18 10	58 31	.2 .1	2.4 1.3	26 12	63 37	.3 .1	1.7 .8	16 12	34 31	.2 .1	1.3 1.0	13 16	24 46	.2 .2	1.3 1.5
WVOZ-FM FA '00 4-Book	279 169	495 301	3.2 1.9	20.7 12.9	23 10	62 32	.3 .1	3.0 1.3	64 35	162 79	.7 .4	4.3 2.5	65 31	141 79	.8 .4	5.3 2.5	103 38	262 108	1.2 .4	9.9 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

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WXEV-AM																				
FA '00	*				*				3	15		.2					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	25	106	.3	1.9	25	41	.3	3.3	63	176	.7	4.2	16	62	.2	1.3	5	20	.1	.5
4-Book	44	153	.5	3.4	22	64	.3	3.1	64	225	.7	4.4	44	122	.5	3.6	17	50	.2	1.6
WYQE-FM																				
FA '00					4	14		.5	3	14		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	34	83	.4	2.5	15	35	.2	2.0	17	63	.2	1.1	13	48	.2	1.1	54	136	.6	5.2
4-Book	58	144	.7	4.5	15	42	.2	2.2	32	103	.4	2.3	29	68	.3	2.4	61	145	.7	5.7
WZMT-FM																				
FA '00	3	20		.2	1	10		.1	27	57	.3	1.8	24	42	.3	2.0	13	29	.2	1.3
4-Book	4	16	.1	.3	5	13	.1	.6	12	38	.2	.8	14	34	.2	1.1	7	17	.1	.7
WZNT-FM																				
FA '00	24	68	.3	1.8	31	99	.4	4.1	63	144	.7	4.2	63	156	.7	5.2	20	75	.2	1.9
4-Book	44	118	.5	3.4	34	94	.4	4.7	90	178	1.0	6.2	63	149	.7	5.2	22	70	.2	2.0
TOTALS																				
FA '00	1351	3360	15.6		763	2103	8.8		1486	3489	17.2		1219	2985	14.1		1038	2593	12.0	
4-Book	1301	3282	14.8		718	2025	8.2		1447	3471	16.5		1215	2847	13.9		1082	2643	12.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 '00	2	75	.1	5	48	.1										2	9	.2	
SU '00		8																	
SP '00	1	43		3	33	.1		2	11	.1									
WI '00	13	83	.1 .6	33	74	.3 1.0		14	61	.1 .6		2	22	.1		6	33	.1	.5
4-Book	4	52	.2	10	39	.1 .3		4	18	.2		1	6			2	11		.2
FA '99	3	58	.1	2	14	.1		5	30	.2		1	14			5	42		.5
WAEI-AM																			
FA '00	1	66		1	35			1	10			2	14	.1			1		
SU '00	3	42	.1									11	31	.1 .4		5	31		.5
SP '00	2	68	.1	6	46	.1 .2		2	26	.1		1	18			1	18		.1
WI '00	4	84	.2	6	58	.1 .2		3	33	.1		1	23			4	31		.3
4-Book	3	65	.1	3	35	.1 .1		2	17	.1		4	22	.1		3	20		.2
FA '99		34										1	21			1	13		.1
WAEI-FM																			
FA '00	22	432	.2 1.0	16	111	.1 .5		54	334	.5 2.1		8	99	.1 .3		6	75	.1	.5
SU '00	27	654	.3 1.3	12	162	.1 .4		58	440	.6 2.2		22	210	.2 .9		18	168	.2	1.7
SP '00	14	378	.1 .7	10	132	.1 .3		29	219	.3 1.1		12	153	.1 .5		9	98	.1	.8
WI '00	15	328	.1 .7	8	61	.1 .2		30	210	.3 1.3		13	148	.1 .5		6	74	.1	.5
4-Book	20	448	.2 .9	12	117	.1 .4		43	301	.4 1.7		14	153	.1 .6		10	104	.1	.9
FA '99	36	737	.3 1.7	19	162	.2 .6		83	544	.8 3.5		23	202	.2 1.0		15	130	.1	1.4
WALO-AM																			
FA '00		7											7						
SU '00	**	**	** **	**	**	** **	**	**	**	** **	**	**	**	** **	**	**	**	** **	**
SP '00	**	**	** **	**	**	** **	**	**	**	** **	**	**	**	** **	**	**	**	** **	**
WI '00	1	27		3	27	.1		2	27	.1						1	7		.1
4-Book	**	**	** **	**	**	** **	**	**	**	** **	**	**	**	** **	**	**	**	** **	**
FA '99	3	108	.1	6	46	.1 .2		1	27			1	25			1	18		.1
WAPA-AM																			
FA '00	* 15	256	.1 .7	40	144	.4 1.2		29	70	.3 1.1		6	77	.1 .2		* 3	30		.2
SU '00	8	160	.1 .4	12	67	.1 .4		17	34	.2 .7		1	30			9	37	.1	.9
SP '00	15	176	.1 .7	24	93	.2 .7		33	132	.3 1.3		15	81	.1 .6		1	19		.1
WI '00	15	279	.1 .7	25	132	.2 .8		16	156	.2 .7		21	158	.2 .9		11	73	.1	.9
4-Book	13	218	.1 .6	25	109	.2 .8		24	98	.3 1.0		11	87	.1 .4		6	40	.1	.5
FA '99	5	136	.2	9	60	.1 .3		6	23	.1 .3		10	80	.1 .4		1	26		.1
WBRQ-FM																			
FA '00	43	555	.4 1.9	30	265	.3 .9		47	240	.4 1.8		61	365	.6 2.4		41	204	.4	3.1
SU '00	22	431	.2 1.0	23	190	.2 .7		20	192	.2 .8		22	146	.2 .9		12	166	.1	1.2
SP '00	8	333	.1 .4	12	125	.1 .4		6	102	.1 .2		7	132	.1 .3		5	82		.4
WI '00	**	**	** **	**	**	** **	**	**	**	** **	**	**	**	** **	**	**	**	** **	**
4-Book	**	**	** **	**	**	** **	**	**	**	** **	**	**	**	** **	**	**	**	** **	**
FA '99	**	**	** **	**	**	** **	**	**	**	** **	**	**	**	** **	**	**	**	** **	**
WCAD-FM																			
FA '00	48	851	.4 2.2	62	422	.6 1.9		62	445	.6 2.4		42	352	.4 1.7		36	357	.3	2.8
SU '00	55	1115	.5 2.6	87	568	.8 2.6		59	488	.6 2.3		76	608	.7 3.0		26	410	.3	2.5
SP '00	50	1045	.5 2.4	74	438	.7 2.3		71	499	.7 2.8		38	378	.4 1.6		36	401	.3	3.1
WI '00	53	963	.5 2.6	66	446	.6 2.0		61	465	.6 2.7		62	477	.6 2.6		48	471	.5	4.0
4-Book	52	994	.5 2.5	72	469	.7 2.2		63	474	.6 2.6		55	454	.5 2.2		37	410	.4	3.1
FA '99	66	1210	.6 3.2	89	613	.9 2.7		83	678	.8 3.5		74	615	.7 3.3		51	530	.5	4.6
WCMA-FM																			
FA '00	108	1568	1.0 4.9	105	720	1.0 3.1		159	829	1.5 6.2		160	940	1.5 6.3		59	518	.6	4.5
SU '00	43	1067	.4 2.0	45	460	.4 1.4		59	497	.6 2.3		53	371	.5 2.1		29	310	.3	2.8
SP '00	69	1309	.7 3.3	100	584	1.0 3.1		106	754	1.0 4.2		77	654	.7 3.2		22	240	.2	1.9
WI '00	76	1553	.7 3.7	79	699	.8 2.4		110	885	1.1 4.8		75	632	.7 3.1		55	514	.5	4.6
4-Book	74	1374	.7 3.5	82	616	.8 2.5		109	741	1.1 4.4		91	649	.9 3.7		41	396	.4	3.5
FA '99	90	1500	.9 4.4	97	556	.9 3.0		116	753	1.1 4.9		109	725	1.1 4.8		48	419	.5	4.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-AM																				
FA '00	3	105	.1	.1	6	60	.1	.2	3	46	.1	.1	3	38	.1	.1	2	15	.2	.2
SU '00	4	68	.2	.2	12	35	.1	.4	8	56	.1	.3		13						
SP '00	1	53			2	14		.1		8			2	14	.1	.1		8		
WI '00	2	92	.1	.1	8	80	.1	.2	3	52	.1	.1	1	22						
4-Book	3	80	.1	.1	7	47	.1	.2	4	41	.1	.1	2	22	.1	.1	1	6	.1	.1
FA '99	8	73	.1	.4	24	73	.2	.7	9	54	.1	.4	2	44	.1	.1	3	26	.3	.3
WCMN-FM																				
FA '00	42	644	.4	1.9	63	346	.6	1.9	57	404	.5	2.2	40	306	.4	1.6	21	216	.2	1.6
SU '00	48	591	.5	2.3	70	300	.7	2.1	58	357	.6	2.2	52	341	.5	2.1	30	244	.3	2.9
SP '00	32	480	.3	1.5	35	267	.3	1.1	35	274	.3	1.4	36	261	.3	1.5	23	184	.2	1.9
WI '00	49	711	.5	2.4	73	283	.7	2.2	86	296	.8	3.8	50	320	.5	2.1	13	177	.1	1.1
4-Book	43	607	.4	2.0	60	299	.6	1.8	59	333	.6	2.4	45	307	.4	1.8	22	205	.2	1.9
FA '99	41	516	.4	2.0	69	215	.7	2.1	41	313	.4	1.7	38	256	.4	1.7	28	196	.3	2.5
WCOM-FM																				
FA '00	73	1463	.7	3.3	217	838	2.0	6.5	77	675	.7	3.0	47	474	.4	1.9	34	348	.3	2.6
SU '00	53	1364	.5	2.5	165	766	1.6	5.0	60	578	.6	2.3	30	320	.3	1.2	17	240	.2	1.7
SP '00	71	1512	.7	3.4	152	833	1.5	4.7	82	714	.8	3.2	62	542	.6	2.6	32	341	.3	2.7
WI '00	56	1424	.5	2.7	113	659	1.1	3.5	64	580	.6	2.8	39	436	.4	1.6	30	347	.3	2.5
4-Book	63	1441	.6	3.0	162	774	1.6	4.9	71	637	.7	2.8	45	443	.4	1.8	28	319	.3	2.4
FA '99	72	1506	.7	3.5	123	632	1.2	3.8	68	709	.7	2.9	61	626	.6	2.7	59	528	.6	5.3
WCTA-FM																				
FA '00	18	409	.2	.8	10	126	.1	.3	28	136	.3	1.1	14	102	.1	.6	3	55	.2	.2
SU '00	21	424	.2	1.0	5	107		.2	30	254	.3	1.1	19	171	.2	.8	9	109	.1	.9
SP '00	53	502	.5	2.5	37	197	.4	1.2	72	295	.7	2.8	64	307	.6	2.6	35	199	.3	3.0
WI '00	17	403	.2	.8	14	79	.1	.4	23	167	.2	1.0	22	170	.2	.9	12	90	.1	1.0
4-Book	27	435	.3	1.3	17	127	.2	.5	38	213	.4	1.5	30	188	.3	1.2	15	113	.1	1.3
FA '99	22	473	.2	1.1	28	167	.3	.9	27	264	.3	1.1	25	137	.2	1.1	17	102	.2	1.5
WEGM-FM																				
FA '00	30	469	.3	1.4	41	240	.4	1.2	23	219	.2	.9	35	247	.3	1.4	19	206	.2	1.5
SU '00	26	587	.3	1.2	24	280	.2	.7	27	263	.3	1.0	44	224	.4	1.8	8	118	.1	.8
SP '00	26	442	.3	1.2	30	211	.3	.9	26	274	.3	1.0	43	294	.4	1.8	13	152	.1	1.1
WI '00	54	521	.5	2.6	59	312	.6	1.8	43	301	.4	1.9	80	324	.8	3.3	46	247	.4	3.8
4-Book	34	505	.4	1.6	39	261	.4	1.2	30	264	.3	1.2	51	272	.5	2.1	22	181	.2	1.8
FA '99	30	408	.3	1.5	48	189	.5	1.5	36	182	.3	1.5	44	223	.4	1.9	10	92	.1	.9
WENA-AM																				
FA '00	6	55	.1	.3	3	27		.1	15	31	.1	.6	7	31	.1	.3		7		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	10	273	.1	.5	9	152	.1	.3	14	119	.1	.5	10	100	.1	.4	12	104	.1	.9
SU '00	7	270	.1	.3	11	76	.1	.3	8	123	.1	.3	6	46	.1	.2	3	31		.3
SP '00	10	399	.1	.5	27	187	.3	.8	13	195	.1	.5	4	77	.2	.3	3	52		.3
WI '00	9	283	.1	.4	7	123	.1	.2	17	175	.2	.7	3	41	.1	.1	5	85		.4
4-Book	9	306	.1	.4	14	135	.2	.4	13	153	.1	.5	6	66	.1	.2	6	68		.5
FA '99	9	256	.1	.4	17	160	.2	.5	12	141	.1	.5	8	101	.1	.4	5	58		.5
WEXS-AM																				
FA '00	18	72	.2	.8	54	57	.5	1.6	25	57	.2	1.0	2	14		.1	2	14		.2
SU '00	3	19		.1	6	19	.1	.2	2	9		.1	2	19		.1		10		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
+WFDT-FM																				
FA '00	9	119	.1	.4	10	101	.1	.3	14	76	.1	.5	11	70	.1	.4	10	63	.1	.8
SU '00	7	133	.1	.3	6	53	.1	.2	11	85	.1	.4	16	71	.2	.6	2	55		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	121	.1	.5	9	90	.1	.3	16	89	.2	.7	10	74	.1	.4	4	21		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	10	137	.1	.5	21	82	.2	.6	11	80	.1	.5	5	43		.2	5	40		.5
WFID-FM																				
FA '00	142	1770	1.3	6.4	152	793	1.4	4.5	211	817	2.0	8.2	152	845	1.4	6.0	86	726	.8	6.6
SU '00	152	1876	1.5	7.2	185	857	1.8	5.6	245	1015	2.4	9.4	173	906	1.7	6.9	89	675	.9	8.6
SP '00	172	1945	1.7	8.1	203	852	2.0	6.3	282	1174	2.7	11.1	205	1032	2.0	8.5	103	836	1.0	8.7
WI '00	161	1890	1.6	7.8	174	863	1.7	5.3	258	993	2.5	11.3	197	969	1.9	8.2	114	683	1.1	9.5
4-Book	157	1870	1.5	7.4	179	841	1.7	5.4	249	1000	2.4	10.0	182	938	1.8	7.4	98	730	1.0	8.4
FA '99	108	1847	1.0	5.2	136	730	1.3	4.2	124	928	1.2	5.2	106	895	1.0	4.7	101	895	1.0	9.1
WIAC-AM																				
FA '00	3	61		.1	2	41		.1	11	40		.4								
SU '00	8	135	.1	.4	24	51	.2	.7	8	42	.1	.3		6			2	21		.2
SP '00	4	78		.2	10	38	.1	.3	8	56	.1	.3		23		.1		9		
WI '00	5	124		.2	15	90	.1	.5	3	77		.1	11	65	.1	.5				
4-Book	5	100		.2	13	55	.1	.4	8	54	.1	.3	3	24		.2	1	8		.1
FA '99	6	95	.1	.3	7	54	.1	.2	5	41		.2	14	49	.1	.6	1	23		.1
WIAC-FM																				
FA '00	54	1414	.5	2.4	94	629	.9	2.8	54	490	.5	2.1	66	636	.6	2.6	34	332	.3	2.6
SU '00	98	1558	1.0	4.7	158	735	1.5	4.8	139	591	1.3	5.3	110	614	1.1	4.4	58	500	.6	5.6
SP '00	85	1866	.8	4.0	135	847	1.3	4.2	96	732	.9	3.8	104	703	1.0	4.3	50	577	.5	4.2
WI '00	86	1841	.8	4.2	140	817	1.4	4.3	93	719	.9	4.1	81	675	.8	3.4	65	524	.6	5.4
4-Book	81	1870	.8	3.8	132	757	1.3	4.0	96	633	.9	3.8	90	657	.9	3.7	52	483	.5	4.5
FA '99	90	1560	.9	4.4	143	729	1.4	4.4	136	753	1.3	5.7	91	647	.9	4.0	37	437	.4	3.3
WIDA-AM																				
FA '00	2	19		.1	**	**	**	**	**	**	**	**	**	19			6	19	.1	.5
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	4	145		.2	4	69		.1	5	71		.2	3	53		.1	4	53		.3
SU '00	6	96	.1	.3	4	25		.1	18	59	.2	.7	9	60	.1	.4	2	32		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	127	.1	.3	7	63	.1	.2	8	40	.1	.3	9	43	.1	.4	6	75	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	95	.1	.3	7	29	.1	.2	15	33	.1	.6	8	21	.1	.4	1	25		.1
WIOA-FM																				
FA '00	74	1174	.7	3.3	110	529	1.0	3.3	101	508	.9	3.9	67	507	.6	2.7	43	428	.4	3.3
SU '00	60	1145	.6	2.9	90	472	.9	2.7	94	440	.9	3.6	58	476	.6	2.3	39	360	.4	3.8
SP '00	47	1136	.5	2.2	59	442	.6	1.8	52	506	.5	2.0	49	362	.5	2.0	43	373	.4	3.6
WI '00	39	1064	.4	1.9	51	357	.5	1.6	37	392	.4	1.6	43	408	.4	1.8	27	329	.3	2.3
4-Book	55	1130	.6	2.6	78	450	.8	2.4	71	462	.7	2.8	54	438	.5	2.2	38	373	.4	3.3
FA '99	46	1053	.4	2.2	53	372	.5	1.6	62	418	.6	2.6	52	424	.5	2.3	29	298	.3	2.6
WIOB-FM																				
FA '00	47	650	.4	2.1	44	246	.4	1.3	56	302	.5	2.2	63	375	.6	2.5	50	301	.5	3.8
SU '00	29	546	.3	1.4	30	250	.3	.9	61	266	.6	2.3	26	194	.3	1.0	18	127	.2	1.7
SP '00	38	507	.4	1.8	48	251	.5	1.5	63	281	.6	2.5	45	231	.4	1.9	25	146	.2	2.1
WI '00	40	435	.4	1.9	56	194	.5	1.7	51	227	.5	2.2	56	247	.5	2.3	18	156	.2	1.5
4-Book	39	535	.4	1.8	45	235	.4	1.4	58	269	.6	2.3	48	262	.5	1.9	28	183	.3	2.3
FA '99	23	422	.2	1.1	32	169	.3	1.0	23	194	.2	1.0	20	179	.2	.9	21	162	.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 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
WIOC-FM																				
FA '00	18	322	.2	.8	24	144	.2	.7	20	150	.2	.8	9	141	.1	.4	17	97	.2	1.3
SU '00	23	309	.2	1.1	29	114	.3	.9	24	148	.2	.9	25	136	.2	1.0	13	123	.1	1.3
SP '00	25	293	.2	1.2	30	154	.3	.9	27	141	.3	1.1	33	156	.3	1.4	32	126	.3	2.7
WI '00	12	275	.1	.6	19	121	.2	.6	15	93	.1	.7	11	125	.1	.5	6	56	.1	.5
4-Book	20	300	.2	.9	26	133	.3	.8	22	133	.2	.9	20	140	.2	.8	17	101	.2	1.5
FA '99	24	470	.2	1.2	46	276	.4	1.4	25	239	.2	1.1	19	169	.2	.8	13	153	.1	1.2
WISA-AM																				
FA '00		23				9														
SU '00		13																13		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	53			4	53		.1	1	10							1	10		.1
WISO-AM																				
FA '00	* 6	22	.1	.3	12	22	.1	.4	3	14		.1	10	22	.1	.4	*			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	28			2	13		.1									2	15		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VIVA-FM																				
FA '00	48	843	.4	2.2	145	571	1.4	4.3	23	214	.2	.9	63	394	.6	2.5	13	119	.1	1.0
SU '00	93	835	.9	4.4	260	607	2.5	7.9	90	424	.9	3.4	109	538	1.1	4.3	18	194	.2	1.7
SP '00	55	796	.5	2.6	136	459	1.3	4.2	36	274	.3	1.4	78	357	.8	3.2	24	116	.2	2.0
WI '00	59	838	.6	2.9	164	564	1.6	5.0	49	306	.5	2.1	74	473	.7	3.1	17	180	.2	1.4
4-Book	64	828	.6	3.0	176	550	1.7	5.4	50	305	.5	2.0	81	441	.8	3.3	18	152	.2	1.5
FA '99	50	705	.5	2.4	141	460	1.4	4.3	38	283	.4	1.6	72	388	.7	3.2	10	106	.1	.9
WKAQ-AM																				
FA '00	15	352	.1	.7	18	172	.2	.5	10	80	.1	.4	33	134	.3	1.3	7	50	.1	.5
SU '00	27	514	.3	1.3	58	335	.6	1.8	31	142	.3	1.2	37	168	.4	1.5	14	106	.1	1.4
SP '00	18	448	.2	.9	31	203	.3	1.0	19	115	.2	.7	31	193	.3	1.3	17	137	.2	1.4
WI '00	25	541	.2	1.2	37	231	.4	1.1	21	166	.2	.9	57	284	.6	2.4	17	159	.2	1.4
4-Book	21	464	.2	1.0	36	235	.4	1.1	20	126	.2	.8	40	195	.4	1.6	14	113	.2	1.2
FA '99	18	513	.2	.9	35	293	.3	1.1	20	163	.2	.8	24	172	.2	1.1	15	134	.1	1.4
WKAQ-FM																				
FA '00	157	2560	1.5	7.1	150	1012	1.4	4.5	206	1337	1.9	8.0	203	1277	1.9	8.0	73	828	.7	5.6
SU '00	150	2634	1.5	7.1	138	1024	1.3	4.2	210	1211	2.0	8.0	173	1242	1.7	6.9	80	791	.8	7.8
SP '00	174	3091	1.7	8.2	166	1242	1.6	5.2	248	1780	2.4	9.7	209	1674	2.0	8.6	85	973	.8	7.2
WI '00	140	2763	1.4	6.8	138	1071	1.3	4.2	183	1529	1.8	8.0	165	1271	1.6	6.8	95	917	.9	7.9
4-Book	155	2762	1.5	7.3	148	1087	1.4	4.5	212	1464	2.0	8.4	188	1366	1.8	7.6	83	877	.8	7.1
FA '99	164	2923	1.6	7.9	161	1306	1.6	4.9	228	1647	2.2	9.6	161	1302	1.6	7.1	89	969	.9	8.0
WKFE-AM																				
FA '00	1	27			2	27		.1												
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		22				14														
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VKJB-AM																				
FA '00	* 2	44		.1	3	12		.1	4	23		.2	2	17		.1	*			
SU '00	1	35				8			2	19		.1	1	19			1	11		.1
SP '00		21																		
WI '00	2	66		.1	5	54		.2	3	21		.1	3	33		.1	1	11		.1
4-Book	1	42		.1	2	19		.1	2	16		.1	2	17		.1	1	6		.1
FA '99	2	38		.1	3	22		.1	4	32		.2	2	16		.1	1	16		.1

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		
WKSA-FM																					
FA '00	20	383	.2	.9	23	191	.2	.7	17	183	.2	.7	24	180	.2	1.0	22	166	.2	1.7	
SU '00	14	230	.1	.7	17	152	.2	.5	9	94	.1	.3	3	16		.1	**	**	**	**	
SP '00	18	298	.2	.9	28	188	.3	.9	14	103	.1	.6	14	63	.1	.6	**	**	**	**	
WI '00	16	232	.2	.8	20	128	.2	.6	14	146	.1	.6	9	39	.1	.4	**	**	**	**	
4-Book	17	286	.2	.8	22	165	.2	.7	14	132	.1	.6	13	75	.1	.5	**	**	**	**	
FA '99	23	248	.2	1.1	17	153	.2	.5	37	144	.4	1.6	12	54	.1	.5	**	**	**	**	
WKVM-AM																					
FA '00	1	24			1	13											2	14		.2	
SU '00	3	38		.1	1	14							4	8		.2					
SP '00	5	83		.2	2	6		.1	1	6			1	6			13	62	.1	1.1	
WI '00	1	52							1	10							4	42		.3	
4-Book	3	49		.1	1	8			1	4			1	4		.1	5	30		.4	
FA '99	2	108		.1					1	18			1	25			2	26		.2	
WLUZ-AM																					
FA '00	1	24			2	14		.1	1	10				10							
SU '00		8							1	8											
SP '00	2	50		.1	9	31	.1	.3	1	25							1	13		.1	
WI '00		17			1	17															
4-Book	1	25			3	16			1	11				3				3			
FA '99		13			2	13		.1													
WMEG-FM																					
FA '00	122	2260	1.1	5.5	161	1040	1.5	4.8	116	1005	1.1	4.5	167	1264	1.6	6.6	78	798	.7	6.0	
SU '00	160	2477	1.6	7.6	129	941	1.3	3.9	136	1086	1.3	5.2	311	1486	3.0	12.4	117	929	1.1	11.4	
SP '00	173	2629	1.7	8.2	152	1166	1.5	4.7	168	1266	1.6	6.6	262	1549	2.5	10.8	127	1076	1.2	10.8	
WI '00	147	2001	1.4	7.1	119	639	1.2	3.7	154	827	1.5	6.7	256	1126	2.5	10.6	93	743	.9	7.8	
4-Book	151	2342	1.5	7.1	140	947	1.4	4.3	144	1046	1.4	5.8	249	1356	2.4	10.1	104	887	1.0	9.0	
FA '99	142	2450	1.4	6.9	154	1010	1.5	4.7	96	972	.9	4.0	182	1245	1.8	8.0	118	1020	1.1	10.6	
WNEL-AM																					
FA '00		8			1	8															
SU '00		14			1	14															
SP '00	2	46		.1	3	16		.1					2	16		.1	3	30		.3	
WI '00		18												1	18			1	18		.1
4-Book	1	22			1	10							1	9			1	12		.1	
FA '99	1	72			1	16			1	11			3	44		.1					
WNRT-FM																					
FA '00	19	429	.2	.9	32	196	.3	1.0	14	185	.1	.5	12	114	.1	.5	30	192	.3	2.3	
SU '00	12	228	.1	.6	7	62	.1	.2	20	152	.2	.8	24	135	.2	1.0	4	56		.4	
SP '00	22	398	.2	1.0	27	191	.3	.8	22	184	.2	.9	22	142	.2	.9	16	135	.2	1.4	
WI '00	28	373	.3	1.4	49	250	.5	1.5	41	235	.4	1.8	34	215	.3	1.4	8	71	.1	.7	
4-Book	20	357	.2	1.0	29	175	.3	.9	24	189	.2	1.0	23	152	.2	1.0	15	114	.2	1.2	
FA '99	15	392	.1	.7	19	191	.2	.6	17	193	.2	.7	21	200	.2	.9	13	141	.1	1.2	
WORD-FM																					
FA '00	18	313	.2	.8	7	55	.1	.2	23	155	.2	.9	22	121	.2	.9	20	136	.2	1.5	
SU '00	23	331	.2	1.1	12	108	.1	.4	31	165	.3	1.2	26	146	.3	1.0	**	**	**	**	
SP '00	21	447	.2	1.0	25	143	.2	.8	22	146	.2	.9	19	136	.2	.8	7	85	.1	.6	
WI '00	13	235	.1	.6	11	114	.1	.3	7	61	.1	.3	17	31	.2	.7	14	45	.1	1.2	
4-Book	19	332	.2	.9	14	105	.1	.4	21	132	.2	.8	21	109	.2	.9	**	**	**	**	
FA '99	19	370	.2	.9	8	97	.1	.2	34	179	.3	1.4	27	126	.3	1.2	6	71	.1	.5	
WOSO-AM																					
FA '00	3	37		.1	6	37	.1	.2	5	37		.2	4	21		.2					
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	12	**	**	1	12	**	**	**	12	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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		
WOYE-FM																					
FA '00	48	1238	.4	2.2	99	681	.9	3.0	39	470	.4	1.5	47	377	.4	1.9	24	280	.2	1.8	
SU '00	74	1271	.7	3.5	98	559	1.0	3.0	69	611	.7	2.6	85	604	.8	3.4	56	248	.5	5.4	
SP '00	75	1412	.7	3.5	158	770	1.5	4.9	68	712	.7	2.7	57	559	.6	2.4	47	484	.5	4.0	
WI '00	67	1246	.6	3.3	135	708	1.3	4.1	52	501	.5	2.3	48	485	.5	2.0	44	333	.4	3.7	
4-Book	66	1292	.6	3.1	123	680	1.2	3.8	57	574	.6	2.3	59	506	.6	2.4	43	336	.4	3.7	
FA '99	76	1394	.7	3.7	145	755	1.4	4.4	103	699	1.0	4.3	59	486	.6	2.6	37	544	.4	3.3	
WPAB-AM																					
FA '00	1	41							1	17							5	13		.4	
SU '00	4	60		.2	16	49	.2	.5	3	33		.1	2	16		.1	1	12		.1	
SP '00	2	87		.1	1	13			3	28		.1	3	10		.1	2	20		.2	
WI '00	3	129		.1	3	47		.1	4	90		.2	7	37		.1	1	10		.1	
4-Book	3	79		.1	5	27		.1	3	42		.1	3	16		.1	2	14		.2	
FA '99	5	128		.2	21	94		.2	6	18			1	10			3	22		.3	
WPRM-FM																					
FA '00	299	3022	2.8	13.5	813	2225	7.6	24.3	219	1071	2.0	8.5	383	1674	3.6	15.2	97	623	.9	7.4	
SU '00	226	2852	2.2	10.8	734	2136	7.1	22.3	179	918	1.7	6.9	290	1440	2.8	11.6	27	350	.3	2.6	
SP '00	247	2902	2.4	11.7	714	2046	6.9	22.3	207	1318	2.0	8.1	288	1555	2.8	11.9	58	544	.6	4.9	
WI '00	276	3221	2.7	13.4	808	2352	7.8	24.8	195	1238	1.9	8.5	374	1735	3.6	15.5	50	380	.5	4.2	
4-Book	262	2999	2.5	12.4	767	2190	7.4	23.4	200	1136	1.9	8.0	334	1601	3.2	13.6	58	474	.6	4.8	
FA '99	308	3488	3.0	14.9	832	2509	8.1	25.5	256	1301	2.5	10.8	425	2044	4.1	18.7	68	646	.7	6.1	
WPRP-AM																					
FA '00		9																			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQBS-AM																					
FA '00		1				1															
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	2	22		.1	4	22		.1	1	22			3	13		.1	3	22		.3	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																					
FA '00	33	380	.3	1.5	94	296	.9	2.8	22	170	.2	.9	49	192	.5	1.9	5	38		.4	
SU '00	26	274	.3	1.2	76	251	.7	2.3	22	124	.2	.8	34	138	.3	1.4	4	76		.4	
SP '00	37	402	.4	1.7	80	275	.8	2.5	40	188	.4	1.6	37	188	.4	1.5	8	76	.1	.7	
WI '00	37	534	.4	1.8	132	436	1.3	4.1	26	174	.3	1.1	36	228	.3	1.5	5	67		.4	
4-Book	33	398	.4	1.6	96	315	.9	2.9	28	164	.3	1.1	39	187	.4	1.6	6	64		.5	
FA '99	28	350	.3	1.4	55	186	.5	1.7	34	177	.3	1.4	34	177	.3	1.5	8	68	.1	.7	
WTPM-FM																					
FA '00	*	5		.2	3	29		.1	1	19			2	27		.1	*	1	19		.1
SU '00		6		.3	7	59		.2	7	37		.3	4	16		.2		5	61		.5
SP '00		2		.1		5				5			1	25				15			
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	11	69	.1	.5	10	50	.1	.3	10	26	.1	.4	13	50	.1	.6	8	47	.1	.7	
WUQF-FM																					
FA '00	50	809	.5	2.3	42	347	.4	1.3	88	496	.8	3.4	43	473	.4	1.7	36	286	.3	2.8	
SU '00	36	748	.3	1.7	30	284	.3	.9	39	385	.4	1.5	48	313	.5	1.9	19	227	.2	1.8	
SP '00	53	936	.5	2.5	65	449	.6	2.0	65	522	.6	2.6	60	456	.6	2.5	31	313	.3	2.6	
WI '00	65	800	.6	3.2	66	402	.6	2.0	94	430	.9	4.1	74	434	.7	3.1	43	285	.4	3.6	
4-Book	51	823	.5	2.4	51	371	.5	1.6	72	458	.7	2.9	56	419	.6	2.3	32	278	.3	2.7	
FA '99	48	782	.5	2.3	63	379	.6	1.9	56	397	.5	2.4	46	385	.4	2.0	34	316	.3	3.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 '00	2	57	.1		4	45	.1		5	13	.2									
SU '00	4	92	.2		6	35	.1	.2	9	42	.1	.3	8	70	.1	.3	1	16		.1
SP '00	8	228	.1	.4	17	129	.2	.5	12	117	.1	.5	5	41		.2	3	56		.3
WI '00	8	178	.1	.4	30	145	.3	.9	7	89	.1	.3	3	54		.1		17		
4-Book	6	139	.1	.3	14	89	.2	.4	8	65	.1	.3	4	41		.2	1	22		.1
FA '99	6	117	.1	.3	9	79	.1	.3	9	39	.1	.4	1	15			7	65	.1	.6
WVJP-FM																				
FA '00	32	549	.3	1.4	31	231	.3	.9	51	238	.5	2.0	35	253	.3	1.4	8	131	.1	.6
SU '00	15	366	.1	.7	13	157	.1	.4	24	146	.2	.9	13	112	.1	.5	7	96	.1	.7
SP '00	33	564	.3	1.6	39	261	.4	1.2	53	302	.5	2.1	29	223	.3	1.2	14	155	.1	1.2
WI '00	23	545	.2	1.1	20	174	.2	.6	17	226	.2	.7	24	236	.2	1.0	29	238	.3	2.4
4-Book	26	506	.2	1.2	26	206	.3	.8	36	228	.4	1.4	25	206	.2	1.0	15	155	.2	1.2
FA '99	25	509	.2	1.2	36	157	.3	1.1	57	208	.6	2.4	18	184	.2	.8	12	162	.1	1.1
WVOZ-FM																				
FA '00	70	1048	.7	3.2	58	394	.5	1.7	68	469	.6	2.6	74	448	.7	2.9	77	499	.7	5.9
SU '00	19	482	.2	.9	16	98	.2	.5	13	198	.1	.5	10	116	.1	.4	23	259	.2	2.2
SP '00	12	351	.1	.6	5	81	.2	.2	12	150	.1	.5	13	150	.1	.5	8	46	.1	.7
WI '00	11	206	.1	.5	5	50	.2	.2	7	82	.1	.3	8	53	.1	.3	17	58	.2	1.4
4-Book	28	522	.3	1.3	21	156	.2	.7	25	225	.2	1.0	26	192	.3	1.0	31	216	.3	2.6
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	*	3	85	.1	8	39	.1	.2	1	14			2	23		.1	*	1	7	.1
SU '00			25		1	25														
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	66	.2		9	35	.1	.3	6	52	.1	.3	3	22		.1	4	7		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	144	.1	.3	13				14	72	.1	.6	4	31		.2	3	18		.3
WXYY-FM																				
FA '00	104	1814	1.0	4.7	161	817	1.5	4.8	122	897	1.1	4.7	151	892	1.4	6.0	68	560	.6	5.2
SU '00	91	1592	.9	4.3	182	808	1.8	5.5	117	731	1.1	4.5	109	610	1.1	4.3	40	468	.4	3.9
SP '00	69	1587	.7	3.3	90	538	.9	2.8	72	721	.7	2.8	149	818	1.4	6.1	29	333	.3	2.5
WI '00	105	1881	1.0	5.1	182	834	1.8	5.6	120	1006	1.2	5.2	128	807	1.2	5.3	41	359	.4	3.4
4-Book	92	1719	.9	4.4	154	749	1.5	4.7	108	839	1.0	4.3	134	782	1.3	5.4	45	430	.4	3.8
FA '99	96	1964	.9	4.7	169	681	1.6	5.2	112	988	1.1	4.7	127	835	1.2	5.6	38	469	.4	3.4
WYQE-FM																				
FA '00	14	103	.1	.6	28	60	.3	.8	21	40	.2	.8	13	54	.1	.5	1	11		.1
SU '00	11	141	.1	.5	22	106	.2	.7	10	112	.1	.4	10	75	.1	.4	5	28		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	120	.1	.3	12	27	.1	.4	3	34		.1	1	6			7	33	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	181	.1	.6	18	90	.2	.6	15	83	.1	.6	9	79	.1	.4	10	72	.1	.9
WZAR-FM																				
FA '00	72	1075	.7	3.2	87	473	.8	2.6	93	526	.9	3.6	87	512	.8	3.4	60	458	.6	4.6
SU '00	108	1197	1.0	5.1	123	611	1.2	3.7	152	676	1.5	5.8	126	661	1.2	5.0	80	495	.8	7.8
SP '00	75	1022	.7	3.5	68	360	.7	2.1	128	600	1.2	5.0	85	505	.8	3.5	39	343	.4	3.3
WI '00	71	1023	.7	3.4	63	432	.6	1.9	89	508	.9	3.9	83	561	.8	3.4	76	500	.7	6.3
4-Book	82	1079	.8	3.8	85	469	.8	2.6	116	578	1.1	4.6	95	560	.9	3.8	64	449	.6	5.5
FA '99	58	731	.6	2.8	64	387	.6	2.0	66	373	.6	2.8	69	459	.7	3.0	51	282	.5	4.6
WZMT-FM																				
FA '00	12	191	.1	.5	6	73	.1	.2	13	98	.1	.5	10	50	.1	.4	6	41	.1	.5
SU '00	12	211	.1	.6	8	48	.1	.2	16	93	.2	.6	16	61	.2	.6	5	52		.5
SP '00	14	249	.1	.7	22	106	.2	.7	10	116	.1	.4	10	122	.1	.4	20	114	.2	1.7
WI '00	11	186	.1	.5	7	34	.1	.2	6	61	.1	.3	19	63	.2	.8	17	55	.2	1.4
4-Book	12	209	.1	.6	11	65	.1	.3	11	92	.1	.5	14	74	.2	.6	12	66	.1	1.0
FA '99	9	211	.1	.4	10	77	.1	.3	17	100	.2	.7	8	80	.1	.4	4	56		.4

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

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

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WZNT-FM																				
FA '00	76	1230	.7	3.4	41	371	.4	1.2	102	598	1.0	4.0	84	532	.8	3.3	53	325	.5	4.1
SU '00	107	1237	1.0	5.1	103	470	1.0	3.1	161	619	1.6	6.2	118	564	1.1	4.7	38	381	.4	3.7
SP '00	71	1315	.7	3.4	59	377	.6	1.8	100	589	1.0	3.9	57	433	.6	2.4	31	300	.3	2.6
WI '00	72	1431	.7	3.5	84	659	.8	2.6	93	683	.9	4.1	76	765	.7	3.1	29	379	.3	2.4
4-Book	82	1303	.8	3.9	72	469	.7	2.2	114	622	1.1	4.6	84	574	.8	3.4	38	346	.4	3.2
FA '99	70	1435	.7	3.4	53	430	.5	1.6	67	581	.6	2.8	80	595	.8	3.5	33	433	.3	3.0
TOTALS																				
FA '00	2219	10404	20.7		3348	9459	31.2		2574	8226	24.0		2524	9058	23.6		1303	6350	12.2	
SU '00	2101	10103	20.4		3288	9177	31.9		2609	8034	25.3		2506	8420	24.3		1029	5870	10.0	
SP '00	2115	9990	20.5		3201	8864	31.1		2544	8144	24.7		2423	8508	23.5		1180	6032	11.4	
WI '00	2061	9981	20.0		3257	8991	31.6		2291	7700	22.2		2415	8185	23.4		1197	5947	11.6	
4-Book	2124	10120	20.4		3274	9123	31.5		2505	8026	24.1		2467	8543	23.7		1177	6050	11.3	
FA '99	2063	10100	20.0		3260	9031	31.6		2380	8153	23.1		2267	8377	22.0		1111	6440	10.8	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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 '00	2	48	.1	2	50	.1	5	9	.3										
4-Book	5	39	.1	4	39	.2	4	11	.3			3	11	.1		3	11		.2
Wael-AM																			
FA '00	1	48		1	44	.1	9	24	.1	.5							1		
4-Book	3	52	.1	1	31	.1	3	9	.2			1	2	.1		1	3		
Wael-FM																			
FA '00	28	362	.3	21	189	.2	18	45	.2	1.0		50	82	.5	1.8	19	49	.2	.9
4-Book	24	369	.3	**	**	**	15	45	.1	.9		34	92	.3	1.3	17	49	.2	.9
WALO-AM																			
FA '00		7			7														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
FA '00	25	207	.2	3	86	.2						6	29	.1	.2				
4-Book	20	171	.2	5	65	.3		3	8	.2		3	15	.1		5	13	.1	.3
WBRQ-FM																			
FA '00	46	444	.4	37	422	.3	2.0	41	158	.4	2.2	58	162	.5	2.1	55	154	.5	2.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
FA '00	56	699	.5	43	413	.4	2.4	24	83	.2	1.3	63	156	.6	2.2	49	120	.5	2.4
4-Book	64	815	.6	41	494	.4	2.4	38	115	.4	2.3	71	209	.7	2.7	46	149	.5	2.4
WCMA-FM																			
FA '00	143	1333	1.3	79	921	.7	4.4	62	253	.6	3.3	192	552	1.8	6.8	148	311	1.4	7.3
4-Book	95	1134	.9	59	732	.5	3.5	42	148	.4	2.5	121	378	1.2	4.5	92	223	.9	4.7
WCMN-AM																			
FA '00	4	105	.1	2	31	.1						1	7						
4-Book	4	73	.2	1	26	.1		2	8	.1		1	7				2		
WCMN-FM																			
FA '00	54	546	.5	36	354	.3	2.0	43	117	.4	2.3	52	154	.5	1.8	27	78	.3	1.3
4-Book	55	482	.5	35	367	.3	2.1	43	115	.4	2.7	55	143	.5	2.1	37	108	.4	1.9
WCOM-FM																			
FA '00	111	1233	1.0	31	588	.3	1.7	35	98	.3	1.9	40	222	.4	1.4	32	91	.3	1.6
4-Book	91	1198	.9	38	561	.4	2.2	35	118	.3	2.2	70	230	.7	2.6	43	112	.4	2.2
WCTA-FM																			
FA '00	18	242	.2	28	292	.3	1.6	9	33	.1	.5	39	103	.4	1.4	48	111	.4	2.4
4-Book	29	319	.3	33	268	.3	2.0	18	51	.2	1.1	59	143	.6	2.2	53	115	.5	2.8
WEGM-FM																			
FA '00	32	355	.3	35	365	.3	1.9	28	60	.3	1.5	45	170	.4	1.6	35	102	.3	1.7
4-Book	39	423	.4	34	320	.3	2.0	22	67	.2	1.3	38	112	.4	1.4	39	117	.4	2.0
WENA-AM																			
FA '00	9	45	.1	4	31	.2						11	14	.1	.4	14	31	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																			
FA '00	11	216	.1	8	150	.1	.4	15	69	.1	.8	23	71	.2	.8	1	9		
4-Book	11	241	.1	8	153	.1	.5	6	28	.4		14	56	.1	.5	4	17	.1	.2
WEXS-AM																			
FA '00	27	57	.3	14	44	.1	.8	44	44	.4	2.4	16	44	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																			
FA '00	12	119	.1	4	68	.2						1	10			4	24		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WFID-FM																				
FA '00	175	1278	1.6	6.3	121	963	1.1	6.7	127	290	1.2	6.8	233	433	2.2	8.3	110	266	1.0	5.4
4-Book	207	1473	2.0	7.6	107	985	1.0	6.4	81	239	.8	4.8	182	387	1.8	6.8	129	288	1.3	6.7
WIAC-AM																				
FA '00	5	61	.2	.3	2	21	.1	.1	3	21	.2	.2	2	21	.1	.1				
4-Book	8	76	.1	.3	3	37	.2	.2	4	22	.3	.3	4	16	.2	.2				
WIAC-FM																				
FA '00	70	1146	.7	2.5	39	565	.4	2.2	32	77	.3	1.7	62	199	.6	2.2	58	151	.5	2.9
4-Book	105	1323	1.0	3.9	57	740	.6	3.4	59	168	.6	3.6	105	291	1.0	4.0	84	213	.8	4.3
WIDA-AM																				
FA '00		19			4	19	.2	.2	9	19	.1	.5	19	19	.2	.7	5	19	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	4	114	.1	.1	4	64	.2	.2	2	8	.1	.1	7	18	.1	.2	2	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	93	845	.9	3.3	62	705	.6	3.4	70	234	.7	3.8	81	269	.8	2.9	63	184	.6	3.1
4-Book	68	806	.7	2.5	43	551	.4	2.6	45	157	.4	2.7	78	230	.8	2.9	53	167	.5	2.7
WIOB-FM																				
FA '00	55	528	.5	2.0	33	280	.3	1.8	14	24	.1	.8	65	160	.6	2.3	35	85	.3	1.7
4-Book	51	451	.5	1.9	25	253	.3	1.5	15	42	.1	.9	49	115	.5	1.8	25	63	.2	1.3
WIOC-FM																				
FA '00	18	259	.2	.6	19	164	.2	1.1	17	41	.2	.9	25	71	.2	.9	31	64	.3	1.5
4-Book	22	221	.2	.8	17	169	.2	1.0	18	45	.2	1.1	19	63	.2	.7	21	51	.2	1.1
WISA-AM																				
FA '00		9				13							1	13						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	8	22	.1	.3	* 5	14	.3	.3					9	14	.1	.3	7	14	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	73	760	.7	2.6	29	300	.3	1.6	51	102	.5	2.7	48	132	.4	1.7	38	98	.4	1.9
4-Book	98	761	1.0	3.6	34	317	.4	2.1	56	114	.6	3.4	58	148	.6	2.2	46	122	.4	2.4
WKAQ-AM																				
FA '00	19	324	.2	.7	11	138	.1	.6	21	52	.2	1.1	18	78	.2	.6	19	48	.2	.9
4-Book	31	410	.3	1.2	9	156	.1	.6	24	83	.2	1.4	12	42	.1	.4	8	24	.1	.4
WKAQ-FM																				
FA '00	188	2076	1.8	6.7	161	1647	1.5	8.9	149	427	1.4	8.0	272	748	2.5	9.6	218	491	2.0	10.8
4-Book	185	2247	1.8	6.8	152	1573	1.5	9.2	136	422	1.3	8.3	296	750	2.8	11.2	204	500	2.0	10.5
WKFE-AM																				
FA '00	1	27			1	14	.1	.1	2	14	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	3	42	.1	.1	* 1	1	.1	.1	1	1	.1	.1								
4-Book	2	32	.1	.1	1	15	.1	.1	1	4	.1	.1	1	4	.1	.1				
WKSA-FM																				
FA '00	21	303	.2	.8	17	213	.2	.9	20	77	.2	1.1	38	116	.4	1.3	23	73	.2	1.1
4-Book	18	241	.2	.7	15	141	.2	.9	19	60	.2	1.2	28	67	.3	1.0	9	23	.1	.4
WKVM-AM																				
FA '00		13			3	11	.2	.2									5	11	.2	.2
4-Book	1	13			4	37	.1	.3	1	4	.1	.1	1	2	.1	.1	2	6	.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

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	
WLUZ-AM																				
FA '00	1	24		1	24		.1					3	14		.1					
4-Book	1	22			9							1	4							
WMEG-FM																				
FA '00	146	1856	1.4	5.2	110	1338	1.0	6.1	101	338	.9	5.4	124	382	1.2	4.4	126	361	1.2	6.2
4-Book	175	1888	1.7	6.4	139	1378	1.3	8.4	94	293	.9	5.7	189	490	1.9	7.2	174	426	1.7	9.0
WNEL-AM																				
FA '00		8																1	4	.1
4-Book	1	14			4															
WNRT-FM																				
FA '00	19	349	.2	.7	13	207	.1	.7	27	63	.3	1.5	23	60	.2	.8	28	62	.3	1.4
4-Book	26	297	.3	1.0	16	207	.2	.9	20	58	.2	1.3	23	80	.2	.9	23	59	.2	1.2
WORO-FM																				
FA '00	18	220	.2	.6	16	157	.1	.9	20	66	.2	1.1	19	68	.2	.7	19	54	.2	.9
4-Book	19	213	.2	.7	21	186	.2	1.3	19	44	.2	1.1	21	58	.2	.8	15	39	.2	.7
WOSO-AM																				
FA '00	5	37		.2																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	60	992	.6	2.1	43	524	.4	2.4	42	103	.4	2.3	54	176	.5	1.9	28	108	.3	1.4
4-Book	78	1058	.8	2.9	61	667	.6	3.7	53	153	.5	3.3	76	215	.7	2.9	47	157	.5	2.4
WPAB-AM																				
FA '00		17				10													4	.1
4-Book	3	62		.1	2	22		.1	3	3		.2	2	7		.1	1	4		.1
WPRM-FM																				
FA '00	452	2856	4.2	16.2	161	1301	1.5	8.9	281	570	2.6	15.1	263	606	2.5	9.3	204	470	1.9	10.1
4-Book	416	2816	4.0	15.3	126	1194	1.2	7.5	213	470	2.1	12.8	187	487	1.8	7.0	162	407	1.6	8.2
WPRP-AM																				
FA '00						9														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00		1																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	52	359	.5	1.9	19	172	.2	1.1	38	55	.4	2.0	34	98	.3	1.2	14	31	.1	.7
4-Book	52	374	.5	1.9	19	182	.2	1.1	25	58	.3	1.5	32	94	.3	1.2	21	45	.2	1.1
WTPM-FM																				
FA '00	2	57		.1	* 14	59	.1	.8	37	59	.3	2.0	40	53	.4	1.4	27	35	.3	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQ-FM																				
FA '00	60	715	.6	2.1	41	387	.4	2.3	24	77	.2	1.3	74	208	.7	2.6	20	82	.2	1.0
4-Book	61	664	.6	2.2	47	477	.5	2.9	39	109	.4	2.4	90	223	.9	3.4	49	153	.5	2.6
WUNO-AM																				
FA '00	3	57		.1	1	13		.1												
4-Book	9	132	.1	.3	3	47		.2	8	26	.1	.5	2	9		.1				
WVJP-FM																				
FA '00	40	379	.4	1.4	36	304	.3	2.0	40	113	.4	2.1	60	143	.6	2.1	38	96	.4	1.9
4-Book	30	368	.3	1.1	27	258	.3	1.6	28	71	.3	1.7	38	99	.4	1.4	28	58	.3	1.5
WVOZ-FM																				
FA '00	67	736	.6	2.4	71	643	.7	3.9	47	199	.4	2.5	64	185	.6	2.3	69	178	.6	3.4
4-Book	24	331	.2	.9	33	340	.3	1.9	16	61	.1	.9	31	99	.3	1.2	27	61	.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 18-34

	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
WXEW-AM																				
FA '00	3	68	.1	.1	* 3	30	.2	.2	3	12	.2	.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	143	1564	1.3	5.1	58	725	.5	3.2	67	180	.6	3.6	83	309	.8	2.9	74	174	.7	3.7
4-Book	130	1423	1.3	4.8	57	741	.6	3.5	48	129	.5	2.9	94	301	.9	3.5	85	213	.8	4.4
WYQE-FM																				
FA '00	21	84	.2	.8	13	52	.1	.7	20	30	.2	1.1	19	19	.2	.7	9	19	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	89	830	.8	3.2	51	481	.5	2.8	62	127	.6	3.3	79	195	.7	2.8	63	167	.6	3.1
4-Book	100	884	1.0	3.6	61	573	.6	3.7	63	172	.6	3.9	102	233	1.0	3.8	68	179	.7	3.5
WZMT-FM																				
FA '00	10	126	.1	.4	20	125	.2	1.1	3	7	.2	.7	31	62	.3	1.1	18	30	.2	.9
4-Book	12	135	.1	.5	12	117	.1	.7	10	31	.1	.7	29	59	.3	1.1	11	29	.1	.6
WZNT-FM																				
FA '00	78	897	.7	2.8	90	688	.8	5.0	58	162	.5	3.1	133	349	1.2	4.7	96	222	.9	4.7
4-Book	92	958	.9	3.4	93	800	.9	5.6	74	191	.7	4.6	148	384	1.4	5.6	110	263	1.1	5.6
TOTALS																				
FA '00	2797	10328	26.1		1806	8849	16.9		1861	4331	17.4		2821	5982	26.3		2022	4398	18.9	
4-Book	2732	10019	26.3		1666	8516	16.0		1645	4029	15.8		2666	5660	25.6		1946	4266	18.7	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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 '00					12	23	.1	1.1	5	31	.2									
4-Book	6	8	.1	.4	5	12	.5		3	14	.2		3	8	.2		4	6	.1	.4
Wael-AM																				
FA '00		1											1	17	.1					
4-Book	1	5	.1		3	11	.3		2	4	.1		2	6	.2		1	2	.1	
Wael-FM																				
FA '00	15	45	.1	1.0	8	33	.1	.7	29	100	.3	1.4	7	21	.1	.4	14	30	.1	1.1
4-Book	10	21	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																				
FA '00					2	7	.2						1	7	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	* 6	16	.1	.4	10	21	.1	.9									* 5	36	.4	
4-Book	5	9	.1	.4	6	19	.1	.6	4	16	.2		1	9	.1		7	18	.1	.6
WBRQ-FM																				
FA '00	10	69	.1	.6	44	114	.4	3.9	9	54	.1	.4	45	143	.4	2.6	40	86	.4	3.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	58	143	.5	3.8	7	17	.1	.6	56	111	.5	2.8	42	111	.4	2.4	32	103	.3	2.6
4-Book	39	132	.4	2.7	16	39	.2	1.6	49	153	.5	2.7	40	116	.4	2.7	21	84	.2	1.8
WCMA-FM																				
FA '00	55	220	.5	3.6	33	95	.3	2.9	63	217	.6	3.1	59	177	.6	3.4	20	91	.2	1.6
4-Book	51	176	.5	3.5	31	94	.3	3.3	56	191	.5	3.0	52	144	.5	3.4	21	91	.2	1.8
WCMN-AM																				
FA '00					4	7	.4		2	12	.1		3	12	.2		4	20	.3	
4-Book					1	2	.1		3	9	.2		2	11	.1		1	5	.1	
WCMN-FM																				
FA '00	35	82	.3	2.3	10	44	.1	.9	38	97	.4	1.9	58	100	.5	3.4	19	64	.2	1.5
4-Book	26	73	.3	1.9	27	70	.3	2.9	40	105	.4	2.3	35	91	.3	2.3	16	56	.2	1.4
WCOM-FM																				
FA '00	14	77	.1	.9	23	59	.2	2.1	34	171	.3	1.7	20	51	.2	1.2	50	146	.5	4.1
4-Book	22	97	.2	1.5	16	59	.2	1.8	29	117	.3	1.6	36	97	.4	2.4	47	137	.5	4.0
WCTA-FM																				
FA '00	32	108	.3	2.1	11	19	.1	1.0	43	94	.4	2.1	34	112	.3	2.0	4	12	.3	
4-Book	29	70	.3	2.0	12	28	.1	1.2	38	98	.4	2.1	37	89	.4	2.5	16	36	.1	1.4
WEGM-FM																				
FA '00	37	99	.3	2.4	28	77	.3	2.5	24	105	.2	1.2	39	85	.4	2.3	45	89	.4	3.6
4-Book	34	79	.3	2.3	19	52	.2	2.1	30	86	.3	1.6	29	72	.3	2.0	56	122	.6	4.8
WENA-AM																				
FA '00	8	10	.1	.5																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	7	7	.1	.5	2	26	.2		3	8	.1		10	18	.1	.6	2	8	.2	
4-Book	7	19	.1	.5	9	46	.1	.9	9	25	.1	.5	13	34	.1	.8	3	10	.2	
WEXS-AM																				
FA '00					44	44	.4	3.9	17	44	.2	.8								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	10	12	.1	.6					4	18	.2		3	14	.2		6	26	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

	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
WFID-FM																				
FA '00	96	285	.9	6.2	58	197	.5	5.2	137	212	1.3	6.8	90	222	.8	5.2	98	193	.9	7.9
4-Book	120	326	1.2	8.4	46	147	.4	4.8	121	281	1.2	6.7	76	204	.7	5.0	83	225	.8	7.1
WIAC-AM																				
FA '00									8	21	.1	.4								
4-Book					2	10		.2	11	17	.1	.6	3	7		.3				
WIAC-FM																				
FA '00	33	118	.3	2.1	17	114	.2	1.5	46	145	.4	2.3	38	140	.4	2.2	28	103	.3	2.3
4-Book	43	148	.4	3.0	25	89	.3	2.7	54	171	.5	3.0	49	145	.5	3.3	34	114	.4	3.0
WIDA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
VQOZ-FM																				
FA '00	2	17		.1	13	27	.1	1.2	1	12			4	12		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	67	187	.6	4.3	33	71	.3	2.9	71	291	.7	3.5	76	176	.7	4.4	32	112	.3	2.6
4-Book	51	146	.5	3.5	13	51	.1	1.3	42	166	.4	2.3	33	96	.3	2.1	26	84	.3	2.2
WIOB-FM																				
FA '00	26	74	.2	1.7	22	56	.2	2.0	46	81	.4	2.3	41	69	.4	2.4	10	44	.1	.8
4-Book	17	56	.2	1.2	22	55	.2	2.4	33	80	.3	1.8	31	63	.3	2.0	8	33	.1	.7
WIOC-FM																				
FA '00	34	64	.3	2.2					19	39	.2	.9	12	37	.1	.7	9	21	.1	.7
4-Book	23	54	.2	1.6	12	35	.1	1.3	9	34	.1	.5	13	41	.1	.9	19	38	.2	1.7
WISA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*	**	**	**	**	**	**	**	9	14	.1	.4	11	14	.1	.6	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	2	18		.1	31	64	.3	2.8	27	86	.3	1.3	38	68	.4	2.2	7	18	.1	.6
4-Book	19	55	.2	1.3	32	62	.3	3.3	36	94	.4	2.0	21	55	.2	1.3	8	25	.1	.7
WKAQ-AM																				
FA '00					10	21	.1	.9	4	24		.2	11	30	.1	.6	8	13	.1	.6
4-Book	3	9		.2	15	41	.2	1.6	5	24	.1	.3	4	11		.2	5	21	.1	.5
WKAQ-FM																				
FA '00	118	293	1.1	7.7	50	170	.5	4.5	203	550	1.9	10.1	177	411	1.7	10.3	89	232	.8	7.2
4-Book	118	350	1.1	8.3	39	160	.4	4.1	191	491	1.8	10.5	148	366	1.4	9.6	70	219	.7	6.0
WKFE-AM																				
FA '00	**	**	**	**	5	14		.4	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00					1	1		.1									*	1	2	.1
4-Book					1	5		.2	1	6		.1								
WKSA-FM																				
FA '00	12	31	.1	.8	6	24	.1	.5	11	35	.1	.5	13	49	.1	.8	16	40	.1	1.3
4-Book	**	**	**	**	6	22	.1	.6	14	40	.1	.8	11	20	.1	.7	**	**	**	**
WKVM-AM																				
FA '00	4	11		.3					8	11	.1	.4	5	11		.3				
4-Book	6	18		.4	4	7	.1	.4	8	9	.1	.5	4	9		.3	7	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

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	
WLUZ-AM																				
FA '00								1	10											
4-Book								1	6											
WMEG-FM																				
FA '00	107	357	1.0	6.9	35	109	.3	3.1	53	197	.5	2.6	94	260	.9	5.4	222	516	2.1	18.0
4-Book	142	412	1.4	10.0	45	129	.4	4.7	99	285	1.0	5.5	111	311	1.1	7.4	230	500	2.2	19.8
WNEL-AM																				
FA '00																				
4-Book					2	4		.2												
WNRT-FM																				
FA '00	3	19		.2	16	74	.1	1.4	1	12			9	33	.1	.5	3	13		.2
4-Book	13	53	.1	.9	26	79	.2	2.8	9	56	.1	.5	10	37	.1	.7	3	17		.2
WDRD-FM																				
FA '00					11	21	.1	1.0	43	80	.4	2.1	12	23	.1	.7	6	12	.1	.5
4-Book	**	**	**	**	11	22	.1	1.1	54	87	.5	3.0	32	80	.3	2.2	**	**	**	**
WOSO-AM																				
FA '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																				
FA '00	26	97	.2	1.7	27	50	.3	2.4	65	213	.6	3.2	73	162	.7	4.2	27	117	.3	2.2
4-Book	55	149	.5	3.9	32	88	.3	3.5	76	200	.7	4.2	60	136	.6	4.0	77	205	.8	6.8
WPAB-AM																				
FA '00					3	10		.3	1	10										
4-Book					4	12		.5	2	12		.1					1	6		.1
WPRM-FM																				
FA '00	105	222	1.0	6.8	131	212	1.2	11.7	127	353	1.2	6.3	114	288	1.1	6.6	80	189	.7	6.5
4-Book	69	188	.7	4.8	101	213	1.0	10.6	122	332	1.2	6.7	116	291	1.1	7.6	56	156	.5	4.8
WPRP-AM																				
FA '00									2	9		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQBS-AM																				
FA '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WR10-FM																				
FA '00	9	27	.1	.6	10	23	.1	.9	21	79	.2	1.0	20	37	.2	1.2	5	21		.4
4-Book	18	47	.2	1.3	9	30	.1	.9	22	73	.2	1.2	14	35	.2	.9	9	27	.1	.8
WTPM-FM																				
FA '00	* 6	26	.1	.4					2	10		.1							*	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUKQ-FM																				
FA '00	27	92	.3	1.8	24	76	.2	2.1	94	215	.9	4.7	35	81	.3	2.0	18	60	.2	1.5
4-Book	38	103	.4	2.7	19	80	.2	1.9	59	169	.6	3.2	49	116	.5	3.3	28	93	.3	2.5
WUNQ-AM																				
FA '00					6	13	.1	.5												
4-Book					7	25	.1	.8	1	3			3	7		.2	1	3		.1
WVJP-FM																				
FA '00	5	46		.3	20	69	.2	1.8	96	170	.9	4.8	19	59	.2	1.1	4	24		.3
4-Book	13	51	.1	.9	13	43	.1	1.4	53	121	.5	2.8	28	66	.3	1.9	14	48	.2	1.2
WVOZ-FM																				
FA '00	173	327	1.6	11.2	23	74	.2	2.1	53	159	.5	2.6	56	116	.5	3.2	66	114	.6	5.3
4-Book	98	178	.9	6.7	10	31	.1	1.0	25	77	.2	1.3	28	64	.3	1.8	19	41	.2	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 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
WXEV-AM																				
FA '00	*				* 17	17	.2	1.5	7	17	.1	.3					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	63	168	.6	4.1	47	91	.4	4.2	64	203	.6	3.2	19	57	.2	1.1	45	114	.4	3.6
4-Book	58	176	.6	4.0	27	72	.3	2.8	72	220	.7	4.1	38	108	.4	2.6	31	83	.3	2.6
WYQE-FM																				
FA '00					22	33	.2	2.0	22	33	.2	1.1	11	27	.1	.6	2	8		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	55	137	.5	3.6	18	50	.2	1.6	45	114	.4	2.2	42	103	.4	2.4	42	150	.4	3.4
4-Book	70	174	.7	4.9	21	58	.2	2.3	49	155	.5	2.7	49	125	.5	3.3	58	164	.6	5.1
WZMT-FM																				
FA '00	15	33	.1	1.0	4	18		.4	31	50	.3	1.5	39	61	.4	2.3	15	26	.1	1.2
4-Book	6	25		.4	5	14	.1	.6	14	34	.1	.7	15	36	.2	1.0	6	14	.1	.5
WZNT-FM																				
FA '00	58	106	.5	3.8	84	195	.8	7.5	130	259	1.2	6.5	117	216	1.1	6.8	41	89	.4	3.3
4-Book	58	148	.6	4.0	60	143	.6	6.1	152	308	1.5	8.5	108	219	1.0	7.2	33	95	.3	2.7
TOTALS																				
FA '00	1541	3581	14.4		1119	2718	10.4		2015	4550	18.8		1726	3775	16.1		1234	2940	11.5	
4-Book	1436	3524	13.8		948	2466	9.1		1813	4122	17.4		1515	3376	14.5		1162	2862	11.2	

** 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 18-49

	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 '00	10	245	.1	.3	22	134	.1	.4	4	66	.1	.1	1	12			10	85	.1	.5	
SU '00	6	160		.2	10	60	.1	.2	5	50	.1	.1	3	45		.1	3	22		.2	
SP '00	6	158		.2	9	76	.1	.2	7	74	.2	.2	2	45			7	68		.4	
WI '00	20	180	.1	.5	57	134	.3	.9	24	111	.1	.6	6	46		.1	7	43		.4	
4-Book	11	186	.1	.3	25	101	.2	.4	10	75	.3	.3	3	37		.1	7	55		.4	
FA '99	10	170	.1	.3	12	98	.1	.2	8	60	.2	.2	4	41		.1	19	77	.1	1.1	
WAEI-AM																					
FA '00	3	184		.1	9	101		.2	2	35			3	30		.1	1	17			
SU '00	15	225	.1	.4	20	56	.1	.3	10	79	.1	.2	25	142	.1	.6	12	100	.1	.7	
SP '00	15	330	.1	.4	25	157	.1	.4	12	100	.1	.3	13	133	.1	.3	12	102	.1	.6	
WI '00	9	188	.1	.2	18	81	.1	.3	14	95	.1	.3	3	54	.1	.1	5	47		.3	
4-Book	11	232	.1	.3	18	99	.1	.3	10	77	.1	.2	11	90	.1	.3	8	67	.1	.4	
FA '99	2	105		.1	2	41			1	16			2	38		.1	1	13		.1	
WAEI-FM																					
FA '00	36	766	.2	1.0	29	213	.2	.5	86	562	.5	1.9	19	207	.1	.5	12	144	.1	.6	
SU '00	35	922	.2	1.0	27	252	.2	.5	76	612	.4	1.7	28	290	.2	.7	20	231	.1	1.2	
SP '00	22	561	.1	.6	18	228	.1	.3	47	316	.3	1.0	17	223	.1	.4	10	114	.1	.5	
WI '00	44	705	.2	1.2	52	221	.3	.9	80	498	.4	1.9	36	284	.2	.9	15	162	.1	.8	
4-Book	34	739	.2	1.0	32	229	.2	.6	72	497	.4	1.6	25	251	.2	.6	14	163	.1	.8	
FA '99	48	1075	.3	1.3	34	306	.2	.6	102	786	.6	2.4	33	314	.2	.8	20	185	.1	1.1	
WALO-AM																					
FA '00	2	49		.1	3	13		.1	6	26		.1	2	25			2	14		.1	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	87		.1	3	27			2	27			3	46		.1	2	18		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	183		.2	14	99	.1	.2	7	44		.2	2	36		.1	1	18		.1	
WAPA-AM																					
FA '00	* 26	543	.1	.7	61	291	.3	1.0	38	167	.2	.9	19	166	.1	.5	*	8	81		.4
SU '00	30	471	.2	.8	57	272	.3	1.0	36	160	.2	.8	23	121	.1	.5	23	132	.1	1.4	
SP '00	33	522	.2	.9	70	332	.4	1.2	56	275	.3	1.2	34	203	.2	.8	8	105		.4	
WI '00	44	717	.2	1.2	91	435	.5	1.5	39	391	.2	.9	49	346	.3	1.2	26	150	.1	1.4	
4-Book	33	533	.2	.9	70	333	.4	1.2	42	248	.2	1.0	31	209	.2	.8	16	117	.1	.9	
FA '99	19	454	.1	.5	32	244	.2	.5	27	245	.2	.6	23	171	.1	.6	5	92		.3	
WBRQ-FM																					
FA '00	51	700	.3	1.4	44	347	.2	.7	59	317	.3	1.3	70	423	.4	1.7	46	259	.3	2.2	
SU '00	33	629	.2	.9	31	252	.2	.5	32	312	.2	.7	43	255	.2	1.0	13	194	.1	.8	
SP '00	19	520	.1	.5	19	189	.1	.3	17	227	.1	.4	24	262	.1	.6	14	151	.1	.7	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																					
FA '00	60	1185	.3	1.6	83	581	.5	1.4	76	576	.4	1.7	56	464	.3	1.4	46	403	.3	2.2	
SU '00	78	1518	.4	2.1	111	763	.6	1.9	107	738	.6	2.4	106	824	.6	2.5	34	534	.2	2.1	
SP '00	58	1275	.3	1.6	86	545	.5	1.5	75	603	.4	1.7	45	476	.3	1.1	39	453	.2	2.0	
WI '00	60	1172	.3	1.6	74	532	.4	1.2	69	534	.4	1.6	74	606	.4	1.8	54	512	.3	2.9	
4-Book	64	1288	.3	1.7	89	605	.5	1.5	82	613	.5	1.9	70	593	.4	1.7	43	476	.3	2.3	
FA '99	79	1505	.4	2.2	113	795	.6	1.9	101	792	.6	2.4	91	782	.5	2.3	60	632	.3	3.4	
WCMA-FM																					
FA '00	178	2482	1.0	4.7	215	1151	1.2	3.6	266	1304	1.5	6.0	225	1471	1.2	5.5	99	907	.5	4.7	
SU '00	77	1781	.4	2.1	89	764	.5	1.5	99	850	.6	2.3	77	678	.4	1.8	52	484	.3	3.2	
SP '00	114	2269	.6	3.1	162	971	.9	2.8	158	1179	.9	3.5	124	1066	.7	3.0	49	448	.3	2.6	
WI '00	132	2369	.7	3.6	171	1096	1.0	2.8	209	1313	1.2	5.0	132	994	.7	3.2	67	713	.4	3.6	
4-Book	125	2225	.7	3.4	159	996	.9	2.7	183	1162	1.1	4.2	140	1052	.8	3.4	67	638	.4	3.5	
FA '99	160	2639	.9	4.4	185	1107	1.0	3.1	217	1300	1.2	5.2	180	1245	1.0	4.6	82	770	.5	4.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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-AM																						
FA '00	17	328	.1	.5	36	221	.2	.6	24	155	.1	.5	10	119	.1	.2	7	71	.3			
SU '00	10	192	.1	.3	30	120	.2	.5	14	101	.1	.3	5	57	.1		3	23	.2			
SP '00	8	171	.2	.2	23	94	.1	.4	14	66	.1	.3	6	52	.1			8				
WI '00	16	286	.1	.4	43	226	.2	.7	20	122	.1	.5	14	95	.1	.3	5	44	.3			
4-Book	13	244	.1	.4	33	165	.2	.6	18	111	.1	.4	9	81	.1	.2	4	37	.2			
FA '99	17	339	.1	.5	44	266	.2	.7	20	154	.1	.5	8	108	.2		4	48	.2			
WCMN-FM																						
FA '00	69	1031	.4	1.8	97	574	.5	1.6	91	621	.5	2.1	72	535	.4	1.8	34	324	.2	1.6		
SU '00	60	906	.3	1.7	85	454	.5	1.4	71	500	.4	1.6	69	486	.4	1.6	35	292	.2	2.1		
SP '00	44	706	.2	1.2	54	348	.3	.9	47	369	.3	1.0	48	383	.3	1.2	32	218	.2	1.7		
WI '00	65	1074	.4	1.8	94	445	.5	1.5	115	509	.6	2.7	64	433	.4	1.5	14	194	.1	.7		
4-Book	60	929	.3	1.6	83	455	.5	1.4	81	509	.5	1.9	63	459	.4	1.5	29	257	.2	1.5		
FA '99	82	1016	.5	2.3	115	488	.6	1.9	86	593	.5	2.1	80	518	.4	2.0	56	354	.3	3.1		
WCOM-FM																						
FA '00	87	1851	.5	2.3	248	983	1.4	4.2	90	800	.5	2.0	56	606	.3	1.4	38	388	.2	1.8		
SU '00	71	1743	.4	2.0	224	991	1.2	3.8	77	779	.4	1.8	36	410	.2	.9	23	284	.1	1.4		
SP '00	93	2178	.5	2.5	204	1132	1.1	3.5	105	990	.6	2.3	73	682	.4	1.8	43	436	.2	2.2		
WI '00	74	1946	.4	2.0	182	962	1.0	3.0	73	751	.4	1.7	53	580	.3	1.3	37	440	.2	2.0		
4-Book	81	1930	.5	2.2	215	1017	1.2	3.6	86	830	.5	2.0	55	570	.3	1.4	35	387	.2	1.9		
FA '99	88	2045	.5	2.4	179	954	1.0	3.0	77	877	.4	1.8	69	755	.4	1.7	61	578	.3	3.4		
WCTA-FM																						
FA '00	56	694	.3	1.5	32	243	.2	.5	74	321	.4	1.7	48	268	.3	1.2	28	177	.2	1.3		
SU '00	57	800	.3	1.6	34	242	.2	.6	80	496	.4	1.8	67	344	.4	1.6	23	242	.1	1.4		
SP '00	73	887	.4	2.0	49	308	.3	.8	99	510	.6	2.2	87	483	.5	2.1	52	340	.3	2.7		
WI '00	44	856	.2	1.2	42	206	.2	.7	66	432	.4	1.6	52	366	.3	1.3	25	230	.1	1.3		
4-Book	58	809	.3	1.6	39	250	.2	.7	80	440	.5	1.8	64	365	.4	1.6	32	247	.2	1.7		
FA '99	59	947	.3	1.6	71	368	.4	1.2	61	519	.3	1.5	75	377	.4	1.9	41	222	.2	2.3		
WEGM-FM																						
FA '00	35	555	.2	.9	47	290	.3	.8	31	271	.2	.7	37	296	.2	.9	21	244	.1	1.0		
SU '00	31	778	.2	.9	30	331	.2	.5	30	319	.2	.7	51	264	.3	1.2	9	152	.1	.5		
SP '00	35	559	.2	.9	47	286	.3	.8	35	340	.2	.8	57	394	.3	1.4	13	173	.1	.7		
WI '00	58	670	.3	1.6	66	392	.4	1.1	50	353	.3	1.2	87	420	.5	2.1	48	284	.3	2.6		
4-Book	40	641	.2	1.1	48	325	.3	.8	37	321	.2	.9	58	344	.3	1.4	23	213	.2	1.2		
FA '99	36	532	.2	1.0	51	254	.3	.9	40	252	.2	1.0	49	264	.3	1.2	11	107	.1	.6		
WENA-AM																						
FA '00	17	115	.1	.5	28	77	.2	.5	30	75	.2	.7	7	33	.2		10	27	.1	.5		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																						
FA '00	21	480	.1	.6	19	236	.1	.3	26	210	.1	.6	23	194	.1	.6	23	163	.1	1.1		
SU '00	23	623	.1	.6	41	258	.2	.7	34	292	.2	.8	16	178	.1	.4	10	144	.1	.6		
SP '00	27	742	.2	.7	68	418	.4	1.2	41	367	.2	.9	14	229	.1	.3	6	124	.3			
WI '00	40	617	.2	1.1	57	354	.3	.9	52	354	.3	1.2	36	170	.2	.9	23	197	.1	1.2		
4-Book	28	616	.2	.8	46	317	.3	.8	38	306	.2	.9	22	193	.1	.6	16	157	.1	.8		
FA '99	20	502	.1	.6	26	251	.1	.4	27	279	.2	.6	21	210	.1	.5	14	181	.1	.8		
WEXS-AM																						
FA '00	19	82	.1	.5	54	57	.3	.9	28	68	.2	.6	2	14			2	14		.1		
SU '00	4	29	.1	.1	9	29	.1	.2	4	19	.1		2	19				10				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
+WFDT-FM																				
FA '00	14	229	.1	.4	17	149	.1	.3	24	149	.1	.5	15	101	.1	.4	15	99	.1	.7
SU '00	16	243	.1	.4	12	75	.1	.2	24	129	.1	.5	24	129	.1	.6	7	98	.1	.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	238	.2	.7	32	195	.2	.5	25	138	.1	.6	31	166	.2	.7	22	72	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	22	245	.1	.6	37	167	.2	.6	22	168	.1	.5	16	76	.1	.4	12	84	.1	.7
WFID-FM																				
FA '00	197	2668	1.1	5.2	216	1210	1.2	3.6	293	1233	1.6	6.6	215	1319	1.2	5.2	117	1001	.6	5.6
SU '00	248	2971	1.4	6.8	340	1478	1.9	5.7	380	1567	2.1	8.6	297	1523	1.7	7.1	134	1007	.7	8.2
SP '00	240	2946	1.3	6.5	313	1283	1.7	5.4	369	1615	2.1	8.1	297	1565	1.7	7.2	139	1178	.8	7.2
WI '00	257	3095	1.4	7.0	295	1466	1.6	4.8	366	1598	2.0	8.7	333	1671	1.9	8.0	186	1138	1.0	9.9
4-Book	236	2920	1.3	6.4	291	1359	1.6	4.9	352	1503	2.0	8.0	286	1520	1.6	6.9	144	1081	.8	7.7
FA '99	175	2903	1.0	4.8	224	1285	1.2	3.8	243	1500	1.4	5.8	180	1417	1.0	4.6	122	1164	.7	6.8
WJAC-AM																				
FA '00	7	158	.1	.2	16	128	.1	.3	12	51	.1	.3	1	10			6	35		.3
SU '00	12	274	.1	.3	31	129	.2	.5	16	100	.1	.4	3	17		.1	2	21		.1
SP '00	11	283	.1	.3	26	159	.1	.4	14	148	.1	.3	11	67	.1	.3	1	27		.1
WI '00	15	318	.1	.4	24	135	.1	.4	19	168	.1	.5	22	117	.1	.5	6	93		.3
4-Book	11	258	.1	.3	24	138	.1	.4	15	117	.1	.4	9	53	.1	.2	4	44		.2
FA '99	16	325	.1	.4	35	182	.2	.6	14	110	.1	.3	17	104	.1	.4	5	82		.3
WJAC-FM																				
FA '00	106	2290	.6	2.8	218	1172	1.2	3.7	109	882	.6	2.5	131	1100	.7	3.2	43	480	.2	2.1
SU '00	147	2630	.8	4.0	273	1319	1.5	4.6	207	1105	1.2	4.7	143	900	.8	3.4	68	628	.4	4.1
SP '00	149	2733	.8	4.0	308	1410	1.7	5.3	171	1116	1.0	3.8	147	1018	.8	3.6	75	839	.4	3.9
WI '00	154	2984	.9	4.2	311	1469	1.7	5.1	179	1238	1.0	4.3	139	1099	.8	3.4	87	785	.5	4.6
4-Book	139	2659	.8	3.8	278	1343	1.5	4.7	167	1085	1.0	3.8	140	1029	.8	3.4	68	683	.4	3.7
FA '99	154	2764	.9	4.3	275	1489	1.5	4.6	222	1325	1.2	5.3	157	1179	.9	4.0	49	631	.3	2.7
WIDA-AM																				
FA '00	4	63		.1	1	9			9				2	31			8	29		.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	12	256	.1	.3	21	112	.1	.4	20	138	.1	.5	5	87	.1	.5	6	92		.3
SU '00	18	217	.1	.5	19	75	.1	.3	39	110	.2	.9	21	122	.1	.5	5	63		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	23	347	.1	.6	36	177	.2	.6	29	115	.2	.7	25	155	.1	.6	17	137	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	20	276	.1	.6	28	155	.2	.5	31	132	.2	.7	20	105	.1	.5	14	102	.1	.8
WIOA-FM																				
FA '00	169	2361	.9	4.5	240	1123	1.3	4.0	264	1174	1.4	6.0	140	1031	.8	3.4	91	744	.5	4.4
SU '00	125	2365	.7	3.4	190	999	1.1	3.2	191	1094	1.1	4.3	121	944	.7	2.9	73	627	.4	4.5
SP '00	104	2103	.6	2.8	146	956	.8	2.5	148	993	.8	3.3	100	827	.6	2.4	58	559	.3	3.0
WI '00	86	1833	.5	2.4	132	803	.7	2.2	113	731	.6	2.7	98	805	.5	2.4	49	524	.3	2.6
4-Book	121	2166	.7	3.3	177	970	1.0	3.0	179	998	1.0	4.1	115	902	.7	2.8	68	614	.4	3.6
FA '99	118	2296	.7	3.3	182	1023	1.0	3.1	157	999	.9	3.8	145	1023	.8	3.7	61	666	.3	3.4
WIOB-FM																				
FA '00	98	1155	.5	2.6	122	542	.7	2.0	134	584	.7	3.0	97	533	.5	2.4	76	490	.4	3.6
SU '00	56	852	.3	1.5	63	439	.4	1.1	100	422	.6	2.3	57	341	.3	1.4	25	205	.1	1.5
SP '00	68	816	.4	1.8	84	410	.5	1.4	100	498	.6	2.2	77	456	.4	1.9	42	216	.2	2.2
WI '00	70	888	.4	1.9	95	413	.5	1.6	95	478	.5	2.3	102	517	.6	2.5	23	263	.1	1.2
4-Book	73	928	.4	2.0	91	451	.5	1.5	107	496	.6	2.5	83	462	.5	2.1	42	294	.2	2.1
FA '99	41	835	.2	1.1	56	426	.3	.9	55	358	.3	1.3	40	325	.2	1.0	28	247	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WIOC-FM																				
FA '00	49	650	.3	1.3	73	329	.4	1.2	75	342	.4	1.7	38	325	.2	.9	29	181	.2	1.4
SU '00	30	501	.2	.8	34	185	.2	.6	31	213	.2	.7	36	229	.2	.9	19	156	.1	1.2
SP '00	38	499	.2	1.0	41	208	.2	.7	40	221	.2	.9	42	234	.2	1.0	45	211	.3	2.3
WI '00	21	422	.1	.6	33	166	.2	.5	28	168	.2	.7	18	180	.1	.4	7	110	.3	.4
4-Book	35	518	.2	.9	45	222	.3	.8	44	236	.3	1.0	34	242	.2	.8	25	165	.2	1.3
FA '99	35	652	.2	1.0	65	381	.4	1.1	47	343	.3	1.1	30	259	.2	.8	15	184	.1	.8
WISA-AM																				
FA '00	17	128	.1	.5	26	115	.1	.4	42	69	.2	.9	7	53	.2	.2	7	85	.3	.3
SU '00	2	55	.1	.1	3	25	.1	.1	5	42	.1	.1					3	30	.2	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	150	.2	.2	16	142	.1	.3	5	58	.1	.1					4	55	.2	.2
WISD-AM																				
FA '00	* 12	127	.1	.3	14	57	.1	.2	7	84	.2	.2	14	58	.1	.3	* 13	17	.1	.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	8	45	.2	.2	8	30	.1	.1	5	17	.1	.1	5	17	.1	.1	15	32	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	95	1392	.5	2.5	272	951	1.5	4.6	49	399	.3	1.1	137	734	.8	3.3	28	203	.2	1.3
SU '00	132	1384	.7	3.6	367	969	2.0	6.2	123	701	.7	2.8	155	805	.9	3.7	27	286	.2	1.6
SP '00	104	1338	.6	2.8	253	793	1.4	4.3	98	560	.5	2.2	134	668	.7	3.3	39	247	.2	2.0
WI '00	102	1414	.6	2.8	263	919	1.5	4.3	94	536	.5	2.2	126	778	.7	3.0	32	289	.2	1.7
4-Book	108	1382	.6	2.9	289	908	1.6	4.9	91	549	.5	2.1	138	746	.8	3.3	32	256	.2	1.7
FA '99	84	1097	.5	2.3	252	732	1.4	4.3	69	437	.4	1.6	97	572	.5	2.5	16	149	.1	.9
WKAQ-AM																				
FA '00	55	1253	.3	1.5	73	567	.4	1.2	30	283	.2	.7	109	596	.6	2.7	45	400	.2	2.2
SU '00	114	1862	.6	3.1	204	1072	1.1	3.4	106	628	.6	2.4	213	887	1.2	5.1	79	629	.4	4.8
SP '00	77	1360	.4	2.1	126	802	.7	2.2	80	473	.4	1.8	108	625	.6	2.6	65	470	.4	3.4
WI '00	80	1432	.4	2.2	125	624	.7	2.0	81	459	.5	1.9	147	733	.8	3.5	49	396	.3	2.6
4-Book	82	1477	.4	2.2	132	766	.7	2.2	74	461	.4	1.7	144	710	.8	3.5	60	474	.3	3.3
FA '99	70	1393	.4	1.9	103	758	.6	1.7	54	549	.3	1.3	102	617	.6	2.6	86	451	.5	4.8
WKAQ-FM																				
FA '00	233	3790	1.3	6.2	259	1644	1.4	4.3	335	2042	1.8	7.6	261	1744	1.4	6.4	104	1111	.6	5.0
SU '00	234	3865	1.3	6.4	253	1586	1.4	4.3	329	1824	1.8	7.5	263	1837	1.5	6.3	103	1078	.6	6.3
SP '00	253	4580	1.4	6.8	280	1868	1.6	4.8	390	2620	2.2	8.6	278	2357	1.5	6.8	102	1280	.6	5.3
WI '00	188	3902	1.0	5.1	184	1428	1.0	3.0	237	2043	1.3	5.7	226	1710	1.3	5.4	108	1144	.6	5.8
4-Book	227	4034	1.3	6.1	244	1632	1.4	4.1	323	2132	1.8	7.4	257	1912	1.4	6.2	104	1153	.6	5.6
FA '99	225	4275	1.3	6.2	243	1889	1.4	4.1	322	2296	1.8	7.7	220	1829	1.2	5.6	115	1310	.6	6.4
WKFE-AM																				
FA '00	3	74	.1	.1	9	60	.2	.2	4	14	.1	.1	1	14	.1	.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	54	.1	.1	9	46	.1	.2	3	24	.1	.1								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 7	142	.2	.2	22	78	.1	.4	5	33	.1	.1	8	51	.2	.2	* 1	23	.1	.1
SU '00	8	182	.2	.2	17	64	.1	.3	12	49	.1	.3	5	50	.1	.1	1	18	.1	.1
SP '00	3	120	.1	.1	7	29	.1	.1	5	41	.1	.1	4	40	.1	.1	1	23	.1	.1
WI '00	5	143	.1	.1	7	75	.1	.1	5	62	.1	.1	8	43	.2	.2	4	21	.2	.2
4-Book	6	147	.2	.2	13	62	.1	.2	7	46	.2	.2	6	46	.2	.2	2	21	.1	.1
FA '99	5	129	.1	.1	13	99	.1	.2	5	46	.1	.1	9	61	.1	.2	1	16	.1	.1

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		
WKSA-FM																					
FA '00	31	612	.2	.8	41	259	.2	.7	33	283	.2	.7	32	244	.2	.8	33	268	.2	1.6	
SU '00	22	364	.1	.6	28	236	.2	.5	17	144	.1	.4	14	46	.1	.3	**	**	**	**	
SP '00	44	522	.2	1.2	62	350	.3	1.1	40	212	.2	.9	22	108	.1	.5	**	**	**	**	
WI '00	33	354	.2	.9	49	215	.3	.8	23	208	.1	.5	12	51	.1	.3	**	**	**	**	
4-Book	33	463	.2	.9	45	265	.3	.8	28	212	.2	.6	20	112	.1	.5	**	**	**	**	
FA '99	50	550	.3	1.4	50	283	.3	.8	68	305	.4	1.6	22	80	.1	.6	**	**	**	**	
WKVM-AM																					
FA '00	8	151		.2	22	62		.1	.4	2	27			6	27		.1	5	45		.2
SU '00	4	109		.1	1	24				1	20			4	8		.1	2	23		.1
SP '00	8	217		.2	3	19		.1		2	15			3	70		.1	16	113		.1
WI '00	9	205		.1	20	106		.1	.3	6	59		.1	5	61		.1	8	74		.4
4-Book	7	171		.2	12	53		.1	.2	3	30			5	42		.1	8	64		.4
FA '99	6	240		.2	4	42		.1		4	84		.1	5	45		.1	7	85		.4
VLUZ-AM																					
FA '00	6	105		.2	11	59		.1	.2	12	38		.1	5	38		.1	5	40		.2
SU '00	3	46		.1	16	37		.1	.3	2	18										
SP '00	4	109		.1	15	68		.1	.3	3	47		.1					3	26		.2
WI '00	1	45			1	17								2	13						
4-Book	4	76		.1	11	45		.1	.2	4	26		.1	2	13			2	17		.1
FA '99	2	68		.1	10	54		.1	.2	1	7										
WMEG-FM																					
FA '00	153	3096	.8	4.1	210	1481	1.1	3.5	142	1317	.8	3.2	210	1687	1.1	5.1	98	1063	.5	4.7	
SU '00	192	3150	1.1	5.3	177	1280	1.0	3.0	166	1339	.9	3.8	347	1886	1.9	8.3	135	1066	.8	8.2	
SP '00	222	3469	1.2	6.0	211	1573	1.2	3.6	216	1642	1.2	4.8	340	2034	1.9	8.3	150	1302	.8	7.8	
WI '00	170	2547	.9	4.6	143	844	.8	2.3	192	989	1.1	4.6	286	1367	1.6	6.9	101	838	.6	5.4	
4-Book	184	3066	1.0	5.0	185	1295	1.0	3.1	179	1322	1.0	4.1	296	1744	1.6	7.2	121	1067	.7	6.5	
FA '99	163	2974	.9	4.5	186	1185	1.0	3.1	110	1051	.6	2.6	198	1431	1.1	5.0	129	1121	.7	7.2	
WNEL-AM																					
FA '00	1	62			2	19			1	12								3	17		.2
SU '00	3	80		.1	13	71		.1	.2									5	67		.3
SP '00	6	182		.2	8	60		.1		6	32		.1	3	34		.1				
WI '00	4	96		.1	7	25		.1		6	39		.1	5	46		.1	2	30		.1
4-Book	4	105		.1	8	44		.1		3	21		.1	2	20		.1	3	29		.2
FA '99	1	83			1	16			1	22			3	44		.1					
WNRT-FM																					
FA '00	29	654	.2	.8	49	325	.3	.8	27	312	.1	.6	16	167	.1	.4	35	257	.2	1.7	
SU '00	29	521	.2	.8	44	238	.2	.7	37	241	.2	.8	32	263	.2	.8	19	193	.1	1.2	
SP '00	57	903	.3	1.5	96	486	.5	1.6	69	480	.4	1.5	49	343	.3	1.2	27	262	.2	1.4	
WI '00	80	809	.4	2.2	128	497	.7	2.1	108	499	.6	2.6	95	406	.5	2.3	39	214	.2	2.1	
4-Book	49	722	.3	1.3	79	387	.4	1.3	60	383	.3	1.4	48	295	.3	1.2	30	232	.2	1.6	
FA '99	47	714	.3	1.3	64	400	.4	1.1	54	417	.3	1.3	61	386	.3	1.5	29	285	.2	1.6	
WORO-FM																					
FA '00	49	921	.3	1.3	25	227	.1	.4	51	364	.3	1.2	44	283	.2	1.1	35	273	.2	1.7	
SU '00	80	975	.4	2.2	56	356	.3	.9	103	485	.6	2.3	75	374	.4	1.8	**	**	**	**	
SP '00	83	1338	.5	2.2	96	554	.5	1.6	111	519	.6	2.5	81	490	.5	2.0	27	279	.2	1.4	
WI '00	50	990	.3	1.4	61	367	.3	1.0	50	341	.3	1.2	48	291	.3	1.2	33	206	.2	1.8	
4-Book	66	1056	.4	1.8	60	376	.3	1.0	79	427	.5	1.8	62	360	.4	1.5	**	**	**	**	
FA '99	70	1263	.4	1.9	72	483	.4	1.2	115	567	.6	2.7	75	503	.4	1.9	17	181	.1	1.0	
WOSO-AM																					
FA '00	17	178	.1	.5	41	178	.2	.7	20	112	.1	.5	18	120	.1	.4	6	56		.3	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	179	.1	.2	25	136	.1	.4	9	121	.1	.2	4	68		.1	6	55		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	65	1694	.4	1.7	127	829	.7	2.1	52	648	.3	1.2	68	522	.4	1.7	33	377	.2	1.6
SU '00	88	1657	.5	2.4	128	739	.7	2.2	82	781	.5	1.9	96	753	.5	2.3	60	283	.3	3.7
SP '00	100	1825	.6	2.7	198	983	1.1	3.4	100	906	.6	2.2	83	772	.5	2.0	55	580	.3	2.9
WI '00	91	1677	.5	2.5	160	888	.9	2.6	82	744	.5	2.0	85	645	.5	2.0	56	437	.3	3.0
4-Book	86	1713	.5	2.3	153	860	.9	2.6	79	770	.5	1.8	83	673	.5	2.0	51	419	.3	2.8
FA '99	99	2055	.6	2.7	184	1034	1.0	3.1	134	1011	.7	3.2	87	724	.5	2.2	41	621	.2	2.3
WPAB-AM																				
FA '00	12	195	.1	.3	13	64	.1	.2	9	113	.2	.2	11	45	.1	.3	16	46	.1	.8
SU '00	18	250	.1	.5	63	163	.4	1.1	15	154	.1	.3	12	90	.1	.3	8	34	.5	.5
SP '00	11	276	.1	.3	20	104	.1	.3	16	100	.1	.4	11	100	.1	.3	8	51	.4	.4
WI '00	11	300	.1	.3	12	113	.1	.2	21	167	.1	.5	11	90	.1	.3	5	55	.3	.3
4-Book	13	255	.1	.4	27	111	.2	.5	15	134	.1	.4	11	81	.1	.3	9	47	.5	.5
FA '99	21	375	.1	.6	44	286	.2	.7	17	137	.1	.4	26	119	.1	.7	13	104	.1	.7
WPRM-FM																				
FA '00	524	5206	2.9	13.9	1406	3866	7.7	23.6	414	1871	2.3	9.3	633	2847	3.5	15.4	157	1055	.9	7.5
SU '00	396	4711	2.2	10.9	1194	3419	6.6	20.1	340	1682	1.9	7.7	491	2520	2.7	11.7	59	645	.3	3.6
SP '00	420	4907	2.3	11.3	1120	3248	6.2	19.2	352	2075	2.0	7.8	555	2832	3.1	13.5	103	872	.6	5.4
WI '00	480	5418	2.7	13.1	1383	3995	7.7	22.6	360	2028	2.0	8.6	606	2922	3.4	14.6	109	875	.6	5.8
4-Book	455	5061	2.5	12.3	1276	3632	7.1	21.4	367	1914	2.1	8.4	571	2780	3.2	13.8	107	862	.6	5.6
FA '99	534	5979	3.0	14.8	1379	4208	7.7	23.3	404	2138	2.3	9.7	764	3612	4.3	19.4	122	1128	.7	6.8
WPRP-AM																				
FA '00	7	94	.2	.2	6	25	.1	.1	16	45	.1	.4					1	14		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	4	110	.1	.1	9	29	.2	.2	7	66	.2	.2	4	47	.1	.1	1	22		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	146	.2	.2	10	51	.1	.2	3	64	.1	.1	7	32	.2	.2	10	73	.1	.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	48	544	.3	1.3	141	421	.8	2.4	30	230	.2	.7	59	232	.3	1.4	15	61	.1	.7
SU '00	47	616	.3	1.3	146	476	.8	2.5	34	207	.2	.8	57	245	.3	1.4	6	99		.4
SP '00	58	565	.3	1.6	139	405	.8	2.4	57	234	.3	1.3	64	283	.4	1.6	9	88	.1	.5
WI '00	56	767	.3	1.5	184	603	1.0	3.0	42	273	.2	1.0	57	337	.3	1.4	8	91		.4
4-Book	52	623	.3	1.4	153	476	.9	2.6	41	236	.2	1.0	59	274	.3	1.5	10	85	.1	.5
FA '99	50	616	.3	1.4	107	337	.6	1.8	55	306	.3	1.3	68	327	.4	1.7	12	104	.1	.7
WTPM-FM																				
FA '00	* 9	176	.2	.2	10	73	.1	.2	5	56	.1	.1	5	83	.1	.1	* 2	23		.1
SU '00	11	195	.1	.3	10	88	.1	.2	19	93	.1	.4	8	55	.2	.2	5	83		.3
SP '00	14	166	.1	.4	6	49	.1	.1	5	56	.1	.1	12	96	.1	.3	20	86	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	24	169	.1	.7	28	117	.2	.5	18	66	.1	.4	28	125	.2	.7	19	122	.1	1.1
WUKQ-FM																				
FA '00	76	1190	.4	2.0	60	493	.3	1.0	121	680	.7	2.7	81	690	.4	2.0	52	405	.3	2.5
SU '00	57	1139	.3	1.6	54	435	.3	.9	65	567	.4	1.5	68	470	.4	1.6	31	328	.2	1.9
SP '00	79	1346	.4	2.1	86	625	.5	1.5	110	729	.6	2.4	88	637	.5	2.1	44	446	.2	2.3
WI '00	99	1238	.6	2.7	100	621	.6	1.6	150	619	.8	3.6	117	607	.7	2.8	58	374	.3	3.1
4-Book	78	1228	.4	2.1	75	544	.4	1.3	112	649	.6	2.6	89	601	.5	2.1	46	388	.3	2.5
FA '99	72	1201	.4	2.0	90	616	.5	1.5	97	667	.5	2.3	68	550	.4	1.7	43	396	.2	2.4

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 18-49																				
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 '00	14	318	.1	.4	26	226	.1	.4	10	119	.1	.2	14	92	.1	.3	12	102	.1	.6
SU '00	14	307	.1	.4	43	223	.2	.7	18	113	.1	.4	15	126	.1	.4	4	45		.2
SP '00	23	486	.1	.6	43	292	.2	.7	33	232	.2	.7	14	116	.1	.3	22	167	.1	1.1
WI '00	21	455	.1	.6	53	269	.3	.9	29	229	.2	.7	11	103	.1	.3	3	58		.2
4-Book	18	392	.1	.5	41	253	.2	.7	23	173	.2	.5	14	109	.1	.3	10	93	.1	.5
FA '99	23	435	.1	.6	60	295	.3	1.0	24	196	.1	.6	14	123	.1	.4	18	128	.1	1.0
WVJP-FM																				
FA '00	66	1016	.4	1.8	71	422	.4	1.2	87	465	.5	2.0	68	476	.4	1.7	37	315	.2	1.8
SU '00	34	869	.2	.9	34	336	.2	.6	47	444	.3	1.1	36	333	.2	.9	13	176	.1	.8
SP '00	49	930	.3	1.3	60	419	.3	1.0	79	489	.4	1.7	46	391	.3	1.1	20	241	.1	1.0
WI '00	53	989	.3	1.4	54	359	.3	.9	61	455	.3	1.5	63	437	.4	1.5	37	300	.2	2.0
4-Book	51	951	.3	1.4	55	384	.3	.9	69	463	.4	1.6	53	409	.3	1.3	27	258	.2	1.4
FA '99	55	1126	.3	1.5	68	424	.4	1.1	97	429	.5	2.3	71	491	.4	1.8	28	374	.2	1.6
WVOZ-FM																				
FA '00	74	1225	.4	2.0	62	454	.3	1.0	72	518	.4	1.6	80	525	.4	1.9	82	540	.4	3.9
SU '00	29	729	.2	.8	18	124	.1	.3	24	295	.1	.5	24	227	.1	.6	25	316	.1	1.5
SP '00	15	478	.1	.4	5	87	.1		16	196	.1	.4	14	169	.1	.3	10	77	.1	.5
WI '00	13	317	.1	.4	5	50	.1		10	120	.1	.2	10	68	.1	.2	18	94	.1	1.0
4-Book	33	687	.2	.9	23	179	.1	.4	31	282	.2	.7	32	247	.2	.8	34	257	.2	1.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	* 7	129		.2	20	66	.1	.3	3	41		.1	3	32		.1	* 2	23		.1
SU '00	5	187		.1	9	58	.1	.2	5	81		.1	5	52		.1	6	30		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	178	.1	.3	16	90	.1	.3	14	99	.1	.3	9	68	.1	.2	5	17		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	268	.1	.2	10	116	.1	.2	15	114	.1	.4	6	79		.2	3	26		.2
WXYX-FM																				
FA '00	125	2397	.7	3.3	205	1037	1.1	3.4	140	1091	.8	3.2	190	1127	1.0	4.6	72	633	.4	3.4
SU '00	129	2092	.7	3.6	254	1030	1.4	4.3	141	983	.8	3.2	176	909	1.0	4.2	49	594	.3	3.0
SP '00	91	2035	.5	2.4	138	778	.8	2.4	90	894	.5	2.0	178	1011	1.0	4.3	33	403	.2	1.7
WI '00	134	2566	.7	3.7	244	1157	1.4	4.0	151	1229	.8	3.6	171	1132	1.0	4.1	52	533	.3	2.8
4-Book	120	2273	.7	3.3	210	1001	1.2	3.5	131	1049	.7	3.0	179	1045	1.0	4.3	52	541	.3	2.7
FA '99	127	2639	.7	3.5	260	1006	1.4	4.4	146	1219	.8	3.5	140	977	.8	3.5	55	662	.3	3.1
WYQE-FM																				
FA '00	19	186	.1	.5	40	97	.2	.7	25	84	.1	.6	16	95	.1	.4	4	57		.2
SU '00	18	262	.1	.5	26	146	.1	.4	17	172	.1	.4	20	149	.1	.5	8	89		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	219	.1	.4	30	89	.2	.5	12	68	.1	.3	2	15			8	40		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	21	306	.1	.6	34	179	.2	.6	31	135	.2	.7	16	151	.1	.4	14	112	.1	.8
WZAR-FM																				
FA '00	126	1696	.7	3.3	154	747	.8	2.6	179	868	1.0	4.0	159	882	.9	3.9	89	670	.5	4.3
SU '00	157	1878	.9	4.3	171	968	1.0	2.9	231	1029	1.3	5.3	177	1019	1.0	4.2	117	722	.7	7.1
SP '00	116	1535	.6	3.1	123	588	.7	2.1	188	840	1.0	4.2	135	806	.8	3.3	55	508	.3	2.9
WI '00	106	1417	.6	2.9	134	697	.7	2.2	125	667	.7	3.0	131	777	.7	3.2	86	607	.5	4.6
4-Book	126	1632	.7	3.4	146	750	.8	2.5	181	851	1.0	4.1	151	871	.9	3.7	87	627	.5	4.7
FA '99	78	1162	.4	2.2	86	543	.5	1.5	97	581	.5	2.3	85	638	.5	2.2	72	417	.4	4.0
WZMT-FM																				
FA '00	20	320	.1	.5	14	127	.1	.2	25	160	.1	.6	20	115	.1	.5	6	53		.3
SU '00	31	454	.2	.9	26	110	.1	.4	43	179	.2	1.0	51	218	.3	1.2	6	77		.4
SP '00	37	414	.2	1.0	54	188	.3	.9	44	248	.2	1.0	34	253	.2	.8	44	205	.2	2.3
WI '00	25	381	.1	.7	29	125	.2	.5	21	166	.1	.5	33	175	.2	.8	26	115	.1	1.4
4-Book	28	392	.2	.8	31	138	.2	.5	33	188	.2	.8	35	190	.2	.8	21	113	.1	1.1
FA '99	21	349	.1	.6	18	132	.1	.3	40	187	.2	1.0	19	159	.1	.5	5	77		.3

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 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 '00	166	2451	.9	4.4	153	922	.8	2.6	201	1211	1.1	4.5	160	1095	.9	3.9	101	641	.6	4.8
SU '00	206	2521	1.1	5.7	221	1058	1.2	3.7	280	1266	1.6	6.4	215	1261	1.2	5.1	86	748	.5	5.2
SP '00	200	2703	1.1	5.4	200	1088	1.1	3.4	266	1345	1.5	5.9	188	1123	1.0	4.6	74	650	.4	3.9
WI '00	192	2813	1.1	5.2	222	1248	1.2	3.6	286	1422	1.6	6.8	199	1462	1.1	4.8	58	782	.3	3.1
4-Book	191	2622	1.1	5.2	199	1079	1.1	3.3	258	1311	1.5	5.9	191	1235	1.1	4.6	80	705	.5	4.3
FA '99	186	2764	1.0	5.1	184	1088	1.0	3.1	202	1117	1.1	4.8	219	1280	1.2	5.5	66	796	.4	3.7
TOTALS																				
FA '00	3771	17596	20.6		5968	16177	32.7		4429	13580	24.2		4105	14828	22.5		2088	10124	11.4	
SU '00	3630	17443	20.2		5948	15971	33.1		4395	13946	24.5		4185	14401	23.3		1639	9505	9.1	
SP '00	3717	17353	20.7		5847	15606	32.6		4528	14020	25.2		4115	14509	22.9		1921	9681	10.7	
WI '00	3658	17442	20.4		6116	15792	34.1		4184	13537	23.3		4148	14261	23.1		1876	9842	10.4	
4-Book	3694	17459	20.5		5970	15887	33.1		4384	13771	24.3		4138	14500	23.0		1881	9788	10.4	
FA '99	3620	17559	20.2		5921	16041	33.0		4186	13728	23.3		3948	14512	22.0		1789	10254	10.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 '00	9	155	.2	11	181	.1	.4	23	74	.1	.7	29	74	.2	.6	1	2		
4-Book	12	134	.1	.3	10	118	.1	.4	19	49	.1	.6	16	50	.1	.3	6	24	.2
WAEL-AM																			
FA '00	5	137	.1	.1	3	78	.1	.1	16	38	.1	.5	2	2			1		
4-Book	13	175	.1	.3	9	115	.1	.3	21	49	.2	.7	8	24	.1	.2	2	7	.1
WAEL-FM																			
FA '00	48	652	.3	1.0	32	340	.2	1.0	29	79	.2	.9	74	132	.4	1.5	23	73	.1
4-Book	45	619	.3	1.0	**	**	**	**	26	77	.2	.8	55	151	.3	1.2	29	82	.2
WALO-AM																			
FA '00	4	43	.1	.1	1	16													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
FA '00	39	420	.2	.8	* 11	204	.1	.4	20	59	.1	.6	11	46	.1	.2	15	15	.1
4-Book	47	461	.3	1.0	18	214	.1	.6	38	92	.2	1.2	14	53	.1	.3	16	32	.1
WBRQ-FM																			
FA '00	58	559	.3	1.2	42	499	.2	1.4	47	166	.3	1.4	65	193	.4	1.3	55	154	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
FA '00	72	989	.4	1.5	49	505	.3	1.6	28	105	.2	.8	75	180	.4	1.6	59	150	.3
4-Book	80	1062	.5	1.7	49	622	.3	1.7	41	138	.2	1.3	91	261	.5	2.0	59	190	.3
WCMA-FM																			
FA '00	238	2115	1.3	5.0	124	1427	.7	4.1	126	437	.7	3.8	283	842	1.5	5.9	195	462	1.1
4-Book	162	1836	.9	3.4	99	1196	.6	3.4	96	316	.6	3.0	195	600	1.1	4.2	139	346	.8
WCMN-AM																			
FA '00	23	319	.1	.5	11	131	.1	.4	12	36	.1	.4	17	64	.1	.4	4	11	.1
4-Book	20	229	.1	.4	6	98		.2	16	50	.1	.6	9	44	.1	.2	5	11	.1
WCMN-FM																			
FA '00	87	887	.5	1.8	60	593	.3	2.0	51	146	.3	1.5	75	217	.4	1.6	68	163	.4
4-Book	76	755	.4	1.6	52	526	.3	1.8	62	157	.4	2.0	75	200	.4	1.7	61	160	.4
WCOM-FM																			
FA '00	128	1545	.7	2.7	49	754	.3	1.6	63	151	.3	1.9	78	294	.4	1.6	50	148	.3
4-Book	116	1606	.7	2.4	52	723	.3	1.8	62	186	.3	2.0	98	304	.5	2.1	56	159	.4
WCTA-FM																			
FA '00	54	479	.3	1.1	80	496	.4	2.6	32	79	.2	1.0	125	254	.7	2.6	116	242	.6
4-Book	63	618	.3	1.3	67	487	.4	2.3	40	108	.2	1.3	125	279	.7	2.7	98	228	.5
VEGM-FM																			
FA '00	38	420	.2	.8	40	413	.2	1.3	32	79	.2	1.0	55	205	.3	1.1	35	102	.2
4-Book	47	531	.3	1.0	39	392	.2	1.4	28	89	.2	.9	45	138	.2	1.0	47	146	.3
WENA-AM																			
FA '00	22	105	.1	.5	13	69	.1	.4	19	19	.1	.6	15	35	.1	.3	14	31	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																			
FA '00	23	374	.1	.5	16	257	.1	.5	25	88	.1	.8	36	93	.2	.7	8	31	.2
4-Book	36	498	.2	.8	22	297	.1	.7	21	79	.1	.7	34	102	.2	.7	22	66	.1
WEXS-AM																			
FA '00	28	68	.2	.6	14	44	.1	.5	44	44	.2	1.3	16	44	.1	.3			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																			
FA '00	19	204	.1	.4	6	130		.2	1	6			2	24			5	37	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WFID-FM																				
FA '00	246	2026	1.3	5.1	166	1433	.9	5.4	166	445	.9	5.0	298	629	1.6	6.2	159	394	.9	4.7
4-Book	313	2341	1.7	6.5	160	1533	.9	5.5	126	380	.7	4.0	261	623	1.5	5.6	196	476	1.1	6.0
WIAC-AM																				
FA '00	10	158	.1	.2	4	49	.1	.1	9	39	.3	.3	2	21	.1	.2	6	13		.2
4-Book	16	197	.1	.4	8	86	.1	.3	7	35	.2	.2	8	31	.1	.2	6	13		.2
WIAC-FM																				
FA '00	149	1882	.8	3.1	73	931	.4	2.4	66	165	.4	2.0	110	323	.6	2.3	82	224	.4	2.4
4-Book	192	2142	1.1	4.0	91	1150	.5	3.2	100	293	.6	3.2	169	474	.9	3.7	125	329	.7	3.8
WIDA-AM																				
FA '00	1	40			5	40		.2	11	31	.1	.3	19	19	.1	.4	5	19		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
VQQZ-FM																				
FA '00	16	198	.1	.3	10	105	.1	.3	18	33	.1	.5	26	53	.1	.5	2	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIDA-FM																				
FA '00	218	1809	1.2	4.5	135	1414	.7	4.4	147	424	.8	4.5	232	617	1.3	4.8	130	412	.7	3.8
4-Book	159	1661	.9	3.3	90	1038	.5	3.1	99	306	.5	3.1	176	479	1.0	3.7	99	288	.6	3.0
WIOB-FM																				
FA '00	119	914	.7	2.5	76	577	.4	2.5	36	84	.2	1.1	125	286	.7	2.6	79	190	.4	2.3
4-Book	95	775	.5	2.0	55	461	.3	1.9	42	104	.2	1.3	100	216	.6	2.2	62	147	.3	1.9
WIOC-FM																				
FA '00	63	547	.3	1.3	38	319	.2	1.2	38	86	.2	1.2	64	159	.4	1.3	44	98	.2	1.3
4-Book	41	392	.2	.9	29	280	.2	1.0	33	80	.2	1.1	39	113	.3	.8	33	84	.2	1.0
WISA-AM																				
FA '00	26	115	.1	.5	8	102		.3					10	46	.1	.2	4	16		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISD-AM																				
FA '00	12	127	.1	.2	* 13	31	.1	.4	17	17	.1	.5	22	31	.1	.5	16	31	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	145	1256	.8	3.0	51	522	.3	1.7	81	173	.4	2.5	57	165	.3	1.2	45	139	.2	1.3
4-Book	167	1256	1.0	3.5	57	543	.3	2.0	84	180	.5	2.7	96	242	.6	2.1	71	192	.4	2.2
WKAQ-AM																				
FA '00	67	1065	.4	1.4	40	544	.2	1.3	64	229	.4	1.9	59	188	.3	1.2	53	167	.3	1.6
4-Book	114	1308	.6	2.4	39	574	.2	1.4	84	280	.5	2.7	64	188	.4	1.4	23	77	.1	.7
WKAQ-FM																				
FA '00	289	3082	1.6	6.0	222	2233	1.2	7.3	224	665	1.2	6.8	423	1060	2.3	8.8	273	671	1.5	8.0
4-Book	278	3270	1.6	5.8	220	2249	1.2	7.6	215	627	1.2	6.9	446	1092	2.5	9.6	274	699	1.5	8.4
WKFE-AM																				
FA '00	5	74		.1	1	14			2	14		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	11	141	.1	.2	* 2	43		.1	16	43	.1	.5					2	3		.1
4-Book	8	114	.1	.2	3	61		.1	8	23	.1	.3	6	24		.1	2	3		.1
WKSA-FM																				
FA '00	35	427	.2	.7	24	331	.1	.8	20	77	.1	.6	52	151	.3	1.1	29	90	.2	.9
4-Book	35	377	.2	.7	27	231	.2	.9	31	87	.2	1.0	42	103	.2	.9	10	27	.1	.3
WKVM-AM																				
FA '00	9	79		.2	7	68		.2									5	11		.1
4-Book	6	85		.1	9	95	.1	.3	4	13		.1	4	11		.1	5	16		.1

Target Listener Estimates - 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 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	
VLUZ-AM	FA '00	9	69		.2	2	63		.1					10	38	.1	.2					
	4-Book	6	61		.1	2	32		.1	1	4			4	15		.1	1	6		.1	
WMEG-FM	FA '00	184	2523	1.0	3.8	135	1740	.7	4.4	122	395	.7	3.7	156	495	.9	3.2	155	492	.8	4.5	
	4-Book	217	2482	1.2	4.5	169	1731	1.0	5.8	120	361	.7	3.9	229	608	1.3	4.9	211	533	1.2	6.4	
WNEL-AM	FA '00	1	31			4	31		.1	5	11		.2									
	4-Book	4	66		.1	4	42		.1	6	13		.2	3	6		.1	1	4			
WNRT-FM	FA '00	30	549	.2	.6	23	358	.1	.8	40	116	.2	1.2	40	110	.2	.8	31	78	.2	.9	
	4-Book	62	611	.4	1.3	38	426	.2	1.3	52	146	.3	1.7	55	166	.3	1.2	37	102	.2	1.1	
WORD-FM	FA '00	41	546	.2	.9	73	619	.4	2.4	43	105	.2	1.3	60	146	.3	1.2	73	167	.4	2.1	
	4-Book	68	657	.4	1.4	77	666	.4	2.7	59	139	.3	1.9	78	174	.5	1.7	55	131	.3	1.7	
WOSO-AM	FA '00	26	178	.1	.5	10	60	.1	.3	20	47	.1	.6	22	30	.1	.5	1	18			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM	FA '00	80	1322	.4	1.7	58	720	.3	1.9	62	168	.3	1.9	83	289	.5	1.7	54	153	.3	1.6	
	4-Book	103	1410	.6	2.2	79	886	.5	2.7	74	202	.4	2.4	117	334	.7	2.5	77	223	.4	2.3	
WPAB-AM	FA '00	11	157	.1	.2	10	91	.1	.3	20	73	.1	.6	13	57	.1	.3	7	29		.2	
	4-Book	18	215	.1	.4	7	89		.2	11	31	.1	.4	7	31		.2	6	21		.2	
VPRM-FM	FA '00	787	4884	4.3	16.4	305	2225	1.7	10.0	497	982	2.7	15.1	500	1094	2.7	10.4	370	855	2.0	10.9	
	4-Book	709	4712	3.9	14.8	237	2057	1.3	8.1	391	844	2.2	12.4	368	887	2.0	7.9	284	699	1.6	8.6	
VPRP-AM	FA '00	8	71		.2	8	62		.3	3	8		.1	10	17	.1	.2					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VQBS-AM	FA '00	7	100		.1	2	38		.1					2	12			3	10		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VRIO-FM	FA '00	73	506	.4	1.5	24	220	.1	.8	55	75	.3	1.7	44	109	.2	.9	14	31	.1	.4	
	4-Book	81	580	.5	1.7	29	278	.1	1.0	50	105	.3	1.6	46	128	.3	1.0	28	61	.2	.9	
VTPM-FM	FA '00	6	132		.1	* 16	79		.5	40	64	.2	1.2	42	59	.2	.9	30	47	.2	.9	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VUKQ-FM	FA '00	90	1029	.5	1.9	68	579	.4	2.2	53	170	.3	1.6	129	356	.7	2.7	68	211	.4	2.0	
	4-Book	93	963	.5	2.0	72	704	.4	2.5	57	168	.3	1.8	140	347	.8	3.0	97	264	.6	2.9	
VUNO-AM	FA '00	16	306	.1	.3	10	124	.1	.3	8	32		.2	7	43		.1	13	34	.1	.4	
	4-Book	26	347	.2	.5	10	146	.1	.3	13	51	.1	.4	10	44	.1	.2	11	22	.1	.3	
VVJP-FM	FA '00	76	737	.4	1.6	67	540	.4	2.2	74	209	.4	2.2	109	248	.6	2.3	81	196	.4	2.4	
	4-Book	60	726	.3	1.3	50	479	.3	1.7	54	158	.3	1.7	77	218	.5	1.7	56	119	.3	1.7	
VVOZ-FM	FA '00	71	855	.4	1.5	72	689	.4	2.4	47	199	.3	1.4	67	203	.4	1.4	72	190	.4	2.1	
	4-Book	28	424	.2	.6	40	425	.2	1.4	20	80	.1	.6	38	133	.2	.8	28	64	.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 18-49

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXEV-AM FA '00 4-Book	8 **	95 **	.2 **	* 6 **	60 **	.2 **	.2 **	9 **	28 **	.3 **	.3 **	1 **	6 **	.6 **	.6 **					
WXYX-FM FA '00 4-Book	175 170	2022 1870	1.0 .9	3.6 3.5	72 76	916 960	.4 .4	2.4 2.6	77 60	223 171	.4 .3	2.3 1.9	108 133	403 406	.6 .8	2.2 2.9	102 111	248 277	.6 .6	3.0 3.4
WYQE-FM FA '00 4-Book	27 **	162 **	.1 **	.6 **	15 **	75 **	.1 **	.5 **	23 **	41 **	.1 **	.7 **	24 **	36 **	.1 **	.5 **	9 **	19 **	.3 **	.3 **
VZAR-FM FA '00 4-Book	165 161	1334 1317	.9 .9	3.4 3.3	81 92	742 856	.4 .5	2.7 3.2	96 102	200 276	.5 .6	2.9 3.3	137 169	311 377	.8 1.0	2.8 3.6	98 92	252 245	.5 .5	2.9 2.8
WZMT-FM FA '00 4-Book	20 33	224 278	.1 .2	.4 .7	29 25	208 226	.2 .2	.9 .9	23 23	52 68	.1 .1	.7 .8	48 49	101 108	.3 .3	1.0 1.1	26 29	50 81	.1 .2	.8 .9
WZNT-FM FA '00 4-Book	173 219	1904 2022	.9 1.2	3.6 4.6	199 217	1493 1707	1.1 1.2	6.5 7.5	179 188	465 481	1.0 1.1	5.4 6.1	302 342	716 817	1.7 1.9	6.3 7.4	275 277	610 648	1.5 1.5	8.1 8.4
TOTALS FA '00 4-Book	4806 4803	17367 17237	26.3 26.6		3056 2904	14834 14611	16.7 16.1		3301 3125	7829 7538	18.1 17.3		4822 4667	9983 9824	26.4 25.9		3410 3298	7435 7306	18.7 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 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 '00 4-Book	8	13	.4		21	49	.1	1.0	14	70	.1	.4				5	9		.3	
Wael-AM FA '00 4-Book	6	22	.1	.3	11	30	.1	.6	17	45	.1	.5	10	25	.1	.4	1	2	.1	
Wael-FM FA '00 4-Book	15	45	.1	.6	15	60	.1	.7	53	176	.3	1.4	24	56	.1	.8	19	42	.1	1.0
WALO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM FA '00 4-Book	* 12	45	.1	.5	14	32	.1	.7	7	38		.2				* 12	67	.1	.7	
WBRQ-FM FA '00 4-Book	11	79	.1	.5	50	131	.3	2.5	21	87	.1	.6	52	158	.3	1.8	40	86	.2	2.2
WCAD-FM FA '00 4-Book	67	179	.4	2.8	7	17		.3	62	123	.3	1.7	50	132	.3	1.8	34	113	.2	1.9
WCMA-FM FA '00 4-Book	91	325	.5	3.8	57	134	.3	2.8	90	318	.5	2.4	111	332	.6	3.9	40	165	.2	2.2
WCMN-AM FA '00 4-Book	2	5		.1	18	36	.1	.9	7	28		.2	12	41	.1	.4	18	67	.1	1.0
WCMN-FM FA '00 4-Book	38	107	.2	1.6	32	111	.2	1.6	109	215	.6	3.0	78	138	.4	2.7	27	77	.1	1.5
WCOM-FM FA '00 4-Book	16	82	.1	.7	45	92	.2	2.2	48	223	.3	1.3	31	76	.2	1.1	55	158	.3	3.0
WCTA-FM FA '00 4-Book	72	210	.4	3.0	63	134	.3	3.1	108	199	.6	2.9	89	200	.5	3.1	29	94	.2	1.6
WEGM-FM FA '00 4-Book	42	110	.2	1.8	32	92	.2	1.6	36	128	.2	1.0	43	97	.2	1.5	45	89	.2	2.5
WENA-AM FA '00 4-Book	16	29	.1	.7	15	22	.1	.7	23	38	.1	.6	5	19		.2	**	**	**	**
WERR-FM FA '00 4-Book	17	33	.1	.7	11	49	.1	.5	7	26		.2	14	35	.1	.5	12	41	.1	.7
WEXS-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM FA '00 4-Book	12	24	.1	.5	11	29	.1	.5	7	35		.2	3	14		.1	6	26		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
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	
WFID-FM																				
FA '00	126	368	.7	5.3	82	273	.4	4.0	215	405	1.2	5.8	137	336	.8	4.8	118	238	.6	6.5
4-Book	171	464	1.0	7.9	76	236	.4	4.0	180	444	1.0	5.3	126	313	.7	4.8	120	322	.7	6.8
WIAC-AM																				
FA '00	2	10	.1		3	12	.1		8	21	.2					6	23	.3		
4-Book	5	11	.2		6	29	.3		19	28	.1	.6	5	15	.2	3	10	.2		
WIAC-FM																				
FA '00	57	188	.3	2.4	39	151	.2	1.9	91	301	.5	2.5	96	261	.5	3.4	39	137	.2	2.1
4-Book	60	212	.3	2.8	40	121	.2	2.1	100	305	.6	3.0	84	229	.5	3.2	49	166	.3	2.8
WIDA-AM																				
FA '00					8	22		.4												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM																				
WQQZ-FM																				
FA '00	4	22	.2		15	38	.1	.7	7	30	.2		9	24	.3		2	12	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																				
FA '00	127	345	.7	5.4	85	192	.5	4.2	151	520	.8	4.1	103	242	.6	3.6	87	321	.5	4.8
4-Book	78	222	.4	3.6	46	146	.3	2.4	95	326	.5	2.8	61	166	.4	2.3	55	185	.3	3.1
WIOB-FM																				
FA '00	69	210	.4	2.9	35	93	.2	1.7	114	192	.6	3.1	96	166	.5	3.4	39	130	.2	2.1
4-Book	34	107	.2	1.5	38	105	.2	2.0	69	154	.4	2.0	70	144	.4	2.6	24	83	.1	1.4
WIOC-FM																				
FA '00	52	121	.3	2.2	2	14	.1		41	88	.2	1.1	25	73	.1	.9	26	62	.1	1.4
4-Book	32	84	.2	1.5	20	54	.1	1.1	25	73	.2	.7	22	64	.1	.8	27	60	.1	1.5
WISA-AM																				
FA '00	13	36	.1	.5					3	16	.1		33	53	.2	1.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISO-AM																				
FA '00	*				4	17	.2		15	31	.1	.4	15	31	.1	.5	* 17	17	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
FA '00	10	47	.1	.4	47	108	.3	2.3	65	193	.4	1.8	84	139	.5	3.0	30	73	.2	1.6
4-Book	30	100	.2	1.4	45	102	.3	2.4	70	177	.4	2.1	48	113	.3	1.8	18	60	.1	1.0
WKAQ-AM																				
FA '00	24	101	.1	1.0	54	141	.3	2.7	18	67	.1	.5	29	72	.2	1.0	24	76	.1	1.3
4-Book	18	55	.1	.8	59	161	.3	3.2	32	95	.2	1.0	18	54	.1	.7	21	71	.1	1.2
WKAQ-FM																				
FA '00	178	442	1.0	7.5	67	231	.4	3.3	280	766	1.5	7.6	210	492	1.1	7.4	97	264	.5	5.3
4-Book	145	448	.8	6.7	70	255	.4	3.8	289	755	1.6	8.6	206	530	1.1	7.7	93	289	.5	5.3
WKFE-AM																				
FA '00					5	14	.2													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM																				
FA '00					1	1												*	1	2
4-Book					4	16	.3		2	12	.1		1	3	.1					
WKSA-FM																				
FA '00	14	47	.1	.6	9	36	.4		26	89	.1	.7	24	86	.1	.8	17	45	.1	.9
4-Book	**	**	**	**	17	51	.1	.9	28	83	.1	.8	19	37	.1	.7	**	**	**	
WKVM-AM																				
FA '00	14	38	.1	.6	3	10	.1		22	30	.1	.6	12	30	.1	.4				
4-Book	8	26	.1	.4	15	36	.1	.8	19	28	.1	.6	10	23	.1	.4	8	28	.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

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	
WLUZ-AM																				
FA '00								1	10			2	15	.1		4	9		.2	
4-Book								2	13	.1		4	11	.2		1	2		.1	
WMEG-FM																				
FA '00	126	425	.7	5.3	50	166	.3	2.5	80	345	.4	2.2	119	321	.7	4.2	254	606	1.4	13.9
4-Book	171	478	1.0	7.9	59	176	.4	3.2	128	392	.7	3.8	135	382	.8	5.1	270	604	1.5	15.3
WNEL-AM																				
FA '00								17	21	.1	.5	8	21	.3						
4-Book	3	5	.1		5	16	.3	9	15	.1	.3	4	9	.2		1	3		.1	
WNRT-FM																				
FA '00	14	37	.1	.6	34	115	.2	1.7	13	61	.1	.4	10	45	.1	.4	7	21	.4	
4-Book	29	93	.2	1.3	67	179	.4	3.7	28	132	.2	.9	19	70	.1	.7	21	70	.1	1.2
WORO-FM																				
FA '00	18	86	.1	.8	55	130	.3	2.7	214	387	1.2	5.8	102	220	.6	3.6	17	45	.1	.9
4-Book	**	**	**	**	42	103	.2	2.2	201	378	1.1	6.0	100	226	.6	3.8	**	**	**	**
WOSO-AM																				
FA '00	14	18	.1	.6	4	18	.2		2	18	.1						14	18	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	39	134	.2	1.6	38	87	.2	1.9	79	258	.4	2.1	83	185	.5	2.9	27	117	.1	1.5
4-Book	61	168	.4	2.8	41	115	.2	2.2	93	261	.5	2.8	71	163	.4	2.7	87	229	.5	5.0
WPAB-AM																				
FA '00	10	22	.1	.4	16	42	.1	.8	5	33	.1						10	22	.1	.5
4-Book	3	6	.1		9	27	.1	.5	12	47	.1	.3	2	5	.1		3	15	.1	.2
WPRM-FM																				
FA '00	204	483	1.1	8.6	248	486	1.4	12.2	300	688	1.6	8.1	212	497	1.2	7.5	129	333	.7	7.1
4-Book	129	352	.7	5.8	188	407	1.1	10.0	239	585	1.3	7.1	214	518	1.2	8.1	112	314	.6	6.4
WPRP-AM																				
FA '00					12	36	.1	.6	27	40	.1	.7	11	14	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00					3	12	.1		8	28	.2									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	9	27	.4		15	43	.1	.7	32	108	.2	.9	22	56	.1	.8	5	21	.3	
4-Book	20	55	.1	.9	20	58	.1	1.1	35	106	.2	1.0	24	60	.1	.9	13	38	.1	.7
WTPM-FM																				
FA '00	* 6	26	.3		2	4	.1		4	20	.1		2	4	.1		* 2	4	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUJQ-FM																				
FA '00	47	119	.3	2.0	32	109	.2	1.6	120	268	.7	3.3	60	124	.3	2.1	24	75	.1	1.3
4-Book	54	141	.3	2.5	27	111	.2	1.4	88	236	.5	2.6	73	165	.4	2.8	33	114	.2	1.9
WUNO-AM																				
FA '00	2	10	.1		28	67	.2	1.4	12	35	.1	.3	3	10	.1		9	32	.5	
4-Book	6	11	.3		23	71	.2	1.3	7	20	.1	.2	8	15	.1	.3	3	13	.2	
WVJP-FM																				
FA '00	36	119	.2	1.5	26	81	.1	1.3	138	269	.8	3.7	45	122	.2	1.6	18	69	.1	1.0
4-Book	24	88	.2	1.1	25	84	.1	1.3	92	217	.5	2.7	50	107	.3	1.9	22	79	.1	1.3
WVOZ-FM																				
FA '00	173	327	.9	7.3	23	74	.1	1.1	58	176	.3	1.6	56	116	.3	2.0	66	114	.4	3.6
4-Book	109	200	.6	5.0	14	46	.1	.7	34	102	.2	1.0	43	98	.3	1.6	21	54	.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

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
WXEW-AM																				
FA '00	*				* 30	36	.2	1.5	11	36	.1	.3					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYY-FM																				
FA '00	69	187	.4	2.9	47	100	.3	2.3	85	255	.5	2.3	37	102	.2	1.3	45	114	.2	2.5
4-Book	73	216	.4	3.4	33	92	.2	1.7	95	285	.6	2.9	59	166	.3	2.3	37	112	.2	2.1
WYQE-FM																				
FA '00	1	6			22	33	.1	1.1	22	33	.1	.6	18	38	.1	.6	4	19		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	66	171	.4	2.8	39	101	.2	1.9	79	201	.4	2.1	74	192	.4	2.6	58	194	.3	3.2
4-Book	92	223	.5	4.3	39	102	.2	2.1	78	235	.4	2.3	81	202	.5	3.1	75	203	.4	4.3
WZMT-FM																				
FA '00	18	45	.1	.8	4	18		.2	52	102	.3	1.4	39	61	.2	1.4	15	26	.1	.8
4-Book	13	47	.1	.6	12	36	.1	.7	30	87	.2	.9	30	71	.2	1.1	13	38	.1	.7
WZNT-FM																				
FA '00	126	273	.7	5.3	148	351	.8	7.3	266	578	1.5	7.2	222	450	1.2	7.8	83	206	.5	4.5
4-Book	144	361	.8	6.6	125	322	.7	6.7	329	715	1.9	9.8	252	494	1.4	9.5	79	237	.5	4.5
TOTALS																				
FA '00	2372	5745	13.0		2027	5003	11.1		3683	8018	20.2		2845	6106	15.6		1826	4548	10.0	
4-Book	2180	5446	12.1		1868	4794	10.4		3374	7506	18.7		2653	5805	14.7		1762	4492	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

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 '00	9	221	.1	.3	19	109	.1	.4	4	66	.1	1	12			10	85	.1	.7	
SU '00	6	160	.2	.2	10	60	.1	.2	5	50	.2	3	45	.1	.1	3	22		.3	
SP '00	6	148	.2	.2	9	76	.1	.2	7	74	.1	2	45	.1	.1	7	68	.1	.6	
WI '00	15	132	.1	.5	40	95	.3	.8	17	85	.1	5	46	.2	.2	5	20		.4	
4-Book	9	165	.1	.3	20	85	.2	.4	8	69	.1	3	37	.1	.1	6	49	.1	.5	
FA '99	8	140	.1	.3	10	84	.1	.2	4	29	.1	2	26	.1	.1	18	63	.1	1.6	
Wael-AM																				
FA '00	3	155	.1	.1	9	80	.1	.2	1	25		3	28	.1	.1	1	16		.1	
SU '00	14	203	.1	.5	20	56	.2	.4	10	79	.1	3	24	.2	.8	11	89	.1	1.0	
SP '00	14	281	.1	.5	21	121	.2	.4	11	81	.1	3	12	.1	.4	11	83	.1	.9	
WI '00	8	151	.1	.3	18	70	.1	.4	10	71	.1	3	2	.1	.1	4	34		.3	
4-Book	10	198	.1	.4	17	82	.2	.4	8	64	.1	2	10	.1	.4	7	56	.1	.6	
FA '99	1	93			2	41			1	16		1	25			1	13		.1	
Wael-FM																				
FA '00	23	597	.2	.8	17	152	.1	.4	59	438	.4	1.7	14	176	.1	.5	7	94	.1	.5
SU '00	16	515	.1	.6	21	158	.2	.5	36	339	.3	1.1	13	141	.1	.4	4	108		.4
SP '00	17	401	.1	.6	16	173	.1	.3	40	249	.3	1.1	11	151	.1	.4	6	50		.5
WI '00	37	544	.3	1.4	46	183	.3	.9	66	416	.5	2.0	28	214	.2	.9	11	134	.1	.9
4-Book	23	514	.2	.9	25	167	.2	.5	50	361	.4	1.5	17	171	.1	.6	7	97	.1	.6
FA '99	33	724	.2	1.2	24	189	.2	.5	79	547	.6	2.5	23	214	.2	.8	9	116	.1	.8
WALO-AM																				
FA '00	2	42	.1	.1	3	13	.1	.1	6	26	.2	.2	2	18	.1	.1	2	14		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	76	.1	.1	2	16	.1	.1	1	16	.1	.1	3	46	.1	.1	2	18		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	149	.2	.2	12	78	.1	.3	6	23	.2	.2	2	36	.1	.1	1	18		.1
WAPA-AM																				
FA '00	* 23	493	.2	.8	52	265	.4	1.1	31	145	.2	.9	18	149	.1	.6	* 8	72	.1	.6
SU '00	26	413	.2	1.0	56	256	.4	1.2	19	136	.1	.6	22	113	.2	.7	18	118	.1	1.7
SP '00	31	468	.2	1.1	65	311	.5	1.4	52	247	.4	1.5	33	198	.2	1.1	7	86	.1	.6
WI '00	43	692	.3	1.6	91	435	.7	1.9	39	391	.3	1.2	43	321	.3	1.4	26	150	.2	2.2
4-Book	31	517	.2	1.1	66	317	.5	1.4	35	230	.3	1.1	29	195	.2	1.0	15	107	.1	1.3
FA '99	18	424	.1	.7	32	225	.2	.7	27	245	.2	.8	20	147	.2	.7	4	80		.3
WBRQ-FM																				
FA '00	26	420	.2	.9	25	203	.2	.5	23	147	.2	.7	31	212	.2	1.0	31	130	.2	2.1
SU '00	19	285	.1	.7	16	122	.1	.3	20	167	.2	.6	29	157	.2	.9	7	94	.1	.7
SP '00	14	365	.1	.5	14	127	.1	.3	13	170	.1	.4	20	195	.2	.6	10	82	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	34	741	.3	1.2	50	376	.4	1.1	51	359	.4	1.5	36	257	.3	1.2	16	180	.1	1.1
SU '00	57	1018	.4	2.1	73	501	.6	1.6	89	555	.7	2.7	73	553	.6	2.4	20	283	.2	1.9
SP '00	43	833	.3	1.5	72	388	.5	1.5	55	404	.4	1.6	34	348	.3	1.1	23	303	.2	1.8
WI '00	41	777	.3	1.5	56	366	.4	1.2	48	356	.4	1.5	53	424	.4	1.7	33	298	.2	2.7
4-Book	44	842	.3	1.6	63	408	.5	1.4	61	419	.5	1.8	49	396	.4	1.6	23	266	.2	1.9
FA '99	61	1022	.5	2.3	96	633	.7	2.1	81	513	.6	2.5	68	552	.5	2.3	37	343	.3	3.2
WCMA-FM																				
FA '00	162	1948	1.2	5.6	196	983	1.4	4.2	247	1039	1.8	7.1	204	1220	1.5	6.6	92	773	.7	6.3
SU '00	64	1236	.5	2.4	71	538	.5	1.5	79	605	.6	2.4	69	573	.5	2.2	40	340	.3	3.7
SP '00	94	1703	.7	3.3	140	707	1.1	3.0	125	805	.9	3.6	106	775	.8	3.4	39	290	.3	3.1
WI '00	88	1559	.7	3.2	125	760	.9	2.6	145	879	1.1	4.5	88	672	.7	2.9	35	390	.3	2.9
4-Book	102	1612	.8	3.6	133	747	1.0	2.8	149	832	1.1	4.4	117	810	.9	3.8	52	448	.4	4.0
FA '99	111	1790	.8	4.1	125	807	.9	2.7	166	946	1.3	5.2	125	867	.9	4.2	50	489	.4	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WCMN-AM																				
FA '00	15	272	.1	.5	32	185	.2	.7	22	148	.2	.6	7	92	.1	.2	6	56	.4	
SU '00	10	192	.1	.4	30	120	.2	.6	14	101	.1	.4	5	57	.2	.2	3	23	.3	
SP '00	8	146	.1	.3	23	94	.2	.5	14	66	.1	.4	6	52	.2	.2		8		
WI '00	15	250	.1	.5	42	202	.3	.9	19	110	.1	.6	13	83	.1	.4	5	44	.4	
4-Book	12	215	.1	.4	32	150	.2	.7	17	106	.1	.5	8	71	.1	.3	4	33	.3	
FA '99	15	312	.1	.6	39	239	.3	.8	20	145	.2	.6	8	99	.1	.3	2	40	.2	
WCMN-FM																				
FA '00	47	691	.3	1.6	58	399	.4	1.2	62	395	.5	1.8	55	362	.4	1.8	21	215	.2	
SU '00	38	627	.3	1.4	51	310	.4	1.1	47	320	.4	1.4	49	355	.4	1.6	22	144	.2	
SP '00	24	436	.2	.9	35	162	.3	.7	23	183	.2	.7	27	253	.2	.9	13	106	.1	
WI '00	47	678	.4	1.7	60	283	.5	1.2	90	346	.7	2.8	43	231	.3	1.4	10	107	.1	
4-Book	39	608	.3	1.4	51	289	.4	1.1	56	311	.5	1.7	44	300	.3	1.4	17	143	.2	
FA '99	60	738	.5	2.2	90	371	.7	1.9	61	433	.5	1.9	64	392	.5	2.1	36	234	.3	
WCOM-FM																				
FA '00	39	965	.3	1.4	129	533	.9	2.8	34	315	.3	1.0	21	236	.2	.7	9	142	.1	
SU '00	38	878	.3	1.4	132	524	1.0	2.8	41	419	.3	1.3	12	145	.1	.4	7	78	.1	
SP '00	46	1178	.3	1.6	104	626	.8	2.2	56	492	.4	1.6	36	326	.3	1.2	15	156	.1	
WI '00	37	1008	.3	1.4	123	568	.9	2.5	33	392	.2	1.0	22	301	.2	.7	11	185	.1	
4-Book	40	1007	.3	1.5	122	563	.9	2.6	41	405	.3	1.2	23	252	.2	.8	11	140	.1	
FA '99	33	1022	.2	1.2	106	551	.8	2.3	20	317	.2	.6	18	255	.1	.6	8	150	.1	
WCTA-FM																				
FA '00	50	513	.4	1.7	27	170	.2	.6	71	278	.5	2.1	44	238	.3	1.4	25	150	.2	
SU '00	52	615	.4	1.9	32	201	.2	.7	76	411	.6	2.3	62	289	.5	2.0	19	191	.1	
SP '00	41	626	.3	1.5	33	204	.2	.7	69	350	.5	2.0	46	324	.3	1.5	22	200	.2	
WI '00	36	734	.3	1.3	33	186	.2	.7	54	356	.4	1.7	39	313	.3	1.3	25	230	.2	
4-Book	45	622	.4	1.6	31	190	.2	.7	68	349	.5	2.0	48	291	.4	1.6	23	193	.2	
FA '99	51	752	.4	1.9	64	304	.5	1.4	52	404	.4	1.6	60	311	.5	2.0	34	177	.3	
WEGM-FM																				
FA '00	15	285	.1	.5	19	147	.1	.4	12	102	.1	.3	7	117	.1	.2	10	123	.1	
SU '00	11	432	.1	.4	12	166	.1	.3	9	135	.1	.3	16	101	.1	.5	2	58	.2	
SP '00	18	256	.1	.6	27	143	.2	.6	19	140	.1	.5	24	198	.2	.8	4	70	.3	
WI '00	22	385	.2	.8	29	227	.2	.6	20	182	.2	.6	35	257	.3	1.1	17	123	.1	
4-Book	17	340	.1	.6	22	171	.2	.5	15	140	.1	.4	21	168	.2	.7	8	94	.1	
FA '99	17	247	.1	.6	21	112	.2	.5	26	145	.2	.8	20	117	.2	.7	2	21	.2	
WENA-AM																				
FA '00	16	98	.1	.6	28	77	.2	.6	26	58	.2	.8	6	16	.2	.2	10	19	.1	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	14	352	.1	.5	13	180	.1	.3	15	141	.1	.4	14	147	.1	.5	17	119	.1	
SU '00	20	460	.2	.7	41	243	.3	.9	28	198	.2	.9	11	137	.1	.4	9	119	.1	
SP '00	24	624	.2	.9	64	386	.5	1.4	35	306	.3	1.0	13	218	.1	.4	4	104	.3	
WI '00	36	472	.3	1.3	55	291	.4	1.1	44	267	.3	1.4	34	140	.3	1.1	23	177	.2	
4-Book	24	477	.2	.9	43	275	.3	.9	31	228	.2	.9	18	161	.2	.6	13	130	.1	
FA '99	15	383	.1	.6	22	185	.2	.5	21	191	.2	.7	17	149	.1	.6	12	152	.1	
WEXS-AM																				
FA '00	13	64	.1	.5	35	39	.3	.7	22	49	.2	.6	2	14	.1	.1	2	14	.1	
SU '00	2	20	.1	.1	5	20	.1	.1	2	10	.1	.1	1	10	.1	.1	1	10	.1	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
+WFDI-FM																				
FA '00	12	190	.1	.4	15	110	.1	.3	19	130	.1	.5	9	62	.1	.3	13	66	.1	.9
SU '00	12	166	.1	.4	10	46	.1	.2	20	85	.2	.6	9	67	.1	.3	4	43	.1	.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	23	172	.2	.8	29	150	.2	.6	19	85	.1	.6	28	135	.2	.9	18	51	.1	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	20	194	.2	.7	36	151	.3	.8	18	149	.1	.6	13	58	.1	.4	11	76	.1	1.0
WFID-FM																				
FA '00	148	1984	1.1	5.2	176	958	1.3	3.8	220	885	1.6	6.4	158	999	1.2	5.1	77	723	.6	5.3
SU '00	200	2282	1.5	7.4	283	1163	2.1	6.1	299	1180	2.3	9.1	246	1223	1.9	8.0	97	707	.7	9.0
SP '00	178	2115	1.3	6.3	235	940	1.8	5.0	277	1141	2.1	7.9	229	1179	1.7	7.4	96	886	.7	7.5
WI '00	205	2344	1.6	7.5	248	1184	1.9	5.1	296	1149	2.2	9.2	272	1291	2.1	8.8	144	905	1.1	11.9
4-Book	183	2181	1.4	6.6	236	1061	1.8	5.0	273	1089	2.1	8.2	226	1173	1.7	7.3	104	805	.8	8.4
FA '99	141	2156	1.1	5.2	193	1051	1.5	4.2	193	1083	1.5	6.0	152	1139	1.2	5.1	84	836	.6	7.3
VIAC-AM																				
FA '00	7	158	.1	.2	16	128	.1	.3	12	51	.1	.3	1	10			6	35		.4
SU '00	12	254	.1	.4	31	129	.2	.7	16	100	.1	.5	3	17		.1	2	21		.2
SP '00	10	269	.1	.4	26	159	.2	.6	13	134	.1	.4	11	61	.1	.4	1	19		.1
WI '00	15	318	.1	.5	24	135	.2	.5	19	168	.1	.6	22	117	.2	.7	6	93		.5
4-Book	11	250	.1	.4	24	138	.2	.5	15	113	.1	.5	9	51	.1	.3	4	42		.3
FA '99	12	277	.1	.4	29	149	.2	.6	11	82	.1	.3	8	68	.1	.3	5	73		.4
VIAC-FM																				
FA '00	83	1668	.6	2.9	196	946	1.4	4.2	87	658	.6	2.5	97	831	.7	3.1	22	332	.2	1.5
SU '00	109	2028	.8	4.0	215	1045	1.6	4.6	140	870	1.1	4.3	102	697	.8	3.3	40	331	.3	3.7
SP '00	124	2020	.9	4.4	291	1219	2.2	6.2	137	779	1.0	3.9	111	782	.8	3.6	53	621	.4	4.2
WI '00	120	2213	.9	4.4	264	1197	2.0	5.4	137	901	1.0	4.2	115	841	.9	3.7	45	495	.3	3.7
4-Book	109	1982	.8	3.9	242	1102	1.8	5.1	125	802	.9	3.7	106	788	.8	3.4	40	445	.3	3.3
FA '99	126	2000	1.0	4.7	247	1204	1.9	5.3	191	976	1.4	5.9	125	888	.9	4.2	22	373	.2	1.9
WIDA-AM																				
FA '00	1	45			1	9				9			1	13			2	10		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
VQOZ-FM																				
FA '00	11	233	.1	.4	21	112	.2	.4	20	124	.1	.6	5	78		.2	4	75		.3
SU '00	18	201	.1	.7	17	68	.1	.4	38	100	.3	1.2	21	115	.2	.7	4	57		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	22	304	.2	.8	36	165	.3	.7	29	93	.2	.9	25	155	.2	.8	15	116	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	20	247	.2	.7	28	146	.2	.6	30	126	.2	.9	20	105	.2	.7	14	94	.1	1.2
WIOA-FM																				
FA '00	146	1903	1.1	5.1	221	982	1.6	4.7	242	1038	1.8	7.0	121	861	.9	3.9	68	547	.5	4.7
SU '00	115	2096	.9	4.3	177	895	1.3	3.8	171	1019	1.3	5.2	114	888	.9	3.7	65	532	.5	6.1
SP '00	87	1680	.7	3.1	128	784	1.0	2.7	130	839	1.0	3.7	83	693	.6	2.7	39	396	.3	3.1
WI '00	70	1418	.5	2.6	119	690	.9	2.5	101	555	.8	3.1	81	643	.6	2.6	37	402	.3	3.1
4-Book	105	1774	.8	3.8	161	838	1.2	3.4	161	863	1.2	4.8	100	771	.8	3.2	52	469	.4	4.3
FA '99	99	1807	.7	3.7	167	880	1.3	3.6	134	859	1.0	4.2	123	873	.9	4.1	40	508	.3	3.5
WIOB-FM																				
FA '00	78	871	.6	2.7	107	428	.8	2.3	109	417	.8	3.1	69	356	.5	2.2	54	358	.4	3.7
SU '00	42	547	.3	1.6	53	293	.4	1.1	62	271	.5	1.9	45	239	.3	1.5	19	147	.1	1.8
SP '00	51	646	.4	1.8	67	314	.5	1.4	73	380	.6	2.1	57	371	.4	1.8	27	143	.2	2.1
WI '00	49	714	.4	1.8	63	321	.5	1.3	66	396	.5	2.0	78	449	.6	2.5	11	168	.1	.9
4-Book	55	695	.4	2.0	73	339	.6	1.5	78	366	.6	2.3	62	354	.5	2.0	28	204	.2	2.1
FA '99	31	675	.2	1.1	52	380	.4	1.1	49	300	.4	1.5	28	253	.2	.9	13	149	.1	1.1

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 25-49

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
	WIOC-FM																			
FA '00	40	463	.3	1.4	63	233	.5	1.3	70	293	.5	2.0	35	265	.3	1.1	17	135	.1	1.2
SU '00	28	377	.2	1.0	32	172	.2	.7	27	168	.2	.8	34	198	.3	1.1	18	143	.1	1.7
SP '00	24	350	.2	.9	27	150	.2	.6	26	145	.2	.7	24	167	.2	.8	29	150	.2	2.3
WI '00	18	312	.1	.7	31	126	.2	.6	24	140	.2	.7	13	102	.1	.4	6	93	.5	.5
4-Book	28	376	.2	1.0	38	170	.3	.8	37	187	.3	1.1	27	183	.2	.9	18	130	.1	1.4
FA '99	25	410	.2	.9	46	257	.3	1.0	40	220	.3	1.2	24	184	.2	.8	6	76	.5	.5
WISA-AM																				
FA '00	17	128	.1	.6	26	115	.2	.6	42	69	.3	1.2	7	53	.1	.2	7	85	.1	.5
SU '00	2	55	.1	.1	3	25	.1	.1	5	42	.2	.2					3	30	.3	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	5	132	.2	.2	14	123	.1	.3	5	58	.2	.2					4	55	.3	.3
WISO-AM																				
FA '00	* 12	127	.1	.4	14	57	.1	.3	7	84	.1	.2	14	58	.1	.5	* 13	17	.1	.9
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	32	.1	.2	6	17	.1	.1	5	17	.1	.1	5	17	.2	.2	15	32	.1	1.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	82	1078	.6	2.9	241	776	1.8	5.2	43	325	.3	1.2	118	612	.9	3.8	26	184	.2	1.8
SU '00	90	981	.7	3.3	264	677	2.0	5.7	90	510	.7	2.7	92	500	.7	3.0	18	172	.1	1.7
SP '00	83	1002	.6	2.9	213	611	1.6	4.5	86	467	.7	2.5	101	531	.8	3.3	24	178	.2	1.9
WI '00	73	1034	.6	2.7	186	659	1.4	3.8	76	412	.6	2.4	86	562	.7	2.8	23	163	.2	1.9
4-Book	82	1024	.6	3.0	226	681	1.7	4.8	74	429	.6	2.2	99	551	.8	3.2	23	174	.2	1.8
FA '99	73	839	.6	2.7	221	595	1.7	4.8	63	348	.5	2.0	79	452	.6	2.7	11	106	.1	1.0
WKQA-AM																				
FA '00	52	1141	.4	1.8	69	510	.5	1.5	22	226	.2	.6	107	579	.8	3.5	44	392	.3	3.0
SU '00	106	1669	.8	3.9	192	934	1.5	4.1	83	563	.6	2.5	207	825	1.6	6.7	78	591	.6	7.3
SP '00	74	1227	.6	2.6	116	717	.9	2.5	78	451	.6	2.2	103	575	.8	3.3	65	470	.5	5.1
WI '00	77	1285	.6	2.8	120	572	.9	2.5	79	416	.6	2.4	143	689	1.1	4.6	47	369	.4	3.9
4-Book	77	1331	.6	2.8	124	683	1.0	2.7	66	414	.5	1.9	140	667	1.1	4.5	59	456	.5	4.8
FA '99	67	1243	.5	2.5	100	701	.8	2.2	49	498	.4	1.5	100	598	.8	3.4	83	418	.6	7.2
WKQA-FM																				
FA '00	162	2601	1.2	5.6	184	1120	1.4	3.9	253	1373	1.9	7.3	173	1156	1.3	5.6	62	689	.5	4.3
SU '00	142	2338	1.1	5.3	166	1039	1.3	3.6	203	1114	1.5	6.2	169	1136	1.3	5.5	38	525	.3	3.5
SP '00	151	2909	1.1	5.4	199	1214	1.5	4.2	250	1617	1.9	7.2	154	1386	1.2	5.0	44	674	.3	3.5
WI '00	113	2400	.9	4.1	110	811	.8	2.3	154	1192	1.2	4.8	145	1062	1.1	4.7	51	611	.4	4.2
4-Book	142	2562	1.1	5.1	165	1046	1.3	3.5	215	1324	1.6	6.4	160	1185	1.2	5.2	49	625	.4	3.9
FA '99	137	2716	1.0	5.1	162	1189	1.2	3.5	213	1364	1.6	6.6	142	1132	1.1	4.8	53	650	.4	4.6
WKFE-AM																				
FA '00	3	74	.1	.1	9	60	.1	.2	4	14	.1	.1	1	14	.1	.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	54	.1	.1	9	46	.1	.2	3	24	.1	.1								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 6	131	.2	.2	19	66	.1	.4	5	33	.1	.1	8	51	.1	.3	* 1	23	.1	.1
SU '00	8	171	.1	.3	17	64	.1	.4	10	38	.1	.3	5	39	.2	.2		7		
SP '00	3	108	.1	.1	7	29	.1	.1	5	41	.1	.1	4	40	.1	.1	1	23	.1	.1
WI '00	5	133	.2	.2	6	65	.1	.1	5	62	.2	.2	8	43	.1	.3	4	21	.3	.3
4-Book	6	136	.2	.2	12	56	.1	.3	6	44	.2	.2	6	43	.1	.2	2	19	.1	.1
FA '99	4	107	.1	.1	10	77	.1	.2	3	24	.1	.1	9	61	.1	.3	1	16	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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	
WKSJ-FM																				
FA '00	22	444	.2	.8	28	173	.2	.6	24	196	.2	.7	20	199	.1	.6	26	207	.2	1.8
SU '00	15	236	.1	.6	22	177	.2	.5	14	94	.1	.4	11	30	.1	.4	**	**	**	**
SP '00	41	427	.3	1.5	57	302	.4	1.2	39	205	.3	1.1	19	80	.1	.6	**	**	**	**
WI '00	30	292	.2	1.1	48	195	.4	1.0	21	171	.2	.7	6	37	.2	.2	**	**	**	**
4-Book	27	350	.2	1.0	39	212	.3	.8	25	167	.2	.7	14	87	.1	.5	**	**	**	**
FA '99	35	407	.3	1.3	42	222	.3	.9	43	198	.3	1.3	10	27	.1	.3	**	**	**	**
WKVM-AM																				
FA '00	7	128	.1	.2	21	49	.2	.4	2	27	.1	.1	6	27	.2	.2	5	45	.2	.3
SU '00	4	109	.1	.1	1	24	.1	.1	1	20	.1	.1	4	8	.1	.1	2	23	.1	.2
SP '00	8	203	.1	.3	3	19	.1	.1	2	15	.1	.1	3	70	.1	.1	16	113	.1	1.3
WI '00	9	191	.1	.3	20	106	.2	.4	6	59	.2	.2	5	61	.2	.2	6	60	.2	.5
4-Book	7	158	.1	.2	11	50	.1	.2	3	30	.1	.1	5	42	.2	.2	7	60	.2	.6
FA '99	5	170	.2	.2	4	42	.1	.1	4	84	.1	.1	4	21	.1	.1	6	66	.1	.5
WLUZ-AM																				
FA '00	6	95	.2	.2	11	59	.1	.2	11	28	.1	.3	5	28	.2	.2	5	40	.2	.3
SU '00	3	46	.1	.1	16	37	.1	.3	2	18	.1	.1								
SP '00	4	97	.1	.1	15	68	.1	.3	3	47	.1	.1					2	14	.1	.2
WI '00	1	28	.1	.1									2	13	.1	.1				
4-Book	4	67	.1	.1	11	41	.1	.2	4	23	.1	.1	2	10	.1	.1	2	14	.1	.1
FA '99	2	68	.1	.1	10	54	.1	.2	1	7	.1	.1								
WMEG-FM																				
FA '00	69	1765	.5	2.4	102	789	.8	2.2	57	663	.4	1.6	100	960	.7	3.2	39	507	.3	2.7
SU '00	95	1612	.7	3.5	114	763	.9	2.5	76	648	.6	2.3	154	953	1.2	5.0	53	434	.4	4.9
SP '00	115	1978	.9	4.1	123	989	.9	2.6	103	862	.8	3.0	205	1234	1.6	6.6	57	623	.4	4.5
WI '00	73	1405	.6	2.7	74	428	.6	1.5	97	438	.7	3.0	115	712	.9	3.7	22	324	.2	1.8
4-Book	88	1690	.7	3.2	103	742	.8	2.2	83	653	.7	2.5	144	965	1.1	4.6	43	472	.3	3.5
FA '99	93	1635	.7	3.4	120	632	.9	2.6	64	496	.5	2.0	122	834	.9	4.1	57	458	.4	5.0
WNEL-AM																				
FA '00	1	62	.1	.1	2	19	.1	.1	1	12	.1	.1					3	17	.1	.3
SU '00	3	80	.1	.1	13	71	.1	.3									5	67	.1	.4
SP '00	6	182	.2	.2	8	60	.1	.2	6	32	.2	.2	3	34	.1	.1	2	30	.1	.2
WI '00	4	96	.1	.1	7	25	.1	.1	6	39	.2	.2	5	46	.2	.2	2	30	.1	.2
4-Book	4	105	.1	.1	8	44	.1	.2	3	21	.1	.1	2	20	.1	.1	3	29	.1	.2
FA '99	1	68	.1	.1					1	22	.1	.1	3	44	.1	.1				
WNRT-FM																				
FA '00	18	386	.1	.6	27	201	.2	.6	18	207	.1	.5	9	97	.1	.3	19	132	.1	1.3
SU '00	25	410	.2	.9	42	200	.3	.9	31	157	.2	.9	25	182	.2	.8	18	177	.1	1.7
SP '00	50	784	.4	1.8	91	466	.7	1.9	61	413	.5	1.7	41	273	.3	1.3	20	195	.2	1.6
WI '00	73	645	.6	2.7	116	384	.9	2.4	97	382	.7	3.0	88	295	.7	2.9	37	190	.3	3.1
4-Book	42	556	.3	1.5	69	313	.5	1.5	52	290	.4	1.5	41	212	.3	1.3	24	174	.2	1.9
FA '99	44	603	.3	1.6	61	356	.5	1.3	52	374	.4	1.6	59	361	.4	2.0	25	245	.2	2.2
WORO-FM																				
FA '00	45	891	.3	1.6	23	220	.2	.5	49	347	.4	1.4	36	263	.3	1.2	27	253	.2	1.9
SU '00	71	838	.5	2.6	52	327	.4	1.1	92	434	.7	2.8	64	345	.5	2.1	**	**	**	**
SP '00	71	1133	.5	2.5	76	445	.6	1.6	96	434	.7	2.8	66	397	.5	2.1	23	232	.2	1.8
WI '00	49	944	.4	1.8	60	349	.5	1.2	50	324	.4	1.5	48	291	.4	1.6	32	198	.2	2.7
4-Book	59	952	.4	2.1	53	335	.4	1.1	72	385	.6	2.1	54	324	.4	1.8	**	**	**	**
FA '99	67	1135	.5	2.5	71	465	.5	1.5	110	540	.8	3.4	74	478	.6	2.5	16	166	.1	1.4
WOSO-AM																				
FA '00	17	178	.1	.6	41	178	.3	.9	20	112	.1	.6	18	120	.1	.6	6	56	.1	.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	179	.1	.3	25	136	.2	.5	9	121	.1	.3	4	68	.1	.1	6	55	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WOYE-FM																				
FA '00	46	1148	.3	1.6	94	568	.7	2.0	34	394	.3	1.0	50	347	.4	1.6	20	211	.1	1.4
SU '00	45	872	.3	1.7	77	379	.6	1.7	54	451	.4	1.6	43	356	.3	1.4	16	115	.1	1.5
SP '00	54	1054	.4	1.9	112	567	.8	2.4	60	501	.5	1.7	51	462	.4	1.7	22	249	.2	1.7
WI '00	50	1050	.4	1.8	91	515	.7	1.9	53	457	.4	1.6	59	388	.4	1.9	18	177	.1	1.5
4-Book	49	1031	.4	1.8	94	507	.7	2.0	50	451	.4	1.5	51	388	.4	1.7	19	188	.1	1.5
FA '99	60	1254	.5	2.2	102	606	.8	2.2	79	571	.6	2.5	65	502	.5	2.2	22	330	.2	1.9
WPAB-AM																				
FA '00	12	178	.1	.4	13	64	.1	.3	8	96	.1	.2	11	45	.1	.4	16	46	.1	1.1
SU '00	18	250	.1	.7	63	163	.5	1.4	15	154	.1	.5	12	90	.1	.4	8	34	.1	.7
SP '00	10	259	.1	.4	20	99	.2	.4	15	88	.1	.4	11	100	.1	.4	8	51	.1	.6
WI '00	11	290	.1	.4	12	113	.1	.2	21	157	.2	.7	11	90	.1	.4	5	55	.1	.4
4-Book	13	244	.1	.5	27	110	.2	.6	15	124	.1	.5	11	81	.1	.4	9	47	.1	.7
FA '99	21	352	.2	.8	43	263	.3	.9	17	137	.1	.5	26	119	.2	.9	13	104	.1	1.1
WPRM-FM																				
FA '00	409	4059	3.0	14.3	1063	2939	7.8	22.8	345	1497	2.5	10.0	504	2280	3.7	16.3	123	814	.9	8.5
SU '00	309	3557	2.3	11.4	910	2570	6.9	19.6	279	1276	2.1	8.5	388	1918	2.9	12.7	48	501	.4	4.5
SP '00	353	3790	2.7	12.5	938	2601	7.1	19.9	296	1577	2.2	8.5	487	2341	3.7	15.8	85	642	.6	6.7
WI '00	372	4034	2.8	13.6	1125	3021	8.5	23.2	256	1441	1.9	7.9	449	2216	3.4	14.6	74	685	.6	6.1
4-Book	361	3860	2.7	13.0	1009	2783	7.6	21.4	294	1448	2.2	8.7	457	2189	3.4	14.9	83	661	.6	6.5
FA '99	401	4154	3.0	14.8	1010	2914	7.6	21.9	308	1508	2.3	9.6	582	2666	4.4	19.5	81	774	.6	7.1
WPRP-AM																				
FA '00	7	85	.1	.2	6	25	.1	.1	16	45	.1	.5					1	14	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	4	110	.1	.1	9	29	.1	.2	7	66	.1	.2	4	47	.1	.1	1	22	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	6	138	.2	.2	9	42	.1	.2	3	56	.1	.2	7	32	.1	.2	9	65	.1	.7
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	30	329	.2	1.0	99	242	.7	2.1	17	102	.1	.5	35	130	.3	1.1	11	30	.1	.8
SU '00	42	552	.3	1.6	121	412	.9	2.6	34	207	.3	1.0	55	229	.4	1.8	6	99	.1	.6
SP '00	44	377	.3	1.6	115	327	.9	2.4	39	139	.3	1.1	46	194	.3	1.5	1	24	.1	.1
WI '00	40	536	.3	1.5	122	434	.9	2.5	36	233	.3	1.1	46	237	.3	1.5	5	60	.4	.4
4-Book	39	449	.3	1.4	114	354	.9	2.4	32	170	.3	.9	46	198	.3	1.5	6	53	.5	.5
FA '99	41	435	.3	1.5	94	263	.7	2.0	51	202	.4	1.6	48	209	.4	1.6	10	88	.1	.9
WTPM-FM																				
FA '00	* 8	170	.1	.3	8	67	.1	.2	5	56	.1	.1	5	83	.2	.2	* 2	23	.1	.1
SU '00	10	155	.1	.4	10	74	.1	.2	19	93	.1	.6	8	55	.1	.3	3	58	.3	.3
SP '00	12	134	.1	.4	6	44	.1	.1	5	51	.1	.1	11	81	.1	.4	20	71	.2	1.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	23	152	.2	.9	27	109	.2	.6	18	58	.1	.6	27	116	.2	.9	19	113	.1	1.7
WUKQ-FM																				
FA '00	49	741	.4	1.7	36	287	.3	.8	75	396	.6	2.2	61	462	.4	2.0	31	237	.2	2.1
SU '00	30	620	.2	1.1	36	221	.3	.8	32	247	.2	1.0	27	229	.2	.9	16	153	.1	1.5
SP '00	54	875	.4	1.9	52	351	.4	1.1	86	440	.7	2.5	62	411	.5	2.0	23	289	.2	1.8
WI '00	72	761	.5	2.6	79	395	.6	1.6	127	406	1.0	3.9	85	360	.6	2.8	27	189	.2	2.2
4-Book	51	749	.4	1.8	51	314	.4	1.1	80	372	.6	2.4	59	366	.4	1.9	24	217	.2	1.9
FA '99	37	725	.3	1.4	38	381	.3	.8	54	420	.4	1.7	47	323	.4	1.6	13	151	.1	1.1

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

Target Listener Trends

Persons 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 '00	14	318	.1	.5	26	226	.2	.6	10	119	.1	.3	14	92	.1	.5	12	102	.1	.8
SU '00	13	291	.1	.5	43	223	.3	.9	18	113	.1	.5	13	111	.1	.4	3	29		.3
SP '00	20	424	.2	.7	34	271	.3	.7	27	179	.2	.8	13	105	.1	.4	22	167	.2	1.7
WI '00	19	404	.1	.7	46	252	.3	.9	29	212	.2	.9	10	70	.1	.3	3	41		.2
4-Book	17	359	.1	.6	37	243	.3	.8	21	156	.2	.6	13	95	.1	.4	10	85	.1	.8
FA '99	22	396	.2	.8	59	256	.4	1.3	20	184	.2	.6	14	123	.1	.5	18	128	.1	1.6
WVJP-FM																				
FA '00	59	827	.4	2.1	62	335	.5	1.3	83	404	.6	2.4	63	411	.5	2.0	30	252	.2	2.1
SU '00	33	801	.2	1.2	33	328	.2	.7	46	426	.3	1.4	36	333	.3	1.2	11	140	.1	1.0
SP '00	38	722	.3	1.3	46	303	.3	1.0	56	388	.4	1.6	35	312	.3	1.1	15	182	.1	1.2
WI '00	42	704	.3	1.5	49	296	.4	1.0	57	376	.4	1.8	56	326	.4	1.8	14	148	.1	1.2
4-Book	43	764	.3	1.5	48	316	.4	1.0	61	399	.4	1.8	48	346	.4	1.5	18	181	.1	1.4
FA '99	52	926	.4	1.9	68	397	.5	1.5	92	391	.7	2.9	68	418	.5	2.3	25	318	.2	2.2
WVOZ-FM																				
FA '00	25	622	.2	.9	29	268	.2	.6	31	219	.2	.9	31	245	.2	1.0	23	220	.2	1.6
SU '00	14	343	.1	.5	6	59		.1	16	153	.1	.5	17	145	.1	.6	6	85		.6
SP '00	6	277		.2	2	32			6	99		.2	2	39		.1	2	32		.2
WI '00	10	203	.1	.4	5	30		.1	8	90	.1	.2	8	59	.1	.3	16	76	.1	1.3
4-Book	14	361	.1	.5	11	97	.1	.2	15	140	.1	.5	15	122	.1	.5	12	103	.1	.9
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 6	100		.2	17	52	.1	.4	3	27		.1	3	23		.1	* 2	23		.1
SU '00	5	187		.2	9	58	.1	.2	5	81		.2	5	52		.2	6	30		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	161	.1	.4	15	79	.1	.3	11	82	.1	.3	8	57	.1	.3	1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	8	242	.1	.3	10	116	.1	.2	12	87	.1	.4	5	66		.2	3	26		.3
WXYX-FM																				
FA '00	87	1543	.6	3.0	154	708	1.1	3.3	88	607	.6	2.5	125	675	.9	4.0	46	356	.3	3.2
SU '00	85	1206	.6	3.1	189	623	1.4	4.1	96	579	.7	2.9	116	504	.9	3.8	22	255	.2	2.1
SP '00	52	1223	.4	1.8	89	512	.7	1.9	51	506	.4	1.5	102	590	.8	3.3	10	212	.1	.8
WI '00	82	1427	.6	3.0	174	772	1.3	3.6	93	626	.7	2.9	99	632	.7	3.2	23	271	.2	1.9
4-Book	77	1350	.6	2.7	152	654	1.1	3.2	82	580	.6	2.5	111	600	.8	3.6	25	274	.2	2.0
FA '99	81	1557	.6	3.0	172	647	1.3	3.7	100	693	.8	3.1	75	557	.6	2.5	36	389	.3	3.1
WYQE-FM																				
FA '00	18	151	.1	.6	40	97	.3	.9	25	74	.2	.7	14	70	.1	.5	3	46		.2
SU '00	10	180	.1	.4	14	93	.1	.3	12	111	.1	.4	12	95	.1	.4	4	61		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	177	.1	.4	30	89	.2	.6	11	56	.1	.3	2	15		.1	8	40	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	19	236	.1	.7	29	136	.2	.6	29	105	.2	.9	14	121	.1	.5	10	69	.1	.9
WZAR-FM																				
FA '00	106	1259	.8	3.7	137	575	1.0	2.9	155	701	1.1	4.5	133	689	1.0	4.3	64	463	.5	4.4
SU '00	106	1412	.8	3.9	130	754	1.0	2.8	166	763	1.3	5.1	112	707	.8	3.7	62	469	.5	5.8
SP '00	92	1070	.7	3.3	103	471	.8	2.2	157	621	1.2	4.5	106	621	.8	3.4	28	319	.2	2.2
WI '00	65	930	.5	2.4	96	515	.7	2.0	77	393	.6	2.4	93	538	.7	3.0	37	354	.3	3.1
4-Book	92	1168	.7	3.3	117	579	.9	2.5	139	620	1.1	4.1	111	639	.8	3.6	48	401	.4	3.9
FA '99	48	800	.4	1.8	62	332	.5	1.3	61	333	.5	1.9	59	407	.4	2.0	29	233	.2	2.5
WZMT-FM																				
FA '00	15	202	.1	.5	10	74	.1	.2	19	108	.1	.5	18	78	.1	.6	3	22		.2
SU '00	25	319	.2	.9	24	98	.2	.5	36	110	.3	1.1	45	174	.3	1.5	3	41		.3
SP '00	32	313	.2	1.1	44	138	.3	.9	39	197	.3	1.1	27	195	.2	.9	38	159	.3	3.0
WI '00	24	319	.2	.9	29	125	.2	.6	19	134	.1	.6	32	151	.2	1.0	22	94	.2	1.8
4-Book	24	288	.2	.9	27	109	.2	.6	28	137	.2	.8	31	150	.2	1.0	17	79	.1	1.3
FA '99	14	199	.1	.5	8	65	.1	.2	25	107	.2	.8	14	99	.1	.5	4	40		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WZNT-FM																				
FA '00	141	1976	1.0	4.9	142	815	1.0	3.0	159	971	1.2	4.6	131	892	1.0	4.2	86	523	.6	5.9
SU '00	167	2102	1.3	6.2	178	858	1.3	3.8	219	973	1.7	6.7	183	1105	1.4	6.0	72	615	.5	6.7
SP '00	173	2159	1.3	6.1	175	922	1.3	3.7	226	1097	1.7	6.5	159	963	1.2	5.2	68	585	.5	5.3
WI '00	166	2147	1.3	6.1	189	915	1.4	3.9	267	1157	2.0	8.3	175	1135	1.3	5.7	46	612	.3	3.8
4-Book	162	2096	1.2	5.8	171	878	1.3	3.6	218	1050	1.7	6.5	162	1024	1.2	5.3	68	584	.5	5.4
FA '99	151	2072	1.1	5.6	159	882	1.2	3.4	167	840	1.3	5.2	183	1009	1.4	6.1	47	569	.4	4.1
TOTALS																				
FA '00	2868	13103	21.1		4670	12239	34.4		3461	9902	25.5		3090	10980	22.7		1453	7233	10.7	
SU '00	2700	12814	20.4		4646	11831	35.2		3273	10188	24.8		3067	10518	23.2		1073	6460	8.1	
SP '00	2819	12808	21.3		4711	11748	35.7		3489	10202	26.4		3085	10610	23.4		1272	6673	9.6	
WI '00	2738	12888	20.7		4856	11801	36.8		3227	10060	24.4		3083	10554	23.3		1206	6883	9.1	
4-Book	2781	12903	20.9		4721	11905	35.5		3363	10088	25.3		3081	10666	23.2		1251	6812	9.4	
FA '99	2702	12918	20.5		4621	11906	35.0		3215	9856	24.3		2978	10606	22.6		1146	6841	8.7	

** Station(s) not reported this survey.

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

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

Target Listener Trends - Persons 25-49

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 '00	8	130	.1	.2	11	181	.1	.5	23	74	.2	.9	29	74	.2	.8	1	2		
4-Book	10	118	.1	.3	9	106	.1	.4	17	45	.2	.7	15	47	.1	.5	4	19	.2	
Wael-AM																				
FA '00	4	117	.1	.1	3	58	.1	.1	15	29	.1	.6		2						
4-Book	12	149	.1	.3	9	97	.1	.4	21	47	.2	.9	7	21	.1	.2	2	7	.1	
Wael-FM																				
FA '00	32	514	.2	.9	19	232	.1	.8	13	39	.1	.5	49	84	.4	1.3	6	42	.2	
4-Book	32	448	.3	.9	**	**	**	**	14	41	.1	.6	37	95	.3	1.1	14	44	.1	.6
WALO-AM																				
FA '00	4	36		.1		8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	33	369	.2	.9	* 11	204	.1	.5	20	59	.1	.8	11	46	.1	.3	15	15	.1	.6
4-Book	43	426	.3	1.2	17	202	.1	.8	36	88	.3	1.5	13	49	.1	.4	15	29	.1	.6
WBRQ-FM																				
FA '00	26	329	.2	.7	21	276	.2	.9	33	83	.2	1.3	32	119	.2	.9	33	68	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	46	634	.3	1.2	26	264	.2	1.1	26	91	.2	1.0	47	99	.3	1.3	27	67	.2	1.1
4-Book	58	709	.4	1.6	33	397	.3	1.6	31	98	.2	1.3	70	187	.5	2.0	37	124	.3	1.6
WCMA-FM																				
FA '00	218	1677	1.6	5.9	108	1164	.8	4.7	99	331	.7	3.9	260	741	1.9	7.0	178	401	1.3	7.0
4-Book	134	1354	1.0	3.6	79	900	.6	3.6	81	261	.6	3.3	163	479	1.2	4.6	115	283	.9	4.8
WCMN-AM																				
FA '00	21	263	.2	.6	10	124	.1	.4	12	36	.1	.5	17	57	.1	.5	4	11		.2
4-Book	19	206	.2	.5	6	91		.2	16	50	.1	.7	9	42	.1	.3	5	11		.2
WCMN-FM																				
FA '00	59	568	.4	1.6	45	436	.3	2.0	29	82	.2	1.1	42	111	.3	1.1	54	118	.4	2.1
4-Book	51	485	.4	1.4	34	329	.3	1.6	42	101	.3	1.7	43	116	.3	1.3	42	97	.3	1.8
WCOM-FM																				
FA '00	59	790	.4	1.6	23	344	.2	1.0	35	74	.3	1.4	51	165	.4	1.4	31	94	.2	1.2
4-Book	60	843	.5	1.6	23	348	.2	1.1	38	102	.3	1.6	53	154	.4	1.5	32	92	.2	1.3
WCTA-FM																				
FA '00	49	382	.4	1.3	69	372	.5	3.0	32	79	.2	1.3	121	226	.9	3.3	114	218	.8	4.5
4-Book	50	488	.4	1.4	51	359	.4	2.4	32	84	.2	1.3	101	216	.8	2.9	77	179	.6	3.2
WEGM-FM																				
FA '00	13	186	.1	.3	22	207	.2	1.0	19	41	.1	.7	38	120	.3	1.0	13	47	.1	.5
4-Book	19	266	.2	.5	18	191	.1	.9	16	51	.1	.7	25	73	.2	.7	24	84	.2	1.0
WENA-AM																				
FA '00	20	88	.1	.5	13	62	.1	.6	19	19	.1	.7	15	35	.1	.4	12	24	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	14	279	.1	.4	10	189	.1	.4	15	62	.1	.6	19	51	.1	.5	6	23		.2
4-Book	31	395	.2	.8	18	225	.1	.8	18	70	.1	.7	27	70	.2	.8	21	62	.2	.9
WEXS-AM																				
FA '00	20	49	.1	.5	8	25	.1	.3	25	25	.2	1.0	10	25	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	15	164	.1	.4	5	106		.2	1	6			1	13			4	27		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WFID-FM	FA '00	187	1504	1.4	5.0	126	1090	.9	5.5	130	367	1.0	5.1	229	488	1.7	6.2	123	322	.9	4.8	
	4-Book	247	1743	1.9	6.7	122	1158	.9	5.7	96	285	.7	3.9	200	488	1.5	5.8	140	361	1.1	5.9	
WIAC-AM	FA '00	10	158	.1	.3	4	49	.1	.2	9	39	.1	.4	2	21	.1	.1					
	4-Book	16	194	.1	.5	7	77	.1	.4	7	35	.1	.3	7	28	.1	.2	6	13	.1	.3	
WIAC-FM	FA '00	124	1406	.9	3.3	54	654	.4	2.4	48	126	.4	1.9	78	233	.6	2.1	62	158	.5	2.4	
	4-Book	155	1654	1.2	4.2	74	863	.6	3.5	79	233	.6	3.3	133	368	1.0	3.9	96	239	.7	4.0	
WIDA-AM	FA '00	1	22			1	22			2	13		.1									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM	WQOZ-FM																					
	FA '00	15	184	.1	.4	10	96	.1	.4	18	33	.1	.7	26	53	.2	.7	2	8		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM	FA '00	198	1546	1.5	5.3	107	1107	.8	4.7	112	299	.8	4.4	180	454	1.3	4.9	101	331	.7	4.0	
	4-Book	142	1417	1.1	3.9	73	848	.6	3.4	82	254	.6	3.4	142	382	1.1	4.0	78	232	.6	3.2	
WIOB-FM	FA '00	96	664	.7	2.6	62	451	.5	2.7	22	59	.2	.9	89	187	.7	2.4	66	139	.5	2.6	
	4-Book	71	573	.5	2.0	45	349	.4	2.1	32	83	.3	1.3	77	156	.6	2.2	56	125	.4	2.3	
WIOC-FM	FA '00	57	410	.4	1.5	25	207	.2	1.1	25	59	.2	1.0	48	116	.4	1.3	23	48	.2	.9	
	4-Book	34	298	.3	.9	22	193	.2	1.1	24	62	.2	1.0	32	81	.3	.9	25	56	.2	1.0	
WISA-AM	FA '00	26	115	.2	.7	8	102	.1	.3					10	46	.1	.3	4	16		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM	FA '00	12	127	.1	.3	* 13	31	.1	.6	17	17	.1	.7	22	31	.2	.6	16	31	.1	.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM	FA '00	127	980	.9	3.4	39	401	.3	1.7	57	126	.4	2.2	31	106	.2	.8	31	104	.2	1.2	
	4-Book	129	931	1.0	3.5	40	381	.3	1.9	56	116	.4	2.3	60	155	.5	1.8	49	132	.4	2.0	
WKAQ-AM	FA '00	63	961	.5	1.7	37	491	.3	1.6	61	222	.4	2.4	56	172	.4	1.5	44	137	.3	1.7	
	4-Book	107	1180	.8	2.9	37	527	.3	1.7	80	262	.6	3.3	62	178	.5	1.8	20	67	.2	.8	
WKAQ-FM	FA '00	207	2082	1.5	5.6	148	1465	1.1	6.4	168	496	1.2	6.6	297	656	2.2	8.0	147	385	1.1	5.8	
	4-Book	183	2079	1.4	5.0	133	1367	1.0	6.2	147	426	1.1	6.1	285	670	2.2	8.2	145	377	1.1	6.0	
WKFE-AM	FA '00	5	74		.1	1	14			2	14		.1									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM	FA '00	10	129	.1	.3	* 2	43		.1	16	43	.1	.6									
	4-Book	8	106	.1	.2	3	56		.1	8	23	.1	.3	6	24	.1	.2	2	3		.1	
WKSA-FM	FA '00	24	294	.2	.6	17	230	.1	.7	10	32	.1	.4	35	97	.3	.9	20	55	.1	.8	
	4-Book	30	284	.2	.8	21	172	.2	1.0	23	63	.2	1.0	31	79	.3	.9	8	18	.1	.3	
WKVM-AM	FA '00	9	66	.1	.2	4	58		.2													
	4-Book	6	82	.1	.2	8	85	.1	.4	4	13	.1	.2	4	11		.1	3	9		.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
VLUZ-AM																				
FA '00	9	59	.1	.2	2	53	.1					10	38	.1	.3					
4-Book	6	54		.2	2	29	.1	1	4			4	15	.1	.1	1	6		.1	
WMEG-FM																				
FA '00	84	1399	.6	2.3	64	878	.5	2.8	52	164	.4	2.1	76	255	.6	2.1	65	226	.5	2.5
4-Book	108	1373	.8	3.0	84	893	.6	4.0	64	185	.5	2.7	107	288	.8	3.1	113	276	.9	4.7
WNEL-AM																				
FA '00	1	31			4	31			5	11										
4-Book	4	66		.1	4	42		.2	6	13		.2	3	6		.1	1	4	.1	
WNRT-FM																				
FA '00	18	339	.1	.5	16	210	.1	.7	28	92	.2	1.1	36	87	.3	1.0	11	33	.1	.4
4-Book	54	469	.4	1.5	32	332	.2	1.5	44	123	.3	1.8	48	133	.4	1.4	26	67	.2	1.0
WORO-FM																				
FA '00	37	516	.3	1.0	73	612	.5	3.2	43	105	.3	1.7	60	146	.4	1.6	69	160	.5	2.7
4-Book	60	592	.5	1.7	71	613	.5	3.3	53	129	.4	2.2	73	155	.5	2.1	52	123	.4	2.1
WOSO-AM																				
FA '00	26	178	.2	.7	10	60	.1	.4	20	47	.1	.8	22	30	.2	.6	1	18		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	57	888	.4	1.5	43	518	.3	1.9	44	106	.3	1.7	66	233	.5	1.8	49	128	.4	1.9
4-Book	64	855	.5	1.7	43	509	.3	2.0	43	113	.3	1.8	77	212	.6	2.2	56	143	.4	2.3
WPAB-AM																				
FA '00	11	139	.1	.3	10	91	.1	.4	20	73	.1	.8	13	57	.1	.4	7	29	.1	.3
4-Book	18	203	.1	.5	7	89	.1	.3	11	31	.1	.4	7	31	.1	.2	6	21	.1	.3
WPRM-FM																				
FA '00	615	3802	4.5	16.5	235	1637	1.7	10.2	350	693	2.6	13.8	387	849	2.8	10.4	261	599	1.9	10.2
4-Book	564	3607	4.2	15.2	187	1541	1.4	8.7	305	649	2.3	12.5	294	693	2.2	8.4	205	501	1.5	8.5
WPRP-AM																				
FA '00	8	71	.1	.2	8	53	.1	.3	3	8		.1	10	17	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	7	100	.1	.2	2	38		.1					2	12		.1	3	10		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	48	299	.4	1.3	10	107	.1	.4	17	19	.1	.7	21	52	.2	.6	3	10		.1
4-Book	61	421	.5	1.7	22	205	.2	1.1	39	85	.3	1.6	32	90	.2	.9	18	39	.1	.8
WTPM-FM																				
FA '00	6	126		.2	* 16	73	.1	.7	38	59	.3	1.5	42	59	.3	1.1	30	47	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	59	668	.4	1.6	44	352	.3	1.9	38	117	.3	1.5	83	219	.6	2.2	49	141	.4	1.9
4-Book	65	575	.5	1.8	47	434	.4	2.2	37	112	.3	1.5	85	196	.6	2.4	73	179	.5	3.1
WUNO-AM																				
FA '00	16	306	.1	.4	10	124	.1	.4	8	32	.1	.3	7	43	.1	.2	13	34	.1	.5
4-Book	23	316	.2	.7	9	126	.1	.4	10	42	.1	.4	10	44	.1	.3	11	22	.1	.5
WVJP-FM																				
FA '00	70	598	.5	1.9	59	457	.4	2.6	66	173	.5	2.6	93	204	.7	2.5	72	164	.5	2.8
4-Book	52	601	.4	1.4	44	395	.3	2.0	50	139	.4	2.0	88	186	.5	2.0	54	111	.4	2.2
WVOZ-FM																				
FA '00	30	430	.2	.8	15	280	.1	.7	22	114	.2	.9	11	50	.1	.3	13	53	.1	.5
4-Book	13	221	.1	.4	15	198	.1	.7	12	54	.1	.5	16	61	.1	.5	7	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 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
WXEY-AM																				
FA '00	7	67	.1	.2	* 6	60		.3	9	28	.1	.4	1	6						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	120	1260	.9	3.2	56	628	.4	2.4	56	163	.4	2.2	87	293	.6	2.3	84	202	.6	3.3
4-Book	112	1115	.9	3.0	48	566	.4	2.2	39	110	.3	1.6	88	251	.7	2.5	62	157	.5	2.6
WYQE-FM																				
FA '00	26	138	.2	.7	14	60	.1	.6	23	41	.2	.9	24	36	.2	.6	9	19	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	143	1027	1.1	3.8	67	549	.5	2.9	88	182	.6	3.5	117	250	.9	3.2	74	190	.5	2.9
4-Book	124	967	.9	3.3	66	610	.5	3.1	78	221	.6	3.3	127	277	1.0	3.6	64	174	.5	2.6
WZMT-FM																				
FA '00	16	152	.1	.4	22	133	.2	1.0	23	52	.2	.9	41	77	.3	1.1	26	50	.2	1.0
4-Book	29	212	.2	.8	21	170	.2	1.0	20	55	.2	.8	40	79	.3	1.2	27	73	.2	1.1
WZNT-FM																				
FA '00	145	1555	1.1	3.9	172	1235	1.3	7.5	158	395	1.2	6.2	269	645	2.0	7.3	261	570	1.9	10.2
4-Book	186	1629	1.4	5.1	183	1392	1.4	8.6	153	402	1.2	6.3	297	688	2.3	8.5	242	572	1.8	10.0
TOTALS																				
FA '00	3722	12951	27.4		2297	11015	16.9		2535	5990	18.6		3704	7519	27.2		2555	5493	18.8	
4-Book	3700	12741	27.8		2144	10696	16.1		2430	5805	18.3		3493	7222	26.2		2411	5334	18.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 '00 4-Book	4	7	.3		21	49	.2	1.3	14	70	.1	.5	5	15	.1	.3	3	5	.3	
Wael-AM FA '00 4-Book	6	21	.1	.4	4	13	.3	.6	4	19	.1	.1	2	16	.1	.1	1	2	.1	
Wael-FM FA '00 4-Book	2	15	.1		11	41	.1	.7	38	121	.3	1.3	17	36	.1	.8	9	22	.1	.7
WALO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	8	.2	**
WAPA-AM FA '00 4-Book	* 12	45	.1	.7	14	32	.1	.9	7	38	.1	.2	6	22	.1	.3	* 12	67	.1	1.0
WBRQ-FM FA '00 4-Book	7	51	.1	.4	22	63	.2	1.4	21	76	.2	.7	24	81	.2	1.1	4	21	.3	
WCAD-FM FA '00 4-Book	23	71	.2	1.4					40	64	.3	1.4	29	69	.2	1.4	10	59	.1	.8
WCMA-FM FA '00 4-Book	85	291	.6	5.2	44	96	.3	2.8	67	230	.5	2.3	94	285	.7	4.4	33	133	.2	2.6
WCMN-AM FA '00 4-Book	2	5	.1		15	29	.1	1.0	7	28	.1	.2	12	41	.1	.6	16	60	.1	1.3
WCMN-FM FA '00 4-Book	24	56	.2	1.5	28	97	.2	1.8	103	181	.8	3.6	59	94	.4	2.8	19	49	.1	1.5
WCOM-FM FA '00 4-Book	3	26	.2		26	43	.2	1.7	20	85	.1	.7	11	24	.1	.5	8	42	.1	.6
WCTA-FM FA '00 4-Book	62	193	.5	3.8	51	115	.4	3.2	71	119	.5	2.5	71	135	.5	3.4	29	94	.2	2.3
WEGM-FM FA '00 4-Book	27	56	.2	1.6	13	39	.1	.8	16	63	.1	.6	17	51	.1	.8	25	44	.2	2.0
WENA-AM FA '00 4-Book	16	29	.1	1.0	15	22	.1	1.0	23	38	.2	.8	5	19	.2		**	**	**	**
WERR-FM FA '00 4-Book	10	25	.1	.6	10	39	.1	.6	4	18	.1	.1	8	26	.1	.4	10	33	.1	.8
WEXS-AM FA '00 4-Book	**	**	**	**	25	25	.2	1.6	10	25	.1	.3	**	**	**	**	**	**	**	**
+WFDT-FM FA '00 4-Book	12	24	.1	.7	11	29	.1	.7	7	35	.1	.2	**	**	**	**	4	12	.3	

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

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

Target Listener Estimates

Persons 25-49

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
WFID-FM																				
FA '00	85	269	.6	5.2	63	224	.5	4.0	168	318	1.2	5.8	109	279	.8	5.2	81	164	.6	6.5
4-Book	126	338	1.0	9.1	66	200	.5	4.4	145	364	1.1	5.6	103	247	.8	5.3	84	225	.6	7.5
WIAC-AM																				
FA '00	2	10		.1	3	12		.2	8	21	.1	.3					6	23		.5
4-Book	5	11		.3	6	29	.1	.5	17	23	.1	.7	5	15		.3	3	10		.3
WIAC-FM																				
FA '00	38	111	.3	2.3	30	75	.2	1.9	78	235	.6	2.7	75	191	.6	3.5	20	74	.1	1.6
4-Book	47	152	.4	3.4	32	88	.3	2.2	92	258	.7	3.6	69	174	.6	3.5	38	129	.3	3.4
WIDA-AM																				
FA '00					8	22	.1	.5												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	4	22		.2	10	29	.1	.6	7	30	.1	.2	9	24	.1	.4	2	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	88	271	.6	5.3	84	185	.6	5.3	122	393	.9	4.2	89	182	.7	4.2	72	259	.5	5.8
4-Book	58	178	.5	3.9	44	127	.4	2.9	79	257	.6	3.0	52	133	.4	2.6	45	149	.3	3.9
WIOB-FM																				
FA '00	64	192	.5	3.9	27	83	.2	1.7	97	168	.7	3.4	85	150	.6	4.0	36	113	.3	2.9
4-Book	25	75	.2	1.6	26	82	.2	1.8	60	131	.5	2.3	62	125	.5	3.2	20	63	.2	1.7
WIOC-FM																				
FA '00	24	71	.2	1.5	2	14		.1	34	73	.3	1.2	19	46	.1	.9	17	41	.1	1.4
4-Book	22	63	.2	1.6	17	43	.1	1.2	20	54	.2	.8	16	45	.1	.8	19	47	.1	1.7
WISA-AM																				
FA '00	13	36	.1	.8					3	16		.1	33	53	.2	1.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*				4	17		.3	15	31	.1	.5	15	31	.1	.7	* 17	17	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	10	47	.1	.6	32	71	.2	2.0	58	170	.4	2.0	71	105	.5	3.4	28	64	.2	2.2
4-Book	18	71	.2	1.3	33	79	.2	2.2	53	143	.4	2.0	38	84	.3	1.9	14	50	.1	1.2
WKAQ-AM																				
FA '00	24	101	.2	1.5	54	141	.4	3.4	14	43	.1	.5	29	72	.2	1.4	24	76	.2	1.9
4-Book	18	54	.2	1.2	56	148	.4	3.8	30	83	.2	1.2	18	54	.1	.9	19	58	.2	1.6
WKAQ-FM																				
FA '00	113	260	.8	6.9	49	160	.4	3.1	188	517	1.4	6.5	139	319	1.0	6.6	63	182	.5	5.0
4-Book	78	237	.6	5.4	51	173	.4	3.5	173	476	1.3	6.6	123	326	.9	6.2	49	163	.4	4.2
WKFE-AM																				
FA '00					5	14		.3												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00					1	1		.1									*	1		.1
4-Book					4	14		.3	1	9		.1	1	3		.1				
WKSA-FM																				
FA '00	10	34	.1	.6	5	19		.3	19	63	.1	.7	17	61	.1	.8	14	36	.1	1.1
4-Book	**	**	**	**	13	41	.1	.9	21	62	.2	.8	17	31	.1	.9	**	**	**	**
WKVM-AM																				
FA '00	10	28	.1	.6	3	10		.2	13	19	.1	.5	7	19	.1	.3				
4-Book	6	18	.1	.4	15	36	.1	1.0	17	25	.1	.7	9	21	.1	.4	8	24	.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																				
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	
WLUZ-AM																				
FA '00																				
4-Book								2	10	.1	.1	4	15	.1	.1	4	9	.1	.3	
WMEG-FM																				
FA '00	60	199	.4	3.6	33	113	.2	2.1	36	186	.3	1.3	63	161	.5	3.0	116	299	.9	9.3
4-Book	86	222	.6	6.1	28	92	.2	1.9	67	217	.5	2.6	72	210	.6	3.6	124	302	1.0	11.0
WNEL-AM																				
FA '00								17	21	.1	.6	8	21	.1	.4					
4-Book	3	5	.2		5	16	.3	9	15	.1	.3	4	9	.1	.2	1	3	.1	.1	
WNRT-FM																				
FA '00	11	18	.1	.7	20	51	.1	1.3	13	61	.1	.5	7	23	.1	.3	4	8	.3	
4-Book	24	68	.2	1.8	56	138	.4	3.8	25	111	.2	1.0	17	53	.1	.9	19	56	.2	1.7
WORO-FM																				
FA '00	18	86	.1	1.1	55	130	.4	3.5	214	387	1.6	7.4	102	220	.8	4.8	17	45	.1	1.4
4-Book	**	**	**	**	38	96	.3	2.6	190	362	1.5	7.3	88	189	.7	4.4	**	**	**	**
WOSO-AM																				
FA '00	14	18	.1	.8	4	18	.3		2	18	.1						14	18	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	28	91	.2	1.7	37	78	.3	2.4	50	183	.4	1.7	53	118	.4	2.5	21	80	.2	1.7
4-Book	21	63	.2	1.5	24	66	.2	1.6	50	160	.4	1.9	39	91	.3	2.0	31	90	.3	2.8
WPAB-AM																				
FA '00	10	22	.1	.6	16	42	.1	1.0	5	33	.2						10	22	.1	.8
4-Book	3	6	.2		9	27	.1	.6	12	47	.1	.5	2	5	.1		3	15	.3	.3
WPRM-FM																				
FA '00	165	412	1.2	10.0	185	361	1.4	11.8	251	557	1.8	8.7	189	410	1.4	8.9	100	247	.7	8.0
4-Book	101	281	.7	6.8	150	313	1.2	10.1	189	454	1.4	7.2	178	412	1.3	9.0	90	258	.7	7.9
WPRP-AM																				
FA '00					12	36	.1	.8	24	31	.2	.8	11	14	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00					3	12	.2		8	28	.1	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00					9	30	.1	.6	16	53	.1	.6	10	27	.1	.5	2	10	.2	
4-Book	16	39	.1	1.2	17	49	.2	1.2	25	76	.2	1.0	18	43	.1	1.0	12	36	.1	1.1
WTPM-FM																				
FA '00	* 6	26	.4		2	4	.1		4	20	.1		2	4	.1		* 2	4	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	35	67	.3	2.1	15	51	.1	1.0	70	145	.5	2.4	38	75	.3	1.8	15	46	.1	1.2
4-Book	37	97	.3	2.5	16	67	.1	1.1	57	147	.4	2.2	46	95	.4	2.3	20	74	.2	1.7
WUNO-AM																				
FA '00	2	10	.1	.4	28	67	.2	1.8	12	35	.1	.4	3	10	.1		9	32	.1	.7
4-Book	6	11	.1	.4	20	57	.1	1.4	7	17	.1	.2	5	9	.3		3	11	.2	.2
WVJP-FM																				
FA '00	35	107	.3	2.1	20	60	.1	1.3	119	250	.9	4.1	41	112	.3	1.9	18	69	.1	1.4
4-Book	18	66	.2	1.2	21	73	.2	1.4	84	197	.7	3.2	44	89	.3	2.2	14	48	.1	1.2
WVOZ-FM																				
FA '00	35	101	.3	2.1	5	29	.3		20	79	.1	.7	1	12			10	10	.1	.8
4-Book	29	65	.2	2.0	7	30	.5		19	59	.1	.7	24	58	.2	1.2	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

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
WXEV-AM FA '00 4-Book	* **	**	**	**	* 30 **	36 **	.2 **	1.9 **	11 **	36 **	.1 **	.4 **	**	**	**	**	* **	**	**	**
WXYX-FM FA '00 4-Book	52 42	124 117	.4 .3	3.2 3.0	35 24	71 58	.3 .2	2.2 1.6	63 61	177 172	.5 .5	2.2 2.4	26 38	69 112	.2 .3	1.2 2.0	41 28	94 85	.3 .2	3.3 2.4
WYQE-FM FA '00 4-Book	1 **	6 **	**	.1 **	19 **	19 **	.1 **	1.2 **	19 **	19 **	.1 **	.7 **	18 **	38 **	.1 **	.9 **	4 **	19 **	**	.3 **
WZAR-FM FA '00 4-Book	46 56	123 130	.3 .4	2.8 3.9	25 27	66 69	.2 .2	1.6 1.9	67 56	156 167	.5 .4	2.3 2.2	68 65	162 157	.5 .5	3.2 3.3	52 49	161 133	.4 .4	4.2 4.3
WZMT-FM FA '00 4-Book	16 12	34 41	.1 .1	1.0 .8	4 11	18 32	.1 .1	.3 .7	38 26	70 74	.3 .2	1.3 1.0	17 24	28 58	.1 .2	.8 1.2	6 9	10 30	.1 .1	.5 .8
WZNT-FM FA '00 4-Book	112 114	228 278	.8 .9	6.8 8.0	121 101	280 269	.9 .8	7.7 6.8	209 272	478 607	1.5 2.1	7.3 10.6	184 217	363 409	1.4 1.7	8.7 11.0	71 66	175 199	.5 .5	5.7 5.8
TOTALS FA '00 4-Book	1648 1439	4083 3651	12.1 10.8		1574 1474	3772 3706	11.6 11.1		2875 2600	6084 5682	21.1 19.5		2114 1975	4417 4235	15.5 14.8		1251 1136	3231 3055	9.2 8.5	

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

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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 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 '00	12	260	.1	.4	21	120	.1	.4	7	78	.2	3	21	.1	12	97	.1	.7	
SU '00	9	201	.1	.3	10	67	.1	.2	6	68	.2	5	63	.1	5	33	.1	.4	
SP '00	11	206	.1	.3	22	118	.1	.4	10	98	.1	2	45	.1	10	78	.1	.7	
WI '00	17	178	.1	.5	45	131	.3	.8	19	96	.1	7	60	.2	6	33	.1	.4	
4-Book	12	211	.1	.4	25	109	.2	.5	11	85	.1	4	47	.1	8	60	.1	.6	
FA '99	12	240	.1	.4	25	169	.2	.5	8	58	.1	7	55	.2	18	63	.1	1.3	
Wael-AM																			
FA '00	9	245	.1	.3	26	132	.2	.5	3	65	.1	4	35	.1	1	23	.1	.1	
SU '00	18	273	.1	.6	26	90	.2	.5	11	95	.1	3	167	.2	13	111	.1	1.0	
SP '00	18	343	.1	.5	25	164	.2	.5	14	122	.1	14	155	.1	16	110	.1	1.1	
WI '00	13	235	.1	.4	23	94	.1	.4	12	96	.1	3	62	.1	18	73	.1	1.2	
4-Book	15	274	.1	.5	25	120	.2	.5	10	95	.1	12	105	.1	12	79	.1	.9	
FA '99	5	127	.2	.2	5	60	.1	.1	4	46	.1	5	33	.1	5	28	.1	.4	
Wael-FM																			
FA '00	31	725	.2	.9	25	191	.2	.5	81	546	.5	2.0	17	229	.1	9	115	.1	.5
SU '00	23	581	.1	.7	35	191	.2	.7	50	375	.3	1.3	17	177	.1	5	116	.1	.4
SP '00	18	451	.1	.5	16	188	.1	.3	40	258	.3	1.0	14	187	.1	9	86	.1	.6
WI '00	42	596	.3	1.3	53	196	.3	.9	72	462	.5	1.9	33	240	.2	15	150	.1	1.0
4-Book	29	588	.2	.9	32	192	.2	.6	61	410	.4	1.6	20	208	.1	10	117	.1	.6
FA '99	35	782	.2	1.1	25	196	.2	.5	81	575	.5	2.2	24	246	.2	11	136	.1	.8
WALO-AM																			
FA '00	5	67	.1	.1	10	31	.1	.2	8	44	.1	.2	7	43	.2	2	22	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	87	.1	.1	9	27	.1	.2	1	16	.1	.1	3	46	.1	2	18	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	166	.2	.2	16	95	.1	.3	6	29	.2	.2	3	46	.1	1	18	.1	.1
WAPA-AM																			
FA '00	* 35	650	.2	1.0	77	394	.5	1.4	40	220	.3	1.0	24	189	.2	21	124	.1	1.2
SU '00	36	632	.2	1.2	72	369	.5	1.3	34	204	.2	.9	29	170	.2	32	180	.2	2.5
SP '00	47	671	.3	1.4	109	458	.7	2.0	80	403	.5	2.0	39	245	.3	9	135	.1	.6
WI '00	70	1011	.5	2.2	125	619	.8	2.2	84	555	.5	2.2	75	486	.5	37	215	.2	2.5
4-Book	47	741	.3	1.5	96	460	.6	1.7	60	346	.4	1.5	42	273	.3	25	164	.2	1.7
FA '99	30	619	.2	1.0	63	342	.4	1.2	41	348	.3	1.1	28	229	.2	4	80	.1	.3
WBRQ-FM																			
FA '00	26	426	.2	.8	25	208	.2	.5	23	147	.1	.6	31	212	.2	31	130	.2	1.8
SU '00	19	285	.1	.6	16	122	.1	.3	20	167	.1	.5	29	157	.2	7	94	.1	.5
SP '00	16	416	.1	.5	17	167	.1	.3	16	201	.1	.4	24	233	.2	10	90	.1	.7
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
FA '00	40	805	.3	1.2	60	425	.4	1.1	52	372	.3	1.3	38	270	.2	25	207	.2	1.5
SU '00	58	1050	.4	1.9	74	513	.5	1.4	91	576	.6	2.4	74	574	.5	20	283	.1	1.6
SP '00	43	864	.3	1.3	74	406	.5	1.4	56	412	.4	1.4	35	361	.2	23	303	.1	1.5
WI '00	46	864	.3	1.4	63	402	.4	1.1	49	400	.3	1.3	57	482	.4	43	318	.3	3.0
4-Book	47	896	.3	1.5	68	437	.5	1.3	62	440	.4	1.6	51	422	.3	28	278	.2	1.9
FA '99	61	1030	.4	1.9	96	633	.6	1.8	81	521	.5	2.2	68	560	.4	37	343	.2	2.8
WCMA-FM																			
FA '00	166	2025	1.1	5.0	202	1008	1.3	3.7	253	1085	1.6	6.3	214	1284	1.4	93	805	.6	5.5
SU '00	66	1352	.4	2.1	74	558	.5	1.4	81	652	.5	2.1	75	641	.5	42	362	.3	3.3
SP '00	102	1842	.7	3.1	151	768	1.0	2.8	132	891	.9	3.3	119	850	.8	43	317	.3	2.9
WI '00	108	1753	.7	3.4	158	895	1.0	2.8	173	1020	1.1	4.5	110	765	.7	38	439	.2	2.6
4-Book	111	1743	.7	3.4	146	807	1.0	2.7	160	912	1.0	4.1	130	885	.9	54	481	.4	3.6
FA '99	126	2007	.8	4.0	145	906	.9	2.7	189	1046	1.2	5.0	136	994	.9	57	543	.4	4.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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-AM																				
FA '00	16	334	.1	.5	32	185	.2	.6	24	168	.2	.6	9	112	.1	.3	6	56	.4	.4
SU '00	21	270	.1	.7	64	191	.4	1.2	32	173	.2	.8	10	78	.1	.3	3	23	.2	.2
SP '00	13	229	.1	.4	45	150	.3	.8	17	105	.1	.4	7	64	.2	.2	1	21	.1	.1
WI '00	15	275	.1	.5	42	202	.3	.7	19	110	.1	.5	13	83	.1	.4	5	44	.3	.3
4-Book	16	277	.1	.5	46	182	.3	.8	23	139	.2	.6	10	84	.1	.3	4	36	.3	.3
FA '99	21	409	.1	.7	64	325	.4	1.2	25	191	.2	.7	10	123	.1	.3	6	60	.4	.4
WCMN-FM																				
FA '00	54	778	.3	1.6	82	437	.5	1.5	65	428	.4	1.6	58	401	.4	1.6	23	265	.1	1.4
SU '00	41	657	.3	1.3	52	329	.3	1.0	57	343	.4	1.5	50	367	.3	1.4	22	144	.1	1.7
SP '00	27	556	.2	.8	42	204	.3	.8	27	253	.2	.7	31	276	.2	.9	14	145	.1	.9
WI '00	51	732	.3	1.6	60	283	.4	1.1	101	386	.7	2.7	46	251	.3	1.3	10	107	.1	.7
4-Book	43	681	.3	1.3	59	313	.4	1.1	63	353	.4	1.6	46	324	.3	1.3	17	165	.1	1.2
FA '99	64	807	.4	2.0	103	425	.7	1.9	62	459	.4	1.6	65	415	.4	1.9	36	234	.2	2.7
WCOM-FM																				
FA '00	45	1044	.3	1.3	141	576	.9	2.6	41	358	.3	1.0	25	247	.2	.7	10	153	.1	.6
SU '00	40	925	.3	1.3	140	563	.9	2.6	43	432	.3	1.1	13	158	.1	.4	8	90	.1	.6
SP '00	51	1267	.3	1.6	127	672	.8	2.3	60	535	.4	1.5	39	352	.3	1.1	16	166	.1	1.1
WI '00	40	1089	.3	1.2	135	607	.9	2.4	34	410	.2	.9	23	311	.1	.6	13	201	.1	.9
4-Book	44	1081	.3	1.4	136	605	.9	2.5	45	434	.3	1.1	25	267	.2	.7	12	153	.1	.8
FA '99	38	1136	.2	1.2	123	610	.8	2.3	22	347	.1	.6	19	295	.1	.6	8	158	.1	.6
WCTA-FM																				
FA '00	54	605	.3	1.6	32	214	.2	.6	78	326	.5	1.9	47	265	.3	1.3	25	154	.2	1.5
SU '00	56	670	.4	1.8	37	257	.2	.7	83	459	.5	2.2	65	301	.4	1.9	20	203	.1	1.6
SP '00	44	721	.3	1.3	33	223	.2	.6	70	376	.5	1.7	51	374	.3	1.4	27	235	.2	1.8
WI '00	42	867	.3	1.3	38	225	.2	.7	67	419	.4	1.8	43	351	.3	1.2	26	244	.2	1.8
4-Book	49	716	.3	1.5	35	230	.2	.7	75	395	.5	1.9	52	323	.3	1.5	25	209	.2	1.7
FA '99	53	836	.3	1.7	64	304	.4	1.2	58	480	.4	1.5	61	327	.4	1.8	36	185	.2	2.7
WEGM-FM																				
FA '00	16	309	.1	.5	19	150	.1	.3	13	119	.1	.3	10	133	.1	.3	11	133	.1	.7
SU '00	12	455	.1	.4	13	173	.1	.2	9	143	.1	.2	17	109	.1	.5	3	73	.2	.2
SP '00	18	290	.1	.5	28	154	.2	.5	20	150	.1	.5	25	208	.2	.7	4	70	.3	.3
WI '00	22	395	.1	.7	29	227	.2	.5	20	192	.1	.5	35	257	.2	1.0	17	123	.1	1.2
4-Book	17	362	.1	.5	22	176	.2	.4	16	151	.1	.4	22	177	.2	.6	9	100	.1	.6
FA '99	19	293	.1	.6	24	135	.2	.4	28	180	.2	.7	23	139	.1	.7	3	26	.2	.2
WENA-AM																				
FA '00	19	136	.1	.6	32	92	.2	.6	29	74	.2	.7	7	23	.2	.2	11	38	.1	.7
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	15	409	.1	.4	15	199	.1	.3	17	157	.1	.4	19	165	.1	.5	17	119	.1	1.0
SU '00	28	594	.2	.9	54	297	.4	1.0	38	286	.2	1.0	19	201	.1	.5	17	165	.1	1.3
SP '00	28	675	.2	.9	71	423	.5	1.3	40	327	.3	1.0	14	227	.1	.4	5	125	.3	.3
WI '00	39	590	.3	1.2	59	359	.4	1.0	46	290	.3	1.2	37	182	.2	1.0	26	198	.2	1.8
4-Book	28	567	.2	.9	50	320	.4	.9	35	265	.2	.9	22	194	.1	.6	16	152	.1	1.1
FA '99	20	434	.1	.6	25	214	.2	.5	29	225	.2	.8	23	164	.1	.7	13	179	.1	1.0
WEXS-AM																				
FA '00	20	112	.1	.6	48	79	.3	.9	28	73	.2	.7	4	37	.1	.1	6	28	.4	.4
SU '00	3	27	.1	.1	6	27	.1	.1	5	17	.1	.1	2	17	.1	.1	10	10	.4	.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	
+WFDT-FM																				
FA '00	12	190	.1	.4	15	110	.1	.3	19	130	.1	.5	9	62	.1	.3	13	66	.1	.8
SU '00	12	173	.1	.4	10	46	.1	.2	20	85	.1	.5	9	67	.1	.3	4	43	.1	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	26	192	.2	.8	33	160	.2	.6	25	94	.2	.7	33	155	.2	.9	19	61	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	23	228	.1	.7	40	165	.3	.7	25	184	.2	.7	14	64	.1	.4	15	93	.1	1.1
WFID-FM																				
FA '00	168	2167	1.1	5.0	205	1076	1.3	3.7	251	992	1.6	6.2	189	1157	1.2	5.3	89	777	.6	5.3
SU '00	213	2487	1.4	6.8	299	1260	1.9	5.6	323	1292	2.1	8.5	263	1339	1.7	7.5	101	739	.7	7.9
SP '00	196	2308	1.3	6.0	261	1036	1.7	4.8	297	1255	1.9	7.4	262	1303	1.7	7.4	107	951	.7	7.2
WI '00	214	2473	1.4	6.6	259	1241	1.7	4.6	307	1203	2.0	8.1	277	1333	1.8	7.8	150	963	1.0	10.3
4-Book	198	2359	1.3	6.1	256	1153	1.7	4.7	295	1186	1.9	7.6	248	1283	1.6	7.0	112	858	.8	7.7
FA '99	164	2377	1.1	5.2	215	1162	1.4	4.0	207	1206	1.3	5.5	187	1265	1.2	5.5	96	906	.6	7.2
WIAC-AM																				
FA '00	18	323	.1	.5	40	216	.3	.7	31	138	.2	.8	13	56	.1	.4	7	49	.1	.4
SU '00	24	401	.2	.8	59	221	.4	1.1	34	177	.2	.9	14	57	.1	.4	5	33	.1	.4
SP '00	16	355	.1	.5	34	196	.2	.6	16	170	.1	.4	12	75	.1	.3	9	43	.1	.6
WI '00	23	404	.1	.7	53	200	.3	.9	23	199	.1	.6	28	153	.2	.8	10	114	.1	.7
4-Book	20	371	.1	.6	47	208	.3	.8	26	171	.2	.7	17	85	.1	.5	8	60	.1	.5
FA '99	21	411	.1	.7	45	235	.3	.8	24	152	.2	.6	16	114	.1	.5	5	98	.1	.4
WIAC-FM																				
FA '00	98	2006	.6	2.9	233	1126	1.5	4.2	105	776	.7	2.6	112	999	.7	3.1	28	398	.2	1.7
SU '00	130	2353	.8	4.2	263	1210	1.7	4.9	170	1079	1.1	4.5	118	847	.8	3.4	46	395	.3	3.6
SP '00	132	2209	.9	4.0	302	1262	2.0	5.5	145	852	.9	3.6	118	880	.8	3.3	58	670	.4	3.9
WI '00	127	2395	.8	3.9	274	1233	1.8	4.9	150	1030	1.0	3.9	127	907	.8	3.6	48	520	.3	3.3
4-Book	122	2241	.8	3.8	268	1208	1.8	4.9	143	934	.9	3.7	119	908	.8	3.4	45	496	.3	3.1
FA '99	137	2266	.9	4.4	265	1323	1.7	4.9	204	1092	1.3	5.4	140	1046	.9	4.1	29	439	.2	2.2
WIDA-AM																				
FA '00	6	67	.1	.2	2	32	.1	.2	7	32	.1	.2	5	35	.1	.2	11	33	.1	.7
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	13	282	.1	.4	22	126	.1	.4	20	136	.1	.5	6	113	.1	.2	5	82	.1	.3
SU '00	25	273	.2	.8	28	118	.2	.5	47	126	.3	1.2	23	141	.1	.7	14	82	.1	1.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	24	325	.2	.7	36	179	.2	.6	33	114	.2	.9	28	176	.2	.8	16	124	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	20	269	.1	.6	28	146	.2	.5	32	137	.2	.9	22	116	.1	.6	14	94	.1	1.0
WIOA-FM																				
FA '00	159	2167	1.0	4.7	239	1106	1.5	4.3	254	1133	1.6	6.3	136	968	.9	3.8	71	582	.5	4.2
SU '00	127	2305	.8	4.1	195	986	1.3	3.6	192	1121	1.3	5.1	126	990	.8	3.6	71	574	.5	5.5
SP '00	95	1840	.6	2.9	142	865	.9	2.6	141	957	.9	3.5	96	781	.6	2.7	43	446	.3	2.9
WI '00	82	1672	.5	2.5	150	868	1.0	2.7	121	715	.8	3.2	91	735	.6	2.6	40	443	.3	2.7
4-Book	116	1996	.7	3.6	182	956	1.2	3.3	177	982	1.2	4.5	112	869	.7	3.2	56	511	.4	3.8
FA '99	120	2072	.8	3.8	194	1034	1.3	3.6	174	985	1.1	4.6	142	1053	.9	4.2	45	566	.3	3.4
WIOB-FM																				
FA '00	84	989	.5	2.5	116	499	.7	2.1	121	484	.8	3.0	74	405	.5	2.1	57	386	.4	3.4
SU '00	46	653	.3	1.5	57	348	.4	1.1	68	317	.4	1.8	57	305	.4	1.6	20	158	.1	1.6
SP '00	59	728	.4	1.8	81	385	.5	1.5	85	461	.6	2.1	60	415	.4	1.7	28	164	.2	1.9
WI '00	52	788	.3	1.6	66	359	.4	1.2	73	433	.5	1.9	84	488	.5	2.4	12	189	.1	.8
4-Book	60	790	.4	1.9	80	398	.5	1.5	87	424	.6	2.2	69	403	.5	2.0	29	224	.2	1.9
FA '99	45	769	.3	1.4	68	433	.4	1.3	73	340	.5	1.9	42	311	.3	1.2	19	186	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WIOC-FM																				
FA '00	42	493	.3	1.3	64	248	.4	1.2	71	308	.5	1.8	38	280	.2	1.1	18	142	.1	1.1
SU '00	34	429	.2	1.1	33	190	.2	.6	28	186	.2	.7	40	216	.3	1.1	27	153	.2	2.1
SP '00	25	359	.2	.8	30	158	.2	.5	27	154	.2	.7	26	176	.2	.7	30	158	.2	2.0
WI '00	25	397	.2	.8	38	163	.2	.7	37	196	.2	1.0	22	124	.1	.6	9	129	.1	.6
4-Book	32	420	.2	1.0	41	190	.3	.8	41	211	.3	1.1	32	199	.2	.9	21	146	.2	1.5
FA '99	41	565	.3	1.3	81	401	.5	1.5	53	375	.3	1.4	40	284	.3	1.2	6	76		.4
WISA-AM																				
FA '00	17	128	.1	.5	26	115	.2	.5	42	69	.3	1.0	7	53		.2	7	85		.4
SU '00	2	62		.1	3	32		.1	5	42		.1					3	30		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	176		.2	14	133	.1	.3	5	71		.1	2	27		.1	8	79	.1	.6
WISO-AM																				
FA '00	* 16	154	.1	.5	20	74	.1	.4	12	94	.1	.3	15	67	.1	.4	* 17	43	.1	1.0
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	10	84	.1	.3	7	28		.1	14	54	.1	.3	7	31		.2	16	47	.1	1.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	102	1236	.6	3.0	288	892	1.8	5.2	68	395	.4	1.7	134	685	.9	3.8	30	206	.2	1.8
SU '00	92	1068	.6	2.9	266	699	1.7	5.0	93	553	.6	2.5	97	559	.6	2.8	18	172	.1	1.4
SP '00	92	1097	.6	2.8	230	679	1.5	4.2	93	507	.6	2.3	111	593	.7	3.1	26	192	.2	1.7
WI '00	78	1091	.5	2.4	194	705	1.3	3.4	79	455	.5	2.1	96	606	.6	2.7	24	180	.2	1.6
4-Book	91	1123	.6	2.8	245	744	1.6	4.5	83	478	.5	2.2	110	611	.7	3.1	25	188	.2	1.6
FA '99	76	897	.5	2.4	226	626	1.5	4.2	64	364	.4	1.7	86	484	.6	2.5	11	106	.1	.8
WKAQ-AM																				
FA '00	65	1420	.4	1.9	105	719	.7	1.9	27	279	.2	.7	128	677	.8	3.6	52	462	.3	3.1
SU '00	136	2087	.9	4.4	250	1194	1.6	4.7	107	710	.7	2.8	260	1062	1.7	7.4	96	760	.6	7.5
SP '00	102	1598	.7	3.1	188	952	1.2	3.4	94	558	.6	2.3	147	763	1.0	4.1	80	548	.5	5.4
WI '00	117	1786	.8	3.6	199	845	1.3	3.5	122	637	.8	3.2	198	971	1.3	5.6	66	545	.4	4.5
4-Book	105	1723	.7	3.3	186	928	1.2	3.4	88	546	.6	2.3	183	868	1.2	5.2	74	579	.5	5.1
FA '99	92	1695	.6	2.9	134	952	.9	2.5	69	680	.4	1.8	145	842	.9	4.3	105	657	.7	7.8
WKAQ-FM																				
FA '00	181	2960	1.1	5.4	212	1275	1.3	3.8	268	1521	1.7	6.6	198	1341	1.3	5.5	76	811	.5	4.5
SU '00	151	2597	1.0	4.8	182	1157	1.2	3.4	215	1220	1.4	5.7	182	1237	1.2	5.2	41	563	.3	3.2
SP '00	167	3241	1.1	5.1	214	1354	1.4	3.9	275	1826	1.8	6.9	178	1564	1.2	5.0	49	761	.3	3.3
WI '00	121	2639	.8	3.8	116	898	.8	2.1	162	1304	1.1	4.3	162	1171	1.1	4.6	55	675	.4	3.8
4-Book	155	2859	1.0	4.8	181	1171	1.2	3.3	230	1468	1.5	5.9	180	1328	1.2	5.1	55	703	.4	3.7
FA '99	151	3007	1.0	4.8	188	1300	1.2	3.5	234	1482	1.5	6.2	155	1256	1.0	4.6	60	737	.4	4.5
WKFE-AM																				
FA '00	4	97		.1	13	83	.1	.2	5	30		.1	1	14						
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	60		.1	9	46	.1	.2	3	30		.1								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 9	190	.1	.3	23	88	.1	.4	10	55	.1	.2	9	58	.1	.3	* 1	30		.1
SU '00	9	202	.1	.3	19	70	.1	.4	11	49	.1	.3	5	47		.1	1	21		.1
SP '00	5	185		.2	8	48	.1	.1	5	41		.1	7	54		.2	2	37		.1
WI '00	5	191		.2	6	65		.1	5	62		.1	9	70	.1	.3	4	21		.3
4-Book	7	192	.1	.3	14	68	.1	.3	8	52	.1	.2	8	57	.1	.2	2	27	.2	.2
FA '99	7	179		.2	17	99	.1	.3	3	24		.1	14	95	.1	.4	3	30		.2

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	
WKSA-FM																				
FA '00	23	458	.1	.7	31	186	.2	.6	25	210	.2	.6	20	199	.1	.6	26	207	.2	1.5
SU '00	16	258	.1	.5	23	192	.1	.4	14	101	.1	.4	11	30	.1	.3	**	**	**	**
SP '00	47	547	.3	1.4	65	361	.4	1.2	42	238	.3	1.0	19	90	.1	.5	**	**	**	**
WI '00	42	351	.3	1.3	61	226	.4	1.1	38	230	.2	1.0	8	47	.1	.2	**	**	**	**
4-Book	32	404	.2	1.0	45	241	.3	.8	30	195	.2	.8	15	92	.1	.4	**	**	**	**
FA '99	39	444	.3	1.2	47	233	.3	.9	47	216	.3	1.3	10	27	.1	.3	**	**	**	**
WKVM-AM																				
FA '00	11	218	.1	.3	29	69	.2	.5	12	67	.1	.3	12	50	.1	.3	6	71	.1	.4
SU '00	9	145	.1	.3	6	44	.1	.1	1	20	.1	.1	6	24	.1	.2	11	37	.1	.9
SP '00	12	267	.1	.4	6	55	.1	.1	6	35	.1	.1	12	96	.1	.3	19	141	.1	1.3
WI '00	13	243	.1	.4	28	138	.2	.5	13	79	.1	.3	8	91	.1	.2	6	60	.1	.4
4-Book	11	218	.1	.4	17	77	.1	.3	8	50	.1	.2	10	65	.1	.3	11	77	.1	.8
FA '99	7	241	.1	.2	7	67	.1	.1	6	99	.1	.2	6	47	.1	.2	7	93	.1	.5
WLUZ-AM																				
FA '00	8	138	.1	.2	20	90	.1	.4	13	45	.1	.3	5	33	.1	.1	6	58	.1	.4
SU '00	4	95	.1	.1	17	50	.1	.3	4	42	.1	.1	1	12	.1	.1	1	12	.1	.1
SP '00	8	166	.1	.2	20	92	.1	.4	4	59	.1	.1	4	33	.1	.1	13	45	.1	.9
WI '00	9	86	.1	.3	22	45	.1	.4	18	34	.1	.5	3	27	.1	.1	5	26	.1	.3
4-Book	7	121	.1	.2	20	69	.1	.4	10	45	.1	.3	3	26	.1	.1	5	26	.1	.3
FA '99	7	132	.1	.2	33	108	.2	.6	2	29	.1	.1	1	10	.1	.1	1	10	.1	.1
WMEG-FM																				
FA '00	75	1867	.5	2.2	113	858	.7	2.0	66	709	.4	1.6	108	1014	.7	3.0	40	525	.3	2.4
SU '00	102	1730	.7	3.3	121	814	.8	2.3	92	725	.6	2.4	164	989	1.1	4.7	54	447	.4	4.2
SP '00	118	2107	.8	3.6	127	1043	.8	2.3	105	886	.7	2.6	215	1307	1.4	6.0	57	623	.4	3.8
WI '00	84	1552	.5	2.6	85	510	.6	1.5	115	504	.7	3.0	129	788	.8	3.6	25	366	.2	1.7
4-Book	95	1814	.6	2.9	112	806	.7	2.0	95	706	.6	2.4	154	1025	1.0	4.3	44	490	.3	3.0
FA '99	97	1788	.6	3.1	121	654	.8	2.3	78	629	.5	2.1	129	941	.8	3.8	58	468	.4	4.3
WNEL-AM																				
FA '00	13	167	.1	.4	18	96	.1	.3	8	56	.1	.2	9	58	.1	.3	7	41	.1	.4
SU '00	4	129	.1	.1	19	110	.1	.4	1	19	.1	.1	1	19	.1	.1	3	17	.1	.2
SP '00	10	245	.1	.3	13	93	.1	.2	12	46	.1	.3	7	59	.1	.2	8	86	.1	.5
WI '00	13	174	.1	.4	14	86	.1	.2	21	88	.1	.6	13	88	.1	.4	8	48	.1	.5
4-Book	10	179	.1	.3	16	96	.1	.3	10	48	.1	.3	8	56	.1	.2	7	48	.1	.4
FA '99	2	105	.1	.1	5	26	.1	.1	1	22	.1	.1	4	55	.1	.1	4	55	.1	.1
WNRT-FM																				
FA '00	26	455	.2	.8	41	228	.3	.7	21	234	.1	.5	17	155	.1	.5	28	171	.2	1.7
SU '00	36	561	.2	1.2	52	291	.3	1.0	35	227	.2	.9	29	261	.2	.8	41	232	.3	3.2
SP '00	56	899	.4	1.7	104	548	.7	1.9	68	470	.4	1.7	43	300	.3	1.2	24	233	.2	1.6
WI '00	91	788	.6	2.8	141	464	.9	2.5	109	413	.7	2.9	103	348	.7	2.9	66	269	.4	4.5
4-Book	52	676	.4	1.6	85	383	.6	1.5	58	336	.4	1.5	48	266	.3	1.4	40	226	.3	2.8
FA '99	51	677	.3	1.6	70	422	.5	1.3	56	425	.4	1.5	68	408	.4	2.0	31	267	.2	2.3
WORO-FM																				
FA '00	64	1214	.4	1.9	34	311	.2	.6	74	524	.5	1.8	49	374	.3	1.4	39	333	.2	2.3
SU '00	98	1155	.6	3.1	72	412	.5	1.3	111	569	.7	2.9	90	488	.6	2.6	**	**	**	**
SP '00	106	1569	.7	3.2	114	641	.7	2.1	145	601	.9	3.6	95	551	.6	2.7	32	294	.2	2.1
WI '00	73	1320	.5	2.3	83	504	.5	1.5	66	447	.4	1.7	67	443	.4	1.9	43	265	.3	3.0
4-Book	85	1315	.6	2.6	76	467	.5	1.4	99	535	.6	2.5	75	464	.5	2.2	**	**	**	**
FA '99	80	1451	.5	2.5	77	548	.5	1.4	118	636	.8	3.1	89	634	.6	2.6	21	259	.1	1.6
WOSO-AM																				
FA '00	26	232	.2	.8	59	217	.4	1.1	37	154	.2	.9	30	147	.2	.8	6	56	.1	.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	196	.1	.3	27	153	.2	.5	9	138	.1	.2	5	85	.1	.1	6	72	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-54

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WDOE-FM																				
FA '00	49	1242	.3	1.5	100	610	.6	1.8	35	415	.2	.9	55	400	.3	1.5	21	230	.1	1.2
SU '00	48	933	.3	1.5	82	402	.5	1.5	57	478	.4	1.5	45	377	.3	1.3	18	135	.1	1.4
SP '00	59	1150	.4	1.8	115	592	.7	2.1	64	544	.4	1.6	62	516	.4	1.7	26	275	.2	1.7
WI '00	55	1121	.4	1.7	95	540	.6	1.7	58	514	.4	1.5	63	445	.4	1.8	21	212	.1	1.4
4-Book	53	1112	.4	1.6	98	536	.6	1.8	54	488	.4	1.4	56	435	.4	1.6	22	213	.1	1.4
FA '99	65	1390	.4	2.1	108	678	.7	2.0	92	694	.6	2.4	67	564	.4	2.0	24	340	.2	1.8
WPAB-AM																				
FA '00	14	250	.1	.4	20	87	.1	.4	13	143	.1	.3	13	53	.1	.4	16	46	.1	.9
SU '00	29	403	.2	.9	81	231	.5	1.5	29	240	.2	.8	19	118	.1	.5	17	72	.1	1.3
SP '00	21	359	.1	.6	32	153	.2	.6	45	146	.3	1.1	17	150	.1	.5	8	63	.1	.5
WI '00	20	450	.1	.6	21	187	.1	.4	35	245	.2	.9	13	116	.1	.4	18	95	.1	1.2
4-Book	21	366	.1	.6	39	165	.2	.7	31	194	.2	.8	16	109	.1	.5	15	69	.1	1.0
FA '99	23	396	.1	.7	45	285	.3	.8	21	170	.1	.6	28	127	.2	.8	16	135	.1	1.2
WPRM-FM																				
FA '00	453	4576	2.9	13.5	1172	3293	7.4	21.2	374	1642	2.4	9.3	571	2520	3.6	16.0	138	914	.9	8.2
SU '00	343	3911	2.2	11.0	1013	2849	6.6	18.9	305	1423	2.0	8.1	424	2097	2.8	12.1	50	531	.3	3.9
SP '00	387	4330	2.5	11.8	1013	2834	6.6	18.5	328	1777	2.1	8.2	541	2666	3.5	15.2	94	711	.6	6.3
WI '00	400	4460	2.6	12.4	1187	3260	7.7	21.1	270	1581	1.8	7.1	498	2443	3.2	14.0	82	777	.5	5.6
4-Book	396	4319	2.6	12.2	1096	3059	7.1	19.9	319	1606	2.1	8.2	509	2432	3.3	14.3	91	733	.6	6.0
FA '99	419	4487	2.7	13.3	1056	3121	6.9	19.7	323	1697	2.1	8.6	609	2819	4.0	17.9	82	805	.5	6.1
WPRP-AM																				
FA '00	8	102	.1	.2	7	33	.1	.2	19	62	.1	.5	1	9	.1	.2	1	14	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	12	165	.1	.4	18	43	.1	.3	17	92	.1	.4	12	102	.1	.3	1	22	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	8	179	.1	.2	14	62	.1	.3	7	89	.2	.2	8	45	.1	.2	9	65	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	34	365	.2	1.0	113	271	.7	2.0	20	123	.1	.5	37	136	.2	1.0	12	44	.1	.7
SU '00	48	622	.3	1.5	132	441	.9	2.5	37	230	.2	1.0	62	270	.4	1.8	8	108	.1	.6
SP '00	48	419	.3	1.5	130	361	.8	2.4	41	172	.3	1.0	48	215	.3	1.3	1	24	.1	.1
WI '00	43	590	.3	1.3	122	439	.8	2.2	38	245	.2	1.0	49	259	.3	1.4	5	60	.3	.3
4-Book	43	499	.3	1.3	124	378	.8	2.3	34	193	.2	.9	49	220	.3	1.4	7	59	.1	.4
FA '99	43	557	.3	1.4	96	364	.6	1.8	57	303	.4	1.5	56	309	.4	1.6	10	88	.1	.7
WTPM-FM																				
FA '00	* 10	186	.1	.3	10	76	.1	.2	7	65	.2	.2	7	91	.2	.2	* 2	23	.1	.1
SU '00	14	200	.1	.4	13	107	.1	.2	27	119	.2	.7	11	80	.1	.3	9	70	.1	.7
SP '00	14	149	.1	.4	9	50	.1	.2	8	57	.1	.2	12	87	.1	.3	20	77	.1	1.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	26	263	.2	.8	31	220	.2	.6	22	80	.1	.6	30	127	.2	.9	19	123	.1	1.4
WUQJ-FM																				
FA '00	53	830	.3	1.6	39	318	.2	.7	80	420	.5	2.0	68	518	.4	1.9	33	257	.2	2.0
SU '00	35	747	.2	1.1	41	267	.3	.8	37	314	.2	1.0	32	298	.2	.9	16	160	.1	1.3
SP '00	60	978	.4	1.8	58	397	.4	1.1	94	505	.6	2.3	68	442	.4	1.9	25	318	.2	1.7
WI '00	80	835	.5	2.5	86	427	.6	1.5	145	460	.9	3.8	90	418	.6	2.5	29	207	.2	2.0
4-Book	57	848	.4	1.8	56	352	.4	1.0	89	425	.6	2.3	65	419	.4	1.8	26	236	.2	1.8
FA '99	39	771	.3	1.2	41	396	.3	.8	59	466	.4	1.6	48	346	.3	1.4	13	151	.1	1.0

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 25-54																				
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 '00	22	465	.1	.7	43	322	.3	.8	22	159	.1	.5	18	141	.1	.5	21	129	.1	1.2
SU '00	26	414	.2	.8	72	321	.5	1.3	27	175	.2	.7	29	174	.2	.8	6	68		.5
SP '00	22	519	.1	.7	35	291	.2	.6	29	222	.2	.7	15	148	.1	.4	27	224	.2	1.8
WI '00	23	507	.1	.7	55	323	.4	1.0	34	275	.2	.9	16	105	.1	.4	4	51		.3
4-Book	23	476	.1	.7	51	314	.4	.9	28	208	.2	.7	20	142	.1	.5	15	118	.1	1.0
FA '99	34	590	.2	1.1	83	342	.5	1.5	33	260	.2	.9	22	204	.1	.6	30	181	.2	2.2
WVJP-FM																				
FA '00	73	1031	.5	2.2	84	417	.5	1.5	101	508	.6	2.5	77	496	.5	2.2	42	303	.3	2.5
SU '00	38	877	.2	1.2	35	360	.2	.7	52	467	.3	1.4	39	385	.3	1.1	13	170	.1	1.0
SP '00	51	876	.3	1.6	57	399	.4	1.0	80	519	.5	2.0	48	405	.3	1.3	22	251	.1	1.5
WI '00	51	851	.3	1.6	50	306	.3	.9	69	473	.4	1.8	61	378	.4	1.7	27	182	.2	1.9
4-Book	53	909	.3	1.7	57	371	.4	1.0	76	492	.5	1.9	56	416	.4	1.6	26	227	.2	1.7
FA '99	68	1091	.4	2.2	93	489	.6	1.7	126	482	.8	3.4	85	529	.6	2.5	27	346	.2	2.0
WVOZ-FM																				
FA '00	26	682	.2	.8	30	293	.2	.5	34	257	.2	.8	32	255	.2	.9	23	231	.1	1.4
SU '00	15	368	.1	.5	6	70		.1	16	153	.1	.4	19	156	.1	.5	6	85		.5
SP '00	7	309		.2	2	32			7	120		.2	3	71		.1	3	53		.2
WI '00	11	220	.1	.3	5	30		.1	8	90	.1	.2	8	59	.1	.2	18	93	.1	1.2
4-Book	15	395	.1	.5	11	106	.1	.2	16	155	.1	.4	16	135	.1	.4	13	116	.1	.8
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 7	107		.2	17	52	.1	.3	3	27		.1	3	23		.1	* 2	23		.1
SU '00	10	217	.1	.3	10	65	.1	.2	13	111	.1	.3	12	82	.1	.3	7	37		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	183	.1	.4	16	83	.1	.3	11	88	.1	.3	8	61	.1	.2	3	15		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	248	.1	.3	11	122	.1	.2	12	93	.1	.3	5	72		.1	3	26		.2
WXYX-FM																				
FA '00	91	1651	.6	2.7	165	769	1.0	3.0	90	669	.6	2.2	130	724	.8	3.6	47	369	.3	2.8
SU '00	89	1313	.6	2.8	192	653	1.3	3.6	98	597	.6	2.6	118	532	.8	3.4	23	270	.1	1.8
SP '00	56	1373	.4	1.7	103	593	.7	1.9	52	539	.3	1.3	106	647	.7	3.0	10	233	.1	.7
WI '00	90	1587	.6	2.8	208	870	1.4	3.7	101	693	.7	2.7	102	679	.7	2.9	24	290	.2	1.6
4-Book	82	1481	.6	2.5	167	721	1.1	3.1	85	625	.6	2.2	114	646	.8	3.2	26	291	.2	1.7
FA '99	90	1732	.6	2.9	182	706	1.2	3.4	111	759	.7	3.0	84	647	.5	2.5	46	455	.3	3.4
WYQE-FM																				
FA '00	19	172	.1	.6	41	106	.3	.7	26	86	.2	.6	16	82	.1	.4	3	46		.2
SU '00	10	186	.1	.3	14	93	.1	.3	12	117	.1	.3	12	100	.1	.3	4	61		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	17	218	.1	.5	46	128	.3	.8	17	78	.1	.4	5	42		.1	8	42	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	19	264	.1	.6	30	150	.2	.6	30	112	.2	.8	14	121	.1	.4	10	74	.1	.7
WZAR-FM																				
FA '00	114	1359	.7	3.4	152	612	1.0	2.8	173	752	1.1	4.3	137	714	.9	3.8	66	501	.4	3.9
SU '00	115	1556	.7	3.7	138	814	.9	2.6	179	805	1.2	4.7	133	809	.9	3.8	65	491	.4	5.1
SP '00	99	1162	.6	3.0	111	524	.7	2.0	163	700	1.1	4.1	122	686	.8	3.4	28	319	.2	1.9
WI '00	69	1030	.4	2.1	97	531	.6	1.7	81	430	.5	2.1	94	559	.6	2.6	41	411	.3	2.8
4-Book	99	1277	.6	3.1	125	620	.8	2.3	149	672	1.0	3.8	122	692	.8	3.4	50	431	.3	3.4
FA '99	52	887	.3	1.7	71	397	.5	1.3	65	398	.4	1.7	60	420	.4	1.8	29	233	.2	2.2
WZMT-FM																				
FA '00	16	229	.1	.5	11	82	.1	.2	19	108	.1	.5	20	93	.1	.6	4	30		.2
SU '00	28	346	.2	.9	27	116	.2	.5	42	128	.3	1.1	50	191	.3	1.4	4	58		.3
SP '00	32	341	.2	1.0	44	138	.3	.8	40	205	.3	1.0	28	215	.2	.8	39	166	.3	2.6
WI '00	24	334	.2	.7	29	125	.2	.5	20	141	.1	.5	32	151	.2	.9	22	94	.1	1.5
4-Book	25	313	.2	.8	28	115	.2	.5	30	146	.2	.8	33	163	.2	.9	17	87	.1	1.2
FA '99	25	276	.2	.8	24	129	.2	.4	41	174	.3	1.1	20	166	.1	.6	7	53		.5

** Station(s) not reported this survey.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-54

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WZNT-FM																				
FA '00	169	2219	1.1	5.0	173	991	1.1	3.1	200	1076	1.3	5.0	161	1029	1.0	4.5	101	588	.6	6.0
SU '00	173	2272	1.1	5.5	186	911	1.2	3.5	225	1037	1.5	6.0	190	1163	1.2	5.4	74	638	.5	5.8
SP '00	209	2527	1.4	6.4	223	1079	1.5	4.1	281	1254	1.8	7.0	200	1168	1.3	5.6	79	687	.5	5.3
WI '00	186	2414	1.2	5.8	205	1001	1.3	3.6	296	1270	1.9	7.8	200	1224	1.3	5.6	59	724	.4	4.0
4-Book	184	2358	1.2	5.7	197	996	1.3	3.6	251	1159	1.6	6.5	188	1146	1.2	5.3	78	659	.5	5.3
FA '99	164	2248	1.1	5.2	167	964	1.1	3.1	179	946	1.2	4.8	189	1094	1.2	5.6	60	612	.4	4.5
TOTALS																				
FA '00	3348	15177	21.2		5523	14180	35.0		4035	11494	25.6		3571	12633	22.7		1690	8162	10.7	
SU '00	3126	14846	20.4		5367	13641	35.0		3780	11812	24.6		3508	12074	22.9		1280	7378	8.3	
SP '00	3276	14846	21.4		5465	13620	35.6		4010	11860	26.1		3559	12302	23.2		1493	7718	9.7	
WI '00	3221	14955	21.0		5637	13666	36.8		3804	11686	24.8		3559	12154	23.2		1457	8026	9.5	
4-Book	3243	14956	21.0		5498	13777	35.6		3907	11713	25.3		3549	12291	23.0		1480	7821	9.6	
FA '99	3143	14942	20.5		5360	13749	35.0		3760	11488	24.5		3402	12313	22.2		1341	7856	8.7	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

		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 '00	10	163	.1	.2	16	220	.1	.6	23	74	.1	.7	33	86	.2	.8	3	12		.1	
	4-Book	13	156	.1	.3	13	142	.1	.5	20	53	.1	.7	19	56	.1	.5	10	31	.1	.4	
WAEL-AM	FA '00	10	202	.1	.2	11	126	.1	.4	40	79	.3	1.3	10	18	.1	.2	8	28	.1	.3	
	4-Book	15	209	.1	.4	14	145	.1	.6	31	71	.2	1.1	12	37	.1	.3	7	18	.1	.3	
WAEL-FM	FA '00	44	636	.3	1.0	23	287	.1	.9	18	53	.1	.6	56	113	.4	1.3	6	42		.2	
	4-Book	39	515	.3	.9	**	**	**	**	20	52	.1	.7	46	116	.3	1.2	16	48	.1	.6	
WALO-AM	FA '00	8	60	.1	.2	1	20							2	12							
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00	46	513	.3	1.1	* 23	280	.1	.9	40	86	.3	1.3	22	74	.1	.5	23	40	.1	.8	
	4-Book	65	610	.4	1.6	28	299	.2	1.1	57	134	.4	2.0	31	100	.2	.8	22	54	.1	.8	
WBRQ-FM	FA '00	26	335	.2	.6	21	276	.1	.8	33	83	.2	1.1	32	119	.2	.7	33	68	.2	1.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	50	684	.3	1.1	31	306	.2	1.2	30	105	.2	1.0	59	128	.4	1.4	42	96	.3	1.4	
	4-Book	60	753	.4	1.4	36	426	.2	1.4	35	106	.2	1.2	75	203	.5	1.9	42	137	.3	1.5	
WCMA-FM	FA '00	225	1741	1.4	5.2	110	1184	.7	4.1	99	331	.6	3.2	265	753	1.7	6.2	182	410	1.2	6.1	
	4-Book	146	1463	1.0	3.4	85	956	.5	3.4	89	281	.6	3.0	177	514	1.2	4.4	126	304	.8	4.5	
WCMN-AM	FA '00	22	303	.1	.5	11	145	.1	.4	15	58	.1	.5	17	57	.1	.4	4	11		.1	
	4-Book	26	251	.2	.6	8	121	.1	.3	24	72	.2	.8	13	54	.1	.3	5	11		.2	
WCMN-FM	FA '00	68	630	.4	1.6	50	487	.3	1.9	47	132	.3	1.5	47	134	.3	1.1	66	143	.4	2.2	
	4-Book	57	540	.4	1.4	37	364	.3	1.5	52	126	.3	1.8	50	134	.3	1.3	47	110	.3	1.7	
WCOM-FM	FA '00	67	845	.4	1.5	28	395	.2	1.0	61	113	.4	2.0	51	165	.3	1.2	31	94	.2	1.0	
	4-Book	67	899	.4	1.5	26	373	.2	1.0	46	116	.3	1.6	55	162	.3	1.4	32	95	.2	1.2	
WCTA-FM	FA '00	54	443	.3	1.2	74	459	.5	2.8	39	99	.2	1.3	126	250	.8	2.9	127	252	.8	4.2	
	4-Book	55	550	.3	1.3	56	427	.4	2.2	34	94	.2	1.2	107	241	.7	2.7	86	197	.6	3.1	
WEGM-FM	FA '00	14	210	.1	.3	22	208	.1	.8	19	41	.1	.6	38	120	.2	.9	14	48	.1	.5	
	4-Book	20	283	.2	.5	19	198	.1	.8	16	51	.1	.6	26	79	.2	.6	26	88	.2	.9	
WENA-AM	FA '00	23	110	.1	.5	15	93	.1	.6	22	32	.1	.7	17	45	.1	.4	12	24	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM	FA '00	17	326	.1	.4	11	208	.1	.4	15	62	.1	.5	26	70	.2	.6	6	23		.2	
	4-Book	36	472	.2	.9	21	272	.1	.9	18	71	.1	.6	35	86	.2	.9	25	69	.2	.9	
WEXS-AM	FA '00	27	90	.2	.6	17	64	.1	.6	26	35	.2	.8	24	56	.2	.6	10	14	.1	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	15	164	.1	.3	5	106		.2	1	6			1	13			4	27		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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			
WFID-FM	FA '00	218	1680	1.4	5.0	132	1129	.8	4.9	140	399	.9	4.6	233	500	1.5	5.4	130	337	.8	4.3	
4-Book		268	1905	1.7	6.3	130	1225	.9	5.2	106	310	.7	3.6	213	520	1.4	5.3	146	377	.9	5.3	
WIAC-AM	FA '00	28	291	.2	.6	6	108	.1	.2	16	54	.1	.5	2	21							
4-Book		30	291	.2	.7	12	143	.1	.5	22	61	.2	.8	12	48	.1	.3	11	20	.1	.4	
WIAC-FM	FA '00	146	1696	.9	3.4	61	753	.4	2.3	62	154	.4	2.0	80	244	.5	1.9	80	207	.5	2.7	
4-Book		174	1867	1.1	4.1	83	960	.6	3.3	88	255	.6	3.0	147	414	1.0	3.7	110	271	.7	4.0	
WIDA-AM	FA '00	5	44		.1	5	44		.2	2	13		.1									
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM	WQQZ-FM	FA '00	16	232	.1	.4	11	138	.1	.4	18	33	.1	.6	31	81	.2	.7	6	37		.2
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM	FA '00	213	1735	1.4	4.9	122	1261	.8	4.6	141	385	.9	4.6	223	556	1.4	5.2	129	378	.8	4.3	
4-Book		159	1594	1.0	3.7	80	928	.5	3.2	94	289	.6	3.2	159	429	1.0	3.9	89	251	.6	3.1	
WIOB-FM	FA '00	105	758	.7	2.4	65	527	.4	2.4	26	74	.2	.8	97	227	.6	2.3	70	151	.4	2.3	
4-Book		79	659	.5	1.9	48	395	.3	1.9	37	98	.3	1.2	87	187	.6	2.2	64	144	.4	2.3	
WIOC-FM	FA '00	59	440	.4	1.4	27	222	.2	1.0	25	59	.2	.8	48	116	.3	1.1	23	48	.1	.8	
4-Book		38	330	.3	.9	27	223	.2	1.1	27	71	.2	.9	37	89	.3	.9	29	66	.2	1.1	
WISA-AM	FA '00	26	115	.2	.6	8	102	.1	.3					10	46	.1	.2	4	16		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISO-AM	FA '00	15	144	.1	.3	* 17	48	.1	.6	21	26	.1	.7	31	40	.2	.7	22	40	.1	.7	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM	FA '00	156	1125	1.0	3.6	56	492	.4	2.1	91	186	.6	3.0	58	167	.4	1.3	51	130	.3	1.7	
4-Book		141	1025	.9	3.3	48	426	.3	1.9	70	144	.5	2.4	74	182	.5	1.8	57	145	.4	2.0	
WKAQ-AM	FA '00	82	1226	.5	1.9	43	604	.3	1.6	82	293	.5	2.7	72	222	.5	1.7	45	144	.3	1.5	
4-Book		147	1541	1.0	3.4	51	690	.3	2.0	110	352	.7	3.8	86	234	.6	2.1	31	93	.2	1.1	
WKAQ-FM	FA '00	229	2362	1.5	5.3	167	1665	1.1	6.3	189	560	1.2	6.2	343	765	2.2	8.0	171	440	1.1	5.7	
4-Book		200	2329	1.3	4.7	144	1487	1.0	5.7	159	461	1.0	5.5	312	734	2.0	7.7	159	412	1.0	5.7	
WKFE-AM	FA '00	6	97		.1	2	23		.1	9	23	.1	.3	2	9							
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM	FA '00	14	166	.1	.3	* 5	80		.2	18	45	.1	.6	12	15	.1	.3					
4-Book		10	136	.1	.3	5	89		.2	17	36	.1	.6	10	31	.1	.3	2	3		.1	
WKSA-FM	FA '00	26	308	.2	.6	17	230	.1	.6	10	32	.1	.3	35	97	.2	.8	20	55	.1	.7	
4-Book		35	326	.2	.8	25	207	.2	1.0	27	79	.2	.9	37	96	.2	.9	11	22	.1	.4	
WKVM-AM	FA '00	17	117	.1	.4	5	84		.2	5	13		.2					3	14		.1	
4-Book		11	125	.1	.3	12	118	.1	.5	9	26	.1	.3	4	11		.1	4	16		.2	

Target Listener Estimates - 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 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	
WLUZ-AM FA '00 4-Book	12 11	102 100	.1 .1	.3 .3	2 3	72 52	.1 .1	3 2	18 8	.1 .1	10 5	38 18	.1 .1	.2 .1	1 6				.1	
WMEG-FM FA '00 4-Book	93 118	1493 1481	.6 .8	2.1 2.8	67 88	923 938	.4 .6	2.5 3.5	62 69	183 199	.4 .5	2.0 2.4	84 117	277 307	.5 .8	2.0 2.9	69 122	245 299	.4 .8	2.3 4.4
WNEL-AM FA '00 4-Book	12 11	122 127	.1 .1	.3 .3	19 10	75 76	.1 .1	.7 .4	19 15	55 40	.1 .1	.6 .5	31 13	44 23	.2 .1	.7 .3	28 9	44 18	.2 .1	.9 .3
WNRT-FM FA '00 4-Book	26 63	409 563	.2 .4	.6 1.5	24 41	257 393	.2 .3	.9 1.6	38 60	107 153	.2 .4	1.2 2.1	42 57	114 168	.3 .4	1.0 1.4	17 33	49 83	.1 .2	.6 1.2
WORO-FM FA '00 4-Book	54 85	737 825	.3 .6	1.2 2.0	100 110	849 906	.6 .7	3.7 4.4	52 76	140 202	.3 .5	1.7 2.6	67 110	169 240	.4 .7	1.6 2.7	85 74	206 168	.5 .5	2.8 2.6
WOSO-AM FA '00 4-Book	42 **	220 **	.3 **	1.0 **	11 **	83 **	.1 **	.4 **	23 **	59 **	.1 **	.7 **	22 **	30 **	.1 **	.5 **	1 **	18 **	** **	** **
WOYE-FM FA '00 4-Book	61 68	968 924	.4 .5	1.4 1.6	47 47	571 556	.3 .3	1.8 1.9	44 48	106 122	.3 .3	1.4 1.6	72 81	252 228	.5 .5	1.7 2.0	56 64	149 161	.4 .4	1.9 2.3
WPAB-AM FA '00 4-Book	15 28	202 305	.1 .2	.3 .7	11 13	107 151	.1 .1	.4 .5	20 21	73 52	.1 .1	.7 .8	15 13	62 38	.1 .1	.3 .3	7 7	29 24	.1 .1	.2 .2
WPRM-FM FA '00 4-Book	680 617	4242 4021	4.3 4.0	15.6 14.3	263 209	1869 1715	1.7 1.4	9.8 8.3	411 341	798 720	2.6 2.2	13.4 11.6	448 338	982 783	2.8 2.2	10.4 8.3	305 240	686 571	1.9 1.5	10.2 8.6
WPRP-AM FA '00 4-Book	10 **	88 **	.1 **	.2 **	9 **	61 **	.1 **	.3 **	3 **	8 **	.1 **	.1 **	10 **	17 **	.1 **	.2 **	** **	** **	** **	** **
WQBS-AM FA '00 4-Book	16 **	155 **	.1 **	.4 **	12 **	81 **	.1 **	.4 **	9 **	15 **	.1 **	.3 **	28 **	55 **	.2 **	.7 **	6 **	25 **	** **	.2 **
WRIO-FM FA '00 4-Book	54 66	328 464	.3 .4	1.2 1.6	12 27	123 234	.1 .2	.4 1.1	26 47	34 98	.2 .3	.8 1.6	30 39	67 109	.2 .3	.7 1.0	3 25	10 52	.1 .2	.1 1.0
WTPM-FM FA '00 4-Book	8 **	135 **	.1 **	.2 **	* 18 **	89 **	.1 **	.7 **	41 **	67 **	.3 **	1.3 **	42 **	59 **	.3 **	1.0 **	30 **	47 **	.2 **	1.0 **
WUKQ-FM FA '00 4-Book	63 71	743 654	.4 .5	1.4 1.7	47 52	392 499	.3 .4	1.8 2.1	38 42	117 131	.2 .3	1.2 1.4	83 98	219 231	.5 .6	1.9 2.4	55 81	154 205	.3 .5	1.8 2.9
WUNO-AM FA '00 4-Book	27 33	437 419	.2 .2	.6 .8	13 12	179 175	.1 .1	.5 .5	8 20	32 59	.1 .1	.3 .7	8 13	55 54	.1 .1	.2 .3	13 13	34 25	.1 .1	.4 .5
WVJP-FM FA '00 4-Book	89 64	780 724	.6 .4	2.0 1.5	67 53	541 471	.4 .3	2.5 2.1	80 56	213 165	.5 .4	2.6 1.9	106 86	235 221	.7 .6	2.5 2.2	72 58	164 120	.5 .4	2.4 2.1
WVOZ-FM FA '00 4-Book	32 14	489 247	.2 .1	.7 .3	15 16	290 211	.1 .1	.6 .7	22 12	114 56	.1 .1	.7 .4	11 16	50 65	.1 .1	.3 .4	15 8	63 22	.1 .1	.5 .3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WXEV-AM																			
FA '00	7	67	.2	* 8	67	.1	.3	13	35	.1	.4	3	13	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '00	125	1368	.8	59	672	.4	2.2	56	163	.4	1.8	92	304	.6	2.1	87	215	.6	2.9
4-Book	119	1222	.8	51	606	.4	2.1	41	120	.3	1.4	93	267	.6	2.3	63	162	.4	2.2
WYQE-FM																			
FA '00	27	158	.2	16	72	.1	.6	26	53	.2	.8	26	47	.2	.6	9	19	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '00	155	1077	1.0	74	613	.5	2.8	92	196	.6	3.0	129	266	.8	3.0	80	217	.5	2.7
4-Book	133	1050	.9	73	663	.5	2.9	88	246	.6	3.0	140	308	.9	3.4	72	197	.5	2.6
WZMT-FM																			
FA '00	17	168	.1	22	146	.1	.8	23	52	.1	.7	44	90	.3	1.0	26	50	.2	.9
4-Book	30	227	.2	21	178	.1	.9	21	58	.2	.7	40	82	.3	1.0	28	75	.2	1.0
WZNT-FM																			
FA '00	180	1745	1.1	196	1414	1.2	7.3	175	450	1.1	5.7	314	736	2.0	7.3	309	663	2.0	10.3
4-Book	215	1824	1.4	203	1560	1.3	8.0	171	449	1.1	5.9	334	754	2.2	8.2	274	638	1.8	9.8
TOTALS																			
FA '00	4353	14970	27.6	2671	12821	16.9		3068	7115	19.5		4304	8719	27.3		2992	6398	19.0	
4-Book	4295	14758	27.8	2514	12434	16.3		2919	6868	18.9		4071	8399	26.4		2788	6120	18.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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 '00					29	67	.2	1.6	24	89	.2	.7	7	7	.3		6	7	.4	
	4-Book	8	15	.1	.5	18	44	.1	1.0	18	58	.2	.6	7	19	.1	.3	6	9	.5	
Wael-AM	FA '00	2	7	.1	.1	13	24	.1	.7	17	61	.1	.5	3	23	.1	.1				
	4-Book	11	33	.1	.7	15	30	.1	.8	24	64	.2	.8	11	30	.1	.5	4	8	.3	
Wael-FM	FA '00	2	7	.1	.1	14	59	.1	.8	44	135	.3	1.3	24	49	.2	1.0	12	35	.1	.8
	4-Book	4	20	.3	.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM	FA '00					3	12		.2									3	8	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00	* 23	70	.1	1.2	33	72	.2	1.8	18	67	.1	.5					* 25	103	.2	1.7
	4-Book	18	42	.1	1.1	31	94	.2	1.8	34	94	.2	1.1	11	35	.1	.5	18	56	.1	1.3
WBRQ-FM	FA '00	7	51	.4	.4	22	63	.1	1.2	21	76	.1	.6	24	81	.2	1.0	4	21	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	32	86	.2	1.7					40	64	.3	1.2	29	69	.2	1.2	10	59	.1	.7
	4-Book	26	92	.2	1.6	13	39	.1	.8	36	117	.2	1.2	39	118	.3	1.7	18	77	.1	1.4
WCMA-FM	FA '00	89	300	.6	4.8	44	96	.3	2.4	73	242	.5	2.2	94	285	.6	3.9	33	133	.2	2.3
	4-Book	51	168	.4	3.0	44	128	.3	2.5	84	269	.6	2.8	68	209	.5	3.0	41	142	.3	3.2
WCMN-AM	FA '00	2	5	.1	.1	17	50	.1	.9	7	28		.2	12	41	.1	.5	16	60	.1	1.1
	4-Book	2	6	.1	.1	10	29	.1	.5	3	14		.1	7	17	.1	.3	4	15		.3
WCMN-FM	FA '00	28	79	.2	1.5	28	97	.2	1.5	103	181	.7	3.1	59	94	.4	2.5	19	49	.1	1.3
	4-Book	17	50	.1	1.0	32	78	.2	1.8	57	117	.4	1.8	30	65	.2	1.3	15	46	.1	1.2
WCOM-FM	FA '00	6	38	.3	.3	26	43	.2	1.4	32	100	.2	1.0	15	36	.1	.6	8	42	.1	.6
	4-Book	11	56	.1	.7	14	39	.1	.8	21	81	.1	.7	12	41	.1	.5	14	49	.1	1.1
WCTA-FM	FA '00	68	200	.4	3.7	53	129	.3	2.8	72	126	.5	2.2	76	150	.5	3.2	29	94	.2	2.0
	4-Book	45	124	.3	2.7	29	66	.2	1.6	62	140	.4	2.0	48	112	.3	2.1	30	91	.2	2.3
WEGM-FM	FA '00	27	56	.2	1.5	13	40	.1	.7	16	64	.1	.5	17	51	.1	.7	25	44	.2	1.7
	4-Book	17	45	.1	1.0	12	28	.1	.7	13	50	.1	.4	19	42	.1	.8	17	42	.1	1.3
WENA-AM	FA '00	16	29	.1	.9	21	37	.1	1.1	28	47	.2	.8	8	28	.1	.3				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM	FA '00	10	25	.1	.5	10	39	.1	.5	4	18		.1	8	26	.1	.3	10	33	.1	.7
	4-Book	17	55	.1	1.0	22	77	.2	1.3	16	57	.1	.5	23	61	.2	1.0	12	34	.1	1.0
WEXS-AM	FA '00	8	14	.1	.4	34	46	.2	1.8	16	39	.1	.5	5	14		.2	11	14	.1	.8
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	12	24	.1	.7	11	29	.1	.6	7	35		.2					4	12		.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

		Persons 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFID-FM	FA '00	94	284	.6	5.1	63	224	.4	3.4	170	325	1.1	5.1	115	297	.7	4.8	95	191	.6	6.6	
	4-Book	128	344	.8	8.0	73	221	.5	4.1	156	389	1.0	5.1	111	265	.7	4.9	92	239	.6	7.1	
WIAC-AM	FA '00	2	10	.1	.1	10	39	.1	.5	9	34	.1	.3	5	18	.2	.2	8	34	.1	.6	
	4-Book	9	24	.1	.6	15	60	.1	.9	18	31	.1	.6	7	19	.3	.3	5	16	.1	.4	
WIAC-FM	FA '00	38	111	.2	2.1	36	86	.2	1.9	91	264	.6	2.7	75	191	.5	3.1	26	89	.2	1.8	
	4-Book	54	165	.3	3.4	37	101	.2	2.1	107	296	.7	3.5	76	186	.5	3.3	40	135	.3	3.1	
WIDA-AM	FA '00					8	22	.1	.4					6	23	.3	.3	23	23	.1	1.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM	FA '00	4	22	.2	.2	10	29	.1	.5	7	30	.2	.2	9	24	.1	.4	2	12	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM	FA '00	92	281	.6	5.0	86	201	.5	4.6	130	423	.8	3.9	92	193	.6	3.8	75	271	.5	5.2	
	4-Book	61	183	.4	3.7	47	138	.3	2.6	83	272	.5	2.7	54	139	.4	2.3	47	154	.3	3.5	
WIOB-FM	FA '00	64	192	.4	3.5	30	95	.2	1.6	99	181	.6	3.0	88	167	.6	3.7	36	113	.2	2.5	
	4-Book	25	75	.2	1.4	27	85	.2	1.5	63	139	.4	2.0	66	137	.4	2.9	20	66	.1	1.5	
WIOC-FM	FA '00	24	71	.2	1.3	7	22	.4	.4	45	88	.3	1.3	19	46	.1	.8	17	41	.1	1.2	
	4-Book	25	71	.2	1.6	21	53	.2	1.2	29	68	.2	.9	21	52	.1	.9	22	49	.1	1.7	
WISA-AM	FA '00	13	36	.1	.7					3	16	.1	.1	33	53	.2	1.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM	FA '00	* 4	8	.2	.2	4	17	.2	.2	15	31	.1	.4	15	31	.1	.6	* 18	26	.1	1.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM	FA '00	14	68	.1	.8	52	109	.3	2.8	79	208	.5	2.4	81	141	.5	3.4	32	84	.2	2.2	
	4-Book	21	82	.1	1.3	46	100	.3	2.6	62	162	.4	2.0	43	103	.3	1.9	16	63	.1	1.2	
WKAQ-AM	FA '00	24	101	.2	1.3	63	185	.4	3.4	14	43	.1	.4	31	79	.2	1.3	26	83	.2	1.8	
	4-Book	21	66	.2	1.2	78	212	.5	4.4	38	107	.3	1.2	24	70	.2	1.0	26	86	.2	2.0	
WKAQ-FM	FA '00	128	312	.8	6.9	65	211	.4	3.5	210	578	1.3	6.3	141	326	.9	5.9	67	190	.4	4.7	
	4-Book	84	258	.5	5.0	55	186	.4	3.1	184	508	1.2	6.0	131	347	.9	5.7	51	168	.3	3.9	
WKFE-AM	FA '00					5	14	.3	.3													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM	FA '00					3	3	.2	.2	6	10	.2	.2					* 4	11	.3	.3	
	4-Book					9	27	.1	.5	4	16	.1	.1	1	3	.1	.1	3	7	.2	.2	
WKSA-FM	FA '00	10	34	.1	.5	5	19	.3	.3	19	63	.1	.6	17	61	.1	.7	14	36	.1	1.0	
	4-Book	**	**	**	**	15	48	.1	.9	27	73	.2	.9	21	34	.1	.9	**	**	**	**	
WKVM-AM	FA '00	10	28	.1	.5	3	10	.2	.2	13	19	.1	.4	7	19	.3	.3					
	4-Book	11	28	.1	.7	21	48	.1	1.2	23	39	.2	.8	11	24	.1	.5	11	28	.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

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	
WLUZ-AM																				
FA '00																				
4-Book	3	9	.2					3	14	.1		2	15	.1		4	9	.3		
WMEG-FM																				
FA '00	60	199	.4	3.3	34	124	.2	1.8	36	186	.2	1.1	66	168	.4	2.8	116	299	.7	8.1
4-Book	88	232	.6	5.5	32	103	.2	1.8	69	225	.5	2.3	73	215	.5	3.2	124	302	.8	9.6
WNEL-AM																				
FA '00	22	44	.1	1.2					30	43	.2	.9	13	43	.1	.5	5	14	.3	
4-Book	14	25	.1	.8	5	18		.3	12	20	.1	.4	6	16	.1	.2	8	13	.6	
WNRT-FM																				
FA '00	17	33	.1	.9	41	98	.3	2.2	16	77	.1	.5	13	39	.1	.5	10	24	.1	.7
4-Book	28	80	.2	1.8	71	174	.5	4.1	32	136	.2	1.1	26	70	.2	1.1	24	70	.2	1.8
WORD-FM																				
FA '00	42	137	.3	2.3	66	147	.4	3.5	297	517	1.9	8.9	143	323	.9	6.0	37	86	.2	2.6
4-Book	**	**	**	**	60	152	.4	3.4	288	519	1.9	9.4	152	328	1.0	6.7	**	**	**	**
WOSO-AM																				
FA '00	14	18	.1	.8	4	18		.2	2	18		.1	1	11			18	29	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	32	109	.2	1.7	37	86	.2	2.0	58	190	.4	1.7	57	125	.4	2.4	21	80	.1	1.5
4-Book	25	77	.2	1.5	26	74	.2	1.4	54	172	.4	1.7	44	102	.3	1.9	32	95	.2	2.5
WPAB-AM																				
FA '00	10	22	.1	.5	16	42	.1	.9	9	43	.1	.3					10	22	.1	.7
4-Book	8	19	.1	.5	16	47	.1	.9	26	84	.2	.9	2	9		.1	8	30	.1	.6
WPRM-FM																				
FA '00	167	433	1.1	9.0	188	375	1.2	10.1	280	639	1.8	8.4	222	481	1.4	9.3	100	255	.6	6.9
4-Book	112	315	.7	6.6	156	337	1.0	8.8	215	514	1.4	6.9	197	455	1.3	8.7	94	269	.6	7.2
WPRP-AM																				
FA '00					16	44	.1	.9	30	39	.2	.9	11	14	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00					7	27		.4	31	70	.2	.9	11	15	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00					9	30	.1	.5	16	53	.1	.5	10	27	.1	.4	2	10	.1	
4-Book	16	41	.1	1.0	23	61	.2	1.3	31	86	.2	1.0	23	52	.2	1.0	13	39	.1	1.0
WTPM-FM																				
FA '00	* 6	26		.3	6	11		.3	8	28	.1	.2	2	4		.1	* 2	4		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQZ-FM																				
FA '00	35	67	.2	1.9	15	51	.1	.8	75	157	.5	2.2	54	113	.3	2.3	15	46	.1	1.0
4-Book	38	101	.2	2.3	18	74	.1	1.0	64	172	.4	2.1	54	112	.3	2.4	20	78	.1	1.5
WUNO-AM																				
FA '00	14	25	.1	.8	36	95	.2	1.9	12	35	.1	.4	3	10		.1	9	32	.1	.6
4-Book	9	15	.1	.5	30	83	.2	1.7	7	23	.1	.3	5	9		.2	5	20	.1	.4
WVJP-FM																				
FA '00	40	118	.3	2.2	29	83	.2	1.6	124	280	.8	3.7	44	124	.3	1.8	34	97	.2	2.4
4-Book	23	78	.2	1.4	23	79	.2	1.3	97	223	.6	3.1	49	102	.3	2.1	25	66	.2	1.9
WVOZ-FM																				
FA '00	35	101	.2	1.9	5	29		.3	20	79	.1	.6	1	12			10	10	.1	.7
4-Book	32	68	.2	2.0	7	30		.4	19	59	.1	.6	24	58	.1	1.1	7	21	.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

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
WXEV-AM FA '00 4-Book	* **				* **	35 **	.43 **	1.9 **	16 **	43 **	.1 **	.5 **					* **			
WXYX-FM FA '00 4-Book	59 47	137 126	.4 .3	3.2 2.9	35 25	71 63	.2 .2	1.9 1.4	68 67	188 186	.4 .4	2.0 2.2	28 39	77 114	.2 .3	1.2 1.7	41 28	94 85	.3 .2	2.8 2.1
WYQE-FM FA '00 4-Book	1 **	6 **		.1 **	19 **	19 **	.1 **	1.0 **	23 **	30 **	.1 **	.7 **	23 **	49 **	.1 **	1.0 **	4 **	19 **		.3 **
WZAR-FM FA '00 4-Book	52 60	147 139	.3 .4	2.8 3.7	28 30	78 80	.2 .2	1.5 1.7	80 64	169 186	.5 .4	2.4 2.1	80 71	174 168	.5 .5	3.3 3.1	52 51	161 144	.3 .3	3.6 3.9
WZMT-FM FA '00 4-Book	16 12	34 41	.1 .1	.9 .7	4 11	18 32		.2 .6	38 26	70 74	.2 .2	1.1 .9	17 24	28 58	.1 .2	.7 1.1	6 9	10 30		.4 .7
WZNT-FM FA '00 4-Book	125 125	280 320	.8 .8	6.8 7.6	138 107	304 276	.9 .7	7.4 5.9	238 292	552 669	1.5 1.9	7.1 9.5	198 238	415 471	1.3 1.6	8.3 10.5	75 74	190 233	.5 .5	5.2 5.6
TOTALS FA '00 4-Book	1846 1641	4601 4152	11.7 10.6		1861 1776	4481 4434	11.8 11.5		3344 3090	6966 6663	21.2 20.0		2395 2283	5076 4900	15.2 14.8		1439 1305	3641 3478	9.1 8.5	

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 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 '00	15	249	.1	.5	22	103	.2	.5	16	117	.1	.5	13	42	.1	.5	10	100	.1	.7
SU '00	23	395	.2	.9	11	78	.1	.2	17	149	.1	.5	26	113	.2	.9	23	105	.2	2.0
SP '00	15	252	.1	.5	26	99	.2	.6	13	133	.1	.4	3	62	.1	.1	18	125	.1	1.4
WI '00	15	190	.1	.5	32	119	.2	.7	15	84	.1	.4	6	37	.2	.2	11	47	.1	.9
4-Book	17	272	.1	.6	23	100	.2	.5	15	121	.1	.5	12	64	.1	.4	16	94	.1	1.3
FA '99	20	361	.2	.8	39	216	.3	.9	8	77	.1	.3	25	155	.2	.9	21	92	.2	1.8
WAL-AM																				
FA '00	27	378	.2	1.0	66	222	.5	1.4	30	144	.2	.9	15	75	.1	.5	7	54	.1	.5
SU '00	21	393	.2	.8	35	128	.3	.8	15	132	.1	.5	25	248	.2	.9	17	178	.1	1.5
SP '00	33	475	.3	1.2	40	240	.3	.9	30	211	.2	.9	26	225	.2	.9	32	191	.2	2.4
WI '00	20	344	.2	.7	25	95	.2	.5	25	175	.2	.7	14	167	.1	.5	21	86	.2	1.6
4-Book	25	398	.2	.9	42	171	.3	.9	25	166	.2	.8	20	179	.2	.7	19	127	.2	1.5
FA '99	7	151	.1	.3	8	89	.1	.2	4	46	.1	.1	12	53	.1	.4	6	22	.2	.5
WAL-FM																				
FA '00	30	608	.2	1.1	26	174	.2	.6	66	437	.5	2.0	21	212	.2	.8	10	106	.1	.7
SU '00	23	398	.2	.9	37	149	.3	.8	37	263	.3	1.2	12	141	.1	.4	8	80	.1	.7
SP '00	12	278	.1	.4	14	153	.1	.3	22	120	.2	.7	10	123	.1	.4	3	51	.2	.2
WI '00	38	510	.3	1.3	54	217	.4	1.1	61	394	.5	1.8	30	206	.2	1.0	16	125	.1	1.2
4-Book	26	449	.2	.9	33	173	.3	.7	47	304	.4	1.4	18	171	.2	.7	9	91	.1	.7
FA '99	15	463	.1	.6	15	163	.1	.3	26	300	.2	.8	12	158	.1	.4	7	75	.1	.6
WALO-AM																				
FA '00	14	160	.1	.5	33	75	.3	.7	22	106	.2	.7	13	74	.1	.5	2	22	.2	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	131	.1	.4	18	56	.1	.4	10	20	.1	.3	9	74	.1	.3	6	37	.2	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	196	.1	.5	39	138	.3	.9	13	69	.1	.4	5	46	.2	.2	1	18	.2	.1
WAPA-AM																				
FA '00	* 84	990	.6	3.1	132	557	1.0	2.8	103	583	.8	3.1	75	342	.6	2.7	* 62	223	.5	4.5
SU '00	57	809	.4	2.1	96	488	.7	2.2	70	353	.5	2.2	51	254	.4	1.8	44	256	.3	3.8
SP '00	63	860	.5	2.3	140	545	1.1	3.1	84	452	.6	2.5	49	338	.4	1.7	18	191	.1	1.4
WI '00	95	1323	.7	3.4	160	762	1.2	3.3	101	671	.8	3.0	90	544	.7	3.0	70	350	.5	5.5
4-Book	75	996	.6	2.7	132	588	1.0	2.9	90	515	.7	2.7	66	370	.5	2.3	49	255	.4	3.8
FA '99	56	923	.4	2.1	121	562	.9	2.6	76	507	.6	2.4	36	307	.3	1.3	18	174	.1	1.5
WBRQ-FM																				
FA '00	10	208	.1	.4	15	98	.1	.3	16	117	.1	.5	12	95	.1	.4	5	55	.2	.4
SU '00	12	217	.1	.4	9	70	.1	.2	14	138	.1	.4	22	117	.2	.8	2	36	.2	.2
SP '00	12	240	.1	.4	9	107	.1	.2	15	159	.1	.5	21	172	.2	.7	10	76	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	18	414	.1	.7	32	209	.2	.7	14	144	.1	.4	16	126	.1	.6	19	73	.1	1.4
SU '00	25	497	.2	.9	25	207	.2	.6	51	310	.4	1.6	35	285	.3	1.3	8	137	.1	.7
SP '00	9	321	.1	.3	14	136	.1	.3	8	144	.1	.2	9	137	.1	.3	4	64	.2	.3
WI '00	13	305	.1	.5	16	123	.1	.3	9	114	.1	.3	15	187	.1	.5	17	61	.1	1.3
4-Book	16	384	.1	.6	22	169	.2	.5	21	178	.2	.6	19	184	.2	.7	12	84	.1	.9
FA '99	14	323	.1	.5	25	202	.2	.5	17	122	.1	.5	17	175	.1	.6	9	103	.1	.8
WCMA-FM																				
FA '00	79	1122	.6	2.9	121	506	.9	2.6	124	596	1.0	3.7	80	640	.6	2.9	43	446	.3	3.1
SU '00	53	1044	.4	2.0	69	406	.5	1.5	65	490	.5	2.1	52	506	.4	1.9	31	266	.2	2.7
SP '00	80	1325	.6	2.9	116	610	.9	2.5	88	668	.7	2.7	101	612	.8	3.6	42	317	.3	3.2
WI '00	88	1223	.7	3.1	132	611	1.0	2.7	155	699	1.2	4.6	86	515	.7	2.9	18	258	.1	1.4
4-Book	75	1179	.6	2.7	110	533	.8	2.3	108	613	.9	3.3	80	568	.6	2.8	34	322	.2	2.6
FA '99	98	1557	.8	3.7	116	749	.9	2.5	143	782	1.1	4.6	97	732	.7	3.6	41	405	.3	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 35-64

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-AM																				
FA '00	35	482	.3	1.3	71	268	.5	1.5	62	233	.5	1.9	26	176	.2	.9	10	84	.1	.7
SU '00	35	379	.3	1.3	72	265	.6	1.6	47	225	.4	1.5	18	161	.1	.6	7	64	.1	.6
SP '00	28	369	.2	1.0	84	250	.6	1.8	33	193	.3	1.0	12	135	.1	.4	1	21		.1
WI '00	22	361	.2	.8	51	236	.4	1.1	29	126	.2	.9	26	123	.2	.9	6	60		.5
4-Book	30	398	.3	1.1	70	255	.5	1.5	43	194	.4	1.3	21	149	.2	.7	6	57	.1	.5
FA '99	23	480	.2	.9	65	358	.5	1.4	29	189	.2	.9	11	115	.1	.4	9	56	.1	.8
WCMN-FM																				
FA '00	37	599	.3	1.3	65	333	.5	1.4	42	317	.3	1.3	37	305	.3	1.3	16	166	.1	1.2
SU '00	19	458	.1	.7	18	192	.1	.4	29	204	.2	.9	22	196	.2	.8	6	67		.5
SP '00	16	418	.1	.6	28	136	.2	.6	17	185	.1	.5	15	164	.1	.5	10	90	.1	.8
WI '00	22	460	.2	.8	25	194	.2	.5	42	286	.3	1.2	19	143	.1	.6	2	38		.2
4-Book	24	484	.2	.9	34	214	.3	.7	33	248	.2	1.0	23	202	.2	.8	9	90	.1	.7
FA '99	47	652	.4	1.8	60	347	.5	1.3	50	378	.4	1.6	46	336	.4	1.7	29	167	.2	2.5
WCOM-FM																				
FA '00	24	601	.2	.9	48	215	.4	1.0	24	201	.2	.7	15	159	.1	.5	5	52		.4
SU '00	25	514	.2	.9	79	312	.6	1.8	23	241	.2	.7	12	139	.1	.4	7	63	.1	.6
SP '00	29	827	.2	1.1	82	360	.6	1.8	29	346	.2	.9	14	166	.1	.5	12	104	.1	.9
WI '00	21	668	.2	.7	82	356	.6	1.7	10	206	.1	.3	14	171	.1	.5	9	108	.1	.7
4-Book	25	653	.2	.9	73	311	.6	1.6	22	249	.2	.7	14	159	.1	.5	8	82	.1	.7
FA '99	25	779	.2	.9	80	441	.6	1.7	12	228	.1	.4	16	201	.1	.6	5	75		.4
WCTA-FM																				
FA '00	43	459	.3	1.6	27	161	.2	.6	57	283	.4	1.7	37	202	.3	1.3	25	125	.2	1.8
SU '00	41	481	.3	1.5	35	203	.3	.8	57	291	.4	1.8	53	200	.4	1.9	14	145	.1	1.2
SP '00	26	543	.2	.9	17	173	.1	.4	33	274	.3	1.0	35	269	.3	1.2	24	185	.2	1.8
WI '00	41	714	.3	1.5	37	192	.3	.8	78	411	.6	2.3	43	296	.3	1.5	16	172	.1	1.2
4-Book	38	549	.3	1.4	29	182	.2	.7	56	315	.4	1.7	42	242	.3	1.5	20	157	.2	1.5
FA '99	43	641	.3	1.6	46	236	.4	1.0	44	363	.3	1.4	53	272	.4	2.0	29	164	.2	2.5
WEGM-FM																				
FA '00	8	149	.1	.3	6	53		.1	11	91	.1	.3	17	96	.1	.6	3	48		.2
SU '00	6	251	.1	.2	7	58	.1	.2	4	79	.1	.3	9	70	.1	.3	2	48		.2
SP '00	10	182	.1	.4	18	92	.1	.4	10	76	.1	.3	17	134	.1	.6	1	31		.1
WI '00	6	194	.1	.2	8	102	.1	.2	9	84	.1	.3	9	118	.1	.3	1	37		.1
4-Book	8	194	.1	.3	10	76	.1	.2	9	83	.1	.3	13	105	.1	.5	2	41	.1	.2
FA '99	8	170	.1	.3	6	88	.1	.1	6	105	.2	.2	8	63	.1	.3	2	19		.2
WENA-AM																				
FA '00	15	128	.1	.5	29	85	.2	.6	19	78	.1	.6	1	10			11	38	.1	.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	19	364	.1	.7	19	153	.1	.4	20	148	.2	.6	26	161	.2	.9	16	95	.1	1.2
SU '00	30	626	.2	1.1	59	321	.5	1.3	44	326	.3	1.4	24	225	.2	.9	17	167	.1	1.5
SP '00	24	495	.2	.9	48	269	.4	1.0	37	237	.3	1.1	14	183	.1	.5	9	145	.1	.7
WI '00	39	501	.3	1.4	61	323	.5	1.3	45	227	.3	1.3	39	186	.3	1.3	23	172	.2	1.8
4-Book	28	497	.2	1.0	47	267	.4	1.0	37	235	.3	1.1	26	189	.2	.9	16	145	.1	1.3
FA '99	18	378	.1	.7	16	155	.1	.3	29	228	.2	.9	20	134	.2	.7	10	150	.1	.9
WEXS-AM																				
FA '00	8	110	.1	.3	13	41	.1	.3	10	52	.1	.3	4	44			4	14		.3
SU '00	7	34	.1	.3	16	34	.1	.4	8	34	.1	.3	3	24			2	9		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
+WFDT-FM																			
FA '00	7	124	.1	.3	10	62	.1	.2	16	86	.1	.5	6	45	.2	.5	5	36	.4
SU '00	10	139	.1	.4	6	22	.1	.1	14	67	.1	.4	9	58	.1	.3	4	43	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W1 '00	20	137	.2	.7	27	115	.2	.6	14	59	.1	.4	26	112	.2	.9	19	61	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	19	224	.1	.7	30	138	.2	.7	18	157	.1	.6	14	71	.1	.5	12	113	1.0
WFID-FM																			
FA '00	87	1235	.7	3.2	116	647	.9	2.5	135	587	1.0	4.1	104	729	.8	3.8	45	340	.3
SU '00	118	1477	.9	4.4	182	770	1.4	4.1	170	779	1.3	5.4	149	774	1.1	5.4	58	400	.4
SP '00	92	1344	.7	3.3	145	607	1.1	3.2	113	642	.9	3.4	129	718	1.0	4.6	51	460	.4
W1 '00	116	1548	.9	4.1	142	742	1.1	2.9	130	745	1.0	3.8	154	845	1.2	5.2	86	568	.7
4-Book	103	1401	.8	3.8	146	692	1.1	3.2	137	688	1.1	4.2	134	767	1.0	4.8	60	442	.5
FA '99	97	1468	.7	3.6	120	726	.9	2.6	140	792	1.1	4.5	117	707	.9	4.3	39	373	.3
W1AC-AM																			
FA '00	24	473	.2	.9	51	247	.4	1.1	34	197	.3	1.0	24	174	.2	.9	10	72	.1
SU '00	29	512	.2	1.1	60	305	.5	1.3	43	213	.3	1.4	25	122	.2	.9	6	55	.5
SP '00	26	497	.2	.9	52	244	.4	1.1	29	234	.2	.9	19	123	.1	.7	9	43	.1
W1 '00	32	588	.2	1.1	75	289	.6	1.6	28	217	.2	.8	29	155	.2	1.0	18	153	.1
4-Book	28	518	.2	1.0	60	271	.5	1.3	34	215	.3	1.0	24	144	.2	.9	11	81	.1
FA '99	31	640	.2	1.2	66	315	.5	1.4	39	262	.3	1.2	23	175	.2	.8	12	119	.1
W1AC-FM																			
FA '00	79	1485	.6	2.9	186	846	1.4	4.0	95	674	.7	2.9	88	704	.7	3.2	17	248	.1
SU '00	84	1729	.6	3.1	193	910	1.5	4.3	116	831	.9	3.7	58	515	.4	2.1	21	294	.2
SP '00	85	1299	.7	3.1	222	764	1.7	4.8	93	562	.7	2.8	57	500	.4	2.0	38	382	.3
W1 '00	86	1599	.7	3.1	202	820	1.6	4.2	117	795	.9	3.5	81	540	.6	2.7	28	339	.2
4-Book	84	1528	.7	3.1	201	835	1.6	4.3	105	716	.8	3.2	71	565	.5	2.5	26	316	.2
FA '99	84	1645	.6	3.2	169	998	1.3	3.7	108	776	.8	3.5	84	758	.6	3.1	23	293	.2
W1DA-AM																			
FA '00	6	87	.2	.2	3	41	.1	.1	7	32	.1	.2	5	35	.2	.2	11	33	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W1 '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+W1DI-FM																			
WQQZ-FM																			
FA '00	10	175	.1	.4	21	73	.2	.4	18	86	.1	.5	3	75	.1	.1	3	46	.2
SU '00	20	258	.2	.7	26	99	.2	.6	31	109	.2	1.0	19	153	.1	.7	13	56	.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W1 '00	19	295	.1	.7	30	127	.2	.6	28	141	.2	.8	22	157	.2	.7	12	78	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	15	241	.1	.6	21	126	.2	.5	18	121	.1	.6	14	106	.1	.5	14	88	.1
W1DA-FM																			
FA '00	133	1735	1.0	4.8	185	851	1.4	3.9	209	921	1.6	6.3	116	741	.9	4.2	64	415	.5
SU '00	96	1757	.7	3.6	145	750	1.1	3.3	150	922	1.2	4.8	94	687	.7	3.4	52	401	.4
SP '00	88	1534	.7	3.2	133	787	1.0	2.9	150	847	1.2	4.5	91	721	.7	3.2	23	271	.2
W1 '00	68	1267	.5	2.4	126	758	1.0	2.6	106	645	.8	3.1	73	602	.6	2.5	30	290	.2
4-Book	96	1573	.7	3.5	147	787	1.1	3.2	154	834	1.2	4.7	94	688	.7	3.3	42	344	.3
FA '99	99	1651	.8	3.7	162	851	1.2	3.5	144	767	1.1	4.6	119	846	.9	4.4	41	485	.3
W1OB-FM																			
FA '00	69	816	.5	2.5	104	463	.8	2.2	108	488	.8	3.3	47	289	.4	1.7	41	301	.3
SU '00	36	503	.3	1.3	44	286	.3	1.0	51	260	.4	1.6	51	245	.4	1.8	8	88	.1
SP '00	40	488	.3	1.5	52	250	.4	1.1	53	348	.4	1.6	40	294	.3	1.4	19	109	.1
W1 '00	37	617	.3	1.3	53	318	.4	1.1	52	316	.4	1.5	53	317	.4	1.8	10	161	.1
4-Book	46	606	.4	1.7	63	329	.5	1.4	66	353	.5	2.0	48	286	.4	1.7	20	165	.2
FA '99	38	644	.3	1.4	50	408	.4	1.1	66	304	.5	2.1	36	218	.3	1.3	21	182	.2

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOC-FM																				
FA '00	37	425	.3	1.3	54	233	.4	1.1	61	240	.5	1.8	33	212	.3	1.2	16	122	.1	1.2
SU '00	17	312	.1	.6	10	118	.1	.2	17	136	.1	.5	23	140	.2	.8	14	44	.1	1.2
SP '00	18	272	.1	.7	18	89	.1	.4	21	127	.2	.6	14	107	.1	.5	14	102	.1	1.1
WI '00	20	288	.2	.7	26	123	.2	.5	36	164	.3	1.1	18	96	.1	.6	7	108	.1	.5
4-Book	23	324	.2	.8	27	141	.2	.6	34	167	.3	1.0	22	139	.2	.8	13	94	.1	1.0
FA '99	35	410	.3	1.3	70	298	.5	1.5	50	308	.4	1.6	37	240	.3	1.4	2	55		.2
WISA-AM																				
FA '00	17	105	.1	.6	26	105	.2	.6	42	69	.3	1.3	7	53	.1	.3	7	85	.1	.5
SU '00	15	181	.1	.6	38	130	.3	.9	25	124	.2	.8	1	9			5	51		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	8	176	.1	.3	19	117	.1	.4	8	79	.1	.3	3	36		.1	8	85	.1	.7
WISO-AM																				
FA '00	* 17	205	.1	.6	20	96	.2	.4	12	102	.1	.4	16	97	.1	.6	* 29	85	.2	2.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	23	141	.2	.8	23	69	.2	.5	26	109	.2	.8	20	77	.2	.7	32	79	.2	2.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	85	943	.7	3.1	219	638	1.7	4.7	70	347	.5	2.1	105	485	.8	3.8	20	140	.2	1.4
SU '00	49	782	.4	1.8	120	465	.9	2.7	45	342	.3	1.4	59	370	.5	2.1	8	91	.1	.7
SP '00	64	768	.5	2.3	163	485	1.3	3.6	70	337	.5	2.1	68	404	.5	2.4	18	145	.1	1.4
WI '00	58	859	.4	2.1	132	509	1.0	2.7	59	367	.5	1.7	70	432	.5	2.4	20	175	.2	1.6
4-Book	64	838	.5	2.3	159	524	1.2	3.4	61	348	.5	1.8	76	423	.6	2.7	17	138	.2	1.3
FA '99	46	620	.4	1.7	137	376	1.1	3.0	41	267	.3	1.3	33	225	.3	1.2	9	52	.1	.8
WKAQ-AM																				
FA '00	135	2097	1.0	4.9	257	1283	2.0	5.5	101	716	.8	3.1	192	989	1.5	7.0	98	742	.8	7.1
SU '00	186	2583	1.4	6.9	306	1473	2.4	6.9	144	908	1.1	4.6	337	1374	2.6	12.1	157	1043	1.2	13.7
SP '00	142	2095	1.1	5.2	268	1258	2.1	5.8	126	799	1.0	3.8	205	1010	1.6	7.3	97	660	.7	7.4
WI '00	154	2221	1.2	5.5	258	1114	2.0	5.4	158	779	1.2	4.7	257	1195	2.0	8.7	97	714	.7	7.6
4-Book	154	2249	1.2	5.6	272	1282	2.1	5.9	132	801	1.0	4.1	248	1142	1.9	8.8	112	790	.9	9.0
FA '99	183	2306	1.4	6.9	273	1351	2.1	6.0	182	1139	1.4	5.8	287	1310	2.2	10.6	173	1049	1.3	14.8
WKAQ-FM																				
FA '00	115	1953	.9	4.2	169	977	1.3	3.6	166	1010	1.3	5.0	110	797	.8	4.0	51	475	.4	3.7
SU '00	110	1860	.8	4.1	160	839	1.2	3.6	152	868	1.2	4.9	116	798	.9	4.2	32	437	.2	2.8
SP '00	112	2163	.9	4.1	158	913	1.2	3.4	192	1227	1.5	5.8	114	1003	.9	4.0	25	458	.2	1.9
WI '00	66	1684	.5	2.3	69	606	.5	1.4	82	832	.6	2.4	90	681	.7	3.0	19	336	.1	1.5
4-Book	101	1915	.8	3.7	139	834	1.1	3.0	148	984	1.2	4.5	108	820	.8	3.8	32	427	.2	2.5
FA '99	88	2054	.7	3.3	129	859	1.0	2.8	130	931	1.0	4.2	83	745	.6	3.1	37	518	.3	3.2
WKFE-AM																				
FA '00	13	100	.1	.5	24	77	.2	.5	18	60	.1	.5	10	44	.1	.4	3	12		.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	5	92		.2	18	79	.1	.4	7	63	.1	.2					7			
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 10	195	.1	.4	28	112	.2	.6	7	45	.1	.2	9	66	.1	.3	* 1	30		.1
SU '00	16	307	.1	.6	19	77	.1	.4	16	102	.1	.5	13	75	.1	.5	4	49		.3
SP '00	14	350	.1	.5	14	87	.1	.3	6	68		.2	25	128	.2	.9	19	109	.1	1.4
WI '00	6	193		.2	4	49		.1	14	72	.1	.4	7	55	.1	.2	3	10		.2
4-Book	12	261	.1	.4	16	81	.1	.4	11	72	.1	.3	14	81	.1	.5	7	50		.5
FA '99	12	310	.1	.5	20	174	.2	.4	24	101	.2	.8	13	117	.1	.5	2	13		.2

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
WKSA-FM																				
FA '00	13	260	.1	.5	22	93	.2	.5	18	131	.1	.5	9	70	.1	.3	11	102	.1	.8
SU '00	14	194	.1	.5	17	120	.1	.4	18	95	.1	.6	11	30	.1	.4	**	**	**	**
SP '00	38	365	.3	1.4	50	242	.4	1.1	40	157	.3	1.2	8	54	.1	.3	**	**	**	**
WI '00	36	218	.3	1.3	53	156	.4	1.1	40	159	.3	1.2	5	23		.2	**	**	**	**
4-Book	25	259	.2	.9	36	153	.3	.8	29	136	.2	.9	8	44	.1	.3	**	**	**	**
FA '99	44	442	.3	1.7	63	182	.5	1.4	35	196	.3	1.1	17	61	.1	.6	**	**	**	**
WKVM-AM																				
FA '00	22	401	.2	.8	33	97	.3	.7	19	176	.1	.6	17	137	.1	.6	21	117	.2	1.5
SU '00	16	244	.1	.6	17	85	.1	.4	9	88	.1	.3	18	107	.1	.6	13	77	.1	1.1
SP '00	13	281	.1	.5	8	68	.1	.2	15	56	.1	.5	21	129	.2	.7	9	102	.1	.7
WI '00	40	422	.3	1.4	80	237	.6	1.7	38	139	.3	1.1	36	162	.3	1.2	21	97	.2	1.6
4-Book	23	337	.2	.8	35	122	.3	.8	20	115	.2	.6	23	134	.2	.8	16	98	.2	1.2
FA '99	9	245	.1	.3	9	82	.1	.2	7	109	.1	.2	6	47		.2	15	102	.1	1.3
WLUZ-AM																				
FA '00	16	337	.1	.6	33	185	.3	.7	26	145	.2	.8	12	124	.1	.4	9	96	.1	.6
SU '00	22	311	.2	.8	63	159	.5	1.4	18	132	.1	.6	20	107	.2	.7	16	85	.1	1.4
SP '00	22	249	.2	.8	59	153	.5	1.3	24	91	.2	.7	16	102	.1	.6	16	67	.1	1.2
WI '00	22	281	.2	.8	89	212	.7	1.8	26	111	.2	.8	5	58		.2				
4-Book	21	295	.2	.8	61	177	.5	1.3	24	120	.2	.7	13	98	.1	.5	10	62	.1	.8
FA '99	19	245	.1	.7	73	213	.6	1.6	9	77	.1	.3	3	23		.1				
WMEG-FM																				
FA '00	39	1032	.3	1.4	62	521	.5	1.3	38	404	.3	1.1	51	491	.4	1.9	24	307	.2	1.7
SU '00	41	916	.3	1.5	59	416	.5	1.3	50	369	.4	1.6	49	461	.4	1.8	19	168	.1	1.7
SP '00	58	1123	.4	2.1	68	530	.5	1.5	58	478	.4	1.8	96	602	.7	3.4	24	230	.2	1.8
WI '00	38	832	.3	1.3	40	329	.3	.8	59	283	.5	1.7	53	363	.4	1.8	12	153	.1	.9
4-Book	44	976	.3	1.6	57	449	.5	1.2	51	384	.4	1.6	62	479	.5	2.2	20	215	.2	1.5
FA '99	25	717	.2	.9	33	211	.3	.7	28	212	.2	.9	25	321	.2	.9	11	110	.1	.9
WNEL-AM																				
FA '00	20	378	.2	.7	27	181	.2	.6	14	183	.1	.4	13	133	.1	.5	19	113	.1	1.4
SU '00	16	254	.1	.6	49	193	.4	1.1	12	73	.1	.4	3	51		.1	6	49		.5
SP '00	13	294	.1	.5	14	109	.1	.3	19	62	.1	.6	13	74	.1	.5	5	56		.4
WI '00	20	326	.2	.7	15	117	.1	.3	30	152	.2	.9	16	78	.1	.5	15	79	.1	1.2
4-Book	17	313	.2	.6	26	150	.2	.6	19	118	.1	.6	11	84	.1	.4	11	74	.1	.9
FA '99	15	151	.1	.6	38	102	.3	.8	18	102	.1	.6	12	89	.1	.4	1	36		.1
WNRT-FM																				
FA '00	34	462	.3	1.2	56	244	.4	1.2	28	254	.2	.8	29	210	.2	1.1	24	148	.2	1.7
SU '00	54	594	.4	2.0	73	396	.6	1.6	68	238	.5	2.2	43	294	.3	1.5	46	230	.4	4.0
SP '00	60	764	.5	2.2	116	442	.9	2.5	69	405	.5	2.1	38	256	.3	1.3	31	238	.2	2.4
WI '00	80	682	.6	2.8	111	372	.9	2.3	92	344	.7	2.7	80	274	.6	2.7	71	280	.5	5.5
4-Book	57	626	.5	2.1	89	364	.7	1.9	64	310	.5	2.0	48	259	.4	1.7	43	224	.3	3.4
FA '99	43	469	.3	1.6	63	340	.5	1.4	47	326	.4	1.5	51	257	.4	1.9	25	189	.2	2.1
WORO-FM																				
FA '00	90	1473	.7	3.3	76	569	.6	1.6	122	772	.9	3.7	68	520	.5	2.5	36	337	.3	2.6
SU '00	158	1772	1.2	5.9	115	686	.9	2.6	158	883	1.2	5.0	125	647	1.0	4.5	**	**	**	**
SP '00	141	1919	1.1	5.1	152	837	1.2	3.3	194	770	1.5	5.9	134	719	1.0	4.7	42	386	.3	3.2
WI '00	84	1708	.6	3.0	101	639	.8	2.1	85	688	.7	2.5	69	614	.5	2.3	40	336	.3	3.1
4-Book	118	1718	.9	4.3	111	683	.9	2.4	140	778	1.1	4.3	99	625	.8	3.5	**	**	**	**
FA '99	91	1637	.7	3.4	90	615	.7	2.0	122	686	.9	3.9	86	640	.7	3.2	27	258	.2	2.3
WOSO-AM																				
FA '00	30	295	.2	1.1	60	228	.5	1.3	45	170	.3	1.4	34	169	.3	1.2	11	104	.1	.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	19	250	.1	.7	46	174	.4	1.0	22	192	.2	.7	16	134	.1	.5	8	121	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Target Listener Trends

Persons 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
WOYE-FM																				
FA '00	21	623	.2	.8	35	202	.3	.7	17	237	.1	.5	27	198	.2	1.0	10	115	.1	.7
SU '00	19	537	.1	.7	37	218	.3	.8	19	237	.1	.6	13	180	.1	.5	6	72		.5
SP '00	31	560	.2	1.1	47	265	.4	1.0	37	264	.3	1.1	39	278	.3	1.4	11	132	.1	.8
WI '00	35	612	.3	1.2	40	257	.3	.8	42	375	.3	1.2	45	270	.3	1.5	15	154	.1	1.2
4-Book	27	583	.2	1.0	40	236	.3	.8	29	278	.2	.9	31	232	.2	1.1	11	118	.1	.8
FA '99	33	1002	.3	1.2	51	458	.4	1.1	46	492	.4	1.5	30	320	.2	1.1	16	131	.1	1.4
WPAB-AM																				
FA '00	24	336	.2	.9	33	137	.3	.7	22	202	.2	.7	22	108	.2	.8	22	67	.2	1.6
SU '00	38	447	.3	1.4	95	241	.7	2.1	42	284	.3	1.3	28	160	.2	1.0	16	72	.1	1.4
SP '00	37	465	.3	1.3	75	272	.6	1.6	63	222	.5	1.9	26	210	.2	.9	21	125	.2	1.6
WI '00	28	629	.2	1.0	30	243	.2	.6	43	349	.3	1.3	18	200	.1	.6	35	188	.3	2.7
4-Book	32	469	.3	1.2	58	223	.5	1.3	43	264	.3	1.3	24	170	.2	.8	24	113	.2	1.8
FA '99	42	569	.3	1.6	64	368	.5	1.4	45	309	.3	1.4	48	201	.4	1.8	25	208	.2	2.1
WPRM-FM																				
FA '00	299	3017	2.3	10.9	794	2240	6.1	16.9	249	1126	1.9	7.5	362	1551	2.8	13.1	82	587	.6	5.9
SU '00	234	2728	1.8	8.7	645	1873	5.0	14.5	203	1050	1.6	6.5	290	1495	2.2	10.4	40	383	.3	3.5
SP '00	245	3083	1.9	8.9	569	1860	4.4	12.4	212	1178	1.6	6.4	362	1872	2.8	12.8	65	460	.5	5.0
WI '00	264	3000	2.0	9.4	694	2121	5.3	14.4	220	1154	1.7	6.5	324	1608	2.5	10.9	71	621	.5	5.5
4-Book	261	2957	2.0	9.5	676	2024	5.2	14.6	221	1127	1.7	6.7	335	1632	2.6	11.8	65	513	.5	5.0
FA '99	281	3286	2.2	10.5	691	2205	5.3	15.1	186	1194	1.4	6.0	412	1974	3.2	15.2	65	566	.5	5.5
WPRP-AM																				
FA '00	11	165	.1	.4	17	61	.1	.4	22	101	.2	.7	3	22		.1	1	14		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	16	290	.1	.6	25	101	.2	.5	23	113	.2	.7	12	117	.1	.4	8	69	.1	.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	9	272	.1	.3	11	49	.1	.2	12	122	.1	.4	9	77	.1	.3	9	63	.1	.7
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	21	237	.2	.8	75	182	.6	1.6	11	89	.1	.3	11	45	.1	.4	12	36	.1	.9
SU '00	29	473	.2	1.1	85	293	.7	1.9	20	140	.2	.6	36	184	.3	1.3	5	42		.4
SP '00	29	280	.2	1.1	89	211	.7	1.9	21	102	.2	.6	31	146	.2	1.1	1	15		.1
WI '00	33	398	.3	1.2	78	231	.6	1.6	28	154	.2	.8	34	182	.3	1.1	3	24		.2
4-Book	28	347	.2	1.1	82	229	.7	1.8	20	121	.2	.6	28	139	.2	1.0	5	29		.4
FA '99	28	451	.2	1.1	65	276	.5	1.4	31	254	.2	1.0	46	275	.4	1.7	4	36		.3
WTPM-FM																				
FA '00	* 12	159	.1	.4	29	94	.2	.6	13	70	.1	.4	5	68		.2	* 2	18		.1
SU '00	17	234	.1	.6	13	105	.1	.3	24	104	.2	.8	14	102	.1	.5	15	71	.1	1.3
SP '00	18	159	.1	.7	14	66	.1	.3	13	73	.1	.4	16	85	.1	.6	20	77	.2	1.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	16	250	.1	.6	23	190	.2	.5	12	74	.1	.4	18	85	.1	.7	12	97	.1	1.0
WUQJ-FM																				
FA '00	36	589	.3	1.3	27	207	.2	.6	45	291	.3	1.4	45	285	.3	1.6	22	162	.2	1.6
SU '00	29	621	.2	1.1	32	228	.2	.7	34	271	.3	1.1	31	291	.2	1.1	13	117	.1	1.1
SP '00	34	600	.3	1.2	34	270	.3	.7	54	286	.4	1.6	36	229	.3	1.3	16	179	.1	1.2
WI '00	49	643	.4	1.7	48	315	.4	1.0	83	316	.6	2.5	51	277	.4	1.7	24	129	.2	1.9
4-Book	37	613	.3	1.3	35	255	.3	.8	54	291	.4	1.7	41	271	.3	1.4	19	147	.2	1.5
FA '99	28	593	.2	1.1	40	314	.3	.9	46	347	.4	1.5	26	231	.2	1.0	9	91	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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 '00	34	608	.3	1.2	74	415	.6	1.6	26	242	.2	.8	38	233	.3	1.4	31	195	.2	2.2
SU '00	29	510	.2	1.1	100	422	.8	2.2	21	170	.2	.7	26	178	.2	.9	6	81		.5
SP '00	32	553	.2	1.2	50	287	.4	1.1	34	241	.3	1.0	22	186	.2	.8	38	213	.3	2.9
WI '00	27	525	.2	1.0	61	294	.5	1.3	41	291	.3	1.2	23	154	.2	.8	9	84	.1	.7
4-Book	31	549	.2	1.1	71	355	.6	1.6	31	236	.3	.9	27	188	.2	1.0	21	143	.2	1.6
FA '99	45	853	.3	1.7	111	482	.9	2.4	41	360	.3	1.3	31	267	.2	1.1	30	201	.2	2.6
WVJP-FM																				
FA '00	58	769	.4	2.1	82	348	.6	1.7	68	391	.5	2.1	57	368	.4	2.1	41	235	.3	2.9
SU '00	30	751	.2	1.1	35	284	.3	.8	37	417	.3	1.2	31	316	.2	1.1	9	151	.1	.8
SP '00	35	674	.3	1.3	36	284	.3	.8	66	417	.5	2.0	39	366	.3	1.4	16	200	.1	1.2
WI '00	93	933	.7	3.3	131	349	1.0	2.7	157	552	1.2	4.6	142	488	1.1	4.8	29	200	.2	2.3
4-Book	54	782	.4	2.0	71	316	.6	1.5	82	444	.6	2.5	67	385	.5	2.4	24	197	.2	1.8
FA '99	68	1055	.5	2.6	84	500	.6	1.8	117	451	.9	3.7	80	482	.6	2.9	19	282	.1	1.6
WVOZ-FM																				
FA '00	13	314	.1	.5	21	122	.2	.4	23	154	.2	.7	7	94	.1	.3	5	53		.4
SU '00	12	328	.1	.4	3	38		.1	12	121	.1	.4	16	138	.1	.6	5	99		.4
SP '00	4	177		.1	1	17			5	67		.2	2	51		.1	5	62		.4
WI '00	4	159		.1	2	31			4	69		.1	2	28		.1	4	54		.3
4-Book	8	245	.1	.3	7	52	.1	.1	11	103	.1	.4	7	78	.1	.3	5	67		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 8	111	.1	.3	17	69	.1	.4	5	60		.2	10	55	.1	.4	* 3	31		.2
SU '00	26	298	.2	1.0	28	83	.2	.6	34	170	.3	1.1	30	162	.2	1.1	9	56	.1	.8
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	19	190	.1	.7	19	97	.1	.4	17	71	.1	.5	18	63	.1	.6	20	34	.2	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	218		.2	12	138	.1	.3	2	76		.1	3	75		.1	7	36	.1	.6
WYX-FM																				
FA '00	26	749	.2	.9	59	320	.5	1.3	20	270	.2	.6	45	284	.3	1.6	5	101		.4
SU '00	48	736	.4	1.8	91	312	.7	2.0	32	318	.2	1.0	75	373	.6	2.7	12	166	.1	1.0
SP '00	27	676	.2	1.0	64	340	.5	1.4	20	224	.2	.6	33	271	.3	1.2	5	101		.4
WI '00	40	937	.3	1.4	108	477	.8	2.2	42	339	.3	1.2	48	408	.4	1.6	12	193	.1	.9
4-Book	35	775	.3	1.3	81	362	.6	1.7	29	288	.2	.9	50	334	.4	1.8	9	140	.1	.7
FA '99	44	1000	.3	1.7	110	459	.8	2.4	50	401	.4	1.6	23	233	.2	.8	27	258	.2	2.3
WYQE-FM																				
FA '00	7	123	.1	.3	15	63	.1	.3	9	72	.1	.3	4	53		.1	3	48		.2
SU '00	13	183	.1	.5	6	65		.1	24	101	.2	.8	12	96	.1	.4	4	78		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	183	.1	.5	38	130	.3	.8	18	98	.1	.5	7	52	.1	.2	2	23		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	16	228	.1	.6	22	144	.2	.5	30	117	.2	1.0	13	83	.1	.5	5	46		.4
WZAR-FM																				
FA '00	70	826	.5	2.5	96	362	.7	2.0	107	450	.8	3.2	78	442	.6	2.8	44	310	.3	3.2
SU '00	62	929	.5	2.3	61	464	.5	1.4	99	477	.8	3.2	71	473	.5	2.5	41	271	.3	3.6
SP '00	51	664	.4	1.9	64	304	.5	1.4	69	353	.5	2.1	72	394	.6	2.5	16	172	.1	1.2
WI '00	43	605	.3	1.5	72	291	.6	1.5	48	266	.4	1.4	53	276	.4	1.8	17	205	.1	1.3
4-Book	57	756	.4	2.1	73	355	.6	1.6	81	387	.6	2.5	69	396	.5	2.4	30	240	.2	2.3
FA '99	26	541	.2	1.0	35	232	.3	.8	34	272	.3	1.1	17	191	.1	.6	21	136	.2	1.8
WZMT-FM																				
FA '00	14	231	.1	.5	8	62	.1	.2	14	88	.1	.4	24	123	.2	.9	11	54	.1	.8
SU '00	28	336	.2	1.0	25	108	.2	.6	41	142	.3	1.3	50	216	.4	1.8	4	57		.3
SP '00	27	270	.2	1.0	34	102	.3	.7	38	159	.3	1.1	29	192	.2	1.0	26	130	.2	2.0
WI '00	19	267	.1	.7	28	118	.2	.6	20	139	.2	.6	18	130	.1	.6	9	60	.1	.7
4-Book	22	276	.2	.8	24	98	.2	.5	28	132	.2	.9	30	165	.2	1.1	13	75	.1	1.0
FA '99	27	250	.2	1.0	29	155	.2	.6	48	179	.4	1.5	25	168	.2	.9	4	33		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 35-64

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	
WZNT-FM																				
FA '00	138	1698	1.1	5.0	159	794	1.2	3.4	171	859	1.3	5.2	132	860	1.0	4.8	70	456	.5	5.0
SU '00	125	1728	1.0	4.7	160	745	1.2	3.6	150	833	1.2	4.8	118	834	.9	4.2	54	444	.4	4.7
SP '00	187	2062	1.4	6.8	219	1004	1.7	4.8	243	1094	1.9	7.4	201	1036	1.5	7.1	63	506	.5	4.8
WI '00	152	1795	1.2	5.4	174	763	1.3	3.6	242	927	1.9	7.2	160	847	1.2	5.4	42	515	.3	3.3
4-Book	151	1821	1.2	5.5	178	827	1.4	3.9	202	928	1.6	6.2	153	894	1.2	5.4	57	480	.4	4.5
FA '99	152	1814	1.2	5.7	157	872	1.2	3.4	188	805	1.4	6.0	175	948	1.3	6.4	48	458	.4	4.1
TOTALS																				
FA '00	2748	12425	21.1		4698	11538	36.1		3308	9522	25.4		2755	9727	21.2		1390	6298	10.7	
SU '00	2677	12377	20.6		4455	11332	34.3		3132	9871	24.1		2785	9799	21.4		1150	5986	8.8	
SP '00	2751	12497	21.2		4586	11430	35.3		3306	10054	25.4		2827	10120	21.7		1312	6322	10.1	
WI '00	2818	12572	21.7		4817	11410	37.1		3384	9982	26.0		2964	10080	22.8		1283	6573	9.9	
4-Book	2749	12468	21.2		4639	11428	35.7		3283	9857	25.2		2833	9932	21.8		1284	6295	9.9	
FA '99	2664	12605	20.5		4576	11656	35.2		3125	9732	24.0		2716	10131	20.9		1172	6374	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 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 '00	17	179	.1	.5	15	191	.1	.7	18	64	.1	.6	40	107	.3	1.2	14	33	.1	.6	
	4-Book	17	196	.1	.5	19	179	.1	.9	21	57	.1	.8	25	63	.2	.7	16	37	.1	.7	
VAEL-AM	FA '00	36	326	.3	1.0	24	220	.2	1.1	69	168	.5	2.4	40	58	.3	1.2	20	52	.2	.9	
	4-Book	29	323	.2	.8	23	224	.2	1.0	52	124	.4	1.9	25	62	.2	.7	19	45	.2	.8	
VAEL-FM	FA '00	40	557	.3	1.1	25	274	.2	1.1	21	68	.2	.7	39	100	.3	1.1	9	44	.1	.4	
	4-Book	34	401	.3	.9	**	**	**	**	22	54	.2	.8	42	95	.3	1.2	19	47	.2	.9	
VALO-AM	FA '00	22	153	.2	.6	7	67	.1	.3	13	26	.1	.5	7	21	.1	.2	5	18	**	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00	103	837	.8	2.9	* 61	436	.5	2.8	120	250	.9	4.2	79	200	.6	2.3	73	148	.6	3.2	
	4-Book	95	830	.8	2.7	52	445	.4	2.3	108	250	.8	3.9	66	190	.5	1.9	43	110	.3	1.9	
WBRQ-FM	FA '00	14	179	.1	.4	5	84	**	.2	6	9	**	.2	9	38	.1	.3	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	20	339	.2	.6	12	149	.1	.5	7	35	.1	.2	27	67	.2	.8	25	59	.2	1.1	
	4-Book	20	317	.2	.6	13	166	.1	.6	7	31	.1	.2	26	72	.2	.8	18	54	.1	.8	
WCMA-FM	FA '00	110	967	.8	3.1	49	556	.4	2.2	65	194	.5	2.3	97	310	.7	2.8	56	172	.4	2.4	
	4-Book	100	979	.8	2.8	59	611	.5	2.6	74	221	.6	2.6	104	302	.8	3.1	72	170	.6	3.2	
WCMN-AM	FA '00	54	433	.4	1.5	19	223	.1	.9	40	90	.3	1.4	43	111	.3	1.2	14	46	.1	.6	
	4-Book	44	341	.4	1.2	21	204	.2	1.0	44	110	.3	1.6	26	88	.2	.7	23	50	.2	1.0	
WCMN-FM	FA '00	48	488	.4	1.3	31	342	.2	1.4	33	96	.3	1.2	29	103	.2	.8	62	143	.5	2.7	
	4-Book	30	383	.3	.9	23	243	.2	1.0	32	75	.3	1.2	29	93	.2	.9	34	80	.3	1.5	
WCDM-FM	FA '00	29	433	.2	.8	28	284	.2	1.3	57	108	.4	2.0	68	139	.5	2.0	28	83	.2	1.2	
	4-Book	35	522	.3	1.0	18	226	.2	.9	36	91	.3	1.3	39	106	.3	1.1	18	61	.2	.8	
WCTA-FM	FA '00	42	349	.3	1.2	59	367	.5	2.7	30	66	.2	1.1	93	200	.7	2.7	82	173	.6	3.6	
	4-Book	44	418	.3	1.2	41	325	.3	1.8	25	67	.2	.9	74	174	.6	2.2	55	136	.4	2.4	
WEGM-FM	FA '00	11	129	.1	.3	6	76	**	.3	4	19	**	.1	10	44	.1	.3	1	1	**	**	
	4-Book	11	158	.1	.3	7	97	.1	.3	6	25	.1	.2	8	34	.1	.2	9	33	.1	.4	
VENA-AM	FA '00	17	112	.1	.5	13	87	.1	.6	22	32	.2	.8	7	31	.1	.2	5	9	**	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM	FA '00	22	292	.2	.6	16	210	.1	.7	10	18	.1	.4	24	63	.2	.7	13	35	.1	.6	
	4-Book	36	401	.3	1.0	21	247	.2	1.0	19	63	.2	.7	34	76	.3	1.0	26	67	.2	1.2	
WEXS-AM	FA '00	9	90	.1	.3	9	50	.1	.4	1	10	**	**	14	31	.1	.4	10	14	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	11	98	.1	.3	2	62	**	.1	1	6	**	**	1	13	**	**	1	13	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

		Persons 35-64																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFID-FM	FA '00	120	1078	.9	3.4	56	545	.4	2.6	61	213	.5	2.2	86	233	.7	2.5	62	165	.5	2.7
	4-Book	139	1175	1.1	3.9	69	691	.5	3.2	69	204	.6	2.5	104	301	.8	3.0	82	227	.7	3.7
WIAC-AM	FA '00	36	401	.3	1.0	13	161	.1	.6	41	75	.3	1.4	11	11	.1	.3				
	4-Book	39	405	.3	1.1	20	225	.2	.9	45	100	.4	1.6	21	76	.2	.6	14	33	.1	.6
WIAC-FM	FA '00	121	1241	.9	3.4	45	576	.3	2.1	62	179	.5	2.2	60	166	.5	1.7	48	143	.4	2.1
	4-Book	124	1252	.9	3.5	50	624	.4	2.3	67	190	.5	2.5	88	268	.7	2.6	62	175	.5	2.8
WIDA-AM	FA '00	5	54	.1		5	55	.1		6	23	.1									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM	FA '00	14	149	.1	.4	8	93	.1	.4	16	25	.1	.6	24	63	.2	.7	5	29	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIDA-FM	FA '00	173	1391	1.3	4.8	108	1004	.8	4.9	143	327	1.1	5.0	228	543	1.8	6.6	109	289	.8	4.7
	4-Book	133	1298	1.0	3.7	67	695	.5	3.0	77	209	.6	2.8	138	353	1.1	4.0	71	171	.6	3.1
WIOB-FM	FA '00	88	642	.7	2.5	56	470	.4	2.6	34	95	.3	1.2	89	203	.7	2.6	60	151	.5	2.6
	4-Book	60	506	.5	1.7	39	313	.3	1.8	41	97	.3	1.5	70	151	.6	2.1	51	117	.4	2.2
WIOC-FM	FA '00	50	351	.4	1.4	28	217	.2	1.3	23	54	.2	.8	56	121	.4	1.6	17	58	.1	.7
	4-Book	28	245	.2	.8	21	185	.2	1.0	23	55	.2	.8	34	76	.3	1.0	19	52	.1	.8
WISA-AM	FA '00	26	105	.2	.7	8	89	.1	.4					10	33	.1	.3	4	16	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM	FA '00	16	195	.1	.4	* 14	53	.1	.6	34	38	.3	1.2	23	26	.2	.7	15	26	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM	FA '00	127	817	1.0	3.6	53	434	.4	2.4	81	164	.6	2.9	56	143	.4	1.6	41	119	.3	1.8
	4-Book	96	738	.8	2.7	39	346	.3	1.8	51	117	.4	1.9	64	154	.5	1.9	40	101	.3	1.8
WKAQ-AM	FA '00	177	1887	1.4	5.0	86	982	.7	3.9	151	517	1.2	5.3	144	338	1.1	4.2	78	250	.6	3.4
	4-Book	211	2028	1.6	5.9	81	983	.6	3.7	180	542	1.4	6.5	137	352	1.1	4.0	50	145	.4	2.2
WKAQ-FM	FA '00	149	1602	1.1	4.2	99	940	.8	4.5	126	367	1.0	4.4	235	492	1.8	6.8	103	290	.8	4.5
	4-Book	133	1574	1.0	3.8	92	939	.7	4.2	109	280	.8	3.9	205	471	1.6	6.0	97	268	.8	4.3
WKFE-AM	FA '00	17	100	.1	.5	10	22	.1	.5	19	22	.1	.7	14	22	.1	.4	9	12	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM	FA '00	14	160	.1	.4	* 7	105	.1	.3	27	70	.2	1.0	17	28	.1	.5				
	4-Book	13	178	.1	.4	10	125	.1	.5	24	57	.2	.9	23	56	.2	.7	7	16	.1	.3
WKSA-FM	FA '00	16	155	.1	.4	7	129	.1	.3					16	47	.1	.5	6	18	.1	.3
	4-Book	29	207	.2	.8	17	138	.1	.8	16	42	.1	.6	24	60	.2	.7	5	9	.1	.2
WKVM-AM	FA '00	23	243	.2	.6	22	204	.2	1.0	44	70	.3	1.6	2	11	.1	.1	3	14	.1	.1
	4-Book	26	220	.2	.7	23	198	.2	1.0	29	51	.2	1.1	13	41	.1	.4	12	32	.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

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	
WLUZ-AM																				
FA '00	24	281	.2	.7	5	115	.2	.4	3	18	.1	.3	12	52	.1	.3	2	12	.1	
4-Book	32	253	.3	.9	7	99	.1	.4	4	15	.2	.3	11	33	.1	.3	6	18	.3	
WMEG-FM																				
FA '00	49	807	.4	1.4	30	498	.2	1.4	39	105	.3	1.4	45	172	.3	1.3	33	150	.3	
4-Book	57	787	.5	1.6	39	471	.3	1.8	39	108	.3	1.4	62	175	.5	1.8	54	157	.4	
WNEL-AM																				
FA '00	18	271	.1	.5	24	166	.2	1.1	29	76	.2	1.0	40	65	.3	1.2	30	58	.2	
4-Book	19	218	.2	.5	19	163	.2	.8	31	66	.2	1.1	26	50	.2	.8	13	27	.1	
WNRT-FM																				
FA '00	37	427	.3	1.0	34	287	.3	1.5	52	142	.4	1.8	38	122	.3	1.1	21	72	.2	
4-Book	67	519	.5	1.9	49	363	.4	2.2	67	161	.5	2.4	65	167	.5	1.9	46	101	.4	
WORD-FM																				
FA '00	91	987	.7	2.6	125	1082	1.0	5.7	52	130	.4	1.8	95	221	.7	2.7	88	214	.7	
4-Book	119	1141	.9	3.4	156	1208	1.2	7.1	94	266	.7	3.4	175	387	1.3	5.0	94	219	.7	
WOSD-AM																				
FA '00	46	268	.4	1.3	14	130	.1	.6	32	91	.2	1.1	22	30	.2	.6	3	25	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	26	447	.2	.7	21	296	.2	1.0	24	77	.2	.8	43	179	.3	1.2	33	66	.3	
4-Book	33	470	.3	.9	27	313	.2	1.2	29	64	.2	1.1	54	163	.4	1.6	40	89	.3	
WPAB-AM																				
FA '00	25	293	.2	.7	22	153	.2	1.0	31	93	.2	1.1	26	93	.2	.8	19	53	.1	
4-Book	41	404	.3	1.2	20	193	.2	.9	33	76	.3	1.2	22	58	.2	.7	16	37	.1	
WPRM-FM																				
FA '00	452	2778	3.5	12.7	175	1215	1.3	8.0	281	523	2.2	9.9	300	631	2.3	8.7	213	480	1.6	
4-Book	396	2713	3.1	11.1	153	1196	1.2	6.9	237	499	1.8	8.6	253	563	1.9	7.4	191	423	1.5	
WPRP-AM																				
FA '00	15	139	.1	.4	13	87	.1	.6	3	8	.1	.3	10	17	.1	.3	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	20	248	.2	.6	15	144	.1	.7	9	15	.1	.3	28	55	.2	.8	6	25	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	31	213	.2	.9	8	72	.1	.4	26	34	.2	.9	19	26	.1	.5	15	31	.1	
4-Book	42	307	.3	1.2	20	157	.2	.9	37	68	.3	1.3	24	58	.2	.7	15	31	.1	
WTPM-FM																				
FA '00	15	130	.1	.4	* 12	83	.1	.5	28	45	.2	1.0	10	40	.1	.3	6	24	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	39	485	.3	1.1	39	298	.3	1.8	36	105	.3	1.3	84	215	.6	2.4	60	155	.5	
4-Book	44	463	.3	1.2	37	359	.3	1.7	31	91	.3	1.1	76	187	.6	2.2	58	144	.5	
WUND-AM																				
FA '00	45	539	.3	1.3	16	238	.1	.7	15	48	.1	.5	12	74	.1	.3	13	34	.1	
4-Book	43	473	.3	1.2	16	206	.1	.7	23	63	.2	.8	15	56	.1	.4	14	28	.1	
WVJP-FM																				
FA '00	69	616	.5	1.9	51	401	.4	2.3	68	187	.5	2.4	88	187	.7	2.5	65	148	.5	
4-Book	74	636	.6	2.0	39	381	.3	1.8	43	140	.3	1.5	75	196	.6	2.2	38	89	.3	
WVOZ-FM																				
FA '00	18	245	.1	.5	9	117	.1	.4					20	50	.2	.6	5	23	.2	
4-Book	9	154	.1	.3	10	120	.1	.5	5	21	.2	.3	12	46	.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 - Persons 35-64

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXEV-AM																				
FA '00	10	88	.1	.3	* 6	69	.3	10	23	.1	.4	4	31	.1			1			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '00	40	606	.3	1.1	18	265	.1	.8	10	43	.1	.4	33	123	.3	1.0	31	87	.2	1.3
4-Book	51	625	.4	1.4	25	303	.2	1.1	16	61	.2	.6	52	146	.4	1.5	33	84	.3	1.4
WYQE-FM																				
FA '00	9	116	.1	.3	5	45	.2	8	31	.1	.3	10	38	.1	.3					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '00	95	636	.7	2.7	42	403	.3	1.9	40	101	.3	1.4	80	186	.6	2.3	49	136	.4	2.1
4-Book	75	595	.6	2.1	42	380	.3	1.9	53	144	.4	1.9	88	206	.7	2.6	38	107	.3	1.7
WZMT-FM																				
FA '00	15	174	.1	.4	15	135	.1	.7	34	67	.3	1.2	42	92	.3	1.2	20	38	.2	.9
4-Book	27	208	.2	.8	19	158	.2	.9	22	51	.2	.8	35	72	.3	1.0	29	70	.2	1.3
WZNT-FM																				
FA '00	155	1359	1.2	4.3	152	1182	1.2	6.9	149	384	1.1	5.3	248	551	1.9	7.2	257	585	2.0	11.1
4-Book	179	1447	1.4	5.0	162	1234	1.3	7.3	149	367	1.1	5.4	260	567	2.0	7.5	220	520	1.7	9.7
TOTALS																				
FA '00	3568	12188	27.4		2195	10410	16.9		2835	6372	21.8		3461	6864	26.6		2305	5092	17.7	
4-Book	3570	12258	27.5		2217	10461	17.1		2766	6261	21.3		3439	7071	26.5		2263	5004	17.4	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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 '00					18	44	.1	1.0	20	58	.2	.7	7	7	.1	.4	6	7		.6
4-Book	12	28	.1	1.0	21	52	.2	1.2	31	76	.2	1.1	16	31	.2	.8	12	22	.1	1.2
VAEL-AM																				
FA '00	5	20		.4	16	36	.1	.9	34	81	.3	1.1	10	34	.1	.5				
4-Book	16	42	.1	1.3	25	47	.2	1.4	28	68	.2	1.0	13	37	.1	.6	8	16	.1	.8
VAEL-FM																				
FA '00	2	7		.1	9	45	.1	.5	62	149	.5	2.1	41	101	.3	2.2	11	43	.1	1.1
4-Book	6	22	.1	.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VALO-AM																				
FA '00					17	47	.1	1.0	6	35		.2	9	12	.1	.5	6	17		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	* 60	111	.5	4.5	45	95	.3	2.5	39	108	.3	1.3	13	54	.1	.7	* 63	132	.5	6.3
4-Book	38	75	.3	3.0	42	113	.3	2.3	54	132	.4	1.9	25	74	.2	1.2	38	86	.3	3.7
WBRQ-FM																				
FA '00	1	10		.1	6	18		.3	13	34	.1	.4	7	15	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	18	51	.1	1.3					6	11		.2	9	21	.1	.5	2	10		.2
4-Book	12	37	.1	1.0	3	13		.2	8	31	.1	.3	17	57	.2	.8	9	28	.1	.8
WCMA-FM																				
FA '00	40	114	.3	3.0	24	40	.2	1.4	35	122	.3	1.2	54	165	.4	2.9	20	74	.2	2.0
4-Book	31	85	.3	2.5	28	87	.2	1.6	67	202	.5	2.3	56	178	.4	2.8	37	107	.3	3.7
WCMN-AM																				
FA '00	2	5		.1	17	50	.1	1.0	4	17		.1	10	29	.1	.5	22	65	.2	2.2
4-Book	3	12		.3	26	62	.2	1.4	16	38	.1	.6	20	33	.2	1.0	15	32	.1	1.5
WCMN-FM																				
FA '00	8	48	.1	.6	24	84	.2	1.4	71	117	.5	2.4	20	38	.2	1.1	7	13	.1	.7
4-Book	7	27	.1	.6	21	54	.2	1.2	36	79	.3	1.3	16	33	.1	.8	9	22	.1	.8
WCOM-FM																				
FA '00	4	17		.3	23	33	.2	1.3	27	66	.2	.9	15	36	.1	.8	5	12		.5
4-Book	9	29	.1	.7	15	30	.1	.8	16	50	.1	.6	6	19		.3	8	17	.1	.8
WCTA-FM																				
FA '00	47	120	.4	3.5	53	129	.4	3.0	67	113	.5	2.3	69	137	.5	3.7	31	101	.2	3.1
4-Book	29	81	.3	2.2	23	56	.2	1.3	48	105	.4	1.7	39	95	.3	2.0	26	85	.2	2.6
WEGM-FM																				
FA '00	4	11		.3	4	16		.2	12	24	.1	.4	4	12		.2	7	18	.1	.7
4-Book	4	13		.3	6	16		.3	9	26	.1	.3	6	19	.1	.3	5	14	.1	.5
WENA-AM																				
FA '00	17	37	.1	1.3	21	37	.2	1.2	28	47	.2	.9	8	28	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	10	25	.1	.7	15	40	.1	.8	29	91	.2	1.0	14	61	.1	.8	10	35	.1	1.0
4-Book	14	45	.1	1.1	22	68	.2	1.2	20	74	.2	.7	22	59	.2	1.1	13	35	.1	1.2
WEXS-AM																				
FA '00	8	14	.1	.6	14	32	.1	.8	10	25	.1	.3	5	14		.3	11	14	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	2	12		.1	11	29	.1	.6	4	17		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

		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	
WFID-FM	FA '00	39	99	.3	2.9	27	90	.2	1.5	86	214	.7	2.9	53	133	.4	2.9	34	72	.3	3.4	
	4-Book	61	161	.5	4.9	42	128	.3	2.3	77	206	.6	2.6	59	135	.5	3.0	55	129	.5	5.3	
WIAC-AM	FA '00	9	21	.1	.7	20	65	.2	1.1	12	35	.1	.4	5	18	.3		8	34	.1	.8	
	4-Book	15	38	.1	1.2	26	75	.2	1.4	24	48	.2	.9	11	29	.1	.6	6	22	.1	.6	
WIAC-FM	FA '00	25	70	.2	1.9	29	60	.2	1.6	65	228	.5	2.2	60	132	.5	3.3	17	49	.1	1.7	
	4-Book	28	90	.3	2.3	21	53	.2	1.2	71	209	.6	2.4	50	119	.4	2.5	16	58	.1	1.6	
WIDA-AM	FA '00					10	32	.1	.6					6	23	.3		23	23	.2	2.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM	WQQZ-FM																					
	FA '00	2	6	.1		1	12	.1		11	28	.1	.4	5	12	.3		2	12		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM	FA '00	82	217	.6	6.1	73	157	.6	4.1	109	307	.8	3.7	46	109	.4	2.5	66	252	.5	6.6	
	4-Book	38	100	.3	2.9	52	139	.4	2.9	74	215	.6	2.5	45	108	.4	2.3	38	129	.3	3.8	
WIOB-FM	FA '00	43	136	.3	3.2	20	68	.2	1.1	86	163	.7	2.9	71	167	.5	3.9	35	110	.3	3.5	
	4-Book	18	51	.1	1.3	18	57	.2	1.0	45	101	.4	1.5	49	114	.4	2.5	18	61	.1	1.8	
WIOC-FM	FA '00	23	70	.2	1.7	17	45	.1	1.0	46	98	.4	1.6	14	48	.1	.8	17	41	.1	1.7	
	4-Book	14	44	.1	1.1	17	39	.1	.9	30	69	.3	1.1	22	40	.2	1.1	11	30	.1	1.1	
WISA-AM	FA '00	13	36	.1	1.0					3	16	.1		33	53	.3	1.8					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM	FA '00	* 4	8	.3		4	17	.2		7	17	.1	.2	4	17	.2		* 23	33	.2	2.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM	FA '00	15	77	.1	1.1	50	126	.4	2.8	86	212	.7	2.9	67	118	.5	3.6	35	88	.3	3.5	
	4-Book	19	76	.2	1.5	32	76	.2	1.7	55	131	.4	1.9	40	91	.3	2.0	15	55	.1	1.5	
WKAQ-AM	FA '00	38	148	.3	2.8	144	370	1.1	8.1	71	218	.5	2.4	41	99	.3	2.2	35	142	.3	3.5	
	4-Book	31	94	.3	2.5	123	319	.9	6.8	67	195	.5	2.3	40	106	.3	2.0	34	116	.3	3.2	
WKAQ-FM	FA '00	85	229	.7	6.4	47	160	.4	2.6	118	316	.9	4.0	45	131	.3	2.4	15	51	.1	1.5	
	4-Book	42	149	.3	3.3	50	151	.4	2.7	122	333	1.0	4.2	78	223	.6	3.8	26	83	.2	2.5	
WKFE-AM	FA '00	4	12	.3		12	12	.1	.7	12	12	.1	.4	9	12	.1	.5	4	12		.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM	FA '00					2	2	.1		6	10	.2						* 4	11		.4	
	4-Book					16	45	.1	.8	9	30	.1	.3	3	5	.1		2	5		.2	
WKSA-FM	FA '00	3	16	.2		3	12	.2		15	54	.1	.5	11	37	.1	.6	1	5		.1	
	4-Book	**	**	**	**	15	40	.1	.8	19	53	.1	.7	14	25	.1	.7	**	**	**	**	
WKVM-AM	FA '00	28	58	.2	2.1	33	67	.3	1.9	30	70	.2	1.0	25	70	.2	1.4	18	43	.1	1.8	
	4-Book	12	28	.1	1.0	42	94	.4	2.3	43	81	.3	1.5	27	61	.2	1.4	9	27	.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 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	
WLUZ-AM	FA '00	8	21	.1	.6					8	28	.1	.3	8	23	.1	.4	4	9		.4	
	4-Book	9	23	.1	.8	2	3		.1	8	28	.1	.3	12	27	.1	.6	4	12		.4	
WMEG-FM	FA '00	19	68	.1	1.4	17	68	.1	1.0	27	148	.2	.9	32	82	.2	1.7	32	90	.2	3.2	
	4-Book	33	83	.2	2.6	19	61	.2	1.1	34	128	.3	1.2	27	82	.2	1.3	41	109	.3	4.0	
WNEL-AM	FA '00	22	44	.2	1.6	2	11		.1	39	89	.3	1.3	21	72	.2	1.1	5	14		.5	
	4-Book	17	32	.2	1.3	15	47	.1	.8	23	61	.2	.8	13	39	.1	.6	9	17	.1	.9	
WNRT-FM	FA '00	31	74	.2	2.3	66	153	.5	3.7	36	105	.3	1.2	21	56	.2	1.1	13	37	.1	1.3	
	4-Book	31	86	.2	2.5	72	179	.6	3.9	47	150	.4	1.6	29	69	.3	1.4	34	97	.3	3.3	
WORO-FM	FA '00	55	195	.4	4.1	73	183	.6	4.1	391	698	3.0	13.2	188	431	1.4	10.2	37	89	.3	3.7	
	4-Book	**	**	**	**	76	211	.6	4.2	409	740	3.2	14.1	212	463	1.6	10.6	**	**	**	**	
WOSO-AM	FA '00	19	40	.1	1.4	4	18		.2	2	18		.1	6	43		.3	25	54	.2	2.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM	FA '00	18	55	.1	1.3	11	45	.1	.6	22	61	.2	.7	15	30	.1	.8					
	4-Book	14	40	.1	1.1	20	48	.2	1.1	28	91	.2	.9	19	47	.1	1.0	12	33	.1	1.2	
WPAB-AM	FA '00	17	46	.1	1.3	24	51	.2	1.4	24	74	.2	.8	18	24	.1	1.0	18	34	.1	1.8	
	4-Book	11	29	.1	.9	25	56	.2	1.4	32	104	.3	1.1	11	21	.1	.6	12	35	.1	1.2	
WPRM-FM	FA '00	101	282	.8	7.5	120	287	.9	6.8	214	459	1.6	7.2	134	297	1.0	7.3	50	152	.4	5.0	
	4-Book	85	231	.7	6.6	106	236	.8	5.8	164	368	1.3	5.6	128	292	1.0	6.5	69	188	.6	6.7	
WPRP-AM	FA '00					26	70	.2	1.5	51	65	.4	1.7	11	14	.1	.6					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM	FA '00	19	31	.1	1.4	7	27	.1	.4	37	102	.3	1.2	11	15	.1	.6					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM	FA '00	1	8		.1	5	20		.3	12	29	.1	.4	2	20		.1					
	4-Book	4	16		.3	27	55	.2	1.5	28	58	.2	.9	22	45	.2	1.1	5	15	.1	.5	
WTPM-FM	FA '00	*	2			28	41	.2	1.6	18	43	.1	.6	3	6		.2	*	2	6	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQJ-FM	FA '00	19	27	.1	1.4	15	46	.1	.8	44	77	.3	1.5	47	94	.4	2.5	6	15		.6	
	4-Book	17	45	.1	1.3	12	46	.1	.7	52	119	.4	1.8	39	89	.3	2.0	8	35	.1	.8	
WUNO-AM	FA '00	21	57	.2	1.6	34	98	.3	1.9	20	57	.2	.7	3	10		.2	9	32	.1	.9	
	4-Book	15	35	.1	1.1	40	103	.3	2.2	11	32	.1	.4	6	12	.1	.3	7	26	.1	.7	
WVJP-FM	FA '00	35	84	.3	2.6	28	69	.2	1.6	58	174	.4	2.0	34	93	.3	1.8	30	73	.2	3.0	
	4-Book	19	61	.2	1.5	18	62	.2	1.0	63	160	.5	2.2	31	65	.3	1.6	22	56	.2	2.1	
WVOZ-FM	FA '00					8	32	.1	.5	25	77	.2	.8	12	28	.1	.7					
	4-Book	14	25	.1	1.2	8	29	.1	.5	15	43	.1	.5	18	41	.1	.9	4	17	.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

	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	
WXEV-AM FA '00 4-Book	* **	**	**	**	* 17 **	26 **	.1 **	1.0 **	16 **	57 **	.1 **	.5 **	**	**	**	**	* **	**	**	**	**
WXYX-FM FA '00 4-Book	14 23	32 52	.1 .2	1.0 1.9	6 14	20 42	.3 .1	.8 .8	26 31	63 87	.2 .2	.9 1.1	20 23	54 64	.2 .2	1.1 1.1	8	31	.1	.8	
WYQE-FM FA '00 4-Book	1 **	6 **	.1 **	.1 **	1 **	8 **	.1 **	.1 **	8 **	21 **	.1 **	.3 **	11 **	23 **	.1 **	.6 **	2 **	11 **	.2 **	.2 **	
WZAR-FM FA '00 4-Book	20 28	70 63	.2 .3	1.5 2.2	24 23	63 60	.2 .2	1.4 1.3	55 39	124 108	.4 .3	1.9 1.4	53 41	113 92	.4 .3	2.9 2.1	16 19	44 49	.1 .1	1.6 1.9	
WZMT-FM FA '00 4-Book	5 9	21 33	.4 .1	.4 .7	9	24	.1	.5	20 22	52 64	.2 .2	.7 .8	19	41	.2	.9	8	28	.1	.7	
WZNT-FM FA '00 4-Book	90 105	255 285	.7 .8	6.7 8.3	91 85	215 217	.7 .7	5.1 4.7	189 227	437 540	1.5 1.8	6.4 7.9	143 187	371 383	1.1 1.5	7.8 9.4	57 65	168 196	.4 .5	5.7 6.3	
TOTALS FA '00 4-Book	1338 1267	3436 3208	10.3 9.8		1775 1825	4281 4340	13.7 14.1		2963 2904	5939 5971	22.8 22.4		1844 2000	4037 4222	14.2 15.4		1005 1030	2601 2686	7.7 7.9		

** 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 '00		25			2	25		.2													
SU '00		18			1	11		.1		11				7							
SP '00																					
WI '00	5	28	.1	.7	16	28	.4	1.6	6	15	.1	1.0					1	13		.2	
4-Book	1	18		.2	5	16	.1	.5	2	7		.3		2				3		.1	
FA '99	2	44		.3	3	28	.1	.3	5	30	.1	.8	1	14		.1	1	14		.2	
Wael-AM																					
FA '00		20				10															
SU '00		16				9								7							
SP '00	5	64	.1	.7	13	64	.3	1.3	1	18		.1	2	32		.2	1	18		.2	
WI '00	1	45		.1									1	13		.1	2	13		.4	
4-Book	2	36		.2	3	21	.1	.3		5			1	13		.1	1	8		.2	
FA '99		13											1	13		.1					
Wael-FM																					
FA '00	6	161	.1	.9	6	51	.1	.5	10	62	.2	1.7	4	53	.1	.5	6	85	.1	1.2	
SU '00	17	278	.4	2.3	7	53	.2	.6	34	188	.8	4.2	12	102	.3	1.4	17	103	.4	3.1	
SP '00	3	161	.1	.4	1	20		.1	3	71	.1	.4	4	60	.1	.5	2	38		.4	
WI '00	11	204	.2	1.6	15	108	.3	1.5	12	114	.3	2.0	11	132	.2	1.4	14	62	.3	2.8	
4-Book	9	201	.2	1.3	7	58	.2	.7	15	109	.4	2.1	8	87	.2	1.0	10	72	.2	1.9	
FA '99	12	266	.3	1.8	7	69	.2	.7	20	165	.4	3.2	7	94	.2	.9	10	62	.2	2.2	
WALO-AM																					
FA '00		7												7							
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	11			1	11		.1	1	11		.2									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99		13																			
WAPA-AM																					
FA '00	* 2	34		.3	7	19	.2	.6	6	14	.1	1.0					*	5	28	.1	.9
SU '00	1	41		.1														2	25		.4
SP '00	2	60		.3	3	22	.1	.3	4	34	.1	.6	1	13		.1					
WI '00	1	27		.1									4	14		.1					
4-Book	2	41		.2	3	10	.1	.2	3	12	.1	.4	1	7		.2	2	13		.3	
FA '99		52											1	32		.1					
WBRQ-FM																					
FA '00	8	79	.2	1.1	7	30	.2	.6	20	46	.5	3.5	13	52	.3	1.6		17			
SU '00	6	193	.1	.8	9	92	.2	.8	2	27		.2	5	37	.1	.6	6	63	.1	1.1	
SP '00	1	87		.1	2	36		.2	1	29		.1		22		.1	1	11		.2	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																					
FA '00	20	430	.5	2.9	16	123	.4	1.4	13	105	.3	2.3	21	191	.5	2.6	34	187	.8	6.6	
SU '00	12	321	.3	1.6	14	124	.3	1.3	14	160	.3	1.7	15	93	.3	1.8	13	183	.3	2.4	
SP '00	10	362	.2	1.4	12	158	.3	1.2	6	107	.1	.9	8	126	.2	1.0	15	160	.3	2.8	
WI '00	22	445	.5	3.3	26	217	.6	2.5	17	218	.4	2.8	22	189	.5	2.7	20	198	.4	4.1	
4-Book	16	390	.4	2.3	17	156	.4	1.6	13	148	.3	1.9	17	150	.4	2.0	21	182	.5	4.0	
FA '99	23	354	.5	3.4	7	71	.2	.7	20	186	.4	3.2	27	187	.6	3.3	27	182	.6	5.9	
WCMA-FM																					
FA '00	17	376	.4	2.4	20	89	.5	1.8	12	109	.3	2.1	28	211	.6	3.4	15	121	.3	2.9	
SU '00	10	529	.2	1.3	14	210	.3	1.3	12	179	.3	1.5	6	78	.1	.7	10	151	.2	1.8	
SP '00	16	396	.4	2.2	12	207	.3	1.2	21	217	.5	3.0	15	200	.3	1.9	12	117	.3	2.2	
WI '00	25	449	.6	3.7	14	110	.3	1.4	26	218	.6	4.4	28	158	.6	3.5	24	181	.5	4.9	
4-Book	17	488	.4	2.4	15	154	.4	1.4	18	181	.4	2.8	19	162	.4	2.4	15	143	.3	3.0	
FA '99	19	525	.4	2.8	17	205	.4	1.7	14	160	.3	2.3	33	219	.7	4.0	13	162	.3	2.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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-AM																				
FA '00		33			1	14	.1						2	19	.2					
SU '00		16			1	16	.1													
SP '00		25																		
WI '00	1	34	.1		2	24	.2	1	12	.2		1	9	.1						
4-Book		27			1	14	.1		3	.1		1	7	.1						
FA '99		25			1	19	.1													
WCMN-FM																				
FA '00	11	268	.3	1.6	18	106	.4	1.6	11	142	.3	1.9	9	94	.2	1.1	6	65	.1	1.2
SU '00	19	286	.4	2.5	26	117	.6	2.4	22	152	.5	2.7	18	106	.4	2.1	13	133	.3	2.4
SP '00	15	195	.3	2.1	11	131	.2	1.1	16	106	.4	2.3	16	96	.4	2.0	16	84	.4	3.0
WI '00	15	313	.3	2.2	32	165	.7	3.1	20	90	.4	3.4	17	223	.4	2.1	3	78	.1	.6
4-Book	15	266	.3	2.1	22	130	.5	2.1	17	123	.4	2.6	15	130	.4	1.8	10	90	.2	1.8
FA '99	18	299	.4	2.6	19	141	.4	1.9	19	128	.4	3.1	23	148	.5	2.8	11	89	.2	2.4
WCOM-FM																				
FA '00	37	741	.8	5.3	102	394	2.3	9.2	28	283	.6	4.9	26	291	.6	3.2	22	190	.5	4.3
SU '00	30	875	.7	4.0	72	457	1.6	6.6	36	413	.8	4.5	20	280	.4	2.4	15	219	.3	2.7
SP '00	44	904	1.0	6.2	98	432	2.2	9.9	37	319	.8	5.4	36	372	.8	4.4	31	244	.7	5.8
WI '00	24	634	.5	3.6	53	345	1.2	5.2	27	204	.6	4.5	21	111	.5	2.6	16	189	.4	3.3
4-Book	34	789	.8	4.8	81	407	1.8	7.7	32	305	.7	4.8	26	264	.6	3.2	21	211	.5	4.0
FA '99	48	922	1.1	7.0	75	402	1.7	7.6	43	369	1.0	6.9	48	443	1.1	5.9	38	253	.8	8.2
WCTA-FM																				
FA '00	10	236	.2	1.4	5	87	.1	.4	4	63	.1	.7	13	64	.3	1.6	2	26		.4
SU '00	3	111	.1	.4	1	30		.1	3	67	.1	.4	4	33	.1	.5	3	35	.1	.5
SP '00	32	254	.7	4.5	15	85	.3	1.5	28	161	.6	4.1	40	143	.9	4.9	32	162	.7	6.0
WI '00	12	222	.3	1.8	11	62	.2	1.1	14	114	.3	2.3	22	72	.5	2.7	4	50	.1	.8
4-Book	14	206	.3	2.0	8	66	.2	.8	12	101	.3	1.9	20	78	.5	2.4	10	68	.2	1.9
FA '99	11	214	.2	1.6	11	120	.2	1.1	9	89	.2	1.4	19	73	.4	2.3	8	47	.2	1.7
WEGM-FM																				
FA '00	19	262	.4	2.7	29	196	.7	2.6	12	114	.3	2.1	33	179	.8	4.0	8	101	.2	1.6
SU '00	15	236	.3	2.0	14	124	.3	1.3	18	150	.4	2.2	23	111	.5	2.7	9	77	.2	1.6
SP '00	21	240	.5	2.9	15	93	.3	1.5	27	169	.6	3.9	40	197	.9	4.9	10	79	.2	1.9
WI '00	28	271	.6	4.2	29	168	.6	2.8	26	139	.6	4.4	34	139	.8	4.2	28	125	.6	5.7
4-Book	21	252	.5	3.0	22	145	.5	2.1	21	143	.5	3.2	33	157	.8	4.0	14	96	.3	2.7
FA '99	12	210	.3	1.8	24	112	.5	2.4	10	74	.2	1.6	16	123	.4	2.0	2	49		.4
WENA-AM																				
FA '00	1	12	.1		4	12	.1	.4												
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	4	90	.1	.6	5	41	.1	.4	6	54	.1	1.0	5	31	.1	.6	4	28	.1	.8
SU '00	4	175	.1	.5	8	61	.2	.7	4	99	.1	.5	3	68	.1	.4	1	27		.2
SP '00	2	108		.3	1	39		.1	4	50	.1	.6	1	24		.1	2	19		.4
WI '00	3	152	.1	.4	3	49	.1	.3	2	53		.3	2	39		.2	2	51		.4
4-Book	3	131	.1	.5	4	48	.1	.4	4	64	.1	.6	3	41	.1	.3	2	31		.5
FA '99	2	90		.3	2	28		.2		15		.2	2	52		.2	2	39		.4
WEXS-AM																				
FA '00																				
SU '00	4	36	.1	.5	9	25	.2	.8	5	17	.1	.6	2	17		.2				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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				
+WFDT-FM																								
FA '00	1	60	.1	.1	2	39	.2	.2					2	41	.2	.2					35			
SU '00	3	38	.1	.4					4	30	.1	.5	12	38	.3	1.4	1				30			.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	70	.1	.7	4	42	.1	.4	4	29	.1	.7	6	17	.1	.7	7				58	.2	1.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	61		.3	2	24		.2	2	10		.3	2	24		.2	1				14			.2
WFID-FM																								
FA '00	22	369	.5	3.2	22	140	.5	2.0	26	136	.6	4.5	22	134	.5	2.7	23	164	.5	4.5				
SU '00	21	378	.5	2.8	35	153	.8	3.2	32	150	.7	4.0	14	93	.3	1.7	15	142	.3	2.7				
SP '00	22	501	.5	3.1	27	184	.6	2.7	22	259	.5	3.2	23	177	.5	2.8	27	257	.6	5.0				
WI '00	23	421	.5	3.4	19	148	.4	1.9	30	259	.7	5.0	30	252	.7	3.7	16	117	.4	3.3				
4-Book	22	417	.5	3.1	26	156	.6	2.5	28	201	.6	4.2	22	164	.5	2.7	20	170	.5	3.9				
FA '99	16	433	.4	2.3	11	86	.2	1.1	21	231	.5	3.4	10	119	.2	1.2	16	141	.4	3.5				
WIAC-AM																								
FA '00		17			2	17		.2																
SU '00		20																						
SP '00	1	47		.1	3	25	.1	.3	1	22		.1					1	21		.2				
WI '00																								
4-Book		21			1	11		.1		6								5		.1				
FA '99	3	27	.1	.4	2	11		.2	2	16		.3	9	27	.2	1.1								
WIAC-FM																								
FA '00	9	377	.2	1.3	5	79	.1	.4	3	46	.1	.5	11	143	.3	1.3	12	135	.3	2.3				
SU '00	26	502	.6	3.5	40	193	.9	3.6	36	228	.8	4.5	29	151	.6	3.5	20	172	.4	3.6				
SP '00	10	492	.2	1.4	27	184	.6	2.7	6	110	.1	.9	7	110	.2	.9	4	94	.1	.7				
WI '00	23	531	.5	3.4	46	202	1.0	4.5	19	185	.4	3.2	14	158	.3	1.7	32	144	.7	6.5				
4-Book	17	476	.4	2.4	30	165	.7	2.8	16	142	.4	2.3	15	141	.4	1.9	17	136	.4	3.3				
FA '99	13	444	.3	1.9	18	180	.4	1.8	17	211	.4	2.7	18	215	.4	2.2	5	95	.1	1.1				
WIDA-AM																								
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																								
WQOZ-FM																								
FA '00		19							1	10		.2									8			
SU '00	1	26		.1	2	19		.2					1	10		.1	1	17		.2				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	46		.1		12			1	24		.2					2	21		.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		33							1	25		.2												
WIOD-FM																								
FA '00	14	339	.3	2.0	3	57	.1	.3	15	47	.3	2.6	20	129	.5	2.4	20	147	.5	3.9				
SU '00	6	220	.1	.8	5	52	.1	.5	7	64	.2	.9	6	43	.1	.7	7	82	.2	1.3				
SP '00	8	274	.2	1.1	8	84	.2	.8	16	108	.4	2.3	5	56	.1	.6	7	110	.2	1.3				
WI '00	9	226	.2	1.3	6	43	.1	.6	6	86	.1	1.0	10	82	.2	1.2	9	67	.2	1.8				
4-Book	9	265	.2	1.3	6	59	.1	.6	11	76	.3	1.7	10	78	.2	1.2	11	102	.3	2.1				
FA '99	10	273	.2	1.5	8	68	.2	.8	4	78	.1	.6	14	109	.3	1.7	13	125	.3	2.8				
WIOB-FM																								
FA '00	7	120	.2	1.0	6	49	.1	.5	4	28	.1	.7	11	85	.3	1.3	9	56	.2	1.8				
SU '00	8	154	.2	1.1	3	89	.1	.3	20	80	.4	2.5	10	60	.2	1.2	8	56	.2	1.5				
SP '00	4	123	.1	.6	3	40	.1	.3	8	52	.2	1.2	5	42	.1	.6	1	35		.2				
WI '00	9	88	.2	1.3	13	45	.3	1.3	13	42	.3	2.2	12	21	.3	1.5	4	28	.1	.8				
4-Book	7	121	.2	1.0	6	56	.2	.6	11	51	.3	1.7	10	52	.2	1.2	6	44	.1	1.1				
FA '99	2	57		.3	1	8		.1	2	23		.3	2	32		.2	5	49	.1	1.1				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WIOC-FM																						
FA '00		5	95	.1	.7	5	44	.1	.4					1	32		.1	8	34	.2	1.6	
SU '00		6	129	.1	.8	15	43	.3	1.4	6	58	.1	.7	4	58	.1	.5	2	38		.4	
SP '00		13	140	.3	1.8	10	51	.2	1.0	12	73	.3	1.7	13	75	.3	1.6	19	88	.4	3.5	
WI '00		4	86	.1	.6	7	40	.2	.7	5	28	.1	.8	2	32	.2	.2	1	21		.2	
4-Book		7	113	.2	1.0	9	45	.2	.9	6	40	.1	.8	5	49	.1	.6	8	45	.2	1.4	
FA '99		10	148	.2	1.5	12	86	.3	1.2	12	77	.3	1.9	6	54	.1	.7	5	57	.1	1.1	
WISA-AM																						
FA '00																						
SU '00																						
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		19				2	19		.2													
WISO-AM																						
FA '00	*																	*				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																						
FA '00		11	286	.3	1.6	23	132	.5	2.1	7	67	.2	1.2	17	137	.4	2.1		10			
SU '00		34	358	.8	4.5	88	243	2.0	8.0	17	133	.4	2.1	50	242	1.1	6.0	9	114	.2	1.6	
SP '00		32	289	.7	4.5	43	163	1.0	4.4	27	117	.6	3.9	46	146	1.0	5.7	25	63	.6	4.7	
WI '00		24	322	.5	3.6	64	228	1.4	6.3	15	94	.3	2.5	43	213	1.0	5.3	6	96	.1	1.2	
4-Book		25	314	.6	3.6	55	192	1.2	5.2	17	103	.4	2.4	39	185	.9	4.8	10	71	.2	1.9	
FA '99		12	263	.3	1.8	34	172	.8	3.4	5	70	.1	.8	16	106	.4	2.0	4	31	.1	.9	
WKAQ-AM																						
FA '00		4	154	.1	.6	8	76	.2	.7	7	48	.2	1.2	2	17		.2	1	22		.2	
SU '00		5	208	.1	.7	14	151	.3	1.3	9	59	.2	1.1	1	20		.1	3	65	.1	.5	
SP '00		5	172	.1	.7	15	111	.3	1.5	7	47	.2	1.0	6	72	.1	.7	2	31		.4	
WI '00		2	142		.3	4	35	.1	.4	1	18		.2	4	39	.1	.5	2	37		.4	
4-Book		4	169	.1	.6	10	93	.2	1.0	6	43	.2	.9	3	37	.1	.4	2	39		.4	
FA '99		2	98		.3	1	15		.1	2	29		.3	1	13		.1	2	33		.4	
WKAQ-FM																						
FA '00		40	720	.9	5.7	51	374	1.2	4.6	41	347	.9	7.1	53	348	1.2	6.5	24	272	.5	4.7	
SU '00		51	1067	1.1	6.8	43	323	1.0	3.9	67	510	1.5	8.4	55	443	1.2	6.5	33	311	.7	6.0	
SP '00		66	1276	1.5	9.2	42	422	.9	4.3	81	548	1.8	11.8	85	704	1.9	10.5	42	435	.9	7.8	
WI '00		46	1131	1.0	6.9	47	343	1.0	4.6	47	508	1.0	7.9	59	482	1.3	7.3	30	340	.7	6.1	
4-Book		51	1049	1.1	7.2	46	366	1.0	4.4	59	478	1.3	8.8	63	494	1.4	7.7	32	340	.7	6.2	
FA '99		48	1161	1.1	7.0	48	489	1.1	4.8	55	564	1.2	8.9	51	431	1.1	6.3	33	414	.7	7.2	
WKFE-AM																						
FA '00			16				16															
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VKJB-AM																						
FA '00	*																	*				
SU '00																						
SP '00																						
WI '00			6			1	6		.1													
4-Book			2			2	2															
FA '99		1	22		.1	3	22		.3	2	22		.3									

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '00	6	119	.1	.9	6	34	.1	.5	4	52	.1	.7	11	56	.3	1.3	6	52	.1	1.2
SU '00	1	74		.1	2	25		.2	1	13		.1					**	**	**	**
SP '00	1	46		.1					1	9		.1	3	27	.1	.4	**	**	**	**
WI '00	1	36		.1		6			1	16		.2					**	**	**	**
4-Book	2	69		.3	2	16		.2	2	23		.3	4	21	.1	.4	**	**	**	**
FA '99	14	93	.3	2.0	8	77	.2	.8	27	54	.6	4.3	5	25	.1	.6	**	**	**	**
WKVM-AM																				
FA '00	1	40		.1	7	40	.2	.6					1	10		.1	1	10		.2
SU '00		10								10										
SP '00		9												9						
WI '00		18			2	18		.2						5				3		.1
4-Book		19			2	15	.1	.2		3										
FA '99	1	43		.1									1	16		.1				
WLUZ-AM																				
FA '00		17			1	17		.1												
SU '00																				
SP '00	1	26		.1					1	13		.1	1	13		.1	1	13		.2
WI '00																				
4-Book		11				4				3				3				3		.1
FA '99		20			1	20		.1												
WMEG-FM																				
FA '00	68	1120	1.6	9.7	105	593	2.4	9.4	51	366	1.2	8.8	90	589	2.1	11.0	56	453	1.3	10.9
SU '00	75	1164	1.7	10.0	40	379	.9	3.6	53	483	1.2	6.6	132	763	2.9	15.7	98	610	2.2	17.9
SP '00	80	1309	1.8	11.2	89	581	2.0	9.0	59	518	1.3	8.6	108	715	2.4	13.3	71	607	1.6	13.2
WI '00	62	872	1.4	9.2	53	323	1.2	5.2	56	342	1.2	9.4	92	417	2.0	11.4	58	404	1.3	11.8
4-Book	71	1116	1.6	10.0	72	469	1.6	6.8	55	427	1.2	8.4	106	621	2.4	12.9	71	519	1.6	13.5
FA '99	64	1124	1.4	9.4	64	431	1.4	6.4	37	475	.8	6.0	96	591	2.1	11.8	63	464	1.4	13.7
WNEL-AM																				
FA '00		8				8														
SU '00		14			2	14		.2												
SP '00																				
WI '00																				
4-Book		6			1	6		.1												
FA '99																				
WNRT-FM																				
FA '00	9	175	.2	1.3	15	61	.3	1.3	6	66	.1	1.0	6	45	.1	.7	11	72	.3	2.1
SU '00	4	125	.1	.5	5	97	.1	.5	5	80	.1	.6	7	101	.2	.8	3	50	.1	.5
SP '00	3	125	.1	.4	2	38		.2	4	50	.1	.6	2	38		.2	1	13		.2
WI '00	8	166	.2	1.2	20	115	.4	2.0	7	105	.2	1.2	15	89	.3	1.9	1	12		.2
4-Book	6	148	.2	.9	11	78	.2	1.0	6	75	.1	.9	8	68	.2	.9	4	37	.1	.8
FA '99	3	133	.1	.4	4	25	.1	.4	1	37		.2	3	37	.1	.4	4	49	.1	.9
WORD-FM																				
FA '00	5	67	.1	.7	2	14		.2	2	16		.3	9	37	.2	1.1	11	33	.3	2.1
SU '00	7	178	.2	.9	4	32	.1	.4	6	54	.1	.7	1	14		.1	**	**	**	**
SP '00	7	160	.2	1.0	17	98	.4	1.7	4	42	.1	.6	5	51	.1	.6		10		
WI '00	5	139	.1	.7	3	41	.1	.3	4	59	.1	.7	18	75	.4	2.2	3	36	.1	.6
4-Book	6	136	.2	.8	7	46	.2	.7	4	43	.1	.6	8	44	.2	1.0	**	**	**	**
FA '99	3	122	.1	.4	2	18		.2	5	43	.1	.8	1	7		.1				
WOSO-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WOYE-FM																				
FA '00	16	398	.4	2.3	24	189	.5	2.2	13	169	.3	2.3	22	144	.5	2.7	12	145	.3	2.3
SU '00	36	647	.8	4.8	52	327	1.2	4.7	21	247	.5	2.6	49	355	1.1	5.8	36	158	.8	6.6
SP '00	50	708	1.1	7.0	93	434	2.1	9.4	47	361	1.0	6.8	33	242	.7	4.1	31	314	.7	5.8
WI '00	34	536	.8	5.1	51	313	1.1	5.0	28	199	.6	4.7	22	212	.5	2.7	30	221	.7	6.1
4-Book	34	572	.8	4.8	55	316	1.2	5.3	27	244	.6	4.1	32	238	.7	3.8	27	210	.6	5.2
FA '99	41	812	.9	6.0	75	474	1.7	7.6	41	270	.9	6.6	36	298	.8	4.4	20	288	.4	4.3
WPAB-AM																				
FA '00	1	46		.1	3	29	.1	.3	1	17		.2								
SU '00		11			2	11		.2												
SP '00		13							1	13		.1								
WI '00		32			1	22		.1		10										
4-Book		26			2	16		.2		10		.1								
FA '99		11				11														
WPRM-FM																				
FA '00	109	1199	2.5	15.6	327	849	7.5	29.4	64	322	1.5	11.1	134	595	3.1	16.4	23	274	.5	4.5
SU '00	93	1202	2.1	12.4	292	842	6.5	26.6	68	499	1.5	8.5	99	609	2.2	11.8	23	230	.5	4.2
SP '00	70	1071	1.6	9.8	197	661	4.4	19.9	43	361	1.0	6.2	84	610	1.9	10.4	18	231	.4	3.4
WI '00	92	1309	2.0	13.7	223	918	5.0	21.8	87	480	1.9	14.6	134	579	3.0	16.6	31	181	.7	6.3
4-Book	91	1195	2.1	12.9	260	818	5.9	24.4	66	416	1.5	10.1	113	598	2.6	13.8	24	229	.5	4.6
FA '99	101	1547	2.2	14.8	281	996	6.2	28.3	57	424	1.3	9.2	167	882	3.7	20.5	22	225	.5	4.8
WPRP-AM																				
FA '00		9																		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		13							2	13		.3								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	16	202	.4	2.3	60	157	1.4	5.4	9	82	.2	1.6	12	77	.3	1.5	2	50		.4
SU '00	7	143	.2	.9	30	130	.7	2.7	3	49	.1	.4	2	15		.2				
SP '00	14	206	.3	2.0	35	121	.8	3.5	16	81	.4	2.3	15	64	.3	1.9	8	72	.2	1.5
WI '00	11	202	.2	1.6	53	168	1.2	5.2	3	43	.1	.5	8	78	.2	1.0	2	44		.4
4-Book	12	188	.3	1.7	45	144	1.0	4.2	8	64	.2	1.2	9	59	.2	1.2	3	42	.1	.6
FA '99	5	148	.1	.7	13	86	.3	1.3	2	76		.3	6	80	.1	.7	2	27		.4
WTPM-FM																				
FA '00	*																			*
SU '00	2	72		.3		21			3	14	.1	.4	3	27	.1	.4	2	25		.4
SP '00																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	44		.3	2	21		.2		9			1	23		.1	1	9		.2
WUKQ-FM																				
FA '00	22	375	.5	3.2	19	152	.4	1.7	36	214	.8	6.2	16	189	.4	2.0	11	85	.3	2.1
SU '00	18	476	.4	2.4	12	150	.3	1.1	18	305	.4	2.2	20	178	.4	2.4	16	188	.4	2.9
SP '00	27	408	.6	3.8	41	263	.9	4.1	32	243	.7	4.6	31	230	.7	3.8	22	126	.5	4.1
WI '00	16	370	.4	2.4	17	185	.4	1.7	14	132	.3	2.3	18	185	.4	2.2	11	78	.2	2.2
4-Book	21	407	.5	3.0	22	188	.5	2.2	25	224	.6	3.8	21	196	.5	2.6	15	119	.4	2.8
FA '99	27	421	.6	4.0	33	256	.7	3.3	28	156	.6	4.5	18	192	.4	2.2	27	208	.6	5.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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 '00	1	17	.1	3	17	.1	.3													
SU '00		8							8			1	8	.1						
SP '00	2	55	.3	4	24	.1	.4	5	43	.1	.7	1	12	.1						
WI '00	2	37	.3	7	19	.2	.7					2	37	.2		1	37	.2		
4-Book	1	29	.2	4	15	.1	.4	1	13		.2	1	14	.1			9		.1	
FA '99		18			18															
WVJP-FM																				
FA '00	8	105	.2	1.1	10	29	.2	.9	5	23	.1	.9	16	86	.4	2.0	8	16	.2	1.6
SU '00	3	113	.1	.4	2	30	.2	.2	3	16	.1	.4	1	15	.1		5	66	.1	.9
SP '00	4	102	.1	.6	4	51	.1	.4	6	28	.1	.9	5	40	.1	.6	3	41	.1	.6
WI '00	5	156	.1	.7	4	48	.1	.4	1	44	.2	.2	5	66	.1	.6	9	74	.2	1.8
4-Book	5	119	.1	.7	5	40	.1	.5	4	28	.1	.6	7	52	.2	.8	6	49	.2	1.2
FA '99	1	115	.1									2	36	.2				10		
WVOZ-FM																				
FA '00	53	753	1.2	7.6	29	186	.7	2.6	34	276	.8	5.9	54	381	1.2	6.6	75	410	1.7	14.6
SU '00	19	453	.4	2.5	18	82	.4	1.6	10	143	.2	1.2	11	115	.2	1.3	28	241	.6	5.1
SP '00	8	190	.2	1.1	3	44	.1	.3	9	72	.2	1.3	9	91	.2	1.1	7	48	.2	1.3
WI '00	3	134	.1	.4		20			3	42	.1	.5					1	8		.2
4-Book	21	383	.5	2.9	13	83	.3	1.1	14	133	.3	2.2	19	147	.4	2.3	28	177	.6	5.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	*	20			1	6	.1		1	14	.2							*		
SU '00		10				10						1	10	.1						
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	18	.3		1	11	.1		3	18	.1	.5	1	11	.1		4	7	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	27	.1		1	13	.1		3	27	.1	.5		13						
WXYX-FM																				
FA '00	31	593	.7	4.4	58	225	1.3	5.2	35	281	.8	6.1	41	281	.9	5.0	13	154	.3	2.5
SU '00	39	872	.9	5.2	44	339	1.0	4.0	43	386	1.0	5.4	52	338	1.2	6.2	31	339	.7	5.6
SP '00	35	615	.8	4.9	36	169	.8	3.6	21	222	.5	3.0	57	247	1.3	7.0	41	242	.9	7.6
WI '00	30	706	.7	4.5	51	301	1.1	5.0	27	276	.6	4.5	44	295	1.0	5.4	19	181	.4	3.9
4-Book	34	697	.8	4.8	47	259	1.1	4.5	32	291	.7	4.8	49	290	1.1	5.9	26	229	.6	4.9
FA '99	47	931	1.0	6.9	87	321	1.9	8.8	44	493	1.0	7.1	65	452	1.4	8.0	35	360	.8	7.6
WYQE-FM																				
FA '00	1	38	.1						10			2	24	.2						
SU '00	6	73	.1	.8	5	27	.1	.5	8	63	.2	1.0	7	65	.2	.8	4	21	.1	.7
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	50	.1	.6	8	25	.2	.8	1	12	.2	.2	5	25	.1	.6	1	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	51	.3		2	27	.2		1	25	.2		2	38	.2		3	26	.1	.7
WZAR-FM																				
FA '00	7	220	.2	1.0	4	55	.1	.4	3	34	.1	.5	2	54	.2		10	88	.2	1.9
SU '00	32	355	.7	4.3	16	124	.4	1.5	37	186	.8	4.6	44	220	1.0	5.2	38	183	.8	6.9
SP '00	16	377	.4	2.2	10	104	.2	1.0	10	136	.2	1.5	21	154	.5	2.6	23	171	.5	4.3
WI '00	15	317	.3	2.2	11	86	.2	1.1	14	134	.3	2.3	9	84	.2	1.1	28	119	.6	5.7
4-Book	18	317	.4	2.4	10	92	.2	1.0	16	123	.4	2.2	19	128	.4	2.3	25	140	.5	4.7
FA '99	17	285	.4	2.5	10	129	.2	1.0	16	110	.4	2.6	22	171	.5	2.7	26	127	.6	5.6
WZMT-FM																				
FA '00	3	68	.1	.4	3	24	.1		3	24	.1	.5	1	12	.1		2	12		.4
SU '00	7	129	.2	.9	3	26	.1	.3	12	103	.3	1.5	8	64	.2	1.0	3	42	.1	.5
SP '00	5	87	.1	.7	9	42	.2	.9	3	34	.1	.4	6	44	.1	.7	5	32	.1	.9
WI '00	4	56	.1	.6	8	16	.2	.8	2	31	.3	.3	7	31	.2	.9	1	16		.2
4-Book	5	85	.1	.7	5	27	.1	.5	5	48	.1	.7	6	38	.1	.7	3	26	.1	.5
FA '99	5	101	.1	.7	6	40	.1	.6	5	19	.1	.8	4	59	.1	.5	4	53	.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 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
WZNT-FM																				
FA '00	28	577	.6	4.0	7	52	.2	.6	39	269	.9	6.8	38	323	.9	4.6	20	202	.5	3.9
SU '00	41	498	.9	5.5	50	231	1.1	4.6	63	312	1.4	7.9	34	178	.8	4.0	16	167	.4	2.9
SP '00	30	554	.7	4.2	30	211	.7	3.0	41	254	.9	6.0	34	212	.8	4.2	5	53	.1	.9
WI '00	29	621	.6	4.3	32	267	.7	3.1	16	231	.4	2.7	30	326	.7	3.7	25	202	.6	5.1
4-Book	32	563	.7	4.5	30	190	.7	2.8	40	267	.9	5.9	34	260	.8	4.1	17	156	.4	3.2
FA '99	29	580	.6	4.2	24	212	.5	2.4	29	206	.6	4.7	31	179	.7	3.8	18	166	.4	3.9
TOTALS																				
FA '00	698	4186	15.9		1113	3532	25.4		577	2525	13.2		818	3312	18.7		514	2555	11.7	
SU '00	749	4311	16.6		1096	3556	24.3		801	3138	17.8		840	3351	18.6		549	2857	12.2	
SP '00	714	4190	15.8		988	3547	21.9		689	2925	15.3		809	3402	18.0		536	2556	11.9	
WI '00	671	4124	14.9		1023	3561	22.7		597	2579	13.3		809	3065	18.0		492	2458	10.9	
4-Book	708	4203	15.8		1055	3549	23.6		666	2792	14.9		819	3283	18.3		523	2607	11.7	
FA '99	683	4273	15.2		993	3514	22.0		621	2747	13.8		816	3426	18.1		461	2716	10.2	

Target Listener Trends - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																				
FA '00	1	25	.1	.1																
4-Book	2	18	.1	.3	1	7	.2	.2	2	4	.1	.4					1	3		.1
WAEI-AM																				
FA '00		10			1	20	.2	.2									1	7	.1	.1
4-Book	1	26		.2	2	25	.3	.3	5	7	.1	.8	1	7		.1				
WAEI-FM																				
FA '00	7	99	.2	.9	3	60	.1	.5	3	11	.1	.5	7	20	.2	.8	6	16	.1	.9
4-Book	11	152	.3	1.3	**	**	**	**	7	18	.1	1.1	11	41	.3	1.2	7	26	.2	1.1
WALO-AM																				
FA '00		7				7														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	4	34	.1	.5	*												1	3		.1
4-Book	2	21	.1	.3	1	12		.2	1	2		.2	1	3		.1	1	3		.1
WBRQ-FM																				
FA '00	14	52	.3	1.7	3	49	.1	.5	5	13	.1	.8	7	16	.2	.8	7	27	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	16	300	.4	2.0	18	277	.4	3.0	3	25	.1	.5	22	61	.5	2.5	27	75	.6	3.9
4-Book	15	294	.4	1.8	15	210	.3	2.4	8	31	.2	1.3	16	61	.4	1.8	17	47	.4	2.5
WCMA-FM																				
FA '00	20	276	.5	2.4	13	179	.3	2.2	16	41	.4	2.6	25	75	.6	2.8	11	23	.3	1.6
4-Book	18	337	.4	2.2	18	193	.4	3.0	13	48	.3	2.1	26	75	.6	2.9	20	45	.5	2.9
WCMN-AM																				
FA '00	1	33		.1																
4-Book	1	21		.1	1	6		.1												
WCMN-FM																				
FA '00	12	227	.3	1.5	13	114	.3	2.2	11	23	.3	1.8	19	58	.4	2.1	7	21	.2	1.0
4-Book	18	215	.4	2.1	13	139	.3	2.2	12	36	.3	2.0	19	55	.4	2.1	14	41	.3	1.9
WCOM-FM																				
FA '00	50	649	1.1	6.1	25	314	.6	4.1	35	90	.8	5.7	38	113	.9	4.3	12	53	.3	1.7
4-Book	46	655	1.0	5.5	22	307	.5	3.6	21	72	.5	3.4	39	123	.9	4.4	24	70	.5	3.3
WCTA-FM																				
FA '00	7	137	.2	.9	21	196	.5	3.5					30	37	.7	3.4	34	94	.8	4.9
4-Book	13	155	.3	1.6	18	136	.4	2.9	6	14	.1	1.0	30	60	.7	3.4	26	56	.6	3.5
WEGM-FM																				
FA '00	24	234	.5	2.9	17	187	.4	2.8	17	50	.4	2.8	21	97	.5	2.4	12	27	.3	1.7
4-Book	25	226	.5	3.0	18	180	.4	3.0	15	49	.3	2.5	16	69	.4	1.8	17	53	.4	2.4
WENA-AM																				
FA '00	1	12		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	5	64	.1	.6	4	44	.1	.7	7	18	.2	1.1	10	34	.2	1.1				
4-Book	4	109	.1	.4	3	43	.1	.5	4	9	.1	.6	4	19	.1	.4				
WEXS-AM																				
FA '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	1	60		.1	1	35		.2									3	21	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WFID-FM	FA '00	24	250	.5	2.9	17	202	.4	2.8	10	35	.2	1.6	18	41	.4	2.0	21	58	.5	3.0
	4-Book	26	317	.6	3.1	17	209	.4	2.9	10	36	.2	1.6	22	55	.5	2.5	25	59	.6	3.6
WIAC-AM	FA '00	1	17	.1		17				2	17	.3									
	4-Book	1	13	.1		12		.1		1	4	.1		1	2	.1					
WIAC-FM	FA '00	6	222	.1	.7	12	203	.3	2.0	17	45	.4	2.8	11	46	.3	1.2	8	24	.2	1.2
	4-Book	20	334	.5	2.4	12	204	.3	1.9	18	50	.4	2.9	20	63	.5	2.3	12	43	.3	1.7
WIDA-AM	FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM	FA '00	**	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM	FA '00	13	173	.3	1.6	14	186	.3	2.3	21	65	.5	3.4	21	69	.5	2.4	9	37	.2	1.3
	4-Book	9	136	.2	1.1	10	129	.2	1.6	9	24	.2	1.5	14	47	.3	1.6	11	28	.2	1.6
WIOB-FM	FA '00	7	106	.2	.9	8	33	.2	1.3	10	15	.2	1.6	20	30	.5	2.3	6	15	.1	.9
	4-Book	10	98	.2	1.1	5	46	.1	.8	5	9	.1	.9	11	17	.3	1.3	4	10	.1	.6
WIOC-FM	FA '00	2	63	.2	.2	8	83	.2	1.3	7	17	.2	1.1	2	15	.2	.2	17	32	.4	2.5
	4-Book	7	76	.2	.8	8	87	.2	1.2	10	18	.2	1.6	4	22	.1	.4	6	21	.2	.9
WISA-AM	FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM	FA '00	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM	FA '00	15	245	.3	1.8	11	150	.3	1.8	11	34	.3	1.8	18	91	.4	2.0	18	51	.4	2.6
	4-Book	35	291	.8	4.2	18	141	.4	2.9	27	60	.6	4.5	27	81	.6	3.1	26	63	.6	3.7
WKAQ-AM	FA '00	6	133	.1	.7	3	56	.1	.5	4	17	.1	.6	3	16	.1	.3	10	30	.2	1.4
	4-Book	7	140	.2	.8	2	40	.3		4	16	.1	.6	1	8	.1	.1	3	8	.1	.4
WKAQ-FM	FA '00	48	614	1.1	5.9	38	464	.9	6.3	37	113	.8	6.0	86	229	2.0	9.7	60	157	1.4	8.7
	4-Book	56	805	1.3	6.8	55	593	1.2	9.0	44	136	1.0	7.3	103	248	2.3	11.5	77	195	1.7	11.0
WKFE-AM	FA '00	**	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM	FA '00					*															
	4-Book		2				2														
WKSA-FM	FA '00	7	101	.2	.9	3	40	.1	.5	6	27	.1	1.0	7	27	.2	.8	7	27	.2	1.0
	4-Book	2	50	.1	.3	2	33	.4		2	8	.3		3	10	.1	.4	8	13	.2	1.1
WKVM-AM	FA '00	2	40	.2																	
	4-Book	1	17	.1			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 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
VLUZ-AM FA '00 4-Book																			
	17																		
	8																		
WMEG-FM FA '00 4-Book																			
80	941	1.8	9.8	55	728	1.3	9.1	55	173	1.3	8.9	105	244	2.4	11.8	68	232	1.6	9.8
76	875	1.7	9.1	64	703	1.5	10.4	50	150	1.1	8.2	100	270	2.2	11.1	84	245	1.9	11.9
WNEL-AM FA '00 4-Book																			
	8																		
	6																		
WNRT-FM FA '00 4-Book																			
9	97	.2	1.1	6	110	.1	1.0	12	25	.3	1.9	2	10	.2	.2	6	13	.1	.9
8	120	.2	1.0	4	85	.1	.7	7	18	.2	1.2	3	20	.1	.3	4	16	.1	.6
WORD-FM FA '00 4-Book																			
4	54	.1	.5	2	20	.3	.3	7	13	.2	1.1	5	13	.1	.6	3	7	.1	.4
6	87	.2	.7	7	57	.2	1.1	9	14	.2	1.5	8	27	.2	.9	3	7	.1	.4
WOSO-AM FA '00 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOYE-FM FA '00 4-Book																			
19	323	.4	2.3	11	124	.3	1.8	7	20	.2	1.1	10	33	.2	1.1	6	15	.1	.9
37	478	.8	4.5	32	284	.7	5.2	31	73	.7	5.1	39	102	.9	4.4	26	74	.6	3.7
WPAB-AM FA '00 4-Book																			
1	46	.1	.1	1	29	.2	.2	5	14	.1	.8								
1	26	.1	.1		7	.1	.1	1	4	.1	.2								
WPRM-FM FA '00 4-Book																			
166	1081	3.8	20.2	65	527	1.5	10.8	138	257	3.1	22.4	95	208	2.2	10.7	101	214	2.3	14.6
140	1087	3.1	16.8	50	473	1.1	8.2	87	186	2.0	14.4	74	178	1.7	8.3	66	159	1.5	9.6
WPRP-AM FA '00 4-Book																			
**	**	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VRIO-FM FA '00 4-Book																			
26	174	.6	3.2	9	108	.2	1.5	33	53	.8	5.3	6	32	.1	.7	5	19	.1	.7
20	172	.4	2.4	6	85	.2	1.0	14	27	.3	2.3	9	27	.2	1.1	5	16	.1	.7
VTPM-FM FA '00 4-Book																			
**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM FA '00 4-Book																			
25	299	.6	3.0	24	230	.5	4.0	11	44	.3	1.8	56	150	1.3	6.3	18	57	.4	2.6
23	320	.6	2.8	21	240	.5	3.5	23	70	.6	3.8	49	139	1.1	5.5	17	64	.4	2.5
WUNO-AM FA '00 4-Book																			
1	17	.1	.1	1	12	.1	.1	1	3	.1	.1	1	5	.1	.1				
2	29	.1	.2																
WVJP-FM FA '00 4-Book																			
10	105	.2	1.2	4	16	.1	.7					5	16	.1	.6	16	16	.4	2.3
5	85	.1	.6	4	42	.1	.6	1	5	.1	.1	7	20	.2	.8	6	9	.2	.9
WVOZ-FM FA '00 4-Book																			
39	526	.9	4.8	65	557	1.5	10.8	19	60	.4	3.1	49	131	1.1	5.5	80	168	1.8	11.5
15	231	.4	1.8	26	263	.6	4.3	6	18	.1	1.0	20	64	.5	2.2	26	61	.6	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WXEV-AM																				
FA '00	20			*																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '00	44	491	1.0	5.4	20	303	.5	3.3	39	101	.9	6.3	35	127	.8	3.9	24	83	.5	3.5
4-Book	42	532	.9	5.0	25	317	.6	4.1	27	57	.6	4.5	35	126	.8	3.9	43	98	.9	6.3
WYQE-FM																				
FA '00	1	24		.1	2	28		.3	7	14		.2	1.1							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '00	3	121	.1	.4	10	131	.2	1.7								10	20	.2	1.4	
4-Book	15	225	.4	1.8	17	181	.4	2.8	13	48	.3	2.1	25	69	.6	2.8	19	49	.4	2.8
WZMT-FM																				
FA '00	2	24		.2	4	56		.7					7	17		.8				
4-Book	5	57	.1	.6	5	59	.1	.8	5	13	.1	.9	11	24	.3	1.2	5	14	.1	.7
WZNT-FM																				
FA '00	29	415	.7	3.5	30	312	.7	5.0	37	100	.8	6.0	30	73	.7	3.4	18	42	.4	2.6
4-Book	35	445	.8	4.1	37	333	.8	6.1	43	93	1.0	7.1	37	120	.8	4.2	35	83	.8	4.9
TOTALS																				
FA '00	820	3995	18.7		604	3472	13.8		617	1516	14.1		888	2022	20.3		693	1593	15.8	
4-Book	834	4082	18.7		606	3460	13.6		604	1480	13.5		892	2106	20.0		697	1596	15.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 '00 4-Book	2	3	.1	.4									1	3	.2		2	3	.1	.5	
Wael-AM FA '00 4-Book					7	16	.2	2.1	8	20	.2	1.2	3	10	.1	.6					
Wael-FM FA '00 4-Book	6	10	.1	1.0	**	**	**	**	3	16	.1	.5	**	**	**	**	**	**	**	**	
WALO-AM FA '00 4-Book	**	**	**	**	2	7	.5		**	**	**	**	1	7	.2		**	**	**	**	
WAPA-AM FA '00 4-Book	*				1	3	.3		1	3	.1						*	2	4	.1	.4
WBRQ-FM FA '00 4-Book	**	**	**	**	8	20	.2	2.0	**	**	**	**	2	13	.4		**	**	**	**	
WCAD-FM FA '00 4-Book	30	100	.7	5.0	8	32	.2	2.0	19	82	.4	2.9	11	59	.3	2.0	19	46	.4	4.7	
WCMA-FM FA '00 4-Book	8	22	.2	1.3	11	41	.3	2.7	9	38	.2	1.4	14	35	.3	2.6	9	30	.2	2.2	
WCMN-AM FA '00 4-Book									3	6	.1	.3	1	6	.1						
WCMN-FM FA '00 4-Book	10	42	.2	1.7	4	23	.1	1.0	7	34	.2	1.1	25	65	.6	4.7	18	58	.4	4.4	
WCOM-FM FA '00 4-Book	10	50	.2	1.7	28	50	.6	7.0	23	107	.5	3.5	21	40	.5	3.9	31	74	.7	7.6	
WCTA-FM FA '00 4-Book	2	16	.3	2.3	14	40	.3	3.5	55	105	1.3	8.4	31	124	.7	5.8	2	16	.5		
WEGM-FM FA '00 4-Book	8	58	.2	1.3	20	65	.5	5.0	36	93	.8	5.5	17	27	.4	3.2	3	15	.1	.7	
WENA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM FA '00 4-Book					1	10	.2		3	8	.1	.5	6	8	.1	1.1	2	8	.5		
WEXS-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WFDT-FM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	3	14	.1	.6	2	14	.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WFID-FM																				
FA '00	24	84	.5	4.0	19	44	.4	4.7	15	22	.3	2.3	15	27	.3	2.8	11	32	.3	2.7
4-Book	30	95	.7	5.1	9	23	.2	2.1	11	37	.2	1.7	9	23	.2	1.7	18	58	.4	4.1
WIAC-AM																				
FA '00								2	5	.1	.3									
4-Book																				
WIAC-FM																				
FA '00	5	41	.1	.8	11	77	.3	2.7	19	57	.4	2.9	11	45	.3	2.0	14	41	.3	3.4
4-Book	12	44	.3	2.0	9	37	.2	2.6	7	29	.2	1.1	8	28	.2	1.5	7	16	.2	1.6
WIDA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM																				
WQQZ-FM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																				
FA '00	39	71	.9	6.5					6	45	.1	.9	6	39	.1	1.1	7	30	.2	1.7
4-Book	13	30	.3	2.1	4	7	.1	1.1	11	43	.2	1.7	6	19	.1	1.2	6	18	.2	1.3
WIOB-FM																				
FA '00	7	18	.2	1.2					6	15	.1	.9					9	15	.2	2.2
4-Book	7	19	.2	1.3	2	3	.1	.8	4	9	.1	.6	2	3		.3	4	15	.1	.9
WIOC-FM																				
FA '00	30	52	.7	5.0									3	17	.1	.6				
4-Book	13	33	.3	2.2	4	12	.1	1.2	6	23	.1	.8	5	21	.1	1.0	11	16	.2	2.4
WISA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISO-AM																				
FA '00	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
FA '00					11	34	.3	2.7	15	86	.3	2.3	17	76	.4	3.2				
4-Book	14	32	.3	2.3	16	25	.4	3.9	19	45	.4	2.7	11	40	.2	1.9	2	7	.1	.5
WKAQ-AM																				
FA '00									9	26	.2	1.4								
4-Book					4	14	.1	1.2	3	12	.1	.5					1	5		.1
WKAQ-FM																				
FA '00	20	109	.5	3.3	3	33	.1	.7	49	127	1.1	7.5	37	91	.8	6.9	10	34	.2	2.5
4-Book	41	125	1.0	7.1	11	54	.3	2.9	74	189	1.7	10.8	60	119	1.3	10.7	24	86	.5	5.4
WKFE-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM																				
FA '00																			*	
4-Book																				
WKSA-FM																				
FA '00	5	13	.1	.8																
4-Book	**	**	**	**	1	2		.4	2	11	.1	.4					**	**	**	**
WKVM-AM																				
FA '00																				
4-Book	1	2		.1																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WLUZ-AM FA '00 4-Book																				
WMEG-FM FA '00 4-Book	26 61	157 198	.6 1.4	4.3 10.5	25 23	84 77	.6 .5	6.2 5.9	31 53	130 153	.7 1.2	4.7 7.8	57 51	171 156	1.3 1.1	10.6 9.7	70 77	169 187	1.6 1.8	17.2 17.8
WNEL-AM FA '00 4-Book																				
WNRT-FM FA '00 4-Book	3 4	19 21	.1 .1	.5 .6	17 12	60 46	.4 .3	4.2 3.6	2 1	9 11	.3 .2		2 3	10 12	.4 .1	.4 .4	8 4	25 16	.2 .1	2.0 .9
WORO-FM FA '00 4-Book	3 **	13 **	.1 **	.5 **	4	11	.1	1.1	11	12	.2	1.6	10	29	.2	2.0	**	**	**	**
WOSO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQYE-FM FA '00 4-Book	11 34	44 87	.3 .8	1.8 5.6	19	52	.4	5.5	26 43	64 88	.6 1.0	4.0 6.1	24 28	55 65	.5 .6	4.5 5.2	6 33	37 88	.1 .7	1.5 7.5
WPAB-AM FA '00 4-Book	4 1	14 4	.1 .4	.7 .2	2 1	14 4		.5 .1												
WPRM-FM FA '00 4-Book	28 23	65 70	.6 .5	4.7 3.9	85 46	187 106	1.9 1.0	21.1 12.5	53 55	113 123	1.2 1.2	8.1 8.3	22 35	57 93	.5 .8	4.1 6.7	14 19	72 57	.3 .4	3.4 4.4
WPRP-AM FA '00 4-Book	**	**	**	**	**	**	**	**	2 **	9 **	.3 **		**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book	1	5		.2	18 8	25 18	.4 .2	4.5 2.1	12 8	44 29	.3 .2	1.8 1.1	4	10	.1	.6	2 1	16 4		.5 .1
WTPM-FM FA '00 4-Book	* **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	* **	**	**	**
WUKQ-FM FA '00 4-Book	11 15	61 54	.3 .4	1.8 2.6	26 15	87 43	.6 .4	6.5 3.9	29 16	77 52	.7 .4	4.4 2.4	24 18	67 50	.5 .4	4.5 3.4	13 14	30 36	.3 .3	3.2 3.2
WUNO-AM FA '00 4-Book					2	8	.1	.5	1	5		.2								
WVJP-FM FA '00 4-Book	10 4	16 11	.2 .1	1.7 .7	3	8	.1	.6	1	3		.2	2	7	.1	.3	4	15	.1	.9
WVOZ-FM FA '00 4-Book	171 84	337 161	3.9 1.9	28.5 14.0	18 8	51 28	.4 .2	4.5 2.1	47 16	103 38	1.1 .4	7.2 2.4	45 16	85 34	1.0 .4	8.4 3.0	69 20	174 62	1.6 .5	17.0 5.0

** 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 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
WXEV-AM																			
FA '00	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																			
FA '00	9	47	.2	1.5	20	24	.5	5.0	23	100	.5	3.5	11	41	.3	2.0	1	14	.2
4-Book	17	67	.4	2.9	15	37	.4	4.0	27	98	.6	3.9	27	62	.6	5.1	11	33	.3
WYQE-FM																			
FA '00					4	14	.1	1.0	3	14	.1	.5							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
FA '00	15	34	.3	2.5					8	20	.2	1.2	2	20	.4		38	95	.9
4-Book	27	65	.6	4.4	2	12	.5		8	29	.2	1.3	7	17	.1	1.2	27	69	.6
WZMT-FM																			
FA '00									13	40	.3	2.0	14	25	.3	2.6			
4-Book	2	6	.1	.3	2	6	.1	.6	7	29	.2	1.1	6	18	.1	1.1		3	.1
WZNT-FM																			
FA '00	16	27	.4	2.7	24	86	.5	6.0	50	113	1.1	7.6	53	112	1.2	9.9	18	53	.4
4-Book	26	66	.6	4.4	28	73	.6	7.8	68	119	1.5	10.1	44	95	1.0	8.1	14	45	.3
TOTALS																			
FA '00	599	1532	13.7		402	1090	9.2		654	1534	14.9		537	1320	12.3		406	1054	9.3
4-Book	592	1487	13.2		359	989	8.0		673	1587	15.1		537	1244	12.0		434	1105	9.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 '00	1	39		.1	4	39	.1	.2												
SU '00																				
SP '00		8				8														
WI '00	9	38	.2	.9	19	38	.4	1.1	9	25	.2	.8	2	10		.2	6	23	.1	1.0
4-Book	3	21	.1	.3	6	21	.1	.3	2	6	.1	.2	1	3		.1	2	6		.3
FA '99	2	30		.2	2	14		.1	5	30	.1	.5	1	14		.1	1	14		.2
VAEL-AM																				
FA '00		10																		
SU '00	2	21		.2									10	21	.2	.8	4	21	.1	.8
SP '00	2	39		.2	6	39	.1	.4	1	18		.1	1	18		.1	1	18		.2
WI '00	2	39		.2	2	27		.1		9			1	13		.1	3	22	.1	.5
4-Book	2	27		.2	2	17		.1		7			3	13	.1	.3	2	15	.1	.4
FA '99		21											1	21		.1				
VAEL-FM																				
FA '00	7	191	.1	.6	1	18		.1	25	152	.5	2.0	2	41		.2		9		
SU '00	17	323	.3	1.6	6	76	.1	.3	34	237	.7	2.7	12	104	.2	1.0	15	96	.3	3.0
SP '00	5	189	.1	.5	3	47	.1	.2	12	71	.2	1.0	5	87	.1	.4	2	46		.3
WI '00	7	164	.1	.7	6	34	.1	.4	16	96	.3	1.4	7	99	.1	.6	5	41	.1	.8
4-Book	9	217	.2	.9	4	44	.1	.3	22	139	.4	1.8	7	83	.1	.6	6	48	.1	1.0
FA '99	18	352	.4	1.9	7	59	.1	.4	39	253	.8	3.6	13	108	.3	1.2	11	57	.2	2.2
VALO-AM																				
FA '00		7												7						
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	20		.1	2	20		.1	2	20		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	75		.2	2	18		.1					1	25		.1	1	18		.2
WAPA-AM																				
FA '00	* 11	163	.2	1.0	28	80	.5	1.6	24	35	.4	1.9	3	39	.1	.2	* 2	21		.3
SU '00	3	87	.1	.3	7	31	.1	.4		9				7			7	28	.1	1.4
SP '00	13	124	.3	1.3	21	68	.4	1.3	32	111	.6	2.7	11	56	.2	.9	1	13		.2
WI '00	8	157	.2	.8	10	65	.2	.6	7	96	.1	.6	11	110	.2	.9	10	51	.2	1.6
4-Book	9	133	.2	.9	17	61	.3	1.0	16	63	.3	1.3	6	51	.1	.5	5	28	.1	.9
FA '99	3	82	.1	.3	7	35	.1	.4	5	17	.1	.5	6	47	.1	.6				
WBRO-FM																				
FA '00	20	233	.4	1.8	11	71	.2	.6	26	81	.5	2.1	30	148	.6	2.3	20	62	.4	3.1
SU '00	10	195	.2	1.0	15	107	.3	.9	8	49	.2	.6	9	60	.2	.7	6	78	.1	1.2
SP '00	2	132		.2	6	73	.1	.4	1	47		.1	1	40		.1				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	33	525	.6	3.0	40	269	.7	2.3	48	284	.9	3.9	29	207	.5	2.2	25	234	.5	3.9
SU '00	34	607	.7	3.3	48	290	.9	2.8	39	333	.8	3.1	48	305	.9	3.9	19	237	.4	3.8
SP '00	34	540	.7	3.3	58	274	1.1	3.5	46	301	.9	3.9	17	175	.3	1.4	29	249	.6	4.9
WI '00	38	625	.7	3.8	48	283	.9	2.9	41	324	.8	3.7	45	348	.9	3.7	35	345	.7	5.6
4-Book	35	574	.7	3.4	49	279	.9	2.9	44	311	.9	3.7	35	259	.7	2.8	27	266	.6	4.6
FA '99	40	619	.8	4.1	49	317	1.0	3.1	57	345	1.1	5.3	41	322	.8	3.8	33	262	.7	6.6
WCMA-FM																				
FA '00	55	684	1.0	5.0	45	323	.8	2.6	75	344	1.4	6.0	99	437	1.9	7.5	35	232	.7	5.5
SU '00	15	479	.3	1.4	20	177	.4	1.2	13	144	.3	1.0	13	101	.3	1.1	13	139	.3	2.6
SP '00	22	445	.4	2.1	36	261	.7	2.2	40	274	.8	3.4	24	187	.5	2.0	3	48	.1	.5
WI '00	23	512	.5	2.3	21	188	.4	1.3	34	302	.7	3.0	23	170	.5	1.9	16	151	.3	2.6
4-Book	29	530	.6	2.7	31	237	.6	1.8	41	266	.8	3.4	40	224	.8	3.1	17	143	.4	2.8
FA '99	21	524	.4	2.2	9	130	.2	.6	30	240	.6	2.8	29	204	.6	2.7	11	104	.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 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	
WCMN-AM																				
FA '00	1	72	.1	3	38	.1	.2	1	38	.1	.1	2	19		.2					
SU '00	1	30	.1	4	10	.1	.2	4	30	.1	.3									
SP '00	1	38	.1	1	7		.1					2	6		.2					
WI '00	2	54	.2	7	54	.1	.4	2	42		.2									
4-Book	1	49	.1	4	27	.1	.2	2	28		.2	1	6		.1					
FA '99	4	37	.1	.4	13	37	.3	.8	5	18	.1	.5	1	18		.1				
WCMN-FM																				
FA '00	17	362	.3	1.5	23	161	.4	1.3	24	191	.4	1.9	18	120	.3	1.4	8	90	.1	1.3
SU '00	27	282	.5	2.6	39	121	.8	2.3	39	175	.8	3.1	28	150	.6	2.3	18	124	.4	3.6
SP '00	15	201	.3	1.5	11	111	.2	.7	19	133	.4	1.6	20	130	.4	1.7	17	80	.3	2.9
WI '00	37	332	.7	3.7	62	179	1.2	3.7	77	130	1.5	6.9	35	177	.7	2.9	9	111	.2	1.4
4-Book	24	294	.5	2.3	34	143	.7	2.0	40	157	.8	3.4	25	144	.5	2.1	13	101	.3	2.3
FA '99	15	211	.3	1.5	20	64	.4	1.3	16	101	.3	1.5	13	89	.3	1.2	14	73	.3	2.8
WCOM-FM																				
FA '00	45	826	.8	4.1	152	489	2.8	8.7	35	364	.7	2.8	25	262	.5	1.9	23	209	.4	3.6
SU '00	32	775	.6	3.1	99	469	2.0	5.7	40	359	.8	3.1	16	166	.3	1.3	9	142	.2	1.8
SP '00	39	688	.8	3.8	88	406	1.7	5.3	52	371	1.0	4.4	39	298	.8	3.3	14	155	.3	2.4
WI '00	25	624	.5	2.5	62	353	1.2	3.7	28	241	.6	2.5	18	164	.4	1.5	12	193	.2	1.9
4-Book	35	728	.7	3.4	100	429	1.9	5.9	39	334	.8	3.2	25	223	.5	2.0	15	175	.3	2.4
FA '99	34	809	.7	3.5	68	291	1.3	4.3	35	328	.7	3.3	26	308	.5	2.4	23	212	.5	4.6
WCTA-FM																				
FA '00	14	281	.3	1.3	8	96	.1	.5	27	110	.5	2.2	14	93	.3	1.1	1	27		.2
SU '00	13	232	.3	1.3	3	78	.1	.2	22	152	.4	1.7	12	74	.2	1.0	6	76	.1	1.2
SP '00	49	347	1.0	4.8	34	141	.7	2.0	66	218	1.3	5.6	56	218	1.1	4.7	31	161	.6	5.3
WI '00	11	228	.2	1.1	9	10	.2	.5	16	105	.3	1.4	20	113	.4	1.7	5	59	.1	.8
4-Book	22	272	.5	2.1	14	81	.3	.8	33	146	.6	2.7	26	125	.5	2.1	11	81	.2	1.9
FA '99	8	251	.2	.8	14	107	.3	.9	14	184	.3	1.3	7	67	.1	.6	4	29	.1	.8
WEGM-FM																				
FA '00	17	236	.3	1.5	24	117	.4	1.4	14	110	.3	1.1	25	134	.5	1.9	9	93	.2	1.4
SU '00	16	344	.3	1.5	17	197	.3	1.0	19	197	.4	1.5	25	122	.5	2.0	4	65	.1	.8
SP '00	14	209	.3	1.4	16	83	.3	1.0	11	122	.2	.9	31	171	.6	2.6	6	66	.1	1.0
WI '00	30	278	.6	3.0	32	202	.6	1.9	30	152	.6	2.7	56	209	1.1	4.7	22	136	.4	3.5
4-Book	19	267	.4	1.9	22	150	.4	1.3	19	145	.4	1.6	34	159	.7	2.8	10	90	.2	1.7
FA '99	13	216	.3	1.3	16	77	.3	1.0	19	80	.4	1.8	24	120	.5	2.2	2	35		.4
WENA-AM																				
FA '00		10																		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	6	159	.1	.5	6	111	.1	.3	6	66	.1	.5	6	72	.1	.5	8	69	.1	1.3
SU '00	2	100		.2	3	20	.1	.2	3	70	.1	.2	2	16		.2		16		
SP '00	4	174	.1	.4	8	75	.2	.5	7	107	.1	.6	1	30		.1	2	38		.3
WI '00	2	104		.2	2	16			3	49	.1	.3		11			1	23		.2
4-Book	4	134	.1	.3	4	56	.1	.3	5	73	.1	.4	2	32		.2	3	37		.5
FA '99	2	78		.2	7	67	.1	.4		15			2	40		.2	2	11		.4
WEXS-AM																				
FA '00	4	28	.1	.4	10	14	.2	.6	10	14	.2	.8	2	14		.2	2	14		.3
SU '00	2	9		.2	5	9	.1	.3	2	9		.2	1	9		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
+WFDT-FM																				
FA '00	3	79	.1	.3	4	61	.1	.2	2	35	.1	.2	1	38	.1	.1	7	32	.1	1.1
SU '00	4	77	.1	.4	2	15	.1	.1	7	62	.1	.6	11	30	.2	.9	1	30	.1	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	57	.1	.7	7	57	.1	.4	12	35	.2	1.1	6	21	.1	.5	4	13	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	70	.1	.6	18	43	.4	1.1	7	38	.1	.7	1	10	.1	.1	1	22	.1	.2
WFI0-FM																				
FA '00	53	691	1.0	4.8	49	307	.9	2.8	74	273	1.4	5.9	55	328	1.0	4.1	36	303	.7	5.6
SU '00	56	767	1.1	5.4	75	330	1.5	4.4	95	415	1.9	7.5	48	286	.9	3.9	31	289	.6	6.2
SP '00	50	677	1.0	4.8	48	255	.9	2.9	75	437	1.5	6.3	48	284	.9	4.1	39	279	.8	6.6
WI '00	51	695	1.0	5.0	45	265	.9	2.7	75	391	1.5	6.7	66	391	1.3	5.5	43	252	.8	6.9
4-Book	53	708	1.0	5.0	54	289	1.1	3.2	80	379	1.6	6.6	54	322	1.0	4.4	37	281	.7	6.3
FA '99	40	771	.8	4.1	43	202	.8	2.7	35	345	.7	3.3	31	302	.6	2.9	48	442	.9	9.6
W1AC-AM																				
FA '00	3	61	.1	.3	2	41	.1	.1	11	40	.2	.9								
SU '00	3	67	.1	.3	6	21	.1	.3												
SP '00	2	51	.2	.2	3	20	.1	.2	5	45	.1	.4	1	13	.1	.1				9
WI '00	4	86	.1	.4	13	64	.3	.8	3	63	.1	.3	10	53	.2	.8				
4-Book	3	66	.1	.3	6	37	.1	.4	5	37	.1	.4	3	17	.1	.2				2
FA '99	4	40	.1	.4	2	11	.1	.1	4	29	.1	.4	13	40	.3	1.2				
W1AC-FM																				
FA '00	18	543	.3	1.6	31	221	.6	1.8	17	102	.3	1.4	18	183	.3	1.4	10	151	.2	1.6
SU '00	34	510	.7	3.3	51	284	1.0	3.0	40	178	.8	3.1	36	167	.7	2.9	29	159	.6	5.8
SP '00	35	795	.7	3.4	74	451	1.5	4.5	37	289	.7	3.1	35	215	.7	3.0	15	196	.3	2.5
WI '00	31	691	.6	3.1	60	318	1.2	3.6	22	205	.4	2.0	29	204	.6	2.4	27	145	.5	4.3
4-Book	30	635	.6	2.9	54	319	1.1	3.2	29	194	.6	2.4	30	192	.6	2.4	20	163	.4	3.6
FA '99	15	447	.3	1.5	17	143	.3	1.1	21	168	.4	2.0	15	141	.3	1.4	5	110	.1	1.0
W1DA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+W1DI-FM																				
VQ0Z-FM																				
FA '00	1	74	.1	.1	2	43	.1	.1	1	40	.1	.1	1	26	.1	.1	1	17	.1	.2
SU '00	5	35	.1	.5					17	29	.3	1.3	7	27	.1	.6	1	15	.1	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	78	.1	.5	4	39	.1	.2	8	36	.2	.7	6	18	.1	.5	5	60	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	42	.2	.2	2	10	.1	.1	7	16	.1	.7	3	10	.1	.3				6
W10A-FM																				
FA '00	21	452	.4	1.9	20	125	.4	1.1	33	128	.6	2.7	22	161	.4	1.7	15	165	.3	2.4
SU '00	11	315	.2	1.1	19	115	.4	1.1	14	107	.3	1.1	7	58	.1	.6	7	67	.1	1.4
SP '00	15	434	.3	1.5	19	123	.4	1.1	26	254	.5	2.2	16	159	.3	1.4	10	132	.2	1.7
WI '00	13	355	.3	1.3	4	27	.1	.2	7	104	.1	.6	20	149	.4	1.7	18	167	.4	2.9
4-Book	15	389	.3	1.5	16	98	.3	.9	20	148	.4	1.7	16	132	.3	1.4	13	133	.3	2.1
FA '99	7	319	.1	.7	7	49	.1	.4	3	86	.1	.3	9	108	.2	.8	11	94	.2	2.2
W10B-FM																				
FA '00	20	245	.4	1.8	19	76	.4	1.1	22	93	.4	1.8	23	159	.4	1.7	18	137	.3	2.8
SU '00	10	187	.2	1.0	12	103	.2	.7	20	93	.4	1.6	13	84	.3	1.1	7	53	.1	1.4
SP '00	9	216	.2	.9	11	73	.2	.7	12	72	.2	1.0	8	84	.2	.7	8	66	.2	1.4
WI '00	15	97	.3	1.5	13	49	.3	.8	20	81	.4	1.8	22	62	.4	1.8	7	45	.1	1.1
4-Book	14	186	.3	1.3	14	75	.3	.8	19	85	.4	1.6	17	97	.3	1.3	10	75	.2	1.7
FA '99	8	115	.2	.8	16	54	.3	1.0	10	82	.2	.9	3	42	.1	.3	8	58	.2	1.6

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOC-FM																				
FA '00	3	87	.1	.3	4	39	.1	.2	1	26		.1	12				1	26		.2
SU '00	3	89	.1	.3	1	11		.1	3	29	.1	.2	18				3	24	.1	.6
SP '00	12	114	.2	1.2	7	48	.1	.4	11	49	.2	.9	16	64	.3	1.4	21	64	.4	3.6
WI '00	3	111	.1	.3	4	44	.1	.2	3	32	.1	.3	2	43		.2	3	32	.1	.5
4-Book	5	100	.1	.5	4	36	.1	.2	5	34	.1	.4	5	34	.1	.4	7	37	.2	1.2
FA '99	6	181	.1	.6	13	85	.3	.8	4	80	.1	.4	2	42		.2	6	76	.1	1.2
WISA-AM																				
FA '00																				
SU '00																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		29			2	29		.1												
WISQ-AM																				
FA '00	* 1	7		.1	2	7		.1					2	7		.2	*			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		15															2	15		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	27	494	.5	2.4	87	368	1.6	5.0	8	98	.1	.6	40	236	.7	3.0	10	68	.2	1.6
SU '00	64	502	1.3	6.2	183	389	3.6	10.6	63	261	1.2	5.0	69	303	1.4	5.6	12	121	.2	2.4
SP '00	38	364	.7	3.7	88	224	1.7	5.3	27	121	.5	2.3	58	192	1.1	4.9	22	77	.4	3.7
WI '00	34	470	.7	3.4	96	301	1.9	5.7	33	166	.7	3.0	45	304	.9	3.7	6	95	.1	1.0
4-Book	41	458	.8	3.9	114	321	2.2	6.7	33	162	.6	2.7	53	259	1.0	4.3	13	90	.2	2.2
FA '99	23	355	.5	2.4	71	240	1.4	4.5	16	159	.3	1.5	31	182	.6	2.9	7	71	.1	1.4
WKAQ-AM																				
FA '00	9	193	.2	.8	6	65	.1	.3	5	39	.1	.4	24	92	.4	1.8	4	29	.1	.6
SU '00	11	220	.2	1.1	29	141	.6	1.7	9	66	.2	.7	14	61	.3	1.1	1	52		.2
SP '00	11	281	.2	1.1	15	112	.3	.9	8	64	.2	.7	19	110	.4	1.6	15	100	.3	2.5
WI '00	19	350	.4	1.9	27	134	.5	1.6	15	123	.3	1.3	44	211	.9	3.7	12	118	.2	1.9
4-Book	13	261	.3	1.2	19	113	.4	1.1	9	73	.2	.8	25	119	.5	2.1	8	75	.2	1.3
FA '99	9	212	.2	.9	18	100	.4	1.1	6	72	.1	.6	15	98	.3	1.4	10	107	.2	2.0
WKAQ-FM																				
FA '00	54	988	1.0	4.9	52	418	1.0	3.0	82	436	1.5	6.6	67	393	1.3	5.0	21	266	.4	3.3
SU '00	60	1090	1.2	5.8	44	350	.9	2.6	87	451	1.7	6.8	72	491	1.4	5.9	26	288	.5	5.2
SP '00	73	1266	1.4	7.1	64	509	1.3	3.9	112	725	2.2	9.5	85	672	1.7	7.2	29	350	.6	4.9
WI '00	49	1151	1.0	4.8	37	308	.7	2.2	69	622	1.4	6.2	64	465	1.3	5.3	40	413	.8	6.4
4-Book	59	1124	1.2	5.7	49	396	1.0	2.9	88	559	1.7	7.3	72	505	1.4	5.9	29	329	.6	5.0
FA '99	59	1253	1.2	6.1	37	431	.7	2.3	97	634	1.9	9.0	64	478	1.3	5.9	30	405	.6	6.0
WKFE-AM																				
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		14				14														
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 1	21		.1					2	14		.2	1	7		.1	*			
SU '00																				
SP '00																				
WI '00	2	27		.2	3	27	.1	.2	3	21	.1	.3	2	21		.2	1	11		.2
4-Book	1	12		.1	1	7		.1	1	9		.1	1	7		.1	1	3		.1
FA '99	2	38		.2	3	22	.1	.2	4	32	.1	.4	2	16		.2	1	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

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		
WKSA-FM																					
FA '00	10	167	.2	.9	9	82	.2	.5	6	92	.1	.5	15	100	.3	1.1	12	92	.2	1.9	
SU '00	1	60		.1	3	34	.1	.2									**	**	**	**	
SP '00	11	131	.2	1.1	14	68	.3	.8	11	63	.2	.9	14	63	.3	1.2	**	**	**	**	
WI '00	5	86	.1	.5	6	49	.1	.4	7	60	.1	.6	1	12		.1	**	**	**	**	
4-Book	7	111	.1	.7	8	58	.2	.5	6	54	.1	.5	8	44	.2	.6	**	**	**	**	
FA '99	9	95	.2	.9	7	79	.1	.4	14	40	.3	1.3	5	25	.1	.5	**	**	**	**	
WKVM-AM																					
FA '00		13			1	13		.1					4	8	.1	.3					
SU '00	2	16		.2									1	6		.1		6	24	.1	1.0
SP '00	3	39	.1	.3	2	6		.1	1	6		.1	1	6		.1		1	17		.2
WI '00		17											1	4		.1		2	10		.3
4-Book	1	21		.1	1	5		.1		2			1	4		.1					
FA '99	1	61		.1					1	18		.1	1	16		.1					
WLUZ-AM																					
FA '00									1	8		.1						1	13		.2
SU '00		8							1	6		.1									
SP '00		19																			
WI '00		7							1	4		.1						3			.1
4-Book																					
FA '99		13			2	13		.1													
WMEG-FM																					
FA '00	61	1029	1.1	5.5	89	540	1.7	5.1	61	431	1.1	4.9	91	571	1.7	6.9	39	375	.7	6.1	
SU '00	83	1139	1.6	8.0	67	456	1.3	3.9	66	541	1.3	5.2	160	769	3.2	13.1	78	503	1.5	15.6	
SP '00	76	1249	1.5	7.4	62	535	1.2	3.7	58	598	1.1	4.9	134	810	2.6	11.4	57	593	1.1	9.7	
WI '00	71	924	1.4	7.0	60	280	1.2	3.6	77	360	1.5	6.9	100	502	2.0	8.3	51	364	1.0	8.1	
4-Book	73	1085	1.4	7.0	70	453	1.4	4.1	66	483	1.3	5.5	121	663	2.4	9.9	56	459	1.1	9.9	
FA '99	81	1238	1.6	8.4	90	517	1.8	5.6	46	449	.9	4.3	96	597	1.9	8.8	71	524	1.4	14.3	
WNEL-AM																					
FA '00		8			1	8		.1													
SU '00		14			1	14		.1													
SP '00	2	33		.2	3	16		.1	.2				2	16		.2		2	16		.3
WI '00		18											1	18		.1		1	18		.2
4-Book	1	18		.1	1	10		.1					1	9		.1		1	9		.1
FA '99	1	25		.1					1	11		.1	2	25		.2					
WNRT-FM																					
FA '00	11	237	.2	1.0	21	100	.4	1.2	7	78	.1	.6	8	64	.1	.6	13	92	.2	2.0	
SU '00	2	78		.2	2	37		.1	4	53	.1	.3	5	53	.1	.4	2	31		.4	
SP '00	6	164	.1	.6	2	43		.1	7	96	.1	.6	8	44	.2	.7	2	42		.3	
WI '00	22	226	.4	2.2	43	137	.8	2.6	33	140	.7	3.0	27	122	.5	2.2	4	30	.1	.6	
4-Book	10	176	.2	1.0	17	79	.3	1.0	13	92	.3	1.1	12	71	.2	1.0	5	49	.1	.8	
FA '99	3	108	.1	.3	4	40	.1	.3	3	27	.1	.3	4	47	.1	.4	1	24		.2	
WORD-FM																					
FA '00	9	138	.2	.8	4	19	.1	.2	8	80	.1	.6	9	65	.2	.7	13	77	.2	2.0	
SU '00	7	177	.1	.7	3	47	.1	.2	11	64	.2	.9	3	42	.1	.2	**	**	**	**	
SP '00	9	203	.2	.9	16	94	.3	1.0	5	67	.1	.4	5	56	.1	.4	1	14		.2	
WI '00	9	111	.2	.9	5	34	.1	.3	4	34	.1	.4	16	16	.3	1.3	12	24	.2	1.9	
4-Book	9	157	.2	.8	7	49	.2	.4	7	61	.1	.6	8	45	.2	.7	**	**	**	**	
FA '99	5	165	.1	.5	2	33		.1	9	90	.2	.8	3	33	.1	.3					
WOSO-AM																					
FA '00	2	21		.2	4	21	.1	.2	4	21	.1	.3	4	21	.1	.3					
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WOYE-FM																				
FA '00	23	568	.4	2.1	55	331	1.0	3.1	16	217	.3	1.3	24	160	.4	1.8	11	126	.2	1.7
SU '00	45	671	.9	4.3	56	317	1.1	3.2	41	325	.8	3.2	62	365	1.2	5.1	37	102	.7	7.4
SP '00	44	773	.9	4.3	106	412	2.1	6.4	38	431	.7	3.2	23	220	.5	1.9	30	309	.6	5.1
WI '00	38	654	.7	3.8	93	410	1.8	5.6	25	231	.5	2.2	25	230	.5	2.1	26	178	.5	4.1
4-Book	38	667	.7	3.6	78	368	1.5	4.6	30	301	.6	2.5	34	244	.7	2.7	26	179	.5	4.6
FA '99	44	685	.9	4.5	79	355	1.6	5.0	62	318	1.2	5.8	39	279	.8	3.6	21	315	.4	4.2
WPAB-AM																				
FA '00		17							1	17		.1								
SU '00	1	16		.1	2	16		.1	2	16		.2	2	16		.2				
SP '00	1	65		.1					3	28		.1	.3	3	10		.1	.3	1	10
WI '00	2	95		.2	1	28		.1	2	56		.2	6	28		.1	.5			.2
4-Book	1	48		.1	1	11		.1	2	29		.2	3	14		.1	.3	3	3	.1
FA '99	2	62		.2	8	42		.2	.5	8		.5						3	12	.1
WPRM-FM																				
FA '00	199	1719	3.7	18.0	565	1326	10.6	32.3	137	577	2.6	11.0	277	1017	5.2	20.9	56	373	1.0	8.8
SU '00	146	1562	2.9	14.1	489	1208	9.6	28.4	127	516	2.5	10.0	179	795	3.5	14.6	13	173	.3	2.6
SP '00	149	1559	2.9	14.5	459	1141	9.0	27.6	113	665	2.2	9.5	180	979	3.5	15.3	40	329	.8	6.8
WI '00	168	1769	3.3	16.6	474	1317	9.3	28.3	132	716	2.6	11.8	229	961	4.5	19.0	32	233	.6	5.1
4-Book	166	1652	3.2	15.8	497	1248	9.6	29.2	127	619	2.5	10.6	216	938	4.2	17.5	35	277	.7	5.8
FA '99	183	1924	3.6	18.9	532	1367	10.5	33.4	131	677	2.6	12.2	267	1216	5.3	24.6	27	292	.5	5.4
WPRP-AM																				
FA '00		9																		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	15	167	.3	1.4	49	122	.9	2.8	9	70	.2	.7	22	107	.4	1.7		7		
SU '00	9	129	.2	.9	36	129	.7	2.1	3	33	.1	.2	13	65	.3	1.1		33		
SP '00	24	268	.5	2.3	52	178	1.0	3.1	25	130	.5	2.1	26	128	.5	2.2	7	62	.1	1.2
WI '00	19	274	.4	1.9	82	252	1.6	4.9	13	65	.3	1.2	13	109	.3	1.1	1	33		.2
4-Book	17	210	.4	1.6	55	170	1.1	3.2	13	75	.3	1.1	19	102	.4	1.5	2	34		.4
FA '99	14	171	.3	1.4	30	110	.6	1.9	23	95	.5	2.1	14	96	.3	1.3	2	12		.4
WTPM-FM																				
FA '00	*	3	.1	.3	1	14		.1										*		
SU '00	1	25		.1														2	25	.4
SP '00																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	45	.2	.9	7	26	.1	.4	10	26	.2	.9	12	36	.2	1.1	5	36	.1	1.0
WUQJ-FM																				
FA '00	20	351	.4	1.8	20	168	.4	1.1	38	188	.7	3.1	11	185	.2	.8	11	98	.2	1.7
SU '00	9	338	.2	.9	7	99	.1	.4	8	176	.2	.6	8	66	.2	.7	6	80	.1	1.2
SP '00	27	421	.5	2.6	34	214	.7	2.0	27	229	.5	2.3	29	183	.6	2.5	22	140	.4	3.7
WI '00	30	310	.6	3.0	30	150	.6	1.8	48	147	.9	4.3	35	134	.7	2.9	18	96	.4	2.9
4-Book	22	355	.4	2.1	23	158	.5	1.3	30	185	.6	2.6	21	142	.4	1.7	14	104	.3	2.4
FA '99	29	368	.6	3.0	33	195	.7	2.1	34	186	.7	3.2	28	205	.6	2.6	18	155	.4	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 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 '00		30		2	30	.1														
SU '00	3	48	.1	.3	6	35	.1	.3	6	13	.1	.5	4	39	.1	.3				
SP '00	4	150	.1	.4	8	86	.2	.5	8	75	.2	.7	1	28	.1	.1	1	16	.2	
WI '00	2	60		.2	4	43	.1	.2	4	43	.1	.4	3	39	.1	.2		17		
4-Book	2	72	.1	.2	5	49	.1	.3	5	33	.1	.4	2	27	.1	.2		8	.1	
FA '99	4	69	.1	.4	5	31	.1	.3	5	25	.1	.5	1	13		.1	6	38	.1	
WVJP-FM																				
FA '00	10	184	.2	.9	10	71	.2	.6	13	45	.2	1.0	6	51	.1	.5	1	41	.2	
SU '00	3	118	.1	.3	4	66	.1	.2	2	37	.1	.2	4	43	.1	.3	1	30	.2	
SP '00	13	230	.3	1.3	15	113	.3	.9	17	90	.3	1.4	7	91	.1	.6	6	61	.1	
WI '00	4	158	.1	.4	1	45	.1	.1	2	69	.1	.2	4	71	.1	.3	8	68	.2	
4-Book	8	173	.2	.7	8	74	.2	.5	9	60	.1	.7	5	64	.1	.4	4	50	.1	
FA '99	9	166	.2	.9	11	29	.2	.7	24	57	.5	2.2	6	65	.1	.6	1	32	.2	
WVOZ-FM																				
FA '00	50	651	.9	4.5	39	228	.7	2.2	43	261	.8	3.5	51	264	1.0	3.8	58	338	1.1	
SU '00	11	221	.2	1.1	11	38	.2	.6	6	91	.1	.5	5	36	.1	.4	17	162	.3	
SP '00	8	189	.2	.8	3	44	.1	.2	10	110	.2	.8	10	111	.2	.8	6	22	.1	
WI '00	8	132	.2	.8	5	42	.1	.3	6	42	.1	.5	6	22	.1	.5	15	39	.3	
4-Book	19	298	.4	1.8	15	88	.3	.8	16	126	.3	1.3	18	108	.4	1.4	24	140	.5	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 2	57		.2	4	18	.1	.2	1	14		.1		7			*			
SU '00		25			1	25		.1												
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	46	.1	.4	7	22	.1	.4	4	41	.1	.4	3	22	.1	.2	4	7	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	5	92	.1	.5					12	46	.2	1.1	3	18	.1	.3	3	18	.1	
WXYX-FM																				
FA '00	58	832	1.1	5.2	80	335	1.5	4.6	58	467	1.1	4.7	98	426	1.8	7.4	46	331	.9	
SU '00	54	863	1.1	5.2	98	453	1.9	5.7	79	443	1.6	6.2	63	346	1.2	5.1	24	251	.5	
SP '00	32	584	.6	3.1	43	153	.8	2.6	25	204	.5	2.1	82	320	1.6	6.9	16	151	.3	
WI '00	52	893	1.0	5.1	95	420	1.9	5.7	55	453	1.1	4.9	60	326	1.2	5.0	25	181	.5	
4-Book	49	793	1.0	4.7	79	340	1.5	4.7	54	392	1.1	4.5	76	355	1.5	6.1	28	229	.6	
FA '99	67	1086	1.3	6.9	134	443	2.6	8.4	77	621	1.5	7.2	88	506	1.7	8.1	26	302	.5	
WYQE-FM																				
FA '00	12	62	.2	1.1	21	38	.4	1.2	19	29	.4	1.5	11	43	.2	.8				
SU '00	2	43		.2	2	16		.1	4	43	.1	.3	3	43	.1	.2				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	62	.1	.3					1	12		.1					5	27	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	95	.1	.4	3	45	.1	.2	1	32		.1	4	45	.1	.4	7	45	.1	
VZAR-FM																				
FA '00	14	310	.3	1.3	17	139	.3	1.0	26	164	.5	2.1	8	93	.1	.6	15	106	.3	
SU '00	43	448	.8	4.1	43	251	.8	2.5	55	235	1.1	4.3	55	254	1.1	4.5	32	208	.6	
SP '00	23	381	.5	2.2	21	123	.4	1.3	41	248	.8	3.5	20	155	.4	1.7	10	87	.2	
WI '00	26	473	.5	2.6	20	181	.4	1.2	34	189	.7	3.0	24	195	.5	2.0	36	215	.7	
4-Book	27	403	.5	2.6	25	174	.5	1.5	39	209	.8	3.2	27	174	.5	2.2	23	154	.5	
FA '99	17	231	.3	1.8	17	133	.3	1.1	15	102	.3	1.4	26	163	.5	2.4	22	78	.4	
VZMT-FM																				
FA '00	8	110	.1	.7	3	36	.1	.2	11	71	.2	.9	8	26	.1	.6	4	23	.1	
SU '00	11	123	.2	1.1	8	38	.2	.5	16	68	.3	1.3	15	48	.3	1.2	4	39	.1	
SP '00	8	177	.2	.8	12	70	.2	.7	5	79	.1	.4	5	60	.1	.4	13	52	.3	
WI '00	6	71	.1	.6		11			3	27	.1	.3	15	38	.3	1.2	13	35	.3	
4-Book	8	120	.2	.8	6	39	.1	.4	9	61	.2	.7	11	43	.2	.9	9	37	.2	
FA '99	4	91	.1	.4	5	28	.1	.3	6	39	.1	.6	4	40	.1	.4	3	30	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 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 '00	52	771	1.0	4.7	24	192	.4	1.4	80	387	1.5	6.4	61	354	1.1	4.6	30	223	.6	4.7
SU '00	86	798	1.7	8.3	87	365	1.7	5.0	138	457	2.7	10.8	97	398	1.9	7.9	32	287	.6	6.4
SP '00	51	868	1.0	4.9	40	255	.8	2.4	84	454	1.7	7.1	48	335	.9	4.1	17	185	.3	2.9
WI '00	48	849	.9	4.7	64	459	1.3	3.8	62	414	1.2	5.6	54	503	1.1	4.5	21	248	.4	3.3
4-Book	59	822	1.2	5.7	54	318	1.1	3.2	91	428	1.8	7.5	65	398	1.3	5.3	25	236	.5	4.3
FA '99	49	954	1.0	5.1	37	302	.7	2.3	55	388	1.1	5.1	49	344	1.0	4.5	21	268	.4	4.2
TOTALS																				
FA '00	1106	5199	20.7		1749	4656	32.8		1244	3882	23.3		1328	4535	24.9		638	3030	12.0	
SU '00	1038	4934	20.5		1724	4521	34.0		1272	3900	25.1		1224	4015	24.1		501	2721	9.9	
SP '00	1031	4854	20.3		1662	4238	32.8		1184	3802	23.3		1180	4062	23.3		589	2778	11.6	
WI '00	1012	4881	19.9		1672	4368	33.0		1116	3585	22.0		1204	3871	23.7		627	2922	12.4	
4-Book	1047	4967	20.4		1702	4446	33.2		1204	3792	23.4		1234	4121	24.0		589	2863	11.5	
FA '99	969	4910	19.1		1595	4170	31.4		1072	3619	21.1		1086	4032	21.4		498	3023	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 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 '00	1	39	.1	.1	1	14	.1	.1												
4-Book	3	21	.1	.2	3	13	.1	.3	2	4	.1	.3	1	3	.1	.2	2	6	.1	.2
WAEL-AM																				
FA '00						10														
4-Book	2	25	.1	.1	1	9	.1	.1												
WAEL-FM																				
FA '00	11	166	.2	.8	5	76	.1	.6	3	11	.1	.3	20	21	.4	1.6	2	18	.2	.7
4-Book	12	176	.2	.9	**	**	**	**	5	14	.1	.6	14	34	.3	1.1	6	24	.1	.7
VALO-AM																				
FA '00		7				7														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	19	113	.4	1.3	* 2	70	.2	.2					6	29	.1	.5				
4-Book	13	99	.3	1.0	3	45	.4	.4	2	5	.2	.2	3	15	.1	.3	4	9	.1	.4
WBRQ-FM																				
FA '00	22	168	.4	1.5	14	161	.3	1.6	30	72	.6	3.3	24	73	.4	1.9	26	64	.5	2.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	40	442	.7	2.8	28	275	.5	3.3	20	67	.4	2.2	39	81	.7	3.1	27	61	.5	2.6
4-Book	43	483	.8	3.1	27	298	.5	3.5	28	73	.6	3.4	49	130	.9	4.0	32	90	.6	3.4
WCMA-FM																				
FA '00	73	616	1.4	5.1	36	391	.7	4.2	27	106	.5	2.9	112	297	2.1	8.9	84	121	1.6	8.0
4-Book	37	433	.7	2.7	23	264	.5	2.9	20	66	.4	2.4	49	152	1.0	4.0	40	81	.8	4.1
WCMN-AM																				
FA '00	2	72	.1	.1		12														
4-Book	2	43	.1	.2	1	17	.1	.1	2	8	.2	.2								
WCMN-FM																				
FA '00	22	275	.4	1.5	17	175	.3	2.0	15	45	.3	1.6	13	33	.2	1.0	5	15	.1	.5
4-Book	33	223	.7	2.5	16	154	.3	2.0	20	49	.4	2.4	23	51	.5	1.9	19	51	.4	2.2
WCOM-FM																				
FA '00	68	730	1.3	4.8	18	302	.3	2.1	28	71	.5	3.0	16	99	.3	1.3	17	51	.3	1.6
4-Book	54	626	1.1	3.9	17	256	.3	2.2	16	52	.3	1.8	36	110	.7	3.0	21	56	.4	2.3
WCTA-FM																				
FA '00	17	176	.3	1.2	18	209	.3	2.1	5	23	.1	.5	27	74	.5	2.1	35	79	.7	3.3
4-Book	25	195	.5	1.8	24	179	.5	3.1	12	29	.3	1.5	43	94	.9	3.5	40	79	.8	4.4
WEGM-FM																				
FA '00	20	170	.4	1.4	18	188	.3	2.1	11	29	.2	1.2	19	85	.4	1.5	12	27	.2	1.1
4-Book	24	225	.5	1.8	16	177	.3	2.1	9	33	.2	1.1	16	56	.3	1.3	15	54	.3	1.6
WENA-AM																				
FA '00					2	10	.2	.2									5	10	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	6	133	.1	.4	4	73	.1	.5	7	18	.1	.8	16	63	.3	1.3				
4-Book	4	111	.1	.3	3	51	.1	.5	2	5	.2	.2	6	28	.1	.5	1	3	.1	.1
WEXS-AM																				
FA '00	7	14	.1	.5																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	2	79	.1	.1	2	46	.2	.2									3	14	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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	
WFID-FM																				
FA '00	61	504	1.1	4.3	52	401	1.0	6.1	27	81	.5	2.9	65	150	1.2	5.2	40	101	.7	3.8
4-Book	64	543	1.2	4.7	43	388	.8	5.4	21	71	.4	2.5	56	133	1.1	4.6	54	114	1.0	5.9
WIAC-AM																				
FA '00	5	61	.1	.4	2	21		.2	3	21	.1	.3	2	21		.2				
4-Book	5	50	.1	.3	3	27		.3	2	13	.1	.3	2	9		.1				
WIAC-FM																				
FA '00	22	358	.4	1.5	18	249	.3	2.1	24	54	.4	2.6	15	58	.3	1.2	31	56	.6	3.0
4-Book	37	489	.7	2.7	23	286	.5	3.0	32	91	.6	3.9	40	90	.8	3.3	31	79	.6	3.4
VIDA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	1	66		.1	**	9		**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	25	253	.5	1.8	18	258	.3	2.1	18	52	.3	2.0	19	56	.4	1.5	23	78	.4	2.2
4-Book	18	235	.4	1.3	13	175	.3	1.6	11	35	.2	1.3	20	63	.4	1.6	16	52	.3	1.7
WIOB-FM																				
FA '00	22	193	.4	1.5	20	98	.4	2.3	10	15	.2	1.1	40	56	.7	3.2	27	49	.5	2.6
4-Book	17	155	.3	1.2	11	87	.2	1.4	7	16	.1	.8	20	35	.4	1.7	13	32	.3	1.4
WIOC-FM																				
FA '00	2	55		.1	8	59	.1	.9	7	17	.1	.8					17	32	.3	1.6
4-Book	4	61	.1	.3	7	74	.1	.8	9	20	.2	1.1	2	14		.2	6	17	.1	.6
WISA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	1	7		.1	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	42	466	.8	2.9	11	152	.2	1.3	21	52	.4	2.3	14	60	.3	1.1	8	30	.1	.8
4-Book	64	434	1.3	4.7	19	164	.4	2.4	33	66	.7	4.0	32	85	.6	2.7	22	60	.4	2.5
WKAQ-AM																				
FA '00	11	177	.2	.8	7	93	.1	.8	5	28	.1	.5	12	64	.2	1.0	19	48	.4	1.8
4-Book	17	237	.4	1.3	6	89	.1	.8	15	47	.3	1.8	6	28	.1	.5	7	20	.2	.6
WKAQ-FM																				
FA '00	68	722	1.3	4.8	51	564	1.0	6.0	53	168	1.0	5.7	83	174	1.6	6.6	62	117	1.2	5.9
4-Book	71	867	1.4	5.2	57	600	1.1	7.4	55	167	1.1	6.7	116	258	2.3	9.5	77	183	1.5	8.5
WKFE-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	1	21		.1	*															
4-Book	1	12		.1		4														
WKSA-FM																				
FA '00	9	154	.2	.6	8	101	.1	.9	12	41	.2	1.3	19	55	.4	1.5	16	46	.3	1.5
4-Book	7	95	.2	.5	4	58	.1	.5	4	20	.1	.5	8	21	.2	.6	6	14	.1	.7
WKVM-AM																				
FA '00		13																		
4-Book	1	7		.1	2	18	.1	.3					1	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

	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
WLUZ-AM FA '00 4-Book		4																		
WMEG-FM FA '00 4-Book	79 84	868 891	1.5 1.7	5.5 6.1	44 64	584 649	.8 1.3	5.1 8.3	54 50	171 146	1.0 1.0	5.9 6.0	59 90	153 226	1.1 1.8	4.7 7.6	69 82	202 207	1.3 1.6	6.6 9.0
WNEL-AM FA '00 4-Book	1	8 14		.1		4											1	4		.1
WNRT-FM FA '00 4-Book	12 14	158 136	.2 .3	.8 1.1	8 7	94 83	.1 .1	.9 .9	25 11	41 23	.5 .2	2.7 1.3	19 13	26 41	.4 .3	1.5 1.1	8 10	17 24	.1 .2	.8 1.2
WORD-FM FA '00 4-Book	7 7	125 105	.1 .2	.5 .5	9 11	53 91	.2 .2	1.1 1.4	11 12	21 25	.2 .3	1.2 1.5	4 12	21 30	.1 .3	.3 1.0	14 7	28 18	.3 .2	1.3 .7
WOSO-AM FA '00 4-Book	4 **	21 **	.1 **	.3 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM FA '00 4-Book	31 46	433 539	.6 .9	2.2 3.4	17 31	217 320	.3 .6	2.0 4.1	20 31	34 84	.4 .6	2.2 3.7	13 35	52 89	.2 .7	1.0 2.9	10 25	53 87	.2 .5	1.0 2.8
WPAB-AM FA '00 4-Book	2	17 42		.1	1	10		.1									1	4		.1
WPRM-FM FA '00 4-Book	312 268	1636 1574	5.8 5.2	21.9 19.6	96 71	663 627	1.8 1.4	11.2 9.1	202 139	326 273	3.8 2.7	21.9 16.6	147 93	329 246	2.8 1.8	11.6 7.7	148 98	296 230	2.8 1.9	14.1 10.4
WPRP-AM FA '00 4-Book	**	**	**	**	**	9 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book	25 27	167 202	.5 .6	1.8 2.0	7 9	67 85	.1 .2	.8 1.1	23 11	33 19	.4 .2	2.5 1.3	9 11	31 34	.2 .2	.7 .9	5	13	.1	.6
WTPM-FM FA '00 4-Book	**	14 **	**	**	* 11 **	26 **	.2 **	1.3 **	26 **	26 **	.5 **	2.8 **	26 **	26 **	.5 **	2.1 **	26 **	26 **	.5 **	2.5 **
WUKQ-FM FA '00 4-Book	24 25	314 262	.4 .5	1.7 1.9	17 20	133 202	.3 .4	2.0 2.6	1 19	10 54	.1 .4	.1 2.4	17 43	45 100	.3 .9	1.3 3.6	11 21	42 87	.2 .4	1.1 2.4
WUND-AM FA '00 4-Book	1 4	30 72	.1 .1	.3	1	10		.1	2	5	.1	.2	1	2		.1				
WVJP-FM FA '00 4-Book	10 7	104 121	.2 .2	.7 .5	17 10	102 74	.3 .2	2.0 1.3	18 12	37 23	.3 .2	2.0 1.4	19 12	38 27	.4 .3	1.5 1.0	22 10	37 23	.4 .2	2.1 1.0
WVOZ-FM FA '00 4-Book	45 17	433 186	.8 .3	3.2 1.2	53 21	469 212	1.0 .4	6.2 2.6	36 11	145 40	.7 .2	3.9 1.2	47 18	128 58	.9 .4	3.7 1.5	55 18	125 40	1.0 .3	5.3 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 - 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	
WXEV-AM																				
FA '00	2	40	.1	* 3	17	.1	.4													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '00	77	689	1.4	5.4	33	367	.6	3.9	46	128	.9	5.0	48	182	.9	3.8	50	111	.9	4.8
4-Book	69	650	1.3	5.0	29	347	.6	3.7	31	70	.6	3.7	44	142	.9	3.6	47	103	.9	5.0
WYQE-FM																				
FA '00	17	62	.3	1.2	12	33	.2	1.4	19	19	.4	2.1	19	19	.4	1.5	9	19	.2	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VZAR-FM																				
FA '00	18	230	.3	1.3	8	116	.1	.9	6	10	.1	.7	10	24	.2	.8	19	43	.4	1.8
4-Book	31	323	.6	2.3	21	210	.4	2.8	20	52	.4	2.4	39	76	.8	3.2	22	53	.4	2.4
VZMT-FM																				
FA '00	8	71	.1	.6	12	84	.2	1.4					23	47	.4	1.8	11	22	.2	1.1
4-Book	9	78	.2	.6	8	75	.1	1.0	8	23	.2	1.0	20	39	.4	1.6	8	23	.2	.9
VZNT-FM																				
FA '00	57	555	1.1	4.0	59	458	1.1	6.9	38	120	.7	4.1	99	266	1.9	7.8	70	170	1.3	6.7
4-Book	72	644	1.4	5.2	61	513	1.2	7.8	53	135	1.0	6.5	101	266	2.0	8.2	74	180	1.5	8.1
TOTALS																				
FA '00	1425	5150	26.7		855	4355	16.0		923	2075	17.3		1262	2727	23.7		1046	2195	19.6	
4-Book	1367	4919	26.6		779	4099	15.2		830	1910	16.1		1216	2606	23.7		923	2025	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

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 '00 4-Book	5	6	.1	.7	7	14	.1	1.3	3	14	.1	.3	2	6	.2		4	6	.1	.8	
Wael-AM FA '00 4-Book					1	5		.3	1	2		.1	2	5	.1	.3	1	2		.2	
Wael-FM FA '00 4-Book	6	10	.1	.8	**	**	**	**	8	29	.1	.8	**	**	**	**	**	**	**	**	
WALO-AM FA '00 4-Book	**	**	**	**	**	**	**	.4	**	**	**	**	**	**	.1	**	**	**	**	**	
WAPA-AM FA '00 4-Book	*	4	.1	.6	10	21	.2	1.8	2	10	.1	.3					*	3	21	.1	.6
WBRQ-FM FA '00 4-Book	1	8	.1	.1	21	51	.4	3.8	2	11		.2	16	60	.3	1.9	2	9		.4	
WCAD-FM FA '00 4-Book	24	79	.4	3.3	7	17	.1	1.3	48	87	.9	4.8	30	91	.6	3.6	24	80	.4	4.9	
WCMA-FM FA '00 4-Book	23	78	.4	3.2	2	10		.4	30	87	.6	3.0	9	35	.2	1.1	4	22	.1	.7	
WCMN-AM FA '00 4-Book									3	6	.1	.3	1	6			2	12		.4	
WCMN-FM FA '00 4-Book	17	30	.3	2.3	6	30	.1	1.1	23	46	.4	2.3	42	61	.8	5.1	12	34	.2	2.4	
WCOM-FM FA '00 4-Book	8	57	.1	1.1	20	47	.4	3.6	21	103	.4	2.1	12	26	.2	1.5	24	53	.4	4.9	
WCTA-FM FA '00 4-Book	10	48	.2	1.4	6	8	.1	1.1	30	73	.6	3.0	30	95	.6	3.6	4	12	.1	.8	
WEGM-FM FA '00 4-Book	20	43	.4	2.7	20	59	.4	3.6	21	83	.4	2.1	21	45	.4	2.5	20	37	.4	4.0	
WENA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM FA '00 4-Book	2	7	.1	.3	1	10		.2	3	8	.1	.3	6	8	.1	.7	2	8		.4	
WEXS-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WFDT-FM FA '00 4-Book	**	**	**	**	**	**	**	**	4	18	.1	.4	3	14	.1	.4	2	14		.4	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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	
WFID-FM																				
FA '00	43	133	.8	5.9	28	105	.5	5.1	88	104	1.6	8.9	68	168	1.3	8.2	48	90	.9	9.7
4-Book	51	144	1.0	7.6	20	68	.4	4.2	59	124	1.1	6.8	42	102	.8	5.9	33	92	.7	6.5
WIAC-AM																				
FA '00					2	10		.4	11	17	.2	1.2	3	7	.1	.6				
4-Book																				
WIAC-FM																				
FA '00	5	41	.1	.7	10	82	.2	1.8	26	72	.5	2.6	14	78	.3	1.7	19	62	.4	3.8
4-Book	16	52	.3	2.4	11	39	.2	2.2	26	56	.5	3.1	15	57	.3	2.2	14	38	.3	2.8
WIDA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	1	9		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	33	94	.6	4.5	14	33	.3	2.5	16	94	.3	1.6	11	39	.2	1.3	9	38	.2	1.8
4-Book	17	56	.3	2.5	4	12	.1	.7	15	56	.3	1.8	8	25	.2	1.0	8	27	.2	1.4
WIOB-FM																				
FA '00	17	46	.3	2.3	12	34	.2	2.2	25	34	.5	2.5	25	34	.5	3.0	5	26	.1	1.0
4-Book	7	24	.2	1.0	5	13	.1	1.3	16	27	.3	1.8	17	28	.4	2.3	3	13	.1	.6
WIOC-FM																				
FA '00	20	32	.4	2.7					8	10	.1	.8	9	27	.2	1.1				
4-Book	10	21	.2	1.5	4	16	.1	.9	5	18	.1	.5	6	21	.2	.9	9	13	.2	1.7
WISA-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	2	18		.3	12	30	.2	2.2	9	34	.2	.9	19	38	.4	2.3	4	9	.1	.8
4-Book	14	39	.3	2.1	19	32	.4	4.1	19	44	.4	2.3	9	23	.2	1.2	1	4		.3
WKAQ-AM																				
FA '00					10	21	.2	1.8	3	16	.1	.3	7	19	.1	.8				
4-Book	3	6	.1	.4	13	33	.3	3.2	2	13	.1	.3	3	8	.1	.3	2	10		.3
WKAQ-FM																				
FA '00	41	77	.8	5.6	15	58	.3	2.7	70	185	1.3	7.1	66	153	1.2	8.0	19	58	.4	3.8
4-Book	44	118	.9	6.6	11	50	.2	2.2	68	161	1.3	7.8	59	134	1.2	8.4	24	83	.5	4.7
WKFE-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00					1	4		.3		3								*		
4-Book																				
WKSA-FM																				
FA '00	5	13	.1	.7									2	14		.2	8	14	.1	1.6
4-Book	**	**	**	**	2	9		.4	4	18	.1	.5	3	6	.1	.4	**	**	**	**
WKVM-AM																				
FA '00	2	6	.1	.3	3	6	.1	.6	4	4	.1	.5	2	4	.1	.3	3	8	.1	.5
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
WLIZ-AM FA '00 4-Book																			
WMEG-FM FA '00 4-Book																			
WNEL-AM FA '00 4-Book																			
WNRT-FM FA '00 4-Book																			
WORO-FM FA '00 4-Book																			
WOSO-AM FA '00 4-Book																			
WOYE-FM FA '00 4-Book																			
WPAB-AM FA '00 4-Book																			
WPRM-FM FA '00 4-Book																			
WPRP-AM FA '00 4-Book																			
WQBS-AM FA '00 4-Book																			
WRIO-FM FA '00 4-Book																			
WTPM-FM FA '00 4-Book																			
WUKQ-FM FA '00 4-Book																			
WUNO-AM FA '00 4-Book																			
WVJP-FM FA '00 4-Book																			
WVOZ-FM FA '00 4-Book																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	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	
WXEV-AM FA '00 4-Book	* **	**	**	**	* 17 **	17 **	.3 **	3.1 **	7 **	17 **	.1 **	.7 **	**	**	**	**	* **	**	**	**	**
WYX-FM FA '00 4-Book	50 29	112 92	.9 .6	6.9 4.3	18 10	41 29	.3 .2	3.2 2.1	16 29	65 83	.3 .6	1.6 3.4	11 23	35 54	.2 .5	1.3 3.4	23 17	63 48	.4 .3	4.7 3.4	
WYQE-FM FA '00 4-Book	**	**	**	**	22 **	33 **	.4 **	4.0 **	22 **	33 **	.4 **	2.2 **	9 **	19 **	.2 **	1.1 **	**	**	**	**	
WZAR-FM FA '00 4-Book	5 22	17 55	.1 .4	.7 3.3	6	23	.1	1.3	13 14	41 54	.2 .3	1.3 1.6	2 16	20 44	.2 .3	.2 2.4	8 26	34 79	.1 .5	1.6 5.3	
WZMT-FM FA '00 4-Book	13 5	22 18	.2 .1	1.8 .8	1 4	10 9	.2 .1	.2 .7	18 6	35 22	.3 .1	1.8 .6	24 10	46 26	.4 .2	2.9 1.3	6 2	10 5	.1 .4	1.2 .4	
WZNT-FM FA '00 4-Book	39 41	66 102	.7 .8	5.4 6.1	48 39	133 95	.9 .8	8.7 8.6	79 91	152 179	1.5 1.8	8.0 10.7	74 62	129 126	1.4 1.2	9.0 8.9	26 21	59 62	.5 .4	5.3 4.1	
TOTALS FA '00 4-Book	728 675	1663 1631	13.6 13.1		554 458	1323 1140	10.4 8.9		990 862	2122 1873	18.6 16.8		825 705	1813 1529	15.5 13.7		494 505	1189 1255	9.3 9.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-34

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 '00	4	119	.2	6	56	.1	.2									6	38	.1	.6
SU '00	3	90	.2	3	21		.1	1	12			1	20				15		
SP '00	2	89	.1	1	24			4	56	.2		2	45	.1		3	57		.3
WI '00	10	81	.1	25	66	.3	.8	10	53	.1	.5	3	25	.1		6	23	.1	.6
4-Book	5	95	.3	9	42	.1	.3	4	30	.2		2	23	.1		4	33	.1	.4
FA '99	7	104	.1	6	60	.1	.2	5	30	.1	.3	4	41	.2		14	49	.2	1.7
WAEI-AM																			
FA '00	1	36	.1	4	26		.1		6			2				9			
SU '00	6	96	.1	3	19		.1	6	35	.1	.3	16	50	.2	.8	5	41	.1	.6
SP '00	7	160	.1	19	109	.2	.7	3	35		.1	3	71	.1		7	66	.1	.8
WI '00	3	85	.2	2	27		.1	2	32		.1	2	33	.1		3	22		.3
4-Book	4	94	.1	7	45	.1	.3	3	27	.1		5	39	.1	.3	4	35	.1	.4
FA '99	1	56	.1	1	11				11			1	32	.1					
WAEI-FM																			
FA '00	13	356	.1	4	58	.1	.1	43	284	.5	2.1	5	76	.1	.2	5	38	.1	.5
SU '00	20	432	.2	10	96	.1	.3	46	322	.5	2.2	15	139	.2	.7	16	121	.2	2.0
SP '00	8	257	.1	7	96	.1	.2	19	106	.2	.9	6	97	.1	.3	3	49		.3
WI '00	22	335	.3	25	88	.3	.8	46	224	.5	2.3	17	150	.2	.8	9	85	.1	.9
4-Book	16	345	.2	12	85	.1	.4	39	234	.4	1.9	11	116	.2	.5	8	73	.1	.9
FA '99	22	518	.3	9	83	.1	.3	48	365	.6	2.6	18	155	.2	1.0	11	68	.1	1.3
WALD-AM																			
FA '00	1	20	.1					3	13		.1		7						
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	46	.1	2	20		.1	2	20		.1	1	25						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	118	.2	7	56	.1	.2		5			2	30	.1		1	18		.1
WAPA-AM																			
FA '00	* 19	321	.2	38	176	.4	1.3	32	94	.4	1.6	13	93	.1	.6	* 6	51	.1	.6
SU '00	17	217	.2	28	112	.3	.9	16	72	.2	.8	21	62	.2	1.0	12	76	.1	1.5
SP '00	25	323	.3	49	212	.6	1.7	51	190	.6	2.5	20	124	.2	1.0	4	55		.4
WI '00	24	412	.3	46	217	.5	1.5	22	223	.3	1.1	27	218	.3	1.3	18	103	.2	1.9
4-Book	21	318	.3	40	179	.5	1.4	30	145	.4	1.5	20	124	.2	1.0	10	71	.1	1.1
FA '99	7	214	.1	11	90	.1	.4	13	82	.2	.7	14	94	.2	.7	1	40		.1
WBRQ-FM																			
FA '00	21	278	.2	12	89	.1	.4	27	103	.3	1.3	31	163	.4	1.5	20	62	.2	1.9
SU '00	13	271	.2	15	107	.2	.5	10	92	.1	.5	16	93	.2	.8	6	93	.1	.7
SP '00	7	195	.1	9	91	.1	.3	7	89	.1	.3	12	103	.1	.6	3	30		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
FA '00	39	674	.4	54	315	.6	1.8	58	361	.7	2.8	36	279	.4	1.7	25	243	.3	2.4
SU '00	51	853	.6	61	392	.7	2.0	74	495	.9	3.6	67	425	.8	3.2	26	339	.3	3.2
SP '00	38	651	.4	67	322	.8	2.3	49	359	.6	2.4	19	195	.2	.9	29	268	.3	3.1
WI '00	44	717	.5	54	324	.6	1.8	48	392	.6	2.4	53	401	.6	2.6	42	386	.5	4.4
4-Book	43	724	.5	59	338	.7	2.0	57	402	.7	2.8	44	325	.5	2.1	31	309	.4	3.3
FA '99	49	829	.6	67	471	.8	2.4	69	409	.8	3.7	55	454	.6	2.9	37	322	.4	4.5
WCMA-FM																			
FA '00	97	1145	1.1	98	561	1.1	3.3	151	647	1.7	7.3	136	736	1.5	6.4	65	472	.7	6.3
SU '00	31	734	.4	30	273	.3	1.0	26	251	.3	1.3	24	237	.3	1.1	30	242	.3	3.7
SP '00	37	827	.4	51	369	.6	1.8	52	410	.6	2.5	38	328	.4	1.9	16	107	.2	1.7
WI '00	34	817	.4	40	307	.5	1.3	52	436	.6	2.6	35	246	.4	1.7	16	165	.2	1.7
4-Book	50	881	.6	55	378	.6	1.9	70	436	.8	3.4	58	387	.7	2.8	32	247	.4	3.4
FA '99	41	957	.5	30	273	.3	1.1	54	439	.6	2.9	43	346	.5	2.3	23	197	.3	2.8

** Station(s) not reported this survey.

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

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

Target Listener Trends

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	
WCMN-AM																				
FA '00	6	163	.1	.3	16	122	.2	.5	6	59	.1	.3	5	54	.1	.2	2	22	.2	
SU '00	6	101	.1	.3	15	52	.2	.5	9	60	.1	.4	3	15	.1	.1	3	23	.4	
SP '00	3	97		.2	10	56	.1	.3	2	19		.1	5	23	.1	.2				
WI '00	7	152	.1	.4	22	123	.3	.7	10	76	.1	.5	7	39	.1	.3	1	19	.1	
4-Book	6	128	.1	.3	16	88	.2	.5	7	54	.1	.3	5	33	.1	.2	2	16	.2	
FA '99	7	179	.1	.4	19	129	.2	.7	8	70	.1	.4	6	73	.1	.3	1	17	.1	
WCMN-FM																				
FA '00	28	539	.3	1.5	31	240	.4	1.0	34	257	.4	1.6	32	209	.4	1.5	10	120	.1	
SU '00	33	406	.4	1.9	44	182	.5	1.5	47	237	.5	2.3	36	223	.4	1.7	21	154	.2	
SP '00	17	255	.2	1.0	12	118	.1	.4	20	150	.2	1.0	21	167	.2	1.0	18	87	.2	
WI '00	41	493	.5	2.3	63	231	.7	2.1	86	258	1.0	4.3	40	204	.5	2.0	9	111	.1	
4-Book	30	423	.4	1.7	38	193	.4	1.3	47	226	.5	2.3	32	201	.4	1.6	15	118	.2	
FA '99	30	435	.3	1.8	44	175	.5	1.6	34	226	.4	1.8	22	189	.3	1.2	26	155	.3	
WCOM-FM																				
FA '00	53	984	.6	2.9	171	555	1.9	5.7	43	396	.5	2.1	28	307	.3	1.3	24	221	.3	
SU '00	37	920	.4	2.1	119	572	1.4	4.0	43	440	.5	2.1	17	199	.2	.8	11	163	.1	
SP '00	50	990	.6	2.8	120	594	1.4	4.1	67	499	.8	3.2	43	338	.5	2.1	20	219	.2	
WI '00	33	802	.4	1.9	99	460	1.1	3.2	30	303	.3	1.5	20	190	.2	1.0	16	215	.2	
4-Book	43	924	.5	2.4	127	545	1.5	4.3	46	410	.5	2.2	27	259	.3	1.3	18	205	.2	
FA '99	41	1002	.5	2.5	95	439	1.1	3.4	37	349	.4	2.0	28	335	.3	1.5	23	228	.3	
WCTA-FM																				
FA '00	43	491	.5	2.3	29	191	.3	1.0	67	244	.8	3.2	41	210	.5	1.9	16	96	.2	
SU '00	42	473	.5	2.4	28	167	.3	.9	66	317	.8	3.2	54	205	.6	2.5	15	166	.2	
SP '00	66	620	.8	3.7	45	229	.5	1.6	89	386	1.0	4.3	77	364	.9	3.8	48	294	.6	
WI '00	31	507	.4	1.7	34	102	.4	1.1	47	296	.5	2.3	44	252	.5	2.1	12	132	.1	
4-Book	46	523	.6	2.5	34	172	.4	1.2	67	311	.8	3.3	54	258	.6	2.6	23	172	.3	
FA '99	26	537	.3	1.6	41	233	.5	1.5	37	347	.4	2.0	31	197	.4	1.6	11	105	.1	
WEGM-FM																				
FA '00	19	251	.2	1.0	24	117	.3	.8	17	125	.2	.8	26	147	.3	1.2	9	95	.1	
SU '00	18	438	.2	1.0	20	218	.2	.7	19	210	.2	.9	26	133	.3	1.2	4	68	.5	
SP '00	18	242	.2	1.0	26	116	.3	.9	12	134	.1	.6	39	203	.5	1.9	6	66	.1	
WI '00	32	337	.4	1.8	34	227	.4	1.1	34	162	.4	1.7	61	239	.7	3.0	22	136	.3	
4-Book	22	317	.3	1.2	26	170	.3	.9	21	158	.2	1.0	38	181	.5	1.8	10	91	.1	
FA '99	14	251	.2	.8	17	86	.2	.6	19	89	.2	1.0	24	120	.3	1.3	2	35	.2	
WENA-AM																				
FA '00	1	29		.1	2	19		.1	1	2			2							
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	9	242	.1	.5	10	150	.1	.3	8	97	.1	.4	11	110	.1	.5	13	96	.1	
SU '00	8	254	.1	.5	23	109	.3	.8	9	115	.1	.4	6	62	.1	.3	3	59	.4	
SP '00	7	280	.1	.4	14	144	.2	.5	14	146	.2	.7	3	68		.1	3	61	.3	
WI '00	21	244	.2	1.2	26	109	.3	.8	22	132	.3	1.1	23	73	.3	1.1	14	86	.2	
4-Book	11	255	.1	.7	18	128	.2	.6	13	123	.2	.7	11	78	.1	.5	8	76	.1	
FA '99	7	163	.1	.4	8	92	.1	.3	3	49		.2	12	97	.1	.6	7	66	.1	
WEXS-AM																				
FA '00	5	38	.1	.3	10	14	.1	.3	13	24	.1	.6	2	14		.1	2	14	.2	
SU '00	3	19		.2	7	19	.1	.2	4	19		.2	1	9						
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
	+WFDT-FM																			
FA '00	4	104	.2	.2	4	61	.1	.1	3	47	.1	.1	1	38			10	43	.1	1.0
SU '00	5	130	.1	.3	2	15		.1	7	73	.1	.3	11	52	.1	.5	3	48		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	104	.2	.7	14	104	.2	.5	16	63	.2	.8	12	54	.1	.6	9	27	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	13	113	.2	.8	24	76	.3	.8	14	81	.2	.8	7	26	.1	.4	5	48	.1	.6
WFID-FM																				
FA '00	74	1045	.8	4.0	76	525	.9	2.5	107	432	1.2	5.2	82	528	.9	3.9	44	418	.5	4.3
SU '00	93	1253	1.1	5.3	143	550	1.7	4.8	131	625	1.5	6.4	88	507	1.0	4.2	61	454	.7	7.6
SP '00	80	1165	.9	4.5	99	471	1.1	3.4	120	630	1.4	5.8	94	549	1.1	4.7	49	434	.6	5.3
WI '00	84	1235	1.0	4.7	68	461	.8	2.2	105	634	1.2	5.2	114	665	1.3	5.6	82	492	1.0	8.6
4-Book	83	1175	1.0	4.6	97	502	1.1	3.2	116	580	1.3	5.7	95	562	1.1	4.6	59	450	.7	6.5
FA '99	58	1225	.7	3.5	62	390	.7	2.2	61	571	.7	3.3	52	511	.6	2.8	60	552	.7	7.3
WIAC-AM																				
FA '00	4	107	.2	.2	6	87	.1	.2	11	40	.1	.5					2	12		.2
SU '00	5	143	.1	.3	8	58	.1	.3	5	36	.1	.2								
SP '00	6	175	.1	.3	11	83	.1	.4	9	98	.1	.4	10	48	.1	.5		9		
WI '00	13	239	.2	.7	22	100	.3	.7	17	144	.2	.8	16	85	.2	.8	5	72	.1	.5
4-Book	7	166	.1	.4	12	82	.2	.4	11	80	.1	.5	7	33	.1	.3	2	23		.2
FA '99	11	196	.1	.7	19	83	.2	.7	9	78	.1	.5	16	82	.2	.9	3	40		.4
WIAC-FM																				
FA '00	36	838	.4	2.0	66	398	.7	2.2	39	225	.4	1.9	46	361	.5	2.2	11	211	.1	1.1
SU '00	47	895	.5	2.7	93	523	1.1	3.1	51	343	.6	2.5	41	236	.5	1.9	31	210	.4	3.9
SP '00	59	1178	.7	3.3	139	705	1.6	4.8	64	382	.7	3.1	54	319	.6	2.7	26	317	.3	2.8
WI '00	56	1191	.6	3.1	133	624	1.5	4.3	48	382	.6	2.4	52	387	.6	2.5	31	228	.4	3.2
4-Book	50	1026	.6	2.8	108	563	1.2	3.6	51	333	.6	2.5	48	326	.6	2.3	25	242	.3	2.8
FA '99	35	916	.4	2.1	73	441	.8	2.6	40	345	.5	2.2	28	270	.3	1.5	10	175	.1	1.2
WIDA-AM																				
FA '00		25											1	13						
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	5	130	.1	.3	9	56	.1	.3	7	70	.1	.3	2	32		.1	2	43		.2
SU '00	11	112	.1	.6	8	25	.1	.3	31	55	.4	1.5	12	73	.1	.6	3	40		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	198	.2	.8	23	115	.3	.8	19	73	.2	.9	15	80	.2	.7	11	100	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	92	.1	.4	5	29	.1	.2	16	55	.2	.9	5	28	.1	.3	3	25		.4
WIOA-FM																				
FA '00	51	812	.6	2.8	56	285	.6	1.9	81	297	.9	3.9	46	329	.5	2.2	32	269	.4	3.1
SU '00	23	785	.3	1.3	35	272	.4	1.2	28	340	.3	1.4	16	207	.2	.8	18	124	.2	2.2
SP '00	34	750	.4	1.9	43	240	.5	1.5	57	400	.7	2.8	33	320	.4	1.6	19	203	.2	2.1
WI '00	28	618	.3	1.6	29	168	.3	.9	42	211	.5	2.1	38	232	.4	1.9	22	222	.3	2.3
4-Book	34	741	.4	1.9	41	241	.5	1.4	52	312	.6	2.6	33	272	.4	1.6	23	205	.3	2.4
FA '99	30	750	.3	1.8	53	237	.6	1.9	33	266	.4	1.8	34	259	.4	1.8	27	252	.3	3.3
WIOB-FM																				
FA '00	31	405	.4	1.7	35	133	.4	1.2	30	148	.3	1.5	32	201	.4	1.5	27	212	.3	2.6
SU '00	16	252	.2	.9	18	135	.2	.6	26	114	.3	1.3	17	128	.2	.8	10	69	.1	1.2
SP '00	14	303	.2	.8	18	130	.2	.6	20	152	.2	1.0	17	152	.2	.8	11	85	.1	1.2
WI '00	28	315	.3	1.6	33	183	.4	1.1	40	207	.5	2.0	42	181	.5	2.1	9	90	.1	.9
4-Book	22	319	.3	1.3	26	145	.3	.9	29	155	.3	1.5	27	166	.3	1.3	14	114	.2	1.5
FA '99	14	258	.2	.8	26	144	.3	.9	28	158	.3	1.5	7	86	.1	.4	9	79	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
WIOC-FM																				
FA '00	8	192	.1	.4	7	79	.1	.2	3	43		.1	3	45		.1	11	74	.1	1.1
SU '00	3	120		.2	2	26		.1	3	29		.1	1	35			3	24		.4
SP '00	15	159	.2	.8	7	48	.1	.2	14	66	.2	.7	17	78	.2	.8	26	78	.3	2.8
WI '00	6	155	.1	.3	9	53	.1	.3	5	53	.1	.2	5	75	.1	.2	3	55		.3
4-Book	8	157	.1	.4	6	52	.1	.2	6	48	.1	.3	7	58	.1	.3	11	58	.1	1.2
FA '99	10	201	.1	.6	19	97	.2	.7	16	92	.2	.9	7	62	.1	.4	6	76	.1	.7
WISA-AM																				
FA '00	6	40	.1	.3	10	40	.1	.3	17	20	.2	.8	1	20			2	20		.2
SU '00	2	42		.1	3	25		.1	5	42	.1	.2					3	17		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	68		.1	6	68	.1	.2	2	18		.1					2	30		.2
WISQ-AM																				
FA '00	* 6	33	.1	.3	2	17		.1	1	26			5	33	.1	.2	* 13	17	.1	1.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	32	.1	.4	6	17	.1	.2	5	17	.1	.2	5	17	.1	.2	15	32	.2	1.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	56	781	.6	3.0	184	592	2.1	6.1	15	168	.2	.7	83	405	.9	3.9	20	95	.2	1.9
SU '00	88	781	1.0	5.0	249	584	2.9	8.3	80	397	.9	3.9	100	449	1.2	4.7	20	200	.2	2.5
SP '00	61	656	.7	3.4	147	387	1.7	5.1	51	250	.6	2.5	97	382	1.1	4.8	29	161	.3	3.1
WI '00	65	851	.8	3.6	162	556	1.9	5.3	64	324	.7	3.2	87	507	1.0	4.2	19	177	.2	2.0
4-Book	68	767	.8	3.8	186	530	2.2	6.2	53	285	.6	2.6	92	436	1.1	4.4	22	158	.2	2.4
FA '99	47	560	.5	2.8	146	392	1.7	5.2	36	246	.4	2.0	46	285	.5	2.4	13	115	.2	1.6
WKAQ-AM																				
FA '00	32	636	.4	1.7	34	245	.4	1.1	15	119	.2	.7	71	362	.8	3.4	29	251	.3	2.8
SU '00	57	933	.7	3.2	102	502	1.2	3.4	38	310	.4	1.8	126	515	1.5	5.9	41	383	.5	5.1
SP '00	40	753	.5	2.3	57	417	.7	2.0	33	236	.4	1.6	61	361	.7	3.0	41	289	.5	4.4
WI '00	46	746	.5	2.6	72	311	.8	2.4	46	289	.5	2.3	96	468	1.1	4.7	22	235	.3	2.3
4-Book	44	767	.5	2.5	66	369	.8	2.2	33	239	.4	1.6	89	427	1.0	4.3	33	290	.4	3.7
FA '99	29	674	.3	1.7	39	319	.5	1.4	13	224	.2	.7	58	327	.7	3.1	42	292	.5	5.1
WKAQ-FM																				
FA '00	80	1374	.9	4.4	93	656	1.1	3.1	114	664	1.3	5.5	86	534	1.0	4.1	38	366	.4	3.7
SU '00	102	1578	1.2	5.8	106	568	1.2	3.5	153	722	1.8	7.4	114	736	1.3	5.4	36	424	.4	4.5
SP '00	108	1958	1.3	6.1	103	695	1.2	3.6	180	1111	2.1	8.7	117	988	1.4	5.8	38	506	.4	4.1
WI '00	60	1514	.7	3.4	48	413	.6	1.6	77	782	.9	3.8	79	568	.9	3.9	45	478	.5	4.7
4-Book	88	1606	1.0	4.9	88	583	1.0	3.0	131	820	1.5	6.4	99	707	1.2	4.8	39	444	.4	4.3
FA '99	81	1804	.9	4.9	67	648	.8	2.4	130	866	1.5	7.0	91	674	1.1	4.8	35	518	.4	4.3
WKFE-AM																				
FA '00	2	26		.1	3	12		.1	4	14		.2	1	14						
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		14				14														
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 4	83		.2	12	41	.1	.4	3	23		.1	6	30	.1	.3	* 11			
SU '00	7	86	.1	.4	15	35	.2	.5	9	24	.1	.4	4	24		.2				
SP '00	1	65		.1	2	19		.1	1	30			2	28		.1				
WI '00	4	78		.2	5	37	.1	.2	5	57	.1	.2	7	31	.1	.3	4	21		.4
4-Book	4	78		.2	9	33	.1	.3	5	34	.1	.2	5	28	.1	.2	1	8		.1
FA '99	3	66		.2	6	36	.1	.2	5	46	.1	.3	5	30	.1	.3	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 Trends - Men 18-49

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WKSA-FM																				
FA '00	14	260	.2	.8	13	94	.1	.4	11	130	.1	.5	17	117	.2	.8	22	178	.2	2.1
SU '00	7	146	.1	.4	11	95	.1	.4	3	8	.1	.1	11	30	.1	.5	**	**	**	**
SP '00	19	210	.2	1.1	26	123	.3	.9	19	103	.2	.9	16	75	.2	.8	**	**	**	**
WI '00	16	154	.2	.9	24	95	.3	.8	14	105	.2	.7	4	24	.2	.2	**	**	**	**
4-Book	14	193	.2	.8	19	102	.2	.6	12	87	.1	.6	12	62	.1	.6	**	**	**	**
FA '99	16	196	.2	1.0	19	123	.2	.7	19	70	.2	1.0	6	34	.1	.3	**	**	**	**
WKVM-AM																				
FA '00	4	68	.2	.2	15	40	.2	.5					6	27	.1	.3		11		
SU '00	2	45	.1	.1						6			4	8	.2	.2		1	9	.1
SP '00	3	90	.2	.2	2	6	.1	.1	1	6			2	57	.1	.1		7	43	.1
WI '00	4	68	.2	.2	9	31	.1	.3	2	12	.1	.1		12			3	31		.3
4-Book	3	68	.2	.2	7	19	.1	.2	1	6			3	26	.2	.2	3	24		.3
FA '99	3	149	.2	.2	3	32	.1	.1	4	74	.2	.2	4	37	.2	.2	2	33		.2
WLUZ-AM																				
FA '00	2	30	.1	.1	1	16			6	16	.1	.3	2	16	.1	.1		1	15	.1
SU '00	2	34	.1	.1	11	26	.1	.4	2	18	.1	.1								
SP '00	2	58	.1	.1	5	25	.1	.2	1	20							3	26		.3
WI '00		14																		
4-Book	2	34	.1	.1	4	17	.1	.2	2	14	.1	.1	1	4			1	10		.1
FA '99	1	34	.1	.1	3	34	.1	.1	1	7	.1	.1								
WMEG-FM																				
FA '00	72	1322	.8	3.9	103	668	1.2	3.4	70	502	.8	3.4	108	710	1.2	5.1	50	505	.6	4.9
SU '00	97	1366	1.1	5.5	95	610	1.1	3.2	79	606	.9	3.8	175	935	2.0	8.3	82	548	1.0	10.2
SP '00	99	1556	1.1	5.6	95	727	1.1	3.3	77	769	.9	3.7	173	1023	2.0	8.6	70	678	.8	7.6
WI '00	86	1156	1.0	4.8	76	381	.9	2.5	110	447	1.3	5.5	119	602	1.4	5.8	53	418	.6	5.5
4-Book	89	1350	1.0	5.0	92	597	1.1	3.1	84	581	1.0	4.1	144	818	1.7	7.0	64	537	.8	7.1
FA '99	85	1448	1.0	5.1	93	572	1.1	3.3	47	471	.5	2.5	99	666	1.1	5.3	76	566	.9	9.3
WNEL-AM																				
FA '00		8			1	8												2	9	.2
SU '00	1	43	.1	.1	4	43	.1	.1										3	35	.3
SP '00	4	98	.2	.2	8	60	.1	.3	6	24	.1	.3	2	16	.1	.1	2	30	.2	.2
WI '00	2	56	.1	.1	5	12	.1	.2		12			2	32	.1	.1	2	30	.2	.2
4-Book	2	51	.1	.1	5	31	.1	.2	2	9	.1	.1	1	12	.1	.1	2	19		.2
FA '99	1	36	.1	.1					1	22	.1	.1	2	25	.1	.1				
WNRT-FM																				
FA '00	16	326	.2	.9	30	143	.3	1.0	14	124	.2	.7	9	78	.1	.4	16	131	.2	1.6
SU '00	6	178	.1	.3	10	87	.1	.3	7	87	.1	.3	7	98	.1	.3	4	58	.5	.5
SP '00	20	349	.2	1.1	37	165	.4	1.3	26	222	.3	1.3	19	108	.2	.9	4	70	.4	.4
WI '00	37	407	.4	2.1	65	222	.8	2.1	48	239	.6	2.4	52	192	.6	2.5	16	82	.2	1.7
4-Book	20	315	.2	1.1	36	154	.4	1.2	24	168	.3	1.2	22	119	.3	1.0	10	85	.1	1.1
FA '99	13	243	.2	.8	24	119	.3	.8	12	110	.1	.7	20	130	.2	1.1	5	77	.1	.6
WORD-FM																				
FA '00	23	384	.3	1.3	13	69	.1	.4	18	126	.2	.9	16	123	.2	.8	19	129	.2	1.8
SU '00	35	467	.4	2.0	19	164	.2	.6	47	210	.5	2.3	33	143	.4	1.6	**	**	**	**
SP '00	35	636	.4	2.0	49	288	.6	1.7	42	191	.5	2.0	25	181	.3	1.2	11	157	.1	1.2
WI '00	25	445	.3	1.4	21	136	.2	.7	18	163	.2	.9	30	120	.3	1.5	22	122	.3	2.3
4-Book	30	483	.4	1.7	26	164	.3	.9	31	173	.4	1.5	26	142	.3	1.3	**	**	**	**
FA '99	29	528	.3	1.7	24	141	.3	.8	47	253	.5	2.5	34	175	.4	1.8	7	70	.1	.9
WOSO-AM																				
FA '00	14	125	.2	.8	30	125	.3	1.0	15	71	.2	.7	15	95	.2	.7	6	56	.1	.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	71	.2	.2	8	57	.1	.3	3	42	.1	.1	1	30			3	42		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	34	874	.4	1.8	78	424	.9	2.6	23	329	.3	1.1	41	259	.5	1.9	19	195	.2	1.8
SU '00	51	823	.6	2.9	73	393	.8	2.4	46	382	.5	2.2	68	447	.8	3.2	37	102	.4	4.6
SP '00	57	911	.7	3.2	130	509	1.5	4.5	56	492	.6	2.7	35	290	.4	1.7	32	345	.4	3.5
WI '00	52	871	.6	2.9	108	485	1.3	3.5	42	386	.5	2.1	46	310	.5	2.2	30	229	.3	3.1
4-Book	49	870	.6	2.7	97	453	1.1	3.3	42	397	.5	2.0	48	327	.6	2.3	30	218	.3	3.3
FA '99	51	927	.6	3.1	89	439	1.0	3.2	69	395	.8	3.7	49	354	.6	2.6	22	326	.3	2.7
WPAB-AM																				
FA '00	4	110		.2	4	33		.1	3	67		.1	4	11		.2	2	8		.2
SU '00	11	143	.1	.6	40	97	.5	1.3	11	100	.1	.5	9	60	.1	.4	2	9		.2
SP '00	3	188		.2	5	56		.2	4	55		.2	5	78	.1	.2	1	10		.1
WI '00	7	196	.1	.4	9	74	.1	.3	16	111	.2	.8	8	53	.1	.4	1	9		.1
4-Book	6	159	.1	.4	15	65	.2	.5	9	83	.1	.4	7	51	.1	.3	2	9		.2
FA '99	13	216	.2	.8	22	141	.3	.8	14	103	.2	.8	19	66	.2	1.0	9	83	.1	1.1
WPRM-FM																				
FA '00	331	2796	3.8	18.0	938	2186	10.6	31.3	258	1029	2.9	12.5	415	1644	4.7	19.6	90	647	1.0	8.7
SU '00	244	2544	2.8	13.8	762	1926	8.8	25.5	214	957	2.5	10.4	310	1431	3.6	14.6	30	341	.3	3.7
SP '00	247	2676	2.9	14.0	682	1788	7.9	23.5	199	1075	2.3	9.7	334	1719	3.9	16.6	74	574	.9	8.0
WI '00	297	3026	3.4	16.7	854	2290	9.9	27.9	226	1168	2.6	11.3	354	1627	4.1	17.3	80	576	.9	8.3
4-Book	280	2761	3.2	15.6	809	2048	9.3	27.1	224	1057	2.6	11.0	353	1605	4.1	17.0	69	535	.8	7.2
FA '99	315	3273	3.7	18.9	858	2337	10.0	30.4	223	1126	2.6	12.1	470	2116	5.5	25.0	62	531	.7	7.6
WPRP-AM																				
FA '00	7	87	.1	.4	6	18	.1	.2	16	45	.2	.8					1	14		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	3	50		.2	2	5		.1	6	50	.1	.3	3	29		.1	1	12		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	67		.2	6	21	.1	.2	1	34		.1	3	11		.1	2	11		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	26	254	.3	1.4	81	189	.9	2.7	16	108	.2	.8	32	135	.4	1.5	11	21	.1	1.1
SU '00	20	331	.2	1.1	73	240	.8	2.4	14	90	.2	.7	24	131	.3	1.1	33	33		
SP '00	40	349	.5	2.3	93	234	1.1	3.2	36	154	.4	1.7	50	196	.6	2.5	7	62	.1	.8
WI '00	28	376	.3	1.6	99	308	1.1	3.2	21	117	.2	1.0	28	159	.3	1.4	2	45		.2
4-Book	29	328	.3	1.6	87	243	1.0	2.9	22	117	.3	1.1	34	155	.4	1.6	5	40	.1	.5
FA '99	25	314	.3	1.5	57	202	.7	2.0	37	173	.4	2.0	32	160	.4	1.7	3	24		.4
WTPM-FM																				
FA '00	* 4	63		.2	3	35		.1	1	10			1	13			* 1	2		.1
SU '00	3	63		.2	1	11			1	17			3	11			3	36		.4
SP '00	2	47		.1	1	7			2	16		.1					6	16	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	15	101	.2	.9	15	71	.2	.5	14	51	.2	.8	16	74	.2	.9	10	74	.1	1.2
WUKQ-FM																				
FA '00	25	458	.3	1.4	20	170	.2	.7	51	238	.6	2.5	17	222	.2	.8	14	141	.2	1.4
SU '00	14	467	.2	.8	12	129	.1	.4	12	218	.1	.6	14	123	.2	.7	10	115	.1	1.2
SP '00	35	562	.4	2.0	34	231	.4	1.2	39	274	.5	1.9	36	242	.4	1.8	29	193	.3	3.1
WI '00	49	504	.6	2.7	40	239	.5	1.3	76	227	.9	3.8	60	218	.7	2.9	32	151	.4	3.3
4-Book	31	498	.4	1.7	27	192	.3	.9	45	239	.5	2.2	32	201	.4	1.6	21	150	.3	2.3
FA '99	34	492	.4	2.0	39	240	.5	1.4	41	254	.5	2.2	34	254	.4	1.8	20	175	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WJNO-AM																				
FA '00	5	158	.1	.3	8	116	.1	.3	3	70	.1	.1	8	54	.1	.4	5	54	.1	.5
SU '00	9	156	.1	.5	28	129	.3	.9	13	70	.2	.6	11	96	.1	.5	1	18		.1
SP '00	8	277	.1	.5	15	150	.2	.5	15	132	.2	.7	6	72	.1	.3	4	69		.4
WI '00	9	214	.1	.5	13	120	.2	.4	22	131	.3	1.1	4	65	.2	.2	3	58		.3
4-Book	8	201	.1	.5	16	129	.2	.5	13	101	.2	.6	7	72	.1	.4	3	50		.3
FA '99	12	230	.1	.7	28	115	.3	1.0	16	117	.2	.9	10	88	.1	.5	8	63	.1	1.0
WVJP-FM																				
FA '00	18	361	.2	1.0	20	139	.2	.7	20	103	.2	1.0	13	67	.1	.6	9	103	.1	.9
SU '00	8	242	.1	.5	7	102	.1	.2	4	64	.2	.2	11	112	.1	.5	4	60		.5
SP '00	17	407	.2	1.0	20	163	.2	.7	21	153	.2	1.0	13	162	.2	.6	11	106	.1	1.2
WI '00	17	361	.2	1.0	13	110	.2	.4	21	158	.2	1.0	24	143	.3	1.2	10	92	.1	1.0
4-Book	15	343	.2	.9	15	129	.2	.5	17	120	.2	.8	15	121	.2	.7	9	90	.1	.9
FA '99	23	382	.3	1.4	22	107	.3	.8	49	120	.6	2.7	30	173	.3	1.6	9	138	.1	1.1
WVOZ-FM																				
FA '00	51	727	.6	2.8	41	261	.5	1.4	46	294	.5	2.2	54	306	.6	2.5	58	338	.7	5.6
SU '00	17	347	.2	1.0	12	53	.1	.4	14	157	.2	.7	17	123	.2	.8	17	182	.2	2.1
SP '00	10	240	.1	.6	3	44		.1	13	123	.2	.6	11	125	.1	.5	6	36		.6
WI '00	10	183	.1	.6	5	42	.1	.2	7	59	.1	.3	8	36	.1	.4	16	67	.2	1.7
4-Book	22	374	.3	1.3	15	100	.2	.5	20	158	.3	1.0	23	148	.3	1.1	24	156	.3	2.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 3	79		.2	8	29	.1	.3	1	24				7			* 1	11		.1
SU '00	3	105		.2	9	58	.1	.3	1	33			4	40		.2	3	9		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	84	.1	.3	7	22	.1	.2	4	41	.2	.2	5	48	.1	.2	4	7		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	196	.1	.4	5	84	.1	.2	12	80	.1	.7	4	59		.2	3	18		.4
WXYX-FM																				
FA '00	73	1107	.8	4.0	112	446	1.3	3.7	71	600	.8	3.4	126	538	1.4	5.9	48	372	.5	4.7
SU '00	73	1095	.8	4.1	143	577	1.7	4.8	90	559	1.0	4.4	101	490	1.2	4.8	30	333	.3	3.7
SP '00	44	766	.5	2.5	70	255	.8	2.4	35	278	.4	1.7	97	397	1.1	4.8	17	172	.2	1.8
WI '00	65	1174	.8	3.6	135	580	1.6	4.4	63	523	.7	3.1	74	412	.9	3.6	31	290	.4	3.2
4-Book	64	1036	.7	3.6	115	465	1.4	3.8	65	490	.7	3.2	100	459	1.2	4.8	32	292	.4	3.4
FA '99	80	1348	.9	4.8	181	586	2.1	6.4	92	682	1.1	5.0	90	526	1.0	4.8	29	372	.3	3.5
WYQE-FM																				
FA '00	16	110	.2	.9	33	69	.4	1.1	21	43	.2	1.0	13	60	.1	.6	1	17		.1
SU '00	6	104	.1	.3	4	48		.1	4	51		.2	9	83	.1	.4	3	28		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	132	.1	.5	17	51	.2	.6	10	36	.1	.5	1	9			5	27	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	162	.1	.4	10	86	.1	.4	3	48		.2	7	73	.1	.4	10	77	.1	1.2
WZAR-FM																				
FA '00	39	572	.4	2.1	43	250	.5	1.4	70	308	.8	3.4	35	218	.4	1.7	29	164	.3	2.8
SU '00	61	727	.7	3.5	56	358	.6	1.9	80	368	.9	3.9	70	372	.8	3.3	48	297	.6	6.0
SP '00	33	499	.4	1.9	31	181	.4	1.1	64	318	.7	3.1	34	244	.4	1.7	12	128	.1	1.3
WI '00	34	638	.4	1.9	43	309	.5	1.4	35	204	.4	1.7	39	263	.5	1.9	37	255	.4	3.9
4-Book	42	609	.5	2.4	43	275	.5	1.5	62	300	.7	3.0	45	274	.5	2.2	32	211	.4	3.5
FA '99	24	371	.3	1.4	22	166	.3	.8	22	129	.3	1.2	32	233	.4	1.7	34	132	.4	4.2
WZMT-FM																				
FA '00	14	204	.2	.8	7	63	.1	.2	19	123	.2	.9	17	82	.2	.8	5	35	.1	.5
SU '00	22	226	.3	1.2	16	58	.2	.5	35	114	.4	1.7	42	151	.5	2.0	4	43		.5
SP '00	19	233	.2	1.1	34	109	.4	1.2	23	129	.3	1.1	17	99	.2	.8	17	67	.2	1.8
WI '00	16	179	.2	.9	17	78	.2	.6	10	84	.1	.5	24	132	.3	1.2	22	84	.3	2.3
4-Book	18	211	.2	1.0	19	77	.2	.6	22	113	.3	1.1	25	116	.3	1.2	12	57	.2	1.3
FA '99	10	151	.1	.6	6	40	.1	.2	18	66	.2	1.0	11	66	.1	.6	3	42		.4

** Station(s) not reported this survey.

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

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

Target Listener Trends

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
WZNT-FM																				
FA '00	108	1446	1.2	5.9	86	512	1.0	2.9	142	705	1.6	6.9	119	792	1.3	5.6	62	412	.7	6.0
SU '00	157	1634	1.8	8.9	164	765	1.9	5.5	225	881	2.6	10.9	179	930	2.1	8.4	68	549	.8	8.5
SP '00	140	1746	1.6	7.9	145	703	1.7	5.0	193	928	2.2	9.4	136	740	1.6	6.8	43	419	.5	4.6
WI '00	134	1654	1.6	7.5	168	842	1.9	5.5	207	930	2.4	10.3	137	874	1.6	6.7	40	504	.5	4.2
4-Book	135	1620	1.6	7.6	141	706	1.6	4.7	192	861	2.2	9.4	143	834	1.7	6.9	53	471	.6	5.8
FA '99	124	1618	1.4	7.5	127	676	1.5	4.5	154	685	1.8	8.3	152	741	1.8	8.1	44	483	.5	5.4
TOTALS																				
FA '00	1838	8508	20.8		2997	7681	34.0		2064	6171	23.4		2119	7243	24.0		1030	4767	11.7	
SU '00	1766	8252	20.5		2992	7597	34.7		2059	6477	23.9		2120	6852	24.6		802	4469	9.3	
SP '00	1770	8254	20.5		2900	7296	33.7		2062	6408	23.9		2013	6834	23.4		925	4433	10.7	
WI '00	1783	8372	20.7		3061	7502	35.5		2002	6304	23.2		2048	6717	23.8		959	4735	11.1	
4-Book	1789	8347	20.6		2988	7519	34.5		2047	6340	23.6		2075	6912	24.0		929	4601	10.7	
FA '99	1664	8318	19.3		2824	7267	32.8		1845	6044	21.4		1882	6879	21.8		819	4804	9.5	

** 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 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 '00	2	56	.1	.1	7	94	.1	.5	9	15	.1	.6	20	53	.2	.9	1	2	.1	.1
4-Book	5	65	.1	.2	6	49	.1	.5	6	12	.1	.4	9	24	.1	.4	3	14	.2	.2
WAEL-AM																				
FA '00	1	26			3	16			2	6		.1					2	5		.1
4-Book	5	72	.1	.2	3	37	.1	.3	3	11		.2	1	5			2	5		.1
WAEL-FM																				
FA '00	19	307	.2	.8	9	125	.1	.6	5	21	.1	.3	20	23	.2	.9	3	20		.2
4-Book	21	285	.2	.9	**	**	**	**	8	24	.1	.5	17	46	.2	.8	8	27	.1	.6
WALD-AM																				
FA '00	1	20				7														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	28	235	.3	1.2	* 9	139	.1	.6	18	50	.2	1.1	11	46	.1	.5	15	15	.2	.9
4-Book	30	248	.4	1.3	11	130	.1	.8	23	57	.3	1.5	11	39	.1	.5	10	23	.1	.7
WBRQ-FM																				
FA '00	24	202	.3	1.0	16	191	.2	1.1	30	72	.3	1.9	24	73	.3	1.1	26	64	.3	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	50	576	.6	2.1	29	317	.3	2.0	20	67	.2	1.3	44	96	.5	2.0	31	73	.4	1.8
4-Book	54	607	.6	2.3	33	380	.4	2.5	30	85	.3	2.0	62	165	.7	2.9	39	113	.5	2.5
WCMA-FM																				
FA '00	130	1038	1.5	5.5	60	636	.7	4.2	50	187	.6	3.1	160	476	1.8	7.4	120	234	1.4	7.1
4-Book	62	720	.7	2.6	41	454	.5	3.0	37	125	.4	2.4	79	250	.9	3.7	63	138	.8	4.0
WCMN-AM																				
FA '00	9	163	.1	.4	4	46		.3	6	8	.1	.4	3	21		.1				
4-Book	9	118	.1	.4	3	52		.2	9	28	.1	.6	3	17		.1	2	4		.1
WCMN-FM																				
FA '00	33	423	.4	1.4	31	294	.4	2.2	19	61	.2	1.2	27	72	.3	1.2	27	61	.3	1.6
4-Book	40	336	.5	1.7	22	223	.3	1.6	26	64	.3	1.8	32	75	.4	1.5	31	77	.4	2.0
WCOM-FM																				
FA '00	78	840	.9	3.3	28	377	.3	2.0	45	99	.5	2.8	35	131	.4	1.6	22	77	.2	1.3
4-Book	65	795	.8	2.8	22	302	.3	1.6	25	69	.3	1.7	43	128	.5	2.0	23	66	.3	1.5
WCTA-FM																				
FA '00	47	355	.5	2.0	53	363	.6	3.7	28	69	.3	1.8	94	194	1.1	4.3	77	174	.9	4.5
4-Book	53	403	.6	2.3	48	330	.6	3.5	32	80	.4	2.2	90	188	1.0	4.2	69	155	.8	4.4
WEGM-FM																				
FA '00	22	185	.2	.9	20	203	.2	1.4	13	40	.1	.8	22	99	.2	1.0	12	27	.1	.7
4-Book	28	260	.3	1.2	19	207	.2	1.4	12	45	.2	.7	17	64	.2	.8	17	65	.2	1.1
WENA-AM																				
FA '00	1	19			3	29		.2					1	2			5	10	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VERR-FM																				
FA '00	10	205	.1	.4	7	111	.1	.5	9	26	.1	.6	17	69	.2	.8				
4-Book	14	215	.2	.6	9	113	.1	.7	9	29	.1	.6	13	40	.2	.6	10	24	.1	.7
WEXS-AM																				
FA '00	9	24	.1	.4																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	3	90		.1	2	60		.1									3	14		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFID-FM																				
FA '00	90	801	1.0	3.8	67	556	.8	4.7	37	127	.4	2.3	77	200	.9	3.5	58	137	.7	3.4
4-Book	103	907	1.2	4.4	63	624	.8	4.7	39	126	.5	2.6	84	221	1.0	4.0	76	187	.9	4.9
WIAC-AM																				
FA '00	6	107	.1	.3	2	21	.1	.1	3	21	.2	.2	2	21	.1	.1	4	10	.1	.3
4-Book	10	117	.1	.4	6	58	.1	.4	3	17	.2	.2	4	19	.1	.2	4	10	.1	.3
WIAC-FM																				
FA '00	49	608	.6	2.1	29	354	.3	2.0	47	94	.5	2.9	34	119	.4	1.6	38	71	.4	2.2
4-Book	68	815	.8	2.9	35	429	.4	2.6	46	130	.5	3.0	63	157	.7	3.0	41	110	.5	2.6
WIDA-AM																				
FA '00		13			1	13	.1	.1	2	13	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	6	96	.1	.3	5	38	.1	.4	13	13	.1	.8	15	24	.2	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	63	518	.7	2.7	44	510	.5	3.1	40	107	.5	2.5	79	201	.9	3.6	41	152	.5	2.4
4-Book	43	498	.5	1.9	27	348	.3	2.0	28	87	.3	1.9	53	146	.6	2.4	27	86	.3	1.7
WIOB-FM																				
FA '00	32	281	.4	1.4	30	185	.3	2.1	12	27	.1	.8	46	67	.5	2.1	27	49	.3	1.6
4-Book	28	264	.3	1.2	18	147	.2	1.4	12	34	.1	.8	30	54	.3	1.4	21	49	.3	1.4
WIOC-FM																				
FA '00	4	129	.2	.3	12	104	.1	.8	7	17	.1	.4					17	32	.2	1.0
4-Book	6	107	.1	.3	9	97	.1	.6	10	22	.1	.7	3	17	.1	.1	8	26	.1	.5
WISA-AM																				
FA '00	10	40	.1	.4	3	40	.2	.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	3	33	.1	.1	* 9	17	.1	.6	17	17	.2	1.1	13	17	.1	.6	8	17	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	88	734	1.0	3.7	24	296	.3	1.7	48	111	.5	3.0	18	78	.2	.8	13	58	.1	.8
4-Book	106	711	1.2	4.5	31	303	.4	2.3	49	107	.6	3.3	51	136	.6	2.4	36	101	.4	2.3
WKAQ-AM																				
FA '00	38	545	.4	1.6	24	283	.3	1.7	31	124	.4	1.9	34	129	.4	1.6	36	108	.4	2.1
4-Book	60	690	.7	2.6	21	289	.3	1.5	49	158	.6	3.3	43	125	.5	2.0	15	49	.2	.9
WKAQ-FM																				
FA '00	99	1046	1.1	4.2	74	772	.8	5.2	84	273	1.0	5.3	140	302	1.6	6.4	81	192	.9	4.8
4-Book	108	1260	1.3	4.6	83	851	1.0	6.2	92	244	1.1	6.1	171	383	2.0	7.9	102	248	1.2	6.6
WKFE-AM																				
FA '00	3	26	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	7	83	.1	.3	* 1	29	.1	.1	9	29	.1	.6								
4-Book	6	67	.1	.3	2	35	.2	.2	6	15	.1	.4	5	14	.1	.2	2	3	.1	.1
WKSA-FM																				
FA '00	14	198	.2	.6	9	128	.1	.6	12	41	.1	.8	19	55	.2	.9	18	52	.2	1.1
4-Book	16	160	.2	.7	10	93	.1	.7	12	36	.1	.8	12	33	.2	.6	7	15	.1	.4
WKVM-AM																				
FA '00	7	40	.1	.3	1	28	.1	.1												
4-Book	4	36	.2	.2	4	37	.3	.3	2	7	.2	.2	2	7	.1	.1	1	7	.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	
WLUZ-AM																				
FA '00	3	16	.1	1	30	.1						6	16	.1	.3					
4-Book	2	24	.1	1	15	.1		1	4	.1		2	4	.1	.1					
WMEG-FM																				
FA '00	92	1077	1.0	3.9	52	748	.6	3.6	68	197	.8	4.3	65	187	.7	3.0	74	237	.8	4.4
4-Book	105	1117	1.2	4.5	77	802	.9	5.7	65	187	.8	4.3	104	263	1.2	4.9	98	254	1.1	6.4
WNEL-AM																				
FA '00		8																		
4-Book	2	42	.1		13	.1		1	3	.1		1	4			1	4		.1	
WNRT-FM																				
FA '00	17	234	.2	.7	14	155	.2	1.0	28	49	.3	1.8	25	41	.3	1.2	10	24	.1	.6
4-Book	27	256	.3	1.1	14	164	.2	1.0	19	47	.2	1.3	24	67	.3	1.1	15	40	.2	1.0
WORD-FM																				
FA '00	16	197	.2	.7	40	257	.5	2.8	26	50	.3	1.6	34	75	.4	1.6	22	60	.2	1.3
4-Book	28	278	.4	1.2	38	321	.4	2.8	38	86	.4	2.5	42	88	.5	1.9	18	55	.2	1.1
WOSO-AM																				
FA '00	20	125	.2	.8	9	36	.1	.6	18	36	.2	1.1	18	18	.2	.8	1	18		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	46	659	.5	1.9	24	332	.3	1.7	32	71	.4	2.0	30	119	.3	1.4	26	80	.3	1.5
4-Book	61	707	.7	2.6	40	421	.5	3.0	40	107	.5	2.6	56	147	.6	2.7	41	122	.5	2.7
WPAB-AM																				
FA '00	4	95	.2		4	46	.3		10	39	.1	.6	9	22	.1	.4	2	14		.1
4-Book	10	139	.1	.4	3	51	.2		5	15	.1	.3	3	10		.1	4	12		.2
WPRM-FM																				
FA '00	515	2644	5.8	21.7	165	1126	1.9	11.6	307	546	3.5	19.2	281	589	3.2	12.9	234	489	2.7	13.8
4-Book	444	2603	5.1	18.9	130	1077	1.5	9.6	235	477	2.7	15.4	203	481	2.4	9.6	164	391	1.9	10.3
WPRP-AM																				
FA '00	8	64	.1	.3	8	62	.1	.6	3	8		.2	10	17	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	4	50	.2		2	28	.1						2	12		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	41	244	.5	1.7	10	87	.1	.7	34	44	.4	2.1	19	41	.2	.9				
4-Book	45	313	.5	1.9	15	126	.2	1.1	26	44	.3	1.7	20	58	.2	1.0	9	20	.1	.6
WTPM-FM																				
FA '00	2	35	.1		* 12	30	.1	.8	28	30	.3	1.8	27	30	.3	1.2	26	28	.3	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	31	388	.4	1.3	21	165	.2	1.5	12	24	.1	.8	32	60	.4	1.5	18	74	.2	1.1
4-Book	35	346	.4	1.5	29	299	.3	2.2	26	73	.3	1.8	65	147	.8	3.1	39	110	.5	2.5
WUNO-AM																				
FA '00	6	145	.1	.3	2	55	.1		4	13		.3	1	16			5	16	.1	.3
4-Book	12	186	.2	.5	3	57	.2		3	16		.2	2	15		.1	5	10	.1	.4
WVJP-FM																				
FA '00	18	191	.2	.8	25	191	.3	1.8	26	55	.3	1.6	30	69	.3	1.4	26	51	.3	1.5
4-Book	16	236	.2	.7	18	150	.2	1.4	20	40	.2	1.3	27	68	.3	1.3	17	43	.2	1.1
WVOZ-FM																				
FA '00	47	508	.5	2.0	54	481	.6	3.8	36	145	.4	2.3	47	128	.5	2.2	58	137	.7	3.4
4-Book	19	240	.2	.8	25	248	.3	1.8	12	48	.2	.8	23	77	.3	1.1	19	43	.2	1.1

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

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

Target Listener Estimates

Men 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
WXEV-AM																				
FA '00	3	50	.1	.1	* 5	39	.1	.4	6	16	.1	.4	1	6						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	101	915	1.1	4.3	40	453	.5	2.8	49	143	.6	3.1	59	214	.7	2.7	76	177	.9	4.5
4-Book	91	844	1.1	3.9	37	446	.4	2.8	38	92	.4	2.5	58	174	.7	2.7	63	145	.8	4.1
WYQE-FM																				
FA '00	22	104	.2	.9	15	56	.2	1.1	22	30	.2	1.4	24	36	.3	1.1	9	19	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	51	441	.6	2.2	23	249	.3	1.6	28	49	.3	1.8	30	74	.3	1.4	31	66	.4	1.8
4-Book	51	479	.6	2.2	32	320	.4	2.4	34	85	.4	2.3	66	130	.8	3.1	26	67	.3	1.7
WZMT-FM																				
FA '00	15	141	.2	.6	19	145	.2	1.3	19	38	.2	1.2	30	72	.3	1.4	15	34	.2	.9
4-Book	22	157	.3	1.0	14	117	.2	1.0	18	42	.2	1.2	28	56	.3	1.3	17	47	.2	1.1
WZNT-FM																				
FA '00	118	1149	1.3	5.0	121	906	1.4	8.5	103	293	1.2	6.4	209	484	2.4	9.6	185	430	2.1	10.9
4-Book	161	1307	1.9	6.9	143	1071	1.7	10.6	132	326	1.5	8.8	230	531	2.7	10.7	182	439	2.1	11.7
TOTALS																				
FA '00	2370	8364	26.9		1428	7070	16.2		1598	3674	18.1		2172	4552	24.6		1694	3635	19.2	
4-Book	2347	8220	27.1		1356	6859	15.7		1520	3480	17.6		2138	4473	24.7		1562	3468	18.0	

** Station(s) not reported this survey.

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

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

Target Listener Estimates - Men 18-49

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '00																				
				16	39	.2	1.6	6	31	.1	.3									
4-Book																				
5	6	.1	.5	8	18	.1	.9	7	24	.1	.4	3	13	.1	.3	4	6	.1	.5	
VAEL-AM																				
FA '00																				
								1	6		.1	1	10		.1					
4-Book																				
2	7		.2	4	10	.1	.5	8	21	.1	.5	7	13	.1	.6	1	2		.1	
VAEL-FM																				
FA '00																				
6	10	.1	.6	2	11		.2	18	55	.2	1.0	6	13	.1	.4	5	11	.1	.6	
4-Book																				
7	10	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
VALD-AM																				
FA '00																				
				2	7		.2					1	7		.1					
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
FA '00																				
*				10	21	.1	1.0	6	20	.1	.3					*	9	33	.1	1.2
4-Book																				
5	7	.1	.5	9	30	.1	1.0	13	43	.2	.8	2	9		.2	10	25	.1	1.3	
WBRQ-FM																				
FA '00																				
1	8		.1	25	62	.3	2.6	7	29	.1	.4	16	60	.2	1.2	2	9		.3	
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																				
FA '00																				
26	94	.3	2.4	7	17	.1	.7	48	87	.5	2.8	30	91	.3	2.2	24	80	.3	3.1	
4-Book																				
27	95	.3	2.6	16	43	.2	1.8	39	117	.5	2.5	32	100	.4	2.5	18	73	.2	2.3	
WCMA-FM																				
FA '00																				
45	148	.5	4.2	6	19	.1	.6	34	117	.4	2.0	45	133	.5	3.3	15	51	.2	1.9	
4-Book																				
34	99	.4	3.3	23	57	.3	2.7	37	124	.4	2.4	37	98	.4	3.0	19	57	.2	2.5	
WCMN-AM																				
FA '00																				
2	5		.2	10	20	.1	1.0	2	8		.1	5	20	.1	.4	5	28	.1	.6	
4-Book																				
1	3		.1	4	10	.1	.4	3	10		.2	2	11		.2	1	7		.2	
WCMN-FM																				
FA '00																				
19	46	.2	1.8	6	30	.1	.6	68	103	.8	4.0	57	92	.6	4.2	19	41	.2	2.5	
4-Book																				
16	38	.2	1.6	15	36	.2	1.8	28	61	.3	1.8	19	40	.2	1.5	9	28	.1	1.2	
WCOM-FM																				
FA '00																				
10	63	.1	.9	32	59	.4	3.3	28	124	.3	1.6	23	50	.3	1.7	29	65	.3	3.8	
4-Book																				
8	44	.1	.7	14	45	.2	1.6	18	74	.2	1.1	21	57	.2	1.6	19	57	.2	2.5	
VCTA-FM																				
FA '00																				
36	113	.4	3.3	44	85	.5	4.5	69	135	.8	4.0	58	144	.7	4.3	16	55	.2	2.1	
4-Book																				
37	96	.4	3.5	24	48	.3	2.6	55	127	.6	3.5	48	104	.6	3.8	25	71	.3	3.2	
VEGM-FM																				
FA '00																				
25	54	.3	2.3	20	60	.2	2.0	26	94	.3	1.5	21	45	.2	1.5	20	37	.2	2.6	
4-Book																				
20	47	.2	1.9	12	34	.2	1.4	18	57	.2	1.1	18	46	.2	1.5	31	63	.4	3.9	
WENA-AM																				
FA '00																				
8	10	.1	.7		2			3	19		.2	5	19	.1	.4					
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
VERR-FM																				
FA '00																				
				6	16	.1	.6	6	15	.1	.3	6	8	.1	.4	8	27	.1	1.0	
4-Book																				
5	15		.5	11	38	.2	1.3	10	22	.1	.6	14	32	.2	1.1	6	12	.1	.7	
WEXS-AM																				
FA '00																				
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WFDT-FM																				
FA '00																				
				7	14	.1	.7	4	18		.2	3	14		.2	2	14		.3	
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

	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	
WFID-FM FA '00 4-Book	48 69	150 200	.5 .8	4.4 6.8	38 35	140 112	.4 .4	3.9 4.0	125 88	187 195	1.4 1.0	7.3 5.6	95 65	229 152	1.1 .8	7.0 5.1	48 43	90 128	.5 .5	6.2 5.5	
WIAC-AM FA '00 4-Book	4	9	.1	.4	5	23	.1	.5	8 19	21 28	.1 .2	.5 1.3	5	15	.1	.4	2	4		.2	
WIAC-FM FA '00 4-Book	10 25	52 80	.1 .3	.9 2.4	24 16	96 44	.3 .2	2.5 1.8	35 39	122 116	.4 .4	2.0 2.5	32 25	110 83	.4 .3	2.4 2.0	19 19	62 56	.2 .2	2.5 2.5	
WIDA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM WQQZ-FM FA '00 4-Book	3 **	14 **	.3 **	.3 **	**	**	**	**	5 **	6 **	.1 **	.3 **	**	**	**	**	**	**	**	**	
WIOA-FM FA '00 4-Book	50 25	138 77	.6 .3	4.6 2.4	30 13	53 38	.3 .1	3.1 1.4	50 30	206 121	.6 .4	2.9 1.9	17 15	61 43	.2 .2	1.3 1.2	36 18	130 64	.4 .2	4.7 2.3	
WIOB-FM FA '00 4-Book	39 14	108 43	.4 .1	3.6 1.3	15 9	48 22	.2 .1	1.5 1.0	45 25	71 49	.5 .3	2.6 1.5	38 26	60 53	.4 .3	2.8 2.0	13 9	51 30	.1 .1	1.7 1.1	
WIOC-FM FA '00 4-Book	31 14	63 32	.4 .2	2.9 1.4	2 6	14 22	.2 .1	.7	18 8	24 25	.2 .1	1.0 .5	9 7	27 24	.1 .1	.7 .6	11 13	31 25	.1 .1	1.4 1.7	
WISA-AM FA '00 4-Book	8 **	20 **	.1 **	.7 **	**	**	**	**	**	**	**	**	**	15 **	20 **	.2 **	1.1 **	**	**	**	
WISO-AM FA '00 4-Book	* **	**	**	**	**	**	**	**	7 **	17 **	.1 **	.4 **	4 **	17 **	.3 **	.3 **	* **	17 **	17 **	.2 **	2.2 **
WIVA-FM FA '00 4-Book	10 24	40 75	.1 .3	.9 2.3	18 23	50 44	.2 .3	1.8 2.6	22 34	81 81	.2 .4	1.3 2.3	54 24	85 56	.6 .3	4.0 1.9	19 8	40 24	.2 .1	2.5 1.0	
WKAQ-AM FA '00 4-Book	10 8	40 22	.1 .1	.9 .7	43 31	103 82	.5 .4	4.4 3.5	17 13	59 45	.2 .2	1.0 .8	15 6	51 28	.2 .1	1.1 .5	11 7	35 33	.1 .1	1.4 1.0	
WKAQ-FM FA '00 4-Book	69 57	141 162	.8 .7	6.4 5.4	20 28	77 91	.2 .3	2.0 3.1	94 100	247 263	1.1 1.2	5.5 6.4	80 75	177 184	.9 .9	5.9 6.0	20 36	67 115	.2 .4	2.6 4.6	
WKFE-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM FA '00 4-Book					3	10		.3	1	9		.1	1	3		.1	*				
WKSA-FM FA '00 4-Book	5 **	13 **	.1 **	.5 **	8	20	.1	1.0	4 9	21 41	.2 .1	.6	4 3	35 11	.3 .3	.3	8 **	14 **	.1 **	1.0 **	
WKVM-AM FA '00 4-Book	10 5	28 13	.1 .1	.9 .4	7	13	.1	.8	6	9	.1	.4	2	4		.2	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 18-49

Target Listener Estimates

Men 18-49																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
WLUZ-AM FA '00 4-Book								2 7 .1				2 15 .1 3 7 .3											
WMEG-FM FA '00 4-Book				38 186 .4 3.5 86 238 1.0 8.3				18 52 .2 1.8 26 84 .3 2.9				19 101 .2 1.1 56 162 .6 3.6				54 142 .6 4.0 60 159 .7 4.8				84 237 1.0 10.9 112 254 1.3 14.3			
WNEL-AM FA '00 4-Book				2 2 .2				3 8 .4															
WNRT-FM FA '00 4-Book				14 37 .2 1.3 11 37 .2 1.1				20 52 .2 2.0 22 59 .3 2.5				9 28 .1 .5 10 50 .1 .7				2 10 .1 .1 8 30 .1 .6				3 13 .4 5 18 .1 .6			
WORD-FM FA '00 4-Book				3 15 .3 ** ** ** **				33 70 .4 3.4 23 53 .3 2.6				130 220 1.5 7.6 101 192 1.2 6.4				69 156 .8 5.1 51 125 .6 4.1				2 10 .3 ** ** ** **			
WOSO-AM FA '00 4-Book				14 18 .2 1.3 ** ** ** **				4 18 .4 ** ** ** **				2 18 .1 ** ** ** **								14 18 .2 1.8 ** ** ** **			
WOYE-FM FA '00 4-Book				19 53 .2 1.8 39 95 .5 3.8				14 14 .2 1.4 18 45 .2 2.0				33 105 .4 1.9 47 110 .6 3.0				23 64 .3 1.7 33 71 .4 2.7				14 67 .2 1.8 41 109 .5 5.3			
WPAB-AM FA '00 4-Book				2 8 .2 1 2 .1				6 17 .1 .6 4 14 .1 .5				2 8 .1 5 22 .1 .4								2 8 .3 1 5 .1			
WPRM-FM FA '00 4-Book				81 210 .9 7.5 70 193 .8 6.7				163 300 1.8 16.7 111 228 1.3 12.5				138 295 1.6 8.0 115 279 1.3 7.3				101 237 1.1 7.4 107 246 1.2 8.5				42 145 .5 5.4 57 175 .7 7.3			
WPRP-AM FA '00 4-Book				** ** ** **				12 36 .1 1.2 ** ** ** **				27 40 .3 1.6 ** ** ** **				11 14 .1 .8 ** ** ** **				** ** ** **			
WQBS-AM FA '00 4-Book				** ** ** **				3 12 .3 ** ** ** **				8 28 .1 .5 ** ** ** **				** ** ** **				** ** ** **			
WRIO-FM FA '00 4-Book				10 28 .1 1.0				6 12 .1 .6 15 36 .2 1.7				13 39 .1 .8 19 57 .2 1.3				7 7 .1 .5 12 23 .2 .9				7 17 .1 .9			
WTPM-FM FA '00 4-Book				* 6 26 .1 .6 ** ** ** **				1 2 .1 ** ** ** **				1 2 .1 ** ** ** **				1 2 .1 ** ** ** **				* 1 2 .1 ** ** ** **			
WUKQ-FM FA '00 4-Book				12 45 .1 1.1 20 49 .2 1.9				7 29 .1 .7 8 37 .1 .9				48 92 .5 2.8 30 79 .3 1.9				24 56 .3 1.8 27 71 .3 2.2				7 22 .1 .9 15 51 .2 2.0			
WUND-AM FA '00 4-Book				2 4 .2				6 28 .1 .6 7 32 .1 .8				2 4 .1				3 4 .3				5 12 .1 .6 1 3 .2			
WVJP-FM FA '00 4-Book				10 25 .1 .9 5 20 .1 .5				18 49 .2 1.8 11 31 .1 1.2				68 137 .8 4.0 43 86 .5 2.7				17 62 .2 1.3 18 46 .2 1.5				5 37 .1 .6 7 29 .1 .9			
WVOZ-FM FA '00 4-Book				122 246 1.4 11.3 69 126 .8 6.6				19 62 .2 1.9 10 34 .1 1.0				40 113 .5 2.3 19 55 .2 1.2				46 97 .5 3.4 28 54 .3 2.2				49 84 .6 6.3 14 33 .2 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

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
WXEW-AM FA '00 4-Book	* **				* 24 **	28 **	.3 **	2.5 **	8 **	28 **	.1 **	.5 **					*			
WXYX-FM FA '00 4-Book	50 32	112 101	.6 .4	4.6 3.1	18 15	41 41	.2 .2	1.8 1.7	26 37	88 111	.3 .5	1.5 2.4	18 32	50 86	.2 .4	1.3 2.6	23 21	63 62	.3 .3	3.0 2.6
WYQE-FM FA '00 4-Book	1 **	6 **		.1 **	22 **	33 **	.2 **	2.3 **	22 **	33 **	.2 **	1.3 **	16 **	30 **	.2 **	1.2 **	2 **	11 **		.3 **
WZAR-FM FA '00 4-Book	14 32	36 71	.2 .4	1.3 3.2	18 16	42 44	.2 .2	1.8 1.8	21 19	69 76	.2 .2	1.2 1.2	22 25	62 70	.2 .3	1.6 2.0	23 31	67 91	.3 .4	3.0 4.0
WZMT-FM FA '00 4-Book	16 9	34 30	.2 .1	1.5 .9	1 5	10 13	.1 .1	.5 .5	35 15	79 45	.4 .2	2.0 .9	24 15	46 44	.3 .2	1.8 1.2	6 6	10 15	.1 .1	.8 .8
WZNT-FM FA '00 4-Book	79 101	143 242	.9 1.2	7.3 9.8	71 78	207 214	.8 .9	7.3 8.9	158 210	341 448	1.8 2.5	9.2 13.6	121 161	279 324	1.4 1.9	8.9 12.9	41 50	93 154	.5 .6	5.3 6.4
TOTALS FA '00 4-Book	1079 1034	2566 2545	12.2 11.9		977 878	2368 2196	11.1 10.1		1718 1566	3629 3400	19.5 18.1		1356 1255	2969 2689	15.4 14.5		773 781	1909 2012	8.8 9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-49

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '00	4	94	.1	.3	4	31	.1	.2								6	38	.1	.8	
SU '00	3	90		.2	3	21		.1	1	12		.1	1	20		.1	15		.5	
SP '00	2	89		.1	1	24			4	56	.1	.3	2	45	.1	.1	3	57	.1	
WI '00	5	53	.1	.4	9	38	.1	.4	4	38	.1	.3	3	25	.2	.2	5	10	.1	
4-Book	4	82	.1	.3	4	29	.1	.2	2	27	.1	.2	2	23	.1	.1	4	30	.1	
FA '99	5	73	.1	.4	4	46	.1	.2					2	26		.1	14	35	.2	
Wael-AM																				
FA '00	1	36		.1	4	26	.1	.2		6				2				9		
SU '00	6	96	.1	.5	3	19		.1	6	35	.1	.4	16	50	.3	1.0	5	41	.1	
SP '00	6	123	.1	.4	14	72	.2	.6	1	16		.1	2	52	.1	.1	6	47	.1	
WI '00	2	73		.1	2	27		.1	2	32		.1	1	20		.1	1	9	.2	
4-Book	4	82	.1	.3	6	36	.1	.3	2	22	.1	.2	5	31	.1	.3	3	27	.1	
FA '99	1	43		.1	1	11				11			1	19		.1				
Wael-FM																				
FA '00	11	320	.2	.8	4	58	.1	.2	35	257	.5	2.2	5	76	.1	.3	5	38	.1	
SU '00	6	225	.1	.5	7	63	.1	.3	19	183	.3	1.3	5	54	.1	.3	1	34	.2	
SP '00	6	167	.1	.4	6	76	.1	.3	19	95	.3	1.2	2	47	.1	.1	1	10	.2	
WI '00	17	252	.3	1.3	19	54	.3	.8	36	182	.6	2.3	12	98	.2	.8	6	61	.1	
4-Book	10	241	.2	.8	9	63	.2	.4	27	179	.4	1.8	6	69	.1	.4	3	36	.1	
FA '99	11	303	.2	.9	2	27		.1	31	230	.5	2.3	12	91	.2	.8	1	23	.2	
WALO-AM																				
FA '00	1	13		.1					3	13		.2								
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	35		.1		9			1	9		.1	1	25		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	105		.2	7	56	.1	.3		5			2	30		.1	1	18	.2	
WAPA-AM																				
FA '00	* 17	288	.3	1.2	32	156	.5	1.4	26	80	.4	1.6	13	93	.2	.8	* 6	51	.1	
SU '00	16	189	.3	1.2	28	112	.5	1.2	16	72	.3	1.1	21	62	.3	1.3	8	63	.1	
SP '00	23	289	.4	1.7	46	203	.7	2.0	47	169	.8	2.9	20	124	.3	1.3	3	42	.5	
WI '00	24	397	.4	1.8	46	217	.7	1.9	22	223	.4	1.4	24	204	.4	1.6	18	103	.3	
4-Book	20	291	.4	1.5	38	172	.6	1.6	28	136	.5	1.8	20	121	.3	1.3	9	65	.1	
FA '99	7	203	.1	.6	11	90	.2	.5	13	82	.2	.9	13	83	.2	.9	1	40	.2	
WBRQ-FM																				
FA '00	13	199	.2	.9	5	60	.1	.2	7	56	.1	.4	19	111	.3	1.2	20	45	.3	
SU '00	7	98	.1	.5	6	23	.1	.3	8	65	.1	.5	11	56	.2	.7	2	38	.4	
SP '00	7	149	.1	.5	7	55	.1	.3	7	77	.1	.4	12	81	.2	.8	3	30	.5	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	25	447	.4	1.8	38	212	.6	1.7	45	255	.7	2.8	28	195	.4	1.8	6	123	.1	
SU '00	42	653	.7	3.2	50	308	.8	2.2	63	373	1.0	4.2	53	342	.9	3.3	17	220	.3	
SP '00	31	452	.5	2.3	60	242	1.0	2.6	43	266	.7	2.7	16	157	.3	1.0	18	185	.3	
WI '00	30	440	.5	2.2	39	195	.6	1.6	35	269	.6	2.3	39	273	.6	2.5	27	233	.4	
4-Book	32	498	.5	2.4	47	239	.8	2.0	47	291	.8	3.0	34	242	.6	2.2	17	190	.3	
FA '99	39	586	.6	3.2	60	401	1.0	2.8	59	268	1.0	4.3	43	325	.7	3.0	25	168	.4	
WCMA-FM																				
FA '00	90	914	1.4	6.5	91	503	1.4	4.0	141	552	2.2	8.8	126	612	1.9	7.9	61	418	.9	
SU '00	26	455	.4	2.0	21	166	.3	.9	19	168	.3	1.3	23	209	.4	1.5	24	143	.4	
SP '00	32	653	.5	2.4	43	263	.7	1.8	42	270	.7	2.6	35	236	.6	2.3	13	76	.2	
WI '00	19	521	.3	1.4	27	214	.4	1.1	34	294	.5	2.2	19	171	.3	1.2	3	60	.5	
4-Book	42	636	.7	3.1	46	287	.7	2.0	59	321	.9	3.7	51	307	.8	3.2	25	174	.4	
FA '99	31	675	.5	2.5	26	224	.4	1.2	44	345	.7	3.2	33	258	.5	2.3	16	138	.3	

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

Target Listener Trends

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-AM																				
FA '00	6	130	.1	.4	15	108	.2	.7	6	59	.1	.4	3	34	.2	2	22	.3		
SU '00	6	101	.1	.5	15	52	.2	.7	9	60	.1	.6	3	15	.2	3	23	.6		
SP '00	3	72	.2		10	56	.2	.4	2	19	.1		5	23	.1					
WI '00	7	127	.1	.5	21	99	.3	.9	9	64	.1	.6	7	39	.1	1	19	.2		
4-Book	6	108	.1	.4	15	79	.2	.7	7	51	.1	.4	5	28	.1	2	16	.3		
FA '99	7	160	.1	.6	18	111	.3	.8	8	70	.1	.6	6	73	.1	1	17	.2		
WCMN-FM																				
FA '00	22	374	.3	1.6	19	171	.3	.8	26	156	.4	1.6	29	155	.4	1.8	7	80	.1	.9
SU '00	23	265	.4	1.8	28	131	.5	1.2	32	167	.5	2.1	31	180	.5	2.0	16	80	.3	3.3
SP '00	5	151	.1	.4	4	36	.1	.2	5	67	.1	.3	8	101	.1	.5	3	33		.5
WI '00	29	310	.5	2.2	34	122	.5	1.4	68	207	1.1	4.4	29	95	.5	1.9	7	59	.1	1.1
4-Book	20	275	.3	1.5	21	115	.4	.9	33	149	.5	2.1	24	133	.4	1.6	8	63	.1	1.5
FA '99	21	289	.3	1.7	30	132	.5	1.4	20	147	.3	1.5	16	133	.3	1.1	19	126	.3	3.4
WCOM-FM																				
FA '00	25	524	.4	1.8	97	339	1.5	4.3	17	147	.3	1.1	10	108	.2	.6	5	87	.1	.7
SU '00	17	432	.3	1.3	66	285	1.1	2.9	20	217	.3	1.3	3	47	.2		3	40		.6
SP '00	24	508	.4	1.8	46	323	.7	2.0	40	248	.6	2.5	22	131	.4	1.4	6	84	.1	1.0
WI '00	16	394	.3	1.2	64	230	1.0	2.7	6	139	.1	.4	7	105	.1	.5	6	82	.1	1.0
4-Book	21	465	.4	1.5	68	294	1.1	3.0	21	188	.3	1.3	11	98	.2	.7	5	73	.1	.8
FA '99	15	475	.2	1.2	54	227	.9	2.5	5	95	.1	.4	5	82	.1	.4	4	82	.1	.7
WCTA-FM																				
FA '00	39	368	.6	2.8	25	135	.4	1.1	64	209	1.0	4.0	37	180	.6	2.3	15	86	.2	2.0
SU '00	40	378	.6	3.1	27	137	.4	1.2	64	261	1.0	4.2	51	188	.8	3.2	12	131	.2	2.5
SP '00	36	437	.6	2.7	30	156	.5	1.3	62	274	1.0	3.9	40	246	.6	2.6	18	166	.3	3.0
WI '00	24	402	.4	1.8	25	92	.4	1.1	35	237	.6	2.3	31	208	.5	2.0	12	132	.2	1.9
4-Book	35	396	.6	2.6	27	130	.4	1.2	56	245	.9	3.6	40	206	.6	2.5	14	129	.2	2.4
FA '99	23	437	.4	1.9	35	181	.6	1.6	30	271	.5	2.2	28	172	.5	2.0	10	84	.2	1.8
WEGM-FM																				
FA '00	5	96	.1	.4	1	17			5	29	.1	.3	2	45	.1		5	41	.1	.7
SU '00	5	256	.1	.4	7	114	.1	.3	4	81	.1	.3	4	42	.1	.3		11		
SP '00	7	96	.1	.5	12	49	.2	.5	3	27	.2		12	78	.2	.8	2	26		.3
WI '00	15	187	.2	1.1	17	150	.3	.7	14	85	.2	.9	28	145	.5	1.8	11	58	.2	1.8
4-Book	8	159	.1	.6	9	83	.2	.4	7	56	.1	.4	12	78	.2	.8	5	34	.1	.7
FA '99	6	94	.1	.5	2	27	.1		13	35	.2	.9	10	36	.2	.7	1	6		.2
WENA-AM																				
FA '00	1	29		.1	2	19		.1	1	2		.1		2						
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	5	153	.1	.4	6	109	.1	.3	3	43		.2	6	79	.1	.4	9	68	.1	1.2
SU '00	7	184	.1	.5	23	109	.4	1.0	5	45	.1	.3	4	46	.1	.3	2	43		.4
SP '00	6	197	.1	.4	13	131	.2	.6	10	96	.2	.6	3	57	.2		1	41		.2
WI '00	20	188	.3	1.5	25	93	.4	1.1	21	120	.3	1.4	23	73	.4	1.5	14	74	.2	2.2
4-Book	10	181	.2	.7	17	111	.3	.8	10	76	.2	.6	9	64	.2	.6	7	57	.1	1.0
FA '99	6	134	.1	.5	7	63	.1	.3	3	33		.2	11	82	.2	.8	7	66	.1	1.2
WEXS-AM																				
FA '00	5	38	.1	.4	10	14	.2	.4	13	24	.2	.8	2	14	.1		2	14		.3
SU '00	1	10		.1	3	10		.1	2	10		.1								
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call 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
+WFDT-FM																				
FA '00	4	83	.1	.3	4	40	.1	.2	3	47		.2		18			9	29	.1	1.2
SU '00	2	100		.2	2	15		.1	4	43	.1	.3	1	22		.1	1	19		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	79	.2	.8	12	79	.2	.5	13	51	.2	.8	12	54	.2	.8	5	14	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	83	.2	1.0	23	66	.4	1.1	12	71	.2	.9	6	16	.1	.4	5	48	.1	.9
WFID-FM																				
FA '00	57	788	.9	4.1	59	420	.9	2.6	83	323	1.3	5.2	63	415	1.0	3.9	29	316	.4	3.9
SU '00	75	995	1.2	5.8	112	421	1.8	4.9	100	489	1.6	6.6	74	424	1.2	4.7	49	345	.8	10.1
SP '00	63	831	1.0	4.7	77	332	1.2	3.3	100	417	1.6	6.3	76	446	1.2	5.0	32	308	.5	5.3
WI '00	70	995	1.1	5.2	60	400	1.0	2.5	83	441	1.3	5.4	93	482	1.5	6.0	73	446	1.2	11.6
4-Book	66	902	1.1	5.0	77	393	1.2	3.3	92	418	1.5	5.9	77	442	1.2	4.9	46	354	.7	7.7
FA '99	45	954	.7	3.7	51	324	.8	2.4	43	412	.7	3.1	45	432	.7	3.2	45	411	.7	8.0
WIAC-AM																				
FA '00	4	107	.1	.3	6	87	.1	.3	11	40	.2	.7					2	12		.3
SU '00	5	123	.1	.4	8	58	.1	.3	5	36	.1	.3								
SP '00	6	166	.1	.4	11	83	.2	.5	8	89	.1	.5	10	48	.2	.7				
WI '00	13	239	.2	1.0	22	100	.4	.9	17	144	.3	1.1	16	85	.3	1.0	5	72	.1	.8
4-Book	7	159	.1	.5	12	82	.2	.5	10	77	.2	.7	7	33	.1	.4	2	21		.3
FA '99	8	169	.1	.7	17	72	.3	.8	7	62	.1	.5	7	55	.1	.5	3	40		.5
WIAC-FM																				
FA '00	29	598	.4	2.1	61	333	.9	2.7	36	179	.6	2.3	37	271	.6	2.3	5	133	.1	.7
SU '00	40	669	.6	3.1	84	423	1.4	3.7	44	288	.7	2.9	33	196	.5	2.1	19	105	.3	3.9
SP '00	53	883	.9	4.0	131	629	2.1	5.6	57	272	.9	3.6	50	274	.8	3.3	22	248	.4	3.6
WI '00	40	856	.6	3.0	103	517	1.7	4.3	37	291	.6	2.4	45	306	.7	2.9	8	128	.1	1.3
4-Book	41	752	.6	3.1	95	476	1.5	4.1	44	258	.7	2.8	41	262	.7	2.7	14	154	.2	2.4
FA '99	27	638	.4	2.2	66	353	1.1	3.1	31	237	.5	2.3	19	169	.3	1.3	6	94	.1	1.1
WIDA-AM																				
FA '00		25											1	13		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	5	122	.1	.4	9	56	.1	.4	7	70	.1	.4	2	32		.1	2	35		.3
SU '00	11	112	.2	.8	8	25	.1	.3	31	55	.5	2.0	12	73	.2	.8	3	40		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	159	.2	1.0	23	103	.4	1.0	19	55	.3	1.2	15	80	.2	1.0	9	78	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	83	.1	.5	5	29	.1	.2	16	55	.3	1.2	5	28	.1	.4	3	25		.5
WIOA-FM																				
FA '00	41	619	.6	3.0	55	249	.9	2.4	67	250	1.0	4.2	33	239	.5	2.1	21	195	.3	2.8
SU '00	20	709	.3	1.5	32	261	.5	1.4	24	329	.4	1.6	16	207	.3	1.0	13	80	.2	2.7
SP '00	28	566	.5	2.1	37	181	.6	1.6	46	316	.7	2.9	29	278	.5	1.9	12	118	.2	2.0
WI '00	22	464	.4	1.6	25	142	.4	1.1	39	157	.6	2.5	30	182	.5	1.9	13	162	.2	2.1
4-Book	28	590	.5	2.1	37	208	.6	1.6	44	263	.7	2.8	27	227	.5	1.7	15	139	.2	2.4
FA '99	26	593	.4	2.1	51	214	.8	2.4	31	238	.5	2.3	31	219	.5	2.2	18	176	.3	3.2
WIOB-FM																				
FA '00	26	341	.4	1.9	30	108	.5	1.3	26	123	.4	1.6	23	137	.4	1.4	22	174	.3	2.9
SU '00	9	135	.1	.7	16	64	.3	.7	6	33	.1	.4	7	73	.1	.4	7	33	.1	1.4
SP '00	13	245	.2	1.0	18	111	.3	.8	16	120	.3	1.0	16	143	.3	1.0	9	66	.1	1.5
WI '00	20	267	.3	1.5	22	151	.4	.9	28	175	.5	1.8	30	160	.5	1.9	5	62	.1	.8
4-Book	17	247	.3	1.3	22	109	.4	.9	19	113	.3	1.2	19	128	.3	1.2	11	84	.2	1.7
FA '99	13	226	.2	1.1	26	144	.4	1.2	27	142	.4	2.0	5	62	.1	.4	4	47	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOQ-FM																				
FA '00	5	131	.1	.4	3	51	.1	.1	3	43	.2	.2	2	33	.1	.1	11	74	.2	1.5
SU '00	2	72	.2	.2	2	26	.1	.1	11	11	.1	.1	7	17	.1	.1	3	24	.2	.6
SP '00	6	86	.1	.4	1	26	.1	.1	6	32	.1	.4	4	44	.1	.5	13	44	.2	2.2
WI '00	4	99	.1	.3	8	31	.1	.3	2	43	.1	.1	4	43	.1	.3	3	45	.1	.5
4-Book	4	97	.1	.3	4	34	.1	.1	3	32	.2	.2	3	34	.1	.2	8	47	.1	1.2
FA '99	6	88	.1	.5	11	46	.2	.5	13	41	.2	.9	6	43	.1	.4	4	45	.1	.7
WISA-AM																				
FA '00	6	40	.1	.4	10	40	.2	.4	17	20	.3	1.1	1	20	.1	.1	2	20	.3	.3
SU '00	2	42	.2	.2	3	25	.1	.1	5	42	.1	.3					3	17	.6	.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	49	.2	.2	4	49	.1	.2	2	18	.1	.1					2	30	.4	.4
WISO-AM																				
FA '00	* 6	33	.1	.4	2	17	.1	.1	1	26	.1	.1	5	33	.1	.3	* 13	17	.2	1.7
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	32	.1	.5	6	17	.1	.3	5	17	.1	.3	5	17	.1	.3	15	32	.2	2.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	50	633	.8	3.6	167	508	2.6	7.4	12	149	.2	.8	73	337	1.1	4.6	20	95	.3	2.7
SU '00	60	506	1.0	4.6	179	386	2.9	7.8	63	274	1.0	4.2	59	258	1.0	3.7	12	108	.2	2.5
SP '00	46	540	.7	3.4	130	338	2.1	5.6	41	214	.7	2.6	67	299	1.1	4.4	15	118	.2	2.5
WI '00	46	598	.7	3.4	109	384	1.8	4.6	49	230	.8	3.2	59	347	1.0	3.8	14	97	.2	2.2
4-Book	51	569	.8	3.8	146	404	2.4	6.4	41	217	.7	2.7	65	310	1.1	4.1	15	105	.2	2.5
FA '99	40	420	.6	3.3	124	302	2.0	5.8	33	190	.5	2.4	38	226	.6	2.7	8	87	.1	1.4
WKAQ-AM																				
FA '00	30	557	.5	2.2	34	220	.5	1.5	9	80	.1	.6	69	345	1.1	4.3	29	243	.4	3.9
SU '00	55	837	.9	4.2	100	446	1.6	4.3	30	270	.5	2.0	125	495	2.0	7.9	41	345	.7	8.4
SP '00	38	685	.6	2.8	49	361	.8	2.1	32	224	.5	2.0	60	346	1.0	3.9	41	289	.7	6.8
WI '00	44	647	.7	3.3	70	284	1.1	3.0	45	271	.7	2.9	93	438	1.5	6.0	21	217	.3	3.3
4-Book	42	682	.7	3.1	63	328	1.0	2.7	29	211	.5	1.9	87	406	1.4	5.5	33	274	.5	5.6
FA '99	28	597	.5	2.3	38	304	.6	1.8	11	195	.2	.8	57	314	.9	4.0	39	259	.6	6.9
WKAQ-FM																				
FA '00	56	962	.9	4.0	61	437	.9	2.7	85	445	1.3	5.3	57	375	.9	3.6	26	244	.4	3.5
SU '00	66	935	1.1	5.1	81	402	1.3	3.5	103	461	1.7	6.8	73	461	1.2	4.6	16	235	.3	3.3
SP '00	63	1247	1.0	4.7	77	497	1.2	3.3	115	730	1.9	7.2	58	552	.9	3.8	17	273	.3	2.8
WI '00	31	810	.5	2.3	22	191	.4	.9	40	413	.6	2.6	46	305	.7	3.0	23	226	.4	3.7
4-Book	54	989	.9	4.0	60	382	1.0	2.6	86	512	1.4	5.5	59	423	.9	3.8	21	245	.4	3.3
FA '99	52	1176	.8	4.2	46	423	.7	2.2	92	516	1.5	6.7	56	447	.9	4.0	16	269	.3	2.8
WKFE-AM																				
FA '00	2	26	.1	.1	3	12	.1	.1	4	14	.1	.3	1	14	.1	.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 4	83	.1	.3	12	41	.2	.5	3	23	.2	.2	6	30	.1	.4	*	11	.1	.6
SU '00	7	86	.1	.5	15	35	.2	.7	9	24	.1	.6	4	24	.1	.3				
SP '00	1	65	.1	.1	2	19	.1	.1	1	30	.1	.1	2	28	.1	.1				
WI '00	4	72	.1	.3	4	31	.1	.2	5	57	.1	.3	7	31	.1	.5	4	21	.1	.6
4-Book	4	77	.1	.3	8	32	.1	.4	5	34	.1	.3	5	28	.1	.3	1	8	.1	.2
FA '99	2	44	.2	.2	3	14	.1	.1	3	24	.2	.2	5	30	.1	.4	1	16	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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 '00	9	188	.1	.6	8	60	.1	.4	7	79	.1	.4	8	90	.1	.5	17	145	.3	2.3
SU '00	6	104	.1	.5	9	79	.1	.4	3	8		.2	11	30	.2	.7	**	**	**	**
SP '00	19	183	.3	1.4	26	123	.4	1.1	19	103	.3	1.2	14	48	.2	.9	**	**	**	**
WI '00	16	132	.3	1.2	24	89	.4	1.0	13	89	.2	.8	4	24	.1	.3	**	**	**	**
4-Book	13	152	.2	.9	17	88	.3	.7	11	70	.2	.7	9	48	.2	.6	**	**	**	**
FA '99	8	147	.1	.7	15	91	.2	.7	6	30	.1	.4	1	9		.1	**	**	**	**
WKVM-AM																				
FA '00	4	54	.1	.3	14	27	.2	.6					6	27	.1	.4		11		
SU '00	2	45		.2						6			4	8	.1	.3	1	9		.2
SP '00	3	81		.2	2	6		.1	1	6		.1	2	57		.1	7	43	.1	1.2
WI '00	4	68	.1	.3	9	31	.1	.4	2	12		.1	12	12			3	31		.5
4-Book	3	62	.1	.3	6	16	.1	.3	1	6	.1	.1	3	26	.1	.2	3	24	.5	.5
FA '99	2	107		.2	3	32		.1	4	74	.1	.3	4	21	.1	.3	2	33		.4
WLUZ-AM																				
FA '00	2	30		.1	1	16			6	16	.1	.4	2	16		.1	1	15		.1
SU '00	2	34		.2	11	26	.2	.5	2	18		.1								
SP '00	2	45		.1	5	25	.1	.2	1	20		.1					2	14		.3
WI '00		14																		
4-Book	2	31	.1	.1	4	17	.1	.2	2	14	.1	.2	1	4	.1	.1	1	7	.1	.1
FA '99	1	34		.1	3	34		.1	1	7		.1								
WMEG-FM																				
FA '00	28	682	.4	2.0	42	311	.6	1.9	27	226	.4	1.7	49	398	.8	3.1	16	233	.2	2.1
SU '00	52	710	.8	4.0	69	398	1.1	3.0	45	310	.7	3.0	97	499	1.6	6.1	23	210	.4	4.7
SP '00	61	899	1.0	4.5	60	465	1.0	2.6	41	438	.7	2.6	127	644	2.1	8.3	37	314	.6	6.1
WI '00	41	681	.7	3.1	39	213	.6	1.6	62	208	1.0	4.0	57	360	.9	3.7	10	178	.2	1.6
4-Book	46	743	.7	3.4	53	347	.8	2.3	44	296	.7	2.8	83	475	1.4	5.3	22	234	.4	3.6
FA '99	52	821	.8	4.2	62	305	1.0	2.9	30	219	.5	2.2	65	403	1.0	4.6	40	270	.6	7.1
WNEL-AM																				
FA '00		8			1	8											2	9		.4
SU '00	1	43		.1	4	43	.1	.2									2	35		.5
SP '00	4	98	.1	.3	8	60	.1	.3	6	24	.1	.4	2	16		.1	3	30		.3
WI '00	2	56		.1	5	12	.1	.2		12			2	32		.1	2	19		.3
4-Book	2	51	.1	.1	5	31	.1	.2	2	9	.1	.1	1	12	.1	.1	2	19	.3	.3
FA '99	1	36		.1					1	22		.1	2	25		.1				
WNRT-FM																				
FA '00	9	183	.1	.6	14	81	.2	.6	9	71	.1	.6	5	46	.1	.3	7	72	.1	.9
SU '00	4	125	.1	.3	8	50	.1	.3	3	33		.2	3	44		.2	4	42	.1	.8
SP '00	18	285	.3	1.3	37	165	.6	1.6	24	184	.4	1.5	18	82	.3	1.2	3	57		.5
WI '00	34	310	.5	2.5	56	175	.9	2.4	42	172	.7	2.7	49	149	.8	3.2	16	69	.3	2.6
4-Book	16	226	.3	1.2	29	118	.5	1.2	20	115	.3	1.3	19	80	.3	1.2	8	60	.1	1.2
FA '99	13	208	.2	1.1	23	106	.4	1.1	12	97	.2	.9	20	130	.3	1.4	4	67	.1	.7
WORD-FM																				
FA '00	20	355	.3	1.4	11	62	.2	.5	16	110	.2	1.0	8	103	.1	.5	11	109	.2	1.5
SU '00	33	391	.5	2.5	19	164	.3	.8	42	189	.7	2.8	33	143	.5	2.1	**	**	**	**
SP '00	29	529	.5	2.2	35	214	.6	1.5	38	149	.6	2.4	20	130	.3	1.3	11	157	.2	1.8
WI '00	24	412	.4	1.8	20	118	.3	.8	17	145	.3	1.1	30	120	.5	1.9	22	114	.4	3.5
4-Book	27	422	.4	2.0	21	140	.4	.9	28	148	.5	1.8	23	124	.4	1.5	**	**	**	**
FA '99	27	447	.4	2.2	22	123	.4	1.0	43	235	.7	3.1	33	168	.5	2.3	7	70	.1	1.2
WOSO-AM																				
FA '00	14	125	.2	1.0	30	125	.5	1.3	15	71	.2	.9	15	95	.2	.9	6	56	.1	.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	71		.2	8	57	.1	.3	3	42		.2	1	30		.1	3	42		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	25	647	.4	1.8	60	295	.9	2.7	15	235	.2	.9	34	195	.5	2.1	13	115	.2	1.7
SU '00	28	401	.5	2.2	49	186	.8	2.1	34	212	.5	2.2	29	177	.5	1.8	8	22	.1	1.6
SP '00	30	499	.5	2.2	74	281	1.2	3.2	31	260	.5	1.9	22	168	.4	1.4	12	137	.2	2.0
WI '00	30	549	.5	2.2	70	283	1.1	3.0	27	248	.4	1.8	30	180	.5	1.9	9	94	.1	1.4
4-Book	28	524	.5	2.1	63	261	1.0	2.8	27	239	.4	1.7	29	180	.5	1.8	11	92	.2	1.7
FA '99	25	508	.4	2.0	36	225	.6	1.7	32	178	.5	2.3	32	205	.5	2.3	11	157	.2	1.9
WPAB-AM																				
FA '00	3	93		.2	4	33	.1	.2	2	50		.1	4	11	.1	.3	2	8		.3
SU '00	11	143	.2	.8	40	97	.6	1.7	11	100	.2	.7	9	60	.1	.6	2	9		.4
SP '00	3	175		.2	5	56	.1	.2	3	42		.2	5	78	.1	.3	1	10		.2
WI '00	7	186	.1	.5	9	74	.1	.4	16	100	.3	1.0	8	53	.1	.5	1	9		.2
4-Book	6	149	.1	.4	15	65	.2	.6	8	73	.1	.5	7	51	.1	.4	2	9		.3
FA '99	13	204	.2	1.1	22	130	.4	1.0	14	103	.2	1.0	19	66	.3	1.3	9	83	.1	1.6
WPRM-FM																				
FA '00	248	2095	3.8	17.9	671	1640	10.4	29.7	211	847	3.3	13.2	313	1251	4.8	19.6	74	505	1.1	9.9
SU '00	186	1924	3.0	14.3	566	1454	9.1	24.6	166	699	2.7	10.9	254	1112	4.1	16.0	23	255	.4	4.7
SP '00	211	2181	3.4	15.7	592	1521	9.6	25.5	169	861	2.7	10.6	298	1448	4.8	19.5	63	436	1.0	10.4
WI '00	228	2182	3.7	17.1	695	1714	11.2	29.3	150	790	2.4	9.8	255	1209	4.1	16.5	56	458	.9	8.9
4-Book	218	2096	3.5	16.3	631	1582	10.1	27.3	174	799	2.8	11.1	280	1255	4.5	17.9	54	414	.9	8.5
FA '99	242	2300	3.9	19.7	631	1640	10.2	29.6	175	814	2.8	12.7	358	1593	5.8	25.3	56	419	.9	9.9
WPRP-AM																				
FA '00	7	78	.1	.5	6	18	.1	.3	16	45	.2	1.0					1	14		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	3	50		.2	2	5		.1	6	50	.1	.4	3	29		.2	1	12		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	67		.2	6	21	.1	.3	1	34		.1	3	11		.2	2	11		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	17	162	.3	1.2	54	114	.8	2.4	8	46	.1	.5	22	77	.3	1.4	11	21	.2	1.5
SU '00	16	280	.3	1.2	51	189	.8	2.2	14	90	.2	.9	22	115	.4	1.4	33	33		
SP '00	27	207	.4	2.0	69	164	1.1	3.0	20	72	.3	1.3	35	131	.6	2.3	2	2		
WI '00	20	247	.3	1.5	55	196	.9	2.3	20	97	.3	1.3	25	120	.4	1.6	1	23		.2
4-Book	20	224	.3	1.5	57	166	.9	2.5	16	76	.2	1.0	26	111	.4	1.7	3	20	.1	.4
FA '99	21	209	.3	1.7	45	128	.7	2.1	36	110	.6	2.6	28	98	.5	2.0	3	24		.5
WTPM-FM																				
FA '00	* 4	63	.1	.3	3	35		.1	1	10		.1	1	13		.1	* 1	2		.1
SU '00	2	38		.2	1	11			1	17		.1	1	11				11		
SP '00	2	47		.1	1	7			2	16		.1					6	16	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	14	84	.2	1.1	14	62	.2	.7	14	43	.2	1.0	15	65	.2	1.1	9	65	.1	1.6
WUQO-FM																				
FA '00	13	302	.2	.9	9	86	.1	.4	22	129	.3	1.4	14	154	.2	.9	11	100	.2	1.5
SU '00	8	218	.1	.6	9	56	.1	.4	5	55	.1	.3	6	56	.1	.4	5	35	.1	1.0
SP '00	20	352	.3	1.5	12	97	.2	.5	28	139	.5	1.8	23	159	.4	1.5	13	117	.2	2.2
WI '00	39	298	.6	2.9	32	150	.5	1.3	65	155	1.0	4.2	48	145	.8	3.1	22	102	.4	3.5
4-Book	20	293	.3	1.5	16	97	.2	.7	30	120	.5	1.9	23	129	.4	1.5	13	89	.2	2.1
FA '99	13	262	.2	1.1	10	122	.2	.5	14	137	.2	1.0	23	147	.4	1.6	2	30		.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
WUNO-AM																				
FA '00	5	158	.1	.4	8	116	.1	.4	3	70	.2	.2	8	54	.1	.5	5	54	.1	.7
SU '00	9	156	.1	.7	28	129	.5	1.2	13	70	.2	.9	11	96	.2	.7	1	18		.2
SP '00	6	234	.1	.4	12	139	.2	.5	10	89	.2	.6	5	60	.1	.3	4	69	.1	.7
WI '00	9	196	.1	.7	13	120	.2	.5	22	131	.4	1.4	4	48	.1	.3	3	41		.5
4-Book	7	186	.1	.6	15	126	.3	.7	12	90	.2	.8	7	65	.1	.5	3	46	.1	.5
FA '99	12	212	.2	1.0	27	97	.4	1.3	16	117	.3	1.2	10	88	.2	.7	8	63	.1	1.4
WVJP-FM																				
FA '00	18	328	.3	1.3	20	126	.3	.9	19	96	.3	1.2	13	54	.2	.8	9	103	.1	1.2
SU '00	8	220	.1	.6	7	102	.1	.3	4	64	.1	.3	11	112	.2	.7	3	39		.6
SP '00	14	333	.2	1.0	16	112	.3	.7	15	138	.2	.9	9	137	.1	.6	8	79	.1	1.3
WI '00	14	265	.2	1.0	12	89	.2	.5	21	126	.3	1.4	23	108	.4	1.5	4	63	.1	.6
4-Book	14	287	.2	1.0	14	107	.2	.6	15	106	.2	1.0	14	103	.2	.9	6	71	.1	.9
FA '99	22	321	.4	1.8	22	107	.4	1.0	49	120	.8	3.6	29	147	.5	2.0	9	128	.1	1.6
WVOZ-FM																				
FA '00	18	372	.3	1.3	23	180	.4	1.0	20	122	.3	1.3	25	152	.4	1.6	15	145	.2	2.0
SU '00	8	161	.1	.6	1	15			10	86	.2	.7	12	86	.2	.8	4	48	.1	.8
SP '00	3	126		.2					4	51	.1	.3	1	33		.1		14		
WI '00	8	112	.1	.6	4	22	.1	.2	5	38	.1	.3	8	36	.1	.5	16	67	.3	2.6
4-Book	9	193	.1	.7	7	54	.1	.3	10	74	.2	.7	12	77	.2	.8	9	69	.2	1.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	*	3	59	.2	7	23	.1	.3		11				7			*	1	11	.1
SU '00	3	105	.2	.2	9	58	.1	.4	1	33		.1	4	40	.1	.3	3	9		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	66	.2	.2	6	11	.1	.3	1	23		.1	4	37	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	183	.1	.5	5	84	.1	.2	11	67	.2	.8	4	59	.1	.3	3	18		.5
WXYX-FM																				
FA '00	52	716	.8	3.7	81	299	1.3	3.6	45	344	.7	2.8	92	349	1.4	5.8	37	234	.6	4.9
SU '00	48	635	.8	3.7	106	344	1.7	4.6	59	342	1.0	3.9	64	282	1.0	4.0	14	151	.2	2.9
SP '00	27	511	.4	2.0	46	198	.7	2.0	20	167	.3	1.3	62	263	1.0	4.1	5	93	.1	.8
WI '00	42	649	.7	3.1	96	380	1.5	4.0	42	298	.7	2.7	44	221	.7	2.8	15	163	.2	2.4
4-Book	42	628	.7	3.1	82	305	1.3	3.6	42	288	.7	2.7	66	279	1.0	4.2	18	160	.3	2.8
FA '99	46	774	.7	3.8	106	344	1.7	5.0	57	323	.9	4.1	38	269	.6	2.7	19	204	.3	3.4
WYQE-FM																				
FA '00	15	85	.2	1.1	33	69	.5	1.5	21	34	.3	1.3	11	36	.2	.7	1	17		.1
SU '00	3	60		.2	3	32		.1		7			7	40	.1	.4	3	28		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	8	113	.1	.6	17	51	.3	.7	9	24	.1	.6	1	9		.1	5	27	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	5	122	.1	.4	7	59	.1	.3	3	35		.2	5	46	.1	.4	7	51	.1	1.2
WZAR-FM																				
FA '00	36	454	.6	2.6	39	195	.6	1.7	67	274	1.0	4.2	35	209	.5	2.2	25	113	.4	3.3
SU '00	37	540	.6	2.8	40	273	.6	1.7	50	224	.8	3.3	39	227	.6	2.5	24	186	.4	4.9
SP '00	28	333	.5	2.1	26	132	.4	1.1	61	235	1.0	3.8	24	185	.4	1.6	7	91	.1	1.2
WI '00	20	418	.3	1.5	33	240	.5	1.4	22	114	.4	1.4	31	198	.5	2.0	12	152	.2	1.9
4-Book	30	436	.5	2.3	35	210	.5	1.5	50	212	.8	3.2	32	205	.5	2.1	17	136	.3	2.8
FA '99	13	232	.2	1.1	15	82	.2	.7	9	45	.1	.7	20	134	.3	1.4	13	64	.2	2.3
WZMT-FM																				
FA '00	12	150	.2	.9	6	38	.1	.3	16	99	.2	1.0	16	70	.2	1.0	3	22		.4
SU '00	17	168	.3	1.3	14	47	.2	.6	28	70	.5	1.8	37	119	.6	2.3	2	20		.4
SP '00	16	156	.3	1.2	25	76	.4	1.1	21	94	.3	1.3	12	65	.2	.8	14	44	.2	2.3
WI '00	15	164	.2	1.1	17	78	.3	.7	9	70	.1	.6	22	118	.4	1.4	22	84	.4	3.5
4-Book	15	160	.3	1.1	16	60	.3	.7	19	83	.3	1.2	22	93	.4	1.4	10	43	.2	1.7
FA '99	7	103	.1	.6		12			12	46	.2	.9	9	47	.1	.6	3	21		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 '00	88	1113	1.4	6.3	81	473	1.3	3.6	107	505	1.7	6.7	93	626	1.4	5.8	52	328	.8	6.9
SU '00	126	1393	2.0	9.7	126	614	2.0	5.5	172	678	2.8	11.3	157	840	2.5	9.9	56	443	.9	11.5
SP '00	119	1395	1.9	8.9	122	571	2.0	5.2	160	746	2.6	10.0	110	617	1.8	7.2	40	381	.6	6.6
WI '00	116	1264	1.9	8.7	146	632	2.4	6.2	196	787	3.2	12.8	118	656	1.9	7.6	31	392	.5	4.9
4-Book	112	1291	1.8	8.4	119	573	1.9	5.1	159	679	2.6	10.2	120	685	1.9	7.6	45	386	.7	7.5
FA '99	101	1174	1.6	8.2	109	529	1.8	5.1	128	524	2.1	9.3	130	590	2.1	9.2	33	364	.5	5.8
TOTALS																				
FA '00	1388	6228	21.5		2263	5710	35.0		1598	4425	24.7		1600	5335	24.7		749	3427	11.6	
SU '00	1299	5920	21.0		2301	5558	37.1		1518	4659	24.5		1583	4936	25.6		486	2853	7.8	
SP '00	1341	5998	21.6		2325	5458	37.5		1596	4610	25.8		1527	4979	24.7		604	3049	9.8	
WI '00	1337	6081	21.6		2371	5499	38.3		1534	4705	24.8		1548	4984	25.0		627	3345	10.1	
4-Book	1341	6057	21.4		2315	5556	37.0		1562	4600	25.0		1565	5059	25.0		617	3169	9.8	
FA '99	1226	5991	19.8		2130	5261	34.4		1376	4223	22.2		1415	4974	22.8		566	3246	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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 '00	1	31	.1		7	94	.1	.7	9	15	.1	.8	20	53	.3	1.2	1	2	.1		
4-Book	3	52	.2		5	42	.1	.5	4	8	.1	.4	9	24	.1	.5	3	11	.2		
WAEL-AM																					
FA '00	1	26	.1	.1		16			2	6	.2										
4-Book	4	60	.1	.2	3	32	.1	.3	3	11	.3		1	5	.1		2	5	.2		
WAEL-FM																					
FA '00	16	280	.2	.9	7	102	.1	.7	3	10	.3		20	21	.3	1.2	3	20	.2		
4-Book	15	211	.3	.9	**	**	**	**	4	12	.4		10	26	.2	.6	3	8	.3		
WALO-AM																					
FA '00	1	13	.1																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																					
FA '00	24	201	.4	1.3	*	9	139	.1	.8	18	50	.3	1.5	11	46	.2	.7	15	15	.2	1.2
4-Book	29	231	.5	1.6		10	122	.2	1.0	22	55	.4	1.9	11	36	.2	.7	10	20	.1	.8
WBRQ-FM																					
FA '00	10	150	.2	.6	12	142	.2	1.1	25	58	.4	2.1	17	56	.3	1.0	19	37	.3	1.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																					
FA '00	38	391	.6	2.1	16	163	.2	1.5	18	53	.3	1.5	25	50	.4	1.5	13	38	.2	1.0	
4-Book	43	424	.7	2.4	23	253	.4	2.3	25	64	.4	2.2	48	121	.8	3.0	26	81	.4	2.3	
WCMA-FM																					
FA '00	121	849	1.9	6.7	54	540	.8	5.1	34	147	.5	2.9	141	418	2.2	8.5	117	228	1.8	9.1	
4-Book	52	531	.8	2.9	34	350	.5	3.3	28	98	.4	2.4	68	207	1.1	4.2	56	121	.9	4.7	
WCMN-AM																					
FA '00	8	130	.1	.4	4	46	.1	.4	6	8	.1	.5	3	21		.2					
4-Book	9	103	.1	.5	3	46		.3	9	28	.2	.8	3	17		.2		2	4		.2
WCMN-FM																					
FA '00	25	279	.4	1.4	28	250	.4	2.6	19	61	.3	1.6	22	52	.3	1.3	25	55	.4	1.9	
4-Book	27	223	.4	1.5	15	147	.2	1.5	21	54	.3	1.9	19	41	.3	1.3	21	50	.3	1.8	
WCOM-FM																					
FA '00	40	427	.6	2.2	13	173	.2	1.2	24	48	.4	2.0	21	81	.3	1.3	17	65	.3	1.3	
4-Book	33	398	.5	1.8	10	138	.2	1.0	14	29	.3	1.2	22	61	.4	1.4	12	41	.2	1.0	
WCTA-FM																					
FA '00	44	283	.7	2.4	47	280	.7	4.4	28	69	.4	2.4	92	186	1.4	5.5	75	160	1.2	5.8	
4-Book	43	310	.7	2.4	35	238	.6	3.5	26	66	.4	2.3	72	149	1.2	4.4	51	119	.8	4.4	
WEGM-FM																					
FA '00	3	47	.2		9	96	.1	.8	3	11	.3		9	41	.1	.5					
4-Book	9	119	.1	.5	9	101	.1	.9	6	24	.1	.6	10	28	.2	.6	9	34	.1	.8	
WENA-AM																					
FA '00	1	19	.1		3	29	.3						1	2	.1		5	10	.1	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																					
FA '00	5	142	.1	.3	3	67	.3		2	8	.2		7	34	.1	.4					
4-Book	12	159	.2	.7	7	84	.1	.7	7	25	.1	.6	10	25	.2	.6	10	24	.2	.9	
WEXS-AM																					
FA '00	9	24	.1	.5																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WFDT-FM																					
FA '00	2	69	.1		2	46	.2										3	14		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	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
WFID-FM																				
FA '00	69	593	1.1	3.8	54	435	.8	5.1	34	106	.5	2.9	59	159	.9	3.6	39	96	.6	3.0
4-Book	82	674	1.3	4.6	51	492	.8	5.1	33	100	.5	2.8	66	178	1.1	4.2	53	143	.9	4.7
WIAC-AM																				
FA '00	6	107	.1	.3	2	21		.2	3	21		.3	2	21		.1				
4-Book	10	115	.2	.6	6	51	.1	.6	3	17		.2	4	17	.1	.2	4	10	.1	.3
WIAC-FM																				
FA '00	44	453	.7	2.4	20	199	.3	1.9	34	61	.5	2.9	23	72	.4	1.4	30	47	.5	2.3
4-Book	59	637	1.0	3.3	28	293	.5	2.8	32	95	.5	2.7	49	116	.8	3.1	34	78	.6	2.9
WIDA-AM																				
FA '00		13			1	13		.1	2	13		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	6	96	.1	.3	5	38	.1	.5	13	13	.2	1.1	15	24	.2	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	53	405	.8	2.9	33	374	.5	3.1	25	62	.4	2.1	60	144	.9	3.6	32	115	.5	2.5
4-Book	37	421	.6	2.0	20	278	.3	2.0	21	69	.4	1.8	42	112	.7	2.6	17	63	.3	1.5
WIOB-FM																				
FA '00	27	217	.4	1.5	26	170	.4	2.4	3	11		.3	31	52	.5	1.9	22	34	.3	1.7
4-Book	20	199	.3	1.1	15	117	.2	1.4	7	24	.1	.6	20	40	.3	1.3	18	40	.3	1.5
WIOC-FM																				
FA '00	3	100		.2	6	55	.1	.6												
4-Book	4	78	.1	.2	4	43	.1	.4	3	9	.1	.2	1	3			3	9	.1	.3
WISA-AM																				
FA '00	10	40	.2	.6	3	40		.3												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	3	33		.2	* 9	17	.1	.8	17	17	.3	1.4	13	17	.2	.8	8	17	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	78	586	1.2	4.3	19	249	.3	1.8	40	96	.6	3.4	8	44	.1	.5	13	58	.2	1.0
4-Book	81	524	1.3	4.5	20	211	.3	2.0	32	68	.5	2.8	31	80	.5	2.0	23	70	.4	2.0
WKAQ-AM																				
FA '00	35	473	.5	1.9	22	237	.3	2.1	28	117	.4	2.4	31	112	.5	1.9	26	78	.4	2.0
4-Book	57	617	.9	3.2	20	259	.3	2.0	46	148	.8	4.1	41	117	.7	2.6	12	41	.2	1.0
WKAQ-FM																				
FA '00	69	715	1.1	3.8	53	514	.8	5.0	54	197	.8	4.6	90	194	1.4	5.4	50	112	.8	3.9
4-Book	70	794	1.1	3.9	49	498	.8	4.9	64	166	1.0	5.6	100	228	1.6	6.1	52	121	.8	4.5
WKFE-AM																				
FA '00	3	26		.2																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	7	83	.1	.4	* 1	29		.1	9	29	.1	.8								
4-Book	6	66	.1	.4	2	34		.2	6	15	.1	.6	5	14	.1	.3	2	3		.1
WKSA-FM																				
FA '00	7	127	.1	.4	6	88	.1	.6	6	14	.1	.5	12	28	.2	.7	11	25	.2	.9
4-Book	13	126	.2	.7	9	71	.2	.9	11	27	.2	.9	10	26	.2	.6	5	9	.1	.4
WKVM-AM																				
FA '00	6	27	.1	.3	1	28		.1												
4-Book	3	32	.1	.2	3	35	.1	.3	2	7		.2	2	7	.1	.2	1	5		.1

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

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

Target Listener Estimates

Men 25-49																			
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
WLUZ-AM																			
FA '00	3	16	.2	1	30	.1						6	16	.1	.4				
4-Book	2	24	.1	1	15	.1		1	4	.1		2	4	.1	.1				
WMEG-FM																			
FA '00	38	552	.6	18	296	.3	1.7	23	67	.4	2.0	16	63	.2	1.0	25	81	.4	1.9
4-Book	59	636	1.0	39	395	.7	3.9	34	94	.6	3.0	42	108	.7	2.7	58	130	1.0	5.2
WNEL-AM																			
FA '00		8																	
4-Book	2	42	.2	1	13		.1	1	3		.1	1	4		.1	1	4		.1
WNRT-FM																			
FA '00	10	150	.2	10	78	.2	.9	15	24	.2	1.3	23	32	.4	1.4	10	24	.2	.8
4-Book	22	184	.4	12	126	.2	1.2	15	38	.3	1.3	21	52	.4	1.3	13	30	.2	1.2
WORD-FM																			
FA '00	12	167	.2	40	250	.6	3.7	26	50	.4	2.2	34	75	.5	2.0	18	53	.3	1.4
4-Book	24	237	.4	35	290	.6	3.5	35	80	.6	3.0	39	75	.6	2.5	17	51	.3	1.4
WOSO-AM																			
FA '00	20	125	.3	9	36	.1	.8	18	36	.3	1.5	18	18	.3	1.1	1	18		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
FA '00	35	491	.5	17	258	.3	1.6	25	51	.4	2.1	30	119	.5	1.8	26	80	.4	2.0
4-Book	39	426	.6	22	251	.4	2.2	24	62	.4	2.0	38	101	.6	2.4	32	81	.5	2.8
WPAB-AM																			
FA '00	4	77	.1	4	46	.1	.4	10	39	.2	.9	9	22	.1	.5	2	14		.2
4-Book	10	129	.2	3	51	.1	.3	5	15	.1	.4	3	10		.2	4	12	.1	.3
WPRM-FM																			
FA '00	384	1993	5.9	121	774	1.9	11.3	197	368	3.0	16.8	216	446	3.3	13.0	157	321	2.4	12.2
4-Book	347	1989	5.6	99	786	1.6	9.9	175	351	2.8	15.0	161	377	2.6	10.2	116	279	1.8	9.9
WPRP-AM																			
FA '00	8	64	.1	8	53	.1	.7	3	8		.3	10	17	.2	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																			
FA '00	4	50	.1	2	28		.2					2	12		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
FA '00	26	153	.4	4	41	.1	.4	11	11	.2	.9	15	25	.2	.9				
4-Book	32	216	.5	11	90	.2	1.1	20	36	.3	1.7	16	46	.3	1.0	6	15	.1	.6
WTPM-FM																			
FA '00	2	35	.1	* 12	30	.2	1.1	28	30	.4	2.4	27	30	.4	1.6	26	28	.4	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQJ-FM																			
FA '00	15	269	.2	10	87	.2	.9	11	14	.2	.9	14	14	.2	.8	8	32	.1	.6
4-Book	23	198	.4	19	188	.3	1.9	16	44	.2	1.3	40	77	.6	2.6	30	72	.5	2.6
WUNO-AM																			
FA '00	6	145	.1	2	55	.2	.3	4	13	.1	.3	1	16		.1	5	16	.1	.4
4-Book	12	171	.2	3	50		.3	3	13	.1	.2	2	15		.2	5	10	.1	.5
WVJP-FM																			
FA '00	17	159	.3	25	191	.4	2.3	26	55	.4	2.2	30	69	.5	1.8	26	51	.4	2.0
4-Book	14	198	.2	18	136	.3	1.7	20	40	.3	1.7	27	64	.5	1.7	17	43	.3	1.5
WVOZ-FM																			
FA '00	23	266	.4	11	193	.2	1.0	17	85	.3	1.4	9	32	.1	.5	10	41	.2	.8
4-Book	10	124	.2	9	109	.2	.9	6	30	.1	.5	9	33	.1	.6	3	10	.1	.2

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

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

Target Listener Estimates

Men 25-49

	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
WXEV-AM FA '00 4-Book	2 **	30 **	**	.1 **	* 5 **	39 **	.1 **	.5 **	6 **	16 **	.1 **	.5 **	1 **	6 **	**	.1 **	**	**	**	**
WXYX-FM FA '00 4-Book	71 62	584 520	1.1 1.0	3.9 3.4	30 24	277 272	.5 .4	2.8 2.4	28 26	83 68	.4 .4	2.4 2.2	40 38	132 96	.6 .6	2.4 2.4	68 38	154 92	1.1 .6	5.3 3.2
WYQE-FM FA '00 4-Book	22 **	80 **	.3 **	1.2 **	14 **	41 **	.2 **	1.3 **	22 **	30 **	.3 **	1.9 **	24 **	36 **	.4 **	1.4 **	9 **	19 **	.1 **	.7 **
WZAR-FM FA '00 4-Book	49 40	365 351	.8 .7	2.7 2.2	20 23	193 229	.3 .4	1.9 2.3	28 28	49 60	.4 .5	2.4 2.5	30 48	74 94	.5 .8	1.8 3.0	22 17	46 43	.3 .3	1.7 1.5
WZMT-FM FA '00 4-Book	13 18	117 125	.2 .3	.7 1.0	15 11	103 84	.2 .2	1.4 1.1	19 16	38 36	.3 .3	1.6 1.4	24 21	56 40	.4 .4	1.4 1.3	15 15	34 39	.2 .3	1.2 1.3
WZNT-FM FA '00 4-Book	95 134	890 1041	1.5 2.2	5.3 7.5	100 120	730 865	1.5 1.9	9.4 12.0	83 99	228 255	1.3 1.6	7.1 8.6	181 204	418 448	2.8 3.3	10.9 12.8	178 162	417 399	2.8 2.6	13.8 14.0
TOTALS FA '00 4-Book	1805 1796	6134 5965	27.9 28.7		1069 1001	5175 4949	16.5 16.0		1176 1158	2721 2608	18.2 18.5		1660 1598	3384 3244	25.7 25.5		1290 1158	2727 2546	20.0 18.5	

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

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

Target Listener Estimates - Men 25-49

Target Listener Estimates

Men 25-49																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABA-AM FA '00 4-Book				16	39	.2	2.2	6	31	.1	.4	3	10	.1	.3	2	3				
3	3	.1	.4	8	18	.1	1.1	7	24	.1	.6	3	10	.1	.3	2	3		.3		
Wael-AM FA '00 4-Book				3	6	.1	.4	1	6	.1	.1	1	10	.1	.1	1	2				
2	7		.3	3	6	.1	.4	8	21	.2	.7	7	13	.1	.8	1	2		.2		
Wael-FM FA '00 4-Book				2	11		.3	17	42	.3	1.3	6	13	.1	.6	5	11	.1	.9		
	3			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WALO-AM FA '00 4-Book				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM FA '00 4-Book				10	21	.2	1.4	6	20	.1	.4	2	9			9	33	.1	1.7		
*	5	.1	.9	9	30	.2	1.3	13	43	.2	1.1	2	9		.2	9	22	.1	1.7		
WBRQ-FM FA '00 4-Book				17	43	.3	2.3	7	29	.1	.5	14	47	.2	1.4	2	9		.4		
1	8	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WCAD-FM FA '00 4-Book				35	53	.5	2.6	27	83	.4	2.2	20	48	.3	2.0	8	49	.1	1.5		
4	27	.1	.5	12	33	.2	1.8	27	83	.4	2.2	22	67	.3	2.3	10	50	.2	2.0		
WCMA-FM FA '00 4-Book				6	19	.1	.8	29	92	.4	2.2	44	127	.7	4.4	15	51	.2	2.8		
44	135	.7	5.9	17	45	.3	2.5	30	92	.5	2.5	26	65	.4	2.8	16	47	.3	3.2		
WCMN-AM FA '00 4-Book				10	20	.2	1.4	2	8	.1	.1	5	20	.1	.5	5	28	.1	.9		
2	5	.3	.1	4	10	.1	.6	1	4	.1	.1	1	5	.1	.1	1	7		.2		
WCMN-FM FA '00 4-Book				6	30	.1	.8	67	94	1.0	5.0	54	86	.8	5.4	17	34	.3	3.1		
16	40	.2	2.1	12	30	.2	1.7	22	43	.3	1.7	17	30	.3	1.7	6	17	.1	1.1		
WCOM-FM FA '00 4-Book				16	22	.2	2.2	8	31	.1	.6	11	24	.2	1.1	5	12	.1	.9		
3	26	.4	.5	8	19	.1	1.1	5	24	.1	.4	7	23	.1	.8	6	23	.1	1.2		
WCTA-FM FA '00 4-Book				37	77	.6	5.0	45	76	.7	3.4	44	96	.7	4.4	16	55	.2	3.0		
36	113	.6	4.8	19	36	.3	2.8	37	76	.6	3.1	31	67	.5	3.2	17	54	.3	3.3		
WEGM-FM FA '00 4-Book				2	16		.3	7	39	.1	.5	4	17	.1	.4	17	22	.3	3.1		
22	33	.3	2.9	6	15	.1	.8	7	31	.1	.6	11	24	.2	1.2	9	21	.2	1.7		
WENA-AM FA '00 4-Book				2				3	19		.2	5	19	.1	.5	**	**	**	**		
8	10	.1	1.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WERR-FM FA '00 4-Book				5	7	.1	.7	3	7		.2	6	18	.1	1.1	6	18	.1	1.1		
5	15	.1	.7	10	32	.2	1.5	5	16	.1	.4	8	16	.1	.8	5	10	.1	1.0		
WEXS-AM FA '00 4-Book				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
+VFDT-FM FA '00 4-Book				7	14	.1	.9	4	18	.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 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		
WFID-FM																					
FA '00	32	98	.5	4.3	32	113	.5	4.3	110	164	1.7	8.2	80	202	1.2	8.0	37	58	.6	6.8	
4-Book	51	143	.8	7.8	32	100	.5	4.7	79	173	1.3	6.5	56	129	.9	5.9	31	86	.5	6.0	
WIAC-AM																					
FA '00								8	21	.1	.6										
4-Book	4	9	.1	.6	5	23	.1	.7	17	23	.3	1.5	5	15	.1	.6	2	4		.3	
WIAC-FM																					
FA '00	5	12	.1	.7	18	36	.3	2.4	27	82	.4	2.0	20	65	.3	2.0	5	21	.1	.9	
4-Book	22	59	.4	3.3	13	23	.2	1.9	37	99	.6	3.2	19	60	.3	2.0	15	43	.3	2.9	
WIDA-AM																					
FA '00					3	13		.4													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM																					
VQOZ-FM																					
FA '00	3	14		.4	**	**	**	**	5	6	.1	.4	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																					
FA '00	21	84	.3	2.8	30	53	.5	4.1	44	161	.7	3.3	16	43	.2	1.6	29	100	.4	5.4	
4-Book	17	57	.3	2.5	13	38	.2	1.9	24	98	.4	2.0	12	32	.2	1.3	12	49	.2	2.4	
WIOB-FM																					
FA '00	39	108	.6	5.2	15	48	.2	2.0	45	71	.7	3.4	38	60	.6	3.8	13	51	.2	2.4	
4-Book	11	33	.2	1.5	7	20	.1	1.0	24	46	.4	1.9	24	50	.4	2.5	8	26	.1	1.5	
WIOC-FM																					
FA '00	11	31	.2	1.5	2	14		.3	18	24	.3	1.3	6	10	.1	.6	11	31	.2	2.0	
4-Book	7	18	.1	.9	3	14	.1	.5	6	12	.1	.4	3	10	.1	.3	9	19	.2	1.7	
WISA-AM																					
FA '00	8	20	.1	1.1	**	**	**	**	**	**	**	**	15	20	.2	1.5	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISQ-AM																					
FA '00	*	**	**	**	4	17	.1	.5	7	17	.1	.5	4	17	.1	.4	*	17	17	.3	3.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																					
FA '00	10	40	.2	1.3	9	34	.1	1.2	17	67	.3	1.3	45	61	.7	4.5	19	40	.3	3.5	
4-Book	14	50	.2	2.0	14	32	.2	2.1	23	61	.4	2.0	18	37	.3	1.9	8	23	.1	1.4	
WKAQ-AM																					
FA '00	10	40	.2	1.3	43	103	.7	5.8	14	43	.2	1.0	15	51	.2	1.5	11	35	.2	2.0	
4-Book	8	22	.2	1.0	28	72	.5	4.1	11	36	.2	.9	6	28	.1	.6	7	28	.1	1.3	
WKAQ-FM																					
FA '00	67	118	1.0	8.9	18	60	.3	2.4	68	179	1.1	5.1	48	106	.7	4.8	18	59	.3	3.3	
4-Book	38	101	.6	5.3	24	70	.4	3.6	54	161	.9	4.5	35	107	.5	3.8	20	63	.3	4.0	
WKFE-AM																					
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM																					
FA '00					2	8		.4	1	9		.1	1	3		.1	*				
4-Book																					
WKSA-FM																					
FA '00	**	**	**	**	8	20	.1	1.1	4	21	.1	.3	4	35	.1	.4	8	14	.1	1.5	
4-Book	**	**	**	**	8	20	.1	1.1	7	31	.1	.6	3	11	.1	.3	**	**	**	**	
WKVM-AM																					
FA '00	10	28	.2	1.3	7	13	.1	1.0	6	9	.1	.5	2	4		.2	3	12	.1	.7	
4-Book	4	11	.1	.6	7	13	.1	1.0	6	9	.1	.5	2	4		.2	3	12	.1	.7	

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	
WLUZ-AM	FA '00																					
	4-Book									2	7	.2		3	15	.1	.4					
WMEG-FM	FA '00	14	67	.2	1.9	4	14	.1	.5	7	52	.1	.5	34	82	.5	3.4	22	91	.3	4.1	
	4-Book	45	106	.7	6.6	11	40	.2	1.6	29	86	.5	2.5	39	96	.6	4.3	52	130	.8	10.1	
WNEL-AM	FA '00																					
	4-Book	2	2		.3	3	8	.1	.4													
WNRT-FM	FA '00	11	18	.2	1.5	10	13	.2	1.4	9	28	.1	.7									
	4-Book	9	23	.2	1.4	18	43	.3	2.6	10	47	.2	.8	7	21	.1	.8	4	11	.1	.7	
WORO-FM	FA '00	3	15	.4		33	70	.5	4.5	130	220	2.0	9.7	69	156	1.1	6.9	2	10		.4	
	4-Book	**	**	**	**	20	46	.3	2.8	99	189	1.6	8.2	45	106	.7	4.8	**	**	**	**	
WOSO-AM	FA '00	14	18	.2	1.9	4	18	.1	.5	2	18	.1	.1					14	18	.2	2.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM	FA '00	13	39	.2	1.7	14	14	.2	1.9	15	74	.2	1.1	6	24	.1	.6	8	30	.1	1.5	
	4-Book	15	40	.2	2.2	9	23	.1	1.4	24	69	.4	2.0	15	33	.3	1.7	18	49	.3	3.5	
WPAB-AM	FA '00	2	8	.3		6	17	.1	.8	2	8	.1						2	8		.4	
	4-Book	1	2	.1		4	14	.1	.6	5	22	.1	.5					1	5		.2	
WPRM-FM	FA '00	65	176	1.0	8.7	108	194	1.7	14.6	114	243	1.8	8.5	93	206	1.4	9.3	35	108	.5	6.5	
	4-Book	56	155	.9	8.0	82	166	1.3	11.8	83	201	1.3	6.8	87	192	1.4	9.4	47	144	.8	9.3	
WPRP-AM	FA '00					12	36	.2	1.6	24	31	.4	1.8	11	14	.2	1.1					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM	FA '00					3	12	.4		8	28	.1	.6									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM	FA '00					12	28	.2	1.8	2	9	.1		7	7	.1	.7					
	4-Book	9	22	.2	1.3	12	28	.2	1.8	14	40	.2	1.2	8	16	.1	.9	7	17	.1	1.4	
WTPM-FM	FA '00	* 6	26	.1	.8	1	2	.1		1	2	.1		1	2	.1		* 1	2		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQJ-FM	FA '00	6	14	.1	.8					24	48	.4	1.8	9	22	.1	.9	7	22	.1	1.3	
	4-Book	14	35	.2	2.0	4	25	.1	.6	21	55	.3	1.8	14	38	.2	1.5	11	38	.2	2.2	
WUNQ-AM	FA '00					6	28	.1	.8									5	12	.1	.9	
	4-Book	2	4		.2	6	25	.1	.8	2	4		.1	3	4	.1	.3	1	3		.2	
WVJP-FM	FA '00	10	25	.2	1.3	18	49	.3	2.4	68	137	1.1	5.1	17	62	.3	1.7	5	37	.1	.9	
	4-Book	3	13	.1	.5	11	31	.2	1.5	41	82	.7	3.4	17	43	.3	1.9	5	22	.1	1.0	
WVOZ-FM	FA '00	24	78	.4	3.2	5	29	.1	.7	12	50	.2	.9	1	12	.1		10	10	.2	1.8	
	4-Book	19	43	.3	2.8	4	20	.1	.6	8	26	.2	.6	16	30	.3	1.7	4	9	.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 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
WXEW-AM																				
FA '00	*				* 24	28	.4	3.2	8	28	.1	.6					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	42	88	.6	5.6	10	30	.2	1.4	17	43	.3	1.3	10	27	.2	1.0	22	49	.3	4.1
4-Book	23	66	.4	3.3	12	32	.2	1.8	24	65	.4	2.0	19	62	.3	2.1	14	43	.2	2.7
WYQE-FM																				
FA '00	1	6		.1	19	19	.3	2.6	19	19	.3	1.4	16	30	.2	1.6	2	11		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	9	19	.1	1.2	18	42	.3	2.4	14	50	.2	1.0	20	43	.3	2.0	21	48	.3	3.9
4-Book	17	35	.3	2.6	14	33	.2	2.0	13	55	.2	1.1	22	59	.4	2.4	19	54	.3	3.7
WZMT-FM																				
FA '00	16	34	.2	2.1	1	10		.1	27	54	.4	2.0	10	21	.2	1.0	6	10	.1	1.1
4-Book	9	27	.1	1.2	3	9	.1	.4	13	34	.2	1.0	10	32	.2	1.1	6	15	.1	1.1
WZNT-FM																				
FA '00	70	126	1.1	9.3	52	149	.8	7.0	113	263	1.7	8.4	93	222	1.4	9.3	30	70	.5	5.5
4-Book	81	189	1.3	11.7	57	167	.9	8.2	171	381	2.8	14.6	137	275	2.2	14.9	41	128	.7	8.0
TOTALS																				
FA '00	750	1786	11.6		739	1728	11.4		1342	2727	20.8		1003	2162	15.5		541	1360	8.4	
4-Book	688	1707	11.0		688	1700	11.0		1197	2552	19.1		936	1975	15.0		513	1379	8.2	

** Station(s) not reported this survey.

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

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

Target Listener Estimates - Men 25-49

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 '00	5	118	.1	.3	5	43	.1	.2	3	12	.2					8	50	.1	.9	
SU '00	3	104		.2	4	28	.1	.1	1	19	.1		20		.1		15			
SP '00	4	119	.1	.3	4	38	.1	.1	7	70	.1	.4	2	45	.1	.1	3	57	.4	
WI '00	5	64	.1	.3	10	50	.1	.4	4	38	.1	.2	3	25	.2	.2	5	10	.1	
4-Book	4	101	.1	.3	6	40	.1	.2	4	35	.1	.2	2	23	.1	.1	4	33	.1	
FA '99	9	135	.1	.6	17	107	.2	.7	4	22	.1	.2	6	48	.1	.4	14	35	.2	
WAEI-AM																				
FA '00	4	91	.1	.2	9	49	.1	.3	1	33	.1		2				9			
SU '00	8	118	.1	.5	3	19	.1	.1	6	35	.1	.3	18	66	.3	1.0	7	63	.1	
SP '00	8	153	.1	.5	16	103	.2	.6	4	47	.1	.2	4	83	.1	.2	10	64	.1	
WI '00	5	118	.1	.3	6	36	.1	.2	2	32	.1	.1	1	20	.1	.1	10	27	.1	
4-Book	6	120	.1	.4	9	52	.1	.3	3	37	.1	.2	6	43	.1	.3	7	41	.1	
FA '99	1	43		.1	1	11				11			1	19		.1				
WAEI-FM																				
FA '00	14	386	.2	.9	5	74	.1	.2	44	309	.6	2.4	6	104	.1	.3	6	51	.1	
SU '00	10	255	.1	.7	14	73	.2	.5	27	194	.4	1.5	6	76	.1	.3	1	41	.2	
SP '00	7	194	.1	.4	6	76	.1	.2	19	95	.3	1.0	3	60	.2	.2	3	37	.4	
WI '00	17	258	.2	1.1	21	60	.3	.8	36	182	.5	2.0	12	98	.2	.7	6	61	.1	
4-Book	12	273	.2	.8	12	71	.2	.4	32	195	.5	1.7	7	85	.1	.4	4	48	.1	
FA '99	11	317	.2	.8	2	27		.1	31	237	.4	1.9	12	91	.2	.7	1	23	.2	
WALD-AM																				
FA '00	1	13		.1					3	13		.2								
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	35		.1		9			1	9		.1	1	25		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	105		.2	7	56	.1	.3		5			2	30		.1	1	18	.2	
WAPA-AM																				
FA '00	* 27	385	.4	1.7	52	239	.7	2.0	32	128	.4	1.7	19	132	.3	1.0	* 16	90	.2	
SU '00	24	278	.3	1.6	40	183	.6	1.5	25	105	.3	1.4	25	95	.3	1.4	19	98	.3	
SP '00	28	374	.4	1.8	62	277	.9	2.3	52	238	.7	2.8	23	143	.3	1.3	4	69	.1	
WI '00	44	591	.6	2.8	70	316	1.0	2.6	58	334	.8	3.2	54	336	.8	3.0	21	136	.3	
4-Book	31	407	.4	2.0	56	254	.8	2.1	42	201	.6	2.3	30	177	.4	1.7	15	98	.2	
FA '99	16	311	.2	1.1	31	141	.4	1.2	24	136	.3	1.5	18	138	.3	1.1	1	40	.2	
WBRQ-FM																				
FA '00	13	199	.2	.8	5	60	.1	.2	7	56	.1	.4	19	111	.3	1.0	20	45	.3	
SU '00	7	98	.1	.5	6	23	.1	.2	8	65	.1	.5	11	56	.2	.6	2	38	.3	
SP '00	7	172	.1	.4	8	78	.1	.3	8	89	.1	.4	13	104	.2	.7	3	30	.4	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	28	476	.4	1.7	42	226	.6	1.6	45	255	.6	2.4	30	209	.4	1.6	10	136	.1	
SU '00	42	666	.6	2.8	51	320	.7	1.9	64	385	.9	3.6	53	354	.7	2.9	17	220	.2	
SP '00	31	466	.4	2.0	62	256	.9	2.3	43	266	.6	2.3	16	157	.2	.9	18	185	.3	
WI '00	35	504	.5	2.2	47	231	.7	1.7	36	314	.5	2.0	42	321	.6	2.4	37	253	.5	
4-Book	34	528	.5	2.2	51	258	.7	1.9	47	305	.7	2.6	35	260	.5	2.0	21	199	.3	
FA '99	39	586	.5	2.7	60	401	.8	2.4	59	268	.8	3.6	43	325	.6	2.6	25	168	.3	
WCMA-FM																				
FA '00	92	954	1.2	5.7	91	503	1.2	3.4	145	573	1.9	7.8	129	652	1.7	7.0	62	438	.8	
SU '00	27	501	.4	1.8	25	186	.3	.9	20	194	.3	1.1	28	254	.4	1.5	24	143	.3	
SP '00	33	701	.5	2.1	43	268	.6	1.6	43	289	.6	2.3	36	254	.5	2.1	14	91	.2	
WI '00	29	622	.4	1.9	39	304	.5	1.4	51	393	.7	2.8	33	241	.5	1.9	4	70	.1	
4-Book	45	695	.6	2.9	50	315	.7	1.8	65	362	.9	3.5	57	350	.8	3.1	26	186	.4	
FA '99	38	764	.5	2.7	38	264	.5	1.5	53	377	.7	3.3	39	322	.5	2.4	20	154	.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-AM																				
FA '00	6	150	.1	.4	15	108	.2	.6	6	59	.1	.3	5	54	.1	.3	2	22		.2
SU '00	9	138	.1	.6	31	83	.4	1.2	11	91	.2	.6	3	15		.2	3	23		.5
SP '00	5	109	.1	.3	18	78	.3	.7	2	33		.1	5	23	.1	.3	1	14		.1
WI '00	7	151	.1	.4	21	99	.3	.8	9	64	.1	.5	7	39	.1	.4	1	19		.1
4-Book	7	137	.1	.4	21	92	.3	.8	7	62	.1	.4	5	33	.1	.3	2	20		.2
FA '99	10	209	.1	.7	29	149	.4	1.2	10	91	.1	.6	7	83	.1	.4	1	25		.2
WCMN-FM																				
FA '00	28	426	.4	1.7	43	196	.6	1.6	28	180	.4	1.5	32	194	.4	1.7	8	117	.1	.9
SU '00	26	285	.4	1.7	29	151	.4	1.1	40	179	.6	2.3	31	192	.4	1.7	16	80	.2	2.6
SP '00	7	252	.1	.4	11	70	.2	.4	8	129	.1	.4	12	124	.2	.7	4	60	.1	.6
WI '00	31	337	.4	2.0	34	122	.5	1.2	72	234	1.0	3.9	29	95	.4	1.6	7	59	.1	1.0
4-Book	23	325	.3	1.5	29	135	.4	1.1	37	181	.5	2.0	26	151	.4	1.4	9	79	.1	1.3
FA '99	22	330	.3	1.5	31	159	.4	1.2	21	166	.3	1.3	17	148	.2	1.0	19	126	.3	3.0
WCOM-FM																				
FA '00	29	551	.4	1.8	107	354	1.4	4.0	20	174	.3	1.1	14	120	.2	.8	7	98	.1	.8
SU '00	19	479	.3	1.2	74	324	1.0	2.8	22	229	.3	1.2	4	59	.1	.2	4	52	.1	.7
SP '00	27	555	.4	1.7	60	354	.8	2.2	44	282	.6	2.4	23	150	.3	1.3	6	84	.1	.8
WI '00	18	430	.3	1.2	76	250	1.1	2.8	6	139	.1	.3	7	105	.1	.4	7	98	.1	1.0
4-Book	23	504	.4	1.5	79	321	1.1	3.0	23	206	.3	1.3	12	109	.2	.7	6	83	.1	.8
FA '99	17	525	.2	1.2	67	277	.9	2.7	5	95	.1	.3	6	115	.1	.4	4	82	.1	.6
WCTA-FM																				
FA '00	41	424	.5	2.5	28	169	.4	1.1	67	229	.9	3.6	38	200	.5	2.1	15	86	.2	1.7
SU '00	43	408	.6	2.8	30	167	.4	1.1	68	291	.9	3.9	54	200	.8	2.9	12	131	.2	2.0
SP '00	39	505	.5	2.5	30	156	.4	1.1	63	300	.9	3.4	44	286	.6	2.5	22	192	.3	3.1
WI '00	29	520	.4	1.9	30	130	.4	1.1	47	289	.7	2.6	34	241	.5	1.9	13	146	.2	1.8
4-Book	38	464	.5	2.4	30	156	.4	1.1	61	277	.9	3.4	43	232	.6	2.4	16	139	.2	2.2
FA '99	23	492	.3	1.6	35	181	.5	1.4	32	326	.4	2.0	28	172	.4	1.7	10	84	.1	1.6
WEGM-FM																				
FA '00	5	97	.1	.3	1	19			6	31	.1	.3	2	46		.1	5	43	.1	.6
SU '00	6	270	.1	.4	8	121	.1	.3	5	89	.1	.3	5	49	.1	.3		19		
SP '00	7	121	.1	.4	12	49	.2	.4	4	37	.1	.2	12	78	.2	.7	2	26		.3
WI '00	15	187	.2	1.0	17	150	.2	.6	14	85	.2	.8	28	145	.4	1.6	11	58	.2	1.5
4-Book	8	169	.1	.5	10	85	.1	.3	7	61	.1	.4	12	80	.2	.7	5	37	.1	.6
FA '99	7	125	.1	.5	3	38		.1	15	54	.2	.9	11	42	.2	.7	1	6		.2
WENA-AM																				
FA '00	3	48		.2	6	28	.1	.2	2	11		.1		2			1	19		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	6	189	.1	.4	8	129	.1	.3	4	50	.1	.2	10	87	.1	.5	9	68	.1	1.0
SU '00	9	255	.1	.6	31	149	.4	1.2	6	70	.1	.3	7	76	.1	.4	2	43		.3
SP '00	9	223	.1	.6	16	143	.2	.6	14	109	.2	.8	3	57	.2	.2	2	54		.3
WI '00	20	231	.3	1.3	26	117	.4	1.0	21	120	.3	1.1	23	73	.3	1.3	14	74	.2	1.9
4-Book	11	225	.2	.7	20	135	.3	.8	11	87	.2	.6	11	73	.1	.6	7	60	.1	.9
FA '99	6	142	.1	.4	7	71	.1	.3	3	41		.2	11	82	.2	.7	7	66	.1	1.1
WEXS-AM																				
FA '00	6	58	.1	.4	13	33	.2	.5	14	34	.2	.8	2	23		.1	2	14		.2
SU '00	3	17		.2	4	17	.1	.1	5	17	.1	.3	1	7		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - 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 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
+WFDT-FM																			
FA '00	4	83	.1	.2	4	40	.1	.2	3	47		.2		18		9	29	.1	1.0
SU '00	2	100		.1	2	15		.1	4	43	.1	.2	1	22	.1	1	19		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	79	.2	.7	12	79	.2	.4	13	51	.2	.7	12	54	.2	5	14	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	93	.2	.8	23	66	.3	.9	13	81	.2	.8	6	16	.1	5	48	.1	.8
WFID-FM																			
FA '00	62	855	.8	3.8	67	469	.9	2.5	90	350	1.2	4.8	75	476	1.0	31	335	.4	3.6
SU '00	78	1064	1.1	5.1	115	465	1.6	4.3	103	514	1.4	5.8	78	461	1.1	52	357	.7	8.6
SP '00	67	889	.9	4.3	86	366	1.2	3.2	100	429	1.4	5.4	85	483	1.2	35	320	.5	4.9
WI '00	70	1012	1.0	4.5	60	400	.8	2.2	83	441	1.2	4.5	93	482	1.3	74	462	1.0	10.1
4-Book	69	955	1.0	4.4	82	425	1.1	3.1	94	434	1.3	5.1	83	476	1.2	48	369	.7	6.8
FA '99	58	1046	.8	4.0	67	383	.9	2.7	44	429	.6	2.7	67	491	.9	48	428	.7	7.5
WJAC-AM																			
FA '00	11	204	.1	.7	18	119	.2	.7	22	84	.3	1.2	13	46	.2	4	26	.1	.5
SU '00	11	190	.2	.7	33	126	.5	1.2	14	75	.2	.8	1	13					
SP '00	10	219	.1	.6	18	107	.3	.7	11	115	.2	.6	12	61	.2	6	14	.1	.8
WI '00	15	271	.2	1.0	29	132	.4	1.1	18	154	.3	1.0	20	105	.3	5	72	.1	.7
4-Book	12	221	.2	.8	25	121	.4	.9	16	107	.3	.9	12	56	.2	4	28	.1	.5
FA '99	15	255	.2	1.0	30	120	.4	1.2	19	106	.3	1.2	14	91	.2	3	66		.5
WJAC-FM																			
FA '00	35	766	.5	2.2	70	416	.9	2.6	41	210	.5	2.2	45	385	.6	9	176	.1	1.0
SU '00	53	867	.7	3.5	120	529	1.7	4.5	61	419	.8	3.5	42	304	.6	21	129	.3	3.5
SP '00	55	937	.8	3.5	135	638	1.9	5.0	57	272	.8	3.1	52	293	.7	25	270	.3	3.5
WI '00	42	930	.6	2.7	103	517	1.4	3.8	40	336	.6	2.2	47	335	.7	8	130	.1	1.1
4-Book	46	875	.7	3.0	107	525	1.5	4.0	50	309	.7	2.8	47	329	.7	16	176	.2	2.3
FA '99	31	724	.4	2.2	71	387	1.0	2.8	32	265	.4	2.0	23	219	.3	9	129	.1	1.4
WJDA-AM																			
FA '00		25											1	13					
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WJDI-FM																			
VQ02-FM																			
FA '00	5	151	.1	.3	10	70	.1	.4	7	70	.1	.4	2	47		2	35		.2
SU '00	18	137	.3	1.2	18	50	.3	.7	40	81	.6	2.3	15	98	.2	12	65	.2	2.0
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	159	.2	.8	23	103	.3	.8	19	55	.3	1.0	15	80	.2	9	78	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	93	.1	.5	5	29	.1	.2	16	55	.2	1.0	7	39	.1	3	25		.5
WJDA-FM																			
FA '00	45	704	.6	2.8	63	291	.8	2.4	72	287	1.0	3.9	37	268	.5	21	195	.3	2.4
SU '00	27	792	.4	1.8	45	311	.6	1.7	35	364	.5	2.0	24	266	.3	19	105	.3	3.1
SP '00	29	611	.4	1.9	38	194	.5	1.4	49	361	.7	2.7	31	304	.4	13	131	.2	1.8
WI '00	26	570	.4	1.7	37	194	.5	1.4	48	244	.7	2.6	35	209	.5	15	181	.2	2.0
4-Book	32	669	.5	2.1	46	248	.6	1.7	51	314	.7	2.8	32	262	.4	17	153	.3	2.3
FA '99	33	708	.5	2.3	60	250	.8	2.4	40	299	.6	2.5	42	299	.6	22	228	.3	3.4
WJDB-FM																			
FA '00	29	404	.4	1.8	33	124	.4	1.2	35	162	.5	1.9	27	165	.4	23	188	.3	2.7
SU '00	12	184	.2	.8	17	86	.2	.6	10	57	.1	.6	17	103	.2	7	33	.1	1.2
SP '00	13	258	.2	.8	19	124	.3	.7	17	133	.2	.9	17	156	.2	9	66	.1	1.3
WI '00	20	302	.3	1.3	24	169	.3	.9	28	192	.4	1.5	32	177	.4	5	62	.1	.7
4-Book	19	287	.3	1.2	23	126	.3	.9	23	136	.3	1.2	23	150	.3	11	87	.2	1.5
FA '99	13	251	.2	.9	26	144	.4	1.0	27	142	.4	1.7	6	87	.1	4	47	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WIOC-FM																				
FA '00	5	131	.1	.3	3	51	.1	.1	3	43	.2	.2	2	33	.1	.1	11	74	.1	1.3
SU '00	2	92	.1	.1	3	33	.1	.1	1	18	.1	.1	1	24	.1	.1	3	24	.1	.5
SP '00	6	86	.1	.4	1	26	.1	.1	6	32	.1	.3	7	44	.1	.4	13	44	.2	1.8
WI '00	4	126	.1	.3	8	31	.1	.3	4	56	.1	.2	4	43	.1	.2	4	59	.1	.5
4-Book	4	109	.1	.3	4	35	.1	.1	4	37	.1	.2	4	36	.1	.2	8	50	.1	1.0
FA '99	21	232	.3	1.5	46	190	.6	1.8	24	185	.3	1.5	20	132	.3	1.2	4	45	.1	.6
WISA-AM																				
FA '00	6	40	.1	.4	10	40	.1	.4	17	20	.2	.9	1	20	.1	.1	2	20	.1	.2
SU '00	2	42	.1	.1	3	25	.1	.1	5	42	.1	.3					3	17	.1	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	86	.1	.3	5	59	.1	.2	3	32	.2	.2	2	27	.1	.1	6	53	.1	.9
WISO-AM																				
FA '00	* 9	52	.1	.6	7	26	.1	.3	6	35	.1	.3	5	43	.1	.3	* 14	36	.2	1.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	9	73	.1	.6	6	17	.1	.2	12	44	.2	.7	7	31	.1	.4	16	47	.2	2.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	67	717	.9	4.1	202	581	2.7	7.6	32	193	.4	1.7	86	386	1.2	4.7	24	106	.3	2.8
SU '00	60	539	.8	3.9	180	397	2.5	6.7	65	286	.9	3.7	59	281	.8	3.2	12	108	.2	2.0
SP '00	54	598	.8	3.5	145	396	2.0	5.4	49	245	.7	2.7	76	343	1.1	4.4	17	132	.2	2.4
WI '00	50	630	.7	3.2	115	416	1.6	4.2	50	247	.7	2.7	66	379	.9	3.7	15	115	.2	2.0
4-Book	58	621	.8	3.7	161	448	2.2	6.0	49	243	.7	2.7	72	347	1.0	4.0	17	115	.2	2.3
FA '99	41	433	.6	2.9	125	309	1.7	5.0	33	196	.5	2.0	41	233	.6	2.5	8	87	.1	1.2
WKAQ-AM																				
FA '00	34	661	.5	2.1	49	311	.7	1.8	11	95	.1	.6	74	359	1.0	4.0	30	264	.4	3.5
SU '00	75	1035	1.0	4.9	130	539	1.8	4.9	45	350	.6	2.6	168	637	2.3	9.2	54	431	.8	8.9
SP '00	50	893	.7	3.2	95	489	1.3	3.5	33	241	.5	1.8	79	428	1.1	4.5	44	306	.6	6.2
WI '00	61	881	.8	3.9	106	396	1.5	3.9	64	353	.9	3.5	111	589	1.5	6.2	29	295	.4	4.0
4-Book	55	868	.8	3.5	95	434	1.3	3.5	38	260	.5	2.1	108	503	1.5	6.0	39	324	.6	5.7
FA '99	43	810	.6	3.0	56	432	.8	2.2	20	284	.3	1.2	87	436	1.2	5.3	49	401	.7	7.6
WKAQ-FM																				
FA '00	66	1113	.9	4.1	75	504	1.0	2.8	88	491	1.2	4.7	71	462	1.0	3.9	37	301	.5	4.3
SU '00	71	1058	1.0	4.7	90	459	1.3	3.4	112	524	1.6	6.4	85	549	1.2	4.6	16	250	.2	2.6
SP '00	66	1347	.9	4.2	80	557	1.1	3.0	119	784	1.7	6.5	59	571	.8	3.4	18	288	.3	2.5
WI '00	33	862	.5	2.1	24	218	.3	.9	40	413	.6	2.2	51	332	.7	2.9	24	262	.3	3.3
4-Book	59	1095	.8	3.8	67	435	.9	2.5	90	553	1.3	5.0	67	479	.9	3.7	24	275	.3	3.2
FA '99	58	1312	.8	4.0	56	488	.8	2.2	103	567	1.4	6.4	63	512	.9	3.9	21	327	.3	3.3
WKFE-AM																				
FA '00	2	35	.1	.1	6	21	.1	.2	5	23	.1	.3	1	14	.1	.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		14				14														
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 6	124	.1	.4	14	56	.2	.5	8	38	.1	.4	6	30	.1	.3	* 11			
SU '00	7	100	.1	.5	15	35	.2	.6	9	24	.1	.5	4	31	.1	.2	1	14		.2
SP '00	3	122	.2	.2	3	35	.1	.1	1	30	.1	.1	5	42	.1	.3	1	14		.1
WI '00	5	116	.1	.3	4	31	.1	.1	5	57	.1	.3	8	58	.1	.4	4	21	.1	.5
4-Book	5	116	.1	.4	9	39	.1	.3	6	37	.1	.3	6	40	.1	.3	2	15		.2
FA '99	4	90	.1	.3	5	25	.1	.2	3	24		.2	8	44	.1	.5	3	30		.5

Target Listener Trends - 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 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 '00	9	188	.1	.6	8	60	.1	.3	7	79	.1	.4	8	90	.1	.4	17	145	.2	2.0
SU '00	7	118	.1	.5	9	86	.1	.3	3	8	.2		11	30	.2	.6	**	**	**	**
SP '00	23	263	.3	1.5	33	161	.5	1.2	20	116	.3	1.1	14	48	.2	.8	**	**	**	**
WI '00	20	146	.3	1.3	29	103	.4	1.1	21	103	.3	1.1	4	24	.1	.2	**	**	**	**
4-Book	15	179	.2	1.0	20	103	.3	.7	13	77	.2	.7	9	48	.2	.5	**	**	**	**
FA '99	12	177	.2	.8	20	102	.3	.8	8	41	.1	.5	1	9	.1		**	**	**	**
WKVM-AM																				
FA '00	4	79	.1	.2	15	38	.2	.6					6	27	.1	.3		11		
SU '00	2	55	.1						6				5	18	.1	.3	1	9		.2
SP '00	6	123	.1	.4	4	36	.1	.1	5	19	.1	.3	12	83	.2	.7	9	59	.1	1.3
WI '00	5	89	.1	.3	13	52	.2	.5	2	22	.1		1	22	.1		3	31		.4
4-Book	4	87	.1	.3	8	32	.1	.3	2	12	.1		6	38	.1	.4	3	28		.5
FA '99	4	140	.1	.3	5	48	.1	.2	5	90	.1	.3	6	47	.1	.4	2	33		.3
WLUZ-AM																				
FA '00	3	56	.2		6	41	.1	.2	6	16	.1	.3	2	16	.1		3	33		.3
SU '00	3	59	.2		12	39	.2	.4	4	30	.1	.2								
SP '00	4	91	.1	.3	7	37	.1	.3	1	20	.1		4	33	.1	.2	9	33	.1	1.3
WI '00	7	49	.1	.4	10	20	.1	.4	18	34	.3	1.0	1	14	.1					
4-Book	4	64	.1	.3	9	34	.1	.3	7	25	.1	.4	2	16	.1	.1	3	17		.4
FA '99	2	55	.1		7	44	.1	.3	1	7	.1									
WMEG-FM																				
FA '00	32	714	.4	2.0	50	343	.7	1.9	34	249	.5	1.8	52	409	.7	2.8	16	233	.2	1.8
SU '00	57	777	.8	3.7	71	418	1.0	2.7	61	377	.8	3.5	106	522	1.5	5.8	23	222	.3	3.8
SP '00	62	963	.9	4.0	63	491	.9	2.3	41	438	.6	2.2	133	692	1.8	7.6	37	314	.5	5.2
WI '00	47	735	.7	3.0	47	247	.7	1.7	76	222	1.1	4.2	62	384	.9	3.5	10	188	.1	1.4
4-Book	50	797	.7	3.2	58	375	.8	2.2	53	322	.8	2.9	88	502	1.2	4.9	22	239	.3	3.1
FA '99	56	936	.8	3.9	62	305	.9	2.5	43	335	.6	2.7	71	492	1.0	4.3	40	270	.6	6.2
WNEL-AM																				
FA '00	4	50	.1	.2	2	22	.1		1	14	.1		6	27	.1	.3	7	28	.1	.8
SU '00	1	43	.1		4	43	.1										2	9		.3
SP '00	7	112	.1	.4	11	74	.2	.4	12	38	.2	.7	5	30	.1	.3	3	35		.4
WI '00	8	108	.1	.5	10	53	.1	.4	15	53	.2	.8	10	74	.1	.6	5	40	.1	.7
4-Book	5	78	.1	.3	7	48	.1	.3	7	26	.1	.4	5	33	.1	.3	4	28	.1	.6
FA '99	1	62	.1		5	26	.1	.2	1	22	.1		2	25	.1					
WNRT-FM																				
FA '00	10	203	.1	.6	14	81	.2	.5	9	71	.1	.5	6	66	.1	.3	7	72	.1	.8
SU '00	10	181	.1	.7	14	106	.2	.5	4	64	.1	.2	4	75	.1	.2	19	72	.3	3.1
SP '00	20	319	.3	1.3	40	199	.6	1.5	25	205	.3	1.4	18	82	.3	1.0	6	91	.1	.8
WI '00	35	346	.5	2.2	56	187	.8	2.1	42	172	.6	2.3	49	149	.7	2.8	23	94	.3	3.1
4-Book	19	262	.3	1.2	31	143	.5	1.2	20	128	.3	1.1	19	93	.3	1.1	14	82	.2	2.0
FA '99	13	241	.2	.9	24	131	.3	1.0	12	108	.2	.7	20	148	.3	1.2	4	67	.1	.6
WORD-FM																				
FA '00	26	496	.3	1.6	14	110	.2	.5	23	163	.3	1.2	10	129	.1	.5	19	142	.3	2.2
SU '00	47	571	.7	3.1	31	212	.4	1.2	45	251	.6	2.6	45	237	.6	2.5	**	**	**	**
SP '00	50	764	.7	3.2	52	306	.7	1.9	73	241	1.0	4.0	38	197	.5	2.2	17	200	.2	2.4
WI '00	36	601	.5	2.3	37	215	.5	1.4	29	215	.4	1.6	38	193	.5	2.1	26	147	.4	3.6
4-Book	40	608	.6	2.6	34	211	.5	1.3	43	218	.6	2.4	33	189	.4	1.8	**	**	**	**
FA '99	32	584	.4	2.2	24	157	.3	1.0	44	258	.6	2.7	43	254	.6	2.6	10	140	.1	1.6
WOSO-AM																				
FA '00	21	140	.3	1.3	43	140	.6	1.6	31	86	.4	1.7	27	110	.4	1.5	6	56	.1	.7
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	87	.1	.3	10	73	.1	.4	4	58	.1	.2	2	46	.1		3	59		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
	WOYE-FM																			
FA '00	26	674	.3	1.6	60	311	.8	2.3	16	237	.2	.9	37	223	.5	2.0	13	127	.2	1.5
SU '00	29	407	.4	1.9	50	193	.7	1.9	35	218	.5	2.0	30	183	.4	1.6	8	29	.1	1.3
SP '00	30	513	.4	1.9	75	295	1.0	2.8	31	260	.4	1.7	22	168	.3	1.3	12	137	.2	1.7
WI '00	32	567	.4	2.0	72	301	1.0	2.6	29	266	.4	1.6	31	197	.4	1.7	11	112	.2	1.5
4-Book	29	540	.4	1.9	64	275	.9	2.4	28	245	.4	1.6	30	193	.4	1.7	11	101	.2	1.5
FA '99	29	602	.4	2.0	42	291	.6	1.7	41	273	.6	2.5	34	260	.5	2.1	11	157	.2	1.7
WPAB-AM																				
FA '00	4	137	.1	.2	7	49	.1	.3	3	68		.2	4	11	.1	.2	2	8		.2
SU '00	17	249	.2	1.1	47	130	.7	1.8	15	139	.2	.9	10	68	.1	.5	11	47	.2	1.8
SP '00	12	250	.2	.8	16	104	.2	.6	33	101	.5	1.8	8	110	.1	.5	1	10		.1
WI '00	14	291	.2	.9	12	116	.2	.4	27	164	.4	1.5	9	80	.1	.5	14	50	.2	1.9
4-Book	12	232	.2	.8	21	100	.3	.8	20	118	.3	1.1	8	67	.1	.4	7	29	.1	1.0
FA '99	14	212	.2	1.0	22	137	.3	.9	15	111	.2	.9	19	66	.3	1.2	9	83	.1	1.4
WPRM-FM																				
FA '00	277	2374	3.7	17.1	744	1846	10.0	27.9	230	948	3.1	12.4	359	1397	4.8	19.5	81	554	1.1	9.3
SU '00	202	2076	2.8	13.3	607	1577	8.4	22.7	177	754	2.5	10.1	279	1221	3.9	15.2	24	280	.3	4.0
SP '00	230	2511	3.2	14.8	642	1656	8.9	23.8	184	964	2.6	10.0	330	1621	4.6	18.9	65	464	.9	9.1
WI '00	244	2414	3.4	15.6	722	1811	10.0	26.5	155	857	2.2	8.5	288	1352	4.0	16.2	61	504	.8	8.3
4-Book	238	2344	3.3	15.2	679	1723	9.3	25.2	187	881	2.6	10.3	314	1398	4.3	17.5	58	451	.8	7.7
FA '99	250	2474	3.5	17.4	652	1734	9.1	26.1	182	902	2.5	11.2	373	1661	5.2	22.8	57	444	.8	8.9
WPRP-AM																				
FA '00	7	87	.1	.4	6	18	.1	.2	19	55	.3	1.0	1	9		.1	1	14		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	3	50		.2	2	5		.1	6	50	.1	.3	3	29		.2	1	12		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	99	.1	.3	10	41	.1	.4	6	67	.1	.3	3	23		.2	2	11		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	17	162	.2	1.1	54	114	.7	2.0	8	46	.1	.4	22	77	.3	1.2	11	21	.1	1.3
SU '00	20	320	.3	1.3	58	208	.8	2.2	16	103	.2	.9	27	137	.4	1.5	2	42		.3
SP '00	27	211	.4	1.7	69	164	1.0	2.6	20	77	.3	1.1	35	136	.5	2.0		2		
WI '00	22	266	.3	1.4	55	196	.8	2.0	20	97	.3	1.1	25	120	.3	1.4	1	23		.1
4-Book	22	240	.3	1.4	59	171	.8	2.2	16	81	.2	.9	27	118	.4	1.5	4	22		.4
FA '99	23	299	.3	1.6	46	217	.6	1.8	41	199	.6	2.5	33	187	.5	2.0	3	24		.5
WTPM-FM																				
FA '00	*	4	63	.1	.2	3	35		.1	1	10		.1	1	13		.1	*	1	2
SU '00	6	82	.1	.4	4	44	.1	.1	9	42	.1	.5	3	37		.2	6	22	.1	1.0
SP '00	2	47		.1	1	7			2	16		.1					6	16	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	15	191	.2	1.0	16	169	.2	.6	15	60	.2	.9	16	71	.2	1.0	9	71	.1	1.4
WUKQ-FM																				
FA '00	16	364	.2	1.0	11	109	.1	.4	27	152	.4	1.5	19	202	.3	1.0	11	100	.1	1.3
SU '00	9	260	.1	.6	9	67	.1	.3	5	55	.1	.3	8	77	.1	.4	5	41	.1	.8
SP '00	21	390	.3	1.3	13	111	.2	.5	28	149	.4	1.5	23	159	.3	1.3	13	131	.2	1.8
WI '00	45	350	.6	2.9	39	182	.5	1.4	81	187	1.1	4.4	52	191	.7	2.9	23	119	.3	3.1
4-Book	23	341	.3	1.5	18	117	.2	.7	35	136	.5	1.9	26	157	.4	1.4	13	98	.2	1.8
FA '99	13	281	.2	.9	10	122	.1	.4	15	156	.2	.9	23	154	.3	1.4	2	30		.3

Target Listener Trends - 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 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 '00	8	206	.1	.5	15	164	.2	.6	5	85	.1	.3	9	69	.1	.5	12	69	.2	1.4
SU '00	18	243	.3	1.2	47	202	.7	1.8	20	107	.3	1.1	20	147	.3	1.1	4	44	.1	.7
SP '00	7	293	.1	.4	13	158	.2	.5	11	121	.2	.6	7	94	.1	.4	8	115	.1	1.1
WI '00	12	257	.2	.8	18	170	.3	.7	25	182	.3	1.4	10	83	.1	.6	4	51	.1	.5
4-Book	11	250	.2	.7	23	174	.4	.9	15	124	.2	.9	12	98	.2	.7	7	70	.1	.9
FA '99	19	310	.3	1.3	41	120	.6	1.6	26	182	.4	1.6	14	145	.2	.9	14	105	.2	2.2
WVJP-FM																				
FA '00	28	414	.4	1.7	28	154	.4	1.1	31	143	.4	1.7	24	98	.3	1.3	21	146	.3	2.4
SU '00	10	257	.1	.7	9	114	.1	.3	5	76	.1	.3	12	136	.2	.7	4	51	.1	.7
SP '00	18	377	.3	1.2	20	156	.3	.7	26	182	.4	1.4	10	146	.1	.6	11	109	.2	1.5
WI '00	17	343	.2	1.1	12	89	.2	.4	25	194	.3	1.4	27	150	.4	1.5	9	77	.1	1.2
4-Book	18	348	.3	1.2	17	128	.3	.6	22	149	.3	1.2	18	133	.3	1.0	11	96	.2	1.5
FA '99	29	370	.4	2.0	36	126	.5	1.4	64	140	.9	4.0	36	186	.5	2.2	9	128	.1	1.4
WVOZ-FM																				
FA '00	18	372	.2	1.1	23	180	.3	.9	20	122	.3	1.1	25	152	.3	1.4	15	145	.2	1.7
SU '00	8	174	.1	.5	1	15			10	86	.1	.6	12	86	.2	.7	4	48	.1	.7
SP '00	3	146		.2					5	72	.1	.3	2	54		.1	1	35		.1
WI '00	9	129	.1	.6	4	22	.1	.1	5	38	.1	.3	8	36	.1	.4	18	84	.3	2.5
4-Book	10	205	.1	.6	7	54	.1	.3	10	80	.2	.6	12	82	.2	.7	10	78	.2	1.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	*	3	59		7	23	.1	.3	11				7				*	1	11	.1
SU '00		7	128	.1	5	9	58	.1	3	8	56	.1	5	10	63	.1	5	3	9	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		3	66		6	11	.1	.2	1	23		.1	4	37	.1	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		6	183	.1	4	5	84	.1	2	11	67	.2	7	4	59	.1	2	3	18	.5
WXYX-FM																				
FA '00	53	746	.7	3.3	84	317	1.1	3.2	46	373	.6	2.5	93	360	1.2	5.0	37	234	.5	4.3
SU '00	48	663	.7	3.2	107	351	1.5	4.0	59	342	.8	3.4	64	282	.9	3.5	14	151	.2	2.3
SP '00	29	583	.4	1.9	57	254	.8	2.1	20	167	.3	1.1	63	298	.9	3.6	5	113	.1	.7
WI '00	44	696	.6	2.8	100	418	1.4	3.7	47	317	.7	2.6	45	240	.6	2.5	16	173	.2	2.2
4-Book	44	672	.6	2.8	87	335	1.2	3.3	43	300	.6	2.4	66	295	.9	3.7	18	168	.3	2.4
FA '99	52	835	.7	3.6	110	373	1.5	4.4	65	361	.9	4.0	41	293	.6	2.5	25	238	.3	3.9
WYQE-FM																				
FA '00	15	95	.2	.9	34	78	.5	1.3	21	34	.3	1.1	11	36	.1	.6	1	17		.1
SU '00	3	60		.2	3	32		.1	7				7	40	.1	.4	3	28		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	142	.2	.8	28	78	.4	1.0	14	41	.2	.8	4	36	.1	.2	6	29	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	137	.1	.4	8	67	.1	.3	3	43		.2	5	46	.1	.3	7	51	.1	1.1
WZAR-FM																				
FA '00	37	511	.5	2.3	39	202	.5	1.5	69	295	.9	3.7	36	216	.5	2.0	27	151	.4	3.1
SU '00	45	630	.6	3.0	47	314	.7	1.8	63	265	.9	3.6	53	293	.7	2.9	28	208	.4	4.6
SP '00	35	425	.5	2.2	34	185	.5	1.3	67	314	.9	3.6	41	251	.6	2.4	7	91	.1	1.0
WI '00	21	452	.3	1.3	33	240	.5	1.2	23	130	.3	1.3	31	198	.4	1.7	13	170	.2	1.8
4-Book	35	505	.5	2.2	38	235	.6	1.5	56	251	.8	3.1	40	240	.6	2.3	19	155	.3	2.6
FA '99	15	286	.2	1.0	19	137	.3	.8	12	100	.2	.7	20	134	.3	1.2	13	64	.2	2.0
WZMT-FM																				
FA '00	12	163	.2	.7	6	38	.1	.2	16	99	.2	.9	16	70	.2	.9	3	22		.3
SU '00	18	177	.3	1.2	16	56	.2	.6	31	80	.4	1.8	39	129	.5	2.1	2	29		.3
SP '00	16	156	.2	1.0	25	76	.3	.9	21	94	.3	1.1	12	65	.2	.7	14	44	.2	2.0
WI '00	15	164	.2	1.0	17	78	.2	.6	9	70	.1	.5	22	118	.3	1.2	22	84	.3	3.0
4-Book	15	165	.2	1.0	16	62	.2	.6	19	86	.3	1.1	22	96	.3	1.2	10	45	.1	1.4
FA '99	16	158	.2	1.1	16	67	.2	.6	28	101	.4	1.7	13	102	.2	.8	3	21		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WZNT-FM																				
FA '00	106	1234	1.4	6.6	96	550	1.3	3.6	137	559	1.8	7.4	120	717	1.6	6.5	67	382	.9	7.7
SU '00	128	1454	1.8	8.4	127	630	1.8	4.8	174	694	2.4	9.9	160	854	2.2	8.7	57	449	.8	9.4
SP '00	145	1646	2.0	9.3	159	682	2.2	5.9	202	841	2.8	11.0	136	762	1.9	7.8	49	468	.7	6.9
WI '00	130	1402	1.8	8.3	155	669	2.2	5.7	221	872	3.1	12.1	135	694	1.9	7.6	36	452	.5	4.9
4-Book	127	1434	1.8	8.2	134	633	1.9	5.0	184	742	2.5	10.1	138	757	1.9	7.7	52	438	.7	7.2
FA '99	112	1289	1.6	7.8	116	577	1.6	4.6	140	629	1.9	8.7	136	664	1.9	8.3	46	407	.6	7.2
TOTALS																				
FA '00	1616	7174	21.7		2663	6569	35.7		1856	5038	24.9		1844	6075	24.7		867	3847	11.6	
SU '00	1522	6901	21.2		2671	6459	37.1		1761	5392	24.5		1835	5736	25.5		605	3318	8.4	
SP '00	1559	6944	21.7		2693	6320	37.5		1840	5325	25.6		1742	5768	24.2		714	3553	9.9	
WI '00	1562	7046	21.7		2727	6312	37.9		1830	5423	25.5		1781	5705	24.8		732	3827	10.2	
4-Book	1565	7016	21.6		2689	6415	37.1		1822	5295	25.1		1801	5821	24.8		730	3636	10.0	
FA '99	1433	6918	19.9		2498	6119	34.7		1618	4979	22.5		1634	5767	22.7		643	3677	8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	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 '00	3	54	.1	.1	8	118	.1	.6	9	15	.1	.6	25	64	.3	1.3	1	2		.1
4-Book	4	68	.1	.2	6	57	.1	.5	5	12	.1	.4	11	30	.1	.6	4	14	.1	.3
WABL-AM																				
FA '00	3	76	.1	.1	7	56	.1	.6	17	34	.2	1.2	10	17	.1	.5	8	28	.1	.5
4-Book	6	86	.1	.3	7	59	.1	.6	8	20	.1	.5	5	18	.1	.3	7	16	.1	.5
WAEI-FM																				
FA '00	20	346	.3	1.0	9	129	.1	.7	8	24	.1	.5	22	33	.3	1.1	3	20		.2
4-Book	18	237	.2	.9	**	**	**	**	8	18	.1	.5	13	33	.2	.7	3	8		.2
WALO-AM																				
FA '00	1	13																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	34	299	.5	1.6	* 19	190	.3	1.5	37	77	.5	2.5	22	74	.3	1.1	23	40	.3	1.5
4-Book	43	337	.6	2.1	17	164	.3	1.5	36	81	.5	2.6	22	61	.3	1.2	16	37	.2	1.1
WBRQ-FM																				
FA '00	10	150	.1	.5	12	142	.2	1.0	25	58	.3	1.7	17	56	.2	.9	19	37	.3	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	40	405	.5	1.9	20	192	.3	1.6	22	67	.3	1.5	31	65	.4	1.6	28	66	.4	1.9
4-Book	45	450	.6	2.2	25	269	.4	2.2	29	73	.4	2.1	50	129	.7	2.7	30	93	.4	2.3
WCMA-FM																				
FA '00	124	889	1.7	5.9	57	561	.8	4.6	34	147	.5	2.3	146	430	2.0	7.4	122	237	1.6	8.1
4-Book	58	586	.8	2.8	37	378	.5	3.1	31	108	.5	2.2	77	228	1.1	4.0	64	132	.9	4.6
WCMN-AM																				
FA '00	9	150	.1	.4	4	46	.1	.3	6	8	.1	.4	3	21		.2				.2
4-Book	11	125	.2	.5	4	57	.1	.3	10	34	.2	.8	4	21		.2	2	4		.2
WCMN-FM																				
FA '00	34	317	.5	1.6	33	289	.4	2.6	34	98	.5	2.3	26	75	.3	1.3	37	80	.5	2.5
4-Book	31	262	.5	1.5	18	171	.3	1.5	31	75	.5	2.3	25	57	.3	1.4	25	59	.4	1.9
WCOM-FM																				
FA '00	45	453	.6	2.1	16	200	.2	1.3	32	63	.4	2.2	21	81	.3	1.1	17	65	.2	1.1
4-Book	37	431	.5	1.8	11	152	.2	1.0	18	38	.2	1.3	23	67	.3	1.2	12	41	.2	.9
WCTA-FM																				
FA '00	46	316	.6	2.2	49	332	.7	3.9	31	83	.4	2.1	95	201	1.3	4.8	81	187	1.1	5.4
4-Book	46	350	.6	2.2	39	294	.6	3.3	28	73	.4	2.1	77	168	1.1	4.1	56	132	.8	4.2
WEGM-FM																				
FA '00	3	49	.1	.1	9	96	.1	.7	3	11		.2	9	41	.1	.5				
4-Book	10	126	.1	.5	9	108	.1	.8	6	24	.1	.4	11	34	.1	.6	10	38	.1	.8
WENA-AM																				
FA '00	3	28		.1	5	48	.1	.4					3	12		.2	5	10	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	7	168	.1	.3	4	77	.1	.3	2	8		.1	13	44	.2	.7				
4-Book	14	193	.2	.7	9	108	.2	.8	7	25	.1	.5	14	31	.2	.8	15	32	.2	1.1
WEXS-AM																				
FA '00	10	43	.1	.5	1	10		.1	1	10		.1	7	10	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	2	69		.1	2	46		.2									3	14		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

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
WFID-FM																				
FA '00	78	653	1.0	3.7	54	442	.7	4.3	34	106	.5	2.3	59	159	.8	3.0	39	96	.5	2.6
4-Book	87	717	1.2	4.2	52	511	.7	4.4	33	100	.5	2.4	69	185	.9	3.7	54	146	.7	4.1
WIAC-AM																				
FA '00	18	172	.2	.9	3	64		.2	3	21		.2	2	21		.1				
4-Book	17	169	.2	.8	8	83	.1	.7	6	29	.1	.4	5	23	.1	.3	6	14	.1	.4
WIAC-FM																				
FA '00	51	605	.7	2.4	25	242	.3	2.0	43	78	.6	2.9	23	72	.3	1.2	38	64	.5	2.5
4-Book	66	741	.9	3.2	31	333	.4	2.6	36	102	.5	2.6	54	136	.8	2.9	36	85	.5	2.7
WIDA-AM																				
FA '00		13			1	13		.1	2	13		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	6	124	.1	.3	6	67	.1	.5	13	13	.2	.9	18	39	.2	.9	5	29	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	59	470	.8	2.8	39	436	.5	3.1	46	114	.6	3.2	76	180	1.0	3.9	32	115	.4	2.1
4-Book	44	487	.6	2.1	22	299	.3	1.9	27	82	.4	1.9	46	121	.6	2.4	19	66	.3	1.4
WIOB-FM																				
FA '00	32	257	.4	1.5	29	220	.4	2.3	7	26	.1	.5	36	78	.5	1.8	25	46	.3	1.7
4-Book	23	230	.3	1.1	16	136	.2	1.4	8	28	.2	.6	22	50	.3	1.2	21	47	.3	1.6
WIOC-FM																				
FA '00	3	100		.1	6	55	.1	.5												
4-Book	4	84	.1	.1	4	50	.1	.4	3	9	.1	.2	2	6		.1	4	12	.1	.3
WISA-AM																				
FA '00	10	40	.1	.5	3	40		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	6	43	.1	.3	* 12	26	.2	1.0	21	26	.3	1.4	23	26	.3	1.2	15	26	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	101	670	1.4	4.8	34	306	.5	2.7	70	140	.9	4.8	33	101	.4	1.7	33	84	.4	2.2
4-Book	90	576	1.3	4.3	27	241	.4	2.3	43	86	.6	3.0	41	102	.6	2.2	29	80	.4	2.2
WKAQ-AM																				
FA '00	42	563	.6	2.0	24	291	.3	1.9	33	136	.4	2.3	33	119	.4	1.7	28	85	.4	1.9
4-Book	77	784	1.1	3.7	27	346	.4	2.3	63	199	.9	4.6	54	147	.8	2.9	19	57	.3	1.4
WKAQ-FM																				
FA '00	79	844	1.1	3.8	63	600	.8	5.0	58	211	.8	4.0	118	245	1.6	6.0	65	145	.9	4.3
4-Book	76	886	1.0	3.7	53	536	.7	4.5	65	170	.9	4.8	109	247	1.5	5.7	58	136	.8	4.3
WKFE-AM																				
FA '00	4	35	.1	.2	1	9		.1	7	9	.1	.5	2	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	9	112	.1	.4	* 4	56	.1	.3	11	31	.1	.8	12	15	.2	.6				
4-Book	7	89	.1	.3	4	55	.1	.4	14	27	.2	1.0	8	17	.1	.4	2	3		.1
WKSA-FM																				
FA '00	7	127	.1	.3	6	88	.1	.5	6	14	.1	.4	12	28	.2	.6	11	25	.1	.7
4-Book	16	141	.2	.7	10	92	.2	.9	13	36	.2	.9	12	32	.2	.6	7	10	.1	.5
WKVM-AM																				
FA '00	6	38	.1	.3	2	41		.2									3	14		.2
4-Book	5	53	.1	.2	4	45	.1	.4	3	10		.2	2	7	.1	.1	2	9		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 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	
VLUZ-AM	FA '00	5	41	.1	.2	1	49	.1		3	18	.2		6	16	.1	.3					
	4-Book	6	53	.1	.3	2	26	.2		2	8	.1		2	4		.1					
WMEG-FM	FA '00	44	584	.6	2.1	19	307	.3	1.5	27	78	.4	1.9	23	74	.3	1.2	25	81	.3	1.7	
	4-Book	65	684	.9	3.2	41	410	.6	3.5	35	101	.5	2.6	49	120	.7	2.7	63	139	.9	4.9	
WNEL-AM	FA '00	3	35	.1	.1	3	14	.2		7	14	.1	.5	5	14	.1	.3	3	14	.2		
	4-Book	6	63	.1	.3	3	24	.1	.3	5	11	.1	.4	3	9	.1	.2	2	8	.1		
WNRT-FM	FA '00	10	169	.1	.5	11	97	.1	.9	15	24	.2	1.0	23	32	.3	1.2	10	24	.1	.7	
	4-Book	23	214	.3	1.1	14	142	.2	1.2	22	49	.3	1.6	21	52	.3	1.2	13	30	.2	1.0	
WORO-FM	FA '00	16	259	.2	.8	50	358	.7	4.0	26	50	.3	1.8	39	87	.5	2.0	29	81	.4	1.9	
	4-Book	37	353	.5	1.8	56	443	.8	4.8	46	116	.6	3.3	61	123	.8	3.3	27	75	.4	2.0	
WOSO-AM	FA '00	33	140	.4	1.6	9	36	.1	.7	18	36	.2	1.2	18	18	.2	.9	1	18	.1		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM	FA '00	36	518	.5	1.7	17	269	.2	1.4	25	51	.3	1.7	30	119	.4	1.5	26	80	.3	1.7	
	4-Book	40	443	.6	1.9	23	263	.3	2.0	25	64	.3	1.8	40	107	.6	2.2	35	87	.5	2.7	
WPAB-AM	FA '00	5	112	.1	.2	5	56	.1	.4	10	39	.1	.7	9	22	.1	.5	2	14	.1		
	4-Book	16	195	.2	.8	8	95	.1	.7	12	29	.2	.8	6	14	.1	.4	4	16	.1	.3	
VPRM-FM	FA '00	428	2242	5.7	20.4	142	905	1.9	11.4	252	456	3.4	17.3	262	534	3.5	13.3	185	367	2.5	12.3	
	4-Book	378	2216	5.2	18.1	112	871	1.6	9.6	199	394	2.8	14.2	186	424	2.6	9.9	133	315	1.8	9.9	
VPRP-AM	FA '00	9	73	.1	.4	8	53	.1	.6	3	8	.2		10	17	.1	.5					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VQBS-AM	FA '00	4	50	.1	.2	2	28	.2						2	12	.1						
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VRIO-FM	FA '00	26	153	.3	1.2	4	41	.1	.3	11	11	.1	.8	15	25	.2	.8					
	4-Book	33	227	.4	1.6	15	104	.2	1.3	22	39	.3	1.6	20	57	.3	1.1	12	25	.2	.9	
VTPM-FM	FA '00	2	35	.1	.1	* 12	30	.2	1.0	28	30	.4	1.9	27	30	.4	1.4	26	28	.3	1.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VUKQ-FM	FA '00	20	329	.3	1.0	13	114	.2	1.0	11	14	.1	.8	14	14	.2	.7	14	45	.2	.9	
	4-Book	27	239	.4	1.3	22	216	.3	1.9	20	57	.3	1.4	47	95	.7	2.6	34	85	.5	2.6	
VUNO-AM	FA '00	10	194	.1	.5	4	70	.1	.3	4	13	.1	.3	1	16	.1		5	16	.1	.3	
	4-Book	17	232	.2	.8	5	72	.1	.5	8	25	.1	.6	4	18	.1	.3	8	13	.1	.6	
VWJP-FM	FA '00	28	222	.4	1.3	32	244	.4	2.6	35	80	.5	2.4	37	85	.5	1.9	26	51	.3	1.7	
	4-Book	20	248	.3	.9	22	175	.3	1.9	23	52	.3	1.6	34	80	.5	1.8	17	43	.2	1.3	
VVOZ-FM	FA '00	23	266	.3	1.1	11	193	.1	.9	17	85	.2	1.2	9	32	.1	.5	10	41	.1	.7	
	4-Book	10	129	.1	.5	10	117	.1	.8	6	30	.1	.4	10	36	.1	.6	3	10		.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WXEV-AM																				
FA '00	2	30	.1	.1	* 5	39	.1	.4	6	16	.1	.4	1	6	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	72	614	1.0	3.4	30	288	.4	2.4	28	83	.4	1.9	40	132	.5	2.0	68	154	.9	4.5
4-Book	64	553	.9	3.1	25	287	.3	2.1	27	75	.4	1.9	38	100	.5	2.0	38	92	.5	2.8
WYQE-FM																				
FA '00	22	89	.3	1.0	14	41	.2	1.1	22	30	.3	1.5	24	36	.3	1.2	9	19	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	50	386	.7	2.4	22	236	.3	1.8	30	56	.4	2.1	34	81	.5	1.7	24	65	.3	1.6
4-Book	46	406	.7	2.2	26	263	.4	2.2	35	76	.5	2.6	55	113	.8	2.9	22	61	.3	1.6
WZMT-FM																				
FA '00	13	117	.2	.6	16	115	.2	1.3	19	38	.3	1.3	27	68	.4	1.4	15	34	.2	1.0
4-Book	19	127	.3	.9	12	87	.1	1.0	16	36	.2	1.1	22	43	.3	1.1	15	39	.2	1.2
WZNT-FM																				
FA '00	119	982	1.6	5.7	111	828	1.5	8.9	89	248	1.2	6.1	199	446	2.7	10.1	210	464	2.8	13.9
4-Book	154	1144	2.1	7.4	130	968	1.8	11.1	111	281	1.5	8.0	226	485	3.1	12.0	184	441	2.5	13.8
TOTALS																				
FA '00	2103	7044	28.2		1248	6026	16.7		1458	3251	19.6		1964	3935	26.3		1507	3156	20.2	
4-Book	2087	6901	28.8		1175	5766	16.2		1394	3102	19.2		1879	3795	25.9		1335	2906	18.4	

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 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 '00				22	51	.3	2.5	11	43	.1	.7									
4-Book	3	3	.3	10	25	.2	1.2	10	33	.1	.7	3	10	.1	.2	2	3		.3	
WAEL-AM																				
FA '00				9	12	.1	1.0	13	41	.2	.8	1	10		.1					
4-Book	4	13	.1	.5	5	9	.1	.6	14	36	.2	1.0	8	19	.1	.8	2	6	.3	
WAEL-FM																				
FA '00				4	24	.1	.5	17	42	.2	1.1	13	26	.2	1.2	8	24	.1	1.3	
4-Book	1	4	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALO-AM																				
FA '00				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
FA '00	* 10	25	.1	1.2	26	47	.3	2.9	17	49	.2	1.1				* 13	58	.2	2.1	
4-Book	10	18	.1	1.3	16	45	.2	1.9	22	59	.3	1.5	5	15	.1	.5	10	28	.2	1.6
WBRQ-FM																				
FA '00	1	8	.1		17	43	.2	1.9	7	29	.1	.5	14	47	.2	1.3	2	9	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																				
FA '00	13	42	.2	1.5				35	53	.5	2.3	20	48	.3	1.8	8	49	.1	1.3	
4-Book	14	50	.2	1.8	13	38	.2	1.6	28	88	.4	2.0	22	71	.3	2.1	13	55	.2	2.2
WCMA-FM																				
FA '00	47	144	.6	5.5	6	19	.1	.7	35	104	.5	2.3	44	127	.6	4.0	15	51	.2	2.4
4-Book	25	69	.4	3.2	17	46	.2	2.1	34	100	.5	2.4	27	70	.4	2.5	17	52	.2	2.9
WCMN-AM																				
FA '00	2	5	.2		10	20	.1	1.1	2	8	.1		5	20	.1	.4	5	28	.1	.8
4-Book	2	6	.2		5	16	.1	.6	1	9	.1		3	7	.1	.2	1	7	.1	.2
WCMN-FM																				
FA '00	21	63	.3	2.5	6	30	.1	.7	67	94	.9	4.4	54	86	.7	4.9	17	34	.2	2.8
4-Book	9	26	.1	1.1	12	30	.2	1.4	24	46	.3	1.6	17	30	.2	1.5	6	17	.1	1.0
WCOM-FM																				
FA '00	6	38	.1	.7	16	22	.2	1.8	20	46	.3	1.3	15	36	.2	1.3	5	12	.1	.8
4-Book	4	26	.1	.5	8	19	.1	.9	8	28	.1	.5	8	26	.1	.8	6	23	.1	1.1
WCTA-FM																				
FA '00	36	113	.5	4.2	39	90	.5	4.4	45	76	.6	2.9	47	108	.6	4.2	16	55	.2	2.6
4-Book	27	77	.4	3.3	23	46	.3	2.7	43	94	.6	3.0	33	77	.5	3.0	21	64	.3	3.5
WEGM-FM																				
FA '00	22	33	.3	2.6	2	16	.2		7	39	.1	.5	4	17	.1	.4	17	22	.2	2.8
4-Book	12	28	.2	1.5	6	15	.1	.7	7	31	.1	.5	11	24	.2	1.1	9	21	.1	1.5
WENA-AM																				
FA '00	8	10	.1	.9	5	11	.1	.6	9	28	.1	.6	8	28	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00				5	7	.1	.6	3	7		.2						6	18	.1	1.0
4-Book	7	21	.1	.9	10	32	.2	1.3	7	25	.1	.5	9	20	.1	.8	6	14	.1	1.1
WEXS-AM																				
FA '00				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00				7	14	.1	.8	4	18	.1	.3									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	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	
	WFID-FM FA '00 4-Book	32 51	98 143	.4 .7	3.8 6.8	32 33	113 103	.4 .5	3.6 4.0	111 83	172 184	1.5 1.2	7.2 5.8	83 57	209 131	1.1 .8	7.5 5.3	37 31	58 86	.5 .4	6.0 5.2
WIAC-AM FA '00 4-Book	7	15	.1	1.0	3 9	11 41	.3 .1	.3 1.1	9 18	34 27	.1 .2	.6 1.3	5 7	18 19	.1 .1	.4 .6	2 4	11 10	.1	.3 .6	
WIAC-FM FA '00 4-Book	5 25	12 62	.1 .4	.6 3.4	24 16	48 32	.3 .2	2.7 1.9	39 41	111 112	.5 .6	2.5 2.9	20 19	65 62	.3 .3	1.8 1.8	11 16	36 47	.1 .2	1.8 2.8	
WIDA-AM FA '00 4-Book	**	**	**	**	3 **	13 **	.3 **	.3 **	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM WQOZ-FM FA '00 4-Book	3 **	14 **	.4 **	.4 **	**	**	**	**	5 **	6 **	.1 **	.3 **	**	**	**	**	**	**	**	**	
WIOA-FM FA '00 4-Book	25 18	94 60	.3 .2	2.9 2.3	30 13	53 38	.4 .2	3.4 1.6	48 26	175 104	.6 .3	3.1 1.8	16 12	43 32	.2 .2	1.4 1.1	29 12	100 49	.4 .2	4.7 2.1	
WIOB-FM FA '00 4-Book	39 11	108 33	.5 .1	4.6 1.3	18 8	60 23	.2 .1	2.0 .9	45 24	71 49	.6 .3	2.9 1.7	41 26	71 55	.5 .4	3.7 2.4	13 8	51 29	.2 .1	2.1 1.4	
WIOC-FM FA '00 4-Book	11 7	31 18	.1 .1	1.3 .8	2 3	14 14	.2 .1	.2 .4	18 6	24 12	.2 .1	1.2 .4	6 3	10 10	.1 .1	.5 .3	11 9	31 19	.1 .1	1.8 1.5	
WISA-AM FA '00 4-Book	8 **	20 **	.1 **	.9 **	**	**	**	**	**	**	**	**	15 **	20 **	.2 **	1.3 **	**	**	**	**	
WISO-AM FA '00 4-Book	* **	**	**	**	4 **	17 **	.1 **	.5 **	7 **	17 **	.1 **	.5 **	4 **	17 **	.1 **	.4 **	* **	18 **	26 **	.2 **	2.9 **
WIVA-FM FA '00 4-Book	11 15	55 57	.1 .2	1.3 1.9	28 27	72 53	.4 .4	3.2 3.2	38 32	105 79	.5 .5	2.5 2.3	52 22	84 51	.7 .3	4.7 2.0	19 9	40 31	.3 .2	3.1 1.6	
WKAQ-AM FA '00 4-Book	10 8	40 26	.1 .1	1.2 1.0	50 40	141 110	.7 .6	5.6 4.8	14 15	43 48	.2 .2	.9 1.1	15 9	51 36	.2 .1	1.3 .8	11 10	35 39	.1 .1	1.8 1.7	
WKAQ-FM FA '00 4-Book	78 41	132 107	1.0 .6	9.2 5.0	27 26	85 76	.4 .4	3.0 3.2	80 59	214 177	1.1 .8	5.2 4.1	48 38	106 114	.6 .5	4.3 3.6	18 20	59 63	.2 .3	2.9 3.5	
WKFE-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM FA '00 4-Book					2 5	2 15	.2 .1	.2 .6	6 4	10 16	.1 .1	.4 .2	1 1	3	.1	.1	*	1	2	.2	
WKSA-FM FA '00 4-Book	**	**	**	**	10	26	.2	1.2	4 7	21 31	.1 .1	.3 .5	4 7	35 15	.1 .1	.4 .7	8 **	14 **	.1 **	1.3 **	
WKVM-AM FA '00 4-Book	10 6	28 15	.1 .1	1.2 .7	8	15	.1	.9	6	13	.1	.5	2	4	.2	.2	3	12	.1	.6	

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

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

Target Listener Estimates - Men 25-54

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	
WLUZ-AM FA '00 4-Book	2	4	.2					3	11	.2		2	15	.2		1	3	.2		
WMEG-FM FA '00 4-Book	14	67	.2	1.6	5	25	.1	.6	7	52	.1	.5	34	82	.5	3.1	22	91	.3	3.6
	45	111	.6	5.9	12	46	.2	1.4	29	90	.4	2.1	40	99	.6	3.8	52	130	.7	8.8
WNEL-AM FA '00 4-Book	3	14	.1	.4												5	14	.1	.8	
	6	11	.1	.8	3	8	.1	.4								4	6	.1	.6	
WNRT-FM FA '00 4-Book	11	18	.1	1.3	19	32	.3	2.1	9	28	.1	.6				4	15	.1	.7	
	10	26	.1	1.3	24	59	.4	2.8	14	58	.2	1.0	11	29	.2	1.0				
WORD-FM FA '00 4-Book	13	37	.2	1.5	43	81	.6	4.8	143	262	1.9	9.3	83	194	1.1	7.5	17	40	.2	2.8
	**	**	**	**	32	68	.5	3.7	144	261	2.0	10.2	76	174	1.1	7.2	**	**	**	**
WOSO-AM FA '00 4-Book	14	18	.2	1.6	4	18	.1	.5	2	18	.1					14	18	.2	2.3	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM FA '00 4-Book	16	51	.2	1.9	14	14	.2	1.6	15	74	.2	1.0	6	24	.1	.5	8	30	.1	1.3
	17	48	.2	2.2	10	25	.1	1.3	24	74	.3	1.8	15	33	.2	1.4	18	49	.2	3.0
WPAB-AM FA '00 4-Book	2	8	.1	.2	6	17	.1	.7	6	17	.1	.4				2	8	.1	.3	
	6	15	.1	.8	10	32	.2	1.3	16	49	.2	1.2	1	4	.1		5	19	.1	.9
WPRM-FM FA '00 4-Book	66	190	.9	7.7	109	201	1.5	12.3	135	302	1.8	8.8	112	237	1.5	10.1	35	116	.5	5.7
	62	170	.9	7.7	84	176	1.2	10.0	99	240	1.4	6.9	99	216	1.4	9.3	50	153	.7	8.5
WPRP-AM FA '00 4-Book	**	**	**	**	12	36	.2	1.4	24	31	.3	1.6	11	14	.1	1.0	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	**	**	**	**	3	12	.1	.3	8	28	.1	.5	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book	10	24	.1	1.2	16	36	.2	1.9	19	47	.3	1.4	12	23	.2	1.1	8	20	.1	1.3
WTPM-FM FA '00 4-Book	* 6	26	.1	.7	1	2	.1		1	2	.1		1	2	.1		* 1	2	.2	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM FA '00 4-Book	6	14	.1	.7	4	25	.1	.5	29	59	.4	1.9	22	47	.3	2.0	7	22	.1	1.1
	14	35	.2	1.8					24	65	.3	1.7	19	47	.3	1.8	11	43	.2	1.9
WUND-AM FA '00 4-Book	12	15	.2	1.4	6	28	.1	.7								5	12	.1	.8	
	5	8	.1	.5	11	37	.2	1.4	2	7	.1		3	4	.1	.3	2	6	.1	.3
WVJP-FM FA '00 4-Book	15	36	.2	1.8	25	63	.3	2.8	71	151	1.0	4.6	20	73	.3	1.8	21	65	.3	3.4
	5	18	.1	.7	12	35	.2	1.5	45	91	.6	3.1	21	49	.3	2.0	15	38	.2	2.5
WVOZ-FM FA '00 4-Book	24	78	.3	2.8	5	29	.1	.6	12	50	.2	.8	1	12	.1		10	10	.1	1.6
	22	46	.3	2.9	4	20	.1	.5	8	26	.1	.6	16	30	.2	1.5	6	14	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

		Men 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXEV-AM																						
FA '00	*					* 24	28	.3	2.7	8	28	.1	.5					*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYY-FM																						
FA '00	42	88	.6	4.9	10	30	.1	1.1	22	54	.3	1.4	10	27	.1	.9	22	49	.3	3.6		
4-Book	23	66	.3	2.9	12	32	.2	1.4	25	70	.3	1.8	19	62	.3	1.8	14	43	.2	2.4		
WYQE-FM																						
FA '00	1	6		.1	19	19	.3	2.1	19	19	.3	1.2	16	30	.2	1.4	2	11			.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																						
FA '00	15	43	.2	1.8	18	42	.2	2.0	14	50	.2	.9	20	43	.3	1.8	21	48	.3	3.4		
4-Book	19	41	.3	2.5	17	41	.2	1.9	16	66	.3	1.2	24	65	.3	2.3	21	63	.3	3.5		
WZMT-FM																						
FA '00	16	34	.2	1.9	1	10		.1	27	54	.4	1.8	10	21	.1	.9	6	10	.1	1.0		
4-Book	9	27	.1	1.1	3	9		.3	13	34	.2	.9	10	32	.1	1.0	6	15	.1	1.0		
WZNT-FM																						
FA '00	81	155	1.1	9.5	52	149	.7	5.9	124	292	1.7	8.1	101	251	1.4	9.1	34	85	.5	5.5		
4-Book	89	221	1.2	11.3	57	167	.8	6.8	182	414	2.5	13.0	148	309	2.1	14.0	44	147	.6	7.5		
TOTALS																						
FA '00	852	2059	11.4		887	2053	11.9		1536	3118	20.6		1113	2432	14.9		615	1549	8.2			
4-Book	785	1934	10.8		834	2045	11.5		1416	3019	19.5		1070	2274	14.7		589	1585	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 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 '00	5	104	.1	.4	3	29	.1	.1	3	12	.1	.2				8	50	.1	1.2	
SU '00	10	219	.2	.8	4	28	.1	.2	9	75	.1	.7	13	43	.2	.9	8	59	.1	1.4
SP '00	7	144	.1	.6	4	30	.1	.2	9	87	.1	.6	3	62	.2	.2	9	90	.1	1.5
WI '00	2	55	.1	.1	7	40	.1	.3	1	28	.1	.1	1	15	.1	.1				
4-Book	6	131	.1	.5	5	32	.1	.2	6	51	.1	.4	4	30	.1	.3	6	50	.1	1.0
FA '99	14	231	.2	1.2	23	135	.4	1.1	4	22	.1	.3	23	129	.4	1.8	17	62	.3	3.2
WAEL-AM																				
FA '00	15	173	.3	1.2	34	113	.6	1.5	19	70	.3	1.3	13	43	.2	.9	3	21	.1	.4
SU '00	9	197	.1	.7	9	41	.1	.4	7	57	.1	.5	13	122	.2	.9	9	120	.1	1.6
SP '00	11	210	.2	.9	19	138	.3	.9	4	54	.1	.3	7	107	.1	.5	12	81	.2	1.9
WI '00	7	167	.1	.5	4	31	.1	.2	5	57	.1	.3	7	80	.1	.5	14	50	.2	2.4
4-Book	11	187	.2	.8	17	81	.3	.8	9	60	.2	.6	10	88	.2	.7	10	68	.2	1.6
FA '99	3	63	.2	.2	4	39	.1	.2		11			8	39	.1	.6				
WAEL-FM																				
FA '00	10	295	.2	.8	4	56	.1	.2	28	218	.5	1.9	8	93	.1	.6	6	43	.1	.9
SU '00	8	167	.1	.6	12	46	.2	.6	20	125	.3	1.4	4	57	.1	.3	1	33		.2
SP '00	3	94	.2	.2	4	48	.1	.2	8	35	.1	.5	1	23	.1	.1	2	30		.3
WI '00	17	233	.3	1.3	24	103	.4	1.0	32	176	.5	2.0	11	72	.2	.7	8	56	.1	1.3
4-Book	10	197	.2	.7	11	63	.2	.5	22	139	.4	1.5	6	61	.1	.4	4	41	.1	.7
FA '99	4	214	.1	.3	2	24			10	128	.2	.7	5	48	.1	.4		11		
WALO-AM																				
FA '00	3	33	.1	.2	5	8	.1	.2	7	21	.1	.5	3	12	.1	.2				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	37	.2	.2	6	12	.1	.3					1	25	.1	.1	1	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	72	.2	.2	11	66	.2	.5	1	16				5						
WAPA-AM																				
FA '00	* 38	448	.6	3.0	60	244	1.0	2.7	44	244	.7	3.0	34	168	.6	2.5	* 30	120	.5	4.4
SU '00	27	330	.4	2.1	40	201	.7	1.8	33	154	.5	2.4	30	128	.5	2.0	19	127	.3	3.3
SP '00	29	445	.5	2.3	71	321	1.2	3.4	35	239	.6	2.4	23	172	.4	1.7	6	94	.1	1.0
WI '00	47	744	.8	3.5	79	368	1.3	3.4	62	372	1.0	3.9	56	322	.9	3.7	28	203	.5	4.7
4-Book	35	492	.6	2.7	63	284	1.1	2.8	44	252	.7	2.9	36	198	.6	2.5	21	136	.4	3.4
FA '99	31	459	.5	2.6	62	266	1.0	2.9	48	221	.8	3.6	25	172	.4	1.9	12	123	.2	2.3
WBRQ-FM																				
FA '00	2	74	.2	.2	2	19			4	50	.1	.3	2	23						
SU '00	3	75	.2	.2					3	43		.2	7	34	.1	.5		15		
SP '00	5	86	.1	.4	4	42	.1	.2	7	55	.1	.5	12	86	.2	.9	3	30		.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	9	178	.2	.7	17	60	.3	.8	10	76	.2	.7	9	85	.2	.7	5	23	.1	.7
SU '00	17	258	.3	1.3	14	115	.2	.6	36	174	.6	2.6	20	132	.3	1.4	7	102	.1	1.2
SP '00	6	155	.1	.5	10	62	.2	.5	5	70	.1	.3	3	37		.2	3	31		.5
WI '00	12	157	.2	.9	14	77	.2	.6	9	114	.1	.6	12	101	.2	.8	17	61	.3	2.9
4-Book	11	187	.2	.9	14	79	.2	.6	15	109	.3	1.1	11	89	.2	.8	8	54	.1	1.3
FA '99	9	230	.1	.7	19	174	.3	.9	11	64	.2	.8	14	132	.2	1.1	4	60	.1	.8
WCMA-FM																				
FA '00	45	517	.8	3.5	54	239	.9	2.5	80	323	1.3	5.5	42	356	.7	3.1	31	259	.5	4.5
SU '00	20	377	.3	1.6	15	134	.2	.7	18	173	.3	1.3	21	222	.3	1.4	19	139	.3	3.3
SP '00	26	528	.4	2.0	28	194	.5	1.3	25	224	.4	1.7	35	227	.6	2.5	18	101	.3	2.9
WI '00	26	504	.4	1.9	33	234	.5	1.4	42	249	.7	2.6	31	188	.5	2.1	3	33		.5
4-Book	29	482	.5	2.3	33	200	.5	1.5	41	242	.7	2.8	32	248	.5	2.3	18	133	.3	2.8
FA '99	32	602	.5	2.7	34	214	.6	1.6	37	262	.6	2.8	22	235	.4	1.7	16	108	.3	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 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
WCMN-AM																				
FA '00	13	207	.2	1.0	27	130	.5	1.2	22	87	.4	1.5	14	88	.2	1.0	5	39	.1	.7
SU '00	15	183	.2	1.2	31	129	.5	1.4	19	117	.3	1.4	5	49	.1	.3	3	23		.5
SP '00	9	149	.1	.7	33	125	.5	1.6	3	54		.2	6	70	.1	.4	1	14		.2
WI '00	9	187	.1	.7	22	107	.4	1.0	9	47	.1	.6	15	64	.2	1.0	1	19		.2
4-Book	12	182	.2	.9	28	123	.5	1.3	13	76	.2	.9	10	68	.2	.7	3	24		.4
FA '99	7	231	.1	.6	20	171	.3	.9	6	74	.1	.4	6	66	.1	.5	1	25		.2
WCMN-FM																				
FA '00	17	287	.3	1.3	34	138	.6	1.5	14	123	.2	1.0	18	145	.3	1.3	4	74	.1	.6
SU '00	10	215	.2	.8	6	80	.1	.3	19	85	.3	1.4	9	96	.1	.6	3	30		.5
SP '00	4	181	.1	.3	7	48	.1	.3	5	79	.1	.3	6	79	.1	.4	2	34		.3
WI '00	7	199	.1	.5	2	64		.1	14	167	.2	.9	6	27	.1	.4	1	12		.2
4-Book	10	221	.2	.7	12	83	.2	.6	13	114	.2	.9	10	87	.2	.7	3	38		.4
FA '99	17	327	.3	1.4	24	137	.4	1.1	21	206	.3	1.6	11	156	.2	.8	13	82	.2	2.5
WCOM-FM																				
FA '00	13	255	.2	1.0	28	81	.5	1.3	12	82	.2	.8	10	71	.2	.7	2	24		.3
SU '00	7	211	.1	.5	29	161	.5	1.3	5	93	.1	.4	2	46		.1	4	33	.1	.7
SP '00	17	406	.3	1.3	54	235	.9	2.5	21	189	.3	1.4	5	59	.1	.4	6	64	.1	1.0
WI '00	10	245	.2	.7	50	142	.8	2.2	1	61		.1	1	26		.1	6	39	.1	1.0
4-Book	12	279	.2	.9	40	155	.7	1.8	10	106	.2	.7	5	51	.1	.3	5	40	.1	.8
FA '99	10	293	.2	.8	43	229	.7	2.0	2	22		.1	3	59		.2		16		
WCTA-FM																				
FA '00	31	316	.5	2.4	23	128	.4	1.0	46	189	.8	3.2	29	137	.5	2.1	15	69	.3	2.2
SU '00	32	309	.5	2.5	29	131	.5	1.3	47	195	.8	3.4	47	157	.8	3.2	9	90	.1	1.6
SP '00	21	364	.3	1.7	12	111	.2	.6	25	208	.4	1.7	27	199	.4	1.9	20	159	.3	3.2
WI '00	30	465	.5	2.2	34	157	.6	1.5	56	297	.9	3.5	33	200	.5	2.2	9	87	.1	1.5
4-Book	29	364	.5	2.2	25	132	.4	1.1	44	222	.7	3.0	34	173	.6	2.4	13	101	.2	2.1
FA '99	21	383	.3	1.7	30	153	.5	1.4	28	240	.5	2.1	25	137	.4	1.9	10	103	.2	1.9
WEGM-FM																				
FA '00	4	44	.1	.3	2				4	26	.1	.3	11	32	.2	.8		4		
SU '00	2	108		.2	4	28	.1	.2	1	20		.1	2	19		.1		10		
SP '00	5	57	.1	.4	10	32	.2	.5	2	22		.1	8	32	.1	.6				
WI '00	2	72		.1	2	25		.1	3	10		.2	4	30	.1	.3				
4-Book	3	70	.1	.3	4	22	.1	.2	3	20	.2	.2	6	28	.1	.5		4		
FA '99	1	67		.1	1	21			2	29		.1	1	6		.1				
WENA-AM																				
FA '00	3	47	.1	.2	6	37	.1	.3	2	21		.1		2			1	19		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	8	166	.1	.6	10	90	.2	.5	5	58	.1	.3	16	76	.3	1.2	5	32	.1	.7
SU '00	11	283	.2	.9	40	172	.7	1.8	11	119	.2	.8	7	85	.1	.5	2	43		.4
SP '00	7	159	.1	.6	9	81	.1	.4	12	68	.2	.8	2	38		.1	3	45		.5
WI '00	20	207	.3	1.5	26	117	.4	1.1	19	83	.3	1.2	23	62	.4	1.5	14	87	.2	2.4
4-Book	12	204	.2	.9	21	115	.4	1.0	12	82	.2	.8	12	65	.2	.8	6	52	.1	1.0
FA '99	5	124	.1	.4	3	45		.1	4	60	.1	.3	10	57	.2	.8	4	56	.1	.8
WEXS-AM																				
FA '00	2	51		.2	3	19	.1	.1	4	20	.1	.3	2	31		.1				
SU '00	3	17		.2	4	17	.1	.2	5	17	.1	.4	1	7		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Men 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
+WFDT-FM																				
FA '00	3	39	.1	.2	3	14	.1	.1	8	25	.1	.6	2	14	.1	.1	2	11		.3
SU '00	1	53		.1					1	12		.1	1	22		.1	1	19		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	47	.1	.4	7	47	.1	.3	4	28	.1	.3	5	33	.1	.3	5	14	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	8	81	.1	.7	7	41	.1	.3	8	53	.1	.6	9	35	.1	.7	5	45	.1	1.0
WFID-FM																				
FA '00	29	451	.5	2.3	39	296	.7	1.8	47	214	.8	3.2	39	261	.7	2.8	10	133	.2	1.5
SU '00	43	611	.7	3.3	76	290	1.3	3.5	45	275	.7	3.3	49	277	.8	3.3	32	177	.5	5.6
SP '00	34	560	.6	2.7	60	258	1.0	2.8	45	210	.7	3.1	55	302	.9	4.0	14	167	.2	2.3
WI '00	38	654	.6	2.8	27	236	.4	1.2	37	296	.6	2.3	53	327	.9	3.5	43	291	.7	7.3
4-Book	36	569	.6	2.8	51	270	.9	2.3	44	249	.7	3.0	49	292	.8	3.4	25	192	.4	4.2
FA '99	32	598	.5	2.7	35	254	.6	1.6	29	297	.5	2.2	46	287	.8	3.5	16	135	.3	3.0
WIAC-AM																				
FA '00	14	212	.2	1.1	25	125	.4	1.1	22	75	.4	1.5	18	77	.3	1.3	7	49	.1	1.0
SU '00	17	245	.3	1.3	43	155	.7	2.0	26	127	.4	1.9	9	50	.1	.6	1	13		.2
SP '00	12	247	.2	.9	18	107	.3	.8	15	130	.2	1.0	16	81	.3	1.1	6	14	.1	1.0
WI '00	17	393	.3	1.3	35	198	.6	1.5	22	169	.4	1.4	17	102	.3	1.1	6	94	.1	1.0
4-Book	15	274	.3	1.2	30	146	.5	1.4	21	125	.4	1.5	15	78	.3	1.0	5	43	.1	.8
FA '99	19	360	.3	1.6	38	175	.6	1.8	27	156	.4	2.0	17	117	.3	1.3	3	66		.6
WIAC-FM																				
FA '00	28	568	.5	2.2	56	325	.9	2.6	32	224	.5	2.2	41	326	.7	3.0	5	103	.1	.7
SU '00	32	692	.5	2.5	84	363	1.4	3.9	39	356	.6	2.8	19	209	.3	1.3	6	101	.1	1.1
SP '00	29	479	.5	2.3	82	301	1.4	3.9	27	112	.4	1.8	21	124	.3	1.5	16	166	.3	2.6
WI '00	29	683	.5	2.2	77	332	1.3	3.4	30	258	.5	1.9	30	234	.5	2.0	5	98	.1	.8
4-Book	30	606	.5	2.3	75	330	1.3	3.5	32	238	.5	2.2	28	223	.5	2.0	8	117	.2	1.3
FA '99	24	576	.4	2.0	64	353	1.1	3.0	20	205	.3	1.5	19	200	.3	1.5	8	100	.1	1.5
WIDA-AM																				
FA '00		25											1	13		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	5	85	.1	.4	9	27	.2	.4	5	30	.1	.3	1	20	.1	.1	2	26		.3
SU '00	13	136	.2	1.0	18	50	.3	.8	24	52	.4	1.7	10	105	.2	.7	11	50	.2	1.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	148	.2	.7	19	77	.3	.8	13	65	.2	.8	11	77	.2	.7	6	40	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	5	88	.1	.4	3	18		.1	9	39	.1	.7	3	28		.2	3	18		.6
WIOA-FM																				
FA '00	38	549	.6	3.0	50	257	.8	2.3	55	222	.9	3.8	29	212	.5	2.1	21	119	.4	3.1
SU '00	24	632	.4	1.9	36	216	.6	1.7	34	313	.6	2.5	20	237	.3	1.4	23	100	.4	4.0
SP '00	31	518	.5	2.4	42	207	.7	2.0	50	262	.8	3.4	36	267	.6	2.6	9	83	.1	1.5
WI '00	22	434	.4	1.6	39	243	.6	1.7	46	244	.8	2.9	24	142	.4	1.6	8	92	.1	1.3
4-Book	29	533	.5	2.2	42	231	.7	1.9	46	260	.8	3.2	27	215	.5	1.9	15	99	.3	2.5
FA '99	30	557	.5	2.5	55	224	.9	2.6	39	252	.6	2.9	36	230	.6	2.8	20	210	.3	3.8
WIOB-FM																				
FA '00	17	294	.3	1.3	25	119	.4	1.1	24	149	.4	1.7	14	98	.2	1.0	12	107	.2	1.8
SU '00	11	147	.2	.9	8	70	.1	.4	15	78	.2	1.1	19	90	.3	1.3	3	16		.5
SP '00	7	134	.1	.6	8	69	.1	.4	10	110	.2	.7	14	97	.2	1.0	3	36		.5
WI '00	15	279	.2	1.1	23	166	.4	1.0	22	161	.4	1.4	23	146	.4	1.5	1	45		.2
4-Book	13	214	.2	1.0	16	106	.3	.7	18	125	.3	1.2	18	108	.3	1.2	5	51	.1	.8
FA '99	8	214	.1	.7	14	135	.2	.7	20	121	.3	1.5	4	70	.1	.3	2	51		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOC-FM																				
FA '00	6	127	.1	.5	3	53	.1	.1	3	29	.1	.2	5	46	.1	.4	11	69	.2	1.6
SU '00	2	96		.2	3	37		.1	4	37	.1	.3	2	39		.1				
SP '00	3	55		.2	2	10		.1	4	27	.1	.3	1	14		.1	6	14	.1	1.0
WI '00	5	100	.1	.4	6	23	.1	.3	11	49	.2	.7	4	32	.1	.3	1	37		.2
4-Book	4	95	.1	.3	4	31	.1	.2	6	36	.1	.4	3	33	.1	.2	5	30	.1	.7
FA '99	20	199	.3	1.7	44	179	.7	2.0	25	180	.4	1.9	23	133	.4	1.8		12		
WISA-AM																				
FA '00	6	40	.1	.5	10	40	.2	.5	17	20	.3	1.2	1	20		.1	2	20		.3
SU '00	11	98	.2	.9	31	81	.5	1.4	21	98	.3	1.5					5	51	.1	.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	76		.2	4	49	.1	.2	3	32		.2	2	27		.2	6	53	.1	1.1
WISO-AM																				
FA '00	* 10	73	.2	.8	5	28	.1	.2	6	35	.1	.4	5	55	.1	.4	* 16	55	.3	2.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	11	94	.2	.9	10	30	.2	.5	14	80	.2	1.0	9	51	.1	.6	17	61	.3	2.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	60	495	1.0	4.7	168	414	2.8	7.7	45	170	.8	3.1	71	271	1.2	5.2	15	52	.3	2.2
SU '00	31	408	.5	2.4	71	237	1.2	3.3	26	159	.4	1.9	40	212	.7	2.7	8	79	.1	1.4
SP '00	35	400	.6	2.8	92	259	1.5	4.3	31	159	.5	2.1	50	247	.8	3.6	9	98	.1	1.5
WI '00	37	544	.6	2.8	79	338	1.3	3.4	34	203	.6	2.1	53	275	.9	3.5	14	100	.2	2.4
4-Book	41	462	.7	3.2	103	312	1.7	4.7	34	173	.6	2.3	54	251	.9	3.8	12	82	.2	1.9
FA '99	26	309	.4	2.2	78	187	1.3	3.6	23	143	.4	1.7	19	109	.3	1.5	6	43	.1	1.1
VKAQ-AM																				
FA '00	60	1011	1.0	4.7	123	651	2.1	5.6	38	273	.6	2.6	85	448	1.4	6.2	44	414	.7	6.4
SU '00	106	1379	1.8	8.2	181	737	3.0	8.4	57	454	.9	4.1	205	778	3.4	13.9	92	608	1.5	16.1
SP '00	68	1096	1.1	5.4	136	655	2.3	6.4	47	392	.8	3.2	100	542	1.7	7.2	47	322	.8	7.6
WI '00	77	1023	1.3	5.7	131	514	2.2	5.7	74	313	1.2	4.7	135	667	2.2	9.0	48	383	.8	8.1
4-Book	78	1127	1.3	6.0	143	639	2.4	6.5	54	358	.9	3.7	131	609	2.2	9.1	58	432	1.0	9.6
FA '99	93	1213	1.5	7.7	129	689	2.1	6.0	80	536	1.3	6.0	171	683	2.8	13.1	84	630	1.4	16.0
VKAQ-FM																				
FA '00	43	687	.7	3.4	74	402	1.2	3.4	39	342	.7	2.7	40	259	.7	2.9	30	180	.5	4.4
SU '00	53	737	.9	4.1	93	349	1.5	4.3	78	375	1.3	5.6	53	333	.9	3.6	14	171	.2	2.5
SP '00	46	911	.8	3.6	50	274	.8	2.4	85	514	1.4	5.8	45	396	.7	3.2	11	196	.2	1.8
WI '00	17	553	.3	1.3	20	229	.3	.9	19	249	.3	1.2	24	191	.4	1.6	8	138	.1	1.3
4-Book	40	722	.7	3.1	59	314	1.0	2.8	55	370	.9	3.8	41	295	.7	2.8	16	171	.3	2.5
FA '99	32	788	.5	2.7	47	334	.8	2.2	48	346	.8	3.6	36	274	.6	2.8	10	183	.2	1.9
WKFE-AM																				
FA '00	12	57	.2	.9	19	43	.3	.9	18	45	.3	1.2	10	36	.2	.7	3	12	.1	.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	22		.1	3	15		.1	1	7		.1						7		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 7	116	.1	.5	18	69	.3	.8	6	38	.1	.4	7	37	.1	.5	* 4	11		
SU '00	12	164	.2	.9	16	50	.3	.7	13	46	.2	.9	13	59	.2	.9		41	.1	.7
SP '00	10	236	.2	.8	6	63	.1	.3	2	47		.1	24	116	.4	1.7	16	54	.3	2.6
WI '00	4	108	.1	.3	1	10			7	48	.1	.4	6	37	.1	.4	3	10		.5
4-Book	8	156	.2	.6	10	48	.2	.5	7	45	.1	.5	13	62	.2	.9	6	29	.1	1.0
FA '99	7	178	.1	.6	6	69	.1	.3	21	90	.3	1.6	7	56	.1	.5	2	13		.4

Target Listener Trends - Men 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WKSA-FM																				
FA '00	4	92	.1	.3	5	11	.1	.2	5	39	.1	.3	3	18	.1	.2	10	86	.2	1.5
SU '00	6	117	.1	.5	8	68	.1	.4	4	25	.1	.3	11	30	.2	.7	**	**	**	**
SP '00	19	174	.3	1.5	26	108	.4	1.2	21	68	.3	1.4	2	12	.1	.1	**	**	**	**
WI '00	18	96	.3	1.3	26	74	.4	1.1	19	74	.3	1.2	2	12	.1	.1	**	**	**	**
4-Book	12	120	.2	.9	16	65	.3	.7	12	52	.2	.8	5	18	.1	.3	**	**	**	**
FA '99	18	181	.3	1.5	36	81	.6	1.7	8	41	.1	.6	6	35	.1	.5	**	**	**	**
WKVM-AM																				
FA '00	7	189	.1	.5	15	38	.3	.7	5	65	.1	.3	10	92	.2	.7	1	28		.1
SU '00	6	117	.1	.5	5	34	.1	.2	6	54	.1	.4	11	56	.2	.7	3	30		.5
SP '00	4	121	.1	.3	3	30		.1	4	22	.1	.3	12	87	.2	.9	3	35		.5
WI '00	19	176	.3	1.4	36	88	.6	1.6	21	58	.3	1.3	19	42	.3	1.3	2	14		.3
4-Book	9	151	.2	.7	15	48	.3	.7	9	50	.2	.6	13	69	.2	.9	2	27		.4
FA '99	4	135	.1	.3	5	48	.1	.2	6	84	.1	.4	6	47	.1	.5	2	33		.4
WLUZ-AM																				
FA '00	9	174	.2	.7	15	86	.3	.7	15	76	.3	1.0	9	81	.2	.7	5	57	.1	.7
SU '00	14	173	.2	1.1	25	82	.4	1.2	16	93	.3	1.2	18	71	.3	1.2	14	61	.2	2.5
SP '00	6	122	.1	.5	13	56	.2	.6	4	32	.1	.3	5	52	.1	.4	9	33	.1	1.5
WI '00	11	151	.2	.8	31	110	.5	1.4	20	63	.3	1.3	2	30		.1				
4-Book	10	155	.2	.8	21	84	.4	1.0	14	66	.3	1.0	9	59	.2	.6	7	38	.1	1.2
FA '99	13	160	.2	1.1	47	150	.8	2.2	8	47	.1	.6	3	14		.2				
WMEG-FM																				
FA '00	16	364	.3	1.3	23	160	.4	1.0	16	107	.3	1.1	19	162	.3	1.4	14	153	.2	2.0
SU '00	22	351	.4	1.7	34	198	.6	1.6	32	145	.5	2.3	25	202	.4	1.7	6	76	.1	1.1
SP '00	30	457	.5	2.4	38	242	.6	1.8	26	215	.4	1.8	52	288	.9	3.7	13	85	.2	2.1
WI '00	25	384	.4	1.9	27	166	.4	1.2	48	117	.8	3.0	33	170	.5	2.2	3	78		.5
4-Book	23	389	.4	1.8	31	192	.5	1.4	31	146	.5	2.1	32	206	.5	2.3	9	98	.1	1.4
FA '99	8	350	.1	.7	3	55		.1	14	137	.2	1.0	11	171	.2	.8	4	42	.1	.8
WNEL-AM																				
FA '00	8	134	.1	.6	3	35	.1	.1	3	64	.1	.2	8	56	.1	.6	17	81	.3	2.5
SU '00	8	106	.1	.6	20	88	.3	.9	8	51	.1	.6	2	32		.1	2	14		.4
SP '00	10	156	.2	.8	12	90	.2	.6	18	50	.3	1.2	11	39	.2	.8	10	18		.3
WI '00	11	168	.2	.8	12	85	.2	.5	17	66	.3	1.1	9	56	.1	.6	10	39	.2	1.7
4-Book	9	141	.2	.7	12	75	.2	.5	12	58	.2	.8	8	46	.1	.5	8	38	.1	1.2
FA '99	10	100	.2	.8	34	62	.6	1.6	10	74	.2	.7	3	63		.2	1	36		.2
WNRT-FM																				
FA '00	15	195	.3	1.2	23	101	.4	1.0	11	88	.2	.8	15	90	.3	1.1	11	52	.2	1.6
SU '00	21	234	.3	1.6	26	184	.4	1.2	24	97	.4	1.7	20	135	.3	1.4	19	76	.3	3.3
SP '00	21	294	.3	1.7	53	176	.9	2.5	22	159	.4	1.5	11	77	.2	.8	8	88	.1	1.3
WI '00	18	266	.3	1.3	22	105	.4	1.0	16	112	.3	1.0	26	83	.4	1.7	23	116	.4	3.9
4-Book	19	247	.3	1.5	31	142	.5	1.4	18	114	.3	1.3	18	96	.3	1.3	15	83	.3	2.5
FA '99	13	200	.2	1.1	28	137	.5	1.3	14	125	.2	1.0	17	113	.3	1.3	5	65	.1	1.0
WORO-FM																				
FA '00	41	633	.7	3.2	27	253	.5	1.2	47	282	.8	3.2	33	206	.6	2.4	22	184	.4	3.2
SU '00	83	940	1.4	6.4	60	412	1.0	2.8	69	474	1.1	5.0	68	335	1.1	4.6	**	**	**	**
SP '00	70	950	1.2	5.5	74	370	1.2	3.5	92	319	1.5	6.3	73	309	1.2	5.2	26	265	.4	4.2
WI '00	41	876	.7	3.1	48	339	.8	2.1	41	351	.7	2.6	37	313	.6	2.5	18	159	.3	3.0
4-Book	59	850	1.0	4.6	52	344	.9	2.4	62	357	1.0	4.3	53	291	.9	3.7	**	**	**	**
FA '99	39	643	.6	3.2	29	183	.5	1.3	46	271	.8	3.4	47	269	.8	3.6	19	162	.3	3.6
WOSO-AM																				
FA '00	26	207	.4	2.0	47	165	.8	2.1	39	117	.7	2.7	30	121	.5	2.2	11	104	.2	1.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	118	.1	.4	12	88	.2	.5	8	89	.1	.5	7	77	.1	.5	5	89	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WQVE-FM																				
FA '00	13	387	.2	1.0	24	108	.4	1.1	9	140	.2	.6	20	126	.3	1.5	9	81	.2	1.3
SU '00	9	212	.1	.7	20	99	.3	.9	8	94	.1	.6	7	88	.1	.5	1	23	.2	.2
SP '00	14	179	.2	1.1	26	128	.4	1.2	19	88	.3	1.3	14	80	.2	1.0	2	36	.2	.3
WI '00	16	267	.3	1.2	17	106	.3	.7	20	185	.3	1.3	23	98	.4	1.5	6	75	.1	1.0
4-Book	13	261	.2	1.0	22	110	.4	1.0	14	127	.2	1.0	16	98	.3	1.1	5	54	.1	.7
FA '99	14	477	.2	1.2	18	208	.3	.8	17	203	.3	1.3	13	150	.2	1.0	11	56	.2	2.1
WPAB-AM																				
FA '00	7	179	.1	.5	9	61	.2	.4	5	88	.1	.3	7	38	.1	.5	7	20	.1	1.0
SU '00	23	288	.4	1.8	64	147	1.1	3.0	19	163	.3	1.4	14	72	.2	.9	11	47	.2	1.9
SP '00	23	285	.4	1.8	39	163	.6	1.8	46	139	.8	3.1	15	136	.2	1.1	10	56	.2	1.6
WI '00	20	400	.3	1.5	22	161	.4	1.0	34	245	.6	2.1	9	143	.1	.6	26	131	.4	4.4
4-Book	18	288	.3	1.4	34	133	.6	1.6	26	159	.5	1.7	11	97	.2	.8	14	64	.2	2.2
FA '99	16	306	.3	1.3	22	180	.4	1.0	19	157	.3	1.4	20	91	.3	1.5	7	107	.1	1.3
WPRM-FM																				
FA '00	178	1514	3.0	13.9	495	1190	8.3	22.6	153	624	2.6	10.6	214	856	3.6	15.6	44	350	.7	6.4
SU '00	130	1412	2.2	10.1	360	1014	6.0	16.6	105	542	1.7	7.6	197	925	3.3	13.3	20	202	.3	3.5
SP '00	135	1740	2.2	10.6	308	1017	5.1	14.5	120	625	2.0	8.2	207	1063	3.4	14.9	45	313	.7	7.3
WI '00	163	1710	2.7	12.2	444	1224	7.4	19.3	122	640	2.0	7.7	182	917	3.0	12.2	53	401	.9	8.9
4-Book	152	1594	2.5	11.7	402	1111	6.7	18.3	125	608	2.1	8.5	200	940	3.3	14.0	41	317	.7	6.5
FA '99	162	1777	2.7	13.5	407	1247	6.8	18.9	109	614	1.8	8.2	247	1115	4.1	19.0	43	298	.7	8.2
WPRP-AM																				
FA '00	10	128	.2	.8	15	46	.3	.7	21	82	.4	1.4	3	22	.1	.2	1	14	.1	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	6	129	.1	.5	7	44	.1	.3	12	71	.2	.8	3	29	.1	.2	5	44	.1	.7
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	6	152	.1	.5	10	41	.2	.5	8	85	.1	.5	7	57	.1	.5	2	11	.2	.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	11	87	.2	.9	31	67	.5	1.4	7	38	.1	.5	9	29	.2	.7	10	14	.2	1.5
SU '00	16	257	.3	1.2	46	145	.8	2.1	12	70	.2	.9	17	88	.3	1.2	1	9	.2	.2
SP '00	16	101	.3	1.3	45	71	.7	2.1	11	28	.2	.8	24	72	.4	1.7				
WI '00	15	136	.2	1.1	31	70	.5	1.4	8	53	.1	.5	21	64	.3	1.4	1	12	.1	.2
4-Book	15	145	.3	1.1	38	88	.6	1.8	10	47	.2	.7	18	63	.3	1.3	3	9	.1	.5
FA '99	13	244	.2	1.1	28	181	.5	1.3	19	167	.3	1.4	23	153	.4	1.8	1	12	.1	.2
WTPM-FM																				
FA '00	*	1	.27	.1	2	21	.1	.1	1	14	.1	.1	1	17	.1	.1	*	1	.4	.1
SU '00	11	104	.2	.9	10	66	.2	.5	13	64	.2	.9	9	58	.1	.6	11	44	.2	1.9
SP '00	2	47	.2	.2	1	7	.1	.1	2	16	.1	.1					6	16	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	163	.1	.6	9	152	.1	.4	5	43	.1	.4	5	43	.1	.4	4	44	.1	.8
WUKQ-FM																				
FA '00	10	238	.2	.8	3	42	.1	.1	19	117	.3	1.3	12	98	.2	.9	5	56	.1	.7
SU '00	9	237	.1	.7	7	63	.1	.3	5	56	.1	.4	14	134	.2	.9	5	41	.1	.9
SP '00	10	228	.2	.8	10	79	.2	.5	14	69	.2	1.0	7	59	.1	.5	7	68	.1	1.1
WI '00	29	298	.5	2.2	20	149	.3	.9	48	139	.8	3.0	29	136	.5	1.9	16	72	.3	2.7
4-Book	15	250	.3	1.1	10	83	.2	.5	22	95	.4	1.4	16	107	.3	1.1	8	59	.2	1.4
FA '99	7	219	.1	.6	11	70	.2	.5	8	109	.1	.6	7	82	.1	.5	2	20	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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 '00	13	245	.2	1.0	28	185	.5	1.3	8	121	.1	.6	16	99	.3	1.2	14	84	.2	2.0
SU '00	18	271	.3	1.4	60	243	1.0	2.8	16	118	.3	1.2	18	126	.3	1.2	4	44	.1	.7
SP '00	8	236	.1	.6	13	119	.2	.6	10	119	.2	.7	8	92	.1	.6	9	114	.1	1.5
WI '00	15	291	.2	1.1	27	171	.4	1.2	28	200	.5	1.8	10	90	.2	.7	4	51	.1	.7
4-Book	14	261	.2	1.0	32	180	.5	1.5	16	140	.3	1.1	13	102	.2	.9	8	73	.1	1.2
FA '99	22	415	.4	1.8	55	218	.9	2.6	24	214	.4	1.8	17	156	.3	1.3	9	80	.1	1.7
WVJP-FM																				
FA '00	19	270	.3	1.5	20	104	.3	.9	20	112	.3	1.4	20	68	.3	1.5	20	105	.3	2.9
SU '00	9	251	.1	.7	10	82	.2	.5	3	66		.2	12	111	.2	.8	5	84	.1	.9
SP '00	11	263	.2	.9	9	93	.1	.4	21	149	.3	1.4	10	122	.2	.7	10	107	.2	1.6
WI '00	63	500	1.0	4.7	97	181	1.6	4.2	114	333	1.9	7.2	112	265	1.9	7.5	14	132	.2	2.4
4-Book	26	321	.4	2.0	34	115	.6	1.5	40	165	.6	2.6	39	142	.7	2.6	12	107	.2	2.0
FA '99	28	353	.5	2.3	35	147	.6	1.6	53	151	.9	4.0	32	158	.5	2.5	8	106	.1	1.5
WVOZ-FM																				
FA '00	8	107	.1	.6	16	65	.3	.7	16	64	.3	1.1	3	42	.1	.2				
SU '00	7	149	.1	.5	1	15			9	75	.1	.7	13	95	.2	.9		29		
SP '00	3	83	.2		1	11			4	34	.1	.3	2	34	.1		3	45		.5
WI '00	2	81	.1		1	13			1	30		.1	2	28		.1	3	44		.5
4-Book	5	105	.1	.4	5	26	.1	.2	8	51	.1	.6	5	50	.1	.3	2	30		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 4	51	.1	.3	9	39	.2	.4	2	25		.1	7	15	.1	.5	*	2	26	.3
SU '00	8	149	.1	.6	10	46	.2	.5	9	68	.1	.7	12	96	.2	.8	3	9		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	52	.1		6	8	.1	.3					3	25		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	143		.2	6	101	.1	.3	1	51		.1	2	61		.2	2	18		.4
WYX-FM																				
FA '00	16	337	.3	1.3	35	144	.6	1.6	14	176	.2	1.0	29	124	.5	2.1	2	41		.3
SU '00	22	307	.4	1.7	54	148	.9	2.5	12	134	.2	.9	38	155	.6	2.6	6	83	.1	1.1
SP '00	15	305	.2	1.2	38	178	.6	1.8	11	94	.2	.8	17	111	.3	1.2	2	42		.3
WI '00	18	384	.3	1.3	55	238	.9	2.4	14	117	.2	.9	17	119	.3	1.1	7	119	.1	1.2
4-Book	18	333	.3	1.4	46	177	.8	2.1	13	130	.2	.9	25	127	.4	1.8	4	71	.1	.7
FA '99	20	393	.3	1.7	57	222	.9	2.6	25	149	.4	1.9	5	46	.1	.4	10	104	.2	1.9
WYQE-FM																				
FA '00	4	57	.1	.3	12	40	.2	.5	2	15		.1	2	17		.1	1	17		.1
SU '00	7	91	.1	.5	3	49		.1	12	24	.2	.9	7	45	.1	.5	3	33		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	130	.2	.8	31	95	.5	1.4	16	72	.3	1.0	6	51	.1	.4	1	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	5	130	.1	.4	8	79	.1	.4	8	55	.1	.6	3	28		.2	4	32	.1	.8
WZAR-FM																				
FA '00	29	369	.5	2.3	30	132	.5	1.4	47	177	.8	3.2	29	154	.5	2.1	25	121	.4	3.7
SU '00	27	394	.4	2.1	21	163	.3	1.0	40	200	.7	2.9	30	183	.5	2.0	20	122	.3	3.5
SP '00	18	233	.3	1.4	17	111	.3	.8	29	150	.5	2.0	32	168	.5	2.3	2	40		.3
WI '00	10	248	.2	.7	23	128	.4	1.0	2	51		.1	16	81	.3	1.1	4	87	.1	.7
4-Book	21	311	.4	1.6	23	134	.4	1.1	30	145	.5	2.1	27	147	.5	1.9	13	93	.2	2.1
FA '99	10	206	.2	.8	14	98	.2	.7	11	82	.2	.8	6	70	.1	.5	12	54	.2	2.3
WZMT-FM																				
FA '00	10	137	.2	.8	4	26	.1	.2	11	72	.2	.8	14	65	.2	1.0	7	21	.1	1.0
SU '00	14	142	.2	1.1	12	44	.2	.6	23	70	.4	1.7	32	127	.5	2.2	2	27		.4
SP '00	13	121	.2	1.0	23	59	.4	1.1	21	59	.3	1.4	15	68	.2	1.1	7	47	.1	1.1
WI '00	11	138	.2	.8	18	85	.3	.8	8	75	.1	.5	13	112	.2	.9	9	49	.1	1.5
4-Book	12	135	.2	.9	14	54	.3	.7	16	69	.3	1.1	19	93	.3	1.3	6	36	.1	1.0
FA '99	19	151	.3	1.6	21	103	.3	1.0	34	106	.6	2.5	18	103	.3	1.4	12	54	.2	2.3

** Station(s) not reported this survey.

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

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

Target Listener Trends

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	
WZNT-FM																				
FA '00	89	909	1.5	7.0	92	448	1.5	4.2	117	485	2.0	8.1	106	641	1.8	7.7	52	302	.9	7.6
SU '00	84	1014	1.4	6.5	93	455	1.5	4.3	106	497	1.8	7.7	90	559	1.5	6.1	37	296	.6	6.5
SP '00	125	1294	2.1	9.9	158	631	2.6	7.5	156	650	2.6	10.6	126	608	2.1	9.1	44	365	.7	7.1
WI '00	108	1032	1.8	8.1	125	465	2.1	5.4	189	633	3.1	11.9	112	454	1.9	7.5	24	315	.4	4.0
4-Book	102	1062	1.7	7.9	117	500	1.9	5.4	142	566	2.4	9.6	109	566	1.8	7.6	39	320	.7	6.3
FA '99	95	882	1.6	7.9	109	478	1.8	5.1	131	447	2.2	9.8	119	519	2.0	9.1	37	272	.6	7.0
TOTALS																				
FA '00	1279	5678	21.4		2194	5214	36.7		1450	4059	24.3		1375	4519	23.0		683	2918	11.4	
SU '00	1287	5711	21.4		2164	5267	35.9		1381	4392	22.9		1476	4719	24.5		570	2831	9.5	
SP '00	1269	5789	21.1		2119	5226	35.2		1465	4402	24.3		1392	4766	23.1		617	2958	10.2	
WI '00	1341	5902	22.3		2295	5272	38.1		1589	4584	26.4		1494	4831	24.8		593	3087	9.9	
4-Book	1294	5770	21.6		2193	5245	36.5		1471	4359	24.5		1434	4709	23.9		616	2949	10.3	
FA '99	1202	5779	20.0		2151	5230	35.7		1334	4274	22.2		1302	4740	21.6		526	2938	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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 '00	2	41	.1	.1	7	104	.1	.7	9	15	.2	.7	25	64	.4	1.6	1	2	.1	.1
4-Book	5	84	.1	.3	7	74	.1	.7	7	17	.1	.5	11	32	.2	.7	3	12	.3	.3
Wael-AM																				
FA '00	22	168	.4	1.3	11	97	.2	1.1	37	85	.6	2.8	22	29	.4	1.4	11	41	.2	1.0
4-Book	12	146	.2	.7	10	100	.2	.9	19	54	.3	1.5	9	27	.2	.6	8	24	.1	.8
Wael-FM																				
FA '00	14	271	.2	.8	6	86	.1	.6	8	24	.1	.6	3	13	.1	.2	1	2	.1	.1
4-Book	14	173	.2	.8	**	**	**	**	7	16	.1	.6	7	20	.1	.5	3	3	.3	.3
WALO-AM																				
FA '00	5	33	.1	.3	1	12	.1	.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	46	356	.8	2.8	* 28	221	.5	2.8	75	143	1.3	5.6	19	67	.3	1.2	38	64	.6	3.6
4-Book	47	397	.8	2.8	23	208	.4	2.3	56	125	1.0	4.3	24	70	.4	1.6	20	50	.3	1.9
WBRQ-FM																				
FA '00	3	63	.1	.2	1	37	.1	.1					2	7	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	12	148	.2	.7	6	70	.1	.6	3	14	.1	.2	13	29	.2	.8	19	41	.3	1.8
4-Book	13	157	.2	.8	9	98	.1	.8	5	21	.1	.3	16	43	.3	1.0	13	35	.2	1.2
WCMA-FM																				
FA '00	60	478	1.0	3.6	26	266	.4	2.6	23	82	.4	1.7	53	190	.9	3.4	41	122	.7	3.8
4-Book	36	395	.6	2.1	25	255	.4	2.4	26	81	.4	2.0	44	139	.7	2.8	35	76	.6	3.4
WCMN-AM																				
FA '00	21	189	.4	1.3	6	86	.1	.6	6	8	.1	.4	7	38	.1	.5	5	18	.1	.5
4-Book	17	154	.3	1.0	9	99	.2	.9	16	47	.3	1.2	7	39	.1	.5	12	30	.2	1.2
WCMN-FM																				
FA '00	21	238	.4	1.3	19	175	.3	1.9	26	71	.4	1.9	19	63	.3	1.2	35	71	.6	3.3
4-Book	12	178	.2	.7	11	117	.2	1.0	18	41	.3	1.4	15	44	.3	1.0	18	38	.3	1.7
WCOM-FM																				
FA '00	16	175	.3	1.0	16	134	.3	1.6	28	58	.5	2.1	37	63	.6	2.4	9	42	.2	.8
4-Book	18	231	.3	1.1	7	75	.1	.7	15	34	.3	1.1	13	36	.2	.9	3	14	.1	.3
WCTA-FM																				
FA '00	34	247	.6	2.1	38	255	.6	3.8	26	59	.4	1.9	72	152	1.2	4.7	49	129	.8	4.6
4-Book	35	282	.6	2.1	28	229	.5	2.7	22	58	.4	1.7	53	124	.9	3.4	36	95	.6	3.4
WEGM-FM																				
FA '00	5	44	.1	.3	3	42	.1	.3	3	11	.1	.2	4	23	.1	.3				
4-Book	4	48	.1	.3	3	47	.1	.3	3	14	.1	.2	3	16	.1	.2	4	15	.1	.4
WENA-AM																				
FA '00	3	37	.1	.2	5	47	.1	.5					3	12	.1	.2	5	9	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	10	146	.2	.6	7	93	.1	.7	2	8	.1	.1	7	15	.1	.5	6	12	.1	.6
4-Book	15	168	.3	.9	10	106	.1	1.0	7	25	.1	.5	11	20	.2	.8	15	33	.3	1.5
WEXS-AM																				
FA '00	3	51	.1	.2	1	10	.1	.1	1	10	.1	.1	7	10	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	5	25	.1	.3	1	14	.1	.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
WFID-FM																				
FA '00	42	386	.7	2.5	18	176	.3	1.8	14	60	.2	1.0	19	64	.3	1.2	18	36	.3	1.7
4-Book	48	446	.8	2.8	24	277	.4	2.3	21	65	.3	1.6	35	105	.6	2.3	23	76	.4	2.3
WIAC-AM																				
FA '00	22	172	.4	1.3	4	74	.1	.4	21	30	.4	1.6					9	24	.2	.8
4-Book	22	214	.4	1.3	9	111	.2	.9	15	42	.3	1.2	8	34	.1	.5	9	24	.2	.8
WIAC-FM																				
FA '00	42	501	.7	2.5	18	171	.3	1.8	35	63	.6	2.6	20	68	.3	1.3	16	32	.3	1.5
4-Book	44	495	.7	2.6	18	230	.3	1.7	28	69	.5	2.2	30	101	.5	2.0	17	49	.3	1.6
WIDA-AM																				
FA '00		13			1	13		.1	2	13		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	5	59	.1	.3	5	58	.1	.5	13	13	.2	1.0	18	39	.3	1.2	5	29	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	46	400	.8	2.8	37	377	.6	3.7	62	139	1.0	4.6	79	195	1.3	5.1	18	74	.3	1.7
4-Book	39	411	.7	2.3	20	239	.3	2.0	29	76	.5	2.2	42	108	.7	2.7	13	41	.2	1.2
WIOB-FM																				
FA '00	21	182	.4	1.3	14	178	.2	1.4	7	26	.1	.5	15	46	.3	1.0	9	30	.2	.8
4-Book	17	173	.3	1.0	9	96	.1	.9	7	24	.1	.6	14	38	.3	1.0	12	29	.2	1.2
WIOC-FM																				
FA '00	3	86	.1	.2	7	58	.1	.7					8	13	.1	.5	3	13	.1	.3
4-Book	4	67	.1	.2	4	50	.1	.4	3	6	.1	.3	4	13	.1	.3	4	15	.1	.4
WISA-AM																				
FA '00	10	40	.2	.6	3	40	.1	.3												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISD-AM																				
FA '00	6	64	.1	.4	* 14	45	.2	1.4	34	38	.6	2.5	23	26	.4	1.5	15	26	.3	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	91	476	1.5	5.5	37	262	.6	3.7	68	118	1.1	5.1	44	95	.7	2.8	32	89	.5	3.0
4-Book	61	411	1.0	3.7	24	209	.4	2.4	31	67	.5	2.4	38	84	.6	2.5	23	63	.4	2.3
WKAQ-AM																				
FA '00	78	920	1.3	4.7	38	449	.6	3.8	62	233	1.0	4.6	41	122	.7	2.6	32	110	.5	3.0
4-Book	105	1013	1.7	6.2	42	513	.7	4.1	103	305	1.7	8.0	75	198	1.3	4.9	23	69	.4	2.2
WKAQ-FM																				
FA '00	50	585	.8	3.0	38	381	.6	3.8	47	144	.8	3.5	90	201	1.5	5.8	43	122	.7	4.0
4-Book	52	591	.8	3.1	35	361	.6	3.4	45	95	.7	3.5	72	173	1.2	4.6	37	96	.6	3.6
WKFE-AM																				
FA '00	16	57	.3	1.0	10	22	.2	1.0	19	22	.3	1.4	14	22	.2	.9	9	12	.2	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	10	105	.2	.6	* 5	69	.1	.5	18	45	.3	1.3	12	15	.2	.8				
4-Book	10	117	.2	.6	7	78	.1	.7	21	46	.4	1.6	16	32	.3	1.0	4	9	.1	.4
WKSA-FM																				
FA '00	4	45	.1	.2	1	27		.1									2	6		.2
4-Book	13	92	.2	.8	8	64	.1	.8	11	24	.2	.8	8	22	.1	.5	2	3		.2
WKVM-AM																				
FA '00	9	103	.2	.5	6	98	.1	.6	13	15	.2	1.0					3	14	.1	.3
4-Book	12	97	.2	.7	9	84	.1	.9	11	18	.2	.9	4	17	.1	.3	4	16	.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 35-64

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	
WLUZ-AM																				
FA '00	13	159	.2	.8	4	85	.1	.4	3	18	.1	.2	8	23	.1	.5	1	7	.1	
4-Book	14	133	.2	.8	4	53	.1	.4	2	11	.1	.1	2	6	.1	.1	3	7	.1	
WMEG-FM																				
FA '00	19	253	.3	1.1	11	191	.2	1.1	21	52	.4	1.6	16	59	.3	1.0	5	35	.1	
4-Book	31	316	.5	1.8	19	207	.3	1.8	21	66	.4	1.6	30	72	.5	2.0	29	81	.5	
WNEL-AM																				
FA '00	4	77	.1	.2	7	74	.1	.7	17	35	.3	1.3	14	35	.2	.9	3	14	.1	
4-Book	10	97	.2	.6	8	86	.1	.8	15	30	.2	1.1	12	30	.2	.8	2	7	.1	
WNRT-FM																				
FA '00	16	183	.3	1.0	15	114	.3	1.5	18	41	.3	1.3	9	29	.2	.6	9	21	.2	
4-Book	22	205	.4	1.4	15	135	.3	1.5	24	54	.4	1.8	21	44	.4	1.3	15	30	.3	
WORD-FM																				
FA '00	36	376	.6	2.2	62	465	1.0	6.2	34	73	.6	2.5	73	164	1.2	4.7	31	93	.5	
4-Book	56	547	.9	3.4	82	604	1.4	8.0	58	160	1.0	4.5	99	212	1.7	6.3	42	105	.7	
WOSO-AM																				
FA '00	39	192	.7	2.4	13	83	.2	1.3	27	68	.5	2.0	18	18	.3	1.2	3	25	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	17	280	.3	1.0	7	154	.1	.7	11	37	.2	.8	20	94	.3	1.3	16	26	.3	
4-Book	17	209	.3	1.0	11	130	.2	1.1	10	24	.2	.8	28	78	.5	1.9	20	44	.3	
WPAB-AM																				
FA '00	7	145	.1	.4	8	85	.1	.8	10	39	.2	.7	13	42	.2	.8	3	27	.1	
4-Book	24	245	.4	1.4	11	123	.2	1.1	21	42	.4	1.6	11	28	.2	.7	4	17	.1	
WPRM-FM																				
FA '00	277	1408	4.6	16.7	91	617	1.5	9.1	164	316	2.7	12.3	180	349	3.0	11.6	116	246	1.9	
4-Book	233	1483	3.9	13.8	82	617	1.4	8.0	135	285	2.3	10.3	148	319	2.5	9.7	99	224	1.6	
WPRP-AM																				
FA '00	14	113	.2	.8	10	68	.2	1.0	3	8	.1	.2	10	17	.2	.6	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	8	111	.1	.5	5	78	.1	.5	**	**	**	**	2	12	.1	.1	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	15	78	.3	.9	3	20	.1	.3	11	11	.2	.8	10	11	.2	.6	9	17	.2	
4-Book	21	133	.4	1.3	11	62	.2	1.0	18	31	.3	1.4	14	35	.2	.9	9	17	.2	
VTPM-FM																				
FA '00	2	25	.1	.1	* 1	8	.1	.1	2	4	.1	.1	2	6	.1	.1	1	4	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	12	190	.2	.7	9	102	.2	.9	11	14	.2	.8	30	57	.5	1.9	14	45	.2	
4-Book	16	173	.3	.9	15	155	.3	1.5	17	39	.3	1.3	37	80	.6	2.5	23	59	.4	
WUNQ-AM																				
FA '00	17	215	.3	1.0	5	104	.1	.5	4	13	.1	.3	4	34	.1	.3	5	16	.1	
4-Book	20	238	.4	1.2	6	90	.1	.6	10	31	.2	.8	6	25	.1	.4	8	13	.1	
WVJP-FM																				
FA '00	20	158	.3	1.2	17	150	.3	1.7	17	43	.3	1.3	18	47	.3	1.2	9	21	.2	
4-Book	38	243	.6	2.2	14	140	.2	1.3	11	33	.2	.8	23	61	.4	1.5	9	25	.2	
WVOZ-FM																				
FA '00	12	107	.2	.7	5	44	.1	.5	**	**	**	**	18	32	.3	1.2	3	12	.1	
4-Book	6	76	.1	.4	6	56	.1	.6	2	8	.2	.2	10	31	.2	.7	1	3	.1	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Men 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
WXEV-AM																				
FA '00	6	40	.1	.4	* 2	23		.2	6	16	.1	.4	1	6		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	25	270	.4	1.5	8	116	.1	.8	4	15	.1	.3	15	50	.3	1.0	26	66	.4	2.4
4-Book	27	257	.4	1.6	11	142	.2	1.1	11	37	.2	.9	20	53	.3	1.3	19	50	.3	1.8
WYQE-FM																				
FA '00	5	51	.1	.3	2	23		.2	3	11	.1	.2	6	17	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	36	268	.6	2.2	20	210	.3	2.0	23	46	.4	1.7	24	66	.4	1.6	18	54	.3	1.7
4-Book	27	237	.4	1.6	16	167	.3	1.6	24	55	.4	1.8	38	86	.6	2.4	11	42	.2	1.1
WZMT-FM																				
FA '00	9	89	.2	.5	12	104	.2	1.2	33	61	.6	2.5	27	69	.5	1.7	13	21	.2	1.2
4-Book	16	108	.3	1.0	9	72	.2	.9	13	25	.2	1.0	12	29	.2	.8	15	30	.2	1.4
WZNT-FM																				
FA '00	106	798	1.8	6.4	85	643	1.4	8.5	71	194	1.2	5.3	150	313	2.5	9.7	166	373	2.8	15.5
4-Book	124	866	2.1	7.4	105	740	1.7	10.2	102	236	1.7	7.9	166	343	2.8	10.8	140	336	2.3	13.6
TOTALS																				
FA '00	1658	5548	27.7		1000	4740	16.7		1334	2886	22.3		1548	3051	25.9		1069	2364	17.9	
4-Book	1687	5652	28.1		1022	4805	17.0		1307	2877	21.8		1545	3182	25.7		1033	2317	17.2	

** 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 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 '00																			
4-Book																			
4	10	.1	.7	15	37	.3	1.9	8	29	.1	.6	4	11	.1	.4	5	10	.1	1.1
Wael-AM																			
FA '00																			
4-Book																			
7	20	.1	1.2	13	21	.2	1.5	13	35	.2	1.0	7	17	.1	.7	3	8	.1	.6
Wael-FM																			
FA '00																			
4-Book																			
1	4		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM																			
FA '00																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	.2	1.0	**	**	**	**
WAPA-AM																			
FA '00																			
4-Book																			
* 25	46	.4	3.9	25	41	.4	3.1	17	50	.3	1.3	1	16	.1		* 26	67	.4	5.5
12	25	.2	2.0	17	41	.3	2.1	31	71	.5	2.3	12	36	.2	1.2	14	33	.2	3.0
WBRQ-FM																			
FA '00																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
FA '00																			
4-Book																			
11	30	.2	1.7	3	12	.1	.3	5	22	.1	.4	10	36	.2	1.0	7	18	.1	1.4
9	22	.1	1.4																
WCMA-FM																			
FA '00																			
4-Book																			
25	79	.4	3.9	5	9	.1	.6	11	41	.2	.9	37	98	.6	4.3	15	51	.3	3.2
19	42	.3	3.1	9	27	.2	1.1	28	87	.5	2.1	23	62	.4	2.5	16	41	.3	3.4
WCMN-AM																			
FA '00																			
4-Book																			
2	5		.3	10	20	.2	1.2	2	8		.2	5	20	.1	.6	11	33	.2	2.3
2	6		.3	12	30	.2	1.4	9	23	.2	.7	12	18	.2	1.2	8	14	.1	1.5
WCMN-FM																			
FA '00																			
4-Book																			
7	40	.1	1.1	2	18		.2	45	57	.8	3.6	15	32	.3	1.7	7	7	.1	1.5
3	14		.5	7	21	.1	.8	16	26	.3	1.3	8	17	.2	.8	3	6		.5
WCOM-FM																			
FA '00																			
4-Book																			
4	17	.1	.6	12	12	.2	1.5	20	36	.3	1.6	15	36	.3	1.7	5	12	.1	1.1
3	7	.1	.4	5	9	.1	.6	7	18	.1	.6	5	12	.1	.5	3	7	.1	.7
WCTA-FM																			
FA '00																			
4-Book																			
27	66	.5	4.3	39	90	.7	4.8	40	62	.7	3.2	33	74	.6	3.8	18	62	.3	3.8
21	57	.4	3.4	18	41	.3	2.1	34	77	.6	2.6	23	58	.4	2.4	16	56	.3	3.6
WEGM-FM																			
FA '00																			
4-Book																			
4	11	.1	.6	2	2			4	11	.1	.3					7	18	.1	1.5
4	9	.1	.6	2	7		.3	3	13	.1	.2	4	8	.1	.4	4	9	.1	.7
WENA-AM																			
FA '00																			
4-Book																			
7	9	.1	1.1	5	11	.1	.6	9	28	.2	.7	8	28	.1	.9	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																			
FA '00																			
4-Book																			
6	17	.1	1.0	10	24	.2	1.2	16	40	.3	1.3	8	26	.1	.9	7	20	.1	1.5
				11	30	.2	1.2	10	34	.2	.8	10	24	.2	1.1	7	17	.1	1.5
WEXS-AM																			
FA '00																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																			
FA '00																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFID-FM FA '00 4-Book	5 19	16 57	.1 .3	.8 3.3	13 18	49 58	.2 .3	1.6 2.1	45 37	103 93	.8 .6	3.6 2.8	30 24	69 53	.5 .4	3.5 2.6	10	37	.2	2.0	
WIAC-AM FA '00 4-Book	7	18	.1	1.3	10 9	27 36	.2 .2	1.2 1.1	1 15	14 25	.1 .2	1.1	5 6	18 18	.1 .1	.6 .6	2 4	11 12	.1	.8	
WIAC-FM FA '00 4-Book	5 13	12 36	.1 .2	.8 2.2	21 10	26 19	.4 .2	2.6 1.2	28 23	93 89	.5 .4	2.2 1.8	17 13	33 36	.3 .2	2.0 1.4	6 8	15 22	.1 .1	1.3 1.6	
WIDA-AM FA '00 4-Book	**	**	**	**	3 **	13 **	.1 **	.4 **	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM WQOZ-FM FA '00 4-Book	2 **	6 **	.3 **	.3 **	**	**	**	**	5 **	6 **	.1 **	.4 **	**	**	**	**	**	**	**	**	
WIOA-FM FA '00 4-Book	30 12	69 29	.5 .2	4.7 2.0	16 14	20 37	.3 .3	2.0 1.8	41 22	141 82	.7 .4	3.2 1.8	8 12	39 33	.1 .2	.9 1.3	31 14	110 49	.5 .2	6.5 3.0	
WIOB-FM FA '00 4-Book	21 6	62 20	.4 .1	3.3 1.0	9 5	35 14	.2 .1	1.1 .6	20 11	37 29	.3 .2	1.6 .9	20 12	59 36	.3 .2	2.3 1.3	10 7	39 23	.2 .1	2.1 1.4	
WIOC-FM FA '00 4-Book	16 6	44 18	.3 .1	2.5 .9	2	14 6	.2 .2		10 3	14 7	.2 .1	.8 .2	3	6	.1	.3	11 5	31 15	.2 .1	2.3 1.1	
WISA-AM FA '00 4-Book	8 **	20 **	.1 **	1.3 **	**	**	**	**	**	**	**	**	15 **	20 **	.3 **	1.7 **	**	**	**	**	
WISO-AM FA '00 4-Book	* **	**	**	**	4 **	17 **	.1 **	.5 **	7 **	17 **	.1 **	.6 **	4 **	17 **	.1 **	.5 **	* **	23 **	33 **	.4 **	4.8 **
WIVA-FM FA '00 4-Book	10 15	46 57	.2 .3	1.6 2.5	37 22	90 43	.6 .4	4.6 2.6	55 34	139 77	.9 .6	4.4 2.6	41 23	70 54	.7 .4	4.8 2.4	14 8	32 32	.2 .1	2.9 1.8	
WKAQ-AM FA '00 4-Book	15 14	64 44	.3 .2	2.4 2.3	85 62	226 158	1.4 1.0	10.5 7.4	39 34	126 107	.7 .6	3.1 2.6	14 16	55 51	.2 .3	1.6 1.6	22 15	73 56	.4 .3	4.6 3.1	
WKAQ-FM FA '00 4-Book	46 22	95 69	.8 .4	7.2 3.5	18 26	56 63	.3 .4	2.2 3.1	37 39	97 127	.6 .6	2.9 2.9	19 23	43 76	.3 .4	2.2 2.4	1 12	9 35	.2 .2	2.6 2.6	
WKFE-AM FA '00 4-Book	4 **	12 **	.1 **	.6 **	12 **	12 **	.2 **	1.5 **	12 **	12 **	.2 **	.9 **	9 **	12 **	.2 **	1.0 **	4 **	12 **	.1 **	.8 **	
WKJB-AM FA '00 4-Book					2 10	2 25	.2 .2	1.2	6 4	10 19	.1 .1	.5 .3	1 1	3	.1		* 1	2		.3	
WKSA-FM FA '00 4-Book	**	**	**	**	9	17	.2	1.0	4 6	21 24	.1 .1	.3 .4	3 6	21 13	.1 .1	.3 .6	**	**	**	**	
WKVM-AM FA '00 4-Book	10 4	28 11	.2 .1	1.6 .6	5 16	15 31	.1 .3	.6 1.8	6 17	29 38	.1 .3	.5 1.2	7 12	29 22	.1 .2	.8 1.3	3 2	12 7	.1 .1	.6 .3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WLIZ-AM																				
FA '00	8	21	.1	1.3						8				23	.1	.9				
4-Book	7	14	.1	1.2	2	3		.2	5	19	.1	.4	9	18	.2	.9	1	3		.3
WMEG-FM																				
FA '00	9	39	.2	1.4	5	25	.1	.6	5	41	.1	.4	6	21	.1	.7	17	60	.3	3.6
4-Book	16	42	.3	2.7	9	35	.2	1.1	11	40	.2	.8	12	34	.2	1.2	21	58	.3	4.5
WNEL-AM																				
FA '00	3	14	.1	.5	2	11		.2	6	29	.1	.5	7	29	.1	.8	5	14	.1	1.1
4-Book	8	15	.2	1.3	10	30	.2	1.2	7	31	.1	.5	4	15	.1	.5	4	6	.1	.8
WNRT-FM																				
FA '00	19	31	.3	3.0	34	58	.6	4.2	18	41	.3	1.4	10	14	.2	1.2	3	14	.1	.6
4-Book	7	24	.1	1.2	25	65	.4	3.0	16	59	.3	1.2	10	26	.2	1.1	7	27	.1	1.6
WORO-FM																				
FA '00	19	73	.3	3.0	33	60	.6	4.1	172	316	2.9	13.6	101	237	1.7	11.8	23	55	.4	4.8
4-Book	**	**	**	**	33	75	.6	3.9	205	375	3.4	15.6	112	253	1.9	11.8	**	**	**	**
WOSO-AM																				
FA '00	19	40	.3	3.0	4	18	.1	.5	2	18		.2	5	32	.1	.6	22	43	.4	4.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	9	32	.2	1.4					1	10		.1								
4-Book	6	19	.1	.9	3	9	.1	.4	12	36	.2	1.0	5	11	.1	.6	5	9	.1	1.0
WPAB-AM																				
FA '00	5	20	.1	.8	6	17	.1	.7	15	39	.3	1.2	10	13	.2	1.2	2	8		.4
4-Book	8	21	.2	1.4	14	36	.2	1.6	20	60	.3	1.6	4	10	.1	.5	7	18	.1	1.5
WPRM-FM																				
FA '00	31	127	.5	4.9	65	158	1.1	8.0	97	222	1.6	7.7	60	141	1.0	7.0	22	78	.4	4.6
4-Book	49	136	.8	8.1	55	119	.9	6.4	76	179	1.3	5.8	58	130	1.0	6.3	36	103	.6	7.6
WPRP-AM																				
FA '00					19	51	.3	2.3	36	46	.6	2.8	11	14	.2	1.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	19	31	.3	3.0	3	12	.1	.4	12	46	.2	.9					**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00					16	29	.2	1.8	2	9		.2	11	18	.2	1.2	3	9		.6
4-Book	2	8		.3					15	28	.2	1.1								
WTPM-FM																				
FA '00	*				1	2		.1	1	6		.1	2	4		.2	*	1		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQD-FM																				
FA '00									5	12	.1	.4	13	25	.2	1.5				
4-Book	5	16	.1	.9	3	13	.1	.3	21	46	.3	1.5	14	34	.2	1.5	3	13		.6
WUNO-AM																				
FA '00	15	30	.3	2.4	6	28	.1	.7									5	12	.1	1.1
4-Book	6	15	.1	.9	16	45	.3	1.8	2	7		.1	3	4	.1	.3	3	10		.6
WVJP-FM																				
FA '00	14	24	.2	2.2	16	33	.3	2.0	28	70	.5	2.2	15	54	.3	1.7	18	52	.3	3.8
4-Book	8	24	.1	1.3	9	27	.2	1.1	21	58	.4	1.6	14	33	.3	1.4	14	35	.2	2.9
WVOZ-FM																				
FA '00					8	32	.1	1.0	11	32	.2	.9								
4-Book	11	16	.2	2.0	5	19	.1	.6	6	17	.1	.4	10	14	.2	.9	2	9		.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 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
WXEW-AM FA '00 4-Book	* **	**	**	**	* **	7 **	11 **	.1 **	.9 **	1 **	11 **	.1 **	**	**	**	**	* **	**	**	**
WXYX-FM FA '00 4-Book	3	9		.5	10	23	.2	1.2	14 11	35 40	.2 .2	1.1 .9	7 9	15 33	.1 .1	.8 .9	4	14	.1	.8
WYQE-FM FA '00 4-Book	1 **	6 **	**	.2 **	**	**	**	**	**	**	**	**	7 **	11 **	.1 **	.8 **	2 **	11 **	**	.4 **
WZAR-FM FA '00 4-Book	18 13	55 26	.3 .2	2.8 2.1	18 13	42 32	.3 .2	2.2 1.5	15 11	41 40	.3 .2	1.2 .9	28 13	55 35	.5 .2	3.3 1.4	15 7	33 21	.3 .1	3.2 1.5
WZMT-FM FA '00 4-Book	5 6	21 21	.1 .1	.8 1.0	1	4		.2	17 12	44 32	.3 .2	1.3 .9	9	21	.1	.9	4	13	.1	.9
WZNT-FM FA '00 4-Book	59 72	143 192	1.0 1.2	9.3 11.9	28 47	93 138	.5 .8	3.5 5.7	101 145	236 338	1.7 2.4	8.0 11.0	69 120	230 259	1.2 2.0	8.0 12.6	31 43	85 130	.5 .7	6.5 9.2
TOTALS FA '00 4-Book	635 602	1579 1515	10.6 10.0		809 845	1926 1964	13.5 14.1		1264 1317	2571 2733	21.1 21.9		858 946	1950 1992	14.4 15.8		475 468	1236 1258	7.9 7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

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 '00																					
SU '00		7																			
SP '00	1	20	.1										3	10	.1	.3		3	10	.1	
WI '00	3	38	.1	.4	9	20	.2	1.0	4	20	.1	.6					1	11			
4-Book	1	16	.1		2	5	.1	.3	1	5	.2		1	3	.1		1	5	.2		
FA '99		13			1	13		.1													
Wael-AM																					
FA '00		29				21			1	10		.1							1		
SU '00	1	32		.1	4	10		.4					11					1	11		
SP '00		12																			
WI '00	1	41		.1	1	11		.1	4	30		.1	.6		1	6		.1			
4-Book	1	29	.1		1	11	.1	.1	1	10	.2		1	5	.1			3	.1		
FA '99																					
Wael-FM																					
FA '00	20	269	.5	2.6	23	170	.5	2.5	27	158	.6	3.8	17	131	.4	1.9	16	118	.4	2.4	
SU '00	13	338	.3	1.7	10	115	.2	1.1	22	186	.5	2.6	12	113	.3	1.2	5	66	.1	.9	
SP '00	13	181	.3	1.7	20	124	.5	2.1	17	126	.4	2.1	6	42	.1	.7	9	67	.2	1.5	
WI '00	6	179	.1	.8	4	65	.1	.4	7	71	.2	1.0	8	54	.2	.8	2	37		.3	
4-Book	13	242	.3	1.7	14	119	.3	1.5	18	135	.4	2.4	11	85	.3	1.2	8	72	.2	1.3	
FA '99	10	318	.2	1.3	7	120	.2	.7	12	200	.3	1.6	8	103	.2	.9	6	117	.1	.9	
WALO-AM																					
FA '00		15							1	15		.1	1	15		.1	1	15		.1	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	1	27		.1	3	27		.1	.3	1	21		.1								
WAPA-AM																					
FA '00	* 1	25		.1	2	7		.2	1	7		.1	1	17		.1	* 1	17		.1	
SU '00	4	53		.5	3	30		.3	16	24		.4	1.9								
SP '00	1	20		.1	2	12		.2		6								6			
WI '00	1	47		.1	4	27		.4						3	11		.1	.3			
4-Book	2	36	.2		3	19	.1	.3	4	9	.1	.5		1	11		.1	.1	6		
FA '99	1	34		.1	1	34		.1						2	12		.2		12		
WBRO-FM																					
FA '00	21	292	.5	2.7	15	143	.4	1.6	20	141	.5	2.8	30	201	.7	3.3	17	137	.4	2.5	
SU '00	12	294	.3	1.6	11	109	.3	1.2	14	152	.3	1.7	12	108	.3	1.2	6	90	.1	1.1	
SP '00	6	146	.1	.8	3	42	.1	.3	5	63	.1	.6	6	84	.1	.7	10	92	.2	1.7	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																					
FA '00	15	323	.4	1.9	22	168	.5	2.4	15	166	.4	2.1	14	184	.3	1.5	16	156	.4	2.4	
SU '00	15	382	.3	1.9	34	220	.8	3.7	9	87	.2	1.1	21	202	.5	2.2	7	160	.2	1.3	
SP '00	14	383	.3	1.8	11	127	.3	1.2	19	173	.4	2.3	17	201	.4	1.9	12	144	.3	2.0	
WI '00	5	128	.1	.7	3	37	.1	.3	8	65	.2	1.2	6	64	.1	.6	7	62	.2	1.2	
4-Book	12	304	.3	1.6	18	138	.4	1.9	13	123	.3	1.7	15	163	.3	1.6	11	131	.3	1.7	
FA '99	10	321	.2	1.3	10	97	.2	1.1	10	150	.2	1.3	12	136	.3	1.4	11	158	.3	1.6	
WCMA-FM																					
FA '00	16	515	.4	2.1	20	187	.5	2.2	14	232	.3	2.0	23	194	.5	2.5	10	187	.2	1.5	
SU '00	13	460	.3	1.7	15	193	.3	1.6	20	260	.5	2.4	12	145	.3	1.2	6	79	.1	1.1	
SP '00	33	684	.8	4.2	45	291	1.0	4.7	33	377	.8	4.0	40	328	.9	4.4	20	245	.5	3.4	
WI '00	48	833	1.1	6.3	47	405	1.1	5.2	60	446	1.4	8.7	58	473	1.3	6.1	41	417	1.0	7.0	
4-Book	28	623	.7	3.6	32	269	.7	3.4	32	329	.8	4.3	33	285	.8	3.6	19	232	.5	3.3	
FA '99	61	1076	1.4	7.7	75	470	1.7	7.9	53	406	1.2	7.1	77	609	1.8	8.9	50	488	1.2	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
	WCMN-AM																			
FA '00	2	33		.3	6	33	.1	.7	3	18	.1	.4	1	7		.1	2	26		.3
SU '00		34			2	34		.2												
SP '00																				
WI '00	1	23		.1	3	11	.1	.3					1	12		.1				
4-Book	1	23		.1	3	20	.1	.3	1	5		.1	1	5		.1	1	7		.1
FA '99	2	14		.3	5	8	.1	.5		8				8			2	8		.3
WCMN-FM																				
FA '00	27	391	.6	3.5	38	158	.9	4.1	25	195	.6	3.5	33	281	.8	3.6	20	166	.5	3.0
SU '00	30	302	.7	3.9	31	174	.7	3.4	22	233	.5	2.6	38	189	.9	3.9	23	182	.5	4.3
SP '00	16	315	.4	2.0	23	185	.5	2.4	13	171	.3	1.6	16	124	.4	1.7	8	119	.2	1.3
WI '00	23	406	.5	3.0	28	159	.6	3.1	23	214	.5	3.3	17	177	.4	1.8	15	127	.3	2.6
4-Book	24	354	.6	3.1	30	169	.7	3.3	21	203	.5	2.8	26	193	.6	2.8	17	149	.4	2.8
FA '99	20	250	.5	2.5	15	116	.3	1.6	17	144	.4	2.3	27	164	.6	3.1	20	136	.5	2.9
WCOM-FM																				
FA '00	29	792	.7	3.7	52	345	1.2	5.6	36	381	.8	5.1	30	291	.7	3.3	18	210	.4	2.7
SU '00	27	742	.6	3.5	63	268	1.5	6.8	35	376	.8	4.2	19	287	.4	2.0	10	137	.2	1.9
SP '00	35	887	.8	4.5	46	371	1.1	4.8	34	412	.8	4.1	31	329	.7	3.4	27	301	.6	4.5
WI '00	37	1050	.9	4.8	37	409	.9	4.1	24	359	.6	3.5	39	404	.9	4.1	34	348	.8	5.8
4-Book	32	868	.8	4.1	50	348	1.2	5.3	32	382	.8	4.2	30	328	.7	3.2	22	249	.5	3.7
FA '99	52	1147	1.2	6.5	54	438	1.3	5.7	43	628	1.0	5.7	59	611	1.4	6.8	52	606	1.2	7.6
WCTA-FM																				
FA '00	5	88	.1	.6	6	41	.1	.7		7			1	21		.1	3	40	.1	.4
SU '00	4	118	.1	.5	1	18		.1	2	29		.2	3	49	.1	.3	2	26		.4
SP '00	3	106	.1	.4	2	31		.2	4	48	.1	.5	5	51	.1	.5	2	22		.3
WI '00	1	57		.1	2	23		.2	1	39		.1	1	25		.1	1	18		.2
4-Book	3	92	.1	.4	3	28		.3	2	31		.2	3	37	.1	.3	2	27		.3
FA '99	5	152	.1	.6	3	51	.1	.3	4	71	.1	.5	12	52	.3	1.4	6	24	.1	.9
WEGM-FM																				
FA '00	15	228	.4	1.9	14	99	.3	1.5	11	122	.3	1.5	21	134	.5	2.3	14	151	.3	2.1
SU '00	14	235	.3	1.8	10	99	.2	1.1	8	82	.2	1.0	39	130	.9	4.0	6	78	.1	1.1
SP '00	10	206	.2	1.3	11	104	.3	1.2	13	103	.3	1.6	15	118	.3	1.6	6	84	.1	1.0
WI '00	22	211	.5	2.9	22	132	.5	2.4	11	120	.3	1.6	25	124	.6	2.6	21	101	.5	3.6
4-Book	15	220	.4	2.0	14	109	.3	1.6	11	107	.3	1.4	25	127	.6	2.6	12	104	.3	2.0
FA '99	18	210	.4	2.3	21	131	.5	2.2	10	97	.2	1.3	22	110	.5	2.5	16	106	.4	2.4
WENA-AM																				
FA '00	1	18		.1					4	18	.1	.6	2	18		.2		7		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	4	82	.1	.5	3	49	.1	.3	6	15	.1	.8	7	48	.2	.8	2	27		.3
SU '00	9	150	.2	1.2	7	72	.2	.8	2	24		.2	13	82	.3	1.3	8	66	.2	1.5
SP '00	1	74		.1	6	48	.1	.6	1	11		.1								
WI '00	3	156	.1	.4	4	89	.1	.4	7	75	.2	1.0	3	38	.1	.3		8		
4-Book	4	116	.1	.6	5	65	.1	.5	4	31	.1	.5	6	42	.2	.6	3	25	.1	.5
FA '99	5	155	.1	.6	3	61	.1	.3	6	72	.1	.8	4	70	.1	.5	3	60	.1	.4
WEXS-AM																				
FA '00	6	19	.1	.8	19	19	.4	2.1	7	19	.2	1.0								
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
+WFDT-FM																				
FA '00	2	19	.3	1	19	.1	.7	5	19	.1	.7	5	19	.1	.6	2	19	.3	.3	
SU '00	2	47	.3	3	29	.1	.3	5	15	.1	.3	5	33	.1	.5	1	25	.2	.2	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	9	88	.2	1.2	3	45	.1	.3	4	45	.1	.6	20	71	.5	2.1	6	36	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	40	.3	1	15	.1	.1	2	28	.3	.3	1	19	.1	.1	3	28	.1	.4	
WFID-FM																				
FA '00	45	682	1.1	5.8	34	235	.8	3.7	51	277	1.2	7.2	45	268	1.1	5.0	54	299	1.3	8.1
SU '00	38	708	.9	4.9	38	272	.9	4.1	59	396	1.4	7.0	49	286	1.1	5.0	34	278	.8	6.4
SP '00	52	688	1.2	6.6	64	260	1.5	6.7	77	288	1.8	9.3	55	332	1.3	6.0	35	235	.8	5.9
WI '00	48	751	1.1	6.3	51	318	1.2	5.6	53	319	1.2	7.7	45	253	1.0	4.7	48	280	1.1	8.2
4-Book	46	707	1.1	5.9	47	271	1.1	5.0	60	320	1.4	7.8	49	285	1.1	5.2	43	273	1.0	7.2
FA '99	32	820	.7	4.0	27	296	.6	2.8	39	327	.9	5.2	35	381	.8	4.0	35	353	.8	5.1
VIAC-AM																				
FA '00																				
SU '00		14		1	14		.1													
SP '00		5								5				5						
WI '00																				
4-Book		5			4				1				1							
FA '99	1	28	.1	.5	5	28	.1	.5	1	12	.1	.1	1	9	.1	.1		9		
VIAC-FM																				
FA '00	21	629	.5	2.7	20	187	.5	2.2	27	267	.6	3.8	31	289	.7	3.4	19	153	.4	2.8
SU '00	41	695	1.0	5.3	58	253	1.3	6.3	72	302	1.7	8.6	42	293	1.0	4.3	32	262	.7	6.0
SP '00	26	565	.6	3.3	24	176	.6	2.5	30	295	.7	3.6	38	247	.9	4.1	27	228	.6	4.5
WI '00	23	664	.5	3.0	21	223	.5	2.3	33	319	.8	4.8	21	219	.5	2.2	26	269	.6	4.5
4-Book	28	638	.7	3.6	31	210	.7	3.3	41	296	1.0	5.2	33	262	.8	3.5	26	228	.6	4.5
FA '99	32	890	.7	4.0	34	370	.8	3.6	28	351	.6	3.7	31	315	.7	3.6	38	323	.9	5.6
VIDA-AM																				
FA '00	2	19	.3	.3									19			6	19	.1	.9	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+VIDI-FM																				
WQOZ-FM																				
FA '00	1	22	.1	.1				1	14	.1	.1		9			2	9	.3	.3	
SU '00	1	16	.1	.1	2	6	.2	.2	10				7			1	6	.2	.2	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	30			**	**	**	**	4			**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	20			8			**	6			**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	24	471	.6	3.1	22	174	.5	2.4	22	175	.5	3.1	19	193	.4	2.1	29	206	.7	4.3
SU '00	17	471	.4	2.2	22	199	.5	2.4	28	194	.6	3.3	15	201	.3	1.5	15	166	.3	2.8
SP '00	12	313	.3	1.5	15	132	.3	1.6	8	110	.2	1.0	13	116	.3	1.4	14	88	.3	2.3
WI '00	12	434	.3	1.6	11	143	.3	1.2	9	145	.2	1.3	16	203	.4	1.7	9	85	.2	1.5
4-Book	16	422	.4	2.1	18	162	.4	1.9	17	156	.4	2.2	16	178	.4	1.7	17	136	.4	2.7
FA '99	19	505	.4	2.4	22	192	.5	2.3	23	156	.5	3.1	20	129	.5	2.3	15	148	.3	2.2
WIOB-FM																				
FA '00	17	289	.4	2.2	11	101	.3	1.2	23	178	.5	3.2	21	148	.5	2.3	19	136	.4	2.8
SU '00	9	272	.2	1.2	8	99	.2	.9	22	106	.5	2.6	5	83	.1	.5	5	46	.1	.9
SP '00	24	234	.6	3.1	31	157	.7	3.3	32	136	.7	3.9	27	126	.6	2.9	24	91	.6	4.0
WI '00	14	214	.3	1.8	24	91	.6	2.7	17	92	.4	2.5	13	63	.3	1.4	11	93	.3	1.9
4-Book	16	252	.4	2.1	19	112	.5	2.0	24	128	.5	3.1	17	105	.4	1.8	15	92	.4	2.4
FA '99	9	202	.2	1.1	7	75	.2	.7	6	52	.1	.8	12	80	.3	1.4	13	100	.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 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
WIOC-FM																				
FA '00	12	239	.3	1.5	10	117	.2	1.1	7	67	.2	1.0	7	103	.2	.8	19	92	.4	2.8
SU '00	6	121	.1	.8	2	13	.2	.2	6	58	.1	.7	4	44	.1	.4	12	29	.3	2.3
SP '00	9	147	.2	1.1	12	66	.3	1.3	10	72	.2	1.2	14	62	.3	1.5	8	84	.2	1.3
WI '00	4	126	.1	.5	2	26	.2	.2	2	43	.3	.3	7	82	.2	.7	3	32	.1	.5
4-Book	8	158	.2	1.0	7	56	.1	.7	6	60	.1	.8	8	73	.2	.9	11	59	.3	1.7
FA '99	10	185	.2	1.3	18	130	.4	1.9	8	128	.2	1.1	7	95	.2	.8	10	95	.2	1.5
WISA-AM																				
FA '00	1	19	.1	.1	1	19	.1	.1	2	19	.3	.3	2	19	.2	.2				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*	19	.1	.1	2	19	.2	.2									*			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	13	.1	.1	2	13	.2	.2	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	15	294	.4	1.9	34	179	.8	3.7	9	105	.2	1.3	22	140	.5	2.4	6	59	.1	.9
SU '00	21	281	.5	2.7	43	160	1.0	4.7	20	109	.5	2.4	31	184	.7	3.2	2	37	.4	.4
SP '00	9	302	.2	1.1	27	170	.6	2.8	4	81	.1	.5	3	57	.1	.3	3	50	.1	.5
WI '00	14	214	.3	1.8	36	143	.8	4.0	5	61	.1	.7	17	105	.4	1.8	5	58	.1	.9
4-Book	15	273	.4	1.9	35	163	.8	3.8	10	89	.2	1.2	18	122	.4	1.9	4	51	.1	.7
FA '99	7	202	.2	.9	16	102	.4	1.7	4	60	.1	.5	14	121	.3	1.6	2	35		.3
WKAQ-AM																				
FA '00	2	83	.3	.3	7	83	.2	.8	2	29	.3	.3	6	5	.1	.6	1	21		.1
SU '00	6	135	.1	.8	11	109	.3	1.2	16	35	.4	1.9	3	42	.1	.3				
SP '00	2	86	.3	.3	5	47	.1	.5	1	10	.1	.1	3	35	.1	.3				
WI '00	2	80	.3	.3	4	57	.1	.4	1	35	.1	.1	2	26	.1	.2	1	10		.2
4-Book	3	96	.4	.4	7	74	.2	.7	5	27	.1	.6	3	27	.1	.3	1	8		.1
FA '99	2	85	.3	.3	3	54	.1	.3	3	21	.1	.4	1	5	.1	.1				
WKAQ-FM																				
FA '00	93	1620	2.2	12.0	94	712	2.2	10.2	74	772	1.7	10.4	118	936	2.8	13.0	69	631	1.6	10.3
SU '00	92	1447	2.1	11.9	88	604	2.0	9.6	106	759	2.5	12.6	99	734	2.3	10.2	79	648	1.8	14.8
SP '00	109	1750	2.5	13.9	111	868	2.6	11.7	122	1104	2.8	14.8	145	1060	3.4	15.8	67	723	1.6	11.2
WI '00	91	1461	2.1	11.9	96	754	2.2	10.6	85	855	2.0	12.3	113	816	2.6	11.9	64	567	1.5	11.0
4-Book	96	1570	2.2	12.4	97	735	2.3	10.5	97	873	2.3	12.5	119	887	2.8	12.7	70	642	1.6	11.8
FA '99	106	1774	2.5	13.3	100	892	2.3	10.5	118	972	2.7	15.8	96	945	2.2	11.1	87	866	2.0	12.8
WKFE-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	*	12	.1	.1	3	12	.1	.3									*			
SU '00	1	30	.1	.1					2	24	.2	.2	1	17	.1	.1	1	11		.2
SP '00		12																		
WI '00		13			1	13		.1												
4-Book		17			1	6		.1	1	6		.1		4			3			.1
FA '99																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WKSA-FM																				
FA '00	8	175	.2	1.0	10	80	.2	1.1	7	68	.2	1.0	8	50	.2	.9	5	66	.1	.7
SU '00	9	131	.2	1.2	5	48	.1	.5	11	95	.3	1.3	3	16	.1	.3	**	**	**	**
SP '00	7	103	.2	.9	8	74	.2	.8	5	43	.1	.6					**	**	**	**
WI '00	2	49	.3		1	15	.1		1	30	.1		8	23	.2	.8	**	**	**	**
4-Book	7	115	.2	.9	6	54	.1	.6	6	59	.2	.8	5	22	.1	.5	**	**	**	**
FA '99	13	154	.3	1.6	10	88	.2	1.1	20	127	.5	2.7	15	54	.3	1.7	**	**	**	**
WKVM-AM																				
FA '00	1	22		.1	3	11	.1	.3												
SU '00																				
SP '00		5																		
WI '00	8	34	.2	1.0	15	19	.3	1.7	10	12	.2	1.4	11	12	.3	1.2	2	22		.3
4-Book	2	15	.1	.3	5	8	.1	.5	3	3	.1	.4	3	3	.1	.3	1	6		.1
FA '99	1	28		.1									1	9		.1	1	19		.1
WLUZ-AM																				
FA '00		10							1	10		.1		10						
SU '00	1	14		.1	3	14	.1	.3												
SP '00																				
WI '00		17			1	17		.1												
4-Book		10			1	8		.1		3				3						
FA '99																				
WMEG-FM																				
FA '00	98	1497	2.3	12.6	91	712	2.1	9.9	80	746	1.9	11.3	120	916	2.8	13.2	86	659	2.0	12.9
SU '00	95	1373	2.2	12.3	74	521	1.7	8.0	84	637	1.9	10.0	185	830	4.3	19.0	69	571	1.6	13.0
SP '00	118	1446	2.7	15.1	102	607	2.4	10.7	117	710	2.7	14.2	153	799	3.5	16.7	120	660	2.8	20.1
WI '00	85	1156	2.0	11.1	57	501	1.3	6.3	65	473	1.5	9.4	165	666	3.8	17.4	74	602	1.7	12.7
4-Book	99	1368	2.3	12.8	81	585	1.9	8.7	87	642	2.0	11.2	156	803	3.6	16.6	87	623	2.0	14.7
FA '99	66	1222	1.5	8.3	67	473	1.6	7.1	52	527	1.2	6.9	82	637	1.9	9.5	65	660	1.5	9.6
VNEL-AM																				
FA '00																				
SU '00																				
SP '00																				
WI '00																				
4-Book																				
FA '99		16			1	16		.1												
WNRT-FM																				
FA '00	6	163	.1	.8	10	85	.2	1.1	6	64	.1	.8	5	49	.1	.6	8	92	.2	1.2
SU '00	3	162	.1	.4		17			2	62		.2	4	42	.1	.4	3	59	.1	.6
SP '00	9	132	.2	1.1	7	48	.2	.7	9	48	.2	1.1	6	44	.1	.7	13	105	.3	2.2
WI '00	8	173	.2	1.0	9	111	.2	1.0	8	64	.2	1.2	12	120	.3	1.3	1	33		.2
4-Book	7	158	.2	.8	7	65	.2	.7	6	60	.1	.8	7	64	.2	.8	6	72	.2	1.1
FA '99	3	125	.1	.4	2	41		.2	4	52	.1	.5	5	43	.1	.6	5	47	.1	.7
WORO-FM																				
FA '00		8												8						
SU '00	11	106	.3	1.4	6	44	.1	.7	10	44	.2	1.2	13	44	.3	1.3	**	**	**	**
SP '00	16	222	.4	2.0	9	108	.2	.9	18	75	.4	2.2	25	86	.6	2.7	11	81	.3	1.8
WI '00	1	67		.1	1	30		.1	2	40		.3	5	11		.5	1	15		.2
4-Book	7	101	.2	.9	4	46	.1	.4	8	40	.2	.9	11	37	.3	1.1	**	**	**	**
FA '99	1	54		.1					1	10		.1	1	18		.1	1	14		.1
WOSO-AM																				
FA '00	1	11		.1					3	11	.1	.4	1	11		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call 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
WOYE-FM																				
FA '00	18	593	.4	2.3	20	233	.5	2.2	16	239	.4	2.3	21	297	.5	2.3	14	212	.3	2.1
SU '00	26	574	.6	3.4	32	210	.7	3.5	22	258	.5	2.6	28	248	.6	2.9	19	164	.4	3.6
SP '00	32	624	.7	4.1	50	336	1.2	5.3	29	333	.7	3.5	29	279	.7	3.2	17	164	.4	2.8
WI '00	29	587	.7	3.8	44	280	1.0	4.9	22	297	.5	3.2	20	274	.5	2.1	24	206	.6	4.1
4-Book	26	595	.6	3.4	37	265	.9	4.0	22	282	.5	2.9	25	275	.6	2.6	19	187	.4	3.2
FA '99	28	747	.6	3.5	42	374	1.0	4.4	32	397	.7	4.3	21	272	.5	2.4	25	300	.6	3.7
WPAB-AM																				
FA '00		38			1	27		.1					14							
SU '00																				
SP '00		5				5														
WI '00		12							1	12		.1								
4-Book		14				8				3				4						
FA '99		29			1	11		.1		17										
WPRM-FM																				
FA '00	52	803	1.2	6.7	135	626	3.2	14.7	35	306	.8	4.9	49	304	1.1	5.4	23	182	.5	3.4
SU '00	43	844	1.0	5.6	111	517	2.6	12.1	23	273	.5	2.7	71	434	1.6	7.3	17	180	.4	3.2
SP '00	46	898	1.1	5.9	138	582	3.2	14.5	34	344	.8	4.1	41	327	1.0	4.5	17	130	.4	2.8
WI '00	51	834	1.2	6.6	138	565	3.2	15.3	34	275	.8	4.9	67	387	1.6	7.1	14	102	.3	2.4
4-Book	48	845	1.1	6.2	131	573	3.1	14.2	32	300	.7	4.2	57	363	1.3	6.1	18	149	.4	3.0
FA '99	76	1338	1.8	9.6	186	911	4.3	19.6	55	440	1.3	7.3	91	583	2.1	10.5	39	326	.9	5.7
WPRP-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	1	11		.1	1	11		.1	1	11		.1					1	11		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		9			1	9		.1	1	9		.1					1	9		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	10	153	.2	1.3	22	134	.5	2.4	5	65	.1	.7	14	44	.3	1.5	4	31	.1	.6
SU '00	3	69	.1	.4	11	45	.3	1.2	2	12		.2	3	13	.1	.3	2	23		.4
SP '00	4	117	.1	.5	6	44	.1	.6	6	56	.1	.7	5	32	.1	.5	1	11		.2
WI '00	10	189	.2	1.3	25	86	.6	2.8	5	24	.1	.7	11	98	.3	1.2	1	9		.2
4-Book	7	132	.2	.9	16	77	.4	1.8	5	39	.1	.6	8	47	.2	.9	2	19		.4
FA '99	9	200	.2	1.1	6	47	.1	.6	6	76	.1	.8	19	106	.4	2.2	4	42	.1	.6
WTPM-FM																				
FA '00	*	25			1	6		.1									*			
SU '00	1	24		.1	1	15		.1					1	9		.1				
SP '00	2	42		.3		5				5			1	25		.1		15		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	16		.1																
WUHQ-FM																				
FA '00	33	605	.8	4.2	31	262	.7	3.4	27	293	.6	3.8	41	360	1.0	4.5	36	277	.8	5.4
SU '00	29	474	.7	3.8	19	190	.4	2.1	36	263	.8	4.3	47	278	1.1	4.8	15	151	.3	2.8
SP '00	22	511	.5	2.8	17	212	.4	1.8	27	268	.6	3.3	25	265	.6	2.7	18	211	.4	3.0
WI '00	24	472	.6	3.1	25	278	.6	2.8	21	253	.5	3.0	28	271	.6	3.0	27	242	.6	4.6
4-Book	27	516	.7	3.5	23	236	.5	2.5	28	269	.6	3.6	35	294	.8	3.8	24	220	.5	4.0
FA '99	27	520	.6	3.4	33	198	.8	3.5	24	221	.6	3.2	24	269	.6	2.8	32	252	.7	4.7

** Station(s) not reported this survey.

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

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

Target Listener Trends

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 '00		11																		
SU '00	1	16		.1									2	16		.2	1	16		.2
SP '00	2	19		.3	5	10	.1	.5		10										
WI '00	2	57		.3	9	42	.2	1.0	1	17		.1		16						
4-Book	1	26		.2	4	13	.1	.4		7			1	8		.1		4		.1
FA '99	1	34		.1	3	34	.1	.3	3	12	.1	.4								
WVJP-FM																				
FA '00	13	287	.3	1.7	15	101	.4	1.6	6	94	.1	.8	12	78	.3	1.3	18	88	.4	2.7
SU '00	3	172	.1	.4	3	23	.1	.3	1	32		.1	3	65	.1	.3	8	55	.2	1.5
SP '00	9	175	.2	1.1	11	74	.3	1.2	18	98	.4	2.2	10	71	.2	1.1	3	61	.1	.5
WI '00	10	221	.2	1.3	5	55	.1	.6	7	70	.2	1.0	9	97	.2	.9	18	132	.4	3.1
4-Book	9	214	.2	1.1	9	63	.2	.9	8	74	.2	1.0	9	78	.2	.9	12	84	.3	2.0
FA '99	4	198	.1	.5	1	39		.1	5	58	.1	.7	3	56	.1	.3	2	58		.3
WVOZ-FM																				
FA '00	35	517	.8	4.5	32	215	.7	3.5	25	211	.6	3.5	48	260	1.1	5.3	31	295	.7	4.6
SU '00	26	442	.6	3.4	11	164	.3	1.2	22	220	.5	2.6	27	172	.6	2.8	29	247	.7	5.5
SP '00	9	201	.2	1.1	4	74	.1	.4	7	89	.2	.8	8	95	.2	.9	10	62	.2	1.7
WI '00	4	93	.1	.5					1	25		.1	2	20		.2	5	44	.1	.9
4-Book	19	313	.4	2.4	12	113	.3	1.3	14	136	.3	1.8	21	137	.5	2.3	19	162	.4	3.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	* 1	30		.1	2	8		.2					8				* 1	7		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		13							1	13		.1	1	13		.1				
WXYX-FM																				
FA '00	29	805	.7	3.7	32	309	.7	3.5	37	345	.9	5.2	51	400	1.2	5.6	21	259	.5	3.1
SU '00	29	686	.7	3.8	52	287	1.2	5.7	22	309	.5	2.6	38	302	.9	3.9	14	209	.3	2.6
SP '00	33	836	.8	4.2	34	295	.8	3.6	35	381	.8	4.2	62	466	1.4	6.8	19	231	.4	3.2
WI '00	40	966	.9	5.2	48	328	1.1	5.3	51	512	1.2	7.4	53	418	1.2	5.6	19	228	.4	3.3
4-Book	33	823	.8	4.2	42	305	1.0	4.5	36	387	.9	4.9	51	397	1.2	5.5	18	232	.4	3.1
FA '99	33	967	.8	4.2	38	293	.9	4.0	20	329	.5	2.7	42	435	1.0	4.9	31	322	.7	4.6
WYQE-FM																				
FA '00		18								7							1	11		.1
SU '00	6	59	.1	.8	10	38	.2	1.1	1	17		.1	6	21	.1	.6	5	38	.1	.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	60	.1	.5	6	33	.1	.6	6	38	.1	.8	2	18		.2	3	26	.1	.4
WZAR-FM																				
FA '00	26	482	.6	3.3	15	152	.4	1.6	26	205	.6	3.7	40	259	.9	4.4	33	222	.8	4.9
SU '00	44	502	1.0	5.7	33	200	.8	3.6	43	222	1.0	5.1	42	288	1.0	4.3	59	287	1.4	11.1
SP '00	24	495	.6	3.1	20	124	.5	2.1	30	195	.7	3.6	25	188	.6	2.7	28	239	.6	4.7
WI '00	37	421	.9	4.8	36	170	.8	4.0	46	304	1.1	6.7	38	218	.9	4.0	37	237	.9	6.3
4-Book	33	475	.8	4.2	26	162	.6	2.8	36	232	.9	4.8	36	238	.9	3.9	39	246	.9	6.8
FA '99	32	407	.7	4.0	34	215	.8	3.6	38	284	.9	5.1	29	269	.7	3.4	28	188	.6	4.1
WZMT-FM																				
FA '00	4	96	.1	.5	5	46	.1	.5	4	51	.1	.6	3	34	.1	.3	2	32		.3
SU '00	2	92		.3					2	39		.2	2	27		.2	1	13		.2
SP '00	7	56	.2	.9	8	50	.2	.8	3	41	.1	.4	9	56	.2	1.0	7	47	.2	1.2
WI '00	2	89		.3	1	16		.1	3	35	.1	.4		17			4	21	.1	.7
4-Book	4	83	.1	.5	4	28	.1	.4	3	42	.1	.4	4	34	.1	.4	4	28	.1	.6
FA '99	6	129	.1	.8	7	50	.2	.7	12	72	.3	1.6	5	68	.1	.6	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 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 Snr	AQH (00)	Cume (00)	AQH Rtg	AQH Snr	AQH (00)	Cume (00)	AQH Rtg	AQH Snr	AQH (00)	Cume (00)	AQH Rtg	AQH Snr	AQH (00)	Cume (00)	AQH Rtg	AQH Snr	
WZNT-FM																				
FA '00	7	228	.2	.9	7	102	.2	.8	7	74	.2	1.0	6	75	.1	.7	5	41	.1	.7
SU '00	14	275	.3	1.8	10	104	.2	1.1	15	143	.3	1.8	19	104	.4	2.0	7	51	.2	1.3
SP '00	8	327	.2	1.0	6	93	.1	.6	7	107	.2	.8	7	82	.2	.8	4	48	.1	.7
WI '00	15	441	.3	2.0	19	198	.4	2.1	10	147	.2	1.4	19	175	.4	2.0	3	69	.1	.5
4-Book	11	318	.3	1.4	11	124	.2	1.2	10	118	.2	1.3	13	109	.3	1.4	5	52	.1	.8
FA '99	19	447	.4	2.4	11	97	.3	1.2	11	183	.3	1.5	18	179	.4	2.1	11	129	.3	1.6
TOTALS																				
FA '00	778	4139	18.2		921	3612	21.5		710	3180	16.6		907	3595	21.2		668	3042	15.6	
SU '00	772	4228	17.9		920	3552	21.3		841	3321	19.5		974	3639	22.6		532	2803	12.3	
SP '00	783	4184	18.2		950	3660	22.0		825	3313	19.1		918	3626	21.3		597	3007	13.9	
WI '00	767	4187	17.8		904	3541	21.0		691	3100	16.0		948	3535	22.0		584	2920	13.5	
4-Book	775	4185	18.0		924	3591	21.5		767	3229	17.8		937	3599	21.8		595	2943	13.8	
FA '99	795	4265	18.4		949	3821	22.0		749	3413	17.4		865	3667	20.1		680	3412	15.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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 '00																					
	4-Book	1	8	.2		1	11	.1		1	6	.2		2	7	.2		1	2	.1		
Wael-AM	FA '00	1	21	.1			19			1	9	.2							1			
	4-Book	1	18	.1		1	19	.1		1	5	.3		2	5	.1		1	1	.1		
Wael-FM	FA '00	23	245	.5	2.8	19	134	.4	2.5	16	41	.4	2.6	32	84	.7	2.8	21	44	.5	2.4	
	4-Book	15	203	.3	1.7	**	**	**	**	14	39	.3	2.4	23	70	.5	2.1	20	54	.5	2.3	
WALO-AM	FA '00	1	15	.1																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00	1	17	.1		*																
	4-Book	3	28	.1	.3	1	11	.1		2	3	.3		1	4	.1						
WBRQ-FM	FA '00	21	231	.5	2.5	23	252	.5	3.1	19	110	.4	3.1	41	111	1.0	3.6	20	86	.5	2.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	17	257	.4	2.0	13	166	.3	1.7	6	32	.1	1.0	20	76	.5	1.7	18	59	.4	2.0	
	4-Book	15	248	.4	1.7	10	142	.2	1.3	7	30	.2	1.4	12	48	.3	1.1	11	44	.3	1.3	
WCMA-FM	FA '00	19	390	.4	2.3	16	276	.4	2.1	15	82	.4	2.4	11	73	.3	1.0	21	68	.5	2.4	
	4-Book	32	489	.8	3.8	25	334	.6	3.4	15	60	.4	2.7	44	151	1.0	4.1	29	84	.7	3.3	
WCMN-AM	FA '00	3	33	.1	.4	1	18		.1					2	18		.2					
	4-Book	1	23		.2		5							1	5		.1					
WCMN-FM	FA '00	31	341	.7	3.7	26	243	.6	3.5	37	122	.9	6.0	43	119	1.0	3.7	27	90	.6	3.0	
	4-Book	25	301	.6	2.9	28	238	.6	3.9	32	81	.8	5.8	37	98	.9	3.4	35	96	.8	4.0	
WCOM-FM	FA '00	39	631	.9	4.7	19	345	.4	2.5	13	49	.3	2.1	36	148	.8	3.1	19	52	.4	2.1	
	4-Book	37	691	.9	4.2	31	441	.7	4.2	18	70	.4	3.2	47	165	1.1	4.3	38	114	.9	4.2	
WCTA-FM	FA '00	2	49	.2		12	70	.3	1.6					23	41	.5	2.0	6	32	.1	.7	
	4-Book	2	57	.2		6	55	.1	.8	3	9	.1	.5	13	38	.3	1.3	5	22	.1	.6	
WEGM-FM	FA '00	15	168	.4	1.8	16	169	.4	2.1	9	44	.2	1.4	15	88	.4	1.3	44	83	1.0	5.0	
	4-Book	16	189	.4	1.9	16	150	.4	2.2	11	38	.3	1.9	17	56	.4	1.6	31	68	.7	3.5	
WENA-AM	FA '00	2	18	.2			7											2	7		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM	FA '00	5	74	.1	.6	3	35	.1	.4	4	8	.1	.6	7	8	.2	.6	1	9		.1	
	4-Book	5	89	.1	.6	5	69	.1	.7	3	8	.1	.6	5	19	.1	.4	3	11	.1	.4	
WEXS-AM	FA '00	8	19	.2	1.0	6	19	.1	.8	19	19	.4	3.1	6	19	.1	.5				**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	4	19	.1	.5		10							1	10		.1	1	10		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFID-FM FA '00 4-Book	44 53	458 519	1.0 1.2	5.3 6.1	41 36	406 381	1.0 .9	5.5 4.9	46 36	112 110	1.1 .8	7.4 6.4	60 57	132 131	1.4 1.3	5.2 5.2	35 47	78 99	.8 1.1	3.9 5.2
WIAC-AM FA '00 4-Book		5				1								1						
WIAC-FM FA '00 4-Book	26 35	491 483	.6 .8	3.1 4.0	14 16	223 258	.3 .4	1.9 2.2	21 14	43 43	.5 .3	3.4 2.5	30 34	79 107	.7 .8	2.6 3.2	14 27	49 77	.3 .6	1.6 3.2
WIDA-AM FA '00 4-Book	**	19 **	**	**	**	19 **	.1 **	.5 **	9 **	19 **	.2 **	1.4 **	19 **	19 **	.4 **	1.7 **	5 **	19 **	.1 **	.6 **
+WIDI-FM WQQZ-FM FA '00 4-Book	**	14 **	**	**	**	17 **	.1 **	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM FA '00 4-Book	21 17	313 316	.5 .4	2.5 1.9	25 14	267 193	.6 .3	3.3 1.9	24 10	104 39	.6 .3	3.9 1.7	50 31	145 85	1.2 .7	4.4 2.9	27 15	74 50	.6 .3	3.0 1.6
WIOB-FM FA '00 4-Book	18 20	254 211	.4 .5	2.2 2.3	11 10	127 119	.3 .2	1.5 1.4	5 8	9 21	.1 .2	.8 1.4	25 19	100 69	.6 .5	2.2 1.8	7 5	36 21	.2 .1	.8 .6
WIOC-FM FA '00 4-Book	8 7	177 113	.2 .2	1.0 .8	16 8	159 96	.4 .2	2.1 1.1	11 4	28 15	.3 .1	1.8 .8	26 15	76 38	.6 .3	2.3 1.3	31 12	54 31	.7 .3	3.5 1.4
WISA-AM FA '00 4-Book	**	19 **	**	.2 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM FA '00 4-Book	1 **	19 **	**	.1 **	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM FA '00 4-Book	21 20	236 224	.5 .5	2.5 2.3	10 12	135 127	.2 .3	1.3 1.7	17 15	39 36	.4 .3	2.7 2.7	18 19	34 51	.4 .5	1.6 1.8	14 17	35 46	.3 .4	1.6 2.0
WKAQ-AM FA '00 4-Book	3 5	83 90	.1 .2	.4 .6	1 1	23 26	.1 .1		2	8		.3	1	5		.1		3		
WKAQ-FM FA '00 4-Book	94 104	1296 1337	2.2 2.4	11.2 11.9	107 101	1110 1011	2.5 2.3	14.2 13.8	59 66	230 219	1.4 1.6	9.5 11.9	176 165	610 479	4.1 3.8	15.3 15.2	156 138	387 351	3.6 3.2	17.6 15.7
WKFE-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM FA '00 4-Book	1 1	12 14		.1 .1	*	6														
WKSA-FM FA '00 4-Book	8 6	107 93	.2 .1	1.0 .7	10 9	110 62	.2 .2	1.3 1.2	6 8	26 25	.1 .2	1.0 1.4	28 22	68 37	.7 .5	2.4 2.1	11 3	36 9	.3 .1	1.2 .3
WKVM-AM FA '00 4-Book	1 3	11 8		.1 .4	3 2	11 13	.1 .1	.4 .3	5	5	.1	.8	1	3		.1	5	11	.1	.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

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	
WLUZ-AM FA '00 4-Book	1 1	10 10	.1 .1		10 3															
WMEG-FM FA '00 4-Book	96 106	1268 1108	2.2 2.5	11.5 12.2	109 95	1000 840	2.6 2.2	14.5 13.0	73 50	270 183	1.7 1.2	11.8 9.0	130 114	375 322	3.0 2.7	11.3 10.5	139 119	365 301	3.3 2.8	15.7 13.5
WNEL-AM FA '00 4-Book																				
WNRT-FM FA '00 4-Book	7 7	148 118	.2 .2	.8 .8	3 7	81 100	.1 .2	.4 .9					3 8	13 32	.1 .2	.3 .8	20 14	45 35	.5 .3	2.3 1.5
WORO-FM FA '00 4-Book		8 61	.2 .2	.8 .8	7 7	8 48	.2 .2	1.0 1.0	3 3	8 8	.1 .1	.6 .6	2 8	8 18	.2 .2	.2 .8	7 7	11 11	.2 .2	.8 .8
WOSO-AM FA '00 4-Book	1 **	11 **	.1 **	.1 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WOYE-FM FA '00 4-Book	19 27	484 500	.4 .6	2.3 3.2	19 30	255 351	.4 .7	2.5 4.1	16 27	61 73	.4 .6	2.6 4.9	34 34	120 129	.8 .8	3.0 3.1	24 26	61 84	.6 .6	2.7 2.9
WPAB-AM FA '00 4-Book		27 11				25 6			2 1	25 6		.3 .1								
WPRM-FM FA '00 4-Book	70 70	767 772	1.6 1.6	8.4 8.1	41 30	370 319	1.0 .7	5.5 4.1	67 40	175 101	1.6 .9	10.8 7.0	61 44	139 125	1.4 1.0	5.3 4.1	50 44	153 125	1.2 1.0	5.6 4.9
WPRP-AM FA '00 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WQBS-AM FA '00 4-Book	1 **	11 **	.1 **	.1 **	1 **	11 **	.1 **	.1 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WRIO-FM FA '00 4-Book	13 9	146 112	.3 .2	1.6 1.1	9 6	67 52	.2 .2	1.2 .8	15 8	22 17	.4 .2	2.4 1.3	20 13	40 29	.5 .3	1.7 1.2	12 11	21 24	.3 .3	1.4 1.2
WTPM-FM FA '00 4-Book	** **	6 **	** **	** **	* **	1 25	.1 **	.1 **	4 **	14 **	.1 **	.6 **	3 **	11 **	.1 **	.3 **	** **	** **	** **	** **
WUQD-FM FA '00 4-Book	33 29	485 437	.8 .7	3.9 3.3	32 27	387 307	.7 .6	4.3 3.7	31 17	119 65	.7 .4	5.0 3.0	49 50	154 143	1.1 1.2	4.3 4.6	29 27	123 103	.7 .6	3.3 3.1
WUNO-AM FA '00 4-Book	2 2	23 23		.2 .2	1 1	11 16		.1 .1	2 2	7 7		.3 .3								
WVJP-FM FA '00 4-Book	11 8	160 138	.3 .2	1.3 1.0	15 9	175 112	.4 .2	2.0 1.2	16 7	73 28	.4 .2	2.6 1.1	22 11	76 45	.5 .3	1.9 1.0	13 7	45 22	.3 .2	1.5 .8
WVOZ-FM FA '00 4-Book	34 15	387 213	.8 .4	4.1 1.8	38 24	283 208	.9 .6	5.1 3.3	14 4	51 14	.3 .1	2.3 .7	52 21	116 74	1.2 .5	4.5 1.9	38 14	89 34	.9 .3	4.3 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

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	
WXEY-AM FA '00 4-Book	1 **	8 **	.1 **	* **	15 **															
WXYX-FM FA '00 4-Book	39 42	663 658	.9 1.0	4.7 4.9	16 26	288 395	.4 .6	2.1 3.5	16 20	71 86	.4 .5	2.6 3.6	16 44	106 152	.4 1.0	1.4 4.1	28 48	63 127	.7 1.1	3.2 5.4
WYQE-FM FA '00 4-Book		7 **																		
WZAR-FM FA '00 4-Book	27 33	363 356	.6 .8	3.2 3.8	19 28	219 250	.4 .6	2.5 3.9	13 25	36 58	.3 .6	2.1 4.6	43 42	103 107	1.0 1.0	3.7 3.9	22 27	70 71	.5 .6	2.5 3.2
WZMT-FM FA '00 4-Book	4 3	78 62	.1 .1	.5 .4	6 4	64 46	.1 .1	.8 .6	2	11	.1	.4	4 4	25 16	.1 .1	.3 .4	2	7	.1	.3
WZNT-FM FA '00 4-Book	6 11	145 219	.1 .2	.7 1.2	8 16	127 178	.2 .4	1.1 2.2	1 4	5 22	.2 .1	.8	12 30	21 75	.3 .7	1.0 2.8	10 20	35 47	.2 .5	1.1 2.3
TOTALS FA '00 4-Book	836 868	4059 4116	19.6 20.2		751 729	3675 3717	17.6 17.0		621 554	1776 1552	14.5 12.9		1148 1082	2430 2443	26.9 25.2		887 882	2042 2018	20.8 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 '00 4-Book	1	3	.2		2			1	2	.1										
Wael-AM FA '00 4-Book		1		2	8	.1	.7	1	3	.2			7	3						
Wael-FM FA '00 4-Book	17 9	51 25	.4 .2	2.3 1.2	9 **	42 **	.2 **	2.5 **	21 **	80 **	.5 **	2.5 **	12 **	49 **	.3 **	1.8 **	21 **	47 **	.5 **	3.3 **
WALO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM FA '00 4-Book	*				4		.1	1	2	.1			1	2	.1	*	1	1	.2	
WBRQ-FM FA '00 4-Book	6 **	42 **	.1 **	.8 **	20 **	49 **	.5 **	5.5 **	1 **	12 **	.1 **		41 **	79 **	1.0 **	6.0 **	40 **	95 **	.9 **	6.3 **
WCAD-FM FA '00 4-Book	23 14	48 44	.5 .3	3.1 2.0	3	6	.1	.9	10 14	43 51	.2 .3	1.2 1.9	12 7	20 21	.3 .2	1.8 1.1	10 5	29 17	.2 .1	1.6 .8
WCMA-FM FA '00 4-Book	12 29	50 92	.3 .7	1.6 4.0	21 15	65 50	.5 .4	5.8 4.1	19 26	79 98	.4 .6	2.3 3.4	27 26	79 63	.6 .6	4.0 3.8	8 13	32 44	.2 .3	1.3 2.0
WCMN-AM FA '00 4-Book					6 2	18 5	.1	1.7 .4									1	7 2	.2 .1	
WCMN-FM FA '00 4-Book	16 16	76 66	.4 .4	2.1 2.2	18 23	64 56	.4 .5	5.0 6.3	17 27	52 75	.4 .6	2.0 3.5	38 35	104 89	.9 .8	5.6 5.2	12 20	77 57	.3 .5	1.9 3.0
WCOM-FM FA '00 4-Book	12 23	34 83	.3 .6	1.6 3.2	3 9	12 44	.1 .2	.8 2.5	14 21	62 78	.3 .5	1.7 2.7	12 31	39 87	.3 .7	1.8 4.6	36 52	93 154	.8 1.2	5.7 8.0
WCTA-FM FA '00 4-Book	10 3	18 7	.2 .1	1.3 .4	10 3	32 8	.2 .1	2.8 .7	34 12	42 20	.8 .3	4.1 1.4	4 6	18 17	.1 .1	.6 .9	1	8 2	.2 .1	
WEGM-FM FA '00 4-Book	12 15	33 29	.3 .4	1.6 2.0	1 7	9 20	.3 .2	.3 1.8	14 16	39 44	.3 .4	1.7 2.0	15 15	51 40	.4 .4	2.2 2.2	22 21	48 51	.5 .5	3.5 3.2
WENA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM FA '00 4-Book	7 5	7 17	.2 .1	.9 .7	4	17	.1	1.2	6	21	.2	.9	1	11 9	.1 .2	1.3	5	14	.1	.7
WEXS-AM FA '00 4-Book	**	**	**	**	19 **	19 **	.4 **	5.3 **	7 **	19 **	.2 **	.8 **	**	**	**	**	**	**	**	
+WFDT-FM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 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		
WFID-FM	FA '00	39	115	.9	5.2	20	61	.5	5.5	49	129	1.1	5.9	37	94	.9	5.4	40	77	.9	6.3
4-Book		38	109	.9	5.3	13	39	.3	3.5	33	87	.8	4.1	26	74	.6	3.8	34	86	.8	5.3
WIAC-AM	FA '00																				
4-Book																					
WIAC-FM	FA '00	18	73	.4	2.4	2	17	.6		11	49	.3	1.3	12	33	.3	1.8	6	34	.1	.9
4-Book		17	68	.4	2.4	5	15	.1	1.4	11	50	.3	1.3	11	43	.3	1.7	9	35	.2	1.4
WIDA-AM	FA '00																				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM	WQQZ-FM																				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM	FA '00	15	47	.4	2.0	6	19	.1	1.7	40	143	.9	4.8	17	64	.4	2.5	15	59	.4	2.4
4-Book		16	43	.4	2.2	4	29	.1	1.2	17	68	.4	2.1	10	40	.2	1.5	9	38	.2	1.4
WIOB-FM	FA '00	6	31	.1	.8	8	10	.2	2.2	22	38	.5	2.6	12	19	.3	1.8	4	19	.1	.6
4-Book		11	32	.3	1.7	12	23	.3	3.1	10	27	.2	1.3	10	30	.2	1.4	6	21	.1	.9
WIOC-FM	FA '00	19	68	.4	2.5					18	43	.4	2.2	8	37	.2	1.2	9	21	.2	1.4
4-Book		8	26	.2	1.1	3	6	.1	.9	12	29	.3	1.6	6	19	.1	.8	5	12	.1	.8
WISA-AM	FA '00																				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM	FA '00	*																*			
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM	FA '00	3	32	.1	.4	5	21	.1	1.4	8	30	.2	1.0	12	49	.3	1.8	4	23	.1	.6
4-Book		4	19	.1	.6	4	15	.1	1.1	14	39	.3	1.9	15	41	.3	2.2	9	18	.2	1.4
WKAQ-AM	FA '00					8	15	.2	2.2	1	8		.1								
4-Book			2		.1	4	7	.1	1.0	1	6		.1					2	8		.3
WKAQ-FM	FA '00	111	353	2.6	14.8	23	82	.5	6.4	143	379	3.3	17.2	75	232	1.8	11.0	89	248	2.1	14.1
4-Book		92	303	2.1	13.1	31	117	.7	8.5	139	364	3.2	17.9	89	255	2.1	13.0	70	201	1.6	10.7
WKFE-AM	FA '00																				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM	FA '00																	*			
4-Book						1	3		.2	1	3		.1								
WKSA-FM	FA '00	8	27	.2	1.1	4	16	.1	1.1	7	26	.2	.8	6	26	.1	.9	8	22	.2	1.3
4-Book		**	**	**	**	6	15	.1	1.6	7	14	.2	.9	2	7		.2	**	**	**	**
WKVM-AM	FA '00	4	11	.1	.5					8	11	.2	1.0	5	11	.1	.7				
4-Book		1	6		.2	3	5	.1	.7	3	6	.1	.4	1	3		.2		4		.1

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WLUZ-AM FA '00 4-Book								1	10		.1									
WMEG-FM FA '00 4-Book	122 95	299 264	2.9 2.2	16.2 13.5	36 39	125 117	.8 .9	10.0 10.8	103 87	364 257	2.4 2.0	12.4 11.3	97 90	238 227	2.3 2.1	14.2 13.2	153 150	336 343	3.6 3.5	24.2 23.1
WNEL-AM FA '00 4-Book																				
WNRT-FM FA '00 4-Book	2 6	11 27	.3 .1	.3 .8	4 11	25 40	.1 .3	1.1 2.9	6	32	.2	.7	1 3	12 13	.1 .1	.4 .4	2	13	.1	.4
WORD-FM FA '00 4-Book	**	**	**	**					14	21	.3	1.9	15	34	.4	2.2	**	**	**	**
WOSO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM FA '00 4-Book	16 24	48 69	.4 .6	2.1 3.3	8 18	38 52	.2 .4	2.2 5.2	27 36	121 114	.6 .8	3.2 4.6	27 27	62 73	.6 .6	4.0 4.0	45	110	1.1	6.9
WPAB-AM FA '00 4-Book																				
WPRM-FM FA '00 4-Book	27 18	62 45	.6 .4	3.6 2.6	23 20	50 53	.5 .5	6.4 5.5	37 30	124 89	.9 .7	4.4 3.8	40 27	124 84	.9 .6	5.9 4.0	27 21	82 49	.6 .5	4.3 3.2
WPRP-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	9 **	11 **	.2 **	1.2 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book	9 4	27 10	.2 .1	1.2 .5	2	6		.5	5 9	25 25	.1 .2	.6 1.2	13 4	29 14	.3 .1	1.9 .6	3 2	10 7	.1 .1	.5 .3
WTPM-FM FA '00 4-Book	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM FA '00 4-Book	33 23	107 65	.8 .6	4.4 3.3	17 11	45 50	.4 .3	4.7 3.1	39 33	129 110	.9 .8	4.7 4.3	24 23	87 77	.6 .6	3.5 3.5	27 22	119 69	.6 .5	4.3 3.4
WUNO-AM FA '00 4-Book					1	7		.3	1	3		.1	3	7	.1	.5	9	11	.2	1.4
WVJP-FM FA '00 4-Book	1 5	12 15	.1 .1	.1 .6	18 7	58 23	.4 .2	5.0 1.9	26 10	63 34	.6 .2	3.1 1.3	16 10	34 24	.4 .3	2.3 1.4	13 12	24 31	.3 .3	2.1 1.9
WVOZ-FM FA '00 4-Book	108 85	158 140	2.5 2.0	14.4 12.1	4 1	12 5	.1 .4	1.1 .4	17 19	60 41	.4 .5	2.0 2.6	20 15	56 45	.5 .3	2.9 2.1	34 18	88 46	.8 .4	5.4 2.7

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

Target Listener Estimates

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		
WXEW-AM FA '00 4-Book	* **	**	**	**	*	**	**	**	**	3 **	15 **	.1 **	.4 **	**	**	**	**	*	**	**	**
WXYX-FM FA '00 4-Book	17 27	59 86	.4 .6	2.3 3.7	5 7	18 28	.1 .2	1.4 1.9	40 37	76 127	.9 .9	4.8 4.8	5 17	22 61	.1 .4	.7 2.5	3 6	6 17	.1 .1	.5 .9	
WYQE-FM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM FA '00 4-Book	19 32	49 78	.4 .7	2.5 4.6	15 14	35 30	.4 .3	4.2 3.7	10 24	44 74	.2 .6	1.2 3.1	11 22	28 50	.3 .5	1.6 3.3	16 34	41 76	.4 .8	2.5 5.2	
WZMT-FM FA '00 4-Book	3 2	20 10	.1 .1	.4 .4	1 2	10 7	.3 .1	.3 .6	14 5	17 9	.3 .1	1.7 .6	10 8	17 16	.2 .2	1.5 1.2	13 7	29 14	.3 .2	2.1 1.1	
WZNT-FM FA '00 4-Book	8 18	41 52	.2 .4	1.1 2.6	8 6	12 20	.2 .2	2.2 1.7	13 22	31 59	.3 .5	1.6 2.9	11 20	44 54	.3 .5	1.6 2.9	2 7	22 24	.3 .2	.3 1.1	
TOTALS FA '00 4-Book	752 710	1827 1794	17.6 16.5		361 359	1013 1035	8.4 8.4		832 773	1956 1885	19.5 18.0		682 678	1665 1604	16.0 15.8		632 649	1539 1538	14.8 15.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 '00	1	36	.1	1	9	.1										2	9		.3	
SU '00		8																		
SP '00	1	35	.1	2	25	.1		2	11	.1										
WI '00	4	45	.1	13	36	.2	.8	6	36	.1	.5		13			1	11		.2	
4-Book	2	31	.2	4	18	.1	.3	2	12		.2		3			1	5		.1	
FA '99	1	28	.1													4	28	.1	.7	
Wael-AM																				
FA '00	1	56	.1	1	35	.1		1	10	.1		2	14	.2			1			
SU '00		22											11			1	11		.2	
SP '00		29			8				8											
WI '00	2	45	.2	4	31	.1	.3	3	24	.1	.3		10			1	10		.2	
4-Book	1	38	.1	1	19		.1	1	11		.1	1	9	.1		1	6		.1	
FA '99		13														1	13		.2	
Wael-FM																				
FA '00	15	241	.3	1.3	15	93	.3	.9	28	182	.5	2.1	6	58	.1	.5	6	66	.1	.9
SU '00	10	330	.2	.9	6	86	.1	.4	24	203	.5	1.8	11	106	.2	.9	3	72	.1	.6
SP '00	9	188	.2	.8	7	85	.1	.5	17	147	.3	1.3	7	66	.1	.6	7	53	.1	1.2
WI '00	7	163	.1	.7	2	27		.1	14	115	.3	1.2	6	49	.1	.5	2	33		.4
4-Book	10	231	.2	.9	8	73	.1	.5	21	162	.4	1.6	8	70	.1	.6	5	56	.1	.8
FA '99	19	386	.4	1.7	12	102	.2	.7	44	291	.8	3.4	10	94	.2	.8	4	73	.1	.7
WALO-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	7	.1		1	7	.1		7							1	7		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	34	.1		4	27	.1	.2	1	27		.1				**	**	**	**	
WAPA-AM																				
FA '00	* 4	94	.1	.4	12	64	.2	.8	4	35	.1	.3	3	37	.1	.3	*	10		
SU '00	5	73	.1	.5	5	36	.1	.3	16	24	.3	1.2	1	30		.1	2	8		.4
SP '00	2	52		.2	2	26		.1	1	21		.1	4	25	.1	.3		6		
WI '00	6	123	.1	.6	15	67	.3	.9	9	61	.2	.8	10	48	.2	.8	1	22		.2
4-Book	4	86	.1	.4	9	48	.2	.5	8	35	.2	.6	5	35	.1	.4	1	12		.2
FA '99	1	54	.1		1	25		.1	1	7		.1	4	33	.1	.3	1	26		.2
WBRQ-FM																				
FA '00	23	322	.4	2.1	20	194	.4	1.3	21	159	.4	1.6	31	217	.6	2.6	21	142	.4	3.2
SU '00	12	235	.2	1.1	8	83	.2	.5	13	143	.2	1.0	13	86	.2	1.0	6	88	.1	1.1
SP '00	6	202	.1	.6	6	53	.1	.4	5	56	.1	.4	5	92	.1	.4	5	82	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	15	326	.3	1.3	22	153	.4	1.4	14	161	.3	1.1	13	145	.2	1.1	11	123	.2	1.7
SU '00	20	507	.4	1.9	39	278	.7	2.5	20	155	.4	1.5	28	303	.5	2.2	7	173	.1	1.3
SP '00	17	505	.3	1.6	16	164	.3	1.0	25	198	.5	1.8	21	203	.4	1.7	8	152	.2	1.4
WI '00	15	339	.3	1.4	18	163	.3	1.1	21	142	.4	1.8	17	129	.3	1.4	12	126	.2	2.1
4-Book	17	419	.3	1.6	24	190	.4	1.5	20	164	.4	1.6	20	195	.4	1.6	10	144	.2	1.6
FA '99	26	591	.5	2.4	40	295	.8	2.4	26	333	.5	2.0	33	293	.6	2.8	18	267	.3	2.9
WCMA-FM																				
FA '00	53	884	1.0	4.8	60	398	1.1	3.8	84	485	1.6	6.3	61	504	1.1	5.1	24	286	.4	3.6
SU '00	28	588	.5	2.6	25	283	.5	1.6	46	353	.9	3.4	40	270	.8	3.1	16	171	.3	3.0
SP '00	46	864	.9	4.2	64	323	1.2	4.2	66	480	1.3	4.9	53	467	1.0	4.3	19	192	.4	3.2
WI '00	52	1041	1.0	5.0	58	511	1.1	3.7	76	583	1.5	6.5	52	462	1.0	4.3	39	363	.7	6.8
4-Book	45	844	.9	4.2	52	379	1.0	3.3	68	475	1.3	5.3	52	426	1.0	4.2	25	253	.5	4.2
FA '99	69	977	1.3	6.3	88	426	1.7	5.3	86	514	1.6	6.6	80	521	1.5	6.8	37	315	.7	6.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-AM																				
FA '00	2	34	.2	.2	3	22	.1	.2	2	7	.2	.2	1	19	.1	.1	2	15	.3	.3
SU '00	2	38	.2	.2	9	25	.2	.6	4	26	.1	.3		13						
SP '00		15			1	7		.1		8				8				8		
WI '00	1	38	.1	.1	2	26	.1	.1	1	11	.1	.1	1	22	.1	.1				
4-Book	1	31	.1	.1	4	20	.1	.3	2	13	.2	.2	1	16	.1	.1	1	6	.1	.1
FA '99	4	36	.1	.4	12	36	.2	.7	4	36	.1	.3	1	26	.1	.1	3	26	.1	.5
WCMN-FM																				
FA '00	25	282	.5	2.2	40	185	.7	2.5	34	214	.6	2.6	22	186	.4	1.8	13	126	.2	2.0
SU '00	21	309	.4	2.0	31	179	.6	2.0	19	182	.4	1.4	24	190	.5	1.9	12	120	.2	2.3
SP '00	17	279	.3	1.6	23	156	.4	1.5	17	142	.3	1.3	17	131	.3	1.4	7	104	.1	1.2
WI '00	12	378	.2	1.1	11	104	.2	.7	10	166	.2	.9	15	143	.3	1.2	4	66	.1	.7
4-Book	19	312	.4	1.7	26	156	.5	1.7	20	176	.4	1.6	20	163	.4	1.6	9	104	.2	1.6
FA '99	26	305	.5	2.4	49	150	.9	2.9	26	212	.5	2.0	25	166	.5	2.1	15	124	.3	2.4
WCOM-FM																				
FA '00	28	638	.5	2.5	65	349	1.2	4.1	41	311	.8	3.1	22	211	.4	1.8	11	139	.2	1.7
SU '00	21	589	.4	2.0	65	297	1.2	4.2	20	219	.4	1.5	14	155	.3	1.1	8	97	.2	1.5
SP '00	32	824	.6	3.0	64	427	1.2	4.2	30	343	.6	2.2	23	244	.4	1.9	18	186	.3	3.0
WI '00	31	801	.6	3.0	51	305	1.0	3.2	36	339	.7	3.1	21	272	.4	1.7	18	155	.3	3.2
4-Book	28	713	.5	2.6	61	345	1.2	3.9	32	303	.6	2.5	20	221	.4	1.6	14	144	.3	2.4
FA '99	38	698	.7	3.5	56	341	1.1	3.4	33	382	.6	2.5	35	318	.7	3.0	36	315	.7	5.9
WCTA-FM																				
FA '00	4	128	.1	.4	2	30	.1	.1	1	26	.1	.1		10			2	28	.3	.3
SU '00	8	192	.2	.8	3	29	.1	.2	8	102	.2	.6	7	97	.1	.5	3	33	.1	.6
SP '00	5	155	.1	.5	3	56	.1	.2	6	77	.1	.4	8	89	.2	.6	4	38	.1	.7
WI '00	5	175	.1	.5	5	69	.1	.3	7	62	.1	.6	3	57	.1	.2	7	31	.1	1.2
4-Book	6	163	.1	.6	3	46	.1	.2	6	67	.1	.4	5	63	.1	.3	4	33	.1	.7
FA '99	14	223	.3	1.3	14	60	.3	.8	13	80	.2	1.0	18	70	.3	1.5	13	73	.2	2.1
WEGM-FM																				
FA '00	13	233	.2	1.2	17	122	.3	1.1	9	109	.2	.7	9	112	.2	.8	10	113	.2	1.5
SU '00	10	242	.2	.9	7	84	.1	.4	8	66	.2	.6	19	102	.4	1.5	4	53	.1	.8
SP '00	12	232	.2	1.1	14	128	.3	.9	15	152	.3	1.1	12	124	.2	1.0	7	87	.1	1.2
WI '00	24	243	.5	2.3	27	110	.5	1.7	13	149	.2	1.1	23	115	.4	1.9	24	111	.5	4.2
4-Book	15	238	.3	1.4	16	111	.3	1.0	11	119	.2	.9	16	113	.3	1.3	11	91	.2	1.9
FA '99	17	193	.3	1.6	32	112	.6	1.9	16	102	.3	1.2	20	103	.4	1.7	8	57	.2	1.3
WENA-AM																				
FA '00	5	45	.1	.4	3	27	.1	.2	15	31	.3	1.1	7	31	.1	.6		7		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	4	114	.1	.4	2	41	.1	.1	8	53	.1	.6	5	28	.1	.4	4	35	.1	.6
SU '00	5	170	.1	.5	8	56	.2	.5	4	53	.1	.3	4	30	.1	.3	2	15	.4	.4
SP '00	6	225	.1	.6	19	111	.4	1.2	6	88	.1	.4	3	47	.1	.2	1	14	.2	.2
WI '00	7	179	.1	.7	6	108	.1	.4	14	126	.3	1.2	3	30	.1	.2	4	62	.1	.7
4-Book	6	172	.1	.6	9	79	.2	.6	8	80	.2	.6	4	34	.1	.3	3	32	.1	.5
FA '99	7	179	.1	.6	10	92	.2	.6	11	126	.2	.8	6	61	.1	.5	3	47	.1	.5
WEXS-AM																				
FA '00	14	44	.3	1.3	44	44	.8	2.8	16	44	.3	1.2								
SU '00	1	10	.1	.1	2	10	.1	.1					1	10	.1	.1		10		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Women 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

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	
+WFDT-FM																				
FA '00	6	41	.1	.5	5	41	.1	.3	12	41	.2	.9	10	31	.2	.8	3	31	.1	.5
SU '00	3	56	.1	.3	5	38	.1	.3	4	23	.1	.3	5	41	.1	.4	1	25	.1	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	64	.1	.3	2	33	.1	.1	4	54	.1	.3	4	53	.1	.3		8		**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	67	.1	.4	3	39	.1	.2	4	42	.1	.3	4	33	.1	.3	4	18	.1	.7
WFID-FM																				
FA '00	89	1080	1.7	8.0	103	486	1.9	6.4	137	544	2.5	10.3	97	518	1.8	8.1	51	422	.9	7.7
SU '00	95	1109	1.8	8.9	110	527	2.1	7.0	150	601	2.9	11.2	125	620	2.4	9.8	57	385	1.1	10.8
SP '00	122	1268	2.3	11.3	155	597	3.0	10.1	207	737	4.0	15.2	157	748	3.0	12.6	64	556	1.2	10.8
WI '00	110	1195	2.1	10.5	129	598	2.5	8.1	183	602	3.5	15.6	131	578	2.5	10.8	72	431	1.4	12.6
4-Book	104	1163	2.0	9.7	124	552	2.4	7.9	169	621	3.2	13.1	128	616	2.4	10.3	61	449	1.2	10.5
FA '99	68	1075	1.3	6.2	93	528	1.8	5.6	89	583	1.7	6.8	75	593	1.4	6.4	53	454	1.0	8.6
VIAC-AM																				
FA '00																				
SU '00	5	68	.1	.5	18	30	.3	1.2	8	42	.2	.6		6			2	21		.4
SP '00	2	27		.2	7	18	.1	.5	2	11		.1		11						
WI '00	1	38		.1	2	26		.1	1	14		.1		12		.1				
4-Book	2	33		.2	7	19		.5	3	17		.2		7			1	5		.1
FA '99	2	55		.2	5	43		.3	1	12		.1		9		.1	1	23		.2
VIAC-FM																				
FA '00	36	871	.7	3.2	63	408	1.2	3.9	37	388	.7	2.8	48	452	.9	4.0	24	181	.4	3.6
SU '00	64	1047	1.2	6.0	107	451	2.0	6.8	99	413	1.9	7.4	74	447	1.4	5.8	29	341	.6	5.5
SP '00	50	1070	1.0	4.6	61	395	1.2	4.0	59	443	1.1	4.3	69	488	1.3	5.6	35	381	.7	5.9
WI '00	55	1150	1.1	5.2	80	499	1.5	5.0	71	514	1.4	6.0	51	471	1.0	4.2	38	379	.7	6.7
4-Book	51	1035	1.0	4.8	78	438	1.5	4.9	67	440	1.3	5.1	61	465	1.2	4.9	32	321	.6	5.4
FA '99	76	1113	1.5	6.9	126	586	2.4	7.6	115	585	2.2	8.8	77	506	1.5	6.5	31	327	.6	5.1
WIDA-AM																				
FA '00	2	19		.2										19			6	19	.1	.9
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	3	71	.1	.3	2	26		.1	3	31	.1	.2	2	27		.2	4	36	.1	.6
SU '00	1	61		.1	4	25	.1	.3	1	30		.1	1	33		.1	1	17		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	49		.2	3	25	.1	.2		4		.2	3	25	.1	.2	1	15		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	53	.1	.4	5	19	.1	.3	8	16	.2	.6	5	10	.1	.4		19		.2
WIOA-FM																				
FA '00	53	722	1.0	4.8	89	404	1.7	5.6	68	380	1.3	5.1	45	346	.8	3.8	28	263	.5	4.2
SU '00	49	830	.9	4.6	71	357	1.4	4.5	80	333	1.5	6.0	51	418	1.0	4.0	32	293	.6	6.1
SP '00	31	703	.6	2.9	40	320	.8	2.6	27	252	.5	2.0	33	204	.6	2.7	32	240	.6	5.4
WI '00	26	709	.5	2.5	48	331	.9	3.0	31	288	.6	2.6	23	259	.4	1.9	9	162	.2	1.6
4-Book	40	741	.8	3.7	62	353	1.2	3.9	52	313	1.0	3.9	38	307	.7	3.1	25	240	.5	4.3
FA '99	39	734	.7	3.6	46	323	.9	2.8	59	331	1.1	4.5	43	316	.8	3.6	18	204	.3	2.9
WIOB-FM																				
FA '00	27	404	.5	2.4	25	171	.5	1.6	34	209	.6	2.6	40	217	.7	3.3	32	163	.6	4.8
SU '00	19	359	.4	1.8	17	146	.3	1.1	41	173	.8	3.1	13	110	.2	1.0	11	74	.2	2.1
SP '00	29	291	.6	2.7	37	178	.7	2.4	51	209	1.0	3.8	37	147	.7	3.0	17	80	.3	2.9
WI '00	25	338	.5	2.4	43	144	.8	2.7	31	146	.6	2.6	34	186	.6	2.8	10	110	.2	1.8
4-Book	25	348	.5	2.3	31	160	.6	2.0	39	184	.8	3.0	31	165	.6	2.5	18	107	.3	2.9
FA '99	15	307	.3	1.4	15	114	.3	.9	13	112	.2	1.0	17	137	.3	1.4	13	104	.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 Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOC-FM																				
FA '00	15	235	.3	1.3	20	105	.4	1.3	19	124	.4	1.4	9	129	.2	.8	16	71	.3	2.4
SU '00	20	220	.4	1.9	28	103	.5	1.8	22	119	.4	1.6	24	118	.5	1.9	11	99	.2	2.1
SP '00	13	179	.2	1.2	23	106	.4	1.5	16	91	.3	1.2	16	92	.3	1.3	12	62	.2	2.0
WI '00	9	164	.2	.9	15	78	.3	.9	11	60	.2	.9	9	82	.2	.7	3	24	.1	.5
4-Book	14	200	.3	1.3	22	98	.4	1.4	17	99	.3	1.3	15	105	.3	1.2	11	64	.2	1.8
FA '99	18	289	.3	1.6	33	191	.6	2.0	22	159	.4	1.7	17	127	.3	1.4	7	77	.1	1.1
VISA-AM																				
FA '00		23				9														
SU '00		13																13		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	23		.1	2	23		.1	1	10		.1					1	10		.2
VISO-AM																				
FA '00	* 5	14	.1	.4	10	14	.2	.6	3	14	.1	.2	9	14	.2	.8	*	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	13			2	13		.1										**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	22	350	.4	2.0	58	204	1.1	3.6	15	116	.3	1.1	23	158	.4	1.9	4	51	.1	.6
SU '00	30	334	.6	2.8	76	218	1.5	4.9	27	163	.5	2.0	40	235	.8	3.1	6	73	.1	1.1
SP '00	17	432	.3	1.6	48	235	.9	3.1	10	153	.2	.7	20	166	.4	1.6	2	39	.1	.3
WI '00	24	368	.5	2.3	68	263	1.3	4.3	16	139	.3	1.4	29	169	.6	2.4	11	85	.2	1.9
4-Book	23	371	.5	2.2	63	230	1.2	4.0	17	143	.3	1.3	28	182	.6	2.3	6	62	.1	1.0
FA '99	26	350	.5	2.4	70	220	1.3	4.2	23	124	.4	1.8	41	205	.8	3.5	3	35	.1	.5
WKAQ-FM																				
FA '00	6	159	.1	.5	12	107	.2	.8	4	42	.1	.3	9	41	.2	.8	3	21	.1	.5
SU '00	16	294	.3	1.5	29	194	.6	1.9	22	76	.4	1.6	23	106	.4	1.8	13	54	.2	2.5
SP '00	8	167	.2	.7	16	91	.3	1.0	11	51	.2	.8	12	82	.2	1.0	2	37		.3
WI '00	7	191	.1	.7	10	97	.2	.6	7	43	.1	.6	13	73	.2	1.1	4	40	.1	.7
4-Book	9	203	.2	.9	17	122	.3	1.1	11	53	.2	.8	14	76	.3	1.2	6	38	.1	1.0
FA '99	9	301	.2	.8	18	194	.3	1.1	14	91	.3	1.1	8	73	.2	.7	5	27	.1	.8
WKQA-FM																				
FA '00	103	1572	1.9	9.3	97	594	1.8	6.1	124	901	2.3	9.3	136	884	2.5	11.4	53	562	1.0	8.0
SU '00	90	1544	1.7	8.5	93	674	1.8	5.9	123	760	2.3	9.2	100	751	1.9	7.8	54	503	1.0	10.2
SP '00	101	1825	1.9	9.3	103	732	2.0	6.7	136	1055	2.6	10.0	124	1002	2.4	10.0	56	624	1.1	9.5
WI '00	91	1611	1.7	8.7	101	764	1.9	6.4	114	907	2.2	9.7	102	806	1.9	8.4	55	504	1.1	9.6
4-Book	96	1638	1.8	9.0	99	691	1.9	6.3	124	906	2.4	9.6	116	861	2.2	9.4	55	548	1.1	9.3
FA '99	105	1670	2.0	9.6	124	875	2.4	7.5	132	1012	2.5	10.1	97	824	1.9	8.2	59	564	1.1	9.6
WKFE-AM																				
FA '00	1	27		.1	2	27		.1												
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	7			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 1	22		.1	3	12		.1	2	9		.2	1	9		.1	*	**	**	**
SU '00	1	35		.1		8			2	19		.1	1	19		.1	1	11		.2
SP '00		21																		
WI '00		39			1	27		.1					1	12		.1				
4-Book	1	29		.1	1	12		.1	1	7		.1	1	10		.1		3		.1
FA '99																				

** Station(s) not reported this survey.

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

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

Target Listener Trends

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
WKSA-FM																				
FA '00	11	216	.2	1.0	15	109	.3	.9	11	92	.2	.8	9	80	.2	.8	9	73	.2	1.4
SU '00	12	170	.2	1.1	14	118	.3	.9	9	94	.2	.7	3	16	.1	.2	**	**	**	**
SP '00	7	167	.1	.6	15	120	.3	1.0	3	40	.1	.2	**	**	**	**	**	**	**	**
WI '00	12	146	.2	1.1	14	79	.3	.9	8	86	.2	.7	8	27	.2	.7	**	**	**	**
4-Book	11	175	.2	1.0	15	107	.3	.9	8	78	.2	.6	5	31	.1	.4	**	**	**	**
FA '99	14	153	.3	1.3	11	74	.2	.7	23	104	.4	1.8	7	29	.1	.6	**	**	**	**
WKVM-AM																				
FA '00	1	11		.1																
SU '00	1	21		.1	1	14		.1									2	14		.4
SP '00	2	43		.2													7	38	.1	1.2
WI '00	1	36		.1					1	10		.1					3	26	.1	.5
4-Book	1	28		.1	4				3								3	20	.1	.5
FA '99	1	48		.1									1	9		.1	2	26		.3
WLUZ-AM																				
FA '00	1	24		.1	2	14		.1	1	10		.1		10						
SU '00																				
SP '00	2	31		.2	9	31	.2	.6	1	18		.1								
WI '00		17			1	17		.1												
4-Book	1	18		.1	3	16	.1	.2	1	7		.1		3						
FA '99																				
WMEG-FM																				
FA '00	61	1231	1.1	5.5	72	500	1.3	4.5	54	574	1.0	4.1	76	692	1.4	6.4	39	423	.7	5.9
SU '00	77	1338	1.5	7.2	62	485	1.2	4.0	70	544	1.3	5.2	150	718	2.9	11.7	39	426	.7	7.4
SP '00	98	1379	1.9	9.0	90	631	1.7	5.8	110	668	2.1	8.1	128	739	2.4	10.3	70	482	1.3	11.8
WI '00	76	1076	1.5	7.2	58	359	1.1	3.7	76	467	1.5	6.5	156	624	3.0	12.9	41	378	.8	7.2
4-Book	78	1256	1.5	7.2	71	494	1.3	4.5	78	563	1.5	6.0	128	693	2.4	10.3	47	427	.9	8.1
FA '99	61	1212	1.2	5.6	64	493	1.2	3.8	50	524	1.0	3.8	87	648	1.7	7.4	47	497	.9	7.7
WNEL-AM																				
FA '00																				
SU '00																				
SP '00		13															1	13		.2
WI '00																				
4-Book	3																3			.1
FA '99		47			1	16		.1					1	19		.1				
WNRT-FM																				
FA '00	8	191	.1	.7	10	96	.2	.6	7	107	.1	.5	4	49	.1	.3	17	99	.3	2.6
SU '00	10	150	.2	.9	5	25	.1	.3	16	99	.3	1.2	19	81	.4	1.5	2	26		.4
SP '00	16	234	.3	1.5	25	148	.5	1.6	15	88	.3	1.1	13	98	.2	1.0	13	93	.2	2.2
WI '00	6	147	.1	.6	6	113	.1	.4	8	95	.2	.7	7	93	.1	.6	4	40	.1	.7
4-Book	10	181	.2	.9	12	96	.2	.7	12	97	.2	.9	11	80	.2	.9	9	65	.2	1.5
FA '99	12	283	.2	1.1	15	151	.3	.9	14	167	.3	1.1	17	153	.3	1.4	12	117	.2	2.0
WORO-FM																				
FA '00	9	176	.2	.8	3	36	.1	.2	16	76	.3	1.2	13	57	.2	1.1	7	59	.1	1.1
SU '00	16	154	.3	1.5	9	61	.2	.6	20	101	.4	1.5	23	104	.4	1.8	**	**	**	**
SP '00	13	244	.2	1.2	9	49	.2	.6	17	79	.3	1.3	14	80	.3	1.1	5	72	.1	.8
WI '00	4	124	.1	.4	6	80	.1	.4	3	27	.1	.3	1	15		.1	2	22		.4
4-Book	11	175	.2	1.0	7	57	.2	.5	14	71	.3	1.1	13	64	.2	1.0	**	**	**	**
FA '99	14	205	.3	1.3	6	63	.1	.4	25	89	.5	1.9	25	92	.5	2.1	6	71	.1	1.0
WOSO-AM																				
FA '00	1	16		.1	3	16	.1	.2	1	16		.1								
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	12	**	**	1	12	**	.1	**	12	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
WOYE-FM																				
FA '00	25	670	.5	2.2	44	350	.8	2.8	23	253	.4	1.7	23	217	.4	1.9	13	154	.2	2.0
SU '00	29	601	.6	2.7	42	242	.8	2.7	28	286	.5	2.1	24	239	.5	1.9	19	146	.4	3.6
SP '00	30	638	.6	2.8	52	358	1.0	3.4	29	281	.6	2.1	34	339	.6	2.7	17	175	.3	2.9
WI '00	29	592	.6	2.8	42	298	.8	2.6	28	269	.5	2.4	24	256	.5	2.0	19	155	.4	3.3
4-Book	28	625	.6	2.6	45	312	.9	2.9	27	272	.5	2.1	26	263	.5	2.1	17	158	.3	3.0
FA '99	32	709	.6	2.9	66	400	1.3	4.0	42	381	.8	3.2	20	207	.4	1.7	16	230	.3	2.6
WPAB-AM																				
FA '00	1	23		.1													5	13	.1	.8
SU '00	3	44	.1	.3	14	32	.3	.9	1	16		.1				1	12		.2	
SP '00		22			1	13		.1								1	9		.2	
WI '00	1	34		.1	2	19		.1	2	34		.2	1	8		.1	1	10		.2
4-Book	1	31		.1	4	16		.1	1	13		.1		2		2	11		.4	
FA '99	3	66	.1	.3	13	52	.2	.8		10			1	10		.1		10		
WPRM-FM																				
FA '00	99	1302	1.8	8.9	248	899	4.6	15.5	82	494	1.5	6.2	106	658	2.0	8.9	42	250	.8	6.3
SU '00	80	1289	1.5	7.5	245	928	4.7	15.7	51	402	1.0	3.8	111	645	2.1	8.7	14	177	.3	2.7
SP '00	99	1343	1.9	9.1	256	904	4.9	16.6	93	653	1.8	6.8	108	575	2.1	8.7	18	215	.3	3.0
WI '00	108	1452	2.1	10.3	334	1036	6.4	21.1	63	523	1.2	5.4	145	775	2.8	12.0	18	147	.3	3.2
4-Book	97	1347	1.8	9.0	271	942	5.2	17.2	72	518	1.4	5.6	118	663	2.3	9.6	23	197	.4	3.8
FA '99	124	1564	2.4	11.3	300	1142	5.7	18.0	125	624	2.4	9.6	159	829	3.0	13.5	41	354	.8	6.7
WPRP-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00		1				1														
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	22		.2	4	22	.1	.3	1	22		.1	3	13	.1	.2	3	22	.1	.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	18	214	.3	1.6	45	173	.8	2.8	13	100	.2	1.0	27	86	.5	2.3	4	31	.1	.6
SU '00	17	145	.3	1.6	40	122	.8	2.6	19	92	.4	1.4	22	73	.4	1.7	3	44	.1	.6
SP '00	12	134	.2	1.1	29	98	.6	1.9	15	58	.3	1.1	11	60	.2	.9	1	14		.2
WI '00	18	261	.3	1.7	50	184	1.0	3.2	14	109	.3	1.2	24	119	.5	2.0	4	34	.1	.7
4-Book	16	189	.3	1.5	41	144	.8	2.6	15	90	.3	1.2	21	85	.4	1.7	3	31	.1	.5
FA '99	14	179	.3	1.3	25	76	.5	1.5	11	82	.2	.8	20	80	.4	1.7	6	56	.1	1.0
WTPM-FM																				
FA '00	*	2		.2	2	15		.1	1	19		.1	2	27		.2	*	1	19	.2
SU '00		5	.1	.5	7	59	.1	.4	7	37	.1	.5	4	16	.1	.3	2	37		.4
SP '00		2		.2		5				5			1	25		.1		15		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	24		.2	3	24	.1	.2		1			1	14		.1	3	10	.1	.5
WUQJ-FM																				
FA '00	30	458	.6	2.7	22	179	.4	1.4	50	308	.9	3.8	32	288	.6	2.7	25	188	.5	3.8
SU '00	27	410	.5	2.5	23	185	.4	1.5	32	209	.6	2.4	39	246	.7	3.0	14	146	.3	2.7
SP '00	26	516	.5	2.4	32	235	.6	2.1	38	293	.7	2.8	30	273	.6	2.4	9	173	.2	1.5
WI '00	35	490	.7	3.3	36	252	.7	2.3	46	283	.9	3.9	39	300	.7	3.2	25	189	.5	4.4
4-Book	30	469	.6	2.7	28	213	.5	1.8	42	273	.8	3.2	35	277	.7	2.8	18	174	.4	3.1
FA '99	19	414	.4	1.7	29	184	.6	1.7	21	212	.4	1.6	17	180	.3	1.4	16	161	.3	2.6

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

Target Listener Trends

Women 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 '00	1	27	.1	1	14	.1	.1	5	13	.1	.4								
SU '00	2	45	.2					3	29	.1	.2	4	30	.1	.3	1	16	.2	.2
SP '00	4	78	.1	9	42	.2	.6	3	42	.1	.2	3	13	.1	.2	3	39	.1	.5
WI '00	6	118	.1	26	102	.5	1.6	3	46	.1	.3		16						
4-Book	3	67	.1	9	40	.2	.6	4	33	.1	.3	2	15	.1	.1	1	14	.2	.2
FA '99	2	49	.2	4	49	.1	.2	3	14	.1	.2		2			2	27	.1	.3
WVJP-FM																			
FA '00	22	365	.4	21	161	.4	1.3	37	193	.7	2.8	29	202	.5	2.4	8	90	.1	1.2
SU '00	11	248	.2	9	91	.2	.6	21	109	.4	1.6	9	69	.2	.7	6	67	.1	1.1
SP '00	21	333	.4	24	148	.5	1.6	36	212	.7	2.6	22	132	.4	1.8	8	95	.2	1.4
WI '00	19	388	.4	18	129	.3	1.1	15	157	.3	1.3	20	165	.4	1.7	21	170	.4	3.7
4-Book	18	334	.4	18	132	.4	1.2	27	168	.5	2.1	20	142	.4	1.7	11	106	.2	1.9
FA '99	16	343	.3	25	128	.5	1.5	33	151	.6	2.5	12	120	.2	1.0	11	131	.2	1.8
WVOZ-FM																			
FA '00	20	397	.4	19	166	.4	1.2	24	207	.4	1.8	23	184	.4	1.9	19	161	.4	2.9
SU '00	8	261	.2	5	59	.1	.3	7	107	.1	.5	6	79	.1	.5	6	97	.1	1.1
SP '00	4	163	.1	2	37	.1	.1	2	40	.1	.1	3	39	.1	.2	3	24	.1	.5
WI '00	2	74	.2	1	8	.1	.1	1	40	.1	.1	2	32	.2	.2	2	18	.4	.4
4-Book	9	224	.2	7	68	.1	.4	9	99	.1	.6	9	84	.2	.7	8	75	.2	1.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																			
FA '00	* 1	28	.1	4	21	.1	.3					1	16	.1	.1	* 1	7	.2	.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	20	.1	2	13	.1	.1	2	11	.2	.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	53	.1	13	13	.1	.1	2	26	.2	.2	1	13	.1	.1				
WXYX-FM																			
FA '00	45	982	.8	80	482	1.5	5.0	64	430	1.2	4.8	53	466	1.0	4.4	22	229	.4	3.3
SU '00	37	728	.7	83	355	1.6	5.3	38	288	.7	2.8	46	264	.9	3.6	15	217	.3	2.8
SP '00	37	1003	.7	47	385	.9	3.1	48	518	.9	3.5	67	497	1.3	5.4	13	183	.2	2.2
WI '00	54	989	1.0	87	414	1.7	5.5	64	554	1.2	5.5	68	480	1.3	5.6	17	177	.3	3.0
4-Book	43	926	.8	74	409	1.4	4.7	54	448	1.0	4.2	59	427	1.1	4.8	17	202	.3	2.8
FA '99	29	878	.6	34	238	.6	2.0	35	367	.7	2.7	39	330	.7	3.3	12	167	.2	2.0
WYQE-FM																			
FA '00	2	41	.2	7	22	.1	.4	1	11	.1	.1	2	11	.2	.2	1	11	.2	.2
SU '00	9	98	.2	20	90	.4	1.3	6	69	.1	.4	7	32	.1	.5	5	28	.1	.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	58	.1	12	27	.2	.8	2	22	.2	.2	1	6	.1	.1	1	6	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	8	86	.2	14	45	.3	.8	14	51	.3	1.1	5	34	.1	.4	3	27	.1	.5
WZAR-FM																			
FA '00	58	766	1.1	70	333	1.3	4.4	67	362	1.2	5.0	79	419	1.5	6.6	44	352	.8	6.6
SU '00	65	750	1.2	80	360	1.5	5.1	97	442	1.9	7.3	71	407	1.4	5.5	49	287	.9	9.3
SP '00	52	640	1.0	46	237	.9	3.0	87	352	1.7	6.4	65	350	1.2	5.2	29	256	.6	4.9
WI '00	45	550	.9	43	251	.8	2.7	55	319	1.1	4.7	59	366	1.1	4.9	40	285	.8	7.0
4-Book	55	677	1.1	60	295	1.1	3.8	77	369	1.5	5.9	69	386	1.3	5.6	41	295	.8	7.0
FA '99	41	501	.8	48	253	.9	2.9	52	271	1.0	4.0	44	296	.8	3.7	28	203	.5	4.6
WZMT-FM																			
FA '00	4	81	.1	3	36	.1	.2	2	28	.2	.2	2	24	.2	.2	1	18	.2	.2
SU '00	1	88	.1		10	.1	.1	1	25	.1	.1	1	13	.1	.1	1	13	.2	.2
SP '00	5	71	.1	9	37	.2	.6	4	37	.1	.3	5	62	.1	.4	8	62	.2	1.4
WI '00	5	114	.1	7	23	.1	.4	3	34	.1	.3	5	25	.1	.4	4	21	.1	.7
4-Book	4	89	.1	5	27	.1	.3	3	31	.1	.2	3	31	.1	.3	4	29	.1	.6
FA '99	5	121	.1	4	49	.1	.2	10	61	.2	.8	4	40	.1	.3	1	26	.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 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 '00	24	459	.4	2.2	17	179	.3	1.1	22	211	.4	1.7	23	178	.4	1.9	23	102	.4	3.5
SU '00	21	439	.4	2.0	16	105	.3	1.0	24	162	.5	1.8	21	167	.4	1.6	6	94	.1	1.1
SP '00	20	447	.4	1.8	19	122	.4	1.2	16	134	.3	1.2	9	98	.2	.7	14	115	.3	2.4
WI '00	24	582	.5	2.3	20	200	.4	1.3	31	269	.6	2.6	22	262	.4	1.8	7	130	.1	1.2
4-Book	22	482	.4	2.1	18	152	.4	1.2	23	194	.5	1.8	19	176	.4	1.5	13	110	.2	2.1
FA '99	21	481	.4	1.9	16	128	.3	1.0	12	193	.2	.9	32	251	.6	2.7	12	165	.2	2.0
TOTALS																				
FA '00	1112	5205	20.7		1599	4802	29.7		1330	4345	24.7		1196	4522	22.2		665	3320	12.4	
SU '00	1064	5168	20.3		1565	4656	29.9		1337	4135	25.5		1281	4405	24.5		528	3149	10.1	
SP '00	1084	5136	20.7		1540	4626	29.4		1359	4342	26.0		1243	4447	23.7		591	3254	11.3	
WI '00	1049	5100	20.0		1585	4623	30.3		1174	4114	22.4		1211	4314	23.1		570	3025	10.9	
4-Book	1077	5152	20.4		1572	4677	29.8		1300	4234	24.7		1233	4422	23.4		589	3187	11.2	
FA '99	1094	5190	20.9		1664	4861	31.8		1308	4534	25.0		1181	4345	22.6		613	3417	11.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VABA-AM																				
FA '00	9			1	36	.1		5	9	.1	.5									
4-Book	2	18	.2	1	26	.1		2	8	.1	.3	2	9	.1		1	6	.1		
VAEL-AM																				
FA '00	1	48	.1	1	34	.1		9	24	.2	1.0								1	
4-Book	1	28	.1	1	22	.1		3	9	.1	.3	1	2	.1		1	3	.1		
VAEL-FM																				
FA '00	17	196	.3	1.2	16	113	.3	1.7	15	33	.3	1.6	30	61	.6	1.9	17	31	.3	1.7
4-Book	13	192	.3	.9	**	**	**	**	10	31	.2	1.2	21	58	.4	1.4	11	26	.2	1.1
VALO-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
FA '00	6	94	.1	.4	* 1	16	.1													
4-Book	7	73	.1	.5	1	20	.1		2	3	.2					2	4	.2		
WBRO-FM																				
FA '00	24	276	.4	1.7	22	261	.4	2.3	10	86	.2	1.1	35	90	.7	2.2	29	90	.5	3.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																				
FA '00	16	257	.3	1.2	15	137	.3	1.6	4	16	.1	.4	25	75	.5	1.6	23	59	.4	2.4
4-Book	21	331	.4	1.5	14	196	.3	1.5	9	42	.2	1.2	23	79	.5	1.6	15	59	.3	1.5
WCMA-FM																				
FA '00	70	717	1.3	5.1	43	530	.8	4.5	35	148	.7	3.7	81	255	1.5	5.2	64	189	1.2	6.6
4-Book	58	702	1.1	4.3	36	467	.7	4.0	22	83	.4	2.6	72	227	1.4	4.9	52	142	1.0	5.2
WCMN-AM																				
FA '00	2	34	.1		1	19	.1					1	7	.1						
4-Book	2	31	.1			10						1	7	.1			2			
WCMN-FM																				
FA '00	32	271	.6	2.3	19	179	.4	2.0	28	72	.5	3.0	39	122	.7	2.5	22	63	.4	2.3
4-Book	22	259	.4	1.6	20	213	.4	2.2	23	67	.5	2.9	32	93	.6	2.2	18	58	.4	1.8
WCOM-FM																				
FA '00	43	503	.8	3.1	13	286	.2	1.4	7	27	.1	.7	24	123	.4	1.5	15	41	.3	1.5
4-Book	37	572	.7	2.7	21	305	.4	2.4	20	67	.4	2.5	35	120	.7	2.4	22	57	.4	2.1
WCTA-FM																				
FA '00	1	65	.1		10	83	.2	1.1	5	10	.1	.5	12	29	.2	.8	13	31	.2	1.3
4-Book	5	124	.1	.3	9	88	.2	1.1	7	21	.1	.8	16	49	.3	1.1	13	36	.3	1.4
WEGM-FM																				
FA '00	12	185	.2	.9	17	177	.3	1.8	17	31	.3	1.8	27	85	.5	1.7	23	75	.4	2.4
4-Book	14	197	.3	1.1	18	143	.3	2.0	13	34	.2	1.6	23	57	.4	1.6	25	63	.5	2.4
WENA-AM																				
FA '00	9	45	.2	.7	2	21	.2					11	14	.2	.7					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WERR-FM																				
FA '00	5	83	.1	.4	4	77	.1	.4	9	51	.2	1.0	7	8	.1	.4	1	9	.1	
4-Book	7	130	.2	.5	5	101	.1	.6	5	23	.1	.6	8	28	.2	.6	4	14	.1	
WEXS-AM																				
FA '00	19	44	.4	1.4	14	44	.3	1.5	44	44	.8	4.7	16	44	.3	1.0				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WFDT-FM																				
FA '00	9	41	.2	.7	2	22	.2					1	10	.1						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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	
WFID-FM FA '00 4-Book	114 143	774 930	2.1 2.7	8.3 10.5	69 65	562 597	1.3 1.2	7.3 7.3	100 60	209 168	1.9 1.1	10.7 7.2	167 127	284 254	3.1 2.4	10.7 8.7	71 76	165 174	1.3 1.5	7.3 7.4
WIAC-AM FA '00 4-Book	3	26	.1	.2	1	11	.1	.1	2	9	.2	.2	2	7	.1	.2				
WIAC-FM FA '00 4-Book	48 68	788 834	.9 1.3	3.5 5.0	22 34	316 454	.4 .6	2.3 3.9	8 27	22 76	.1 .5	.9 3.4	46 65	141 201	.9 1.3	3.0 4.6	27 54	95 134	.5 1.0	2.8 5.2
WIDA-AM FA '00 4-Book	**	19 **	**	**	**	19 **	.1 **	.4 **	9 **	19 **	.2 **	1.0 **	19 **	19 **	.4 **	1.2 **	5 **	19 **	.1 **	.5 **
+WIDI-FM WQQZ-FM FA '00 4-Book	3 **	48 **	.1 **	.2 **	4 **	55 **	.1 **	.4 **	2 **	8 **	.2 **	.2 **	7 **	18 **	.1 **	.4 **	2 **	8 **	.1 **	.2 **
WIOA-FM FA '00 4-Book	68 51	592 571	1.3 1.0	5.0 3.7	44 31	447 377	.8 .6	4.6 3.5	52 35	182 122	1.0 .7	5.5 4.3	62 59	213 167	1.2 1.1	4.0 4.1	40 37	106 115	.7 .7	4.1 3.6
WIOB-FM FA '00 4-Book	33 34	334 296	.6 .7	2.4 2.5	12 14	182 166	.2 .3	1.3 1.6	5 9	9 27	.1 .2	.5 1.1	25 29	104 81	.5 .6	1.6 2.0	7 12	36 31	.1 .2	.7 1.2
WIOC-FM FA '00 4-Book	16 18	204 160	.3 .3	1.2 1.3	11 11	105 95	.2 .2	1.2 1.2	10 9	24 25	.2 .2	1.1 1.1	25 17	71 49	.5 .3	1.6 1.2	14 16	32 34	.3 .3	1.4 1.6
WISA-AM FA '00 4-Book	**	9 **	**	**	**	13 **	**	**	**	**	**	**	1 **	13 **	.1 **	.1 **	**	**	**	**
WISD-AM FA '00 4-Book	7 **	14 **	.1 **	.5 **	* **	5 **	.1 **	.5 **	**	**	**	**	9 **	14 **	.2 **	.6 **	7 **	14 **	.1 **	.7 **
WIVA-FM FA '00 4-Book	30 34	295 327	.6 .7	2.2 2.5	18 16	148 153	.3 .3	1.9 1.8	30 23	50 49	.6 .5	3.2 2.8	34 27	71 63	.6 .5	2.2 1.8	30 24	69 62	.6 .5	3.1 2.4
WKAQ-AM FA '00 4-Book	8 14	146 172	.1 .3	.6 1.0	4 3	45 67	.1 .1	.4 .4	16 9	24 36	.3 .2	1.7 1.1	5 6	14 14	.1 .1	.3 .4	1 4	4 4	.1 .1	.1 .1
WKAQ-FM FA '00 4-Book	119 114	1354 1381	2.2 2.1	8.7 8.3	109 95	1083 973	2.0 1.8	11.5 10.7	96 81	259 255	1.8 1.6	10.2 10.0	188 180	574 492	3.5 3.4	12.1 12.4	157 127	374 317	2.9 2.4	16.1 12.6
WKFE-AM FA '00 4-Book	1 **	27 **	.1 **	.1 **	1 **	14 **	.1 **	.1 **	2 **	14 **	.2 **	.2 **	**	**	**	**	**	**	**	**
WKJB-AM FA '00 4-Book	2 1	21 20	.1 .1	.1 .1	* 1	1 11	.1 .1	.1 .1	1 1	1 4	.1 .1	.1 .1	1 1	4 4	.1 .1	.1 .1				
WKSA-FM FA '00 4-Book	12 11	149 146	.2 .2	.9 .8	10 11	112 84	.2 .2	1.1 1.3	8 15	36 40	.1 .3	.9 1.9	19 20	61 46	.4 .4	1.2 1.4	7 2	27 9	.1 .1	.7 .2
WKVM-AM FA '00 4-Book		6			3 3	11 19	.1 .1	.3 .3	1 1	4 4	.1 .1	.1 .1					5 2	11 4	.1 .1	.5 .2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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
WLUZ-AM																			
FA '00	1	24	.1	1	24	.1						3	14	.1	.2				
4-Book	1	18	.1		9							1	4	.1	.1				
WMEG-FM																			
FA '00	66	988	1.2	66	755	1.2	6.9	46	167	.9	4.9	66	228	1.2	4.2	57	159	1.1	5.8
4-Book	91	997	1.7	75	729	1.4	8.5	44	147	.9	5.5	100	264	1.9	7.0	92	220	1.8	8.9
WNEL-AM																			
FA '00																			
4-Book																			
WNRT-FM																			
FA '00	7	191	.1	5	114	.1	.5	2	22		.2	5	33	.1	.3	20	45	.4	2.1
4-Book	12	161	.2	9	124	.2	1.0	9	35	.2	1.2	10	39	.2	.7	13	35	.3	1.3
WORO-FM																			
FA '00	11	94	.2	7	105	.1	.7	9	45	.2	1.0	15	47	.3	1.0	5	26	.1	.5
4-Book	12	108	.2	10	95	.2	1.2	6	19	.2	.8	9	29	.2	.6	8	21	.2	.8
WOSO-AM																			
FA '00	1	16	.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
FA '00	29	559	.5	25	307	.5	2.6	22	69	.4	2.3	41	125	.8	2.6	18	55	.3	1.8
4-Book	32	519	.6	29	347	.6	3.3	23	68	.4	2.8	41	126	.8	2.8	22	71	.4	2.1
WPAB-AM																			
FA '00					10														
4-Book	2	20	.1	1	12	.1		3	3	.1	.3	2	7	.1					
WPRM-FM																			
FA '00	141	1220	2.6	65	638	1.2	6.8	79	244	1.5	8.4	117	277	2.2	7.5	57	174	1.1	5.8
4-Book	148	1242	2.8	56	568	1.1	6.2	73	197	1.4	8.9	95	241	1.8	6.5	64	177	1.2	6.1
WPRP-AM																			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																			
FA '00	**	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
FA '00	27	192	.5	12	105	.2	1.3	15	22	.3	1.6	25	68	.5	1.6	14	31	.3	1.4
4-Book	25	172	.5	10	97	.2	1.2	14	39	.3	1.8	21	61	.4	1.5	16	32	.3	1.6
WTPM-FM																			
FA '00	2	42	.1	* 4	33	.1	.4	11	33	.2	1.2	14	27	.3	.9	1	10	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQK-FM																			
FA '00	36	401	.7	25	255	.5	2.6	22	67	.4	2.3	57	163	1.1	3.7	9	40	.2	.9
4-Book	36	402	.7	28	275	.6	3.1	20	54	.4	2.4	47	123	.9	3.2	28	86	.5	2.8
WUNO-AM																			
FA '00	2	27	.1	1	13	.1													
4-Book	5	61	.1	2	38	.1	.2	6	21	.1	.8	2	7	.1	.1				
WVJP-FM																			
FA '00	30	275	.6	19	202	.4	2.0	22	76	.4	2.3	41	105	.8	2.6	16	59	.3	1.6
4-Book	22	247	.4	17	184	.3	1.9	16	48	.3	1.9	26	72	.5	1.8	18	35	.3	1.7
WVOZ-FM																			
FA '00	22	303	.4	18	174	.3	1.9	11	54	.2	1.2	17	57	.3	1.1	15	53	.3	1.5
4-Book	8	146	.1	12	128	.2	1.3	5	22	.1	.6	13	42	.3	.9	10	22	.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	
WXEV-AM																				
FA '00	2	28	.1	*	12			3	12	.1	.3									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '00	66	875	1.2	4.8	26	358	.5	2.7	21	52	.4	2.2	35	127	.7	2.2	24	63	.4	2.5
4-Book	62	774	1.2	4.6	29	394	.6	3.2	17	59	.3	2.1	50	159	1.0	3.4	39	110	.7	3.7
WYQE-FM																				
FA '00	3	22	.1	.2	1	19	.1	.1	1	11	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '00	72	600	1.3	5.2	43	366	.8	4.5	55	116	1.0	5.9	69	171	1.3	4.4	43	124	.8	4.4
4-Book	69	561	1.3	5.0	40	363	.8	4.5	44	121	.8	5.4	63	157	1.2	4.4	45	126	.9	4.5
WZMT-FM																				
FA '00	2	55	.1	.1	7	40	.1	.7	3	7	.1	.3	8	15	.1	.5	7	7	.1	.7
4-Book	4	58	.1	.3	4	42	.1	.5	2	8	.1	.2	9	21	.1	.6	3	6	.1	.3
WZNT-FM																				
FA '00	21	342	.4	1.5	31	229	.6	3.3	20	42	.4	2.1	34	83	.6	2.2	27	52	.5	2.8
4-Book	20	313	.4	1.5	33	288	.6	3.8	21	57	.4	2.6	48	118	.9	3.3	37	84	.7	3.6
TOTALS																				
FA '00	1372	5178	25.5		951	4494	17.7		938	2255	17.4		1559	3255	29.0		975	2203	18.1	
4-Book	1365	5100	25.9		887	4417	16.8		815	2119	15.4		1451	3054	27.5		1023	2241	19.4	

** 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																			
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 '00				5	9	.1	.9	2	18	.2									
4-Book	1	3	.2	2	6	.1	.4	2	9	.2		1	2	.2					
VAEL-AM																			
FA '00													7						
4-Book	1	5	.1	2	6	.1	.3	1	2	.1			2						
VAEL-FM																			
FA '00	9	35	.2	8	33	.1	1.4	21	71	.4	2.0	7	21	.1	.8	14	30	.3	1.9
4-Book	3	14	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALD-AM																			
FA '00				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
FA '00	* 6	16	.1													* 2	16	.3	
4-Book	2	4	.2	1	5		.3	2	5	.2		1	9	.2		2	5	.2	
WBRQ-FM																			
FA '00	10	61	.2	23	63	.4	4.1	6	43	.1	.6	28	83	.5	3.1	38	77	.7	5.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
FA '00	34	64	.6					8	25	.1	.8	12	20	.2	1.3	8	22	.1	1.1
4-Book	18	56	.4	2	3		.3	14	53	.2	1.5	18	48	.4	2.3	7	24	.1	1.0
WCMA-FM																			
FA '00	32	141	.6	31	85	.6	5.5	34	130	.6	3.3	51	142	.9	5.7	20	91	.4	2.7
4-Book	31	112	.6	16	63	.3	3.2	36	125	.7	3.7	34	88	.7	4.1	18	69	.3	2.7
WCMN-AM																			
FA '00				4	7	.1	.7	2	12		.2	3	12	.1	.3	1	7		.1
4-Book				1	2		.2	1	3		.1	1	5		.1		2		
WCMN-FM																			
FA '00	19	52	.4	4	14	.1	.7	15	51	.3	1.5	17	39	.3	1.9	7	29	.1	.9
4-Book	12	41	.2	15	42	.3	3.1	25	66	.5	2.7	23	64	.4	2.8	10	34	.2	1.5
WCOM-FM																			
FA '00	6	19	.1	3	12	.1	.5	13	68	.2	1.3	8	25	.1	.9	26	93	.5	3.5
4-Book	16	58	.3	7	23	.2	1.5	14	57	.3	1.5	19	49	.4	2.4	31	87	.6	4.7
WCTA-FM																			
FA '00	22	60	.4	5	10	.1	.9	13	21	.2	1.3	4	18	.1	.4				
4-Book	12	31	.2	3	8	.1	.5	10	27	.2	1.1	8	25	.1	1.0	1	2		.2
VEGM-FM																			
FA '00	17	57	.3	8	19	.1	1.4	2	21		.2	18	40	.3	2.0	25	52	.5	3.4
4-Book	17	38	.3	9	22	.2	1.8	15	42	.3	1.6	15	33	.3	1.8	26	61	.5	3.9
VENA-AM																			
FA '00				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VERR-FM																			
FA '00	7	7	.1	1	16		.2					4	10	.1	.4				
4-Book	5	12	.1	5	29	.1	1.1	5	20	.1	.5	5	16	.1	.7	2	8	.1	.3
WEXS-AM																			
FA '00				44	44	.8	7.8	17	44	.3	1.7								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																			
FA '00	10	12	.2													4	12	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
	WFID-FM FA '00 4-Book	53 70	151 182	1.0 1.3	6.5 9.2	30 26	92 79	.6 .5	5.3 5.1	49 62	108 157	.9 1.2	4.8 6.5	22 34	54 103	.4 .7	2.4 4.3	50 51	103 133	.9 1.0
WIAC-AM FA '00 4-Book																				
WIAC-FM FA '00 4-Book	28 26	78 96	.5 .5	3.4 3.4	7 15	32 51	.1 .3	1.2 3.2	21 29	72 115	.4 .6	2.0 3.0	23 34	62 88	.4 .6	2.6 4.3	8 21	42 76	.1 .4	1.1 3.2
WIDA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM WQQZ-FM FA '00 4-Book	1 **	8 **	.1 **	.1 **	13 **	27 **	.2 **	2.3 **	1 **	12 **	.1 **	.1 **	4 **	12 **	.1 **	.4 **	**	**	**	**
WIDA-FM FA '00 4-Book	34 34	93 90	.6 .7	4.2 4.4	18 9	38 39	.3 .2	3.2 1.8	55 28	198 110	1.0 .5	5.4 2.9	65 25	137 71	1.2 .5	7.2 2.9	24 19	74 57	.4 .3	3.2 2.8
WIOB-FM FA '00 4-Book	8 9	28 33	.1 .2	1.0 1.2	11 17	22 42	.2 .3	1.9 3.5	21 17	47 52	.4 .3	2.0 1.8	16 14	34 34	.3 .3	1.8 1.8	5 5	18 20	.1 .1	.7 .8
WIOC-FM FA '00 4-Book	15 14	32 34	.3 .3	1.8 1.8	8	19	.2	1.6	11 5	29 16	.2 .1	1.1 .5	3 7	10 21	.1 .2	.3 .9	9 10	21 24	.2 .2	1.2 1.6
WISA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM FA '00 4-Book	* **	**	**	**	**	**	**	**	9 **	14 **	.2 **	.9 **	11 **	14 **	.2 **	1.2 **	*	**	**	**
WIVA-FM FA '00 4-Book	5	17	.1	.7	19 13	35 30	.4 .3	3.4 2.6	18 17	52 51	.3 .3	1.8 1.8	19 12	30 32	.4 .2	2.1 1.5	2 7	9 21	.1 .1	.3 1.0
WKAQ-AM FA '00 4-Book	1	3	.1		2	8		.4	1 3	8 11	.1 .1	.1 .3	4 1	11 3	.1 .1	.4 .1	8 4	13 11	.1 .1	1.1 .6
WKAQ-FM FA '00 4-Book	77 74	216 233	1.4 1.4	9.5 9.8	35 28	112 110	.7 .6	6.2 5.8	133 123	365 330	2.5 2.3	13.0 12.9	111 89	258 232	2.1 1.7	12.3 10.7	69 46	174 135	1.3 .9	9.3 6.9
WKFE-AM FA '00 4-Book	**	**	**	**	5 **	14 **	.1 **	.9 **	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM FA '00 4-Book					1 1	1 1		.2 .1	1	3		.1					*	1	2	.1
WKSA-FM FA '00 4-Book	7 **	18 **	.1 **	.9 **	6 4	24 12	.1 .1	1.1 .9	11 10	35 22	.2 .2	1.1 1.1	11 8	35 14	.2 .2	1.2 1.0	7 **	27 **	.1 **	.9 **
WKVM-AM FA '00 4-Book	4 4	11 12	.1 .1	.5 .5	1	2		.2	8 4	11 5	.1 .1	.8 .4	5 2	11 5	.1 .1	.6 .3	5	13	.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 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
WLUZ-AM FA '00 4-Book								1 10 1 6											
WMEG-FM FA '00 4-Book				21 71 .4 3.7 26 71 .5 5.4				39 138 .7 3.8 53 160 1.0 5.6				46 139 .9 5.1 62 183 1.2 7.6				155 339 2.9 20.9 138 300 2.7 21.1			
WNEL-AM FA '00 4-Book																			
WNRT-FM FA '00 4-Book				6 35 .1 1.1 18 55 .3 3.9				1 12 .1 .1 5 37 .1 .6				7 23 .1 .8 6 21 .1 .7				2 10 .3			
WORO-FM FA '00 4-Book				3 5 .1 .6				15 34 .3 1.5 28 47 .5 2.9				6 11 .1 .7 17 40 .3 2.1				6 12 .1 .8 ** ** ** **			
WOSO-AM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WOYE-FM FA '00 4-Book				14 37 .3 2.5 16 49 .3 3.2				34 118 .6 3.3 37 115 .7 3.9				51 98 .9 5.7 32 73 .6 3.9				13 50 .2 1.8 41 105 .8 6.5			
WPAB-AM FA '00 4-Book				3 10 .1 .5 3 9 .1 .6				1 10 .1 .1 2 9 .2								3 .1			
WPRM-FM FA '00 4-Book				31 63 .6 5.5 34 83 .7 7.0				62 206 1.2 6.0 57 169 1.1 5.9				53 145 1.0 5.9 54 145 1.0 6.6				60 115 1.1 8.1 31 73 .6 4.6			
WPRP-AM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WQBS-AM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WRIO-FM FA '00 4-Book				4 10 .1 .7 3 12 .1 .6				10 50 .2 1.0 9 34 .2 .9				13 29 .2 1.4 8 20 .2 1.0				5 21 .1 .7 4 16 .1 .6			
WTPM-FM FA '00 4-Book				* ** ** **				** ** ** **				2 10 .2 .2 ** ** ** **				* ** ** **			
WUKQ-FM FA '00 4-Book				17 47 .3 3.0 13 55 .3 2.6				46 124 .9 4.5 39 114 .8 4.2				11 25 .2 1.2 29 64 .5 3.7				11 38 .2 1.5 15 50 .3 2.2			
WUNO-AM FA '00 4-Book				6 13 .1 1.1 5 17 .1 1.1				1 3 .1				3 7 .1 .4				1 3 .1			
WVJP-FM FA '00 4-Book				9 32 .2 1.6 9 29 .2 1.9				46 82 .9 4.5 25 71 .5 2.6				11 33 .2 1.2 19 42 .4 2.4				1 11 .1 .1 11 34 .2 1.7			
WVOZ-FM FA '00 4-Book				4 12 .1 .7 2 5 .1 .3				12 46 .2 1.2 8 28 .2 .8				10 19 .2 1.1 10 24 .2 1.3				17 30 .3 2.3 6 13 .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 - 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	
WXEY-AM FA '00 4-Book	* **	**	**	**	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
WXYX-FM FA '00 4-Book	13 29	56 83	.2 .6	1.6 3.8	29 17	50 42	.5 .3	5.1 3.5	48 43	138 137	.9 .8	4.7 4.6	8 15	22 54	.1 .3	.9 1.9	22 14	51 36	.4 .3	3.0 2.1
WYQE-FM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	2 **	8 **	.2 **	.2 **	2 **	8 **	**	.3 **
WZAR-FM FA '00 4-Book	50 48	121 120	.9 .9	6.2 6.3	18 14	50 34	.3 .3	3.2 3.0	32 36	73 100	.6 .7	3.1 3.8	40 32	84 81	.7 .6	4.4 4.0	34 32	116 85	.6 .6	4.6 4.8
WZMT-FM FA '00 4-Book	2 1	10 8	.2 .2	.2 .2	3 2	7 5	.1 .1	.5 .4	13 8	15 12	.2 .1	1.3 .8	15 6	15 10	.3 .1	1.7 .7	9 4	15 8	.2 .1	1.2 .6
WZNT-FM FA '00 4-Book	18 16	40 46	.3 .3	2.2 2.1	36 21	63 49	.7 .4	6.4 4.2	51 61	107 129	.9 1.2	5.0 6.4	43 46	88 94	.8 .9	4.8 5.8	15 12	30 33	.3 .2	2.0 1.8
TOTALS FA '00 4-Book	813 762	1918 1893	15.1 14.5		565 490	1395 1326	10.5 9.3		1025 951	2428 2249	19.0 18.0		901 810	1962 1848	16.7 15.4		740 657	1750 1607	13.8 12.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '00	6	126	.1	.3	16	78	.2	.5	4	66	.2	.2	1	12	.1	.1	5	47	.1	.5
SU '00	4	71		.2	6	39	.1	.2	4	39	.2	.2	1	24		.1	3	7		.4
SP '00	4	69		.2	8	52	.1	.3	3	18	.1	.1				.1	4	11		.4
WI '00	10	99	.1	.5	31	68	.3	1.0	14	58	.1	.6	3	22	.1	.1	1	21		.1
4-Book	6	91	.1	.3	15	59	.2	.5	6	45	.3	.3	1	15		.1	3	22		.4
FA '99	3	66		.2	6	38	.1	.2	4	29	.2	.2				.1	4	28		.4
Wael-AM																				
FA '00	2	149		.1	5	75	.1	.2	2	29	.1	.1	3	27		.2		9		.8
SU '00	8	129	.1	.4	17	37	.2	.6	5	44	.1	.2	9	92	.1	.4	7	59	.1	.8
SP '00	8	171	.1	.4	6	48	.1	.2	10	65	.1	.4	9	62	.1	.4	5	36	.1	.5
WI '00	7	102	.1	.4	16	54	.2	.5	11	63	.1	.5	1	21		.1	3	25		.3
4-Book	6	138	.1	.3	11	54	.2	.4	7	50	.1	.3	6	51	.1	.3	4	32	.1	.4
FA '99	1	49		.1	1	31				6			6	6			1	13		.1
Wael-FM																				
FA '00	23	410	.2	1.2	25	154	.3	.8	43	278	.5	1.8	14	131	.1	.7	8	106	.1	.8
SU '00	15	489	.2	.8	17	156	.2	.6	31	290	.3	1.3	13	151	.1	.6	5	109	.1	.6
SP '00	14	305	.1	.7	12	133	.1	.4	28	210	.3	1.1	11	127	.1	.5	7	65	.1	.7
WI '00	23	370	.2	1.2	28	133	.3	.9	35	273	.4	1.6	18	134	.2	.9	6	77	.1	.7
4-Book	19	394	.2	1.0	21	144	.2	.7	34	263	.4	1.5	14	136	.1	.7	7	89	.1	.7
FA '99	26	557	.3	1.3	26	222	.3	.8	54	421	.6	2.3	14	158	.1	.7	9	116	.1	.9
WALO-AM																				
FA '00	2	29		.1	3	13		.1	3	13		.1	2	18		.1	2	14		.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	41		.1	1	7		.1	1	7		.1	2	20		.1	2	18		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	65		.2	7	43	.1	.2	7	39	.1	.3	1	6						
WAPA-AM																				
FA '00	* 7	222	.1	.4	22	116	.2	.7	6	73	.1	.3	6	73	.1	.3	* 2	31		.2
SU '00	13	255	.1	.7	29	159	.3	1.0	20	88	.2	.9	2	59		.1	10	56	.1	1.2
SP '00	9	199	.1	.5	21	120	.2	.7	5	85	.1	.2	14	78	.1	.7	5	51	.1	.5
WI '00	19	306	.2	1.0	44	218	.5	1.4	16	168	.2	.7	22	128	.2	1.0	8	47	.1	.9
4-Book	12	246	.1	.7	29	153	.3	1.0	12	104	.2	.5	11	85	.1	.5	6	46	.1	.7
FA '99	11	239	.1	.6	22	154	.2	.7	14	163	.1	.6	10	77	.1	.5	3	52		.3
WBRQ-FM																				
FA '00	30	421	.3	1.6	31	257	.3	1.0	32	215	.3	1.4	39	260	.4	2.0	26	197	.3	2.5
SU '00	20	358	.2	1.1	16	145	.2	.5	22	220	.2	.9	27	162	.3	1.3	7	102	.1	.8
SP '00	12	324	.1	.6	10	98	.1	.3	11	138	.1	.4	11	159	.1	.5	12	121	.1	1.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	21	510	.2	1.1	30	266	.3	1.0	18	215	.2	.8	19	185	.2	1.0	21	160	.2	2.0
SU '00	27	665	.3	1.4	51	371	.5	1.7	33	243	.4	1.4	39	399	.4	1.9	8	195	.1	1.0
SP '00	20	623	.2	1.0	19	223	.2	.6	26	245	.3	1.1	26	281	.3	1.2	9	185	.1	.9
WI '00	16	455	.2	.9	20	208	.2	.7	21	142	.2	1.0	20	205	.2	1.0	12	126	.1	1.3
4-Book	21	563	.2	1.1	30	267	.3	1.0	25	211	.3	1.1	26	268	.3	1.3	13	167	.1	1.3
FA '99	31	676	.3	1.6	45	323	.5	1.5	32	383	.3	1.4	36	328	.4	1.7	23	310	.2	2.4
WCMA-FM																				
FA '00	81	1337	.9	4.2	116	589	1.2	3.9	115	657	1.2	4.9	89	736	.9	4.5	34	436	.4	3.2
SU '00	46	1047	.5	2.5	60	491	.6	2.0	73	598	.8	3.1	54	441	.6	2.6	22	243	.2	2.6
SP '00	77	1442	.8	4.0	111	602	1.2	3.8	106	768	1.1	4.3	86	738	.9	4.1	33	341	.4	3.3
WI '00	97	1552	1.0	5.2	131	789	1.4	4.3	157	877	1.7	7.2	96	748	1.0	4.6	51	548	.5	5.6
4-Book	75	1345	.8	4.0	105	618	1.1	3.5	113	725	1.2	4.9	81	666	.9	4.0	35	392	.4	3.7
FA '99	119	1682	1.3	6.1	155	834	1.7	5.0	163	861	1.7	7.0	137	900	1.5	6.6	59	573	.6	6.1

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

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

Target Listener Trends

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-AM																				
FA '00	11	164	.1	.6	19	99	.2	.6	18	96	.2	.8	5	65	.1	.3	6	49	.1	.6
SU '00	4	91		.2	15	68	.2	.5	5	41	.1	.2	2	42		.1				
SP '00	5	74	.1	.3	12	38	.1	.4	12	47	.1	.5	1	29				8		
WI '00	8	135	.1	.4	21	103	.2	.7	10	46	.1	.5	7	56	.1	.3	5	24	.1	.5
4-Book	7	116	.1	.4	17	77	.2	.6	11	58	.1	.5	4	48	.1	.2	3	20	.1	.3
FA '99	9	161	.1	.5	26	136	.3	.8	12	84	.1	.5	2	35		.1	4	31		.4
WCMN-FM																				
FA '00	41	492	.4	2.1	66	335	.7	2.2	56	365	.6	2.4	40	325	.4	2.0	24	204	.3	2.3
SU '00	27	500	.3	1.4	41	272	.4	1.4	24	263	.3	1.0	33	263	.4	1.6	14	137	.1	1.7
SP '00	28	451	.3	1.4	43	229	.5	1.5	27	219	.3	1.1	26	216	.3	1.2	14	131	.1	1.4
WI '00	24	582	.3	1.3	31	214	.3	1.0	29	251	.3	1.3	23	229	.2	1.1	5	84	.1	.5
4-Book	30	506	.3	1.6	45	263	.5	1.5	34	275	.4	1.5	31	258	.3	1.5	14	139	.2	1.5
FA '99	52	582	.6	2.7	71	313	.8	2.3	52	367	.6	2.2	58	330	.6	2.8	30	200	.3	3.1
WCOM-FM																				
FA '00	35	868	.4	1.8	77	428	.8	2.6	47	404	.5	2.0	28	299	.3	1.4	14	167	.1	1.3
SU '00	34	823	.4	1.8	106	420	1.1	3.6	33	339	.4	1.4	19	211	.2	.9	12	121	.1	1.4
SP '00	43	1188	.5	2.2	84	538	.9	2.9	38	492	.4	1.5	30	343	.3	1.4	23	216	.2	2.3
WI '00	41	1144	.4	2.2	82	501	.9	2.7	43	449	.5	2.0	33	390	.4	1.6	21	224	.2	2.3
4-Book	38	1006	.4	2.0	87	472	.9	3.0	40	421	.5	1.7	28	311	.3	1.3	18	182	.2	1.8
FA '99	48	1043	.5	2.5	84	515	.9	2.7	40	528	.4	1.7	42	420	.4	2.0	37	350	.4	3.8
WCTA-FM																				
FA '00	13	203	.1	.7	4	52		.1	7	77	.1	.3	8	58	.1	.4	12	81	.1	1.1
SU '00	15	327	.2	.8	6	75	.1	.2	14	179	.1	.6	13	140	.1	.6	8	75	.1	1.0
SP '00	8	267	.1	.4	4	79		.1	10	123	.1	.4	9	120	.1	.4	5	46	.1	.5
WI '00	13	349	.1	.7	8	104	.1	.3	19	137	.2	.9	8	114	.1	.4	13	97	.1	1.4
4-Book	12	287	.1	.7	6	78	.1	.2	13	129	.1	.6	10	108	.1	.5	10	75	.1	1.0
FA '99	33	411	.4	1.7	29	135	.3	.9	25	173	.3	1.1	43	180	.5	2.1	30	118	.3	3.1
WEGM-FM																				
FA '00	17	304	.2	.9	23	173	.2	.8	15	146	.2	.6	11	149	.1	.6	12	150	.1	1.1
SU '00	13	340	.1	.7	10	114	.1	.3	11	109	.1	.5	25	132	.3	1.2	5	84	.1	.6
SP '00	17	317	.2	.9	21	171	.2	.7	24	206	.3	1.0	18	191	.2	.9	7	108	.1	.7
WI '00	26	333	.3	1.4	32	164	.3	1.0	16	191	.2	.7	26	181	.3	1.2	26	148	.3	2.8
4-Book	18	324	.2	1.0	22	166	.2	.7	17	163	.2	.7	20	163	.2	1.0	13	123	.2	1.3
FA '99	22	281	.2	1.1	34	168	.4	1.1	21	163	.2	.9	26	144	.3	1.3	9	72	.1	.9
WENA-AM																				
FA '00	16	86	.2	.8	26	58	.3	.9	29	73	.3	1.2	7	31	.1	.4	10	27	.1	.9
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	12	238	.1	.6	9	86	.1	.3	18	113	.2	.8	12	84	.1	.6	10	67	.1	.9
SU '00	15	369	.2	.8	19	149	.2	.6	25	177	.3	1.1	10	116	.1	.5	8	85	.1	1.0
SP '00	20	462	.2	1.0	54	274	.6	1.8	27	221	.3	1.1	11	161	.1	.5	3	63		.3
WI '00	19	373	.2	1.0	32	246	.3	1.0	30	222	.3	1.4	13	97	.1	.6	9	111	.1	1.0
4-Book	17	361	.2	.9	29	189	.3	.9	25	183	.3	1.1	12	115	.1	.6	8	82	.1	.8
FA '99	13	339	.1	.7	18	159	.2	.6	24	230	.3	1.0	9	113	.1	.4	7	114	.1	.7
WEXS-AM																				
FA '00	14	44	.1	.7	44	44	.5	1.5	16	44	.2	.7								
SU '00	1	10		.1	2	10		.1					1	10				10		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
+WFDT-FM																				
FA '00	10	126	.1	.5	12	88	.1	.4	21	102	.2	.9	14	63	.1	.7	5	56	.1	.5
SU '00	11	113	.1	.6	11	59	.1	.4	17	56	.2	.7	13	78	.1	.6	4	50	.1	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	134	.1	.7	18	91	.2	.6	10	75	.1	.5	20	112	.2	1.0	13	46	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	132	.1	.5	13	90	.1	.4	7	87	.1	.3	8	51	.1	.4	6	37	.1	.6
WFID-FM																				
FA '00	123	1623	1.3	6.4	141	685	1.5	4.7	186	801	2.0	7.9	133	791	1.4	6.7	73	583	.8	6.9
SU '00	155	1718	1.7	8.3	197	929	2.1	6.7	249	942	2.7	10.7	209	1016	2.2	10.1	73	552	.8	8.7
SP '00	160	1781	1.7	8.2	215	812	2.3	7.3	249	985	2.7	10.1	203	1016	2.2	9.7	89	744	1.0	8.9
WI '00	172	1861	1.8	9.2	227	1006	2.4	7.4	261	963	2.8	12.0	219	1006	2.3	10.4	104	646	1.1	11.3
4-Book	153	1746	1.6	8.0	195	858	2.1	6.5	236	923	2.6	10.2	191	957	2.0	9.2	85	631	.9	9.0
FA '99	117	1678	1.3	6.0	163	895	1.7	5.3	183	929	2.0	7.8	128	906	1.4	6.2	62	613	.7	6.4
VIAC-AM																				
FA '00	3	51	.1	.2	10	41	.1	.3	2	10	.1	.1	1	10	.1	.1	3	23	.1	.3
SU '00	7	132	.1	.4	23	71	.2	.8	11	64	.1	.5	3	17	.1	.1	2	21	.1	.2
SP '00	5	108	.1	.3	16	77	.2	.5	5	50	.1	.2	1	19	.1	.1	1	19	.1	.1
WI '00	2	79	.1	.1	2	36	.1	.1	1	24	.1	.1	6	33	.1	.3	1	21	.1	.1
4-Book	4	93	.1	.3	13	56	.1	.4	5	37	.1	.2	3	20	.1	.1	2	21	.1	.2
FA '99	5	130	.1	.3	16	98	.2	.5	4	32	.2	.2	1	22	.2	.2	2	41	.2	.2
VIAC-FM																				
FA '00	70	1452	.7	3.6	153	774	1.6	5.1	70	657	.7	3.0	85	738	.9	4.3	32	269	.3	3.0
SU '00	99	1734	1.1	5.3	180	796	1.9	6.1	156	761	1.7	6.7	101	664	1.1	4.9	37	417	.4	4.4
SP '00	90	1555	1.0	4.6	169	704	1.8	5.7	107	734	1.1	4.3	93	699	1.0	4.4	50	522	.5	5.0
WI '00	98	1792	1.0	5.2	178	845	1.9	5.8	130	856	1.4	6.0	87	712	.9	4.1	56	557	.6	6.1
4-Book	89	1633	1.0	4.7	170	780	1.8	5.7	116	752	1.2	5.0	92	703	1.0	4.4	44	441	.5	4.6
FA '99	120	1848	1.3	6.1	202	1049	2.2	6.5	182	981	1.9	7.8	129	909	1.4	6.2	40	457	.4	4.1
WIDA-AM																				
FA '00	3	38	.1	.2	1	9	.1	.1		9	.1	.1		19	.1	.1	8	29	.1	.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	7	126	.1	.4	12	56	.1	.4	13	68	.1	.5	4	56	.1	.2	4	49	.1	.4
SU '00	7	105	.1	.4	11	50	.1	.4	7	55	.1	.3	9	49	.1	.4	2	23	.1	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	149	.1	.5	13	62	.1	.4	10	42	.1	.5	10	74	.1	.5	6	37	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	14	184	.1	.7	23	126	.2	.7	15	77	.2	.6	15	77	.2	.7	11	78	.1	1.1
WIOA-FM																				
FA '00	118	1549	1.3	6.1	184	838	1.9	6.2	183	877	1.9	7.7	94	702	1.0	4.7	59	475	.6	5.6
SU '00	102	1580	1.1	5.5	155	727	1.7	5.2	163	754	1.7	7.0	105	738	1.1	5.1	55	503	.6	6.6
SP '00	69	1353	.7	3.5	103	716	1.1	3.5	90	593	1.0	3.6	67	506	.7	3.2	40	356	.4	4.0
WI '00	57	1215	.6	3.0	103	635	1.1	3.4	71	521	.8	3.3	60	572	.6	2.9	26	302	.3	2.8
4-Book	87	1424	.9	4.5	136	729	1.5	4.6	127	686	1.4	5.4	82	630	.9	4.0	45	409	.5	4.8
FA '99	88	1546	.9	4.5	129	786	1.4	4.2	124	734	1.3	5.3	112	765	1.2	5.4	34	414	.4	3.5
WIOB-FM																				
FA '00	67	750	.7	3.5	87	410	.9	2.9	104	437	1.1	4.4	65	332	.7	3.3	49	278	.5	4.6
SU '00	40	600	.4	2.1	45	304	.5	1.5	74	308	.8	3.2	40	213	.4	1.9	16	136	.2	1.9
SP '00	53	513	.6	2.7	65	280	.7	2.2	79	346	.8	3.2	60	304	.6	2.9	32	131	.3	3.2
WI '00	42	573	.4	2.2	62	230	.7	2.0	54	272	.6	2.5	60	336	.6	2.9	14	173	.1	1.5
4-Book	51	609	.5	2.6	65	306	.7	2.2	78	341	.8	3.3	56	296	.6	2.8	28	180	.3	2.8
FA '99	27	577	.3	1.4	31	282	.3	1.0	27	201	.3	1.2	33	239	.4	1.6	19	168	.2	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 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
WIOC-FM																				
FA '00	41	458	.4	2.1	66	249	.7	2.2	73	299	.8	3.1	35	280	.4	1.8	18	107	.2	1.7
SU '00	27	381	.3	1.4	31	160	.3	1.0	28	184	.3	1.2	35	194	.4	1.7	16	132	.2	1.9
SP '00	23	340	.2	1.2	34	160	.4	1.2	26	156	.3	1.1	25	156	.3	1.2	18	133	.2	1.8
WI '00	15	267	.2	.8	24	113	.3	.8	23	115	.2	1.1	13	105	.1	.6	4	55		.4
4-Book	27	362	.3	1.4	39	171	.4	1.3	38	189	.4	1.6	27	184	.3	1.3	14	107	.2	1.5
FA '99	25	451	.3	1.3	46	285	.5	1.5	31	251	.3	1.3	23	197	.2	1.1	9	108	.1	.9
WISA-AM																				
FA '00	11	88	.1	.6	16	75	.2	.5	26	49	.3	1.1	6	33	.1	.3	6	65	.1	.6
SU '00		13																13		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	82		.2	9	74	.1	.3	3	40		.1					2	25		.2
WISO-AM																				
FA '00	*	6	.94	.1	.3	12	.40	.1	.4	6	.58	.1	.3	10	.24	.1	.5	*		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00			13			2	13		.1											
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	38	612	.4	2.0	88	358	.9	3.0	34	230	.4	1.4	54	329	.6	2.7	7	109	.1	.7
SU '00	45	603	.5	2.4	118	385	1.3	4.0	43	305	.5	1.8	54	356	.6	2.6	7	86	.1	.8
SP '00	43	682	.5	2.2	105	406	1.1	3.6	48	311	.5	1.9	37	286	.4	1.8	10	87	.1	1.0
WI '00	37	563	.4	2.0	101	363	1.1	3.3	31	212	.3	1.4	38	271	.4	1.8	13	112	.1	1.4
4-Book	41	615	.5	2.2	103	378	1.1	3.5	39	265	.4	1.6	46	311	.5	2.2	9	99	.1	1.0
FA '99	37	537	.4	1.9	105	340	1.1	3.4	33	191	.4	1.4	51	287	.5	2.5	3	35		.3
WKAQ-AM																				
FA '00	23	617	.2	1.2	39	322	.4	1.3	15	164	.2	.6	38	235	.4	1.9	16	149	.2	1.5
SU '00	57	929	.6	3.1	102	570	1.1	3.5	68	318	.7	2.9	87	371	.9	4.2	37	247	.4	4.4
SP '00	37	607	.4	1.9	69	386	.7	2.3	47	237	.5	1.9	46	264	.5	2.2	24	181	.3	2.4
WI '00	34	686	.4	1.8	53	312	.6	1.7	35	169	.4	1.6	51	265	.5	2.4	27	161	.3	2.9
4-Book	38	710	.4	2.0	66	398	.7	2.2	41	222	.5	1.8	56	284	.6	2.7	26	185	.3	2.8
FA '99	41	719	.4	2.1	64	439	.7	2.1	41	325	.4	1.8	44	289	.5	2.1	44	159	.5	4.5
WKAQ-FM																				
FA '00	153	2416	1.6	7.9	166	988	1.8	5.6	221	1378	2.3	9.3	175	1210	1.9	8.8	66	745	.7	6.2
SU '00	133	2287	1.4	7.1	147	1018	1.6	5.0	176	1103	1.9	7.5	149	1101	1.6	7.2	66	654	.7	7.9
SP '00	145	2622	1.6	7.4	178	1174	1.9	6.0	210	1509	2.2	8.5	160	1369	1.7	7.6	63	775	.7	6.3
WI '00	128	2388	1.4	6.8	136	1014	1.5	4.5	160	1261	1.7	7.3	147	1143	1.6	7.0	63	665	.7	6.9
4-Book	140	2428	1.5	7.3	157	1049	1.7	5.3	192	1313	2.0	8.2	158	1206	1.7	7.7	65	710	.7	6.8
FA '99	144	2471	1.5	7.4	176	1241	1.9	5.7	192	1431	2.1	8.2	130	1155	1.4	6.3	80	791	.9	8.2
WKFE-AM																				
FA '00	1	48		.1	6	48	.1	.2												
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	40		.1	8	32	.1	.3	3	24		.1								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	*	3		.2	10	37	.1	.3	2	9		.1	2	21		.1	*	12		
SU '00	1	96		.1	2	29		.1	3	25		.1	1	26			1	18		.1
SP '00	2	55		.1	5	11		.1	4	11		.2	2	11		.1	1	23		.1
WI '00	1	66		.1	3	38		.1	1	5			1	12						
4-Book	2	69		.1	5	29		.1	2	13		.1	2	18		.1	1	13		.1
FA '99	2	63		.1	7	63		.1					4	30		.2				

** Station(s) not reported this survey.

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

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

Target Listener Trends

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 '00	17	352	.2	.9	27	165	.3	.9	22	153	.2	.9	15	127	.2	.8	11	89	.1	1.0
SU '00	15	218	.2	.8	17	141	.2	.6	14	135	.1	.6	3	16	.1	.1	**	**	**	**
SP '00	25	311	.3	1.3	37	227	.4	1.3	21	109	.2	.9	5	33	.1	.2	**	**	**	**
WI '00	17	200	.2	.9	25	120	.3	.8	9	103	.1	.4	8	27	.1	.4	**	**	**	**
4-Book	19	270	.2	1.0	27	163	.3	.9	17	125	.2	.7	8	51	.1	.4	**	**	**	**
FA '99	34	354	.4	1.7	31	160	.3	1.0	49	236	.5	2.1	16	47	.2	.8	**	**	**	**
WKVM-AM																				
FA '00	4	84	.2	.2	7	22	.1	.2	2	27	.1	.1					4	34	.1	.4
SU '00	2	64	.1	.1	1	24	.1	.1		14	.1	.1					2	14	.1	.2
SP '00	4	127	.2	.1	1	13	.1	.1	1	9	.1	.1	1	13	.1	.1	9	70	.1	.9
WI '00	5	137	.1	.3	11	76	.1	.4	4	47	.2	.2	5	49	.1	.2	5	43	.1	.5
4-Book	4	103	.2	.2	5	34	.1	.2	2	24	.1	.1	2	16	.1	.1	5	40	.1	.5
FA '99	3	91	.2	.2	2	10	.1	.1	1	10	.1	.1	1	9	.1	.1	5	52	.1	.5
WLuz-AM																				
FA '00	4	75	.2	.2	10	44	.1	.3	6	22	.1	.3	3	22	.2	.2	3	25	.3	.3
SU '00	1	11	.1	.1	4	11	.1	.1												
SP '00	2	52	.1	.1	10	43	.1	.3	1	28	.1	.3								
WI '00	1	30	.1	.1	1	17	.1	.1					2	13	.1	.1				
4-Book	2	42	.1	.1	6	29	.1	.2	2	13	.1	.1	1	9	.1	.1	1	6	.1	.1
FA '99	1	33	.1	.1	7	20	.1	.2												
WMEG-FM																				
FA '00	81	1774	.9	4.2	107	813	1.1	3.6	72	815	.8	3.0	102	978	1.1	5.1	47	558	.5	4.4
SU '00	95	1784	1.0	5.1	82	670	.9	2.8	87	732	.9	3.7	172	951	1.8	8.3	53	518	.6	6.3
SP '00	122	1913	1.3	6.3	115	846	1.2	3.9	139	874	1.5	5.6	167	1012	1.8	7.9	80	624	.9	8.0
WI '00	84	1391	.9	4.5	68	463	.7	2.2	82	542	.9	3.8	167	765	1.8	8.0	47	421	.5	5.1
4-Book	96	1716	1.0	5.0	93	698	1.0	3.1	95	741	1.0	4.0	152	927	1.6	7.3	57	530	.6	6.0
FA '99	78	1526	.8	4.0	93	613	1.0	3.0	63	580	.7	2.7	99	765	1.1	4.8	53	555	.6	5.5
WNEL-AM																				
FA '00	1	54	.1	.1	1	11	.1	.1	1	12	.1	.1					1	9	.1	.1
SU '00	2	37	.1	.1	8	28	.1	.3									1	33	.2	.2
SP '00	2	84	.1	.1						8	.1	.1	1	17	.1	.1				
WI '00	3	39	.2	.2	2	14	.1	.1	5	27	.1	.2	2	14	.1	.1				
4-Book	2	54	.1	.1	3	13	.1	.1	2	12	.1	.1	1	8	.1	.1	1	11	.1	.1
FA '99		47			1	16							1	19						
WNRT-FM																				
FA '00	13	328	.1	.7	19	182	.2	.6	14	188	.1	.6	7	89	.1	.4	19	126	.2	1.8
SU '00	23	343	.2	1.2	34	151	.4	1.2	30	154	.3	1.3	24	166	.3	1.2	14	135	.1	1.7
SP '00	37	554	.4	1.9	58	320	.6	2.0	43	258	.5	1.7	30	235	.3	1.4	23	193	.2	2.3
WI '00	43	402	.5	2.3	63	276	.7	2.1	60	260	.6	2.7	43	214	.5	2.0	22	133	.2	2.4
4-Book	29	407	.3	1.5	44	232	.5	1.5	37	215	.4	1.6	26	176	.3	1.3	20	147	.2	2.1
FA '99	34	470	.4	1.7	39	281	.4	1.3	42	307	.4	1.8	41	256	.4	2.0	25	208	.3	2.6
WORO-FM																				
FA '00	26	536	.3	1.3	12	158	.1	.4	33	237	.3	1.4	28	160	.3	1.4	16	144	.2	1.5
SU '00	45	508	.5	2.4	37	191	.4	1.3	57	274	.6	2.4	42	231	.4	2.0	**	**	**	**
SP '00	49	702	.5	2.5	47	265	.5	1.6	69	328	.7	2.8	56	309	.6	2.7	16	122	.2	1.6
WI '00	25	544	.3	1.3	40	231	.4	1.3	33	179	.4	1.5	17	171	.2	.8	10	84	.1	1.1
4-Book	36	573	.4	1.9	34	211	.4	1.2	48	255	.5	2.0	36	218	.4	1.7	**	**	**	**
FA '99	41	735	.4	2.1	49	342	.5	1.6	68	315	.7	2.9	42	328	.4	2.0	10	111	.1	1.0
WOSO-AM																				
FA '00	3	53	.2	.2	11	53	.1	.4	4	40	.2	.2	3	25	.2	.2				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	109	.1	.3	17	80	.2	.6	5	80	.1	.2	3	38	.1	.1	3	13	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	31	820	.3	1.6	49	405	.5	1.6	30	318	.3	1.3	27	263	.3	1.4	15	182	.2	1.4
SU '00	37	834	.4	2.0	56	345	.6	1.9	36	399	.4	1.5	28	307	.3	1.4	23	181	.2	2.7
SP '00	42	914	.4	2.2	68	474	.7	2.3	44	415	.5	1.8	48	482	.5	2.3	23	235	.2	2.3
WI '00	40	806	.4	2.1	52	402	.6	1.7	40	358	.4	1.8	39	335	.4	1.9	25	208	.3	2.7
4-Book	38	844	.4	2.0	56	407	.6	1.9	38	373	.4	1.6	36	347	.4	1.8	22	202	.2	2.3
FA '99	49	1128	.5	2.5	94	595	1.0	3.0	65	617	.7	2.8	38	370	.4	1.8	19	295	.2	2.0
WPAB-AM																				
FA '00	8	85	.1	.4	9	31	.1	.3	6	46	.1	.3	7	34	.1	.4	14	39	.1	1.3
SU '00	7	108	.1	.4	23	65	.2	.8	4	54	.2	.8	3	31	.1	.1	6	25	.1	.7
SP '00	8	88	.1	.4	15	47	.2	.5	12	45	.1	.5	6	23	.1	.3	7	41	.1	.7
WI '00	4	104	.2	.2	3	39	.1	.1	6	56	.1	.3	3	36	.1	.1	4	46	.1	.4
4-Book	7	96	.1	.4	13	46	.1	.4	7	50	.1	.3	5	31	.1	.2	8	38	.1	.8
FA '99	8	159	.1	.4	22	145	.2	.7	4	34	.2	.7	8	53	.1	.4	4	22	.1	.4
WPRM-FM																				
FA '00	193	2409	2.0	10.0	469	1680	5.0	15.8	156	841	1.7	6.6	219	1203	2.3	11.0	67	408	.7	6.3
SU '00	152	2166	1.6	8.2	432	1493	4.6	14.6	126	724	1.3	5.4	180	1089	1.9	8.7	29	304	.3	3.5
SP '00	173	2231	1.9	8.9	438	1460	4.7	14.9	153	1000	1.6	6.2	221	1113	2.4	10.5	29	298	.3	2.9
WI '00	183	2392	2.0	9.8	529	1705	5.7	17.3	134	859	1.4	6.1	252	1295	2.7	12.0	29	299	.3	3.2
4-Book	175	2300	1.9	9.2	467	1585	5.0	15.7	142	856	1.5	6.1	218	1175	2.3	10.6	39	327	.4	4.0
FA '99	218	2706	2.3	11.1	522	1872	5.6	16.9	181	1013	1.9	7.7	294	1496	3.1	14.2	59	596	.6	6.1
WPRP-AM																				
FA '00		7				7														
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	2	60	.1	.1	8	24	.1	.3	1	16	.1	.3	1	19	.1	.1	10			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	79	.2	.2	4	30	.1	.1	2	30	.1	.1	5	22	.1	.2	8	63	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	22	291	.2	1.1	60	232	.6	2.0	14	122	.1	.6	27	97	.3	1.4	5	40	.1	.5
SU '00	27	285	.3	1.4	73	236	.8	2.5	21	117	.2	.9	33	114	.4	1.6	6	66	.1	.7
SP '00	18	216	.2	.9	46	171	.5	1.6	21	80	.2	.9	14	87	.1	.7	2	27	.2	.2
WI '00	27	391	.3	1.4	84	295	.9	2.7	21	156	.2	1.0	29	178	.3	1.4	6	46	.1	.7
4-Book	24	296	.3	1.2	66	234	.7	2.2	19	119	.2	.9	26	119	.3	1.3	5	45	.1	.5
FA '99	25	302	.3	1.3	49	135	.5	1.6	18	133	.2	.8	36	167	.4	1.7	9	80	.1	.9
WTPM-FM																				
FA '00	*	4		.2	6	38	.1	.2	4	46	.2	.2	4	70	.2	.2	*	2	21	.2
SU '00	8	132	.1	.4	9	77	.1	.3	18	77	.2	.8	8	44	.1	.4	3	47	.1	.4
SP '00	11	119	.1	.6	5	41	.1	.2	4	39	.2	.2	12	96	.1	.6	14	70	.1	1.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	68	.1	.5	13	47	.1	.4	4	15	.2	.2	12	51	.1	.6	10	48	.1	1.0
WUQF-FM																				
FA '00	51	732	.5	2.6	40	323	.4	1.3	70	442	.7	3.0	64	469	.7	3.2	38	263	.4	3.6
SU '00	42	673	.4	2.3	42	306	.4	1.4	53	348	.6	2.3	53	347	.6	2.6	20	213	.2	2.4
SP '00	45	785	.5	2.3	51	394	.5	1.7	71	455	.8	2.9	52	396	.6	2.5	15	253	.2	1.5
WI '00	50	733	.5	2.7	59	382	.6	1.9	74	392	.8	3.4	57	389	.6	2.7	26	223	.3	2.8
4-Book	47	731	.5	2.5	48	351	.5	1.6	67	409	.7	2.9	57	400	.6	2.8	25	238	.3	2.6
FA '99	38	709	.4	1.9	51	376	.5	1.6	56	412	.6	2.4	34	296	.4	1.6	23	221	.2	2.4

** Station(s) not reported this survey.

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

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

Target Listener Trends

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 '00	9	161	.1	.5	17	110	.2	.6	7	49	.1	.3	6	38	.1	.3	6	48	.1	.6
SU '00	5	150	.1	.3	16	94	.2	.5	4	43	.2	.2	4	30	.1	.2	3	27	.1	.4
SP '00	15	209	.2	.8	28	142	.3	1.0	17	100	.2	.7	8	44	.1	.4	18	98	.2	1.8
WI '00	11	241	.1	.6	39	150	.4	1.3	8	98	.1	.4	6	38	.1	.3	7	43	.1	.7
4-Book	10	190	.1	.6	25	124	.3	.9	9	73	.1	.4	6	38	.1	.3				
FA '99	11	206	.1	.6	32	181	.3	1.0	8	79	.1	.3	4	35	.2	.2	11	65	.1	1.1
WVJP-FM																				
FA '00	48	656	.5	2.5	51	283	.5	1.7	68	362	.7	2.9	54	409	.6	2.7	28	212	.3	2.6
SU '00	26	628	.3	1.4	27	233	.3	.9	43	379	.5	1.8	25	220	.3	1.2	10	116	.1	1.2
SP '00	32	523	.3	1.6	40	256	.4	1.4	59	335	.6	2.4	33	229	.4	1.6	9	135	.1	.9
WI '00	37	629	.4	2.0	42	250	.4	1.4	40	297	.4	1.8	39	294	.4	1.9	27	208	.3	2.9
4-Book	36	609	.4	1.9	40	256	.4	1.4	53	343	.6	2.2	38	288	.4	1.9	19	168	.2	1.9
FA '99	32	744	.3	1.6	47	316	.5	1.5	49	309	.5	2.1	42	318	.4	2.0	18	236	.2	1.9
WVOZ-FM																				
FA '00	23	498	.2	1.2	21	193	.2	.7	27	224	.3	1.1	26	219	.3	1.3	23	202	.2	2.2
SU '00	12	381	.1	.6	6	70	.1	.2	10	138	.1	.4	7	104	.1	.3	8	133	.1	1.0
SP '00	6	238	.1	.3	2	43	.1	.1	4	73	.2	.2	3	45	.1	.1	4	42	.1	.4
WI '00	4	133	.1	.2	1	8	.1	.1	4	61	.2	.2	2	32	.1	.1	3	28	.1	.3
4-Book	11	313	.1	.6	8	79	.1	.3	11	124	.1	.5	10	100	.1	.5	10	101	.1	1.0
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	*	4	.2	.2	12	37	.1	.4	2	16	.1	.1	3	24	.2	.2	*	1	12	.1
SU '00	2	82	.1	.1					4	48	.2	.2	1	12	.1	.1	4	22	.1	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	95	.1	.4	9	67	.1	.3	10	59	.1	.5	4	20	.2	.2	1	11	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	72	.1	.1	5	32	.1	.2	2	34	.1	.1	2	21	.1	.1		8		
WXYX-FM																				
FA '00	52	1290	.6	2.7	93	591	1.0	3.1	69	491	.7	2.9	64	589	.7	3.2	23	261	.2	2.2
SU '00	55	997	.6	3.0	111	453	1.2	3.8	52	424	.6	2.2	75	419	.8	3.6	19	261	.2	2.3
SP '00	47	1269	.5	2.4	69	523	.7	2.3	55	615	.6	2.2	81	614	.9	3.9	16	230	.2	1.6
WI '00	69	1392	.7	3.7	108	577	1.2	3.5	88	706	.9	4.0	96	720	1.0	4.6	21	244	.2	2.3
4-Book	56	1237	.6	3.0	95	536	1.0	3.2	66	559	.7	2.8	79	586	.9	3.8	20	249	.2	2.1
FA '99	47	1291	.5	2.4	79	420	.8	2.6	54	537	.6	2.3	50	451	.5	2.4	26	290	.3	2.7
WYQE-FM																				
FA '00	3	76	.2	.2	7	28	.1	.2	4	41	.2	.2	3	34	.2	.2	3	40	.1	.3
SU '00	12	158	.1	.6	22	98	.2	.7	13	121	.1	.6	11	65	.1	.5	5	61	.1	.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	87	.2	.2	12	37	.1	.4	2	32	.1	.1	1	6	.1	.1	2	13	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	15	145	.2	.8	25	93	.3	.8	28	86	.3	1.2	9	79	.1	.4	4	35	.1	.4
WZAR-FM																				
FA '00	87	1124	.9	4.5	111	497	1.2	3.7	109	560	1.2	4.6	124	664	1.3	6.2	60	506	.6	5.7
SU '00	97	1151	1.0	5.2	115	610	1.2	3.9	151	661	1.6	6.5	107	647	1.1	5.2	68	425	.7	8.1
SP '00	83	1036	.9	4.3	92	407	1.0	3.1	123	522	1.3	5.0	101	562	1.1	4.8	43	380	.5	4.3
WI '00	72	779	.8	3.8	91	388	1.0	3.0	91	463	1.0	4.2	92	513	1.0	4.4	50	351	.5	5.4
4-Book	85	1023	.9	4.5	102	476	1.1	3.4	119	552	1.3	5.1	106	597	1.1	5.2	55	416	.6	5.9
FA '99	54	791	.6	2.8	64	377	.7	2.1	75	451	.8	3.2	53	405	.6	2.6	38	285	.4	3.9
WZMT-FM																				
FA '00	6	117	.1	.3	7	64	.1	.2	6	36	.1	.3	3	33	.2	.2	1	18	.1	.1
SU '00	9	228	.1	.5	10	52	.1	.3	8	65	.1	.3	9	67	.1	.4	2	34	.1	.2
SP '00	18	181	.2	.9	20	79	.2	.7	20	120	.2	.8	17	154	.2	.8	27	138	.3	2.7
WI '00	9	202	.1	.5	12	47	.1	.4	11	82	.1	.5	10	43	.1	.5	4	31	.1	.4
4-Book	11	182	.1	.6	12	61	.1	.4	11	76	.1	.5	10	74	.1	.5	9	55	.1	.9
FA '99	11	197	.1	.6	12	92	.1	.4	23	121	.2	1.0	9	93	.1	.4	2	35	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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 '00	59	1005	.6	3.1	67	410	.7	2.3	58	506	.6	2.5	41	303	.4	2.1	39	229	.4	3.7
SU '00	49	887	.5	2.6	56	292	.6	1.9	54	386	.6	2.3	36	331	.4	1.7	18	199	.2	2.2
SP '00	59	957	.6	3.0	55	386	.6	1.9	73	417	.8	3.0	52	383	.6	2.5	31	231	.3	3.1
WI '00	58	1159	.6	3.1	54	406	.6	1.8	79	492	.8	3.6	62	588	.7	3.0	18	278	.2	2.0
4-Book	56	1002	.6	3.0	58	374	.6	2.0	66	450	.7	2.9	48	401	.5	2.3	27	234	.3	2.8
FA '99	62	1146	.7	3.2	57	411	.6	1.8	48	432	.5	2.1	67	539	.7	3.2	21	313	.2	2.2
TOTALS																				
FA '00	1933	9088	20.5		2971	8496	31.5		2365	7409	25.1		1985	7585	21.0		1057	5357	11.2	
SU '00	1864	9190	20.0		2956	8373	31.7		2336	7468	25.0		2065	7549	22.1		837	5036	9.0	
SP '00	1947	9099	20.9		2947	8310	31.6		2466	7612	26.4		2101	7675	22.5		995	5248	10.7	
WI '00	1875	9070	20.1		3055	8290	32.7		2182	7233	23.4		2100	7544	22.5		918	5107	9.8	
4-Book	1905	9112	20.4		2982	8367	31.9		2337	7431	25.0		2063	7588	22.0		952	5187	10.2	
FA '99	1956	9242	20.9		3097	8774	33.2		2341	7684	25.1		2066	7634	22.1		970	5451	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 - 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 '00	7	99	.1	.3	4	86	.2	14	59	.1	.8	9	22	.1	.3					
4-Book	8	69	.1	.4	4	69	.3	13	37	.1	.8	7	26	.1	.3	2	11		.1	
VAEL-AM																				
FA '00	3	111		.1	3	61	.2	14	32	.1	.8		2						1	
4-Book	8	103	.1	.3	6	78	.1	.4	18	38	.2	1.1	7	19	.1	.3	1	3		
VAEL-FM																				
FA '00	29	345	.3	1.2	24	215	.3	1.5	23	57	.2	1.4	54	109	.6	2.0	20	53	.2	1.2
4-Book	24	334	.3	1.0	**	**	**	**	17	53	.2	1.1	39	104	.5	1.5	20	56	.2	1.2
VALD-AM																				
FA '00	3	23		.1		8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	11	184	.1	.5	* 3	65	.2	2	9		.1									
4-Book	17	212	.2	.7	7	84	.1	.5	15	35	.2	1.0	3	13		.1	5	10	.1	.3
WBRQ-FM																				
FA '00	34	358	.4	1.4	26	308	.3	1.6	17	95	.2	1.0	41	120	.4	1.5	29	90	.3	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	22	413	.2	.9	20	188	.2	1.2	8	38	.1	.5	31	84	.3	1.2	28	77	.3	1.6
4-Book	27	456	.3	1.1	17	242	.2	1.1	11	53	.1	.7	29	96	.3	1.2	19	77	.2	1.1
WCMA-FM																				
FA '00	107	1077	1.1	4.4	64	791	.7	3.9	76	250	.8	4.5	124	366	1.3	4.7	75	228	.8	4.4
4-Book	100	1117	1.1	4.1	58	743	.7	3.7	60	191	.7	3.7	117	350	1.3	4.6	76	208	.8	4.4
WCMN-AM																				
FA '00	14	155	.1	.6	7	85	.1	.4	6	28	.1	.4	14	43	.1	.5	4	11		.2
4-Book	11	112	.1	.5	3	46		.2	8	22	.1	.5	6	27	.1	.3	3	7		.2
WCMN-FM																				
FA '00	54	465	.6	2.2	29	300	.3	1.8	32	85	.3	1.9	48	145	.5	1.8	41	102	.4	2.4
4-Book	37	419	.4	1.5	30	303	.3	1.9	36	93	.4	2.3	43	125	.5	1.7	30	83	.3	1.8
WCOM-FM																				
FA '00	50	705	.5	2.1	21	377	.2	1.3	18	52	.2	1.1	44	163	.5	1.7	28	70	.3	1.6
4-Book	51	811	.5	2.1	30	421	.3	2.0	37	117	.4	2.3	56	177	.6	2.2	34	94	.4	1.9
WCTA-FM																				
FA '00	6	125	.1	.2	27	133	.3	1.7	5	10	.1	.3	31	60	.3	1.2	39	68	.4	2.3
4-Book	9	215	.1	.4	19	157	.2	1.3	8	28	.1	.5	35	91	.4	1.4	29	73	.3	1.7
VEGM-FM																				
FA '00	16	235	.2	.7	20	211	.2	1.2	19	39	.2	1.1	33	106	.3	1.2	23	75	.2	1.3
4-Book	19	271	.2	.8	21	185	.2	1.3	16	44	.2	1.0	27	75	.3	1.1	29	81	.3	1.7
VENA-AM																				
FA '00	21	86	.2	.9	11	40	.1	.7	19	19	.2	1.1	15	33	.2	.6	9	21	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VERR-FM																				
FA '00	13	168	.1	.5	10	145	.1	.6	16	62	.2	.9	19	25	.2	.7	8	31	.1	.5
4-Book	22	282	.2	.9	13	183	.1	.8	12	50	.1	.8	22	61	.2	.9	12	42	.1	.7
WEXS-AM																				
FA '00	19	44	.2	.8	14	44	.1	.9	44	44	.5	2.6	16	44	.2	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+VFDT-FM																				
FA '00	16	114	.2	.7	4	70		.2	1	6		.1	2	24		.1	1	24		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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	
WFID-FM FA '00 4-Book	156 210	1225 1434	1.7 2.3	6.4 8.5	99 97	877 909	1.0 1.0	6.1 6.2	129 87	318 255	1.4 .9	7.6 5.4	221 176	429 402	2.3 1.9	8.3 7.0	102 121	257 289	1.1 1.3	5.9 6.9
WIAC-AM FA '00 4-Book	4 7	51 80	.1 .1	.2 .3	2 2	29 28	.1 .1	.1 .1	6 4	19 18	.1 .1	.4 .3	4 4	12 12	.1 .1	.2 .2	2 2	3 3	.1 .1	.1 .1
WIAC-FM FA '00 4-Book	100 125	1273 1328	1.1 1.4	4.1 5.1	43 57	577 721	.5 .6	2.6 3.7	19 54	72 162	.2 .6	1.1 3.4	76 106	204 318	.8 1.1	2.9 4.3	44 84	153 220	.5 .9	2.6 4.9
WIDA-AM FA '00 4-Book	1 **	28 **	** **	** **	5 **	28 **	.1 **	.3 **	9 **	19 **	.1 **	.5 **	19 **	19 **	.2 **	.7 **	5 **	19 **	.1 **	.3 **
+WIDI-FM WQOZ-FM FA '00 4-Book	10 **	103 **	.1 **	.4 **	6 **	67 **	.1 **	.4 **	5 **	20 **	.1 **	.3 **	11 **	29 **	.1 **	.4 **	2 **	8 **	.1 **	.1 **
WIOA-FM FA '00 4-Book	156 116	1291 1162	1.7 1.2	6.4 4.7	91 63	905 690	1.0 .7	5.6 4.1	107 70	317 219	1.1 .7	6.3 4.3	154 123	416 333	1.6 1.3	5.8 4.9	89 72	261 202	.9 .8	5.2 4.2
WIOB-FM FA '00 4-Book	87 67	633 512	.9 .7	3.6 2.8	45 37	392 315	.5 .4	2.8 2.4	24 30	57 70	.3 .3	1.4 1.9	79 70	219 163	.8 .8	3.0 2.8	51 41	140 97	.5 .4	3.0 2.4
WIOC-FM FA '00 4-Book	59 35	418 285	.6 .4	2.4 1.4	25 20	215 183	.3 .2	1.5 1.3	31 23	69 58	.3 .3	1.8 1.4	64 37	159 96	.7 .4	2.4 1.5	27 25	66 58	.3 .3	1.6 1.5
WISA-AM FA '00 4-Book	17 **	75 **	.2 **	.7 **	5 **	62 **	.1 **	.3 **	** **	** **	** **	** **	10 **	46 **	.1 **	.4 **	4 **	16 **	.2 **	.2 **
WISO-AM FA '00 4-Book	9 **	94 **	.1 **	.4 **	* 5 **	14 **	.1 **	.3 **	** **	** **	** **	** **	9 **	14 **	.1 **	.3 **	7 **	14 **	.1 **	.4 **
WIVA-FM FA '00 4-Book	57 61	523 545	.6 .7	2.3 2.5	27 27	226 240	.3 .3	1.7 1.7	33 35	62 73	.3 .4	1.9 2.2	39 45	88 107	.4 .5	1.5 1.8	32 35	81 91	.3 .4	1.9 2.1
WKAQ-AM FA '00 4-Book	29 53	521 618	.3 .6	1.2 2.2	16 18	261 285	.2 .2	1.0 1.2	33 35	105 122	.3 .4	1.9 2.2	25 22	60 63	.3 .3	.9 .9	18 8	59 28	.2 .1	1.0 .5
WKAQ-FM FA '00 4-Book	190 171	2036 2011	2.0 1.8	7.8 7.0	148 137	1461 1398	1.6 1.5	9.1 8.9	140 123	392 383	1.5 1.3	8.2 7.7	284 276	759 709	3.0 3.0	10.7 10.9	192 172	479 451	2.0 1.9	11.2 10.0
WKFE-AM FA '00 4-Book	2 **	48 **	** **	.1 **	1 **	14 **	** **	.1 **	2 **	14 **	** **	.1 **	** **	** **	** **	** **	** **	** **	** **	** **
WKJB-AM FA '00 4-Book	4 3	58 47	.2 .1	.1 .1	* 1 1	14 26	.1 .1	.1 .1	7 2	14 8	.1 .1	.4 .1	1 1	11 11	.1 .1	.1 .1	1 1	11 11	.1 .1	.1 .1
WKSA-FM FA '00 4-Book	21 20	229 217	.2 .2	.9 .8	15 17	203 137	.2 .2	.9 1.1	8 18	36 51	.1 .2	.5 1.2	33 30	96 70	.3 .3	1.2 1.2	11 3	38 11	.1 .1	.6 .2
WKVM-AM FA '00 4-Book	3 3	39 50	.1 .1	.1 .1	6 6	40 58	.1 .1	.4 .4	2 2	6 6	.1 .1	.1 .1	2 2	5 5	.1 .1	.1 .1	5 4	11 8	.1 .1	.3 .2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WLUZ-AM FA '00 4-Book	6 3	54 37	.1 .1	.2 .1	1 1	33 17	.1 .1					4 2	23 11	.2 .1		1 1	6 6	.1 .1		
WMEG-FM FA '00 4-Book	92 112	1446 1365	1.0 1.2	3.8 4.6	83 92	991 929	.9 1.0	5.1 6.0	54 55	197 174	.6 .6	3.2 3.4	91 126	308 346	1.0 1.4	3.4 5.0	80 113	256 279	.8 1.2	4.7 6.5
WNEL-AM FA '00 4-Book	2 2	23 24	.1 .1		4 3	31 30	.2 .2		5 5	11 10	.1 .1	.3 .3	2 2	2 2	.1 .1					
WNRT-FM FA '00 4-Book	13 36	316 356	.1 .4	.5 1.5	10 24	203 261	.1 .3	.6 1.6	13 33	67 98	.1 .3	.8 2.1	16 32	68 99	.2 .3	.6 1.3	21 22	54 62	.2 .2	1.2 1.3
WORO-FM FA '00 4-Book	25 40	349 379	.3 .4	1.0 1.6	33 39	362 346	.3 .4	2.0 2.5	17 21	55 54	.2 .2	1.0 1.3	26 37	71 87	.3 .4	1.0 1.5	51 37	107 76	.5 .4	3.0 2.2
WOSO-AM FA '00 4-Book	6 **	53 **	.1 **	.2 **	1 **	24 **	.1 **		2 **	12 **	.1 **		4 **	13 **	.2 **					
WQYE-FM FA '00 4-Book	35 43	663 703	.4 .5	1.4 1.7	34 39	388 465	.4 .4	2.1 2.5	30 35	97 95	.3 .4	1.8 2.2	53 61	170 187	.6 .7	2.0 2.4	28 36	74 102	.3 .4	1.6 2.0
WPAB-AM FA '00 4-Book	7 8	62 76	.1 .1	.3 .3	6 4	45 38	.1 .3	.4 .3	10 7	34 16	.1 .1	.6 .4	4 4	34 20	.2 .1	.2 .2	6 3	15 9	.1 .1	.3 .2
WPRM-FM FA '00 4-Book	271 266	2240 2109	2.9 2.8	11.1 10.8	140 107	1099 981	1.5 1.2	8.6 6.9	190 156	436 368	2.0 1.7	11.2 9.7	219 165	504 406	2.3 1.8	8.3 6.5	136 120	366 309	1.4 1.3	7.9 6.8
WPRP-AM FA '00 4-Book	** **	7 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
WQBS-AM FA '00 4-Book	3 **	50 **	** **	.1 **	** **	10 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 **	10 **	.2 **	
WRIO-FM FA '00 4-Book	32 36	262 268	.3 .4	1.3 1.5	15 15	133 152	.2 .2	.9 1.0	21 25	30 60	.2 .3	1.2 1.5	25 25	68 70	.3 .3	.9 1.0	14 19	31 41	.1 .2	.8 1.1
WTPM-FM FA '00 4-Book	5 **	97 **	.1 **	.2 **	* 5 **	49 **	.1 **	.3 **	12 **	35 **	.1 **	.7 **	15 **	29 **	.2 **	.6 **	3 **	20 **	.2 **	
WUKQ-FM FA '00 4-Book	59 58	641 618	.6 .6	2.4 2.4	47 43	414 405	.5 .5	2.9 2.8	41 31	146 95	.4 .3	2.4 1.9	97 75	297 200	1.0 .8	3.7 3.0	49 58	138 154	.5 .6	2.9 3.4
WUNO-AM FA '00 4-Book	10 13	161 161	.1 .2	.4 .5	7 6	68 89	.1 .1	.4 .4	4 10	19 35	.2 .1	.6 .6	6 7	28 29	.1 .1	.2 .3	8 6	19 13	.1 .1	.5 .3
WVJP-FM FA '00 4-Book	58 44	546 491	.6 .5	2.4 1.8	42 32	349 329	.4 .3	2.6 2.1	49 35	154 118	.5 .4	2.9 2.2	79 50	179 151	.8 .5	3.0 2.0	55 39	145 76	.6 .4	3.2 2.2
WVOZ-FM FA '00 4-Book	24 9	347 184	.3 .1	1.0 .4	19 15	209 177	.2 .2	1.2 1.0	11 8	54 32	.1 .1	.6 .5	19 15	75 56	.2 .1	.7 .6	15 10	53 22	.2 .1	.9 .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 - 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	
WXEV-AM																				
FA '00	5	45	.1	.2	* 1	21	.1	3	12	.2										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXYX-FM																				
FA '00	75	1107	.8	3.1	32	463	.3	2.0	27	80	.3	1.6	49	190	.5	1.8	25	72	.3	1.5
4-Book	79	1026	.8	3.2	39	515	.4	2.6	22	79	.3	1.3	74	232	.8	3.0	48	132	.5	2.7
WYQE-FM																				
FA '00	5	58	.1	.2	1	19	.1	1	11	.1										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
FA '00	114	894	1.2	4.7	58	493	.6	3.6	68	151	.7	4.0	107	237	1.1	4.0	66	187	.7	3.8
4-Book	110	838	1.2	4.5	60	536	.7	3.9	67	192	.7	4.2	102	247	1.1	4.0	66	178	.7	3.8
WZMT-FM																				
FA '00	5	83	.1	.2	10	63	.1	.6	4	13	.2		18	29	.2	.7	12	16	.1	.7
4-Book	11	121	.1	.5	11	109	.1	.7	6	26	.1	.3	22	51	.2	.9	12	34	.1	.7
WZNT-FM																				
FA '00	56	754	.6	2.3	78	588	.8	4.8	76	172	.8	4.5	92	232	1.0	3.5	90	179	1.0	5.2
4-Book	58	715	.6	2.4	74	636	.8	4.8	56	155	.6	3.5	112	286	1.2	4.5	95	209	1.0	5.4
TOTALS																				
FA '00	2435	9003	25.8		1628	7764	17.2		1703	4155	18.0		2650	5431	28.1		1715	3801	18.2	
4-Book	2455	9017	26.2		1549	7752	16.6		1606	4059	17.1		2529	5351	27.0		1736	3838	18.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
FA '00				5	9	.1	.5	8	39	.1	.4									
4-Book	3	7	.3	5	10	.1	.5	4	18	.1	.2	3	5	.2		1	3	.1		
WAEL-AM																				
FA '00		1		4	13		.4	3	13		.2	2	14		.1					
4-Book	4	15	.4	7	20	.1	.7	9	24	.1	.5	3	12	.2						
WAEL-FM																				
FA '00	9	35	.1	.7	13	50	.1	1.2	35	121	.4	1.8	18	44	.2	1.2	14	32	.1	1.3
4-Book	4	21	.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALD-AM																				
FA '00																3	8		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	* 12	45	.1	.9	4	11		.4	2	17		.1				* 3	33		.3	
4-Book	7	19	.1	.5	12	38	.1	1.3	9	27	.1	.5	4	15	.3	4	15		.4	
WBRO-FM																				
FA '00	10	71	.1	.8	25	69	.3	2.4	14	58	.1	.7	35	98	.4	2.3	38	77	.4	3.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	41	85	.4	3.2					14	36	.1	.7	21	41	.2	1.4	10	32	.1	.9
4-Book	22	71	.2	1.9	2	4		.2	15	56	.2	.9	22	61	.2	1.5	8	34	.1	.8
WCMA-FM																				
FA '00	46	177	.5	3.6	50	115	.5	4.8	56	201	.6	2.8	65	199	.7	4.4	25	115	.3	2.4
4-Book	40	146	.4	3.4	32	105	.3	3.2	57	202	.6	3.2	52	164	.5	3.6	28	105	.3	2.8
WCMN-AM																				
FA '00				8	16	.1	.8	5	21	.1	.3	7	21	.1	.5	13	39	.1	1.2	
4-Book				3	7	.1	.3	1	5		.1	2	7	.2		3	10		.3	
WCMN-FM																				
FA '00	19	61	.2	1.5	26	81	.3	2.5	41	111	.4	2.1	21	46	.2	1.4	8	36	.1	.8
4-Book	15	54	.2	1.4	29	72	.3	2.9	40	99	.4	2.2	29	76	.3	2.1	15	49	.2	1.6
WCOM-FM																				
FA '00	6	19	.1	.5	13	33	.1	1.2	20	98	.2	1.0	8	25	.1	.5	26	93	.3	2.5
4-Book	20	71	.2	1.7	12	41	.2	1.2	22	87	.3	1.2	20	54	.2	1.5	36	97	.4	3.7
WCTA-FM																				
FA '00	35	97	.4	2.7	19	49	.2	1.8	38	64	.4	1.9	31	57	.3	2.1	14	39	.1	1.3
4-Book	19	50	.2	1.6	7	23	.1	.7	24	54	.3	1.3	20	49	.2	1.4	9	25	.1	.9
WEGM-FM																				
FA '00	17	57	.2	1.3	12	32	.1	1.1	10	33	.1	.5	22	52	.2	1.5	25	52	.3	2.4
4-Book	18	41	.2	1.5	12	30	.1	1.2	17	49	.2	1.0	16	38	.2	1.2	26	63	.3	2.7
WENA-AM																				
FA '00	8	19	.1	.6	15	19	.2	1.4	19	19	.2	1.0								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	17	33	.2	1.3	5	32	.1	.5	1	11		.1	8	26	.1	.5	4	15		.4
4-Book	10	32	.1	.9	13	52	.1	1.3	11	43	.1	.6	14	39	.2	1.0	6	21	.1	.7
WEXS-AM																				
FA '00				44	44	.5	4.2	17	44	.2	.9									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM																				
FA '00	12	24	.1	.9	4	15		.4	4	17		.2					4	12		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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
WFID-FM																				
FA '00	78	219	.8	6.0	44	133	.5	4.2	90	218	1.0	4.6	42	107	.4	2.8	70	148	.7	6.6
4-Book	101	264	1.1	8.9	42	124	.5	4.2	92	249	1.0	5.1	61	161	.6	4.4	77	194	.8	7.9
WIAC-AM																				
FA '00	2	10		.2	3	12		.3									6	23	.1	.6
4-Book	1	3		.1	2	6		.2									2	6		.2
WIAC-FM																				
FA '00	47	136	.5	3.6	14	55	.1	1.3	55	178	.6	2.8	65	151	.7	4.4	20	76	.2	1.9
4-Book	35	131	.4	3.0	23	77	.2	2.4	60	189	.7	3.4	60	146	.6	4.3	30	110	.3	3.0
WIDA-AM																				
FA '00					5	9	.1	.5												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	1	8		.1	15	38	.2	1.4	2	24		.1	9	24	.1	.6	2	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	77	207	.8	6.0	55	139	.6	5.2	101	314	1.1	5.1	86	181	.9	5.8	51	191	.5	4.8
4-Book	53	145	.6	4.5	33	109	.4	3.2	65	206	.7	3.5	46	122	.5	3.2	37	121	.4	3.8
WIOB-FM																				
FA '00	30	102	.3	2.3	20	45	.2	1.9	69	121	.7	3.5	58	107	.6	3.9	27	79	.3	2.6
4-Book	21	64	.2	1.8	29	82	.3	2.9	44	105	.5	2.4	44	92	.5	3.1	15	53	.2	1.5
WIOC-FM																				
FA '00	22	58	.2	1.7					23	64	.2	1.2	15	47	.2	1.0	15	31	.2	1.4
4-Book	18	52	.2	1.6	14	32	.2	1.5	17	49	.2	.9	14	41	.2	1.0	14	35	.2	1.4
WISA-AM																				
FA '00	5	16	.1	.4					3	16		.2	18	32	.2	1.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*	**	**	**	**	**	**	**	9	14	.1	.5	11	14	.1	.7	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00		6			29	58	.3	2.8	43	112	.5	2.2	30	54	.3	2.0	11	33	.1	1.0
4-Book	7	25	.1	.6	22	59	.2	2.2	35	96	.4	2.0	24	57	.3	1.7	10	36	.1	1.0
WKAQ-AM																				
FA '00	13	61	.1	1.0	10	38	.1	1.0	1	8		.1	14	21	.1	.9	13	41	.1	1.2
4-Book	10	34	.1	.8	28	79	.3	2.9	20	50	.2	1.2	12	27	.1	.8	13	37	.1	1.4
WKAQ-FM																				
FA '00	108	301	1.1	8.4	48	154	.5	4.6	186	519	2.0	9.5	130	315	1.4	8.7	77	196	.8	7.3
4-Book	88	286	.9	7.8	43	164	.5	4.4	189	492	2.0	10.5	132	346	1.4	9.4	57	175	.6	5.7
WKFE-AM																				
FA '00					5	14	.1	.5												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00					1	1		.1									*	1	2	.1
4-Book					2	7		.2	1	3										
WKSA-FM																				
FA '00	10	34	.1	.8	9	36	.1	.9	22	68	.2	1.1	19	51	.2	1.3	8	31	.1	.8
4-Book	**	**	**	**	9	32	.1	.9	18	41	.2	1.0	16	26	.2	1.1	**	**	**	**
WKVM-AM																				
FA '00	4	11		.3	3	10		.3	22	30	.2	1.1	12	30	.1	.8				
4-Book	4	13		.3	8	23	.1	.8	13	19	.1	.7	8	19	.1	.6	5	16	.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 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				
WLUZ-AM																							
FA '00								1 10 .1								4 9 .4							
4-Book								1 6 .1				1 3 .1				1 2 .1							
WMEG-FM																							
FA '00				89 239 .9 6.9				32 113 .3 3.0				61 245 .6 3.1				65 179 .7 4.4				169 369 1.8 16.0			
4-Book				85 240 .9 7.5				34 91 .4 3.4				73 231 .8 4.0				75 223 .8 5.3				158 350 1.7 16.1			
WNEL-AM																							
FA '00								17 21 .2 .9				8 21 .1 .5											
4-Book				1 3 .1				2 8 .2				9 15 .1 .5				4 9 .1 .3				1 3 .1			
WNRT-FM																							
FA '00				14 64 .1 1.3				4 33 .2				8 35 .1 .5				4 8 .4							
4-Book				17 56 .2 1.6				45 121 .5 4.6				18 83 .2 1.0				11 40 .1 .8				17 52 .2 1.7			
WORD-FM																							
FA '00				15 71 .2 1.2				22 60 .2 2.1				84 167 .9 4.3				33 64 .3 2.2				15 35 .2 1.4			
4-Book				** ** ** **				19 50 .2 1.9				100 186 1.1 5.6				49 101 .5 3.5				** ** ** **			
WOSO-AM																							
FA '00																							
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **							
WOYE-FM																							
FA '00				21 81 .2 1.6				24 74 .3 2.3				47 153 .5 2.4				60 121 .6 4.0				13 50 .1 1.2			
4-Book				23 73 .2 2.0				23 71 .3 2.4				47 151 .5 2.6				38 93 .4 2.7				46 120 .5 4.8			
WPAB-AM																							
FA '00				7 15 .1 .5				10 25 .1 1.0				3 25 .2				7 15 .1 .7							
4-Book				2 4 .1				5 13 .1 .5				6 26 .1 .4				2 5 .1				2 10 .2			
WPRM-FM																							
FA '00				123 273 1.3 9.5				85 186 .9 8.1				162 393 1.7 8.2				111 260 1.2 7.4				87 189 .9 8.3			
4-Book				59 159 .6 5.0				78 179 .8 7.8				124 307 1.3 6.8				107 272 1.2 7.6				55 139 .6 5.6			
WPRP-AM																							
FA '00																							
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **							
WQBS-AM																							
FA '00																							
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **							
VRIO-FM																							
FA '00				9 27 .1 .7				9 30 .1 .9				20 69 .2 1.0				15 49 .2 1.0				5 21 .1 .5			
4-Book				10 27 .1 .9				5 23 .1 .5				16 49 .2 .9				13 37 .2 1.0				6 22 .1 .6			
WTPM-FM																							
FA '00				* ** ** **				1 2 .1				4 18 .2				1 2 .1				* 1 2 .1			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WUQJ-FM																							
FA '00				35 74 .4 2.7				25 81 .3 2.4				72 177 .8 3.7				36 68 .4 2.4				17 53 .2 1.6			
4-Book				34 92 .4 2.9				18 74 .2 1.8				58 158 .6 3.2				47 95 .5 3.4				18 63 .2 1.8			
WUNO-AM																							
FA '00				2 10 .2				22 39 .2 2.1				12 35 .1 .6				3 10 .2				5 20 .1 .5			
4-Book				4 8 .4				15 39 .2 1.6				6 16 .1 .3				5 12 .3				2 10 .2			
WVJP-FM																							
FA '00				25 94 .3 1.9				9 32 .1 .9				70 132 .7 3.6				28 61 .3 1.9				13 31 .1 1.2			
4-Book				19 88 .2 1.6				14 53 .2 1.5				50 131 .5 2.8				31 61 .4 2.3				16 49 .1 1.6			
WVOZ-FM																							
FA '00				51 81 .5 3.9				4 12 .4				18 63 .2 .9				10 19 .1 .7				17 30 .2 1.6			
4-Book				40 75 .4 3.5				4 12 .4				15 47 .2 .8				15 44 .2 1.1				7 21 .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 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
WXEW-AM																				
FA '00	*				* 5	8	.1	.5	3	8	.2					*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	19	76	.2	1.5	29	59	.3	2.8	60	167	.6	3.1	19	53	.2	1.3	22	51	.2	2.1
4-Book	41	116	.5	3.7	18	51	.2	1.9	58	174	.6	3.2	27	80	.3	2.0	16	50	.2	1.7
WYQE-FM																				
FA '00													2	8	.1		2	8	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	52	135	.6	4.0	21	59	.2	2.0	57	132	.6	2.9	52	129	.6	3.5	35	126	.4	3.3
4-Book	59	152	.7	5.2	23	58	.3	2.4	59	159	.6	3.3	56	132	.6	4.0	44	112	.5	4.5
WZMT-FM																				
FA '00	2	10	.2		3	7	.3		17	23	.2	.9	15	15	.2	1.0	9	15	.1	.9
4-Book	4	17	.3		8	23	.1	.8	15	42	.2	.9	15	28	.2	1.1	8	23	.1	.8
WZNT-FM																				
FA '00	47	130	.5	3.6	77	143	.8	7.3	109	237	1.2	5.5	100	171	1.1	6.7	42	112	.4	4.0
4-Book	43	119	.5	3.8	47	108	.5	4.8	118	268	1.3	6.6	91	170	1.0	6.5	29	83	.3	3.0
TOTALS																				
FA '00	1293	3180	13.7		1050	2635	11.1		1965	4390	20.8		1490	3137	15.8		1053	2640	11.2	
4-Book	1146	2902	12.3		991	2599	10.6		1808	4106	19.3		1399	3115	14.9		982	2480	10.5	

Target Listener Estimates - 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 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 '00	6	126	.1	.4	16	78	.2	.7	4	66	.1	.2	1	12	.1	5	47	.1	.7	
SU '00	4	71	.1	.3	6	39	.1	.3	4	39	.1	.2	1	24	.1	3	7		.5	
SP '00	4	60	.1	.3	8	52	.1	.3	3	18		.2				4	11	.1	.6	
WI '00	10	80	.1	.7	31	57	.4	1.2	14	47	.2	.8	3	22	.2	1	10		.2	
4-Book	6	84	.1	.4	15	57	.2	.6	6	43	.1	.4	1	15	.1	3	19	.1	.5	
FA '99	3	66		.2	6	38	.1	.2	4	29	.1	.2				4	28	.1	.7	
VAEL-AM																				
FA '00	2	119		.1	4	54	.1	.2	1	18		.1	3	26	.2		7			
SU '00	8	107	.1	.6	17	37	.2	.7	5	44	.1	.3	9	81	.1	6	48	.1	1.0	
SP '00	8	158	.1	.5	6	48	.1	.3	10	65	.1	.5	9	62	.1	5	36	.1	.7	
WI '00	6	78	.1	.4	15	43	.2	.6	8	39	.1	.5	1	21	.1	3	25		.5	
4-Book	6	116	.1	.4	11	46	.2	.5	6	42	.1	.4	6	48	.1	4	29	.1	.6	
FA '99	1	49		.1	1	31			6				6	6		1	13		.2	
VAEL-FM																				
FA '00	12	277	.2	.8	13	93	.2	.5	24	181	.3	1.3	9	100	.1	3	57		.4	
SU '00	9	290	.1	.6	14	95	.2	.6	17	156	.2	1.0	8	87	.1	3	75		.5	
SP '00	11	234	.2	.7	10	98	.1	.4	21	154	.3	1.1	9	103	.1	6	40	.1	.9	
WI '00	20	292	.3	1.4	27	128	.4	1.1	30	234	.4	1.8	16	116	.2	5	73	.1	.9	
4-Book	13	273	.2	.9	17	104	.2	.7	23	181	.3	1.3	11	102	.1	4	61	.1	.7	
FA '99	22	420	.3	1.5	22	162	.3	.9	48	318	.7	2.6	11	123	.2	9	93	.1	1.6	
WALO-AM																				
FA '00	2	29		.1	3	13		.1	3	13		.2	2	18	.1	2	14		.3	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	41		.1	1	7			7	7			2	20	.1	2	18		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	45		.2	5	22	.1	.2	6	18	.1	.3	1	6		1				
WAPA-AM																				
FA '00	* 6	205	.1	.4	20	108	.3	.8	5	65	.1	.3	5	56	.1	2	21		.3	
SU '00	10	223	.1	.7	27	144	.4	1.2	4	64	.1	.2	2	50	.1	10	56	.1	1.7	
SP '00	8	179	.1	.5	19	108	.3	.8	5	78	.1	.3	13	73	.2	5	45	.1	.7	
WI '00	19	295	.3	1.4	44	218	.6	1.8	16	168	.2	.9	19	117	.3	8	47	.1	1.4	
4-Book	11	226	.2	.8	28	145	.4	1.2	8	94	.1	.4	10	74	.2	6	42	.1	1.0	
FA '99	11	221	.2	.7	21	136	.3	.8	14	163	.2	.8	8	65	.1	3	40		.5	
WBQ-FM																				
FA '00	13	221	.2	.9	20	143	.3	.8	16	90	.2	.9	12	101	.2	12	84	.2	1.7	
SU '00	12	187	.2	.9	10	99	.1	.4	12	102	.2	.7	18	100	.3	5	57	.1	.9	
SP '00	8	217	.1	.5	8	72	.1	.3	6	93	.1	.3	9	113	.1	7	52	.1	1.0	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	9	293	.1	.6	11	163	.2	.5	6	103	.1	.3	8	62	.1	11	57	.2	1.6	
SU '00	15	365	.2	1.1	23	193	.3	1.0	26	182	.4	1.5	20	211	.3	2	63		.3	
SP '00	12	381	.2	.8	11	146	.2	.5	12	138	.2	.6	18	191	.3	5	118	.1	.7	
WI '00	11	337	.2	.8	17	171	.2	.7	13	87	.2	.8	15	152	.2	6	64	.1	1.0	
4-Book	12	344	.2	.8	16	168	.2	.7	14	128	.2	.8	15	154	.2	6	76	.1	.9	
FA '99	22	436	.3	1.5	36	232	.5	1.4	22	245	.3	1.2	25	227	.4	12	175	.2	2.1	
WCMA-FM																				
FA '00	72	1034	1.0	4.9	105	480	1.5	4.4	106	487	1.5	5.7	78	608	1.1	31	355	.4	4.4	
SU '00	38	780	.5	2.7	49	372	.7	2.1	59	437	.8	3.4	46	365	.7	16	198	.2	2.7	
SP '00	62	1050	.9	4.2	97	443	1.4	4.1	83	535	1.2	4.4	71	539	1.0	25	214	.4	3.7	
WI '00	70	1038	1.0	5.0	97	546	1.4	3.9	110	585	1.6	6.5	70	501	1.0	32	330	.5	5.5	
4-Book	61	976	.9	4.2	87	460	1.3	3.6	90	511	1.3	5.0	66	503	1.0	26	274	.4	4.1	
FA '99	81	1115	1.2	5.5	99	584	1.4	4.0	123	601	1.8	6.7	92	608	1.3	34	351	.5	5.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-AM																				
FA '00	9	142	.1	.6	16	77	.2	.7	16	88	.2	.9	4	58	.1	.3	4	34	.1	.6
SU '00	4	91	.1	.3	15	68	.2	.6	5	41	.1	.3	2	42	.1	.1				
SP '00	5	74	.1	.3	12	38	.2	.5	12	47	.2	.6	1	29	.1	.1		8		
WI '00	8	123	.1	.6	21	103	.3	.8	10	46	.1	.6	6	44	.1	.4	5	24	.1	.9
4-Book	7	108	.1	.5	16	72	.2	.7	11	56	.2	.6	3	43	.1	.2	2	17	.1	.4
FA '99	8	152	.1	.5	21	128	.3	.8	12	75	.2	.7	1	27	.1	.1	1	22		.2
WCMN-FM																				
FA '00	25	317	.4	1.7	39	229	.5	1.6	36	238	.5	1.9	26	207	.4	1.7	14	136	.2	2.0
SU '00	15	362	.2	1.1	23	178	.3	1.0	16	154	.2	.9	19	175	.3	1.3	7	65	.1	1.2
SP '00	19	285	.3	1.3	31	126	.4	1.3	18	116	.3	1.0	19	152	.3	1.2	10	73	.1	1.5
WI '00	18	368	.3	1.3	26	161	.4	1.0	23	139	.3	1.4	14	136	.2	.9	2	48		.3
4-Book	19	333	.3	1.4	30	174	.4	1.2	23	162	.3	1.3	20	168	.3	1.3	8	81	.1	1.3
FA '99	39	449	.6	2.6	61	239	.9	2.4	40	285	.6	2.2	47	260	.7	3.0	17	107	.2	2.9
WCOM-FM																				
FA '00	14	441	.2	.9	32	194	.4	1.3	17	168	.2	.9	12	128	.2	.8	4	55	.1	.6
SU '00	21	446	.3	1.5	66	239	.9	2.8	21	202	.3	1.2	9	99	.1	.6	4	38	.1	.7
SP '00	22	670	.3	1.5	58	303	.8	2.4	16	244	.2	.8	14	195	.2	.9	9	72	.1	1.3
WI '00	21	614	.3	1.5	59	338	.8	2.4	27	253	.4	1.6	15	196	.2	1.0	6	103	.1	1.0
4-Book	20	543	.3	1.4	54	269	.7	2.2	20	217	.3	1.1	13	155	.2	.8	6	67	.1	.9
FA '99	19	547	.3	1.3	52	323	.7	2.1	15	223	.2	.8	13	172	.2	.8	4	68	.1	.7
WCTA-FM																				
FA '00	11	146	.2	.7	2	34		.1	7	69	.1	.4	8	58	.1	.5	9	64	.1	1.3
SU '00	12	237	.2	.9	5	64	.1	.2	12	150	.2	.7	11	101	.2	.7	7	60	.1	1.2
SP '00	5	189	.1	.3	2	48		.1	6	76	.1	.3	6	78	.1	.4	3	34		.4
WI '00	13	331	.2	.9	8	94	.1	.3	18	119	.3	1.1	8	106	.1	.5	13	97	.2	2.2
4-Book	10	226	.2	.7	4	60	.1	.2	11	104	.2	.6	8	86	.1	.5	8	64	.1	1.3
FA '99	28	316	.4	1.9	28	123	.4	1.1	23	133	.3	1.3	32	139	.5	2.0	24	94	.3	4.1
WEGM-FM																				
FA '00	10	189	.1	.7	18	129	.3	.7	7	73	.1	.4	5	73	.1	.3	5	82	.1	.7
SU '00	6	177	.1	.4	5	52	.1	.2	5	54	.1	.3	11	60	.2	.7	2	47		.3
SP '00	11	159	.2	.7	15	95	.2	.6	16	113	.2	.8	13	120	.2	.8	2	45		.3
WI '00	7	198	.1	.5	11	77	.2	.4	6	98	.1	.4	6	111	.1	.4	7	65	.1	1.2
4-Book	9	181	.1	.6	12	88	.2	.5	9	85	.1	.5	9	91	.2	.6	4	60	.1	.6
FA '99	11	152	.2	.7	19	86	.3	.8	13	111	.2	.7	10	81	.1	.6	1	15		.2
WENA-AM																				
FA '00	15	69	.2	1.0	26	58	.4	1.1	25	55	.4	1.3	5	14	.1	.3	10	19	.1	1.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	9	200	.1	.6	8	71	.1	.3	12	97	.2	.6	8	67	.1	.5	9	51	.1	1.3
SU '00	13	276	.2	.9	18	134	.3	.8	23	153	.3	1.3	7	92	.1	.5	7	76	.1	1.2
SP '00	19	427	.3	1.3	51	255	.7	2.1	25	210	.4	1.3	11	161	.2	.7	3	63		.4
WI '00	16	284	.2	1.1	30	198	.4	1.2	22	147	.3	1.3	11	67	.2	.7	9	103	.1	1.6
4-Book	14	297	.2	1.0	27	165	.4	1.1	21	152	.3	1.1	9	97	.2	.6	7	73	.1	1.1
FA '99	9	249	.1	.6	16	122	.2	.6	18	158	.3	1.0	6	67	.1	.4	6	86	.1	1.0
WEXS-AM																				
FA '00	8	25	.1	.5	25	25	.4	1.0	9	25	.1	.5								
SU '00	1	10		.1	2	10		.1						10		.1		10		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
+WFDT-FM																				
FA '00	8	107	.1	.5	11	69	.2	.5	16	83	.2	.9	9	44	.1	.6	3	37		.4
SU '00	10	66	.1	.7	8	30	.1	.3	16	42	.2	.9	9	45	.1	.6	3	24		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	92	.2	.9	16	71	.2	.6	6	33	.1	.4	17	81	.2	1.1	13	37	.2	2.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	8	111	.1	.5	13	85	.2	.5	6	78	.1	.3	8	42	.1	.5	6	28	.1	1.0
WFID-FM																				
FA '00	91	1197	1.3	6.1	117	539	1.6	4.9	138	562	1.9	7.4	95	584	1.3	6.4	47	407	.7	6.7
SU '00	126	1287	1.8	9.0	171	743	2.4	7.3	199	691	2.8	11.3	172	799	2.5	11.6	47	362	.7	8.0
SP '00	115	1284	1.6	7.8	158	607	2.3	6.6	177	724	2.5	9.4	153	733	2.2	9.8	65	579	.9	9.7
WI '00	136	1349	1.9	9.7	188	784	2.7	7.6	213	708	3.0	12.6	178	809	2.5	11.6	71	459	1.0	12.3
4-Book	117	1279	1.7	8.2	159	668	2.3	6.6	182	671	2.6	10.2	150	731	2.1	9.9	58	452	.8	9.2
FA '99	96	1202	1.4	6.5	142	727	2.0	5.7	149	671	2.1	8.1	107	708	1.5	6.8	39	426	.6	6.7
WIAC-AM																				
FA '00	3	51		.2	10	41	.1	.4	2	10		.1	1	10		.1	3	23		.4
SU '00	7	132	.1	.5	23	71	.3	1.0	11	64	.2	.6	3	17		.2	2	21		.3
SP '00	4	102	.1	.3	16	77	.2	.7	5	45	.1	.3	1	14		.1	1	19		.1
WI '00	2	79		.1	2	36		.1	1	24		.1	6	33	.1	.4	1	21		.2
4-Book	4	91	.1	.3	13	56	.2	.6	5	36	.1	.3	3	19		.2	2	21		.3
FA '99	4	109	.1	.3	12	78	.2	.5	4	20	.1	.2	1	14		.1	2	32		.3
WIAC-FM																				
FA '00	54	1070	.8	3.6	136	612	1.9	5.7	51	479	.7	2.7	60	561	.8	4.0	16	199	.2	2.3
SU '00	69	1359	1.0	4.9	131	622	1.9	5.6	96	583	1.4	5.5	69	501	1.0	4.6	21	225	.3	3.6
SP '00	71	1136	1.0	4.8	160	591	2.3	6.7	80	506	1.1	4.2	61	509	.9	3.9	32	373	.5	4.8
WI '00	79	1357	1.1	5.6	161	680	2.3	6.5	99	610	1.4	5.8	70	536	1.0	4.6	37	366	.5	6.4
4-Book	68	1231	1.0	4.7	147	626	2.1	6.1	82	545	1.2	4.6	65	527	.9	4.3	27	291	.4	4.3
FA '99	98	1362	1.4	6.6	181	851	2.6	7.3	160	740	2.3	8.7	106	719	1.5	6.8	17	280	.2	2.9
WIDA-AM																				
FA '00	1	19		.1	1	9		.1	9			.1				.1	2	10		.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	7	111	.1	.5	12	56	.2	.5	13	54	.2	.7	3	46		.2	2	40		.3
SU '00	6	89	.1	.4	9	43	.1	.4	7	45	.1	.4	8	42	.1	.5	2	17		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	145	.1	.6	13	62	.2	.5	10	38	.1	.6	10	74	.1	.7	6	37	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	13	164	.2	.9	23	118	.3	.9	14	71	.2	.8	15	77	.2	1.0	11	69	.2	1.9
WIOA-FM																				
FA '00	106	1284	1.5	7.2	167	734	2.3	6.9	175	789	2.5	9.4	87	622	1.2	5.8	47	352	.7	6.7
SU '00	95	1387	1.4	6.8	145	633	2.1	6.2	147	689	2.1	8.4	98	681	1.4	6.6	51	452	.7	8.7
SP '00	59	1113	.8	4.0	91	603	1.3	3.8	84	522	1.2	4.4	55	415	.8	3.5	27	278	.4	4.0
WI '00	49	954	.7	3.5	94	548	1.3	3.8	62	398	.9	3.7	52	462	.7	3.4	23	240	.3	4.0
4-Book	77	1185	1.1	5.4	124	630	1.8	5.2	117	600	1.7	6.5	73	545	1.0	4.8	37	331	.5	5.9
FA '99	73	1214	1.0	4.9	115	667	1.6	4.6	103	621	1.5	5.6	92	654	1.3	5.9	23	332	.3	4.0
WIOB-FM																				
FA '00	52	530	.7	3.5	76	320	1.1	3.2	82	294	1.2	4.4	46	219	.6	3.1	32	185	.4	4.5
SU '00	33	412	.5	2.4	37	229	.5	1.6	56	238	.8	3.2	38	167	.5	2.6	12	114	.2	2.0
SP '00	39	402	.6	2.6	49	203	.7	2.1	56	259	.8	3.0	41	228	.6	2.6	17	77	.2	2.5
WI '00	29	447	.4	2.1	40	170	.6	1.6	39	221	.6	2.3	48	290	.7	3.1	6	106	.1	1.0
4-Book	38	448	.6	2.7	51	231	.7	2.1	58	253	.9	3.2	43	226	.6	2.9	17	121	.2	2.5
FA '99	19	450	.3	1.3	26	236	.4	1.0	22	158	.3	1.2	23	191	.3	1.5	9	102	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	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
WIOC-FM																				
FA '00	34	332	.5	2.3	59	183	.8	2.5	67	250	.9	3.6	32	231	.4	2.1	6	61	.1	.9
SU '00	26	305	.4	1.9	30	146	.4	1.3	26	157	.4	1.5	33	181	.5	2.2	15	119	.2	2.6
SP '00	18	264	.3	1.2	26	124	.4	1.1	20	113	.3	1.1	17	123	.2	1.1	15	105	.2	2.2
WI '00	14	213	.2	1.0	23	95	.3	.9	22	97	.3	1.3	10	59	.1	.7	3	48		.5
4-Book	23	279	.4	1.6	35	137	.5	1.5	34	154	.5	1.9	23	149	.3	1.5	10	83	.1	1.6
FA '99	19	322	.3	1.3	36	211	.5	1.4	27	178	.4	1.5	18	141	.3	1.2	2	31		.3
WISA-AM																				
FA '00	11	88	.2	.7	16	75	.2	.7	26	49	.4	1.4	6	33	.1	.4	6	65	.1	.9
SU '00	**	13			**	**	**	**	**	**	**	**	**	**	**	**	**	13		**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	82		.2	9	74	.1	.4	3	40		.2					2	25		.3
WISO-AM																				
FA '00	* 6	94	.1	.4	12	40	.2	.5	6	58	.1	.3	10	24	.1	.7	*	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	32	446	.4	2.2	74	268	1.0	3.1	31	176	.4	1.7	45	275	.6	3.0	5	89	.1	.7
SU '00	31	475	.4	2.2	85	291	1.2	3.6	26	236	.4	1.5	33	242	.5	2.2	6	64	.1	1.0
SP '00	37	462	.5	2.5	83	272	1.2	3.5	45	252	.6	2.4	34	231	.5	2.2	9	60	.1	1.3
WI '00	27	436	.4	1.9	77	275	1.1	3.1	27	182	.4	1.6	28	215	.4	1.8	9	65	.1	1.6
4-Book	32	455	.4	2.2	80	277	1.1	3.3	32	212	.5	1.8	35	241	.5	2.3	7	70	.1	1.2
FA '99	33	418	.5	2.2	97	293	1.4	3.9	30	159	.4	1.6	41	226	.6	2.6	3	19		.5
WKAQ-AM																				
FA '00	22	584	.3	1.5	35	290	.5	1.5	13	146	.2	.7	38	235	.5	2.6	16	149	.2	2.3
SU '00	52	832	.7	3.7	92	488	1.3	3.9	53	293	.8	3.0	81	330	1.2	5.5	37	247	.5	6.3
SP '00	36	542	.5	2.4	67	356	1.0	2.8	46	227	.7	2.4	44	229	.6	2.8	24	181	.3	3.6
WI '00	33	638	.5	2.4	50	288	.7	2.0	34	145	.5	2.0	50	252	.7	3.3	26	152	.4	4.5
4-Book	36	649	.5	2.5	61	356	.9	2.6	37	203	.6	2.0	53	262	.8	3.6	26	182	.4	4.2
FA '99	39	646	.6	2.6	62	397	.9	2.5	38	303	.5	2.1	43	284	.6	2.8	44	159	.6	7.6
WKAQ-FM																				
FA '00	106	1638	1.5	7.2	123	684	1.7	5.1	168	928	2.4	9.0	116	781	1.6	7.8	36	445	.5	5.1
SU '00	76	1403	1.1	5.4	85	637	1.2	3.6	101	653	1.4	5.8	96	675	1.4	6.5	23	290	.3	3.9
SP '00	89	1662	1.3	6.0	122	717	1.7	5.1	135	888	1.9	7.1	97	834	1.4	6.2	26	401	.4	3.9
WI '00	82	1590	1.2	5.9	88	619	1.3	3.5	114	778	1.6	6.7	99	757	1.4	6.4	28	385	.4	4.8
4-Book	88	1573	1.3	6.1	105	664	1.5	4.3	130	812	1.8	7.2	102	762	1.5	6.7	28	380	.4	4.4
FA '99	86	1540	1.2	5.8	117	766	1.7	4.7	121	848	1.7	6.6	87	686	1.2	5.6	37	381	.5	6.4
WKFE-AM																				
FA '00	1	48		.1	6	48	.1	.2												
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	40		.1	8	32	.1	.3	3	24		.2								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 2	48		.1	7	25	.1	.3	2	9		.1	2	21		.1	*	12		.1
SU '00	1	85		.1	2	29		.1	1	15		.1	1	15		.1		7		.1
SP '00	2	43		.1	5	11	.1	.2	4	11	.1	.2	2	11		.1	1	23		.1
WI '00	1	61		.1	2	34		.1		5		.1	1	12		.1				.1
4-Book	2	59		.1	4	25		.1	2	10		.1	2	15		.1		11		.1
FA '99	2	63		.1	7	63	.1	.3					4	30	.1	.3				

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		
WKSA-FM																					
FA '00	13	257	.2	.9	20	113	.3	.8	17	117	.2	.9	12	109	.2	.8	9	62	.1	1.3	
SU '00	9	132	.1	.6	13	98	.2	.6	10	85	.1	.6					**	**	**	**	
SP '00	22	244	.3	1.5	31	180	.4	1.3	20	102	.3	1.1	5	33	.1	.3	**	**	**	**	
WI '00	15	160	.2	1.1	25	105	.4	1.0	8	82	.1	.5	3	13		.2	**	**	**	**	
4-Book	15	198	.2	1.0	22	124	.3	.9	14	97	.2	.8	5	39	.1	.3	**	**	**	**	
FA '99	27	260	.4	1.8	27	131	.4	1.1	37	168	.5	2.0	9	18	.1	.6	**	**	**	**	
WKVM-AM																					
FA '00	3	73		.2	7	22	.1	.3	2	27		.1					4	34	.1	.6	
SU '00	2	64		.1	1	24			1	14							2	14		.3	
SP '00	4	121	.1	.3	1	13			1	9		.1	1	13		.1	3	70	.1	1.3	
WI '00	5	123	.1	.4	11	76	.2	.4	4	47	.1	.2	5	49	.1	.3	3	29		.5	
4-Book	4	95	.1	.3	5	34	.1	.2	2	24	.1	.1	2	16		.1	5	37	.1	.7	
FA '99	2	63		.1	2	10		.1	1	10		.1					4	32	.1	.7	
WLUZ-AM																					
FA '00	4	65	.1	.3	10	44	.1	.4	5	12	.1	.3	2	12		.1	3	25		.4	
SU '00	1	11		.1	4	11	.1	.2													
SP '00	2	52	.1	.1	10	43	.1	.4	1	28		.1									
WI '00	1	13		.1									2	13		.1					
4-Book	2	35		.2	6	25	.1	.3	2	10		.1	1	6		.1	1	6		.1	
FA '99	1	33		.1	7	20	.1	.3													
WMEG-FM																					
FA '00	41	1083	.6	2.8	60	478	.8	2.5	30	436	.4	1.6	51	562	.7	3.4	22	274	.3	3.1	
SU '00	43	903	.6	3.1	46	364	.7	2.0	30	338	.4	1.7	56	455	.8	3.8	30	224	.4	5.1	
SP '00	54	1079	.8	3.7	63	524	.9	2.6	62	424	.9	3.3	78	590	1.1	5.0	20	309	.3	3.0	
WI '00	32	724	.5	2.3	35	215	.5	1.4	34	230	.5	2.0	57	352	.8	3.7	13	146	.2	2.2	
4-Book	43	947	.6	3.0	51	395	.7	2.1	39	357	.6	2.2	61	490	.9	4.0	21	238	.3	3.4	
FA '99	41	814	.6	2.8	58	327	.8	2.3	34	276	.5	1.8	57	431	.8	3.6	17	188	.2	2.9	
WNEL-AM																					
FA '00	1	54		.1	1	11			1	12		.1						9		.2	
SU '00	2	37		.1	8	28	.1	.3									1	9		.2	
SP '00	2	84		.1						8			1	17		.1	2	33		.3	
WI '00	3	39		.2	2	14		.1	5	27	.1	.3	2	14		.1					
4-Book	2	54		.1	3	13		.1	2	12		.1	1	8		.1	1	11		.1	
FA '99		32											1	19		.1					
WNRT-FM																					
FA '00	8	203	.1	.5	12	120	.2	.5	9	136	.1	.5	4	51	.1	.3	12	60	.2	1.7	
SU '00	22	285	.3	1.6	34	151	.5	1.4	29	123	.4	1.7	23	138	.3	1.5	14	135	.2	2.4	
SP '00	31	500	.4	2.1	53	301	.8	2.2	37	229	.5	2.0	24	191	.3	1.5	17	139	.2	2.5	
WI '00	39	335	.6	2.8	60	208	.9	2.4	54	209	.8	3.2	39	146	.6	2.5	21	121	.3	3.6	
4-Book	25	331	.4	1.8	40	195	.6	1.6	32	174	.5	1.9	23	132	.3	1.5	16	114	.2	2.6	
FA '99	31	395	.4	2.1	38	250	.5	1.5	40	277	.6	2.2	39	230	.6	2.5	21	178	.3	3.6	
WORO-FM																					
FA '00	26	536	.4	1.8	12	158	.2	.5	33	237	.5	1.8	28	160	.4	1.9	16	144	.2	2.3	
SU '00	38	447	.5	2.7	33	162	.5	1.4	50	245	.7	2.9	32	202	.5	2.2	**	**	**	**	
SP '00	42	604	.6	2.8	42	231	.6	1.8	58	285	.8	3.1	46	267	.7	3.0	13	75	.2	1.9	
WI '00	25	533	.4	1.8	40	231	.6	1.6	33	179	.5	1.9	17	171	.2	1.1	10	84	.1	1.7	
4-Book	33	530	.5	2.3	32	196	.5	1.3	44	237	.6	2.4	31	200	.5	2.1	**	**	**	**	
FA '99	40	689	.6	2.7	49	342	.7	2.0	67	305	1.0	3.6	41	310	.6	2.6	9	97	.1	1.6	
WOSO-AM																					
FA '00	3	53		.2	11	53	.2	.5	4	40	.1	.2	3	25		.2					
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	109	.1	.4	17	80	.2	.7	5	80	.1	.3	3	38		.2	3	13		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
	WOYE-FM																				
FA '00	21	501	.3	1.4	34	273	.5	1.4	19	159	.3	1.0	16	151	.2	1.1	8	96	.1	1.1	
SU '00	17	471	.2	1.2	28	193	.4	1.2	21	239	.3	1.2	14	180	.2	.9	8	92	.1	1.4	
SP '00	24	555	.3	1.6	38	286	.5	1.6	30	241	.4	1.6	28	294	.4	1.8	11	112	.2	1.6	
WI '00	20	500	.3	1.4	20	232	.3	.8	26	208	.4	1.5	30	208	.4	2.0	8	83	.1	1.4	
4-Book	21	507	.3	1.4	30	246	.4	1.3	24	212	.4	1.3	22	208	.3	1.5	9	96	.1	1.4	
FA '99	35	746	.5	2.4	66	381	.9	2.6	48	392	.7	2.6	33	297	.5	2.1	11	173	.2	1.9	
WPAB-AM																					
FA '00	8	85	.1	.5	9	31	.1	.4	6	46	.1	.3	7	34	.1	.5	14	39	.2	2.0	
SU '00	7	108	.1	.5	23	65	.3	1.0	4	54	.1	.2	3	31	.1	.2	6	25	.1	1.0	
SP '00	8	83	.1	.5	15	42	.2	.6	12	45	.2	.6	6	23	.1	.4	7	41	.1	1.0	
WI '00	4	104	.1	.3	3	39	.1	.1	6	56	.1	.4	3	36	.1	.2	4	46	.1	.7	
4-Book	7	95	.1	.5	13	44	.2	.5	7	50	.1	.4	5	31	.1	.3	8	38	.1	1.2	
FA '99	7	148	.1	.5	22	134	.3	.9	4	34	.1	.2	8	53	.1	.5	4	22	.1	.7	
WPRM-FM																					
FA '00	161	1964	2.3	10.9	392	1299	5.5	16.3	134	650	1.9	7.2	191	1028	2.7	12.8	49	309	.7	7.0	
SU '00	123	1633	1.8	8.8	344	1116	4.9	14.7	113	577	1.6	6.4	134	806	1.9	9.0	25	246	.4	4.3	
SP '00	142	1608	2.0	9.6	346	1080	4.9	14.5	127	716	1.8	6.7	190	893	2.7	12.2	22	206	.3	3.3	
WI '00	144	1852	2.1	10.3	430	1307	6.1	17.3	106	651	1.5	6.3	194	1006	2.8	12.6	17	227	.2	2.9	
4-Book	143	1764	2.1	9.9	378	1201	5.4	15.7	120	649	1.7	6.7	177	933	2.5	11.7	28	247	.4	4.4	
FA '99	159	1854	2.3	10.8	379	1273	5.4	15.2	133	694	1.9	7.2	224	1073	3.2	14.3	25	355	.4	4.3	
WPRP-AM																					
FA '00		7				7															
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																					
FA '00	2	60		.1	8	24	.1	.3	1	16		.1	1	19		.1		10			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	71		.2	4	22	.1	.2	1	22		.1	5	22		.3	7	54	.1	1.0	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																					
FA '00	13	167	.2	.9	46	128	.6	1.9	9	56	.1	.5	13	53	.2	.9		9			
SU '00	26	272	.4	1.9	70	223	1.0	3.0	21	117	.3	1.2	33	114	.5	2.2	6	66	.1	1.0	
SP '00	16	171	.2	1.1	46	163	.7	1.9	18	67	.3	1.0	11	62	.2	.7	1	22		.1	
WI '00	20	289	.3	1.4	67	237	1.0	2.7	16	136	.2	.9	21	117	.3	1.4	5	37	.1	.9	
4-Book	19	225	.3	1.3	57	188	.8	2.4	16	94	.2	.9	20	87	.3	1.3	3	34	.1	.5	
FA '99	20	225	.3	1.4	49	135	.7	2.0	15	92	.2	.8	21	111	.3	1.3	8	64	.1	1.4	
WTPM-FM																					
FA '00	* 4	107	.1	.3	5	32	.1	.2	4	46	.1	.2	4	70	.1	.3	* 2	21		.3	
SU '00	8	117	.1	.6	8	62	.1	.3	18	77	.3	1.0	8	44	.1	.5	3	47		.5	
SP '00	10	88	.1	.7	5	37	.1	.2	3	35		.2	11	81	.2	.7	13	55	.2	1.9	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	68	.1	.6	13	47	.2	.5	4	15	.1	.2	12	51	.2	.8	10	48	.1	1.7	
WUKQ-FM																					
FA '00	36	439	.5	2.4	27	200	.4	1.1	53	267	.7	2.8	48	309	.7	3.2	20	136	.3	2.8	
SU '00	22	401	.3	1.6	28	165	.4	1.2	26	192	.4	1.5	21	173	.3	1.4	11	119	.2	1.9	
SP '00	34	523	.5	2.3	40	254	.6	1.7	59	301	.8	3.1	39	252	.6	2.5	10	172	.1	1.5	
WI '00	34	463	.5	2.4	47	245	.7	1.9	62	251	.9	3.7	37	215	.5	2.4	6	88	.1	1.0	
4-Book	32	457	.5	2.2	36	216	.5	1.5	50	253	.7	2.8	36	237	.5	2.4	12	129	.2	1.8	
FA '99	25	463	.4	1.7	28	259	.4	1.1	40	283	.6	2.2	25	176	.4	1.6	11	121	.2	1.9	

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 '00	9	161	.1	.6	17	110	.2	.7	7	49	.1	.4	6	38	.1	.4	6	48	.1	.9
SU '00	4	135	.1	.3	16	94	.2	.7	4	43	.1	.2	2	14	.1	.1	2	11	.1	.3
SP '00	14	190	.2	.9	23	133	.3	1.0	17	90	.2	.9	8	44	.1	.5	18	98	.3	2.7
WI '00	10	208	.1	.7	32	132	.5	1.3	7	81	.1	.4	6	22	.1	.4				
4-Book	9	174	.1	.6	22	117	.3	.9	9	66	.1	.5	6	30	.1	.4	7	39	.1	1.0
FA '99	10	184	.1	.7	31	159	.4	1.2	5	66	.1	.3	4	35	.1	.3	11	65	.2	1.9
WVJP-FM																				
FA '00	41	499	.6	2.8	43	209	.6	1.8	64	307	.9	3.4	50	357	.7	3.4	21	148	.3	3.0
SU '00	25	581	.4	1.8	25	225	.4	1.1	42	361	.6	2.4	25	220	.4	1.7	8	101	.1	1.4
SP '00	24	390	.3	1.6	30	191	.4	1.3	41	250	.6	2.2	25	176	.4	1.6	7	102	.1	1.0
WI '00	28	440	.4	2.0	37	207	.5	1.5	36	251	.5	2.1	33	217	.5	2.1	10	85	.1	1.7
4-Book	30	478	.4	2.1	34	208	.5	1.4	46	292	.7	2.5	33	243	.5	2.2	12	109	.2	1.8
FA '99	29	605	.4	2.0	46	289	.7	1.8	44	270	.6	2.4	39	271	.6	2.5	17	190	.2	2.9
WVOZ-FM																				
FA '00	7	250	.1	.5	5	88	.1	.2	11	97	.2	.6	6	93	.1	.4	8	76	.1	1.1
SU '00	6	183	.1	.4	5	44	.1	.2	6	67	.1	.3	5	59	.1	.3	2	37	.1	.3
SP '00	3	152	.2	.2	2	32	.1	.1	2	48	.1	.1	1	6	.1	.1	2	18	.1	.3
WI '00	2	91	.1	.1	1	8	.1	.1	3	52	.2	.2	1	23	.1	.1	1	10	.1	.2
4-Book	5	169	.1	.3	3	43	.1	.1	6	66	.1	.3	3	45	.1	.2	3	35	.1	.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEW-AM																				
FA '00	*	3	41	.2	10	29	.1	.4	2	16	.1	.1	2	16	.1	.1	*	1	12	.1
SU '00	2	82	.1	.1					4	48	.1	.2	1	12	.1	.1	4	22	.1	.7
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	95	.1	.5	9	67	.1	.4	10	59	.1	.6	4	20	.1	.3	1	11	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	59	.1	.1	5	32	.1	.2	1	21	.1	.1	8				8			
WXYX-FM																				
FA '00	34	827	.5	2.3	73	409	1.0	3.0	43	263	.6	2.3	32	326	.4	2.1	9	122	.1	1.3
SU '00	38	571	.5	2.7	83	280	1.2	3.5	37	238	.5	2.1	52	223	.7	3.5	8	104	.1	1.4
SP '00	26	712	.4	1.8	42	314	.6	1.8	31	339	.4	1.6	41	327	.6	2.6	5	119	.1	.7
WI '00	40	778	.6	2.9	78	391	1.1	3.1	51	328	.7	3.0	56	410	.8	3.6	8	109	.1	1.4
4-Book	35	722	.5	2.4	69	349	1.0	2.9	41	292	.6	2.3	45	322	.6	3.0	8	114	.1	1.2
FA '99	35	783	.5	2.4	66	303	.9	2.6	43	370	.6	2.3	36	288	.5	2.3	17	185	.2	2.9
WYQE-FM																				
FA '00	3	66	.1	.2	7	28	.1	.3	4	41	.1	.2	3	34	.1	.2	2	30	.1	.3
SU '00	6	120	.1	.4	12	60	.2	.5	11	104	.2	.6	5	55	.1	.3	1	34	.1	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	64	.1	.3	12	37	.2	.5	2	32	.1	.1	1	6	.1	.1	2	13	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	13	115	.2	.9	22	77	.3	.9	27	69	.4	1.5	9	75	.1	.6	2	18	.1	.3
WZAR-FM																				
FA '00	70	805	1.0	4.7	98	380	1.4	4.1	89	427	1.2	4.8	97	480	1.4	6.5	39	349	.5	5.5
SU '00	68	872	1.0	4.9	89	482	1.3	3.8	116	539	1.7	6.6	74	480	1.1	5.0	38	283	.5	6.5
SP '00	64	736	.9	4.3	77	339	1.1	3.2	96	386	1.4	5.1	81	435	1.2	5.2	21	228	.3	3.1
WI '00	44	513	.6	3.1	64	274	.9	2.6	55	279	.8	3.2	61	340	.9	4.0	25	203	.4	4.3
4-Book	62	732	.9	4.3	82	369	1.2	3.4	89	408	1.3	4.9	78	434	1.2	5.2	31	266	.4	4.9
FA '99	35	568	.5	2.4	47	250	.7	1.9	52	288	.7	2.8	40	274	.6	2.6	16	169	.2	2.8
WZMT-FM																				
FA '00	3	52	.1	.2	4	36	.1	.2	3	8	.1	.2	1	8	.1	.1				
SU '00	8	151	.1	.6	10	52	.1	.4	7	40	.1	.4	8	54	.1	.5	1	21	.1	.2
SP '00	16	157	.2	1.1	18	62	.3	.8	19	102	.3	1.0	15	130	.2	1.0	24	114	.3	3.6
WI '00	8	155	.1	.6	12	47	.2	.5	10	64	.1	.6	9	34	.1	.6				
4-Book	9	129	.1	.6	11	49	.2	.5	10	54	.1	.6	8	57	.1	.6	6	36	.1	1.0
FA '99	7	96	.1	.5	8	53	.1	.3	13	60	.2	.7	5	52	.1	.3	1	19	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-49

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	
WZNT-FM																				
FA '00	54	863	.8	3.6	61	342	.9	2.5	52	466	.7	2.8	38	266	.5	2.6	34	195	.5	4.8
SU '00	41	709	.6	2.9	51	245	.7	2.2	46	295	.7	2.6	26	265	.4	1.8	16	172	.2	2.7
SP '00	54	763	.8	3.7	53	351	.8	2.2	66	351	.9	3.5	49	346	.7	3.1	28	204	.4	4.2
WI '00	50	883	.7	3.6	43	283	.6	1.7	71	370	1.0	4.2	57	480	.8	3.7	15	220	.2	2.6
4-Book	50	805	.7	3.5	52	305	.8	2.2	59	371	.8	3.3	43	339	.6	2.8	23	198	.3	3.6
FA '99	50	898	.7	3.4	50	353	.7	2.0	39	317	.6	2.1	53	419	.8	3.4	14	205	.2	2.4
TOTALS																				
FA '00	1481	6876	20.8		2407	6529	33.8		1863	5477	26.1		1490	5645	20.9		704	3806	9.9	
SU '00	1401	6894	20.0		2346	6273	33.5		1754	5530	25.0		1484	5582	21.2		588	3608	8.4	
SP '00	1478	6810	21.1		2386	6290	34.0		1892	5592	27.0		1558	5631	22.2		668	3623	9.5	
WI '00	1401	6807	20.0		2485	6302	35.4		1693	5355	24.1		1535	5570	21.9		579	3538	8.3	
4-Book	1440	6847	20.5		2406	6349	34.2		1801	5489	25.6		1517	5607	21.6		635	3644	9.0	
FA '99	1477	6927	21.1		2492	6644	35.5		1838	5633	26.2		1563	5632	22.3		580	3596	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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 '00	7	99	.1	.4	4	86	.1	.3	14	59	.2	1.0	9	22	.1	.4				
4-Book	8	66	.1	.4	4	64	.1	.4	13	37	.2	1.0	7	24	.1	.4	2	8	.2	
WAEL-AM																				
FA '00	3	91	.2	.2	3	42	.2	.2	13	23	.2	1.0		2						
4-Book	8	90	.1	.4	6	65	.1	.5	18	36	.3	1.4	6	17	.1	.3	1	2		
WAEL-FM																				
FA '00	16	234	.2	.8	11	130	.2	.9	11	29	.2	.8	29	63	.4	1.4	3	22	.2	
4-Book	17	237	.3	.9	**	**	**	**	10	29	.2	.7	27	70	.4	1.5	11	36	.2	.9
WALO-AM																				
FA '00	3	23		.2		8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	10	167	.1	.5	* 3	65	.2		2	9		.1								
4-Book	15	195	.2	.8	7	80	.1	.6	14	34	.2	1.1	3	13	.1	.2	5	10	.1	.4
WBRQ-FM																				
FA '00	16	180	.2	.8	9	135	.1	.7	7	25	.1	.5	14	62	.2	.7	14	31	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	8	243	.1	.4	10	101	.1	.8	8	38	.1	.6	22	49	.3	1.1	14	29	.2	1.1
4-Book	15	285	.2	.8	10	145	.1	.9	6	34	.1	.5	22	66	.3	1.1	11	43	.1	.8
WCMA-FM																				
FA '00	97	828	1.4	5.1	54	623	.8	4.4	64	184	.9	4.7	119	323	1.7	5.8	60	173	.8	4.7
4-Book	82	824	1.2	4.3	45	550	.7	4.0	53	163	.8	4.1	95	271	1.4	5.0	59	163	.8	4.7
WCMN-AM																				
FA '00	12	133	.2	.6	7	78	.1	.6	6	28	.1	.4	13	36	.2	.6	4	11	.1	.3
4-Book	10	103	.2	.5	3	45		.3	8	22	.1	.6	6	25	.1	.3	3	7	.1	.2
WCMN-FM																				
FA '00	34	289	.5	1.8	16	186	.2	1.3	10	21	.1	.7	20	59	.3	1.0	29	64	.4	2.3
4-Book	24	263	.4	1.3	18	183	.3	1.6	21	48	.3	1.6	24	75	.3	1.3	21	48	.3	1.7
WCOM-FM																				
FA '00	20	363	.3	1.0	10	171	.1	.8	11	26	.2	.8	30	83	.4	1.5	13	30	.2	1.0
4-Book	28	446	.4	1.5	14	209	.2	1.2	24	72	.4	1.9	31	93	.4	1.6	20	51	.3	1.6
WCTA-FM																				
FA '00	6	99	.1	.3	22	92	.3	1.8	5	10	.1	.4	29	40	.4	1.4	38	58	.5	3.0
4-Book	8	178	.1	.4	16	121	.2	1.4	6	19	.1	.5	29	67	.4	1.5	26	61	.4	2.1
WEGM-FM																				
FA '00	10	139	.1	.5	13	112	.2	1.1	16	30	.2	1.2	29	79	.4	1.4	13	47	.2	1.0
4-Book	10	147	.1	.5	9	90	.1	.8	10	27	.1	.8	15	45	.2	.8	16	49	.2	1.2
VENA-AM																				
FA '00	19	69	.3	1.0	10	33	.1	.8	19	19	.3	1.4	15	33	.2	.7	7	14	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VERR-FM																				
FA '00	9	137	.1	.5	7	122	.1	.6	13	54	.2	1.0	12	17	.2	.6	6	23	.1	.5
4-Book	19	236	.3	1.0	10	140	.2	.9	11	45	.2	.9	17	45	.3	.9	10	37	.2	.8
WEXS-AM																				
FA '00	11	25	.2	.6	8	25	.1	.7	25	25	.4	1.8	10	25	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+VFDT-FM																				
FA '00	12	95	.2	.6	3	60		.2	1	6		.1	1	13			1	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WFID-FM																				
FA '00	118	912	1.7	6.2	72	655	1.0	5.9	95	261	1.3	7.0	170	329	2.4	8.3	84	226	1.2	6.6
4-Book	165	1069	2.4	8.7	71	666	1.0	6.3	63	185	.9	4.9	135	310	1.9	7.1	87	219	1.2	6.9
WIAC-AM																				
FA '00	4	51	.1	.2	2	29		.2	6	19	.1	.4					2	3		.2
4-Book	7	78	.1	.4	2	27		.2	4	18	.1	.3	4	11	.1	.2	2	3		.2
WIAC-FM																				
FA '00	80	953	1.1	4.2	34	456	.5	2.8	13	65	.2	1.0	55	160	.8	2.7	32	111	.4	2.5
4-Book	97	1017	1.4	5.1	46	571	.7	4.1	47	139	.7	3.7	84	253	1.2	4.5	63	162	.9	5.0
WIDA-AM																				
FA '00		9			1	9		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQOZ-FM																				
FA '00	10	88	.1	.5	5	58	.1	.4	5	20	.1	.4	11	29	.2	.5	2	8		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	145	1141	2.0	7.6	74	733	1.0	6.0	87	237	1.2	6.4	120	310	1.7	5.9	69	216	1.0	5.5
4-Book	106	996	1.5	5.6	53	570	.7	4.6	61	185	.9	4.8	101	270	1.4	5.3	61	169	.9	4.8
WIOB-FM																				
FA '00	69	446	1.0	3.6	36	281	.5	2.9	19	48	.3	1.4	58	135	.8	2.8	44	105	.6	3.5
4-Book	51	375	.7	2.7	30	231	.4	2.6	25	58	.4	2.0	57	116	.8	3.0	38	86	.5	3.0
WIOC-FM																				
FA '00	54	310	.8	2.8	18	151	.3	1.5	25	59	.4	1.8	48	116	.7	2.3	23	48	.3	1.8
4-Book	31	219	.5	1.6	18	150	.3	1.6	22	53	.4	1.7	31	78	.4	1.6	22	48	.3	1.8
WISA-AM																				
FA '00	17	75	.2	.9	5	62	.1	.4					10	46	.1	.5	4	16	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	9	94	.1	.5	* 5	14	.1	.4					9	14	.1	.4	7	14	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	49	394	.7	2.6	20	152	.3	1.6	18	31	.3	1.3	23	61	.3	1.1	18	47	.3	1.4
4-Book	48	407	.7	2.5	20	170	.3	1.7	25	49	.4	2.0	30	75	.4	1.6	26	63	.4	2.0
WKAQ-AM																				
FA '00	27	488	.4	1.4	16	253	.2	1.3	33	105	.5	2.4	25	60	.4	1.2	18	59	.3	1.4
4-Book	49	563	.7	2.6	18	268	.2	1.6	33	114	.5	2.6	21	61	.3	1.1	8	25	.1	.6
WKAQ-FM																				
FA '00	139	1367	1.9	7.3	95	951	1.3	7.7	114	299	1.6	8.4	207	462	2.9	10.1	98	273	1.4	7.8
4-Book	114	1285	1.6	6.0	84	869	1.2	7.4	82	260	1.2	6.4	185	442	2.6	9.8	93	255	1.3	7.5
WKFE-AM																				
FA '00	2	48		.1	1	14		.1	2	14		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	3	47		.2	* 1	14		.1	7	14	.1	.5					1	11		.1
4-Book	2	41		.2	1	22		.1	2	8		.2	1	11		.1				
WKSA-FM																				
FA '00	16	167	.2	.8	11	142	.2	.9	3	18		.2	23	69	.3	1.1	9	29	.1	.7
4-Book	17	159	.2	.8	12	101	.2	1.1	13	36	.2	1.0	21	52	.3	1.1	3	9		.2
WKVM-AM																				
FA '00	3	39		.2	3	30		.2									2	4		.2
4-Book	3	50		.2	5	50	.1	.4	2	6		.1	2	5		.1	2	4		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - 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	
WLUZ-AM																				
FA '00	6	44	.1	.3	1	23		.1												
4-Book	3	30		.2	1	14		.1								4	23	.1	.2	
WMEG-FM																				
FA '00	46	847	.6	2.4	46	582	.6	3.7	29	97	.4	2.1	60	191	.8	2.9	40	145	.6	3.2
4-Book	50	738	.7	2.6	46	497	.6	4.0	31	91	.5	2.5	66	179	.9	3.5	55	146	.8	4.4
WNEL-AM																				
FA '00		23			4	31	.1	.3	5	11	.1	.4								
4-Book	2	24		.1	3	30	.1	.3	5	10	.1	.4	2	2		.1				
WNRT-FM																				
FA '00	8	190	.1	.4	6	132	.1	.5	13	67	.2	1.0	13	55	.2	.6	1	9		.1
4-Book	31	286	.4	1.7	20	206	.3	1.8	29	85	.4	2.3	27	81	.4	1.4	13	37	.2	1.0
WORD-FM																				
FA '00	25	349	.4	1.3	33	362	.5	2.7	17	55	.2	1.3	26	71	.4	1.3	51	107	.7	4.0
4-Book	36	355	.5	1.9	35	323	.5	3.1	18	49	.2	1.4	34	80	.5	1.8	36	72	.5	2.8
WOSO-AM																				
FA '00	6	53	.1	.3	1	24		.1	2	12		.1	4	13	.1	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	23	397	.3	1.2	26	261	.4	2.1	19	56	.3	1.4	36	114	.5	1.8	23	48	.3	1.8
4-Book	25	429	.4	1.3	21	258	.3	1.8	19	52	.3	1.5	39	111	.5	2.0	24	62	.3	1.9
WPAB-AM																				
FA '00	7	62	.1	.4	6	45	.1	.5	10	34	.1	.7	4	34	.1	.2	6	15	.1	.5
4-Book	8	74	.1	.4	4	38		.4	7	16	.1	.5	4	20	.1	.2	3	9	.1	.3
WPRM-FM																				
FA '00	231	1808	3.2	12.1	114	863	1.6	9.3	153	326	2.1	11.3	170	403	2.4	8.3	105	278	1.5	8.3
4-Book	217	1618	3.1	11.4	88	754	1.3	7.6	130	298	1.9	10.2	132	316	1.9	6.9	90	221	1.3	7.1
WPRP-AM																				
FA '00		7																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	3	50		.2		10											3	10		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	22	146	.3	1.1	5	66	.1	.4	6	8	.1	.4	6	28	.1	.3	3	10		.2
4-Book	30	206	.4	1.6	10	115	.2	.9	19	49	.3	1.5	16	45	.3	.8	12	24	.2	1.0
WTPM-FM																				
FA '00	4	91	.1	.2	* 5	44	.1	.4	11	29	.2	.8	15	29	.2	.7	3	20		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQK-FM																				
FA '00	43	399	.6	2.2	34	265	.5	2.8	27	103	.4	2.0	68	205	1.0	3.3	41	109	.6	3.2
4-Book	41	377	.6	2.1	28	246	.4	2.4	21	68	.3	1.7	45	119	.7	2.3	43	106	.6	3.4
WUND-AM																				
FA '00	10	161	.1	.5	7	68	.1	.6	4	19	.1	.3	6	28	.1	.3	8	19	.1	.6
4-Book	12	144	.2	.6	6	76	.1	.5	8	29	.1	.6	7	29	.1	.4	6	13	.1	.4
WVJP-FM																				
FA '00	53	439	.7	2.8	34	266	.5	2.8	40	118	.6	2.9	63	135	.9	3.1	45	113	.6	3.6
4-Book	38	403	.6	2.0	27	259	.4	2.3	30	99	.5	2.4	42	123	.6	2.2	36	68	.5	2.9
WVOZ-FM																				
FA '00	8	163	.1	.4	4	86	.1	.3	5	29	.1	.4	3	18		.1	3	11		.2
4-Book	4	97	.1	.2	7	89	.1	.6	6	24	.1	.5	7	28	.1	.4	5	9	.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 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
WXEW-AM FA '00 4-Book	5 **	36 **	.1 **	.3 **	* 1 **	21 **	.1 **	.1 **	3 **	12 **	.2 **	.2 **	**	**	**	**	**	**	**	**
WXYX-FM FA '00 4-Book	49 51	675 594	.7 .7	2.6 2.7	26 24	351 294	.4 .4	2.1 2.2	27 13	80 43	.4 .2	2.0 1.0	48 50	161 155	.7 .7	2.3 2.7	16 23	48 65	.2 .3	1.3 1.8
WYQE-FM FA '00 4-Book	5 **	58 **	.1 **	.3 **	1 **	19 **	.1 **	.1 **	1 **	11 **	.1 **	.1 **	**	**	**	**	**	**	**	**
WZAR-FM FA '00 4-Book	94 84	662 616	1.3 1.2	4.9 4.4	48 44	357 381	.7 .6	3.9 3.8	60 51	133 161	.8 .7	4.4 4.0	88 79	176 183	1.2 1.1	4.3 4.1	52 47	144 131	.7 .7	4.1 3.7
WZMT-FM FA '00 4-Book	3 10	36 87	.2 .1	.5 .5	7 10	30 86	.1 .2	.6 .9	4 5	13 19	.1 .1	.3 .4	17 19	22 39	.2 .3	.8 1.0	12 12	16 34	.2 .2	.9 1.0
WZNT-FM FA '00 4-Book	51 52	665 589	.7 .7	2.7 2.8	72 64	505 527	1.0 .9	5.9 5.6	74 54	167 147	1.0 .8	5.4 4.2	88 93	227 241	1.2 1.3	4.3 5.0	83 80	153 174	1.2 1.1	6.6 6.4
TOTALS FA '00 4-Book	1916 1904	6818 6777	26.9 27.0		1227 1142	5840 5747	17.2 16.2		1359 1272	3269 3197	19.1 18.1		2044 1896	4135 3979	28.7 26.9		1264 1254	2766 2788	17.7 17.8	

** 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																						
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 '00 4-Book				5	9	.1	.6	8	39	.1	.5	3	5	.1	.3	1	3			.2		
2	5		.3	5	10	.1	.6	4	18	.1	.3	3	5	.1	.3	1	3			.2		
WAEL-AM FA '00 4-Book				4	13	.1	.5	3	13	.1	.2	2	7	.2	.2	4	11	.1	.6			
4	15		.6	6	14	.1	.7	8	22	.1	.6	3	10	.3	.3	4	11	.1	.6			
WAEL-FM FA '00 4-Book				9	31	.1	1.1	21	79	.3	1.4	11	23	.2	1.0	4	11	.1	.6			
1	12		.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WALD-AM FA '00 4-Book				**	**	**	**	**	**	**	**	**	**	**	**	**	3	8			.4	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM FA '00 4-Book				4	11	.1	.5	2	17	.1	.1	* 3	33			* 3	33			.4		
* 12	45	.2	1.3	4	11	.1	.5	2	17	.1	.1	* 3	33			* 3	33			.4		
7	19	.1	.9	12	38	.2	1.6	9	27	.1	.7	4	13	.1	.4	3	14			.5		
WBRQ-FM FA '00 4-Book				5	21	.1	.6	14	46	.2	.9	10	34	.1	.9	2	12			.3		
6	44	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WCAD-FM FA '00 4-Book				6	11	.1	.4	6	11	.1	.4	9	21	.1	.8	2	10			.3		
19	44	.3	2.1	1	1			8	28	.1	.6	15	44	.2	1.5	5	23	.1	.8			
12	42	.2	1.5																			
WCMA-FM FA '00 4-Book				38	77	.5	4.6	38	138	.5	2.5	50	158	.7	4.5	18	83	.3	2.5			
42	156	.6	4.7	25	74	.4	3.2	46	157	.6	3.3	38	132	.6	3.7	21	78	.3	3.4			
24	95	.4	3.1																			
WCMN-AM FA '00 4-Book				5	9	.1	.6	5	21	.1	.3	7	21	.1	.6	11	32	.2	1.5			
				3	5	.1	.3	1	5		.1	2	7		.2	3	8	.1	.4			
WCMN-FM FA '00 4-Book				22	67	.3	2.6	36	88	.5	2.3	5	8	.1	.5	2	15			.3		
8	16	.1	.9	20	49	.3	2.6	31	67	.5	2.2	13	35	.2	1.3	9	30	.2	1.5			
9	24	.1	1.2																			
WCOM-FM FA '00 4-Book				10	21	.1	1.2	11	53	.2	.7	4	14		.4	3	30			.4		
5	28	.1	.7	6	20	.1	.8	13	53	.2	.9	4	14		.4	8	26	.1	1.2			
WCTA-FM FA '00 4-Book				14	39	.2	1.7	26	43	.4	1.7	27	39	.4	2.4	14	39	.2	2.0			
26	79	.4	2.9	6	20	.1	.7	19	45	.3	1.3	14	35	.2	1.4	9	25	.2	1.4			
17	46	.3	2.2																			
WEGM-FM FA '00 4-Book				11	23	.2	1.3	9	24	.1	.6	13	34	.2	1.2	7	22	.1	1.0			
5	23	.1	.6	7	14	.1	.9	6	19	.1	.5	8	17	.1	.7	8	21	.1	1.4			
5	17	.1	.6																			
WENA-AM FA '00 4-Book				15	19	.2	1.8	19	19	.3	1.2	**	**	**	**	**	**	**	**	**		
8	19	.1	.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
**	**	**	**																			
WERR-FM FA '00 4-Book				5	32	.1	.6	1	11		.1	8	26	.1	.7	4	15	.1	.6			
10	25	.1	1.1	12	42	.2	1.5	9	32	.1	.7	12	33	.2	1.1	5	17	.1	.9			
8	29	.1	1.1																			
WEXS-AM FA '00 4-Book				25	25	.4	3.0	10	25	.1	.7	**	**	**	**	**	**	**	**	**		
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WFDT-FM FA '00 4-Book				4	15	.1	.5	4	17	.1	.3	**	**	**	**	**	**	**	**	**		
12	24	.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

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	
WFID-FM																				
FA '00	53	171	.7	5.9	31	112	.4	3.7	59	153	.8	3.8	29	76	.4	2.6	45	107	.6	6.3
4-Book	74	195	1.1	10.3	34	100	.5	4.2	66	191	1.0	4.7	47	118	.7	4.7	54	139	.8	8.7
WIAC-AM																				
FA '00	2	10	.2		3	12	.4										6	23	.1	.8
4-Book	1	3	.1		2	6	.2										2	6	.1	.2
WIAC-FM																				
FA '00	33	99	.5	3.7	12	38	.2	1.4	52	153	.7	3.4	55	126	.8	5.0	15	53	.2	2.1
4-Book	26	93	.4	3.4	19	65	.3	2.5	56	160	.8	4.0	50	114	.7	4.9	23	86	.4	3.8
WIDA-AM																				
FA '00					5	9	.1	.6												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	1	8	.1		10	29	.1	1.2	2	24	.1		9	24	.1	.8	2	12	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	68	187	1.0	7.6	54	132	.8	6.5	78	232	1.1	5.1	73	139	1.0	6.6	43	159	.6	6.1
4-Book	41	120	.6	5.3	31	89	.5	3.8	55	159	.8	3.9	40	101	.6	3.7	33	100	.5	5.3
WIOB-FM																				
FA '00	26	85	.4	2.9	12	35	.2	1.4	52	97	.7	3.4	46	90	.6	4.1	23	62	.3	3.2
4-Book	14	42	.2	1.8	19	62	.3	2.4	37	85	.5	2.6	38	75	.6	3.7	12	37	.2	1.8
WIOC-FM																				
FA '00	13	40	.2	1.4					16	48	.2	1.0	13	36	.2	1.2	6	10	.1	.8
4-Book	15	45	.2	2.1	13	29	.2	1.7	15	42	.2	1.0	13	36	.2	1.2	11	27	.2	1.8
WISA-AM																				
FA '00	5	16	.1	.6					3	16	.2		18	32	.3	1.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	*								9	14	.1	.6	11	14	.2	1.0	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00		6			24	37	.3	2.9	41	103	.6	2.7	26	45	.4	2.3	9	24	.1	1.3
4-Book	5	21	.1	.7	19	47	.3	2.4	30	81	.5	2.1	21	47	.3	2.0	6	28	.1	1.0
WKAQ-AM																				
FA '00	13	61	.2	1.4	10	38	.1	1.2					14	21	.2	1.3	13	41	.2	1.8
4-Book	10	32	.2	1.2	28	76	.4	3.6	19	47	.3	1.5	12	27	.2	1.2	12	30	.2	1.9
WKAQ-FM																				
FA '00	46	141	.6	5.1	32	101	.4	3.8	121	338	1.7	7.9	91	213	1.3	8.2	46	123	.6	6.5
4-Book	41	136	.6	5.6	27	103	.4	3.5	119	314	1.7	8.5	88	220	1.3	8.4	29	101	.4	4.5
WKFE-AM																				
FA '00					5	14	.1	.6												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00					1	1	.1										*			
4-Book					2	6	.2											1	2	.1
WKSA-FM																				
FA '00	10	34	.1	1.1	5	19	.1	.6	15	43	.2	1.0	13	26	.2	1.2	6	22	.1	.8
4-Book	**	**	**	**	5	21	.1	.7	15	31	.2	1.0	14	20	.2	1.4	**	**	**	**
WKVM-AM																				
FA '00					3	10	.4		13	19	.2	.8	7	19	.1	.6				
4-Book	2	7	.3		8	23	.1	1.0	11	16	.2	.8	7	16	.1	.6	5	12	.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																				
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	
WLUZ-AM FA '00 4-Book									3			1	3	.1		4	9	.1	.6	
WMEG-FM FA '00 4-Book	46 42	131 115	.6 .6	5.1 5.5	29 18	99 51	.4 .3	3.5 2.2	29 38	134 131	.4 .6	1.9 2.7	29 33	80 115	.4 .5	2.6 3.2	94 73	208 173	1.3 1.0	13.2 11.6
WNEL-AM FA '00 4-Book	1	3		.1	2	8		.2	17 9	21 15	.2 .1	1.1 .7	8 4	21 9	.1 .1	.7 .4	1	3		.1
WNRT-FM FA '00 4-Book	16	45	.2	2.2	38 38	95 95	.1 .6	1.2 5.0	4 15	33 64	.1 .2	.3 1.1	7 10	23 32	.1 .2	.6 1.0	4 15	8 45	.1 .3	.6 2.5
WORD-FM FA '00 4-Book	15 **	71 **	.2 **	1.7 **	22 19	60 50	.3 .3	2.6 2.4	84 91	167 173	1.2 1.3	5.5 6.6	33 43	64 83	.5 .6	3.0 4.1	15 **	35 **	.2 **	2.1 **
WOSO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM FA '00 4-Book	15 6	52 23	.2 .1	1.7 .8	23 15	65 44	.3 .2	2.8 1.9	35 27	108 91	.5 .4	2.3 1.9	47 23	93 58	.7 .4	4.2 2.2	13 14	50 41	.2 .2	1.8 2.2
WPAB-AM FA '00 4-Book	7 2	15 4	.1	.8 .2	10 5	25 13	.1 .1	1.2 .6	3 6	25 26		.2 .5				.2	7 2	15 10	.1	1.0 .4
WPRM-FM FA '00 4-Book	100 45	236 126	1.4 .6	11.1 5.6	77 68	167 147	1.1 1.0	9.2 8.4	137 106	314 252	1.9 1.5	8.9 7.5	95 90	204 219	1.3 1.3	8.6 8.7	65 42	139 113	.9 .6	9.2 6.7
WPRP-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book	7	17	.1	1.0	9 5	30 21	.1 .1	1.1 .6	14 11	44 36	.2 .2	.9 .8	2 9	20 27	.2 .1	.9 .9	2 5	10 19	.1	.3 .9
WTPM-FM FA '00 4-Book	* **	**	**	**	**	1 **	2 **	.1 **	4 **	18 **	.1 **	.3 **	1 **	2 **	.1 **	.1 **	* **	1 **	2 **	.1 **
WUKQ-FM FA '00 4-Book	30 24	52 61	.4 .3	3.3 3.1	15 12	51 42	.2 .2	1.8 1.5	46 36	98 93	.6 .5	3.0 2.6	29 32	53 57	.4 .5	2.6 3.0	8 9	24 36	.1 .1	1.1 1.4
WUNO-AM FA '00 4-Book	2 4	10 8	.1	.2 .5	22 14	39 32	.3 .2	2.6 1.9	12 5	35 14	.2 .1	.8 .4	3 2	10 5	.3 .2		5 2	20 8	.1	.7 .3
WVJP-FM FA '00 4-Book	25 15	82 53	.4 .2	2.8 1.9	2 11	11 42	.2 .1	1.4 1.4	51 43	114 114	.7 .6	3.3 3.1	24 26	51 46	.3 .4	2.2 2.5	13 8	31 25	.2 .1	1.8 1.3
WVOZ-FM FA '00 4-Book	11 10	23 22	.2 .2	1.2 1.3	3	9	.1	.4	8 11	29 33	.1 .2	.5 .8	8	29	.1	.8	2	7		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WXEW-AM FA '00 4-Book	* **				* **	5 **	.8 **	.1 **	.6 **	3 **	8 **	.2 **					* **			
WXYX-FM FA '00 4-Book	9 19	35 51	.1 .3	1.0 2.7	24 12	41 26	.3 .2	2.9 1.5	46 37	134 107	.6 .5	3.0 2.7	15 19	42 50	.2 .3	1.4 1.9	19 13	45 42	.3 .2	2.7 2.1
WYQE-FM FA '00 4-Book													2 **	8 **	.2 **		2 **	8 **	.3 **	
WZAR-FM FA '00 4-Book	37 39	104 95	.5 .6	4.1 5.1	7 13	23 36	.1 .2	.8 1.7	53 43	106 113	.7 .6	3.5 3.1	48 43	119 98	.7 .6	4.3 4.1	31 30	113 79	.4 .4	4.4 4.8
WZMT-FM FA '00 4-Book					3 8	7 23	.4 .1	1.0 1.0	11 14	16 40	.2 .2	.7 1.0	7 13	7 26	.1 .2	.6 1.3	4	15	.1	.6
WZNT-FM FA '00 4-Book	42 34	102 89	.6 .5	4.7 4.5	69 45	131 102	1.0 .7	8.3 5.7	96 101	214 226	1.3 1.5	6.3 7.2	91 79	141 135	1.3 1.1	8.2 7.6	41 25	105 71	.6 .4	5.8 3.9
TOTALS FA '00 4-Book	897 751	2298 1944	12.6 10.7		835 787	2044 2006	11.7 11.2		1534 1403	3357 3130	21.5 19.9		1111 1039	2255 2260	15.6 14.8		710 623	1871 1676	10.0 8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-49

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 '00	7	143	.1	.4	16	78	.2	.6	4	66	.2		3	21	.2		5	47	.1	.6
SU '00	6	96	.1	.4	6	39	.1	.2	5	49	.1	.2	4	42	.2		5	18	.1	.7
SP '00	7	87	.1	.4	18	80	.2	.6	3	28	.1					7	20	.1	.9	
WI '00	11	114	.1	.7	35	81	.4	1.2	15	58	.2	.8	4	35	.2		2	23		.3
4-Book	8	110	.1	.5	19	70	.2	.7	7	50	.1	.3	3	25	.2		5	27	.1	.6
FA '99	3	105	.2		8	62	.1	.3	4	37	.2			7			4	28		.6
WAL-AM																				
FA '00	5	154	.1	.3	17	83	.2	.6	2	32	.1		3	33	.2		1	14		.1
SU '00	10	155	.1	.6	23	71	.3	.9	5	60	.1	.2	10	101	.1	.6	6	48	.1	.9
SP '00	10	189	.1	.6	9	62	.1	.3	11	76	.1	.5	10	72	.1	.6	6	46	.1	.8
WI '00	8	117	.1	.5	17	58	.2	.6	10	64	.1	.5	2	42	.1		8	46	.1	1.1
4-Book	8	154	.1	.5	17	69	.2	.6	7	58	.1	.3	6	62	.1	.4	5	39	.1	.7
FA '99	4	84	.2		4	50	.1		3	36	.1		4	14	.2		5	28	.1	.7
WAL-FM																				
FA '00	17	340	.2	1.0	20	117	.2	.7	37	237	.4	1.7	11	125	.1	.6	3	64		.4
SU '00	13	326	.2	.8	21	118	.3	.8	24	182	.3	1.2	11	101	.1	.7	3	75		.4
SP '00	11	257	.1	.6	10	112	.1	.4	21	163	.3	1.0	11	127	.1	.6	6	48	.1	.8
WI '00	25	338	.3	1.5	32	136	.4	1.1	36	280	.4	1.8	21	142	.3	1.2	9	89	.1	1.2
4-Book	17	315	.2	1.0	21	121	.3	.8	30	216	.4	1.4	14	124	.2	.8	5	69	.1	.7
FA '99	23	465	.3	1.3	22	169	.3	.8	50	338	.6	2.3	12	155	.1	.7	11	113	.1	1.6
WALO-AM																				
FA '00	4	54	.2		10	31	.1	.3	5	31	.1	.2	7	43	.1	.4	2	22		.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	52	.2		8	18	.1	.3	7	7			2	20	.1		2	18		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	4	61	.2		9	38	.1	.3	6	24	.1	.3	1	16	.1					
WAPA-AM																				
FA '00	* 9	265	.1	.5	25	155	.3	.9	7	92	.1	.3	5	56	.1	.3	* 5	34	.1	.6
SU '00	13	354	.2	.8	31	186	.4	1.1	9	99	.1	.4	4	75	.2		13	82	.2	1.9
SP '00	19	296	.2	1.1	47	181	.6	1.7	29	165	.4	1.3	16	102	.2	.9	5	66	.1	.6
WI '00	27	421	.3	1.6	55	303	.7	1.9	26	221	.3	1.3	21	150	.3	1.2	16	79	.2	2.2
4-Book	17	334	.2	1.0	40	206	.5	1.4	18	144	.2	.8	12	96	.2	.7	10	65	.2	1.3
FA '99	14	308	.2	.8	31	201	.4	1.1	17	212	.2	.8	9	91	.1	.5	3	40		.4
WBRQ-FM																				
FA '00	13	226	.2	.8	20	148	.2	.7	16	90	.2	.7	12	101	.1	.7	12	84	.1	1.5
SU '00	12	187	.1	.7	10	99	.1	.4	12	102	.1	.6	18	100	.2	1.1	5	57	.1	.7
SP '00	9	245	.1	.5	9	89	.1	.3	8	112	.1	.4	11	129	.1	.6	7	60	.1	.9
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	12	329	.1	.7	18	199	.2	.6	7	117	.1	.3	8	62	.1	.5	15	71	.2	1.8
SU '00	16	385	.2	1.0	23	193	.3	.9	27	191	.3	1.3	21	220	.3	1.3	2	63		.3
SP '00	12	397	.1	.7	11	149	.1	.4	13	146	.2	.6	19	204	.2	1.0	5	118	.1	.6
WI '00	11	360	.1	.7	17	171	.2	.6	13	87	.2	.7	15	162	.2	.8	6	64	.1	.8
4-Book	13	368	.1	.8	17	178	.2	.6	15	135	.2	.7	16	162	.2	.9	7	79	.1	.9
FA '99	22	444	.3	1.3	36	232	.4	1.3	22	253	.3	1.0	25	235	.3	1.4	12	175	.1	1.7
WCMA-FM																				
FA '00	74	1071	.9	4.3	111	505	1.3	3.9	108	512	1.3	5.0	84	633	1.0	4.9	31	368	.4	3.8
SU '00	39	852	.5	2.4	49	372	.6	1.8	60	459	.7	3.0	48	387	.6	2.9	18	219	.2	2.7
SP '00	69	1141	.8	4.0	108	501	1.3	3.9	90	602	1.1	4.1	83	597	1.0	4.6	29	226	.4	3.7
WI '00	79	1132	1.0	4.8	119	590	1.5	4.1	121	627	1.5	6.1	77	524	.9	4.3	34	369	.4	4.7
4-Book	65	1049	.8	3.9	97	492	1.2	3.4	95	550	1.2	4.6	73	535	.9	4.2	28	296	.4	3.7
FA '99	88	1242	1.1	5.1	107	642	1.3	3.7	136	669	1.7	6.3	97	672	1.2	5.5	36	389	.4	5.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-AM																					
FA '00	10	184	.1	.6	16	77	.2	.6	18	109	.2	.8	4	58	.2	.2	4	34	.5	.5	
SU '00	12	131	.1	.7	33	109	.4	1.2	21	82	.3	1.0	7	62	.1	.4					
SP '00	9	120	.1	.5	27	72	.3	1.0	15	71	.2	.7	2	42		.1		8		.8	
WI '00	8	123	.1	.5	21	103	.3	.7	10	46	.1	.5	6	44	.1	.3	5	24	.1	.7	
4-Book	10	140	.1	.6	24	90	.3	.9	16	77	.2	.8	5	52	.1	.3	2	17		.3	
FA '99	11	200	.1	.6	34	176	.4	1.2	14	99	.2	.7	3	40		.2	4	35		.6	
WCMN-FM																					
FA '00	26	353	.3	1.5	40	241	.5	1.4	36	249	.4	1.7	26	207	.3	1.5	15	149	.2	1.8	
SU '00	16	372	.2	1.0	23	178	.3	.9	17	164	.2	.8	19	175	.2	1.1	7	65	.1	1.0	
SP '00	19	305	.2	1.1	32	134	.4	1.2	19	125	.2	.9	19	152	.2	1.0	10	84	.1	1.3	
WI '00	20	396	.2	1.2	26	161	.3	.9	29	152	.4	1.5	18	156	.2	1.0	2	48		.3	
4-Book	20	357	.2	1.2	30	179	.4	1.1	25	173	.3	1.2	21	173	.2	1.2	9	87	.1	1.1	
FA '99	42	477	.5	2.5	72	266	.9	2.5	41	293	.5	1.9	47	268	.6	2.7	17	107	.2	2.4	
WCOM-FM																					
FA '00	16	494	.2	.9	34	222	.4	1.2	21	185	.3	1.0	12	128	.1	.7	4	55		.5	
SU '00	21	446	.3	1.3	66	239	.8	2.4	21	202	.3	1.0	9	99	.1	.5	4	38		.6	
SP '00	24	711	.3	1.4	66	318	.8	2.4	16	253	.2	.7	16	203	.2	.9	9	81	.1	1.2	
WI '00	22	659	.3	1.3	60	357	.7	2.1	28	270	.3	1.4	15	206	.2	.8	6	103	.1	.8	
4-Book	21	578	.3	1.2	57	284	.7	2.0	22	228	.3	1.0	13	159	.2	.7	6	69	.1	.8	
FA '99	21	610	.3	1.2	56	333	.7	2.0	17	253	.2	.8	13	181	.2	.7	4	76		.6	
VCTA-FM																					
FA '00	13	180	.2	.8	4	45		.1	11	97	.1	.5	8	65	.1	.5	10	68	.1	1.2	
SU '00	14	262	.2	.9	7	90	.1	.3	15	168	.2	.7	11	101	.1	.7	7	72	.1	1.0	
SP '00	6	217	.1	.3	3	67		.1	6	76	.1	.3	7	88	.1	.4	4	42		.5	
WI '00	13	347	.2	.8	8	94	.1	.3	20	129	.2	1.0	8	111	.1	.4	13	97	.2	1.8	
4-Book	12	252	.2	.7	6	74	.1	.2	13	118	.2	.6	9	91	.1	.5	9	70	.1	1.1	
FA '99	30	345	.4	1.8	28	123	.3	1.0	26	154	.3	1.2	33	155	.4	1.9	26	101	.3	3.7	
WEGM-FM																					
FA '00	11	211	.1	.6	18	131	.2	.6	8	88	.1	.4	8	86	.1	.5	6	90	.1	.7	
SU '00	6	184	.1	.4	5	52	.1	.2	5	54	.1	.2	11	60	.1	.7	2	54		.3	
SP '00	11	170	.1	.6	16	105	.2	.6	16	113	.2	.7	13	131	.2	.7	2	45		.3	
WI '00	7	208	.1	.4	11	77	.1	.4	6	107	.1	.3	6	111	.1	.3	7	65	.1	1.0	
4-Book	9	193	.1	.5	13	91	.2	.5	9	91	.1	.4	10	97	.1	.6	4	64	.1	.6	
FA '99	13	168	.2	.8	21	97	.3	.7	14	126	.2	.7	12	96	.1	.7	2	19		.3	
WENA-AM																					
FA '00	16	89	.2	.9	26	64	.3	.9	27	63	.3	1.2	7	21	.1	.4	10	19	.1	1.2	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '00	9	220	.1	.5	8	71	.1	.3	13	107	.2	.6	10	79	.1	.6	9	51	.1	1.1	
SU '00	19	338	.2	1.2	24	148	.3	.9	32	216	.4	1.6	13	125	.2	.8	14	123	.2	2.1	
SP '00	19	452	.2	1.1	54	280	.7	1.9	26	218	.3	1.2	11	170	.1	.6	3	71		.4	
WI '00	19	359	.2	1.1	33	242	.4	1.1	25	171	.3	1.3	14	109	.2	.8	12	124	.1	1.7	
4-Book	17	342	.2	1.0	30	185	.4	1.1	24	178	.3	1.2	12	121	.2	.7	10	92	.1	1.3	
FA '99	14	293	.2	.8	18	143	.2	.6	26	184	.3	1.2	12	82	.1	.7	7	113	.1	1.0	
WXS-AM																					
FA '00	14	54	.2	.8	35	46	.4	1.2	14	39	.2	.6	2	14		.1	4	14		.5	
SU '00	1	10		.1	2	10		.1					1	10		.1		10			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
+WFDT-FM																				
FA '00	8	107	.1	.5	11	69	.1	.4	16	83	.2	.7	9	44	.1	.5	3	37		.4
SU '00	10	73	.1	.6	8	30	.1	.3	16	42	.2	.8	9	45	.1	.5	3	24		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	15	112	.2	.9	21	81	.3	.7	12	43	.1	.6	22	101	.3	1.2	14	47	.2	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	136	.1	.6	17	98	.2	.6	12	103	.1	.6	8	48	.1	.5	9	45	.1	1.3
WFID-FM																				
FA '00	106	1311	1.3	6.1	138	607	1.7	4.8	161	642	1.9	7.4	113	681	1.4	6.5	58	442	.7	7.0
SU '00	135	1423	1.7	8.4	183	795	2.2	6.8	219	779	2.7	10.8	185	878	2.3	11.1	49	382	.6	7.3
SP '00	130	1419	1.6	7.6	176	671	2.2	6.4	196	826	2.4	9.0	176	820	2.2	9.7	72	631	.9	9.2
WI '00	144	1462	1.8	8.7	199	841	2.4	6.8	224	762	2.7	11.3	183	851	2.2	10.3	76	500	.9	10.5
4-Book	129	1404	1.6	7.7	174	729	2.1	6.2	200	752	2.4	9.6	164	808	2.0	9.4	64	489	.8	8.5
FA '99	107	1332	1.3	6.3	149	779	1.8	5.2	162	778	2.0	7.6	119	774	1.5	6.7	48	478	.6	6.9
WJAC-AM																				
FA '00	7	119	.1	.4	21	97	.3	.7	9	54	.1	.4	1	10		.1	3	23		.4
SU '00	13	210	.2	.8	26	96	.3	1.0	19	102	.2	.9	13	43	.2	.8	5	33	.1	.7
SP '00	6	136	.1	.3	16	88	.2	.6	5	55	.1	.2	1	14		.1	3	29		.4
WI '00	9	133	.1	.5	24	69	.3	.8	5	45	.1	.3	9	48	.1	.5	5	41	.1	.7
4-Book	9	150	.1	.5	22	88	.3	.8	10	64	.1	.5	6	29	.1	.4	4	32	.1	.6
FA '99	5	157	.1	.3	15	114	.2	.5	5	46	.1	.2	2	23		.1	2	32		.3
WJAC-FM																				
FA '00	63	1240	.8	3.6	163	710	2.0	5.7	64	566	.8	2.9	67	614	.8	3.9	19	222	.2	2.3
SU '00	77	1487	.9	4.8	143	681	1.8	5.3	109	660	1.3	5.4	76	543	.9	4.5	25	266	.3	3.7
SP '00	77	1272	.9	4.5	167	623	2.1	6.0	88	580	1.1	4.1	66	587	.8	3.6	33	400	.4	4.2
WI '00	86	1465	1.1	5.2	171	716	2.1	5.9	110	694	1.4	5.6	79	572	1.0	4.4	40	390	.5	5.5
4-Book	76	1366	.9	4.5	161	683	2.0	5.7	93	625	1.2	4.5	72	579	.9	4.1	29	320	.4	3.9
FA '99	106	1542	1.3	6.2	194	936	2.4	6.8	172	827	2.1	8.0	117	828	1.4	6.6	20	311	.2	2.9
WJDA-AM																				
FA '00	6	42	.1	.3	2	32		.1	7	32	.1	.3	3	23		.2	11	33	.1	1.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	7	131	.1	.4	12	56	.1	.4	13	66	.2	.6	4	66		.2	2	47		.2
SU '00	7	135	.1	.4	10	68	.1	.4	7	45	.1	.3	8	42	.1	.5	2	17		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	166	.1	.7	14	75	.2	.5	14	59	.2	.7	13	96	.2	.7	7	45	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	14	176	.2	.8	23	118	.3	.8	16	82	.2	.7	15	77	.2	.8	11	69	.1	1.6
WJDA-FM																				
FA '00	114	1463	1.4	6.6	176	815	2.1	6.2	181	846	2.2	8.3	99	700	1.2	5.7	51	387	.6	6.2
SU '00	100	1513	1.2	6.2	151	675	1.9	5.6	157	757	1.9	7.8	102	724	1.3	6.1	53	469	.7	7.9
SP '00	66	1229	.8	3.8	103	671	1.3	3.7	92	595	1.1	4.2	65	477	.8	3.6	30	316	.4	3.9
WI '00	56	1101	.7	3.4	113	674	1.4	3.9	73	470	.9	3.7	55	525	.7	3.1	24	262	.3	3.3
4-Book	84	1327	1.0	5.0	136	709	1.7	4.9	126	667	1.5	6.0	80	607	1.0	4.6	40	359	.5	5.3
FA '99	87	1364	1.1	5.1	134	784	1.6	4.7	134	686	1.6	6.3	100	754	1.2	5.7	24	338	.3	3.4
WJDB-FM																				
FA '00	55	585	.7	3.2	82	375	1.0	2.9	86	322	1.0	3.9	47	240	.6	2.7	34	199	.4	4.1
SU '00	34	470	.4	2.1	39	262	.5	1.4	58	260	.7	2.9	40	203	.5	2.4	13	125	.2	1.9
SP '00	46	470	.6	2.7	62	262	.8	2.2	69	328	.8	3.2	43	259	.5	2.4	19	98	.2	2.4
WI '00	32	486	.4	1.9	42	190	.5	1.4	44	242	.5	2.2	52	310	.6	2.9	7	127	.1	1.0
4-Book	42	503	.5	2.5	56	272	.7	2.0	64	288	.8	3.1	46	253	.6	2.6	18	137	.2	2.4
FA '99	32	518	.4	1.9	42	289	.5	1.5	46	198	.6	2.1	36	224	.4	2.0	15	139	.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 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	
WIOC-FM																				
FA '00	36	362	.4	2.1	61	198	.7	2.1	68	265	.8	3.1	35	246	.4	2.0	7	68	.1	.9
SU '00	31	337	.4	1.9	31	157	.4	1.1	27	168	.3	1.3	39	192	.5	2.3	24	130	.3	3.6
SP '00	19	273	.2	1.1	29	132	.4	1.0	21	122	.3	1.0	19	132	.2	1.0	16	114	.2	2.1
WI '00	20	271	.2	1.2	30	132	.4	1.0	33	140	.4	1.7	18	81	.2	1.0	5	70	.1	1.7
4-Book	27	311	.3	1.6	38	155	.5	1.3	37	174	.5	1.8	28	163	.3	1.6	13	96	.2	1.8
FA '99	20	333	.2	1.2	36	211	.4	1.3	29	190	.4	1.4	20	152	.2	1.1	2	31		.3
WISA-AM																				
FA '00	11	88	.1	.6	16	75	.2	.6	26	49	.3	1.2	6	33	.1	.3	6	65	.1	.7
SU '00		20				7												13		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	90		.2	9	74	.1	.3	3	40		.1					2	25		.3
WISO-AM																				
FA '00	* 7	102	.1	.4	13	48	.2	.5	6	58	.1	.3	10	24	.1	.6	* 2	8		.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	11		.1	1	11			2	11		.1								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	36	519	.4	2.1	86	311	1.0	3.0	35	202	.4	1.6	48	299	.6	2.8	6	100	.1	.7
SU '00	32	529	.4	2.0	86	302	1.1	3.2	29	268	.4	1.4	38	279	.5	2.3	6	64	.1	.9
SP '00	39	499	.5	2.3	85	282	1.0	3.1	45	262	.6	2.1	35	250	.4	1.9	9	60	.1	1.2
WI '00	28	461	.3	1.7	78	289	1.0	2.7	29	208	.4	1.5	29	227	.4	1.6	9	65	.1	1.2
4-Book	34	502	.4	2.0	84	296	1.0	3.0	35	235	.5	1.7	38	264	.5	2.2	8	72	.1	1.0
FA '99	35	464	.4	2.0	101	317	1.2	3.5	31	168	.4	1.4	45	251	.6	2.5	3	19		.4
WKAQ-AM																				
FA '00	31	759	.4	1.8	56	409	.7	2.0	16	184	.2	.7	54	318	.7	3.1	22	198	.3	2.7
SU '00	61	1051	.7	3.8	119	655	1.5	4.4	62	360	.8	3.1	92	425	1.1	5.5	43	328	.5	6.4
SP '00	51	705	.6	3.0	93	463	1.1	3.4	61	317	.7	2.8	67	335	.8	3.7	36	242	.4	4.6
WI '00	56	905	.7	3.4	93	449	1.1	3.2	58	284	.7	2.9	87	382	1.1	4.9	37	250	.5	5.1
4-Book	50	855	.6	3.0	90	494	1.1	3.3	49	286	.6	2.4	75	365	.9	4.3	35	255	.4	4.7
FA '99	49	886	.6	2.9	79	520	1.0	2.8	49	396	.6	2.3	59	405	.7	3.3	55	256	.7	7.9
WKAQ-FM																				
FA '00	115	1847	1.4	6.6	137	771	1.6	4.8	180	1029	2.2	8.3	127	879	1.5	7.4	40	510	.5	4.9
SU '00	80	1538	1.0	5.0	92	698	1.1	3.4	104	697	1.3	5.2	97	688	1.2	5.8	24	313	.3	3.6
SP '00	102	1894	1.3	5.9	134	797	1.6	4.8	156	1042	1.9	7.2	119	993	1.5	6.6	31	472	.4	4.0
WI '00	88	1777	1.1	5.3	92	680	1.1	3.2	122	891	1.5	6.2	111	839	1.4	6.2	30	413	.4	4.1
4-Book	96	1764	1.2	5.7	114	737	1.4	4.1	141	915	1.7	6.7	114	850	1.4	6.5	31	427	.4	4.2
FA '99	93	1696	1.1	5.4	132	811	1.6	4.6	131	915	1.6	6.1	92	744	1.1	5.2	38	410	.5	5.4
WKFE-AM																				
FA '00	1	62		.1	7	62	.1	.2		6										
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	46		.1	8	32	.1	.3	3	30		.1								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	* 3	66		.2	8	32	.1	.3	3	16		.1	3	28		.2	* 1	19		.1
SU '00	2	102		.1	4	35		.1	2	25		.1	1	15		.1		7		
SP '00	3	63		.2	6	13		.1	4	11		.2	2	11		.1	1	23		.1
WI '00	1	75		.1	2	34		.1		5			1	12		.1				
4-Book	2	77		.2	5	29		.2	2	14		.1	2	17		.1	1	12		.1
FA '99	3	89		.2	12	74		.4					6	51		.1				

** Station(s) not reported this survey.

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

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

Target Listener Trends

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		
WKSA-FM																					
FA '00	14	271	.2	.8	24	127	.3	.8	19	131	.2	.9	12	109	.1	.7	9	62	.1	1.1	
SU '00	10	140	.1	.6	13	106	.2	.5	11	93	.1	.5					**	**	**	**	
SP '00	24	284	.3	1.4	32	200	.4	1.2	22	122	.3	1.0	6	42	.1	.3	**	**	**	**	
WI '00	22	205	.3	1.3	32	123	.4	1.1	17	127	.2	.9	5	23	.1	.3	**	**	**	**	
4-Book	18	225	.2	1.0	25	139	.3	.9	17	118	.2	.8	6	44	.1	.3	**	**	**	**	
FA '99	27	267	.3	1.6	27	131	.3	.9	39	175	.5	1.8	9	18	.1	.5	**	**	**	**	
WKVM-AM																					
FA '00	8	138	.1	.5	14	31	.2	.5	12	67	.1	.6	6	24	.1	.3	6	59	.1	.7	
SU '00	7	90	.1	.4	6	44	.1	.2		14			1	6			10	27	.1	1.5	
SP '00	5	143	.1	.3	2	20		.1	2	16		.1	1	13		.1	10	82	.1	1.3	
WI '00	8	154	.1	.5	15	86	.2	.5	11	57	.1	.6	8	70	.1	.4	3	29		1.4	
4-Book	7	131	.1	.4	9	45	.1	.3	6	39	.1	.3	4	28	.1	.2	7	49	.1	1.0	
FA '99	3	100		.2	2	20		.1	1	10							5	60	.1	.7	
WLUZ-AM																					
FA '00	5	82	.1	.3	13	49	.2	.5	7	30	.1	.3	3	18		.2	3	25		.4	
SU '00	1	36		.1	4	11		.1		12			1	12		.1					
SP '00	4	75		.2	13	54	.2	.5	3	39		.1					4	11		.5	
WI '00	3	38		.2	13	25	.2	.4					2	13		.1					
4-Book	3	58		.2	11	35	.2	.4	3	20		.1	2	11		.1	2	9		.2	
FA '99	6	77	.1	.4	26	64	.3	.9	1	22			1	10		.1					
WMEG-FM																					
FA '00	43	1153	.5	2.5	63	515	.8	2.2	32	460	.4	1.5	56	605	.7	3.2	23	292	.3	2.8	
SU '00	44	953	.5	2.7	50	396	.6	1.9	31	348	.4	1.5	58	466	.7	3.5	30	224	.4	4.4	
SP '00	56	1143	.7	3.3	64	553	.8	2.3	64	448	.8	2.9	82	615	1.0	4.5	20	309	.2	2.6	
WI '00	37	818	.5	2.2	37	263	.5	1.3	39	282	.5	2.0	67	404	.8	3.8	16	178	.2	2.2	
4-Book	45	1017	.6	2.7	54	432	.7	1.9	42	385	.5	2.0	66	523	.8	3.8	22	251	.3	3.0	
FA '99	42	852	.5	2.5	59	348	.7	2.1	35	294	.4	1.6	58	449	.7	3.3	17	198	.2	2.4	
WNEL-AM																					
FA '00	9	118	.1	.5	16	74	.2	.6	7	43	.1	.3	3	30		.2	1	13		.1	
SU '00	3	86		.2	15	67	.2	.6					1	19		.1	1	9		.1	
SP '00	3	133		.2	2	19		.1		8			1	29		.1	4	51		.5	
WI '00	5	66	.1	.3	4	33		.1	6	35	.1	.3	2	14		.1	3	8		.4	
4-Book	5	101	.1	.3	9	48	.1	.4	3	22	.1	.2	2	23		.1	2	20		.3	
FA '99		43											1	30		.1					
WNRT-FM																					
FA '00	16	252	.2	.9	27	147	.3	.9	12	163	.1	.6	11	89	.1	.6	21	98	.3	2.6	
SU '00	26	380	.3	1.6	38	185	.5	1.4	30	163	.4	1.5	25	186	.3	1.5	23	159	.3	3.4	
SP '00	35	580	.4	2.0	64	348	.8	2.3	43	265	.5	2.0	25	217	.3	1.4	17	142	.2	2.2	
WI '00	56	442	.7	3.4	85	277	1.0	2.9	66	241	.8	3.3	55	199	.7	3.1	42	175	.5	5.8	
4-Book	33	414	.4	2.0	54	239	.7	1.9	38	208	.5	1.9	29	173	.4	1.7	26	144	.3	3.5	
FA '99	38	436	.5	2.2	46	291	.6	1.6	43	317	.5	2.0	48	260	.6	2.7	27	201	.3	3.9	
WORO-FM																					
FA '00	38	718	.5	2.2	21	200	.3	.7	52	360	.6	2.4	39	246	.5	2.3	20	190	.2	2.4	
SU '00	51	584	.6	3.2	41	200	.5	1.5	65	318	.8	3.2	46	251	.6	2.7	**	**	**	**	
SP '00	56	806	.7	3.3	63	335	.8	2.3	72	360	.9	3.3	57	353	.7	3.1	14	93	.2	1.8	
WI '00	37	719	.5	2.2	46	289	.6	1.6	36	232	.4	1.8	29	250	.4	1.6	17	118	.2	2.3	
4-Book	46	707	.6	2.7	43	256	.6	1.5	56	318	.7	2.7	43	275	.6	2.4	**	**	**	**	
FA '99	48	867	.6	2.8	53	392	.7	1.9	74	378	.9	3.5	46	380	.6	2.6	11	119	.1	1.6	
WOSO-AM																					
FA '00	5	92	.1	.3	16	78	.2	.6	7	68	.1	.3	3	37		.2	**	**	**	**	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	109	.1	.4	17	80	.2	.6	5	80	.1	.3	3	38		.2	3	13		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	23	568	.3	1.3	40	300	.5	1.4	20	178	.2	.9	19	177	.2	1.1	8	102	.1	1.0
SU '00	19	526	.2	1.2	32	209	.4	1.2	22	260	.3	1.1	15	194	.2	.9	9	106	.1	1.3
SP '00	29	637	.4	1.7	41	297	.5	1.5	34	284	.4	1.6	40	348	.5	2.2	14	138	.2	1.8
WI '00	23	554	.3	1.4	23	239	.3	.8	29	248	.4	1.5	32	247	.4	1.8	10	100	.1	1.4
4-Book	24	571	.3	1.4	34	261	.4	1.2	26	243	.3	1.3	27	242	.3	1.5	10	112	.1	1.4
FA '99	36	787	.4	2.1	66	386	.8	2.3	51	422	.6	2.4	33	305	.4	1.9	12	183	.1	1.7
WPAB-AM																				
FA '00	10	114	.1	.6	13	38	.2	.5	10	74	.1	.5	9	42	.1	.5	14	39	.2	1.7
SU '00	13	154	.2	.8	34	101	.4	1.3	14	101	.2	.7	9	50	.1	.5	6	25	.1	.9
SP '00	9	109	.1	.5	16	48	.2	.6	12	45	.1	.6	9	41	.1	.5	7	53	.1	.9
WI '00	5	159	.1	.3	8	71	.1	.3	8	81	.1	.4	3	36	.2	.2	4	46	.6	.6
4-Book	9	134	.1	.6	18	65	.2	.7	11	75	.1	.6	8	42	.1	.4	8	41	.1	1.0
FA '99	10	184	.1	.6	23	147	.3	.8	6	59	.1	.3	9	61	.1	.5	8	52	.1	1.1
WPRM-FM																				
FA '00	176	2202	2.1	10.2	428	1447	5.2	15.0	144	694	1.7	6.6	212	1123	2.6	12.3	57	360	.7	6.9
SU '00	141	1835	1.7	8.8	406	1273	5.0	15.1	128	670	1.6	6.3	145	876	1.8	8.7	26	250	.3	3.9
SP '00	158	1819	1.9	9.2	371	1178	4.6	13.4	143	814	1.8	6.6	211	1045	2.6	11.6	28	247	.3	3.6
WI '00	156	2046	1.9	9.4	464	1449	5.7	15.9	115	724	1.4	5.8	210	1090	2.6	11.8	21	273	.3	2.9
4-Book	158	1976	1.9	9.4	417	1337	5.1	14.9	133	726	1.6	6.3	195	1034	2.4	11.1	33	283	.4	4.3
FA '99	168	2013	2.1	9.8	404	1387	5.0	14.1	141	794	1.7	6.6	236	1158	2.9	13.3	25	361	.3	3.6
WPRP-AM																				
FA '00	1	15	.1	.1	2	15	.1	.1		8										
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	9	115	.1	.5	16	38	.2	.6	11	42	.1	.5	9	73	.1	.5		10		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	80	.2	.2	4	22	.1	.1	1	22	.1	.3	5	22	.1	.3	7	54	.1	.9
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	17	203	.2	1.0	59	156	.7	2.1	12	77	.1	.6	15	59	.2	.9	1	22	.1	.1
SU '00	27	302	.3	1.7	74	234	.9	2.7	21	127	.3	1.0	35	133	.4	2.1	6	66	.1	.9
SP '00	21	208	.3	1.2	61	196	.7	2.2	20	96	.2	.9	13	80	.2	.7	1	22	.1	.1
WI '00	21	324	.3	1.3	67	242	.8	2.3	18	148	.2	.9	24	140	.3	1.3	5	37	.1	.7
4-Book	22	259	.3	1.3	65	207	.8	2.3	18	112	.2	.9	22	103	.3	1.3	3	37	.1	.5
FA '99	20	259	.2	1.2	50	147	.6	1.7	16	104	.2	.7	22	122	.3	1.2	8	64	.1	1.1
WTPM-FM																				
FA '00	* 6	123	.1	.3	7	41	.1	.2	7	55	.1	.3	6	78	.1	.3	* 2	21	.1	.2
SU '00	8	117	.1	.5	8	62	.1	.3	18	77	.2	.9	8	44	.1	.5	3	47	.1	.4
SP '00	12	103	.1	.7	8	42	.1	.3	6	40	.1	.3	12	87	.1	.7	14	61	.2	1.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	72	.1	.6	15	51	.2	.5	8	19	.1	.4	14	56	.2	.8	10	52	.1	1.4
WUKQ-FM																				
FA '00	37	466	.4	2.1	27	208	.3	.9	53	268	.6	2.4	48	316	.6	2.8	22	156	.3	2.7
SU '00	26	487	.3	1.6	32	201	.4	1.2	32	259	.4	1.6	24	221	.3	1.4	11	119	.1	1.6
SP '00	39	587	.5	2.3	44	286	.5	1.6	66	355	.8	3.0	45	283	.6	2.5	12	187	.1	1.5
WI '00	34	485	.4	2.0	47	245	.6	1.6	64	273	.8	3.2	38	227	.5	2.1	6	88	.1	.8
4-Book	34	506	.4	2.0	38	235	.5	1.3	54	289	.7	2.6	39	262	.5	2.2	13	138	.2	1.7
FA '99	26	490	.3	1.5	31	274	.4	1.1	44	310	.5	2.1	26	192	.3	1.5	11	121	.1	1.6

Target Listener Trends - Women 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

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	
WUND-AM																				
FA '00	13	259	.2	.8	28	158	.3	1.0	17	74	.2	.8	9	72	.1	.5	9	59	.1	1.1
SU '00	8	171	.1	.5	25	119	.3	.9	7	68	.1	.3	8	27	.1	.5	2	24		.3
SP '00	14	226	.2	.8	23	133	.3	.8	17	101	.2	.8	8	55	.1	.4	19	109	.2	2.4
WI '00	11	249	.1	.7	37	153	.5	1.3	8	93	.1	.4	6	22	.1	.3				
4-Book	12	226	.2	.7	28	141	.4	1.0	12	84	.2	.6	8	44	.1	.4	8	48	.1	1.0
FA '99	15	280	.2	.9	41	222	.5	1.4	7	78	.1	.3	8	58	.1	.5	15	77	.2	2.1
WVJP-FM																				
FA '00	46	617	.6	2.7	56	262	.7	2.0	69	365	.8	3.2	54	398	.7	3.1	22	157	.3	2.7
SU '00	28	620	.3	1.7	27	246	.3	1.0	47	391	.6	2.3	27	248	.3	1.6	9	119	.1	1.3
SP '00	32	499	.4	1.9	36	243	.4	1.3	54	336	.7	2.5	37	258	.5	2.0	11	142	.1	1.4
WI '00	34	508	.4	2.0	38	217	.5	1.3	44	279	.5	2.2	34	228	.4	1.9	18	106	.2	2.5
4-Book	35	561	.4	2.1	39	242	.5	1.4	54	343	.7	2.6	38	283	.5	2.2	15	131	.2	2.0
FA '99	38	721	.5	2.2	57	363	.7	2.0	62	342	.8	2.9	49	344	.6	2.8	18	218	.2	2.6
WVOZ-FM																				
FA '00	8	310	.1	.5	7	112	.1	.2	14	135	.2	.6	7	104	.1	.4	8	87	.1	1.0
SU '00	7	194	.1	.4	5	55	.1	.2	6	67	.1	.3	6	70	.1	.4	2	37		.3
SP '00	4	163		.2	2	32		.1	2	48		.1	1	17		.1	2	18		.3
WI '00	2	91		.1	1	8			3	52		.2	1	23		.1	1	10		.1
4-Book	5	190	.1	.3	4	52	.1	.1	6	76	.1	.3	4	54	.1	.3	3	38	.2	.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEY-AM																				
FA '00	* 4	48		.2	10	29	.1	.3	2	16		.1	2	16		.1	*	1	12	.1
SU '00	3	89		.2	1	7			4	55		.2	2	19		.1		4	29	.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	117	.1	.5	10	71	.1	.3	10	65	.1	.5	4	25		.2	3	15		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	65		.1	6	38	.1	.2	2	26		.1	1	13		.1		8		
WXYX-FM																				
FA '00	37	905	.4	2.1	81	452	1.0	2.8	44	296	.5	2.0	37	363	.4	2.1	9	134	.1	1.1
SU '00	41	650	.5	2.6	85	302	1.0	3.2	39	255	.5	1.9	54	251	.7	3.2	9	119	.1	1.3
SP '00	27	790	.3	1.6	47	338	.6	1.7	32	372	.4	1.5	43	349	.5	2.4	5	119	.1	.6
WI '00	46	891	.6	2.8	108	452	1.3	3.7	55	377	.7	2.8	57	438	.7	3.2	9	117	.1	1.2
4-Book	38	809	.5	2.3	80	386	1.0	2.9	43	325	.5	2.1	48	350	.6	2.7	8	122	.1	1.1
FA '99	39	897	.5	2.3	72	333	.9	2.5	46	398	.6	2.1	43	354	.5	2.4	20	217	.2	2.9
WYQE-FM																				
FA '00	4	77		.2	7	28	.1	.2	5	52	.1	.2	4	46		.2	2	30		.2
SU '00	7	126	.1	.4	12	60	.1	.4	12	110	.1	.6	6	60	.1	.4	1	34		.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	76	.1	.3	18	49	.2	.6	3	37		.2	1	6		.1	2	13		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	13	127	.2	.8	22	82	.3	.8	27	69	.3	1.3	9	75	.1	.5	3	24		.4
WZAR-FM																				
FA '00	77	848	.9	4.4	113	410	1.4	4.0	104	457	1.3	4.8	101	498	1.2	5.8	39	350	.5	4.7
SU '00	70	926	.9	4.4	91	500	1.1	3.4	116	539	1.4	5.7	79	516	1.0	4.7	38	283	.5	5.6
SP '00	64	736	.8	3.7	77	339	.9	2.8	96	386	1.2	4.4	81	435	1.0	4.5	21	228	.3	2.7
WI '00	48	578	.6	2.9	64	291	.8	2.2	58	301	.7	2.9	62	361	.8	3.5	28	240	.3	3.9
4-Book	65	772	.8	3.9	86	385	1.1	3.1	94	421	1.2	4.5	81	453	1.0	4.6	32	275	.4	4.2
FA '99	37	601	.5	2.2	52	260	.6	1.8	53	298	.7	2.5	41	286	.5	2.3	16	169	.2	2.3
WZMT-FM																				
FA '00	4	67		.2	5	43	.1	.2	3	8		.1	4	24		.2	1	8		.1
SU '00	10	169	.1	.6	11	60	.1	.4	11	48	.1	.5	12	62	.1	.7	2	29		.3
SP '00	17	185	.2	1.0	18	62	.2	.6	19	111	.2	.9	16	151	.2	.9	25	122	.3	3.2
WI '00	9	170	.1	.5	12	47	.1	.4	11	71	.1	.6	9	34	.1	.5		10		
4-Book	10	148	.1	.6	12	53	.1	.4	11	60	.1	.5	10	68	.1	.6	7	42	.1	.9
FA '99	8	118	.1	.5	8	62	.1	.3	14	73	.2	.7	7	65	.1	.4	4	31		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 '00	62	985	.7	3.6	77	440	.9	2.7	63	517	.8	2.9	41	312	.5	2.4	34	206	.4	4.1
SU '00	44	818	.5	2.7	59	280	.7	2.2	51	343	.6	2.5	30	310	.4	1.8	18	189	.2	2.7
SP '00	64	882	.8	3.7	64	397	.8	2.3	80	412	1.0	3.7	64	406	.8	3.5	29	219	.4	3.7
WI '00	57	1012	.7	3.4	51	332	.6	1.8	75	399	.9	3.8	65	530	.8	3.7	23	272	.3	3.2
4-Book	57	924	.7	3.4	63	362	.8	2.3	67	418	.8	3.2	50	390	.6	2.9	26	222	.3	3.4
FA '99	52	958	.6	3.0	51	387	.6	1.8	39	317	.5	1.8	54	430	.7	3.1	14	205	.2	2.0
TOTALS																				
FA '00	1732	8003	20.8	2860	7611	34.4	2179	6456	26.2	1727	6558	20.8	823	4315	9.9					
SU '00	1604	7944	19.7	2696	7182	33.1	2019	6420	24.8	1673	6338	20.5	675	4060	8.3					
SP '00	1717	7902	21.1	2771	7300	34.0	2170	6535	26.6	1816	6535	22.3	779	4166	9.6					
WI '00	1659	7910	20.4	2910	7355	35.7	1975	6263	24.2	1778	6450	21.8	725	4199	8.9					
4-Book	1678	7940	20.5	2809	7362	34.3	2086	6419	25.5	1749	6470	21.4	751	4185	9.2					
FA '99	1710	8024	21.0	2862	7629	35.1	2142	6508	26.3	1768	6546	21.7	698	4179	8.6					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 25-54

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 '00	7	109	.1	.3	7	103	.1	.5	14	59	.2	.9	9	22	.1	.4	2	9	.1	.1
4-Book	9	89	.1	.4	7	85	.1	.5	15	42	.2	1.0	8	26	.1	.4	7	17	.1	.5
WAL-AM																				
FA '00	7	126	.1	.3	4	70	.3	.3	23	44	.3	1.4		2						
4-Book	10	123	.1	.4	8	86	.1	.6	23	51	.3	1.5	7	19	.1	.3	1	2		
WAL-FM																				
FA '00	24	290	.3	1.1	13	158	.2	.9	11	29	.1	.7	34	80	.4	1.5	3	22	.2	.2
4-Book	22	278	.3	1.0	**	**	**	**	13	34	.2	.8	33	83	.4	1.5	13	41	.1	.9
WALO-AM																				
FA '00	7	48	.1	.3	1	20	.1	.1					2	12	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
FA '00	12	214	.1	.5	* 4	90	.3	.3	2	9	.1	.1								
4-Book	23	273	.3	1.0	10	135	.1	.8	20	53	.3	1.4	9	39	.1	.4	7	18	.1	.4
WBRQ-FM																				
FA '00	16	185	.2	.7	9	135	.1	.6	7	25	.1	.4	14	62	.2	.6	14	31	.2	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	11	279	.1	.5	11	114	.1	.8	8	38	.1	.5	27	62	.3	1.2	14	29	.2	.9
4-Book	16	303	.2	.7	11	157	.1	.8	6	34	.1	.4	25	74	.3	1.2	12	45	.2	.8
WCMA-FM																				
FA '00	102	852	1.2	4.5	54	623	.7	3.8	64	184	.8	4.0	119	323	1.4	5.1	60	173	.7	4.0
4-Book	89	877	1.1	4.0	49	577	.6	3.6	57	174	.7	3.7	100	287	1.2	4.6	62	172	.8	4.3
WCMN-AM																				
FA '00	13	154	.2	.6	7	100	.1	.5	9	50	.1	.6	13	36	.2	.6	4	11	.3	.3
4-Book	15	127	.2	.7	5	65	.3	.3	13	39	.2	.9	9	33	.1	.4	3	7	.2	.2
WCMN-FM																				
FA '00	34	313	.4	1.5	17	199	.2	1.2	13	34	.2	.8	20	59	.2	.9	29	64	.3	2.0
4-Book	25	278	.3	1.1	19	193	.2	1.4	21	51	.3	1.4	25	78	.3	1.2	22	51	.3	1.5
WCOM-FM																				
FA '00	22	391	.3	1.0	12	196	.1	.8	29	50	.3	1.8	30	83	.4	1.3	13	30	.2	.9
4-Book	30	468	.4	1.4	15	222	.2	1.1	28	78	.4	1.9	32	95	.4	1.5	20	54	.3	1.4
WCTA-FM																				
FA '00	8	127	.1	.4	25	127	.3	1.8	8	17	.1	.5	31	49	.4	1.3	46	66	.6	3.1
4-Book	10	200	.1	.5	17	133	.2	1.3	6	21	.1	.4	31	72	.4	1.4	30	66	.4	2.1
WEGM-FM																				
FA '00	11	161	.1	.5	13	113	.2	.9	16	30	.2	1.0	29	79	.3	1.2	14	48	.2	.9
4-Book	10	157	.1	.5	9	91	.1	.7	10	27	.1	.7	15	45	.2	.7	16	49	.2	1.1
WENA-AM																				
FA '00	21	82	.3	.9	11	45	.1	.8	22	32	.3	1.4	15	33	.2	.6	7	14	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	10	158	.1	.4	7	131	.1	.5	13	54	.2	.8	13	26	.2	.6	6	23	.1	.4
4-Book	22	279	.3	1.0	12	164	.2	.9	11	47	.2	.7	20	56	.3	1.0	10	37	.1	.7
WEXS-AM																				
FA '00	17	46	.2	.8	16	54	.2	1.1	25	25	.3	1.6	18	47	.2	.8	10	14	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+VFDT-FM																				
FA '00	12	95	.1	.5	3	60	.2	.2	1	6	.1	.1	1	13	.1	.1	1	13	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

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
WFID-FM																				
FA '00	139	1026	1.7	6.2	78	688	.9	5.5	106	294	1.3	6.6	174	340	2.1	7.4	92	241	1.1	6.2
4-Book	181	1187	2.2	8.2	78	715	1.0	5.9	73	211	.9	4.8	145	334	1.8	6.6	92	232	1.1	6.4
VIAC-AM																				
FA '00	10	119	.1	.4	3	44	.2	.2	14	34	.2	.9					5	6	.1	.3
4-Book	12	122	.1	.5	5	61	.1	.4	16	33	.2	1.1	7	25	.1	.3	5	6	.1	.3
VIAC-FM																				
FA '00	95	1091	1.1	4.2	36	511	.4	2.5	19	76	.2	1.2	57	172	.7	2.4	42	143	.5	2.8
4-Book	107	1127	1.3	4.9	52	628	.6	3.9	52	153	.6	3.5	93	278	1.1	4.3	73	187	.9	5.1
VIDA-AM																				
FA '00	4	32	.2	.2	4	32	.3	.3												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	10	108	.1	.4	5	71	.1	.4	5	20	.1	.3	13	42	.2	.6	2	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	155	1265	1.9	6.9	83	824	1.0	5.8	95	271	1.1	5.9	147	376	1.8	6.3	97	263	1.2	6.5
4-Book	115	1107	1.4	5.2	58	630	.7	4.3	68	207	.8	4.4	114	307	1.4	5.2	70	186	.9	4.8
WIOB-FM																				
FA '00	73	501	.9	3.2	36	307	.4	2.5	19	48	.2	1.2	61	149	.7	2.6	44	105	.5	3.0
4-Book	56	428	.7	2.5	33	259	.4	2.4	28	70	.3	1.9	65	136	.8	3.0	43	97	.5	3.0
WIOC-FM																				
FA '00	56	340	.7	2.5	20	166	.2	1.4	25	59	.3	1.6	48	116	.6	2.1	23	48	.3	1.5
4-Book	35	247	.4	1.6	22	173	.3	1.7	25	62	.3	1.6	35	83	.5	1.6	25	54	.3	1.8
WISA-AM																				
FA '00	17	75	.2	.8	5	62	.1	.4					10	46	.1	.4	4	16	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	9	102	.1	.4	* 5	22	.1	.4					9	14	.1	.4	7	14	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	55	455	.7	2.4	22	187	.3	1.5	21	46	.3	1.3	25	67	.3	1.1	18	47	.2	1.2
4-Book	51	449	.6	2.3	21	185	.3	1.6	27	57	.4	1.8	33	80	.4	1.5	28	65	.3	1.9
WKAQ-AM																				
FA '00	40	663	.5	1.8	20	312	.2	1.4	49	157	.6	3.0	38	103	.5	1.6	18	59	.2	1.2
4-Book	70	757	.9	3.2	24	344	.3	1.8	47	153	.6	3.1	32	87	.4	1.4	13	36	.1	.9
WKAQ-FM																				
FA '00	151	1518	1.8	6.7	104	1066	1.3	7.3	132	348	1.6	8.2	225	520	2.7	9.6	106	295	1.3	7.1
4-Book	124	1443	1.5	5.6	91	952	1.1	6.8	94	291	1.2	6.1	203	487	2.5	9.3	101	276	1.3	7.0
WKFE-AM																				
FA '00	2	62	.1	.1	1	14	.1	.1	2	14	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	4	54	.2	.2	* 1	24	.1	.1	7	14	.1	.4								
4-Book	3	47	.1	.1	1	34	.1	.1	3	9	.2	.2	2	14	.1	.1				
WKSA-FM																				
FA '00	18	181	.2	.8	11	142	.1	.8	3	18	.2	.2	23	69	.3	1.0	9	29	.1	.6
4-Book	19	185	.2	.9	15	116	.2	1.1	14	43	.2	.9	25	65	.3	1.2	4	12	.1	.3
WKVM-AM																				
FA '00	11	79	.1	.5	3	43	.2	.2	5	13	.1	.3					3	7	.2	.2
4-Book	7	72	.1	.3	8	73	.1	.6	6	17	.1	.4	2	5	.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 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	
WLUZ-AM																				
FA '00	8	61	.1	.4	1	23	.1					4	23	.2						
4-Book	5	47	.1	.2	1	26	.1					3	14	.2		1	6		.1	
WMEG-FM																				
FA '00	49	908	.6	2.2	47	616	.6	3.3	35	105	.4	2.2	61	202	.7	2.6	44	164	.5	3.0
4-Book	53	797	.7	2.4	47	528	.6	3.5	34	97	.4	2.2	68	186	.8	3.1	59	160	.7	4.1
WNEL-AM																				
FA '00	9	86	.1	.4	16	62	.2	1.1	12	41	.1	.7	26	30	.3	1.1	25	30	.3	1.7
4-Book	5	64	.1	.2	8	53	.1	.5	10	29	.1	.6	10	13	.1	.4	7	11	.1	.5
WNRT-FM																				
FA '00	16	240	.2	.7	13	159	.2	.9	22	83	.3	1.4	20	82	.2	.9	7	24	.1	.5
4-Book	40	349	.5	1.8	26	250	.3	2.0	38	104	.5	2.5	36	116	.5	1.7	20	53	.3	1.4
WORD-FM																				
FA '00	38	478	.5	1.7	50	491	.6	3.5	26	90	.3	1.6	28	83	.3	1.2	56	124	.7	3.8
4-Book	48	472	.6	2.2	54	463	.7	4.1	30	86	.4	2.0	50	117	.6	2.3	47	92	.6	3.2
WOSO-AM																				
FA '00	8	80	.1	.4	2	47	.1		5	23	.1	.3	4	13	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	26	449	.3	1.2	29	301	.3	2.0	19	56	.2	1.2	42	133	.5	1.8	30	69	.4	2.0
4-Book	29	481	.4	1.3	24	293	.3	1.8	24	59	.3	1.6	41	120	.5	1.9	29	74	.4	2.0
WPAB-AM																				
FA '00	10	90	.1	.4	6	50	.1	.4	10	34	.1	.6	6	40	.1	.3	6	15	.1	.4
4-Book	12	110	.1	.5	5	56	.1	.4	9	23	.1	.6	7	25	.1	.3	3	9	.1	.2
WPRM-FM																				
FA '00	252	2001	3.0	11.2	121	964	1.5	8.5	159	342	1.9	9.9	186	449	2.2	7.9	121	319	1.5	8.1
4-Book	239	1805	2.9	10.8	97	844	1.2	7.2	142	326	1.8	9.3	152	359	1.9	6.9	107	256	1.3	7.3
WPRP-AM																				
FA '00	1	15	.1	.4	1	8	.1													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	12	104	.1	.5	10	53	.1	.7	9	15	.1	.6	26	43	.3	1.1	6	25	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRID-FM																				
FA '00	27	175	.3	1.2	7	81	.1	.5	15	24	.2	.9	15	43	.2	.6	3	10	.2	.9
4-Book	34	237	.4	1.5	12	130	.2	.9	25	59	.3	1.6	19	52	.2	.8	13	27	.2	.9
WTPM-FM																				
FA '00	6	100	.1	.3	* 6	59	.1	.4	13	38	.2	.8	15	29	.2	.6	3	20	.2	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUOQ-FM																				
FA '00	44	414	.5	2.0	34	278	.4	2.4	27	103	.3	1.7	68	205	.8	2.9	41	109	.5	2.8
4-Book	44	416	.6	2.0	30	283	.4	2.3	23	74	.3	1.5	50	136	.6	2.3	47	120	.6	3.3
WUNO-AM																				
FA '00	18	243	.2	.8	9	108	.1	.6	4	19	.2		7	40	.1	.3	8	19	.1	.5
4-Book	16	187	.2	.7	7	103	.1	.5	11	34	.1	.7	9	36	.1	.4	6	13	.1	.4
WVJP-FM																				
FA '00	60	558	.7	2.7	36	297	.4	2.5	45	132	.5	2.8	69	149	.8	2.9	45	113	.5	3.0
4-Book	44	476	.5	2.0	31	296	.4	2.3	34	113	.4	2.2	53	141	.7	2.4	40	78	.5	2.7
WVOZ-FM																				
FA '00	9	223	.1	.4	4	97	.1	.3	5	29	.1	.3	3	18	.1	.3	5	22	.1	.3
4-Book	5	117	.1	.2	7	95	.1	.5	6	27	.1	.4	7	28	.1	.3	5	11	.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 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	
WXEW-AM FA '00 4-Book	5 **	36 **	.1 **	.2 **	* 3 **	28 **	.2 **	7 **	19 **	.1 **	.4 **	1 **	7 **	.1 **	.4 **	**	**	**	**	
WXYX-FM FA '00 4-Book	53 56	753 669	.6 .7	2.4 2.6	28 26	384 319	.3 .3	2.0 2.0	27 13	80 46	.3 .2	1.7 .9	52 55	173 167	.6 .7	2.2 2.5	19 24	61 71	.2 .3	1.3 1.7
WYQE-FM FA '00 4-Book	5 **	69 **	.1 **	.2 **	2 **	30 **	.1 **	.1 **	4 **	23 **	.2 **	.2 **	12 **	.1 **	.1 **	**	**	**	**	
WZAR-FM FA '00 4-Book	106 88	692 645	1.3 1.1	4.7 4.0	53 47	378 400	.6 .6	3.7 3.5	62 54	140 170	.7 .6	3.9 3.5	95 85	185 195	1.1 1.0	4.1 3.9	56 51	152 136	.7 .7	3.8 3.5
WZMT-FM FA '00 4-Book	4 11	51 100	.1 .1	.2 .5	7 10	30 91	.1 .1	.5 .8	4 6	13 22	.2 .1	.4 .4	17 19	22 39	.2 .2	.7 .9	12 13	16 36	.1 .2	.8 .9
WZNT-FM FA '00 4-Book	60 60	763 681	.7 .8	2.7 2.7	84 72	586 592	1.0 .9	5.9 5.3	85 60	202 168	1.0 .7	5.3 4.0	115 108	290 269	1.4 1.3	4.9 4.9	98 89	199 197	1.2 1.1	6.6 6.1
TOTALS FA '00 4-Book	2250 2209	7926 7857	27.1 27.0		1423 1339	6796 6669	17.1 16.4		1610 1525	3864 3765	19.4 18.6		2340 2191	4784 4604	28.2 26.8		1486 1454	3242 3214	17.9 17.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM FA '00 4-Book	5	13	.1	.6	7	16	.1	.7	14	46	.2	.8	7	7	.1	.5	6	7	.1	.7
Wael-AM FA '00 4-Book	2	7	.2	.9	4	13	.1	1.0	5	20	.1	.3	3	13	.2	.2	2	2		.3
Wael-FM FA '00 4-Book	2	7	.2	.4	10	34	.1	1.0	28	93	.3	1.5	11	23	.1	.9	4	11		.5
WALO-AM FA '00 4-Book	**	**	**	**	3	12		.3	**	**	**	**	**	**	**	**	3	8		.4
WAPA-AM FA '00 4-Book	* 12	45	.1	1.2	7	24	.1	.7	2	17	.1	.1	6	20	.1	.5	* 12	45	.1	1.5
WBRQ-FM FA '00 4-Book	6	44	.1	.6	5	21	.1	.5	14	46	.2	.8	10	34	.1	.8	2	12		.2
WCAD-FM FA '00 4-Book	19	44	.2	1.9					6	11	.1	.3	9	21	.1	.7	2	10		.2
WCMA-FM FA '00 4-Book	42	156	.5	4.2	38	77	.5	3.9	38	138	.5	2.1	50	158	.6	3.9	18	83	.2	2.2
WCMN-AM FA '00 4-Book					7	30	.1	.7	5	21	.1	.3	7	21	.1	.5	11	32	.1	1.3
WCMN-FM FA '00 4-Book	8	16	.1	.8	22	67	.3	2.3	36	88	.4	2.0	5	8	.1	.4	2	15		.2
WCOM-FM FA '00 4-Book	7	30	.1	.8	10	21	.1	1.0	11	53	.1	.6	4	16		.3	3	30		.4
WCTA-FM FA '00 4-Book	32	87	.4	3.2	14	39	.2	1.4	27	50	.3	1.5	29	43	.3	2.3	14	39	.2	1.7
WEGM-FM FA '00 4-Book	5	23	.1	.5	11	24	.1	1.1	9	25	.1	.5	13	34	.2	1.0	7	22	.1	.8
WENA-AM FA '00 4-Book	8	19	.1	.8	16	26	.2	1.6	19	19	.2	1.1	**	**	**	**	**	**	**	**
WERR-FM FA '00 4-Book	10	25	.1	1.0	5	32	.1	.5	1	11		.1	8	26	.1	.6	4	15		.5
WEXS-AM FA '00 4-Book	8	14	.1	.8	34	46	.4	3.5	16	39	.2	.9	5	14	.1	.4	11	14	.1	1.3
+WFDT-FM FA '00 4-Book	12	24	.1	1.2	4	15		.4	4	17		.2	**	**	**	**	4	12		.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 25-54

	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
WFID-FM																				
FA '00	62	186	.7	6.2	31	112	.4	3.2	59	153	.7	3.3	32	88	.4	2.5	58	134	.7	7.0
4-Book	77	201	.9	9.1	40	118	.5	4.2	74	206	.9	4.5	54	134	.7	4.5	61	153	.8	8.6
WIAC-AM																				
FA '00	2	10		.2	7	27	.1	.7									6	23	.1	.7
4-Book	2	9		.3	6	19	.1	.6	1	4		.1					2	6		.2
WIAC-FM																				
FA '00	33	99	.4	3.3	12	38	.1	1.2	52	153	.6	2.9	55	126	.7	4.3	15	53	.2	1.8
4-Book	29	103	.3	3.3	21	70	.3	2.2	66	184	.8	3.9	56	124	.7	4.6	24	89	.3	3.4
WIDA-AM																				
FA '00					5	9	.1	.5					6	23	.1	.5	23	23	.3	2.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	1	8		.1	10	29	.1	1.0	2	24		.1	9	24	.1	.7	2	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	68	187	.8	6.8	57	148	.7	5.9	81	249	1.0	4.5	76	151	.9	5.9	46	171	.6	5.6
4-Book	43	123	.5	4.9	34	101	.4	3.5	57	168	.7	3.4	43	108	.5	3.4	34	105	.4	4.7
WIOB-FM																				
FA '00	26	85	.3	2.6	12	35	.1	1.2	54	110	.7	3.0	47	97	.6	3.7	23	62	.3	2.8
4-Book	14	42	.2	1.6	19	62	.2	2.0	38	91	.5	2.3	40	82	.5	3.3	12	37	.2	1.6
WIOC-FM																				
FA '00	13	40	.2	1.3	6	7	.1	.6	26	63	.3	1.4	13	36	.2	1.0	6	10	.1	.7
4-Book	18	53	.2	2.3	18	39	.2	1.9	23	56	.3	1.3	18	42	.2	1.5	13	30	.2	1.9
WISA-AM																				
FA '00	5	16	.1	.5					3	16		.2	18	32	.2	1.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	* 4	8		.4					9	14	.1	.5	11	14	.1	.9	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	3	13		.3	24	37	.3	2.5	41	103	.5	2.3	29	57	.3	2.3	13	43	.2	1.6
4-Book	7	25	.1	.8	19	47	.2	2.0	30	83	.4	1.8	22	52	.3	1.8	7	32	.1	1.0
WKAQ-AM																				
FA '00	13	61	.2	1.3	13	44	.2	1.3					16	28	.2	1.2	15	48	.2	1.8
4-Book	12	40	.2	1.4	38	102	.5	4.0	23	59	.3	1.4	14	34	.2	1.2	16	48	.2	2.3
WKAQ-FM																				
FA '00	50	180	.6	5.0	38	126	.5	3.9	130	364	1.6	7.2	93	220	1.1	7.3	49	131	.6	5.9
4-Book	43	151	.5	5.1	29	111	.4	3.1	125	331	1.5	7.5	94	232	1.1	7.8	30	105	.4	4.1
WKFE-AM																				
FA '00					5	14	.1	.5												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00					1	1		.1									*	4		.5
4-Book					4	12	.1	.4									2	5		.2
WKSA-FM																				
FA '00	10	34	.1	1.0	5	19	.1	.5	15	43	.2	.8	13	26	.2	1.0	6	22	.1	.7
4-Book	**	**	**	**	5	21	.1	.6	20	42	.3	1.2	14	20	.2	1.2	**	**	**	**
WKVM-AM																				
FA '00					3	10		.3	13	19	.2	.7	7	19	.1	.5				
4-Book	5	13	.1	.7	14	33	.2	1.5	16	26	.2	1.0	9	20	.1	.7	7	16	.1	1.1

Target Listener Estimates - Women 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 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	
WLUZ-AM																				
FA '00																				
4-Book	1	6	.1						3			1	3	.1		4	9	.5		
WMEG-FM																				
FA '00	46	131	.6	4.6	29	99	.3	3.0	29	134	.3	1.6	32	87	.4	2.5	94	208	1.1	11.4
4-Book	43	120	.5	5.1	20	57	.2	2.1	40	136	.5	2.4	34	117	.4	2.8	73	173	.9	10.1
WNEL-AM																				
FA '00	19	30	.2	1.9					30	43	.4	1.7	13	43	.2	1.0				
4-Book	8	14	.1	.9	2	10		.2	12	20	.2	.7	6	16	.1	.5	4	7		.6
WNRT-FM																				
FA '00	6	16	.1	.6	21	65	.3	2.2	7	49	.1	.4	13	39	.2	1.0	10	24	.1	1.2
4-Book	19	54	.2	2.3	47	116	.6	5.1	18	78	.2	1.1	15	41	.2	1.2	20	56	.2	2.8
WORO-FM																				
FA '00	29	100	.3	2.9	23	66	.3	2.4	154	255	1.9	8.5	60	129	.7	4.7	20	46	.2	2.4
4-Book	**	**	**	**	28	85	.4	3.0	145	258	1.8	8.6	75	155	.9	6.2	**	**	**	**
WOSO-AM																				
FA '00													1	11		.1	3	11		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	16	58	.2	1.6	24	72	.3	2.5	43	116	.5	2.4	51	101	.6	4.0	13	50	.2	1.6
4-Book	8	30	.1	.9	16	49	.2	1.7	30	98	.4	1.8	28	69	.4	2.3	15	45	.2	2.1
WPAB-AM																				
FA '00	7	15	.1	.7	10	25	.1	1.0	3	25		.2					7	15	.1	.8
4-Book	2	4		.2	6	15	.1	.6	10	35	.1	.6	2	5		.1	3	12		.3
WPRM-FM																				
FA '00	100	243	1.2	10.1	78	173	.9	8.0	146	337	1.8	8.1	110	244	1.3	8.6	65	139	.8	7.9
4-Book	50	145	.6	5.6	72	161	.9	7.5	117	274	1.4	6.9	99	239	1.2	8.1	44	116	.5	6.0
WPRP-AM																				
FA '00					4	8		.4	6	8		.1	.3							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00					4	15		.4	23	43	.3	1.3	11	15	.1	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00					9	30	.1	.9	14	44	.2	.8	2	20		.2	2	10		.2
4-Book	7	17	.1	.9	7	25	.1	.7	12	40	.2	.7	11	29	.1	.9	5	19	.1	.8
WTPM-FM																				
FA '00	*				6	9	.1	.6	7	27	.1	.4	1	2		.1	*	1	2	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
FA '00	30	52	.4	3.0	15	51	.2	1.5	46	98	.6	2.5	32	65	.4	2.5	8	24	.1	1.0
4-Book	24	66	.3	2.8	14	49	.2	1.4	40	107	.5	2.4	35	65	.5	2.9	9	36	.1	1.2
WUNO-AM																				
FA '00	2	10		.2	30	67	.4	3.1	12	35	.1	.7	3	10		.2	5	20	.1	.6
4-Book	4	8	.1	.5	19	45	.2	2.1	5	16	.1	.3	2	5		.1	4	13	.1	.5
WVJP-FM																				
FA '00	25	82	.3	2.5	4	20		.4	53	129	.6	2.9	24	51	.3	1.9	13	31	.2	1.6
4-Book	18	60	.2	2.0	11	45	.1	1.2	52	132	.6	3.1	28	53	.4	2.4	10	28	.1	1.4
WVOZ-FM																				
FA '00	11	23	.1	1.1					8	29	.1	.4								
4-Book	10	22	.1	1.2	3	9		.3	11	33	.2	.7	8	29	.1	.7	2	7		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WXEV-AM FA '00 4-Book	* **		**	**	* **	10 **	.1 **	1.0 **	8 **	15 **	.1 **	.4 **		**	**	**	**	*	**	**	**
WXYX-FM FA '00 4-Book	17 24	48 60	.2 .3	1.7 3.0	24 13	41 32	.3 .2	2.5 1.4	46 42	134 116	.6 .5	2.5 2.5	17 19	51 52	.2 .3	1.3 1.6	19 13	45 42	.2 .2	2.3 1.8	
WYQE-FM FA '00 4-Book	**	**	**	**	**	**	**	**	5 **	12 **	.1 **	.3 **	6 **	19 **	.1 **	.5 **	2 **	8 **		.2 **	
WZAR-FM FA '00 4-Book	37 42	104 98	.4 .5	3.7 4.9	10 14	35 39	.1 .2	1.0 1.5	66 47	119 121	.8 .6	3.7 2.8	60 47	131 103	.7 .6	4.7 3.9	31 30	113 81	.4 .4	3.8 4.2	
WZMT-FM FA '00 4-Book	3 3	14 14		.4 .4	3 8	7 23		.3 .8	11 14	16 40	.1 .2	.6 .8	7 13	7 26	.1 .2	.5 1.1	4 4	15 15	.1 .1	.5 .5	
WZNT-FM FA '00 4-Book	44 36	125 100	.5 .4	4.4 4.2	85 50	154 109	1.0 .6	8.7 5.3	114 110	260 255	1.4 1.4	6.3 6.6	97 90	164 162	1.2 1.1	7.6 7.5	41 30	105 86	.5 .4	5.0 4.1	
TOTALS FA '00 4-Book	993 856	2542 2219	12.0 10.5		974 942	2428 2389	11.7 11.5		1808 1674	3848 3644	21.8 20.5		1282 1212	2644 2626	15.4 14.8		824 716	2092 1893	9.9 8.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-54

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																				
FA '00	11	145	.2	.7	18	74	.3	.7	13	105	.2	.7	13	42	.2	.9	3	51	.4	
SU '00	13	176	.2	.9	8	49	.1	.3	8	74	.1	.5	13	70	.2	1.0	14	45	.2	2.4
SP '00	8	108	.1	.5	22	69	.3	.9	4	46	.1	.2					8	35	.1	1.1
WI '00	13	136	.2	.9	25	79	.4	1.0	14	56	.2	.8	4	22	.1	.3	11	47	.2	1.6
4-Book	11	141	.2	.8	18	68	.3	.7	10	70	.2	.6	8	34	.1	.6	9	45	.1	1.4
FA '99	6	130	.1	.4	16	81	.2	.7	4	56	.1	.2	2	26			4	29	.1	.6
WAEI-AM																				
FA '00	12	206	.2	.8	31	109	.4	1.2	11	73	.2	.6	3	32		.2	3	33		.4
SU '00	11	197	.2	.8	26	87	.4	1.1	8	76	.1	.5	12	126	.2	.9	8	57	.1	1.4
SP '00	22	264	.3	1.5	21	102	.3	.9	26	157	.4	1.4	19	119	.3	1.3	20	110	.3	2.9
WI '00	12	177	.2	.8	21	64	.3	.8	20	118	.3	1.1	7	87	.1	.5	7	36	.1	1.0
4-Book	14	211	.2	1.0	25	91	.4	1.0	16	106	.3	.9	10	91	.2	.7	10	59	.1	1.4
FA '99	4	87	.1	.3	4	50	.1	.2	3	36		.2	4	14	.1	.3	6	22	.1	.9
WAEI-FM																				
FA '00	19	312	.3	1.3	22	118	.3	.9	38	219	.5	2.0	13	119	.2	.9	5	63	.1	.7
SU '00	15	231	.2	1.1	25	102	.4	1.1	17	139	.2	1.0	8	84	.1	.6	7	47	.1	1.2
SP '00	9	184	.1	.6	10	104	.1	.4	15	85	.2	.8	9	100	.1	.6	1	21		.1
WI '00	21	276	.3	1.4	30	114	.4	1.2	29	219	.4	1.6	18	135	.3	1.2	8	69	.1	1.2
4-Book	16	251	.2	1.1	22	110	.3	.9	25	166	.3	1.4	12	110	.2	.8	5	50	.1	.8
FA '99	10	249	.1	.7	14	139	.2	.6	15	172	.2	.8	6	110	.1	.4	7	63	.1	1.1
WALO-AM																				
FA '00	11	127	.2	.7	28	67	.4	1.1	15	85	.2	.8	10	61	.1	.7	2	22		.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	8	94	.1	.5	12	44	.2	.5	10	20	.1	.6	7	48	.1	.5	4	25	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	124	.1	.6	27	72	.4	1.1	11	53	.2	.6	5	41	.1	.4	1	18		.2
WAPA-AM																				
FA '00	* 46	542	.7	3.1	72	312	1.0	2.9	59	339	.8	3.2	41	175	.6	3.0	* 32	103	.5	4.5
SU '00	30	478	.4	2.2	55	286	.8	2.4	37	199	.5	2.1	22	126	.3	1.7	25	128	.4	4.3
SP '00	34	415	.5	2.3	69	224	1.0	2.8	49	213	.7	2.7	26	166	.4	1.8	12	98	.2	1.7
WI '00	47	579	.7	3.2	81	394	1.2	3.2	39	298	.6	2.2	34	223	.5	2.3	41	147	.6	5.9
4-Book	39	504	.6	2.7	69	304	1.0	2.8	46	262	.7	2.6	31	173	.5	2.2	28	119	.4	4.1
FA '99	25	464	.4	1.7	59	296	.8	2.4	29	286	.4	1.6	11	136	.2	.8	6	51	.1	.9
WBRQ-FM																				
FA '00	8	134	.1	.5	13	80	.2	.5	12	67	.2	.6	10	72	.1	.7	5	55	.1	.7
SU '00	8	142	.1	.6	9	70	.1	.4	11	95	.2	.6	15	83	.2	1.1	2	21		.3
SP '00	7	154	.1	.5	5	65	.1	.2	8	105	.1	.4	9	85	.1	.6	7	46	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	9	236	.1	.6	15	149	.2	.6	4	68	.1	.2	7	40	.1	.5	15	50	.2	2.1
SU '00	8	239	.1	.6	11	92	.2	.5	15	136	.2	.9	15	153	.2	1.1	1	35		.2
SP '00	4	167	.1	.3	3	74		.1	3	74		.2	6	99	.1	.4	1	34		.1
WI '00	2	148		.1	2	45		.1	4	86		.1	4	86		.1	3			
4-Book	6	198	.1	.4	8	90	.1	.3	6	70	.1	.3	8	95	.1	.6	4	30	.1	.6
FA '99	5	93	.1	.3	6	28	.1	.2	6	58	.1	.3	3	43		.2	5	42	.1	.8
WCMA-FM																				
FA '00	34	605	.5	2.3	68	267	1.0	2.7	43	272	.6	2.3	38	284	.5	2.8	12	187	.2	1.7
SU '00	32	666	.5	2.3	54	272	.8	2.4	47	317	.7	2.7	31	284	.4	2.4	12	126	.2	2.1
SP '00	55	797	.8	3.7	88	417	1.3	3.6	63	444	.9	3.4	66	385	.9	4.6	25	216	.4	3.6
WI '00	62	719	.9	4.2	99	377	1.4	3.9	113	450	1.6	6.3	55	328	.8	3.7	15	225	.2	2.2
4-Book	46	697	.7	3.1	77	333	1.1	3.2	67	371	1.0	3.7	48	320	.7	3.4	16	189	.3	2.4
FA '99	66	955	.9	4.5	82	535	1.2	3.4	106	520	1.5	5.9	75	497	1.1	5.3	25	296	.4	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 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	
WCMN-AM																					
FA '00	22	274	.3	1.5	44	137	.6	1.8	41	146	.6	2.2	12	88	.2	.9	5	45	.1	.7	
SU '00	20	197	.3	1.4	42	136	.6	1.8	28	107	.4	1.6	14	112	.2	1.1	4	41	.1	.7	
SP '00	19	220	.3	1.3	52	125	.7	2.1	30	139	.4	1.6	6	65	.1	.4	7	7			
WI '00	13	174	.2	.9	29	129	.4	1.1	20	79	.3	1.1	12	59	.2	.8	6	41	.1	.9	
4-Book	19	216	.3	1.3	42	132	.6	1.7	30	118	.4	1.6	11	81	.2	.8	4	34	.1	.6	
FA '99	16	248	.2	1.1	45	187	.6	1.9	23	115	.3	1.3	5	49	.1	.4	8	32	.1	1.2	
WCMN-FM																					
FA '00	19	312	.3	1.3	31	195	.4	1.2	28	194	.4	1.5	19	160	.3	1.4	11	92	.2	1.6	
SU '00	9	243	.1	.6	12	112	.2	.5	10	119	.1	.6	13	101	.2	1.0	3	37		.5	
SP '00	12	237	.2	.8	21	88	.3	.9	12	106	.2	.7	9	85	.1	.6	8	56	.1	1.1	
WI '00	16	260	.2	1.1	23	130	.3	.9	27	119	.4	1.5	13	116	.2	.9	1	26		.1	
4-Book	14	263	.2	1.0	22	131	.3	.9	19	135	.3	1.1	14	116	.2	1.0	6	53	.1	.8	
FA '99	30	325	.4	2.1	35	210	.5	1.4	29	172	.4	1.6	34	180	.5	2.4	16	85	.2	2.5	
WCOM-FM																					
FA '00	11	346	.2	.7	20	135	.3	.8	13	119	.2	.7	6	88	.1	.4	3	28		.4	
SU '00	17	303	.2	1.2	49	151	.7	2.1	17	148	.2	1.0	10	93	.1	.8	4	30	.1	.7	
SP '00	13	420	.2	.9	28	126	.4	1.1	8	158	.1	.4	8	107	.1	.6	6	40	.1	.9	
WI '00	11	422	.2	.7	32	215	.5	1.3	8	145	.1	.4	13	145	.2	.9	3	70		.4	
4-Book	13	373	.2	.9	32	157	.5	1.3	12	143	.2	.6	9	108	.1	.7	4	42	.1	.6	
FA '99	15	486	.2	1.0	36	212	.5	1.5	10	206	.1	.6	12	142	.2	.8	4	59	.1	.6	
WCTA-FM																					
FA '00	12	144	.2	.8	4	33	.1	.2	12	94	.2	.6	8	64	.1	.6	9	57	.1	1.3	
SU '00	8	172	.1	.6	5	72	.1	.2	9	96	.1	.5	6	43	.1	.5	5	54	.1	.9	
SP '00	5	179	.1	.3	5	62	.1	.2	8	67	.1	.4	8	70	.1	.6	3	26		.4	
WI '00	11	250	.2	.7	3	35		.1	22	114	.3	1.2	10	96	.1	.7	7	85	.1	1.0	
4-Book	9	186	.2	.6	4	51	.1	.2	13	93	.2	.7	8	68	.1	.6	6	56	.1	.9	
FA '99	22	259	.3	1.5	16	83	.2	.7	16	123	.2	.9	28	135	.4	2.0	19	61	.3	2.9	
WEGM-FM																					
FA '00	5	105	.1	.3	6	52	.1	.2	7	65	.1	.4	6	64	.1	.4	3	45		.4	
SU '00	4	143	.1	.3	3	30		.1	3	59		.2	7	51	.1	.5	1	38		.2	
SP '00	5	126	.1	.3	8	59	.1	.3	8	54	.1	.4	9	102	.1	.6	1	31		.1	
WI '00	4	122	.1	.3	6	77	.1	.2	5	74	.1	.3	5	89	.1	.3	1	37		.1	
4-Book	5	124	.1	.3	6	55	.1	.2	6	63	.1	.3	7	77	.1	.5	2	38		.2	
FA '99	6	103	.1	.4	4	67	.1	.2	5	77	.1	.3	7	56	.1	.5	2	19		.3	
WENA-AM																					
FA '00	12	81	.2	.8	23	48	.3	.9	17	57	.2	.9	1	7		.1	10	19	.1	1.4	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																					
FA '00	11	198	.2	.7	9	64	.1	.4	15	91	.2	.8	10	86	.1	.7	12	63	.2	1.7	
SU '00	19	344	.3	1.4	20	149	.3	.9	33	207	.5	1.9	16	140	.2	1.2	14	124	.2	2.4	
SP '00	17	336	.2	1.1	38	188	.5	1.5	24	169	.3	1.3	12	144	.2	.8	7	100	.1	1.0	
WI '00	19	294	.3	1.3	35	206	.5	1.4	26	144	.4	1.4	16	124	.2	1.1	9	85	.1	1.3	
4-Book	17	293	.3	1.1	26	152	.4	1.1	25	153	.4	1.4	14	124	.2	1.0	11	93	.2	1.6	
FA '99	12	253	.2	.8	13	110	.2	.5	24	167	.3	1.3	11	77	.2	.8	6	94	.1	.9	
WEXS-AM																					
FA '00	6	59	.1	.4	10	21	.1	.4	5	32	.1	.3	2	14		.1	4	14	.1	.6	
SU '00	5	17	.1	.4	11	17	.2	.5	3	17		.2	3	17		.2	2	9		.3	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
	+WFDT-FM																			
FA '00	5	85	.1	.3	7	48	.1	.3	9	61	.1	.5	4	32	.1	.3	3	25		.4
SU '00	9	86	.1	.6	6	22	.1	.3	13	55	.2	.7	8	36	.1	.6	3	24		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	90	.2	.9	20	68	.3	.8	11	30	.2	.6	21	78	.3	1.4	14	47	.2	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	144	.2	.8	22	97	.3	.9	10	104	.1	.6	6	36	.1	.4	8	67	.1	1.2
WFID-FM																				
FA '00	58	784	.8	3.9	77	351	1.1	3.1	89	373	1.3	4.8	65	468	.9	4.7	34	207	.5	4.8
SU '00	75	867	1.1	5.4	106	481	1.5	4.6	125	504	1.8	7.1	99	497	1.4	7.6	26	222	.4	4.5
SP '00	58	785	.8	3.9	84	349	1.2	3.4	68	432	1.0	3.7	74	416	1.1	5.2	37	293	.5	5.3
WI '00	78	895	1.1	5.3	115	506	1.6	4.6	93	450	1.3	5.2	101	518	1.4	6.9	44	276	.6	6.4
4-Book	67	833	1.0	4.6	96	422	1.4	3.9	94	440	1.4	5.2	85	475	1.2	6.1	35	250	.5	5.3
FA '99	65	869	.9	4.4	85	472	1.2	3.5	111	495	1.6	6.2	70	421	1.0	5.0	23	238	.3	3.6
WJAC-AM																				
FA '00	10	261	.1	.7	26	121	.4	1.0	12	122	.2	.6	5	98	.1	.4	3	23		.4
SU '00	12	267	.2	.9	18	150	.3	.8	17	86	.2	1.0	16	72	.2	1.2	5	42	.1	.9
SP '00	13	250	.2	.9	34	138	.5	1.4	13	104	.2	.7	3	42		.2	3	29		.4
WI '00	15	195	.2	1.0	40	91	.6	1.6	6	48	.1	.3	13	53	.2	.9	11	59	.2	1.6
4-Book	13	243	.2	.9	30	125	.5	1.2	12	90	.2	.7	9	66	.1	.7	6	38	.1	.8
FA '99	12	280	.2	.8	28	140	.4	1.2	11	107	.2	.6	6	58	.1	.4	8	53	.1	1.2
WJAC-FM																				
FA '00	51	917	.7	3.5	130	520	1.9	5.2	63	450	.9	3.4	47	379	.7	3.4	12	145	.2	1.7
SU '00	52	1037	.7	3.7	110	547	1.6	4.8	77	474	1.1	4.4	38	305	.5	2.9	15	193	.2	2.6
SP '00	56	820	.8	3.8	141	463	2.0	5.7	65	449	.9	3.5	36	376	.5	2.5	22	216	.3	3.2
WI '00	58	916	.8	3.9	125	488	1.8	5.0	86	537	1.2	4.8	51	305	.7	3.5	23	241	.3	3.3
4-Book	54	923	.8	3.7	127	505	1.8	5.2	73	478	1.0	4.0	43	341	.6	3.1	18	199	.3	2.7
FA '99	59	1069	.8	4.0	105	645	1.5	4.3	88	571	1.3	4.9	65	558	.9	4.6	15	193	.2	2.3
WIDA-AM																				
FA '00	6	62	.1	.4	3	41		.1	7	32	.1	.4	3	23		.2	11	33	.2	1.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
VQOZ-FM																				
FA '00	6	90	.1	.4	12	46	.2	.5	13	56	.2	.7	2	54		.1	1	19		.1
SU '00	6	122	.1	.4	8	49	.1	.3	8	57	.1	.5	9	48	.1	.7	1	6		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	147	.1	.7	11	51	.2	.4	15	76	.2	.8	11	80	.2	.7	6	39	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	10	153	.1	.7	18	108	.3	.7	9	83	.1	.5	10	77	.1	.7	11	70	.2	1.7
WIOA-FM																				
FA '00	95	1186	1.4	6.5	135	595	1.9	5.4	153	700	2.2	8.2	88	528	1.3	6.4	43	296	.6	6.1
SU '00	72	1125	1.0	5.2	109	535	1.6	4.8	115	609	1.6	6.6	74	450	1.1	5.7	29	301	.4	5.0
SP '00	57	1017	.8	3.8	91	580	1.3	3.7	100	585	1.4	5.4	55	454	.8	3.8	14	188	.2	2.0
WI '00	46	833	.7	3.1	87	515	1.2	3.4	60	401	.9	3.3	49	460	.7	3.3	22	198	.3	3.2
4-Book	68	1040	1.0	4.7	106	556	1.5	4.3	107	574	1.5	5.9	67	473	1.0	4.8	27	246	.4	4.1
FA '99	69	1094	1.0	4.7	107	627	1.5	4.4	105	516	1.5	5.9	83	616	1.2	5.9	21	275	.3	3.3
WIOB-FM																				
FA '00	52	522	.7	3.5	78	344	1.1	3.1	84	339	1.2	4.5	33	191	.5	2.4	29	194	.4	4.1
SU '00	25	356	.4	1.8	36	216	.5	1.6	37	182	.5	2.1	31	155	.4	2.4	5	73	.1	.9
SP '00	33	354	.5	2.2	45	181	.6	1.8	43	238	.6	2.3	26	197	.4	1.8	16	73	.2	2.3
WI '00	22	338	.3	1.5	30	152	.4	1.2	30	155	.4	1.7	30	172	.4	2.0	9	117	.1	1.3
4-Book	33	393	.5	2.3	47	223	.7	1.9	49	229	.7	2.7	30	179	.4	2.2	15	114	.2	2.2
FA '99	30	430	.4	2.1	36	274	.5	1.5	46	183	.7	2.6	31	148	.4	2.2	19	130	.3	2.9

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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		
WIOC-FM																						
FA '00	31	299	.4	2.1	50	179	.7	2.0	59	210	.8	3.2	29	167	.4	2.1	5	53	.1	.7		
SU '00	16	216	.2	1.2	7	82	.1	.3	13	99	.2	.7	21	101	.3	1.6	14	44	.2	2.4		
SP '00	15	218	.2	1.0	16	79	.2	.6	18	101	.3	1.0	13	93	.2	.9	8	88	.1	1.1		
WI '00	15	189	.2	1.0	20	100	.3	.8	25	116	.4	1.4	15	63	.2	1.0	6	71	.1	.9		
4-Book	19	231	.3	1.3	23	110	.3	.9	29	132	.4	1.6	20	106	.3	1.4	8	64	.1	1.3		
FA '99	15	211	.2	1.0	26	119	.4	1.1	25	128	.4	1.4	14	107	.2	1.0	2	44		.3		
WISA-AM																						
FA '00	11	65	.2	.7	16	65	.2	.6	26	49	.4	1.4	6	33	.1	.4	6	65	.1	.8		
SU '00	4	83	.1	.3	7	49	.1	.3	4	26	.1	.2	1	9		.1						
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '99	5	101	.1	.3	15	68	.2	.6	6	47	.1	.3	1	9		.1	3	32		.5		
WISO-AM																						
FA '00	*	8	132	.1	.5	15	68	.2	.6	6	67	.1	.3	11	43	.2	.8	*	13	30	.2	1.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '00	12	48	.2	.8	13	39	.2	.5	12	29	.2	.7	11	27	.2	.8	15	18	.2	2.2		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WIVA-FM																						
FA '00	24	448	.3	1.6	51	225	.7	2.0	26	176	.4	1.4	35	214	.5	2.5	5	87	.1	.7		
SU '00	18	375	.3	1.3	49	229	.7	2.1	19	183	.3	1.1	19	158	.3	1.5		13				
SP '00	29	368	.4	2.0	70	225	1.0	2.8	38	178	.5	2.1	19	157	.3	1.3	8	48	.1	1.1		
WI '00	20	315	.3	1.4	53	172	.8	2.1	25	164	.4	1.4	17	157	.2	1.2	6	75	.1	.9		
4-Book	23	377	.3	1.6	56	213	.8	2.3	27	175	.4	1.5	23	172	.3	1.6	5	56	.1	.7		
FA '99	19	311	.3	1.3	59	188	.8	2.4	19	124	.3	1.1	15	115	.2	1.1	3	9		.5		
WKAQ-AM																						
FA '00	76	1086	1.1	5.2	134	632	1.9	5.4	63	443	.9	3.4	108	541	1.5	7.8	54	328	.8	7.6		
SU '00	80	1204	1.1	5.8	125	736	1.8	5.5	88	455	1.3	5.0	132	596	1.9	10.1	65	435	.9	11.2		
SP '00	74	999	1.1	5.0	132	603	1.9	5.4	79	408	1.1	4.3	105	468	1.5	7.3	50	338	.7	7.2		
WI '00	77	1198	1.1	5.2	127	600	1.8	5.0	84	467	1.2	4.7	123	528	1.8	8.4	48	331	.7	7.0		
4-Book	77	1122	1.1	5.3	130	643	1.9	5.3	79	443	1.1	4.4	117	533	1.7	8.4	54	358	.8	8.3		
FA '99	91	1092	1.3	6.2	143	662	2.0	5.9	103	603	1.5	5.8	116	627	1.7	8.2	88	419	1.3	13.6		
WKAQ-FM																						
FA '00	73	1266	1.0	5.0	95	575	1.4	3.8	126	667	1.8	6.8	70	539	1.0	5.1	22	294	.3	3.1		
SU '00	57	1123	.8	4.1	66	489	.9	2.9	74	493	1.1	4.2	63	465	.9	4.8	18	265	.3	3.1		
SP '00	66	1251	.9	4.5	108	639	1.5	4.4	107	713	1.5	5.8	69	607	1.0	4.8	14	261	.2	2.0		
WI '00	49	1131	.7	3.3	50	376	.7	2.0	63	583	.9	3.5	65	490	.9	4.4	11	198	.2	1.6		
4-Book	61	1193	.9	4.2	80	520	1.1	3.3	93	614	1.3	5.1	67	525	1.0	4.8	16	255	.3	2.5		
FA '99	56	1265	.8	3.8	82	526	1.2	3.4	82	585	1.2	4.6	47	471	.7	3.3	27	336	.4	4.2		
WKFE-AM																						
FA '00	1	43		.1	5	34	.1	.2	1	15		.1		8								
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '00	4	70	.1	.3	15	64	.2	.6	6	56	.1	.3										
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WKJB-AM																						
FA '00	*	3	78	.2	10	43	.1	.4	1	7		.1	3	29		.2	*	1	19	.1		
SU '00	3	143		.2	4	27	.1	.2	3	57		.2	1	17		.1						
SP '00	4	114	.1	.3	7	23	.1	.3	5	21	.1	.3	2	11	.1	.1	3	54		.4		
WI '00	3	86		.2	3	39		.1	7	23	.1	.4	1	18		.1						
4-Book	3	105		.2	6	33		.3	4	27		.3	2	19		.1	1	20		.1		
FA '99	4	132	.1	.3	14	105	.2	.6	3	11		.2	6	61	.1	.4						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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 '00	8	168	.1	.5	17	82	.2	.7	13	93	.2	.7	6	52	.1	.4	1	16		.1
SU '00	8	77	.1	.6	9	52	.1	.4	14	70	.2	.8					**	**	**	**
SP '00	19	191	.3	1.3	24	134	.3	1.0	19	89	.3	1.0	6	42	.1	.4	**	**	**	**
WI '00	18	122	.3	1.2	27	83	.4	1.1	21	85	.3	1.2	2	11		.1	**	**	**	**
4-Book	13	140	.2	.9	19	88	.3	.8	17	84	.3	.9	4	26	.1	.2	**	**	**	**
FA '99	26	261	.4	1.8	26	102	.4	1.1	28	155	.4	1.6	11	27	.2	.8	**	**	**	**
WKVM-AM																				
FA '00	16	212	.2	1.1	19	58	.3	.8	14	110	.2	.8	7	45	.1	.5	20	89	.3	2.8
SU '00	10	127	.1	.7	12	51	.2	.5	3	34		.2	7	51	.1	.5	11	46	.2	1.9
SP '00	8	160	.1	.5	5	38	.1	.2	11	34	.2	.6	9	43	.1	.6	6	67	.1	.9
WI '00	22	246	.3	1.5	43	149	.6	1.7	17	81	.2	.9	18	120	.3	1.2	19	83	.3	2.8
4-Book	14	186	.2	1.0	20	74	.3	.8	11	65	.2	.6	10	65	.2	.7	14	71	.2	2.1
FA '99	5	111	.1	.3	4	35	.1	.2	1	25		.1					14	68	.2	2.2
WLUZ-AM																				
FA '00	7	163	.1	.5	18	99	.3	.7	11	69	.2	.6	4	43	.1	.3	4	40	.1	.6
SU '00	8	138	.1	.6	38	76	.5	1.7	2	39		.1	2	36		.2	2	24		.3
SP '00	16	128	.2	1.1	46	97	.7	1.9	21	58	.3	1.1	10	50	.1	.7	7	34	.1	1.0
WI '00	12	130	.2	.8	59	102	.8	2.3	6	48	.1	.3	3	28		.2				
4-Book	11	140	.2	.8	40	94	.6	1.7	10	54	.2	.5	5	39	.1	.4	3	25	.1	.5
FA '99	6	85	.1	.4	26	64	.4	1.1	1	30		.1	1	10		.1				
WMEG-FM																				
FA '00	23	668	.3	1.6	39	361	.6	1.6	22	298	.3	1.2	31	329	.4	2.2	10	154	.1	1.4
SU '00	20	566	.3	1.4	25	217	.4	1.1	19	224	.3	1.1	25	259	.4	1.9	14	91	.2	2.4
SP '00	28	666	.4	1.9	30	288	.4	1.2	32	263	.5	1.7	44	313	.6	3.1	11	145	.2	1.6
WI '00	13	448	.2	.9	13	164	.2	.5	12	166	.2	.7	21	193	.3	1.4	9	75	.1	1.3
4-Book	21	587	.3	1.5	27	258	.4	1.1	21	238	.3	1.2	30	274	.4	2.2	11	116	.2	1.7
FA '99	17	367	.2	1.2	30	156	.4	1.2	13	75	.2	.7	14	150	.2	1.0	7	68	.1	1.1
WNEL-AM																				
FA '00	12	244	.2	.8	24	146	.3	1.0	12	119	.2	.6	5	77	.1	.4	3	32		.4
SU '00	8	149	.1	.6	29	105	.4	1.3	4	23	.1	.2	1	19		.1	4	35	.1	.7
SP '00	3	138		.2	2	19		.1	1	11		.1	2	36		.1	3	38		.4
WI '00	9	158	.1	.6	4	33	.1	.2	13	86	.2	.7	7	22	.1	.5	5	40	.1	.7
4-Book	8	172	.1	.6	15	76	.2	.7	8	60	.1	.4	4	39	.1	.3	4	36	.1	.6
FA '99	6	51	.1	.4	4	40	.1	.2	9	28	.1	.5	9	26	.1	.6				
WNRT-FM																				
FA '00	19	267	.3	1.3	33	143	.5	1.3	17	166	.2	.9	14	120	.2	1.0	14	96	.2	2.0
SU '00	33	360	.5	2.4	47	212	.7	2.1	43	141	.6	2.5	23	159	.3	1.8	27	154	.4	4.6
SP '00	39	470	.6	2.6	62	266	.9	2.5	47	246	.7	2.6	26	179	.4	1.8	23	150	.3	3.3
WI '00	61	416	.9	4.1	89	267	1.3	3.5	77	232	1.1	4.3	54	191	.8	3.7	48	165	.7	7.0
4-Book	38	378	.6	2.6	58	222	.9	2.4	46	196	.7	2.6	29	162	.4	2.1	28	141	.4	4.2
FA '99	29	269	.4	2.0	36	203	.5	1.5	33	201	.5	1.8	33	144	.5	2.3	20	124	.3	3.1
WORO-FM																				
FA '00	49	840	.7	3.3	49	317	.7	2.0	75	489	1.1	4.0	35	314	.5	2.5	14	154	.2	2.0
SU '00	75	832	1.1	5.4	56	274	.8	2.4	89	408	1.3	5.1	57	312	.8	4.4	**	**	**	**
SP '00	71	969	1.0	4.8	78	468	1.1	3.2	102	451	1.5	5.5	61	411	.9	4.2	16	121	.2	2.3
WI '00	43	833	.6	2.9	54	300	.8	2.1	44	336	.6	2.5	33	300	.5	2.2	22	178	.3	3.2
4-Book	60	869	.9	4.1	59	340	.9	2.4	78	421	1.1	4.3	47	334	.7	3.3	**	**	**	**
FA '99	52	994	.7	3.6	62	433	.9	2.6	76	415	1.1	4.2	39	371	.6	2.8	7	95	.1	1.1
WOSO-AM																				
FA '00	4	88	.1	.3	13	62	.2	.5	5	53	.1	.3	4	48	.1	.3				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	132	.2	.8	34	86	.5	1.3	14	103	.2	.8	8	57	.1	.5	3	31		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	9	236	.1	.6	11	94	.2	.4	8	97	.1	.4	7	72	.1	.5	1	34		.1
SU '00	11	325	.2	.8	17	120	.2	.7	10	143	.1	.6	6	92	.1	.5	5	50	.1	.9
SP '00	18	381	.3	1.2	20	137	.3	.8	19	176	.3	1.0	25	198	.4	1.7	9	96	.1	1.3
WI '00	19	346	.3	1.3	22	151	.3	.9	21	190	.3	1.2	22	173	.3	1.5	9	79	.1	1.3
4-Book	14	322	.2	1.0	18	126	.3	.7	15	152	.2	.8	15	134	.2	1.1	6	65	.1	.9
FA '99	19	525	.3	1.3	33	250	.5	1.4	29	289	.4	1.6	18	171	.3	1.3	5	75	.1	.8
WPAB-AM																				
FA '00	17	156	.2	1.2	24	76	.3	1.0	18	114	.3	1.0	15	71	.2	1.1	15	46	.2	2.1
SU '00	15	159	.2	1.1	30	95	.4	1.3	22	121	.3	1.3	14	89	.2	1.1	5	24	.1	.9
SP '00	14	180	.2	.9	35	108	.5	1.4	17	83	.2	.9	11	74	.2	.8	10	69	.1	1.4
WI '00	8	228	.1	.5	8	81	.1	.3	9	103	.1	.5	9	57	.1	.6	9	58	.1	1.3
4-Book	14	181	.2	.9	24	90	.3	1.0	17	105	.2	.9	12	73	.2	.9	10	49	.1	1.4
FA '99	26	263	.4	1.8	42	188	.6	1.7	26	151	.4	1.5	28	111	.2	2.0	18	102	.3	2.8
WPRM-FM																				
FA '00	122	1503	1.7	8.3	299	1050	4.3	11.9	97	502	1.4	5.2	148	695	2.1	10.7	38	237	.5	5.4
SU '00	104	1316	1.5	7.5	285	859	4.1	12.4	99	507	1.4	5.7	93	570	1.3	7.1	21	181	.3	3.6
SP '00	109	1342	1.6	7.4	261	844	3.7	10.6	92	553	1.3	5.0	155	809	2.2	10.8	20	147	.3	2.9
WI '00	101	1290	1.4	6.8	250	897	3.6	9.9	98	514	1.4	5.5	142	691	2.0	9.7	18	219	.3	2.6
4-Book	109	1363	1.6	7.5	274	913	3.9	11.2	97	519	1.4	5.4	135	691	1.9	9.6	24	196	.4	3.6
FA '99	118	1509	1.7	8.1	285	958	4.1	11.8	77	581	1.1	4.3	165	859	2.4	11.7	22	267	.3	3.4
WPRP-AM																				
FA '00	1	38		.1	2	15		.1	1	19		.1								
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	10	161	.1	.7	18	56	.3	.7	11	42	.2	.6	10	88	.1	.7	3	25		.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	120	.1	.3	1	8			4	36	.1	.2	2	20		.1	7	52	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	10	150	.1	.7	44	116	.6	1.8	5	51	.1	.3	2	17		.1	1	22		.1
SU '00	14	216	.2	1.0	39	148	.6	1.7	8	70	.1	.5	19	97	.3	1.5	3	33		.5
SP '00	13	179	.2	.9	43	140	.6	1.7	11	74	.2	.6	7	73	.1	.5	1	15		.1
WI '00	17	262	.2	1.2	47	161	.7	1.9	20	102	.3	1.1	12	117	.2	.8	2	12		.3
4-Book	14	202	.2	1.0	43	141	.6	1.8	11	74	.2	.6	10	76	.2	.7	2	21		.3
FA '99	15	207	.2	1.0	37	95	.5	1.5	12	86	.2	.7	23	122	.3	1.6	3	24		.5
WTPM-FM																				
FA '00	* 11	132	.2	.7	27	73	.4	1.1	11	56	.2	.6	4	51	.1	.3	* 1	15		.1
SU '00	6	130	.1	.4	2	40		.1	11	40	.2	.6	5	44	.1	.4	4	26	.1	.7
SP '00	15	112	.2	1.0	13	59	.2	.5	12	57	.2	.7	16	85	.2	1.1	14	61	.2	2.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	9	88	.1	.6	13	38	.2	.5	8	31	.1	.4	13	42	.2	.9	8	53	.1	1.2
WUQZ-FM																				
FA '00	26	351	.4	1.8	24	165	.3	1.0	26	174	.4	1.4	33	188	.5	2.4	16	106	.2	2.3
SU '00	20	384	.3	1.4	25	165	.4	1.1	29	215	.4	1.7	17	157	.2	1.3	8	76	.1	1.4
SP '00	25	372	.4	1.7	24	191	.3	1.0	41	217	.6	2.2	29	171	.4	2.0	9	111	.1	1.3
WI '00	20	345	.3	1.4	28	166	.4	1.1	35	177	.5	1.9	22	141	.3	1.5	8	57	.1	1.2
4-Book	23	363	.4	1.6	25	172	.4	1.1	33	196	.5	1.8	25	164	.4	1.8	10	88	.1	1.6
FA '99	21	374	.3	1.4	28	244	.4	1.2	38	239	.5	2.1	19	148	.3	1.3	7	71	.1	1.1

Target Listener Trends - Women 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

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 '00	21	362	.3	1.4	46	230	.7	1.8	18	121	.3	1.0	22	135	.3	1.6	17	111	.2	2.4
SU '00	11	240	.2	.8	40	179	.6	1.7	6	52	.1	.3	8	51	.1	.6	2	37	.2	.3
SP '00	24	317	.3	1.6	37	168	.5	1.5	25	122	.4	1.4	14	94	.2	1.0	30	100	.4	4.3
WI '00	13	234	.2	.9	34	122	.5	1.3	12	91	.2	.7	13	64	.2	.9	4	33	.1	.6
4-Book	17	288	.3	1.2	39	175	.6	1.6	15	97	.3	.9	14	86	.2	1.0	13	70	.2	1.9
FA '99	22	438	.3	1.5	56	264	.8	2.3	17	146	.2	.9	14	111	.2	1.0	21	122	.3	3.3
WVJP-FM																				
FA '00	39	500	.6	2.7	62	244	.9	2.5	48	280	.7	2.6	38	300	.5	2.8	21	130	.3	3.0
SU '00	21	499	.3	1.5	24	202	.3	1.0	33	351	.5	1.9	19	205	.3	1.5	4	67	.1	.7
SP '00	24	411	.3	1.6	27	191	.4	1.1	44	267	.6	2.4	29	244	.4	2.0	6	93	.1	.9
WI '00	30	434	.4	2.0	34	168	.5	1.3	43	219	.6	2.4	30	223	.4	2.0	14	68	.2	2.0
4-Book	29	461	.4	2.0	37	201	.5	1.5	42	279	.6	2.3	29	243	.4	2.1	11	90	.2	1.7
FA '99	40	702	.6	2.7	49	353	.7	2.0	64	301	.9	3.6	48	324	.7	3.4	11	176	.2	1.7
WVOZ-FM																				
FA '00	5	207	.1	.3	6	57	.1	.2	7	90	.1	.4	4	52	.1	.3	5	53	.1	.7
SU '00	4	179	.1	.3	1	22			3	45	.2		3	43		.2	4	69	.1	.7
SP '00	2	94	.1	.1		6			1	33	.1	.1	1	17		.1	2	18		.3
WI '00	1	78	.1	.1		18			3	39	.2	.2					1	10		.1
4-Book	3	140	.1	.2	2	26	.1	.1	4	52	.2	.2	2	28	.2	.2	3	38	.1	.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXEV-AM																				
FA '00	* 4	60	.1	.3	8	30	.1	.3	3	35		.2	3	40		.2	*	1	5	.1
SU '00	18	150	.3	1.3	19	37	.3	.8	25	102	.4	1.4	18	66	.3	1.4		6	48	.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	16	138	.2	1.1	13	88	.2	.5	17	71	.2	.9	15	37	.2	1.0	20	34	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	3	75		.2	7	37	.1	.3		25			1	13		.1	6	18	.1	
WXYX-FM																				
FA '00	11	412	.2	.7	24	177	.3	1.0	6	94	.1	.3	16	161	.2	1.2	3	59		.4
SU '00	26	429	.4	1.9	37	164	.5	1.6	20	185	.3	1.1	37	218	.5	2.8	6	84	.1	1.0
SP '00	13	371	.2	.9	26	162	.4	1.1	9	131	.1	.5	17	159	.2	1.2	3	58		.4
WI '00	22	552	.3	1.5	53	239	.8	2.1	28	222	.4	1.6	31	289	.4	2.1	5	75	.1	.7
4-Book	18	441	.3	1.3	35	186	.5	1.5	16	158	.2	.9	25	207	.3	1.8	4	69	.1	.6
FA '99	23	607	.3	1.6	53	237	.8	2.2	25	252	.4	1.4	18	187	.3	1.3	17	155	.2	2.6
WYQE-FM																				
FA '00	3	66		.2	3	23		.1	7	57	.1	.4	2	36		.1	2	31		.3
SU '00	6	92	.1	.4	3	16		.1	12	77	.2	.7	5	51	.1	.4	1	45		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	53		.2	7	35	.1	.3	2	26		.1		1			1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	98	.2	.8	14	65	.2	.6	22	63	.3	1.2	10	56	.1	.7	1	14		.2
WZAR-FM																				
FA '00	40	457	.6	2.7	66	230	.9	2.6	61	273	.9	3.3	49	289	.7	3.6	19	189	.3	2.7
SU '00	35	535	.5	2.5	40	301	.6	1.7	59	277	.8	3.4	41	290	.6	3.1	20	149	.3	3.4
SP '00	33	431	.5	2.2	47	193	.7	1.9	39	203	.6	2.1	40	227	.6	2.8	14	131	.2	2.0
WI '00	33	357	.5	2.2	49	163	.7	1.9	46	215	.7	2.6	37	195	.5	2.5	13	118	.2	1.9
4-Book	35	445	.5	2.4	51	222	.7	2.0	51	242	.8	2.9	42	250	.6	3.0	17	147	.3	2.5
FA '99	15	335	.2	1.0	22	134	.3	.9	24	190	.3	1.3	11	121	.2	.8	9	82	.1	1.4
WZMT-FM																				
FA '00	5	93	.1	.3	5	35	.1	.2	3	17		.2	10	57	.1	.7	4	33	.1	.6
SU '00	14	194	.2	1.0	13	64	.2	.6	18	72	.3	1.0	17	88	.2	1.3	2	29		.3
SP '00	14	148	.2	.9	11	43	.2	.4	17	100	.2	.9	14	123	.2	1.0	19	84	.3	2.7
WI '00	8	129	.1	.5	10	33	.1	.4	12	64	.2	.7	5	18	.1	.3		10		
4-Book	10	141	.2	.7	10	44	.2	.4	13	63	.2	.7	12	72	.2	.8	6	39	.1	.9
FA '99	8	99	.1	.5	8	53	.1	.3	14	73	.2	.8	7	65	.1	.5	3	21		.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 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 '00	48	790	.7	3.3	67	346	1.0	2.7	55	375	.8	3.0	26	219	.4	1.9	18	154	.3	2.5
SU '00	41	715	.6	2.9	67	289	1.0	2.9	44	336	.6	2.5	28	275	.4	2.1	17	148	.2	2.9
SP '00	61	768	.9	4.1	61	373	.9	2.5	87	445	1.2	4.7	74	428	1.1	5.2	18	141	.3	2.6
WI '00	44	764	.6	3.0	49	298	.7	1.9	54	294	.8	3.0	48	393	.7	3.3	18	200	.3	2.6
4-Book	49	759	.7	3.3	61	327	.9	2.5	60	363	.9	3.3	44	329	.7	3.1	18	161	.3	2.7
FA '99	57	933	.8	3.9	48	394	.7	2.0	56	358	.8	3.1	57	429	.8	4.0	11	186	.2	1.7
TOTALS																				
FA '00	1469	6747	20.9		2504	6324	35.7		1858	5463	26.5		1380	5208	19.7		707	3380	10.1	
SU '00	1390	6666	19.9		2291	6065	32.8		1751	5479	25.1		1309	5080	18.8		581	3155	8.3	
SP '00	1482	6708	21.2		2466	6204	35.3		1840	5651	26.4		1436	5355	20.6		696	3364	10.0	
WI '00	1477	6670	21.2		2522	6137	36.1		1795	5397	25.7		1470	5249	21.1		690	3485	9.9	
4-Book	1455	6698	20.8		2446	6183	35.0		1811	5498	25.9		1399	5223	20.1		669	3346	9.6	
FA '99	1462	6826	21.0		2424	6425	34.7		1790	5459	25.7		1414	5392	20.3		645	3436	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

		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 '00	15	138	.2	.8	8	87	.1	.7	9	50	.1	.6	15	42	.2	.8	13	30	.2	1.1
	4-Book	12	112	.2	.6	12	104	.2	1.0	14	40	.2	1.0	13	31	.2	.7	14	25	.2	1.1
WAEL-AM	FA '00	14	158	.2	.7	13	123	.2	1.1	31	83	.4	2.1	18	29	.3	.9	9	12	.1	.7
	4-Book	17	178	.2	.9	13	123	.2	1.1	32	70	.5	2.2	16	35	.3	.8	11	21	.2	.9
WAEL-FM	FA '00	25	286	.4	1.3	19	188	.3	1.6	13	45	.2	.9	36	86	.5	1.9	8	42	.1	.6
	4-Book	20	228	.3	1.1	**	**	**	**	15	38	.2	1.0	35	75	.5	1.9	16	44	.2	1.3
WALD-AM	FA '00	17	120	.2	.9	6	55	.1	.5	13	26	.2	.9	7	21	.1	.4	5	18	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00	58	480	.8	3.0	* 34	215	.5	2.8	45	107	.6	3.0	59	132	.8	3.1	35	84	.5	2.8
	4-Book	49	432	.7	2.6	29	237	.4	2.4	53	125	.8	3.6	42	120	.6	2.2	23	60	.3	1.8
WBRQ-FM	FA '00	12	116	.2	.6	4	47	.1	.3	6	9	.1	.4	7	30	.1	.4	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	8	191	.1	.4	6	79	.1	.5	4	22	.1	.3	14	38	.2	.7	5	18	.1	.4
	4-Book	7	159	.1	.4	4	68	.1	.4	2	11	.1	.1	10	29	.2	.5	5	20	.1	.4
WCMA-FM	FA '00	49	488	.7	2.6	23	290	.3	1.9	42	112	.6	2.8	44	120	.6	2.3	15	49	.2	1.2
	4-Book	64	584	.9	3.4	34	356	.5	2.8	48	140	.7	3.2	60	163	.8	3.2	37	93	.5	3.0
WCMN-AM	FA '00	33	244	.5	1.7	13	137	.2	1.1	34	82	.5	2.3	36	73	.5	1.9	10	27	.1	.8
	4-Book	28	188	.4	1.5	12	105	.2	1.0	28	63	.4	2.0	18	49	.3	1.0	11	20	.2	.9
WCMN-FM	FA '00	26	250	.4	1.4	12	166	.2	1.0	7	25	.1	.5	10	40	.1	.5	27	72	.4	2.2
	4-Book	18	205	.3	1.0	12	126	.2	1.0	14	34	.2	1.0	14	49	.2	.7	17	41	.2	1.4
WCOM-FM	FA '00	13	258	.2	.7	12	151	.2	1.0	29	50	.4	1.9	31	76	.4	1.6	19	41	.3	1.5
	4-Book	17	291	.3	.9	12	151	.2	1.0	21	56	.3	1.5	25	70	.4	1.3	16	47	.2	1.3
WCTA-FM	FA '00	8	102	.1	.4	21	112	.3	1.8	3	7	.2	.2	22	48	.3	1.2	34	44	.5	2.7
	4-Book	9	136	.1	.5	12	96	.2	1.0	3	9	.2	.2	22	51	.3	1.2	19	41	.3	1.6
WEGM-FM	FA '00	6	85	.1	.3	3	35	.3	.3	2	8	.1	.1	6	22	.1	.3	1	1	.1	.1
	4-Book	6	110	.1	.3	3	50	.3	.3	3	11	.1	.2	5	18	.1	.3	4	18	.1	.3
VENA-AM	FA '00	14	75	.2	.7	9	40	.1	.8	22	32	.3	1.5	4	19	.1	.2	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VERR-FM	FA '00	12	146	.2	.6	9	117	.1	.8	8	10	.1	.5	17	48	.2	.9	6	23	.1	.5
	4-Book	22	233	.3	1.2	12	141	.2	1.0	12	39	.2	.8	23	56	.3	1.2	11	35	.2	.9
WXS-AM	FA '00	6	40	.1	.3	8	40	.1	.7	**	**	**	**	7	22	.1	.4	10	14	.1	.8
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	7	73	.1	.4	2	48	.2	.2	1	6	.1	.1	1	13	.1	.1	1	13	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFID-FM																				
FA '00	78	692	1.1	4.1	39	369	.6	3.3	47	152	.7	3.1	67	168	1.0	3.5	44	129	.6	3.6
4-Book	92	729	1.3	4.9	46	415	.7	3.9	48	139	.7	3.3	69	196	1.0	3.6	59	151	.9	4.8
WIAC-AM																				
FA '00	14	228	.2	.7	8	88	.1	.7	20	45	.3	1.3	11	11	.2	.6				
4-Book	17	191	.2	.9	11	115	.2	.9	31	58	.4	2.1	13	42	.2	.7	6	9	.1	.5
WIAC-FM																				
FA '00	79	740	1.1	4.1	27	406	.4	2.3	27	116	.4	1.8	40	98	.6	2.1	32	112	.5	2.6
4-Book	80	757	1.1	4.2	33	394	.5	2.8	39	121	.6	2.7	57	168	.9	3.0	45	126	.7	3.7
WIDA-AM																				
FA '00	4	41	.1	.2	5	42	.1	.4	4	11	.1	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM																				
WQQZ-FM																				
FA '00	9	90	.1	.5	3	35	**	.3	3	12	**	.2	6	25	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM																				
FA '00	128	990	1.8	6.7	72	626	1.0	6.0	82	188	1.2	5.5	149	348	2.1	7.8	91	215	1.3	7.4
4-Book	94	886	1.3	5.0	47	457	.7	4.0	49	133	.7	3.4	97	245	1.4	5.1	58	130	.8	4.7
WIOB-FM																				
FA '00	67	460	1.0	3.5	42	292	.6	3.5	27	69	.4	1.8	75	157	1.1	3.9	51	121	.7	4.1
4-Book	43	333	.6	2.3	29	217	.4	2.4	33	73	.5	2.3	56	114	.8	2.9	38	88	.6	3.1
WIOC-FM																				
FA '00	47	265	.7	2.5	21	159	.3	1.8	23	54	.3	1.5	49	108	.7	2.6	13	45	.2	1.1
4-Book	24	178	.4	1.3	18	135	.3	1.5	20	49	.3	1.4	30	63	.5	1.6	14	37	.2	1.1
WISA-AM																				
FA '00	17	65	.2	.9	5	49	.1	.4					10	33	.1	.5	4	16	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM																				
FA '00	10	132	.1	.5	*	8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	36	341	.5	1.9	16	172	.2	1.3	14	47	.2	.9	12	48	.2	.6	8	30	.1	.6
4-Book	34	327	.5	1.8	15	137	.2	1.2	20	50	.3	1.4	25	70	.4	1.3	16	38	.2	1.3
WKAQ-AM																				
FA '00	99	967	1.4	5.2	49	533	.7	4.1	90	284	1.3	6.0	104	216	1.5	5.4	46	140	.7	3.7
4-Book	106	1015	1.5	5.7	40	470	.6	3.3	77	237	1.1	5.3	63	154	.9	3.3	27	76	.4	2.2
WKAQ-FM																				
FA '00	99	1016	1.4	5.2	60	559	.9	5.0	80	223	1.1	5.3	145	291	2.1	7.6	61	167	.9	4.9
4-Book	81	982	1.2	4.3	57	577	.8	4.8	64	185	.9	4.4	133	298	1.9	7.0	60	172	.9	4.9
WKFE-AM																				
FA '00	2	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	4	55	.1	.2	* 2	36		.2	9	25	.1	.6	5	13	.1	.3				
4-Book	4	61	.1	.2	3	47		.3	3	10		.2	7	24	.1	.4	2	7		.2
WKSA-FM																				
FA '00	12	110	.2	.6	6	102	.1	.5					16	47	.2	.8	4	12	.1	.3
4-Book	16	115	.2	.8	9	74	.1	.7	6	18	.1	.4	16	39	.2	.8	2	6	.1	.2
WKVM-AM																				
FA '00	13	140	.2	.7	17	106	.2	1.4	30	55	.4	2.0	2	11	.1	.1				
4-Book	13	123	.2	.7	15	115	.2	1.2	17	33	.2	1.2	10	23	.1	.5	8	16	.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 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	
WLUZ-AM																				
FA '00	11	122	.2	.6	1	29	.1													
4-Book	18	120	.3	.9	3	46	.3	2	4	.1		4	29	.1	.2	1	5	.1		
WMEG-FM																				
FA '00	30	553	.4	1.6	20	307	.3	1.7	17	52	.2	1.1	29	113	.4	1.5	28	115	.4	2.3
4-Book	26	471	.4	1.4	20	264	.3	1.7	17	42	.2	1.2	32	102	.5	1.7	25	76	.4	2.1
WNEL-AM																				
FA '00	14	194	.2	.7	17	92	.2	1.4	12	41	.2	.8	26	30	.4	1.4	26	44	.4	2.1
4-Book	9	121	.1	.5	11	78	.2	.9	17	36	.3	1.1	14	20	.2	.7	11	21	.2	.9
WNRT-FM																				
FA '00	21	244	.3	1.1	20	173	.3	1.7	34	101	.5	2.3	30	94	.4	1.6	12	50	.2	1.0
4-Book	45	315	.6	2.4	34	229	.5	2.8	44	107	.6	3.0	45	123	.7	2.4	31	71	.4	2.5
WORO-FM																				
FA '00	55	611	.8	2.9	63	617	.9	5.3	18	56	.3	1.2	22	57	.3	1.2	56	120	.8	4.5
4-Book	63	594	.9	3.4	75	604	1.1	6.3	37	106	.6	2.6	76	175	1.1	4.0	51	113	.7	4.1
WOSO-AM																				
FA '00	7	76	.1	.4	2	47	.2		5	23	.1	.3	4	13	.1	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
FA '00	9	168	.1	.5	14	142	.2	1.2	13	40	.2	.9	23	85	.3	1.2	16	40	.2	1.3
4-Book	16	261	.2	.8	16	184	.2	1.4	19	40	.3	1.3	26	86	.4	1.4	20	45	.3	1.6
WPAB-AM																				
FA '00	19	148	.3	1.0	14	68	.2	1.2	21	54	.3	1.4	12	51	.2	.6	15	26	.2	1.2
4-Book	18	159	.3	1.0	9	70	.1	.8	12	34	.2	.8	10	31	.2	.5	13	20	.2	1.1
WPRM-FM																				
FA '00	175	1370	2.5	9.2	84	598	1.2	7.0	116	208	1.7	7.7	120	282	1.7	6.3	96	234	1.4	7.8
4-Book	163	1231	2.3	8.6	71	578	1.0	5.9	101	215	1.5	7.0	105	244	1.5	5.5	92	200	1.4	7.5
WPRP-AM																				
FA '00	1	26	.1		3	19	.3													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	13	137	.2	.7	10	66	.1	.8	9	15	.1	.6	26	43	.4	1.4	6	25	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	16	135	.2	.8	5	51	.1	.4	15	24	.2	1.0	9	15	.1	.5				
4-Book	21	174	.3	1.1	9	95	.1	.8	18	37	.3	1.2	10	23	.2	.6	6	15	.1	.5
WTPM-FM																				
FA '00	14	105	.2	.7	* 11	74	.2	.9	26	41	.4	1.7	8	34	.1	.4	5	20	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQJ-FM																				
FA '00	28	294	.4	1.5	30	197	.4	2.5	25	91	.4	1.7	55	158	.8	2.9	46	110	.7	3.7
4-Book	28	290	.4	1.5	22	205	.3	1.8	14	51	.2	1.0	39	107	.6	2.1	35	84	.5	2.9
WUNO-AM																				
FA '00	28	324	.4	1.5	11	134	.2	.9	11	35	.2	.7	7	40	.1	.4	8	19	.1	.6
4-Book	22	234	.3	1.2	10	116	.2	.8	13	32	.2	.9	9	31	.1	.5	7	15	.1	.5
WVJP-FM																				
FA '00	49	458	.7	2.6	34	251	.5	2.8	51	144	.7	3.4	71	140	1.0	3.7	56	127	.8	4.5
4-Book	36	393	.5	2.0	26	241	.4	2.2	32	108	.5	2.2	53	135	.7	2.8	30	64	.4	2.4
WVOZ-FM																				
FA '00	6	138	.1	.3	4	73	.1	.3					3	18	.2		2	11	.2	
4-Book	3	77	.2		4	63	.1	.3	3	13	.1	.2	2	15	.1		1	3	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WXEW-AM																				
FA '00	5	48	.1	.3	* 4	47	.1	.3	4	7	.1	.3	3	25	.2	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM																				
FA '00	14	337	.2	.7	9	150	.1	.8	6	28	.1	.4	18	74	.3	.9	4	21	.1	.3
4-Book	25	368	.3	1.3	15	161	.2	1.3	5	23	.1	.4	33	93	.5	1.7	14	35	.2	1.1
WYQE-FM																				
FA '00	4	65	.1	.2	3	22	.3	.3	5	20	.1	.3	5	21	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
FA '00	58	368	.8	3.0	22	193	.3	1.8	17	55	.2	1.1	56	120	.8	2.9	31	82	.4	2.5
4-Book	48	357	.7	2.6	25	213	.4	2.1	29	89	.4	2.0	51	120	.7	2.7	27	65	.4	2.2
WZMT-FM																				
FA '00	6	85	.1	.3	3	31	.3	.3	1	6	.1	.1	15	23	.2	.8	6	17	.1	.5
4-Book	11	100	.2	.6	10	86	.1	.8	9	26	.1	.6	23	44	.3	1.2	14	40	.2	1.1
WZNT-FM																				
FA '00	49	561	.7	2.6	68	539	1.0	5.7	78	190	1.1	5.2	98	238	1.4	5.1	91	211	1.3	7.4
4-Book	55	581	.8	2.9	58	493	.9	4.8	46	131	.7	3.1	94	225	1.4	4.9	80	184	1.2	6.5
TOTALS																				
FA '00	1910	6640	27.2		1195	5670	17.0		1501	3486	21.4		1913	3813	27.2		1237	2728	17.6	
4-Book	1883	6605	27.0		1196	5656	17.1		1459	3384	20.9		1894	3890	27.1		1230	2686	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

		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 '00					3	7	.3		12	29	.2	.7	7	7	.1	.7	6	7	.1	1.1	
	4-Book	8	19	.1	1.1	12	29	.2	1.2	18	41	.3	1.1	12	20	.2	1.2	7	13	.1	1.2	
Wael-AM	FA '00	5	20	.1	.7	7	24	.1	.7	22	40	.3	1.3	10	34	.1	1.0					
	4-Book	8	22	.1	1.3	12	27	.2	1.2	15	33	.2	.9	6	20	.1	.6	5	8	.1	.9	
Wael-FM	FA '00	2	7		.3	6	20	.1	.6	51	123	.7	3.0	28	65	.4	2.8	3	18		.6	
	4-Book	6	18	.1	.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WALO-AM	FA '00					17	47	.2	1.8	6	35	.1	.4					6	17	.1	1.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00	* 34	65	.5	4.8	21	54	.3	2.2	22	58	.3	1.3	12	38	.2	1.2	* 37	65	.5	7.0	
	4-Book	27	50	.4	3.8	25	72	.4	2.6	23	61	.3	1.5	13	39	.2	1.3	24	53	.3	4.3	
WBRQ-FM	FA '00	1	10		.1	2	6		.2	8	15	.1	.5	7	15	.1	.7					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	7	21	.1	1.0					6	11	.1	.4	9	21	.1	.9	2	10		.4	
	4-Book	4	15	.1	.5		1			3	9	.1	.2	6	21	.1	.6	2	10		.3	
WCMA-FM	FA '00	14	35	.2	2.0	19	30	.3	2.0	24	80	.3	1.4	17	66	.2	1.7	5	23	.1	.9	
	4-Book	13	44	.2	1.9	19	59	.3	1.9	39	115	.5	2.5	33	116	.5	3.1	21	67	.3	3.7	
WCMN-AM	FA '00					7	30	.1	.7	3	9		.2	5	9	.1	.5	11	32	.2	2.1	
	4-Book	2	6		.3	14	32	.2	1.4	8	15	.1	.5	8	15	.1	.8	8	18	.1	1.4	
WCMN-FM	FA '00	1	8		.1	22	67	.3	2.3	26	60	.4	1.5	5	6	.1	.5	1	6		.2	
	4-Book	4	13	.1	.6	14	33	.2	1.5	21	53	.3	1.3	8	16	.1	.7	6	17	.1	1.1	
WCOM-FM	FA '00					10	21	.1	1.0	7	30	.1	.4					6	11	.1	1.0	
	4-Book	7	21	.1	1.0	9	22	.1	1.0	9	32	.1	.6	2	7		.2	6	11	.1	1.0	
WCTA-FM	FA '00	21	54	.3	3.0	14	39	.2	1.4	27	50	.4	1.6	36	62	.5	3.7	14	39	.2	2.6	
	4-Book	9	24	.1	1.3	5	15	.1	.5	14	28	.2	.9	16	36	.2	1.6	10	29	.1	1.7	
WEGM-FM	FA '00					3	14		.3	8	13	.1	.5	4	12	.1	.4					
	4-Book		4			4	9	.1	.4	6	13	.1	.4	2	11	.1	.2	2	5		.3	
WENA-AM	FA '00	9	28	.1	1.3	16	26	.2	1.7	19	19	.3	1.1									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM	FA '00	10	25	.1	1.4	4	16	.1	.4	13	51	.2	.8	6	35	.1	.6	4	15	.1	.8	
	4-Book	8	29	.1	1.3	11	38	.2	1.1	10	40	.1	.6	12	36	.2	1.2	6	19	.1	1.1	
WEXS-AM	FA '00	8	14	.1	1.1	14	32	.2	1.4	10	25	.1	.6	5	14	.1	.5	11	14	.2	2.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	2	12		.3	4	15	.1	.4	4	17	.1	.2									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

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			
WFID-FM	FA '00	34	83	.5	4.8	14	41	.2	1.4	41	110	.6	2.4	23	65	.3	2.3	34	72	.5	6.4	
4-Book		42	104	.6	6.2	24	70	.4	2.5	40	112	.6	2.5	35	83	.5	3.3	45	92	.7	7.9	
WIAC-AM	FA '00	9	21	.1	1.3	10	39	.1	1.0	11	22	.2	.6					6	23	.1	1.1	
4-Book		8	20	.1	1.2	17	40	.2	1.7	10	23	.1	.6	5	11	.1	.5	2	10		.4	
WIAC-FM	FA '00	19	58	.3	2.7	8	33	.1	.8	37	135	.5	2.2	43	100	.6	4.4	11	34	.2	2.1	
4-Book		15	54	.2	2.2	11	34	.1	1.1	48	120	.7	3.0	37	83	.5	3.5	9	36	.2	1.7	
WIDA-AM	FA '00					6	20	.1	.6					6	23	.1	.6	23	23	.3	4.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM	FA '00					1	12	.1		6	22	.1	.4	5	12	.1	.5	2	12		.4	
WQOZ-FM	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM	FA '00	52	147	.7	7.4	57	137	.8	5.9	67	166	1.0	3.9	38	70	.5	3.9	35	143	.5	6.6	
4-Book		26	71	.4	3.8	37	102	.5	3.8	51	133	.8	3.2	33	75	.5	3.1	24	81	.3	4.3	
WIOB-FM	FA '00	22	74	.3	3.1	12	33	.2	1.2	66	126	.9	3.9	51	108	.7	5.2	24	71	.3	4.5	
4-Book		12	31	.2	1.6	13	43	.2	1.3	34	72	.5	2.1	37	79	.5	3.5	11	37	.2	2.1	
WIOC-FM	FA '00	7	26	.1	1.0	15	30	.2	1.6	36	84	.5	2.1	14	48	.2	1.4	6	10	.1	1.1	
4-Book		8	26	.1	1.2	15	33	.2	1.6	27	62	.4	1.7	19	35	.3	1.8	6	16	.1	1.2	
WISA-AM	FA '00	5	16	.1	.7					3	16		.2	18	32	.3	1.8					
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISQ-AM	FA '00	* 4	8	.1	.6													*				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM	FA '00	5	30	.1	.7	13	36	.2	1.3	30	73	.4	1.8	26	48	.4	2.6	21	57	.3	4.0	
4-Book		4	19	.1	.6	10	33	.2	1.0	21	53	.3	1.3	17	38	.3	1.7	6	23	.1	1.2	
WKAQ-AM	FA '00	22	85	.3	3.1	59	145	.8	6.1	32	91	.5	1.9	27	43	.4	2.7	14	69	.2	2.6	
4-Book		18	50	.2	2.6	61	161	.9	6.2	34	88	.5	2.2	23	55	.4	2.2	19	59	.3	3.3	
WKAQ-FM	FA '00	39	134	.6	5.5	29	104	.4	3.0	81	219	1.2	4.8	26	88	.4	2.6	14	42	.2	2.6	
4-Book		20	80	.3	3.0	24	89	.4	2.5	84	206	1.2	5.3	55	147	.8	5.2	14	48	.2	2.4	
WKFE-AM	FA '00																					
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM	FA '00					5	20	.1	.5	5	11	.1	.3	1	3			*	4	11	.1	.8
4-Book																			1	3		.2
WKSA-FM	FA '00	3	16		.4	3	12		.3	11	33	.2	.6	8	16	.1	.8	1	5		.2	
4-Book		**	**	**	**	6	22	.1	.6	13	29	.2	.8	7	12	.1	.7	**	**	**	**	
WKVM-AM	FA '00	18	30	.3	2.6	28	52	.4	2.9	24	41	.3	1.4	18	41	.3	1.8	15	30	.2	2.8	
4-Book		8	17	.1	1.3	27	63	.4	2.7	26	43	.4	1.6	16	39	.2	1.5	7	20	.1	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																				
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	
WLUZ-AM FA '00 4-Book	2	9	.3					4	10	.2		3	9	.3		4	9	.1	.8	
																3	9	.1	.6	
WMEG-FM FA '00 4-Book	11 17	30 41	.2 .2	1.6 2.6	12 11	42 26	.2 .2	1.2 1.1	22 23	107 88	.3 .3	1.3 1.5	25 15	61 48	.4 .2	2.5 1.5	15 20	30 52	.2 .3	2.8 3.7
WNEL-AM FA '00 4-Book	19 9	30 16	.3 .1	2.7 1.3	5	16	.1	.5	33 16	59 30	.5 .3	1.9 1.0	13 8	43 24	.2 .1	1.3 .8	5	11	.1	.9
WNRT-FM FA '00 4-Book	12 24	43 62	.2 .4	1.7 3.7	32 47	95 114	.5 .7	3.3 4.8	18 32	63 90	.3 .5	1.1 2.0	11 19	42 43	.2 .3	1.1 1.8	10 27	24 71	.1 .4	1.9 4.7
WORO-FM FA '00 4-Book	36 **	122 **	.5 **	5.1 **	41 43	123 137	.6 .6	4.2 4.4	219 204	382 365	3.1 2.9	12.9 12.9	87 100	194 211	1.2 1.4	8.8 9.5	14 **	34 **	.2 **	2.6 **
WOSO-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	1 **	11 **	.1 **	**	3 **	11 **	.6 **	**
WOYE-FM FA '00 4-Book	9 8	23 21	.1 .1	1.3 1.2	11 18	45 39	.2 .3	1.1 1.8	21 15	52 55	.3 .2	1.2 1.0	15 14	30 36	.2 .2	1.5 1.3	8	24	.1	1.4
WPAB-AM FA '00 4-Book	12 3	26 8	.2 .1	1.7 .5	18 11	35 20	.3 .2	1.9 1.2	9 12	34 44	.1 .2	.5 .8	9 7	11 11	.1 .1	.9 .7	15 5	26 17	.2 .1	2.8 1.0
WPRM-FM FA '00 4-Book	70 35	156 96	1.0 .5	10.0 5.3	54 51	129 117	.8 .7	5.6 5.1	116 88	236 188	1.7 1.3	6.8 5.5	73 70	157 162	1.0 1.0	7.4 6.6	28 33	74 85	.4 .5	5.3 5.9
WPRP-AM FA '00 4-Book	**	**	**	**	7 **	19 **	.1 **	.7 **	15 **	19 **	.2 **	.9 **	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book	**	**	**	**	4 **	15 **	.1 **	.4 **	26 **	56 **	.4 **	1.5 **	11 **	15 **	.2 **	1.1 **	**	**	**	**
WRIO-FM FA '00 4-Book	1 2	8 8	.1 .1	.4 .4	5 11	20 26	.1 .2	.5 1.2	10 13	20 31	.1 .2	.6 .8	2 11	20 27	.2 .2	1.0 1.0	2	7		.4
WTPM-FM FA '00 4-Book	* **	** **	** **	** **	28 **	40 **	.4 **	2.9 **	16 **	37 **	.2 **	.9 **	1 **	2 **	.1 **	**	* **	1 **	2 **	.2 **
WUKQ-FM FA '00 4-Book	19 12	27 29	.3 .2	2.7 1.7	15 9	46 32	.2 .1	1.6 1.0	39 31	66 74	.6 .5	2.3 2.0	33 25	68 54	.5 .4	3.3 2.4	6 5	15 22	.1 .1	1.1 .9
WUNO-AM FA '00 4-Book	6 9	26 19	.1 .1	.9 1.4	28 24	71 58	.4 .4	2.9 2.4	20 9	57 26	.3 .1	1.2 .6	3 3	10 8	.3 .2		5 5	20 16	.1 .1	.9 .9
WVJP-FM FA '00 4-Book	21 12	60 37	.3 .2	3.0 1.8	12 9	36 35	.2 .2	1.2 .9	31 42	104 103	.4 .6	1.8 2.7	19 18	38 32	.3 .3	1.9 1.7	12 9	21 21	.2 .1	2.3 1.5
WVOZ-FM FA '00 4-Book	3	10		.5	3	9	.1	.3	14 10	45 26	.2 .2	.8 .6	12 8	28 27	.2 .1	1.2 .8	2	7		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

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
WXEV-AM FA '00 4-Book	* **	**	**	**	* 10 **	15 **	.1 **	1.0 **	15 **	47 **	.2 **	.9 **	**	**	**	**	*	**	**	**
WXYX-FM FA '00 4-Book	14 20	32 44	.2 .3	2.0 3.2	6 4	20 19	.1 .1	.6 .4	12 20	28 47	.2 .3	.7 1.3	13 14	39 31	.2 .2	1.3 1.3	4	17	.1	.7
WYQE-FM FA '00 4-Book	**	**	**	**	1 **	8 **	.1 **	.1 **	8 **	21 **	.1 **	.5 **	4 **	12 **	.1 **	.4 **	**	**	**	**
WZAR-FM FA '00 4-Book	2 15	14 37	.3 .2	2.3	6 10	21 27	.1 .2	.6 1.1	40 28	83 69	.6 .4	2.4 1.8	24 28	58 58	.3 .4	2.4 2.7	1 13	10 28	.2 .2	2.3
WZMT-FM FA '00 4-Book	3	12	.4		7	20	.1	.7	10	32	.1	.6	11	21	.2	1.0	4	15	.1	.6
WZNT-FM FA '00 4-Book	31 34	112 93	.4 .5	4.4 5.1	63 37	122 79	.9 .5	6.5 3.8	88 83	201 202	1.3 1.2	5.2 5.2	73 68	141 125	1.0 1.0	7.4 6.5	27 22	82 66	.4 .3	5.1 4.0
TOTALS FA '00 4-Book	703 666	1857 1694	10.0 9.5		966 979	2355 2376	13.8 14.0		1699 1588	3368 3238	24.2 22.7		986 1054	2087 2230	14.0 15.1		530 561	1366 1428	7.5 8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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 '00																				
SU '00	25			1	11		.1		11				7							
SP '00	1	10	.2									3	10	.1	.4	3	10	.1	.6	
WI '00	2	18	.4	9	9	.2	1.3	4	9	.1	1.2									
4-Book	1	13	.2	3	5	.1	.4	1	5		.3	1	4		.1	1	3		.2	
FA '99		27		1	27		.2													
VAEL-AM																				
FA '00		20			10															
SU '00	1	26	.2	4	19	.1	.6						7							
SP '00	3	27	.1	8	27	.2	1.0					1	14		.1					
WI '00	1	49	.2					1	6		.3	1	6		.1					
4-Book	1	31	.2	3	14	.1	.4		2		.1	1	7		.1					
FA '99																				
VAEL-FM																				
FA '00	13	261	.3	2.3	17	160	.4	2.3	10	96	.3	3.1	17	153	.4	2.4	17	154	.4	3.1
SU '00	10	210	.2	1.7	10	73	.2	1.4	15	101	.4	2.9	9	67	.2	1.3	6	46	.1	1.2
SP '00	11	182	.3	1.8	18	90	.4	2.2	12	130	.3	2.5	4	29	.1	.6	7	42	.2	1.4
WI '00	10	222	.2	1.9	13	135	.3	1.9	5	102	.1	1.5	12	117	.3	1.7	12	71	.3	3.0
4-Book	11	219	.3	1.9	15	115	.3	2.0	11	107	.3	2.5	11	92	.3	1.5	11	78	.3	2.2
FA '99	7	233	.2	1.2	4	72	.1	.6	9	127	.2	2.3	5	97	.1	.7	5	110	.1	1.0
VALD-AM																				
FA '00		15						1	15		.3	1	15		.1	1	15		.2	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99		6			6															
WAPA-AM																				
FA '00	*	8														*	8			
SU '00		35		1	14		.1										14			
SP '00	1	25	.2		13			1	13		.2	1	13		.1	1	13		.2	
WI '00	1	49	.2	4	27	.1	.6													
4-Book	1	29	.1	1	14		.2		3		.1		3				9		.1	
FA '99		57			16							1	20		.1					
WBRQ-FM																				
FA '00	4	92	.1	.7	3	28	.1	.4	4	17	.1	1.3	3	42	.1	.4	2	24	.1	.4
SU '00	5	142	.1	.8	6	71	.1	.8	4	34	.1	.8	4	46	.1	.6	6	53	.1	1.2
SP '00	2	79	.3		1	17	.1		1	35	.2		3	39	.1	.4	5	35	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
FA '00	10	309	.3	1.7	4	85	.1	.5	3	54	.1	.9	16	169	.4	2.3	19	121	.5	3.5
SU '00	5	204	.1	.8	9	83	.2	1.3	6	64	.1	1.2	2	24		.3	6	93	.1	1.2
SP '00	9	304	.2	1.5	9	128	.2	1.1	5	81	.1	1.1	14	198	.3	2.0	10	155	.2	2.1
WI '00	7	178	.2	1.4	11	88	.3	1.6	4	104	.1	1.2	8	71	.2	1.2	5	46	.1	1.2
4-Book	8	249	.2	1.4	8	96	.2	1.1	5	76	.1	1.1	10	116	.2	1.5	10	104	.2	2.0
FA '99	14	192	.3	2.5		5			10	56	.2	2.5	16	93	.4	2.3	16	51	.4	3.2
WCMA-FM																				
FA '00	17	357	.4	3.0	22	109	.6	3.0	7	76	.2	2.2	30	154	.8	4.2	18	174	.5	3.3
SU '00	10	442	.2	1.7	11	177	.3	1.5	11	195	.3	2.1	10	119	.2	1.4	5	86	.1	1.0
SP '00	29	515	.7	4.8	36	233	.9	4.5	21	220	.5	4.4	38	237	.9	5.4	21	203	.5	4.3
WI '00	30	513	.7	5.8	16	178	.4	2.4	21	230	.5	6.3	43	309	1.1	6.2	33	274	.8	8.2
4-Book	22	457	.5	3.8	21	174	.6	2.9	15	180	.4	3.8	30	205	.8	4.3	19	184	.5	4.2
FA '99	32	751	.8	5.7	33	375	.8	5.1	17	212	.4	4.3	55	450	1.4	7.7	31	369	.8	6.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH	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
WCMN-AM																				
FA '00	1	11		.2	2	11	.1	.3	1	11		.3								
SU '00		50			3	50	.1	.4												
SP '00																				
WI '00	1	21		.2	3	11	.1	.4					1	9		.1				
4-Book	1	21		.1	2	18	.1	.3		3		.1		2				3		
FA '99		12																		
WCMN-FM																				
FA '00	17	319	.4	3.0	18	89	.5	2.4	7	111	.2	2.2	24	203	.6	3.4	14	122	.4	2.6
SU '00	27	309	.7	4.6	23	146	.6	3.2	21	206	.5	4.0	36	163	.9	5.2	24	168	.6	4.7
SP '00	10	241	.2	1.7	14	130	.3	1.7	5	91	.1	1.1	12	90	.3	1.7	6	91	.1	1.2
WI '00	20	322	.5	3.9	26	161	.6	3.9	18	141	.4	5.4	13	197	.3	1.9	13	117	.3	3.2
4-Book	19	298	.5	3.3	20	132	.5	2.8	13	137	.3	3.2	21	163	.5	3.1	14	125	.4	2.9
FA '99	17	271	.4	3.0	10	140	.2	1.6	11	112	.3	2.8	33	186	.8	4.6	11	104	.3	2.2
WCOM-FM																				
FA '00	18	647	.5	3.1	35	290	.9	4.8	9	180	.2	2.8	22	212	.6	3.1	11	153	.3	2.0
SU '00	24	752	.6	4.1	43	258	1.1	6.0	36	430	.9	6.9	16	303	.4	2.3	9	149	.2	1.7
SP '00	32	792	.8	5.3	44	297	1.1	5.5	23	233	.6	4.8	31	346	.8	4.4	30	266	.7	6.2
WI '00	25	745	.6	4.8	31	361	.8	4.6	11	203	.3	3.3	30	235	.7	4.3	25	282	.6	6.2
4-Book	25	734	.6	4.3	38	302	1.0	5.2	20	262	.5	4.5	25	274	.6	3.5	19	213	.5	4.0
FA '99	45	1047	1.1	8.0	56	436	1.4	8.7	30	437	.7	7.5	55	554	1.4	7.7	37	432	.9	7.4
WCTA-FM																				
FA '00	10	144	.3	1.7	6	55	.2	.8	1	29		.3	10	55	.3	1.4	2	40	.1	.4
SU '00	1	44		.2	1	7		.1	1	11		.2	2	26		.3	1	10		.2
SP '00	2	99		.3	1	12		.1	2	49		.4	4	35	.1	.6	4	43	.1	.8
WI '00	6	156	.1	1.2	4	64	.1	.6	3	76	.1	.9	10	44	.2	1.4	6	67	.1	1.5
4-Book	5	111	.1	.9	3	35	.1	.4	2	41		.5	7	40	.2	.9	3	40	.1	.7
FA '99	8	171	.2	1.4	7	107	.2	1.1	4	45	.1	1.0	16	58	.4	2.3	7	27	.2	1.4
WEGM-FM																				
FA '00	13	219	.3	2.3	15	151	.4	2.0	4	67	.1	1.3	24	134	.6	3.4	11	131	.3	2.0
SU '00	10	125	.2	1.7	6	58	.1	.8	4	48	.1	.8	27	78	.7	3.9	7	61	.2	1.4
SP '00	14	142	.3	2.3	6	53	.1	.7	23	72	.6	4.8	22	120	.5	3.2	6	60	.1	1.2
WI '00	14	197	.3	2.7	13	136	.3	1.9	8	87	.2	2.4	7	99	.2	1.0	18	64	.4	4.5
4-Book	13	171	.3	2.3	10	100	.2	1.4	10	69	.3	2.3	20	108	.5	2.9	11	79	.3	2.3
FA '99	11	135	.3	2.0	15	102	.4	2.3	6	64	.1	1.5	9	86	.2	1.3	9	68	.2	1.8
WENA-AM																				
FA '00	1	12		.2	4	12	.1	.5												
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM																				
FA '00	1	43		.2	2	33	.1	.3					3	32	.1	.4		11		
SU '00	9	162	.2	1.5	14	119	.3	2.0	1	29		.2	11	109	.3	1.6	9	68	.2	1.7
SP '00	1	64		.2	3	54	.1	.4					1	13		.1				
WI '00	2	162		.4	5	75	.1	.7	2	41		.6	2	46		.3	2	39		.5
4-Book	3	108	.1	.6	6	70	.2	.9	1	18		.2	4	50	.1	.6	3	30	.1	.6
FA '99	2	127		.4	1	24		.2					2	60		.3	3	70	.1	.6
WEXS-AM																				
FA '00																				
SU '00	2	27		.3	4	16	.1	.6	3	8	.1	.6	1	8		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
+VFDT-FM																				
FA '00	1	40	.2	2	19	.1	.3					1	21	.1		21				
SU '00		8										2	8	.3						
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	92	.3	2.1	4	42	.1	.6	2	21	.6	23	57	.6	3.3	8	73	.2	2.0	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	2	50	.4	2	23	.3		1	19	.3		1	24	.1		3	34	.1	.6	
WFID-FM																				
FA '00	17	368	.4	3.0	16	123	.4	2.2	4	66	.1	1.3	10	82	.3	1.4	36	185	.9	6.6
SU '00	12	398	.3	2.0	16	110	.4	2.2	10	158	.2	1.9	13	79	.3	1.9	12	120	.3	2.3
SP '00	12	357	.3	2.0	13	101	.3	1.6	7	73	.2	1.5	10	122	.2	1.4	19	200	.5	3.9
WI '00	19	420	.5	3.7	23	184	.6	3.4	13	129	.3	3.9	13	124	.3	1.9	22	164	.5	5.4
4-Book	15	386	.4	2.7	17	130	.4	2.4	9	107	.2	2.2	12	102	.3	1.7	22	167	.6	4.6
FA '99	13	506	.3	2.3	7	148	.2	1.1	9	142	.2	2.3	17	222	.4	2.4	13	166	.3	2.6
VIAC-AM																				
FA '00		17		2	17	.1	.3													
SU '00		14		1	14	.1	.1													
SP '00	1	38	.2	3	25	.1	.4	1	13	.2						1	13	.2		
WI '00																				
4-Book		17	.1	2	14	.1	.2		3	.1							3	.1		
FA '99		8		1	8	.2														
VIAC-FM																				
FA '00	7	384	.2	1.2	3	40	.1	.4	7	88	.2	2.2	9	163	.2	1.3	10	140	.3	1.8
SU '00	29	596	.7	4.9	41	171	1.0	5.7	41	296	1.0	7.9	30	241	.7	4.3	23	138	.6	4.5
SP '00	11	343	.3	1.8	34	169	.8	4.2	3	67	.1	.6	9	121	.2	1.3	10	104	.2	2.1
WI '00	12	424	.3	2.3	21	154	.5	3.1	9	166	.2	2.7	11	119	.3	1.6	15	122	.4	3.7
4-Book	15	437	.4	2.6	25	134	.6	3.4	15	154	.4	3.4	15	161	.4	2.1	15	126	.4	3.0
FA '99	16	570	.4	2.9	24	265	.6	3.7	15	213	.4	3.8	18	240	.4	2.5	16	160	.4	3.2
VIDA-AM																				
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM																				
VQOZ-FM																				
FA '00		18						1	10	.3										
SU '00	1	26	.2	2	19	.3						1	10	.1		1	17	.2		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	33							6											
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99		25						1	25	.3										
WIOA-FM																				
FA '00	15	352	.4	2.6	5	90	.1	.7	15	87	.4	4.7	19	152	.5	2.7	26	155	.7	4.7
SU '00	13	422	.3	2.2	16	147	.4	2.2	15	183	.4	2.9	13	188	.3	1.9	14	153	.3	2.7
SP '00	3	164	.1	.5	4	44	.1	.5	6	63	.1	1.3	1	38	.1		2	36	.4	
WI '00	6	245	.1	1.2	4	72	.1	.6	4	55	.1	1.2	9	124	.2	1.3	6	30	.1	1.5
4-Book	9	296	.2	1.6	7	88	.2	1.0	10	97	.3	2.5	11	126	.3	1.5	12	94	.3	2.3
FA '99	10	288	.2	1.8	14	117	.3	2.2	4	93	.1	1.0	12	89	.3	1.7	8	115	.2	1.6
WIOB-FM																				
FA '00	4	125	.1	.7	2	35	.1	.3	2	39	.1	.6	4	56	.1	.6	6	60	.2	1.1
SU '00	4	122	.1	.7	2	41	.3		4	36	.1	.8	3	41	.1	.4	7	45	.2	1.4
SP '00	12	188	.3	2.0	18	102	.4	2.2	13	70	.3	2.7	12	83	.3	1.7	10	53	.2	2.1
WI '00	2	129	.4		5	45	.1	.7	1	52	.3		1	16	.1		2	25	.5	
4-Book	6	141	.1	1.0	7	56	.2	.9	5	49	.1	1.1	5	49	.1	.7	6	46	.2	1.3
FA '99	2	98	.4		4	37	.1	.6	2	18	.5		2	40	.3		3	51	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WIOC-FM																				
FA '00	8	148	.2	1.4	5	65	.1	.7	2	18	.1	.6	5	74	.1	.7	14	80	.4	2.6
SU '00	10	126	.2	1.7	15	43	.4	2.1	8	71	.2	1.5	6	71	.1	.9	13	53	.3	2.5
SP '00	8	139	.2	1.3	7	58	.2	.9	7	69	.2	1.5	10	70	.2	1.4	11	110	.3	2.3
WI '00	5	102	.1	1.0	6	26	.1	.9	4	43	.1	1.2	4	35	.1	.6	2	36	.5	1.5
4-Book	8	129	.2	1.4	8	48	.2	1.2	5	50	.2	1.2	6	63	.1	.9	10	70	.3	2.0
FA '99	10	91	.2	1.8	11	91	.3	1.7	13	82	.3	3.3	8	74	.2	1.1	6	43	.1	1.2
WISA-AM																				
FA '00	1	19		.2	1	19		.1	2	19	.1	.6	2	19	.1	.3				
SU '00																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISD-AM																				
FA '00	*	19			2	19	.1	.3								*				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
FA '00	13	266	.3	2.3	26	136	.7	3.5	10	97	.3	3.1	21	154	.5	3.0	4	50	.1	.7
SU '00	13	236	.3	2.2	27	111	.7	3.8	4	52	.1	.8	18	120	.4	2.6	2	37		.4
SP '00	19	255	.5	3.2	30	150	.7	3.7	19	105	.5	4.0	17	65	.4	2.4	13	43	.3	2.7
WI '00	9	156	.2	1.7	23	111	.6	3.4	2	32		.6	20	103	.5	2.9	2	28		.5
4-Book	14	228	.3	2.4	27	127	.7	3.6	9	72	.2	2.1	19	111	.5	2.7	5	40	.1	1.1
FA '99	8	207	.2	1.4	20	138	.5	3.1	3	41	.1	.8	12	106	.3	1.7	2	24		.4
WKAQ-AM																				
FA '00	3	125	.1	.5	11	102	.3	1.5	2	21	.1	.6		5			2	34	.1	.4
SU '00	3	151	.1	.5	13	122	.3	1.8	2	29		.4		2			2	27		.4
SP '00	4	124	.1	.7	9	73	.2	1.1	6	34	.1	1.3	4	57	.1	.6	2	31		.4
WI '00	1	76		.2	3	40	.1	.4	1	11		.3	2	21		.3		19		
4-Book	3	119	.1	.5	9	84	.2	1.2	3	24	.1	.7	2	21		.2	2	28		.3
FA '99	1	32		.2		12														
WKAQ-FM																				
FA '00	61	1151	1.5	10.6	70	561	1.8	9.5	33	450	.8	10.4	83	697	2.1	11.7	51	480	1.3	9.3
SU '00	50	987	1.2	8.4	43	380	1.1	6.0	47	559	1.2	9.1	60	476	1.5	8.6	47	405	1.2	9.1
SP '00	73	1356	1.8	12.2	72	636	1.8	9.0	64	648	1.6	13.5	107	793	2.6	15.3	52	552	1.3	10.7
WI '00	63	1089	1.5	12.2	69	480	1.7	10.3	48	512	1.2	14.5	91	650	2.2	13.2	37	375	.9	9.2
4-Book	62	1146	1.5	10.9	64	514	1.6	8.7	48	542	1.2	11.9	85	654	2.1	12.2	47	453	1.2	9.6
FA '99	66	1376	1.6	11.8	68	681	1.7	10.6	64	604	1.6	16.0	68	680	1.7	9.6	58	621	1.4	11.6
WKFE-AM																				
FA '00		16				16														
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM																				
FA '00	*															*				
SU '00		19								13			1	7	.1					
SP '00																				
WI '00		9				9														
4-Book		7				2				3				2						
FA '99																				

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call 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
WKSA-FM																				
FA '00	4	127	.1	.7	3	27	.1	.4	2	32	.1	.6	7	62	.2	1.0	4	57	.1	.7
SU '00	4	77	.1	.7		14			8	58	.2	1.5					**	**	**	**
SP '00	5	54	.1	.8	2	26		.2	6	45	.1	1.3					**	**	**	**
WI '00	1	23		.2						9			2	9		.3	**	**	**	**
4-Book	4	70	.1	.6	1	17		.2	4	36	.1	.9	2	18	.1	.3	**	**	**	**
FA '99	13	104	.3	2.3	9	104	.2	1.4	22	73	.5	5.5	8	25	.2	1.1	**	**	**	**
WKVM-AM																				
FA '00	2	38	.1	.3	10	38	.3	1.4												
SU '00		10							10				1	10		.1	1	10		.2
SP '00																				
WI '00	8	37	.2	1.5	16	37	.4	2.4	10	12	.2	3.0	11	21	.3	1.6		8		
4-Book	3	21	.1	.5	7	19	.2	1.0	3	6	.1	.8	3	8	.1	.4		5		.1
FA '99																				
WLUZ-AM																				
FA '00		17			1	17		.1												
SU '00	1	14		.2	3	14		.4												
SP '00		13							1	13		.2	1	13		.1				
WI '00																				
4-Book		11		.1	1	8		.1	3			.1	3							
FA '99		20			1	20		.2												
WMEG-FM																				
FA '00	82	1287	2.1	14.3	87	613	2.2	11.8	46	458	1.2	14.5	101	778	2.5	14.2	84	556	2.1	15.3
SU '00	73	999	1.8	12.3	50	383	1.2	7.0	47	429	1.2	9.1	124	661	3.0	17.8	85	549	2.1	16.5
SP '00	91	1263	2.2	15.2	103	604	2.5	12.9	63	447	1.5	13.3	125	713	3.1	17.9	97	589	2.4	20.0
WI '00	51	886	1.3	9.8	40	408	1.0	6.0	26	264	.6	7.9	87	427	2.1	12.6	53	491	1.3	13.1
4-Book	74	1109	1.9	12.9	70	502	1.7	9.4	46	400	1.1	11.2	109	645	2.7	15.6	80	546	2.0	16.2
FA '99	60	1007	1.5	10.7	65	351	1.6	10.1	43	447	1.1	10.8	101	631	2.5	14.2	56	461	1.4	11.2
WNEL-AM																				
FA '00		8				8														
SU '00		14			2	14		.3												
SP '00																				
WI '00																				
4-Book		6			1	6		.1												
FA '99																				
WNRT-FM																				
FA '00	3	70	.1	.5	2	22	.1	.3	3	24	.1	.9	4	24	.1	.6	3	39	.1	.5
SU '00	4	176	.1	.7	4	77	.1	.6	2	58		.4	4	62	.1	.6	5	93	.1	1.0
SP '00	5	139	.1	.8	3	67	.1	.4	5	32	.1	1.1		13			7	50	.2	1.4
WI '00	9	174	.2	1.7	17	112	.4	2.5	4	52	.1	1.2	20	99	.5	2.9		21		
4-Book	5	140	.1	.9	7	70	.2	1.0	4	42	.1	.9	7	50	.2	1.0	4	51	.1	.7
FA '99	3	148	.1	.5	4	22	.1	.6	2	47		.5	5	54	.1	.7	5	56	.1	1.0
WORD-FM																				
FA '00	1	45		.2		7							1	25		.1	3	13	.1	.5
SU '00	9	147	.2	1.5	5	48	.1	.7	5	48	.1	1.0	3	29	.1	.4	**	**	**	**
SP '00	10	177	.2	1.7	6	98	.1	.7	7	31	.2	1.5	15	44	.4	2.1	8	44	.2	1.7
WI '00	6	161	.1	1.2	4	53	.1	.6	5	82	.1	1.5	22	86	.5	3.2	3	43	.1	.7
4-Book	7	133	.1	1.2	4	52	.1	.5	4	40	.1	1.0	10	46	.3	1.5	**	**	**	**
FA '99		49							1	25		.3								
WOSO-AM																				
FA '00	1	11		.2					3	11	.1	.9	1	11		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WOYE-FM																				
FA '00	15	445	.4	2.6	11	161	.3	1.5	11	154	.3	3.5	25	267	.6	3.5	14	191	.4	2.6
SU '00	19	436	.5	3.2	32	177	.8	4.5	15	175	.4	2.9	25	207	.6	3.6	11	153	.3	2.1
SP '00	36	562	.9	6.0	56	354	1.4	7.0	36	288	.9	7.6	30	212	.7	4.3	16	148	.4	3.3
WI '00	22	496	.5	4.2	26	221	.6	3.9	21	209	.5	6.3	16	229	.4	2.3	16	167	.4	4.0
4-Book	23	485	.6	4.0	31	228	.8	4.2	21	207	.5	5.1	24	229	.6	3.4	14	165	.4	3.0
FA '99	30	758	.7	5.3	35	420	.9	5.4	18	225	.4	4.5	35	348	.9	4.9	27	298	.7	5.4
WPAB-AM																				
FA '00	1	67		.2	4	56	.1	.5					14							
SU '00		11			2	11		.3												
SP '00																				
WI '00		34			1	22		.1	1	12		.3								
4-Book		28		.1	2	22		.2		3		.1		4						
FA '99		17								17										
WPRM-FM																				
FA '00	46	856	1.2	8.0	119	548	3.0	16.2	29	255	.7	9.1	54	331	1.4	7.6	12	214	.3	2.2
SU '00	50	892	1.2	8.4	120	510	3.0	16.8	30	365	.7	5.8	66	441	1.6	9.5	29	266	.7	5.6
SP '00	49	851	1.2	8.2	153	596	3.8	19.1	21	206	.5	4.4	58	446	1.4	8.3	16	131	.4	3.3
WI '00	35	759	.9	6.8	103	509	2.5	15.4	17	168	.4	5.1	44	260	1.1	6.4	10	93	.2	2.5
4-Book	45	840	1.1	7.9	124	541	3.1	16.9	24	249	.6	6.1	56	370	1.4	8.0	17	176	.4	3.4
FA '99	45	1060	1.1	8.0	98	613	2.4	15.2	16	234	.4	4.0	76	518	1.9	10.7	21	198	.5	4.2
WPRP-AM																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM																				
FA '00	1	11		.2	1	11		.1	1	11		.3					1	11		.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		13							2	13		.4								
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
FA '00	9	140	.2	1.6	40	112	1.0	5.4	2	19	.1	.6	3	19	.1	.4	2	50	.1	.4
SU '00	6	148	.1	1.0	17	110	.4	2.4	4	60	.1	.8	3	13	.1	.4	2	23		.4
SP '00	4	135	.1	.7	17	87	.4	2.1	4	43	.1	.8	1	7		.1	1	19		.2
WI '00	7	160	.2	1.4	16	85	.4	2.4	2	26		.6	9	76	.2	1.3		22		
4-Book	7	146	.2	1.2	23	99	.6	3.1	3	37	.1	.7	4	29	.1	.6	1	29		.3
FA '99	5	167	.1	.9	6	60	.1	.9	4	48	.1	1.0	6	68	.1	.8	5	53	.1	1.0
WTPM-FM																				
FA '00	*	20															*			
SU '00	2	57		.3	21				3	14	.1	.6	3	36	.1	.4				
SP '00		11											1	11		.1				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	42		.4	2	12		.3					1	14		.1				
WUQO-FM																				
FA '00	28	531	.7	4.9	25	208	.6	3.4	17	222	.4	5.3	38	321	1.0	5.3	27	194	.7	4.9
SU '00	20	431	.5	3.4	14	126	.3	2.0	21	248	.5	4.0	26	216	.6	3.7	16	165	.4	3.1
SP '00	25	448	.6	4.2	23	201	.6	2.9	36	223	.9	7.6	29	269	.7	4.2	19	181	.5	3.9
WI '00	14	366	.3	2.7	21	236	.5	3.1	12	171	.3	3.6	15	209	.4	2.2	7	136	.2	1.7
4-Book	22	444	.5	3.8	21	193	.5	2.9	22	216	.5	5.1	27	254	.7	3.9	17	169	.5	3.4
FA '99	20	465	.5	3.6	14	218	.3	2.2	10	131	.2	2.5	21	233	.5	3.0	30	215	.7	6.0

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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		
WLND-AM																					
FA '00	1	28	.2	3	17	.1	.4														
SU '00		8						8				1	8	.1							
SP '00		13			13																
WI '00	2	44	.4	9	44	.2	1.3					1	19	.1		1	19	.2			
4-Book	1	23	.2	3	19	.1	.4	2				1	7	.1		5		.1			
FA '99		12		2	12		.3														
WVJP-FM																					
FA '00	14	202	.4	2.4	17	43	.4	2.3	6	56	.2	1.9	23	99	.6	3.2	19	40	.5	3.5	
SU '00	5	216	.1	.8	3	46	.1	.4	3	31	.1	.6	4	80	.1	.6	11	85	.3	2.1	
SP '00	2	69		.3		9			1	25		.2	3	33	.1	.4	2	43		.4	
WI '00	4	92	.1	.8	3	39	.1	.4	4	35	.1	1.2	7	52	.2	1.0	4	53	.1	1.0	
4-Book	6	145	.2	1.1	6	34	.2	.8	4	37	.1	1.0	9	66	.3	1.3	9	55	.2	1.8	
FA '99	1	113		.2		12			4	20			1	19		.1		12			
WVOZ-FM																					
FA '00	39	668	1.0	6.8	28	215	.7	3.8	18	188	.5	5.7	53	360	1.3	7.5	47	385	1.2	8.6	
SU '00	30	510	.7	5.1	17	181	.4	2.4	25	221	.6	4.8	32	205	.8	4.6	38	257	.9	7.4	
SP '00	8	190	.2	1.3	3	63	.1	.4	5	63	.1	1.1	5	56	.1	.7	9	65	.2	1.9	
WI '00	4	113	.1	.8					1	37		.3	1	10		.1	4	34		1.0	
4-Book	20	370	.5	3.5	12	115	.3	1.7	12	127	.3	3.0	23	158	.6	3.2	25	185	.6	4.7	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXEV-AM																					
FA '00	*	22																*	1	7	.2
SU '00		10				10							1	10		.1					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99		13			1	13	.2		1	13	.3			13							
WXYX-FM																					
FA '00	22	543	.6	3.8	39	205	1.0	5.3	19	141	.5	6.0	26	229	.7	3.7	8	136	.2	1.5	
SU '00	25	671	.6	4.2	32	219	.8	4.5	21	291	.5	4.0	30	235	.7	4.3	17	208	.4	3.3	
SP '00	29	638	.7	4.8	20	198	.5	2.5	17	216	.4	3.6	44	291	1.1	6.3	37	282	.9	7.6	
WI '00	19	533	.5	3.7	29	243	.7	4.3	20	186	.5	6.0	26	212	.6	3.8	9	148	.2	2.2	
4-Book	24	596	.6	4.1	30	216	.8	4.2	19	209	.5	4.9	32	242	.8	4.5	18	194	.4	3.7	
FA '99	34	816	.8	6.1	38	255	.9	5.9	18	297	.4	4.5	42	466	1.0	5.9	48	409	1.2	9.6	
WYQE-FM																					
FA '00		21								7											
SU '00	4	50	.1	.7	3	11	.1	.4	4	19	.1	.8	4	32	.1	.6	4	32	.1	.8	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	3	31	.1	.6	8	25	.2	1.2					5	25	.1	.7	1	6		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	3	41	.1	.5	4	16	.1	.6	5	32	.1	1.3	2	25		.3	1	9		.2	
WZAR-FM																					
FA '00	12	264	.3	2.1	2	35	.1	.3	6	72	.2	1.9	15	120	.4	2.1	18	102	.5	3.3	
SU '00	25	391	.6	4.2	8	110	.2	1.1	14	143	.3	2.7	21	197	.5	3.0	43	217	1.1	8.3	
SP '00	16	407	.4	2.7	10	112	.2	1.2	10	111	.2	2.1	17	157	.4	2.4	24	221	.6	5.0	
WI '00	11	252	.3	2.1	10	74	.2	1.5	13	164	.3	3.9	8	63	.2	1.2	15	103	.4	3.7	
4-Book	16	329	.4	2.8	8	83	.2	1.0	11	123	.3	2.7	15	134	.4	2.2	25	161	.7	5.1	
FA '99	19	331	.5	3.4	19	134	.5	3.0	18	147	.4	4.5	25	210	.6	3.5	11	131	.3	2.2	
WZMT-FM																					
FA '00	2	46	.1	.3	2	17	.1	.3	1	23		.3	1	10		.1		14			
SU '00	3	84	.1	.5	1	14		.1	7	73	.2	1.3	4	46	.1	.6	1	19		.2	
SP '00	6	42	.1	1.0	7	42	.2	.9	1	23		.2	8	42	.2	1.1	6	33	.1	1.2	
WI '00	4	83	.1	.8	9	32	.2	1.3	2	33		.6	6	25	.1	.9	1	16		.2	
4-Book	4	64	.1	.7	5	26	.1	.7	3	38	.1	.6	5	31	.1	.7	2	21		.4	
FA '99	4	81	.1	.7	4	23	.1	.6	2	11		.5	3	68	.1	.4	3	32	.1	.6	

** Station(s) not reported this survey.

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

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

Target Listener Trends

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 '00	9	330	.2	1.6	3	46	.1	.4	4	103	.1	1.3	15	194	.4	2.1	10	125	.3	1.8
SU '00	16	353	.4	2.7	16	136	.4	2.2	16	161	.4	3.1	21	126	.5	3.0	9	85	.2	1.7
SP '00	11	336	.3	1.8	10	137	.2	1.2	9	113	.2	1.9	12	134	.3	1.7	3	35	.1	.6
WI '00	18	396	.4	3.5	18	133	.4	2.7	6	113	.1	1.8	25	174	.6	3.6	15	101	.4	3.7
4-Book	14	354	.3	2.4	12	113	.3	1.6	9	123	.2	2.0	18	157	.5	2.6	9	87	.3	2.0
FA '99	13	336	.3	2.3	10	104	.2	1.6	6	113	.1	1.5	12	87	.3	1.7	10	68	.2	2.0
TOTALS																				
FA '00	574	3833	14.4	736	3205	18.5	318	2027	8.0	711	3060	17.8	548	2707	13.7					
SU '00	592	3911	14.6	714	2968	17.6	519	2701	12.8	696	3107	17.1	515	2615	12.7					
SP '00	599	3829	14.7	801	3348	19.7	475	2420	11.7	698	3129	17.2	484	2555	11.9					
WI '00	518	3756	12.7	667	3111	16.4	331	2202	8.1	692	2894	17.0	404	2419	9.9					
4-Book	571	3832	14.1	730	3158	18.1	411	2338	10.2	699	3048	17.3	488	2574	12.1					
FA '99	561	3897	13.8	643	3199	15.8	399	2287	9.8	711	3186	17.5	499	2715	12.3					

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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 '00																					
	4-Book	1	9	.2		1	6	.1		1	6	.3		1	4	.2						
WAEL-AM	FA '00		10			1	20	.2														
	4-Book	1	17	.2		3	26	.5		6	9	.2	1.3	2	10	.3		1	1	.1		
WAEL-FM	FA '00	14	206	.4	2.5	8	86	.2	1.3	3	13	.1	.6	14	56	.4	1.5	10	29	.3	1.4	
	4-Book	12	183	.3	2.0	**	**	**	**	8	21	.2	1.7	15	56	.4	2.0	12	41	.3	1.7	
WALO-AM	FA '00	1	15	.2																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM	FA '00					*																
	4-Book	1	14	.1			11	.1		1	2	.1		1	4	.1						
WBRQ-FM	FA '00	3	53	.1	.5	6	79	.2	1.0	9	40	.2	1.9	14	53	.4	1.5	5	28	.1	.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM	FA '00	8	203	.2	1.4	7	202	.2	1.2	7	44	.2	1.5	14	56	.4	1.5	13	51	.3	1.8	
	4-Book	8	188	.2	1.3	7	127	.2	1.3	5	21	.1	1.0	6	35	.2	.8	7	25	.2	1.0	
WCMA-FM	FA '00	19	228	.5	3.3	13	192	.3	2.2	3	16	.1	.6	13	47	.3	1.4	15	30	.4	2.1	
	4-Book	22	344	.5	3.6	22	231	.5	3.9	13	52	.3	2.8	37	105	.9	4.8	25	66	.7	3.7	
WCMN-AM	FA '00	1	11	.2			11							1	11	.1						
	4-Book	1	21	.2			3								3							
WCMN-FM	FA '00	16	248	.4	2.8	23	200	.6	3.9	26	81	.7	5.5	29	71	.7	3.2	20	67	.5	2.8	
	4-Book	18	245	.4	3.0	23	179	.6	4.0	23	62	.6	5.0	24	69	.6	3.0	30	74	.7	4.5	
WCOM-FM	FA '00	21	525	.5	3.7	18	249	.5	3.0	20	62	.5	4.2	47	132	1.2	5.1	12	51	.3	1.7	
	4-Book	27	583	.7	4.5	25	373	.6	4.3	15	57	.4	3.2	41	137	1.0	5.1	37	117	.9	5.4	
WCTA-FM	FA '00	5	89	.1	.9	22	142	.6	3.7					50	50	1.3	5.4	37	101	.9	5.1	
	4-Book	3	82	.1	.6	8	63	.2	1.3					20	35	.5	2.3	10	30	.2	1.4	
WEGM-FM	FA '00	14	167	.4	2.5	14	150	.4	2.4	13	56	.3	2.8	19	100	.5	2.1	34	54	.9	4.7	
	4-Book	13	151	.3	2.2	13	129	.3	2.3	14	49	.3	2.9	14	61	.4	1.8	25	58	.7	3.7	
WENA-AM	FA '00	1	12	.2																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WERR-FM	FA '00	2	43	.1	.4		11															
	4-Book	4	95	.1	.6	3	41	.1	.6	4	8	.1	.8	1	7	.1		2	7	.1	.3	
WEXS-AM	FA '00																					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WFDT-FM	FA '00	1	40	.2			21											3	21	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WFID-FM FA '00 4-Book	9 12	187 238	.2 .3	1.6 2.1	18 15	265 216	.5 .4	3.0 2.6	20 15	69 51	.5 .4	4.2 3.2	9 18	31 51	.2 .4	1.0 2.3	19 15	64 43	.5 .4	2.6 2.2
WIAC-AM FA '00 4-Book	1 1	17 14	.2 .1			17 4			2 1	17 4	.1 .1	.4 .1								
WIAC-FM FA '00 4-Book	6 18	237 329	.2 .4	1.1 2.9	7 10	148 174	.2 .3	1.2 1.8	19 10	49 33	.5 .3	4.0 2.1	9 19	35 65	.2 .5	1.0 2.4	3 11	7 31	.1 .3	.4 1.7
WIDA-AM FA '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WIDI-FM WQOZ-FM FA '00 4-Book	**	10 **	**	**	**	8 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIOA-FM FA '00 4-Book	13 9	223 208	.3 .2	2.3 1.6	12 8	146 132	.3 .2	2.0 1.3	10 3	45 11	.3 .1	2.1 .5	18 11	51 35	.5 .3	2.0 1.4	7 5	29 21	.2 .1	1.0 .7
WIOB-FM FA '00 4-Book	2 5	110 108	.1 .1	.4 .9	5 5	34 52	.1 .1	.8 .8					9 8	31 26	.2 .2	1.0 1.0		2 9	.1 .1	.3 .3
WIOC-FM FA '00 4-Book	4 7	103 94	.1 .2	.7 1.1	10 8	130 97	.3 .2	1.7 1.4	5 5	18 15	.1 .1	1.1 1.0	13 11	47 28	.3 .3	1.4 1.4	27 10	36 25	.7 .3	3.7 1.5
WISA-AM FA '00 4-Book	2 **	19 **	.1 **	.4 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WISO-AM FA '00 4-Book	1 **	19 **	.2 **		*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM FA '00 4-Book	18 18	204 190	.5 .4	3.2 2.9	9 12	165 107	.2 .3	1.5 2.1	4 15	27 32	.1 .4	.8 3.3	10 11	65 45	.3 .3	1.1 1.4	18 21	51 50	.5 .5	2.5 3.1
WKAQ-AM FA '00 4-Book	4 4	112 101	.1 .1	.7 .7	2 1	25 18	.1 .2	.3 .2	1 1	10 7		.2 .2					3			
WKAQ-FM FA '00 4-Book	60 64	909 950	1.5 1.6	10.5 10.8	71 68	805 721	1.8 1.7	11.9 11.8	40 42	174 154	1.0 1.0	8.5 8.8	135 107	435 304	3.4 2.7	14.7 13.3	90 85	259 224	2.3 2.1	12.4 12.0
WKFE-AM FA '00 4-Book	**	16 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WKJB-AM FA '00 4-Book		7			*	2														
WKSA-FM FA '00 4-Book	4 3	75 49	.1 .1	.7 .4	6 5	49 37	.2 .1	1.0 .9	2 2	8 10	.1 .1	.4 .5	18 14	41 23	.5 .4	2.0 1.8	9 8	27 13	.2 .2	1.2 1.1
WKVM-AM FA '00 4-Book	3 4	38 21	.1 .1	.5 .7	1	5		.2	5	5	.1	.9	1	3		.2				

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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	
WLUZ-AM	FA '00		17																			
	4-Book	1	11	.1																		
WMEG-FM	FA '00	76	1085	1.9	13.3	92	866	2.3	15.5	58	212	1.5	12.3	155	379	3.9	16.9	117	331	2.9	16.1	
	4-Book	73	875	1.8	12.1	73	704	1.8	12.6	44	158	1.1	9.6	91	270	2.3	11.1	106	288	2.6	15.1	
WNEL-AM	FA '00		8																			
	4-Book		6	.1																		
WNRT-FM	FA '00	3	35	.1	.5	3	44	.1	.5									6	13	.2	.8	
	4-Book	6	96	.2	1.0	5	92	.2	.9	5	16	.1	1.1	4	19	.1	.5	6	17	.2	.9	
WORD-FM	FA '00		32			2	21	.1	.3	7	13	.2	1.5	7	21	.2	.8					
	4-Book	6	83	.1	1.0	8	51	.2	1.4	6	11	.2	1.4	10	26	.3	1.3	7	10	.2	1.0	
WOSO-AM	FA '00	1	11		.2																	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM	FA '00	15	374	.4	2.6	15	176	.4	2.5	5	19	.1	1.1	26	97	.7	2.8	24	51	.6	3.3	
	4-Book	25	423	.6	4.1	26	257	.6	4.5	25	58	.6	5.6	32	110	.8	4.1	30	78	.7	4.3	
WPAB-AM	FA '00	1	56		.2	2	54	.1	.3	8	39	.2	1.7									
	4-Book	1	25	.1		1	14	.1		2	10	.1	.4									
WPRM-FM	FA '00	64	765	1.6	11.2	36	309	.9	6.1	59	143	1.5	12.5	44	103	1.1	4.8	42	112	1.1	5.8	
	4-Book	65	754	1.6	10.7	29	275	.7	4.9	41	91	1.0	8.9	45	110	1.1	5.7	32	86	.8	4.6	
WPRP-AM	FA '00																					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM	FA '00	1	11		.2	1	11		.2													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM	FA '00	14	112	.4	2.5	4	62	.1	.7	10	19	.3	2.1	2	15	.1	.2	5	19	.1	.7	
	4-Book	9	124	.3	1.6	5	64	.1	.9	10	23	.3	2.3	8	19	.2	1.0	7	18	.2	1.0	
WTPM-FM	FA '00					* 1	20		.2	2	9	.1	.4	3	11	.1	.3					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM	FA '00	26	423	.7	4.6	32	391	.8	5.4	27	111	.7	5.7	59	168	1.5	6.4	28	110	.7	3.9	
	4-Book	23	368	.6	3.9	22	277	.6	3.9	20	80	.5	4.3	43	131	1.1	5.3	20	82	.5	2.9	
WUNO-AM	FA '00	1	17		.2	1	11		.2					1	5		.1					
	4-Book	1	21	.2		1	8	.1														
WVJP-FM	FA '00	15	126	.4	2.6	11	108	.3	1.8	8	37	.2	1.7	11	48	.3	1.2	20	29	.5	2.8	
	4-Book	6	97	.2	1.0	6	69	.1	1.0	3	14	.1	.6	10	33	.3	1.3	11	23	.3	1.6	
WVOZ-FM	FA '00	32	487	.8	5.6	45	431	1.1	7.6	8	25	.2	1.7	46	94	1.2	5.0	58	119	1.5	8.0	
	4-Book	16	240	.4	2.6	25	244	.6	4.3	2	6	.1	.4	19	66	.5	2.2	19	50	.5	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 - 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
WXEV-AM FA '00 4-Book	**	**	**	**	*	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM FA '00 4-Book	27	392	.7	4.7	20	302	.5	3.4	34	112	.9	7.2	30	123	.8	3.3	34	100	.9	4.7
	26	434	.7	4.4	23	318	.6	3.9	27	82	.7	5.6	34	124	.9	4.3	41	105	1.0	5.9
WYQE-FM FA '00 4-Book	**	7	**	**	1	14	**	.2	7	14	.2	1.5	**	**	**	**	**	**	**	**
WZAR-FM FA '00 4-Book	8	177	.2	1.4	15	158	.4	2.5	5	18	.1	1.1	23	42	.6	2.5	8	27	.2	1.1
	11	232	.3	1.8	18	185	.5	3.2	13	49	.3	2.9	25	75	.6	3.2	18	49	.5	2.5
VZMT-FM FA '00 4-Book	1	31	.2	.6	3	46	.1	.5	4	12	.1	1.0	3	17	.1	.3	5	13	.1	.7
	4	53	.1	.6	5	50	.1	.8	4	12	.1	1.0	5	11	.1	.6	5	13	.1	.7
WZNT-FM FA '00 4-Book	7	211	.2	1.2	11	181	.3	1.8	17	34	.4	3.6	9	23	.2	1.0	14	37	.4	1.9
	13	271	.3	2.1	19	196	.5	3.3	12	35	.3	2.6	23	67	.6	3.0	20	53	.5	2.9
TOTALS FA '00 4-Book	571	3638	14.3		595	3327	14.9		472	1453	11.8		918	1989	23.0		725	1692	18.2	
	598	3702	14.8		575	3262	14.2		463	1299	11.4		799	1948	19.8		692	1643	17.1	

** 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

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 '00 4-Book								2 1 2 .1															
WAEL-AM FA '00 4-Book				7 13 .2 1.9				8 5 20 17 .2 .1 1.2 .7				3 1 10 3 .1 .6 .2											
WAEL-FM FA '00 4-Book				8 7 15 21 .2 .2 1.3 1.3				5 ** 23 ** .1 ** 1.6 **				9 ** 41 ** .2 ** 1.3 **				5 ** 28 ** .1 ** 1.0 **				11 ** 27 ** .3 ** 2.4 **			
WALO-AM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WAPA-AM FA '00 4-Book				* * * *				1 7 .4				1 6 .2				*							
WBRQ-FM FA '00 4-Book				2 ** 14 ** .1 ** .3 **				** ** ** **				** ** ** **				15 ** 15 ** .4 ** 3.1 **				4 ** 29 ** .1 ** .9 **			
WCAD-FM FA '00 4-Book				9 14 40 45 .2 .4 1.4 2.6				1 3 16 12 .3 .1 1.0				8 14 66 47 .2 .4 1.2 2.0				1 4 16 17 .2 .1 .7				5 4 21 18 .1 .1 1.1 .9			
WCMA-FM FA '00 4-Book				15 16 38 50 .4 .4 2.4 3.0				19 14 68 41 .5 .4 6.1 4.5				6 27 30 86 .2 .7 .9 4.0				24 26 67 56 .6 .6 4.9 4.7				9 16 30 45 .2 .4 1.9 3.5			
WCMN-AM FA '00 4-Book				3 1 11 3 .1 .3 1.0																			
WCMN-FM FA '00 4-Book				11 12 67 52 .3 .3 1.8 2.2				17 16 73 51 .4 .4 5.5 5.3				18 27 53 69 .5 .7 2.7 4.0				44 31 124 75 1.1 .8 9.0 5.9				22 20 107 61 .6 .5 4.8 4.3			
WCOM-FM FA '00 4-Book				9 18 29 60 .2 .4 1.4 3.2				12 10 14 37 .3 .2 3.9 2.9				8 19 31 76 .2 .5 1.2 2.8				12 27 28 72 .3 .7 2.5 4.8				20 30 51 106 .5 .8 4.3 6.7			
WCTA-FM FA '00 4-Book				2 4 16 13 .1 .1 .3 .7				13 3 53 13 .3 .1 4.2 1.1				51 17 67 32 1.3 .4 7.5 2.5				18 7 76 29 .5 .2 3.7 1.3				3 1 24 6 .1 .6 .2			
WEGM-FM FA '00 4-Book				6 10 37 28 .2 .3 1.0 2.0				1 3 21 14 .3 .1 1.0				31 14 67 35 .8 .4 4.6 2.1				6 16 33 31 .2 .4 1.2 2.8				5 12 19 33 .1 .3 1.1 2.8			
WENA-AM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WERR-FM FA '00 4-Book				3 3 14 11 .1 .1 .5 .8				3 5 11 16 .1 .1 .7				1 7 11 16 .2 .2 1.3				4 10 .1 .8							
WEXS-AM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
+WFDT-FM FA '00 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WFID-FM																					
FA '00	23	99	.6	3.7	20	56	.5	6.5	17	65	.4	2.5	24	64	.6	4.9	14	36	.4	3.0	
4-Book	23	78	.6	4.2	11	26	.3	3.4	9	44	.2	1.3	13	31	.3	2.4	16	47	.4	3.8	
WIAC-AM																					
FA '00																					
4-Book																					
WIAC-FM																					
FA '00	4	36	.1	.6	4	17	.1	1.3	18	41	.5	2.7	2	8	.1	.4	1	11		.2	
4-Book	16	52	.4	2.9	7	19	.2	2.2	10	33	.3	1.5	4	16	.1	.7	5	14	.1	.9	
WIDA-AM																					
FA '00																					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WIDI-FM																					
WQQZ-FM																					
FA '00									1	8		.1									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIOA-FM																					
FA '00	16	44	.4	2.6	6	11	.2	1.9	17	60	.4	2.5	9	43	.2	1.8	7	27	.2	1.5	
4-Book	9	28	.2	1.6	6	16	.2	1.8	12	41	.3	1.7	7	27	.2	1.4	5	20	.1	1.0	
WIOB-FM																					
FA '00	9	32	.2	1.4					11	29	.3	1.6		2			10	17	.3	2.2	
4-Book	9	19	.2	1.6	1	3		.4	5	14	.1	.7	4	14	.1	.6	6	16	.2	1.2	
WIOC-FM																					
FA '00	21	70	.5	3.3					12	28	.3	1.8	5	27	.1	1.0					
4-Book	10	38	.2	1.6	4	7	.1	1.0	13	34	.3	2.0	5	21	.1	.9	8	14	.2	1.6	
WISA-AM																					
FA '00																					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WISD-AM																					
FA '00	*																	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																					
FA '00	3	32	.1	.5	2	18	.1	.6	15	94	.4	2.2	16	92	.4	3.3	2	14	.1	.4	
4-Book	7	22	.2	1.2	8	15	.2	2.2	16	51	.4	2.3	16	52	.4	3.0	7	15	.2	1.5	
VKAQ-AM																					
FA '00					8	15	.2	2.6	6	10	.2	.9									
4-Book					4	9	.1	1.3	2	5	.1	.3						1	.1		
VKAQ-FM																					
FA '00	67	280	1.7	10.7	8	44	.2	2.6	100	257	2.5	14.7	41	151	1.0	8.4	65	200	1.6	14.1	
4-Book	66	217	1.7	12.2	23	90	.6	6.9	96	274	2.4	14.2	65	170	1.6	12.1	50	161	1.2	10.8	
WKFE-AM																					
FA '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WKJB-AM																					
FA '00					1	2		.2										*			
4-Book																					
WKSA-FM																					
FA '00	8	27	.2	1.3														5	14	.1	1.1
4-Book	**	**	**	**	3	7	.1	.8	3	4	.1	.4					**	**	**	**	
WKVM-AM																					
FA '00					3	5	.1	.9	1	3		.2									
4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WLUZ-AM FA '00 4-Book																			
WMEG-FM FA '00 4-Book																			
82	230	2.1	13.1	44	156	1.1	14.2	90	335	2.3	13.3	97	249	2.4	19.9	85	198	2.1	18.4
71	205	1.8	12.5	30	110	.7	9.3	77	234	1.9	11.6	79	211	1.9	14.8	81	227	2.0	17.9
WNEL-AM FA '00 4-Book																			
WNRT-FM FA '00 4-Book																			
2	11	.1	.3	7	21	.2	2.3	2	9	.1	.3					6	11	.2	1.3
5	22	.1	.9	11	44	.3	3.5	3	20	.1	.4	3	9	.1	.5	4	15	.1	.9
WORO-FM FA '00 4-Book																			
3	13	.1	.5					14	18	.4	2.1	13	26	.3	2.3	**	**	**	**
**	**	**	**	1	3		.2									**	**	**	**
WOSO-AM FA '00 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM FA '00 4-Book																			
15	50	.4	2.4	7	29	.2	2.3	25	110	.6	3.7	20	49	.5	4.1				
17	51	.4	3.1	20	56	.5	6.1	35	101	.9	5.2	23	64	.6	4.2	23	59	.6	5.0
WPAB-AM FA '00 4-Book																			
4	14	.1	.6	2	14	.1	.6												
1	4		.2	1	4		.2												
WPRM-FM FA '00 4-Book																			
16	56	.4	2.6	45	113	1.1	14.5	41	106	1.0	6.0	39	95	1.0	8.0	11	67	.3	2.4
13	44	.3	2.2	27	65	.7	8.4	34	80	.9	5.1	25	71	.7	4.9	16	49	.4	3.4
WPRP-AM FA '00 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQBS-AM FA '00 4-Book																			
9	11	.2	1.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM FA '00 4-Book																			
				12	12	.3	3.9	1	15		.1					2	16	.1	.4
				6	14	.2	2.0	7	24	.2	1.0	1	7		.2	2	8	.1	.3
WTPM-FM FA '00 4-Book																			
*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM FA '00 4-Book																			
33	116	.8	5.3	26	74	.7	8.4	19	83	.5	2.8	26	105	.7	5.3	32	120	.8	6.9
21	74	.5	3.8	15	48	.4	4.8	18	72	.5	2.7	14	56	.4	2.7	22	63	.6	4.8
WUNO-AM FA '00 4-Book																			
								1	5		.2					9	11	.2	1.9
																2	3	.1	.5
WVJP-FM FA '00 4-Book																			
10	16	.3	1.6	11	37	.3	3.5	7	45	.2	1.0	12	24	.3	2.5	13	24	.3	2.8
3	4	.1	.4	6	20	.1	1.7	3	17	.1	.4	6	13	.1	1.1	7	16	.2	1.5
WVOZ-FM FA '00 4-Book																			
141	269	3.5	22.5	4	18	.1	1.3	26	65	.7	3.8	10	37	.3	2.0	47	158	1.2	10.2
90	166	2.2	15.5	3	16	.1	.9	20	36	.5	3.1	11	40	.3	2.1	22	72	.5	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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
WXEV-AM	FA '00	*				*				3	15	.1	.4					*			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXYX-FM	FA '00	8	43	.2	1.3	12	12	.3	3.9	40	97	1.0	5.9	4	29	.1	.8				
	4-Book	13	54	.3	2.2	13	30	.3	3.8	29	112	.7	4.3	23	68	.6	4.1	7	23	.2	1.4
WYQE-FM	FA '00																				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM	FA '00	14	35	.4	2.2					5	18	.1	.7	7	18	.2	1.4	48	103	1.2	10.4
	4-Book	23	50	.6	4.0	3	9	.1	.9	11	36	.3	1.7	13	22	.3	2.3	34	76	.9	7.3
WZMT-FM	FA '00	1	10	.2		1	10	.3		14	24	.4	2.1	2	10	.1	.4	4	14	.1	.9
	4-Book	3	11	.1	.5	3	10	.1	.8	9	24	.2	1.3	8	21	.2	1.3	3	9	.1	.7
WZNT-FM	FA '00	10	24	.3	1.6	5	28	.1	1.6	6	44	.2	.9	25	69	.6	5.1	8	44	.2	1.7
	4-Book	15	35	.4	2.7	10	40	.3	3.1	33	69	.8	4.9	28	65	.7	5.2	9	31	.2	1.9
TOTALS	FA '00	627	1697	15.7		310	872	7.8		678	1555	17.0		488	1297	12.2		462	1276	11.6	
	4-Book	560	1486	13.9		324	936	8.0		673	1647	16.6		536	1277	13.2		456	1206	11.3	

** 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.

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	26		14		1	2	2		8	12		1	1	5	5	1
(%)	100		53	1	2	9	9		31	47		4	5	18	18	3
Rating	.1		.1			.1	.1		.5	.1			.2	.3		
Share	.4		.5		.2	.4	.4		2.4	.4		.2	.2	1.0	1.3	.2
Wael-AM	53		29			1	3	11	14	23		1	1	3	7	10
(%)	100	1	55			2	5	22	27	44	1	1	2	6	14	19
Rating	.2		.2				.1	.7	.8	.2				.1	.4	.4
Share	.8		1.1			.2	.7	3.4	4.2	.7		.2	.2	.6	1.8	2.0
Wael-FM	74	13	18	2	5	6	3	1	1	43	11	4	8	5	6	9
(%)	100	18	24	3	7	8	4	1	1	58	15	5	11	7	8	12
Rating	.2	.3	.1	.1	.2	.2	.1	.1	.1	.3	.5	.1	.3	.2	.3	.4
Share	1.2	2.3	.7	.4	.8	1.2	.7	.3	.3	1.4	2.4	.6	1.4	1.0	1.5	1.8
Wald-AM	19		6			1		2	3	13				4	7	2
(%)	100	2	29	1		3		12	14	69			1	22	35	10
Rating	.1							.1	.2	.1				.2	.4	.1
Share	.3		.2			.2		.6	.9	.4				.8	1.8	.4
*WAPA-AM	171		89	2	9	6	12	20	40	82	1	3	2	4	41	31
(%)	100		52	1	5	3	7	12	24	48	1	2	1	2	24	18
Rating	.5		.7	.1	.3	.2	.6	1.3	2.3	.6		.1	.1	.2	2.3	1.4
Share	2.7		3.3	.4	1.4	1.2	2.7	6.3	11.9	2.7	.2	.5	.4	.8	10.3	6.3
WBRQ-FM	58	4	22	8	12	1		1		33	17	6	3	5	1	1
(%)	100	7	37	14	20	1	1	1	1	56	30	10	5	8	1	3
Rating	.2	.1	.2	.3	.4			.1		.2	.7	.2	.1	.2	.1	
Share	.9	.7	.8	1.8	1.8	.2		.3		1.1	3.8	.9	.5	1.0	.3	.2
WCAD-FM	76	10	42	14	19	4	4			24	12	3	3	6		
(%)	100	13	56	19	25	6	6			31	15	4	4	7		
Rating	.2	.3	.3	.6	.6	.2	.2			.2	.5	.1	.1	.2		
Share	1.2	1.7	1.5	3.1	2.9	.8	.9			.8	2.6	.5	.5	1.2		
WCMA-FM	208	17	100	7	48	37	8			91	9	44	19	11	4	4
(%)	100	8	48	4	23	18	4			44	4	21	9	5	2	2
Rating	.7	.4	.8	.3	1.6	1.5	.4			.6	.4	1.4	.7	.4	.2	.2
Share	3.3	3.0	3.7	1.6	7.3	7.3	1.8			3.0	2.0	6.7	3.4	2.1	1.0	.8
WCMN-AM	51	1	25		1	4	1	8	10	25	2		4	5	12	2
(%)	100	2	49	1	1	8	2	16	21	49	3	1	8	10	25	3
Rating	.2		.2			.2		.5	.6	.2			.1	.2	.7	.1
Share	.8	.2	.9		.2	.8	.2	2.5	3.0	.8	.4		.7	1.0	3.0	.4
WCMN-FM	106	17	39	5	12	7	9	1	4	50	16	8	9	8	2	6
(%)	100	16	36	5	11	7	9	1	4	47	15	8	8	8	2	6
Rating	.3	.4	.3	.2	.4	.3	.4	.1	.2	.3	.7	.3	.3	.3	.1	.3
Share	1.7	3.0	1.4	1.1	1.8	1.4	2.0	.3	1.2	1.6	3.5	1.2	1.6	1.5	.5	1.2
WCOM-FM	117	18	59	28	17	8	4	2	1	39	21	7	6	2	2	1
(%)	100	16	51	24	15	7	3	1	1	34	18	6	5	2	2	1
Rating	.4	.5	.5	1.2	.6	.3	.2	.1	.1	.3	.9	.2	.2	.1	.1	.1
Share	1.8	3.1	2.2	6.2	2.6	1.6	.9	.6	.3	1.3	4.6	1.1	1.1	.4	.5	.2
WCTA-FM	72	10	46	4	10	19	11	1		17	2	2	6	5	1	1
(%)	100	13	63	5	14	26	16	1		23	3	2	9	7	1	1
Rating	.2	.3	.4	.2	.3	.8	.5	.1		.1	.1	.1	.2	.2	.1	
Share	1.1	1.7	1.7	.9	1.5	3.7	2.4	.3		.6	.4	.3	1.1	1.0	.3	.2
WEGM-FM	53	13	21	14	4	1		2		19	7	6	3	1		1
(%)	100	25	40	26	7	2		4		35	13	12	6	2	1	2
Rating	.2	.3	.2	.6	.1			.1		.1	.3	.2	.1			
Share	.8	2.3	.8	3.1	.6	.2		.6		.6	1.5	.9	.5	.2		.2
WENA-AM	22	1	4				2	1		17	1	4	3	8		
(%)	100	3	16		2		11	3		80	6	20	14	39	1	1
Rating	.1						.1	.1		.1		.1	.1	.3		
Share	.3	.2	.1				.4	.3		.6	.2	.6	.5	1.5		

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WABA-AM	407		213	25	14	64	40		71	194		36	24	83	39	12
(%)	100		52	6	3	16	10		17	48		9	6	20	10	3
Rating	1.3		1.6	1.1	.5	2.7	1.9		4.1	1.3		1.2	.9	3.4	2.2	.5
WAEL-AM	631	20	267		10	24	57	92	85	343	29	27	72	55	78	81
(%)	100	3	42		2	4	9	15	13	54	5	4	11	9	12	13
Rating	2.0	.5	2.0		.3	1.0	2.7	6.1	4.9	2.3	1.3	.9	2.6	2.2	4.4	3.5
WAEL-FM	1405	261	500	37	154	149	82	64	14	644	133	108	141	90	81	91
(%)	100	19	36	3	11	11	6	5	1	46	9	8	10	6	6	6
Rating	4.4	6.5	3.8	1.6	5.2	6.2	3.9	4.3	.8	4.4	5.8	3.5	5.1	3.6	4.5	4.0
WALO-AM	247	15	64	7		13		20	24	167			6	48	73	41
(%)	100	6	26	3		5		8	10	68			3	19	29	17
Rating	.8	.4	.5	.3		.5		1.3	1.4	1.1			.2	1.9	4.1	1.8
*WAPA-AM	1860	8	942	34	129	135	121	192	331	911	17	77	91	97	354	275
(%)	100		51	2	7	7	6	10	18	49	1	4	5	5	19	15
Rating	5.9	.2	7.2	1.4	4.3	5.6	5.8	12.8	19.2	6.2	.7	2.5	3.3	3.9	19.8	12.0
WBRQ-FM	936	92	340	79	154	21	24	29	33	504	200	122	75	30	29	48
(%)	100	10	36	8	16	2	3	3	4	54	21	13	8	3	3	5
Rating	3.0	2.3	2.6	3.3	5.2	.9	1.2	1.9	1.9	3.4	8.7	4.0	2.7	1.2	1.6	2.1
WCAD-FM	1604	309	720	227	298	112	66		17	575	217	109	137	83	15	14
(%)	100	19	45	14	19	7	4		1	36	14	7	9	5	1	1
Rating	5.1	7.7	5.5	9.6	10.0	4.7	3.2		1.0	3.9	9.4	3.5	5.0	3.4	.8	.6
WCMA-FM	3128	357	1232	231	453	410	91	17	30	1539	303	581	363	127	114	50
(%)	100	11	39	7	14	13	3	1	1	49	10	19	12	4	4	2
Rating	9.9	9.0	9.4	9.8	15.2	17.1	4.4	1.1	1.7	10.5	13.1	18.9	13.2	5.1	6.4	2.2
WCMN-AM	710	11	345	33	38	69	42	96	66	354	22	12	79	94	102	46
(%)	100	2	49	5	5	10	6	14	9	50	3	2	11	13	14	6
Rating	2.2	.3	2.6	1.4	1.3	2.9	2.0	6.4	3.8	2.4	1.0	.4	2.9	3.8	5.7	2.0
WCMN-FM	1706	319	714	164	198	120	108	59	65	673	176	106	125	121	65	79
(%)	100	19	42	10	12	7	6	3	4	39	10	6	7	7	4	5
Rating	5.4	8.0	5.5	7.0	6.7	5.0	5.2	3.9	3.8	4.6	7.6	3.5	4.5	4.9	3.6	3.4
WCOM-FM	2786	647	1108	460	366	137	47	70	28	1031	427	211	199	83	64	47
(%)	100	23	40	17	13	5	2	3	1	37	15	8	7	3	2	2
Rating	8.8	16.2	8.5	19.5	12.3	5.7	2.3	4.7	1.6	7.0	18.5	6.9	7.2	3.4	3.6	2.0
WCTA-FM	1077	144	625	123	158	156	111	49	28	308	57	71	63	47	34	37
(%)	100	13	58	11	15	14	10	5	3	29	5	7	6	4	3	3
Rating	3.4	3.6	4.8	5.2	5.3	6.5	5.3	3.3	1.6	2.1	2.5	2.3	2.3	1.9	1.9	1.6
WEGM-FM	872	219	280	156	80	13	4	27		372	114	119	58	34	13	34
(%)	100	25	32	18	9	1		3		43	13	14	7	4	2	4
Rating	2.7	5.5	2.1	6.6	2.7	.5	.2	1.8		2.5	4.9	3.9	2.1	1.4	.7	1.5
WENA-AM	212	12	57		10		38	9		144	18	27	22	39	20	18
(%)	100	5	27		5		18	4		68	8	13	10	18	9	9
Rating	.7	.3	.4		.3		1.8	.6		1.0	.8	.9	.8	1.6	1.1	.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+
WERR-FM	32	1	15	4	2	3	2	3	1	17	3	1	3	5	3	2
(%)	100	3	45	14	5	8	6	10	2	52	9	4	8	16	10	5
Rating	.1		.1	.2	.1	.1	.1	.2	.1	.1	.1	.1	.1	.2	.2	.1
Share	.5	.2	.6	.9	.3	.6	.4	.9	.3	.6	.7	.2	.5	1.0	.8	.4
WEXS-AM	27		6		4		2			20	6	8		6		
(%)	100		23		16		6	1		77	22	31		22	2	
Rating	.1				.1		.1			.1	.3	.3		.2		
Share	.4		.2		.6		.4			.7	1.3	1.2		1.2		
WFDT-FM	18	1	7		3	1		2	1	10	2	4	5			
(%)	100	3	38	3	15	5		12	4	58	14	20	25			
Rating	.1		.1		.1		.1	.1	.1	.1	.1	.1	.2			
Share	.3	.2	.3		.5	.2		.6	.3	.3	.4	.6	.9			
WFID-FM	255	17	83	17	36	16	10	3	1	155	32	57	29	21	9	9
(%)	100	7	32	7	14	6	4	1		61	13	22	11	8	3	3
Rating	.8	.4	.6	.7	1.2	.7	.5	.2	.1	1.1	1.4	1.9	1.1	.8	.5	.4
Share	4.0	3.0	3.1	3.8	5.5	3.1	2.2	.9	.3	5.0	7.1	8.6	5.2	4.0	2.3	1.8
WIAC-AM	44		22		3	1	7	6	6	21			2	5	4	10
(%)	100	1	51		7	2	16	13	13	48			4	12	8	24
Rating	.1		.2		.1		.3	.4	.3	.1			.1	.2	.2	.4
Share	.7		.8		.5	.2	1.6	1.9	1.8	.7			.4	1.0	1.0	2.0
WIAC-FM	153	7	49	7	12	16	7	4	3	97	16	20	25	18	7	10
(%)	100	5	32	4	8	11	5	3	2	63	11	13	16	12	5	7
Rating	.5	.2	.4	.3	.4	.7	.3	.3	.2	.7	.7	.7	.9	.7	.4	.4
Share	2.4	1.2	1.8	1.6	1.8	3.1	1.6	1.3	.9	3.2	3.5	3.0	4.5	3.5	1.8	2.0
WIDA-AM	19		6						5	13	2			5		5
(%)	100		29					2	27	71	13			28	1	26
Rating	.1								.3	.1	.1			.2		.2
Share	.3		.2						1.5	.4	.4			1.0		1.0
+WIDI-FM																
WQQZ-FM	16		7		1	4	1	1	1	9	1	2	3	1	1	
(%)	100	1	42		5	25	4	7	7	57	5	15	22	9	7	
Rating	.1		.1		.2	.2	.2	.1	.1	.1		.1	.1	.1	.1	
Share	.3		.3		.2	.8	.2	.3	.3	.3	.2	.3	.5	.2	.3	
WIOA-FM	231	15	61	11	11	17	17	4	2	154	12	41	49	24	22	6
(%)	100	7	27	5	5	7	8	2	1	67	5	18	21	10	9	3
Rating	.7	.4	.5	.5	.4	.7	.8	.3	.1	1.0	.5	1.3	1.8	1.0	1.2	.3
Share	3.6	2.6	2.2	2.4	1.7	3.3	3.8	1.3	.6	5.0	2.6	6.2	8.9	4.6	5.5	1.2
WIOB-FM	135	4	40	5	15	9	4	4	3	91	15	12	30	13	9	12
(%)	100	3	30	4	11	7	3	3	2	67	11	9	22	9	7	9
Rating	.4	.1	.3	.2	.5	.4	.2	.3	.2	.6	.6	.4	1.1	.5	.5	.5
Share	2.1	.7	1.5	1.1	2.3	1.8	.9	1.3	.9	3.0	3.3	1.8	5.4	2.5	2.3	2.4
WIOC-FM	66	8	10	2	1	2	3	2	1	49	7	8	18	10	3	3
(%)	100	12	15	4	2	3	4	2	1	73	10	12	28	15	4	4
Rating	.2	.2	.1	.1	.1	.1	.1	.1	.1	.3	.3	.3	.7	.4	.2	.1
Share	1.0	1.4	.4	.4	.2	.4	.7	.6	.3	1.6	1.5	1.2	3.3	1.9	.8	.6
WISA-AM	19	1	7				6		1	11			4	7		
(%)	100	5	38				32		6	57			19	39		
Rating	.1		.1				.3		.1	.1			.1	.3		
Share	.3	.2	.3				1.3		.3	.4			.7	1.3		
*WISO-AM	28		12		1	1	8	1	2	15		5		1	6	2
(%)	100	1	44		2	2	28	4	7	55		19	2	4	22	8
Rating	.1		.1		.2	.2	.4	.1	.1	.1		.2		.3	.1	.1
Share	.4		.4		.2	.2	1.8	.3	.6	.5		.8		.2	1.5	.4
WIVA-FM	153	13	92	6	20	19	27	14	4	49	7	15	13	8	4	3
(%)	100	8	60	4	13	13	18	9	3	32	4	10	8	5	2	2
Rating	.5	.3	.7	.3	.7	.8	1.3	.9	.2	.3	.3	.5	.5	.3	.2	.1
Share	2.4	2.3	3.4	1.3	3.0	3.7	6.0	4.4	1.2	1.6	1.5	2.3	2.4	1.5	1.0	.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WERR-FM (%) Rating	758 100 2.4	43 6 1.1	359 47 2.8	90 12 3.8	70 9 2.4	57 8 2.4	62 8 3.0	47 6 3.1	33 4 1.9	356 47 2.4	39 5 1.7	75 10 2.4	73 10 2.6	72 10 2.9	53 7 3.0	45 6 2.0
WEXS-AM (%) Rating	181 100 .6		79 43 .6		28 15 .9		30 16 1.4	21 12 1.4		102 57 .7	19 10 .8	25 14 .8		29 16 1.2	30 16 1.7	
WFDT-FM (%) Rating	299 100 .9	40 13 1.0	134 45 1.0	20 7 .8	58 19 1.9	25 8 1.0		14 5 .9	16 5 .9	126 42 .9	19 6 .8	22 7 .7	85 28 3.1			
WFID-FM (%) Rating	3538 100 11.2	368 10 9.2	1172 33 9.0	258 7 10.9	433 12 14.6	256 7 10.7	166 5 8.0	28 1 1.9	31 1 1.8	1997 56 13.6	426 12 18.4	654 18 21.3	440 12 15.9	218 6 8.8	126 4 7.1	134 4 5.8
WIAC-AM (%) Rating	801 100 2.5	17 2 .4	408 51 3.1		61 8 2.1	33 4 1.4	109 14 5.2	70 9 4.7	135 17 7.8	376 47 2.6			29 4 1.1	90 11 3.6	142 18 8.0	114 14 5.0
WIAC-FM (%) Rating	3567 100 11.2	384 11 9.6	1179 33 9.0	240 7 10.2	303 9 10.2	214 6 8.9	248 7 11.9	106 3 7.1	68 2 3.9	2003 56 13.6	382 11 16.5	489 14 15.9	375 11 13.6	376 11 15.2	166 5 9.3	216 6 9.4
WIDA-AM (%) Rating	169 100 .5		61 36 .5				25 15 1.2		36 21 2.1	108 64 .7	19 11 .8		9 5 .3	33 19 1.3	20 12 1.1	27 16 1.2
+WIDI-FM WQQZ-FM (%) Rating	363 100 1.1	18 5 .5	184 51 1.4	8 2 .3	66 18 2.2	56 15 2.3	29 8 1.4		25 7 1.4	161 44 1.1	14 4 .6	57 16 1.9	30 8 1.1	44 12 1.8	16 4 .9	
WIOA-FM (%) Rating	3525 100 11.1	352 10 8.8	1097 31 8.4	194 5 8.2	258 7 8.7	214 6 8.9	233 7 11.2	102 3 6.8	96 3 5.6	2076 59 14.1	264 8 11.4	458 13 14.9	603 17 21.9	402 11 16.2	181 5 10.1	168 5 7.3
WIOB-FM (%) Rating	1722 100 5.4	125 7 3.1	615 36 4.7	64 4 2.7	182 11 6.1	131 8 5.5	91 5 4.4	72 4 4.8	75 4 4.3	982 57 6.7	221 13 9.6	184 11 6.0	256 15 9.3	145 8 5.9	121 7 6.8	56 3 2.4
WIOC-FM (%) Rating	949 100 3.0	148 16 3.7	237 25 1.8	61 6 2.6	26 3 .9	43 5 1.8	62 7 3.0	22 2 1.5	23 2 1.3	565 59 3.8	126 13 5.5	109 12 3.5	158 17 5.7	95 10 3.8	46 5 2.6	31 3 1.4
WISA-AM (%) Rating	185 100 .6	19 10 .5	79 43 .6				40 22 1.9		39 21 2.3	88 47 .6		23 12 .7	16 9 .6	49 26 2.0		
*WISO-AM (%) Rating	304 100 1.0	19 6 .5	127 42 1.0		7 2 .2	9 3 .4	36 12 1.7	28 9 1.9	46 15 2.7	158 52 1.1		14 5 .5	21 7 .8	66 22 2.7	44 15 2.5	12 4 .5
WIVA-FM (%) Rating	2156 100 6.8	266 12 6.7	1021 47 7.8	148 7 6.3	346 16 11.6	190 9 7.9	181 8 8.7	124 6 8.3	33 2 1.9	868 40 5.9	166 8 7.2	184 9 6.0	190 9 6.9	145 7 5.9	113 5 6.3	70 3 3.0

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WKAQ-AM	253	3	109	2	6	16	12	32	40	142	1	5	11	15	50	60
(%)	100	1	43	1	3	6	5	13	16	56		2	4	6	20	24
Rating	.8	.1	.8	.1	.2	.7	.6	2.1	2.3	1.0		.2	.4	.6	2.8	2.6
Share	4.0	.5	4.0	.4	.9	3.1	2.7	10.0	11.9	4.6	.2	.8	2.0	2.9	12.6	12.2
WKAQ-FM	344	61	102	24	30	14	22	7	5	181	47	56	33	26	13	5
(%)	100	18	30	7	9	4	6	2	1	53	14	16	10	8	4	1
Rating	1.1	1.5	.8	1.0	1.0	.6	1.1	.5	.3	1.2	2.0	1.8	1.2	1.0	.7	.2
Share	5.4	10.6	3.8	5.3	4.6	2.8	4.9	2.2	1.5	5.9	10.4	8.5	6.0	5.0	3.3	1.0
WKFE-AM	16		12			2	1	9		4		1	1			3
(%)	100		74			10	6	59		26		4	4	1	1	16
Rating	.1		.1			.1	.6					.2	.2			.1
Share	.3		.4			.4	2.8			.1		.2	.2			.6
*WKJB-AM	24		15		1	2	4	1	8	9		1		2	1	5
(%)	100		62		2	8	15	4	32	38	2	2	2	8	3	20
Rating	.1		.1		.1	.2	.1	.5	.1	.1				.1	.1	.2
Share	.4		.6		.2	.4	.9	.3	2.4	.3		.2		.4	.3	1.0
WKSA-FM	38	4	15	5	4	4			1	19	4	6	6	2		1
(%)	100	11	38	13	11	12			2	50	11	17	16	4	1	1
Rating	.1	.1	.1	.2	.1	.2			.1	.1	.2	.2	.2	.1		
Share	.6	.7	.6	1.1	.6	.8			.3	.6	.9	.9	1.1	.4		.2
WKVM-AM	57	2	10			4		3	3	45	1		1	7	8	29
(%)	100	3	17			6		5	5	80	1		2	12	14	51
Rating	.2	.1	.1			.2		.2	.2	.3				.3	.4	1.3
Share	.9	.3	.4			.8		.9	.9	1.5	.2		.2	1.3	2.0	5.9
WLUZ-AM	45		13				3	5	5	32			1	4	2	24
(%)	100		30			1	7	11	11	70	1	1	2	8	5	53
Rating	.1		.1				.1	.3	.3	.2				.2	.1	1.0
Share	.7		.5				.7	1.6	1.5	1.0			.2	.8	.5	4.9
WMEG-FM	245	82	78	44	17	10	5	1	1	85	39	21	15	7	1	1
(%)	100	33	32	18	7	4	2			35	16	9	6	3		
Rating	.8	2.1	.6	1.9	.6	.4	.2	.1	.1	.6	1.7	.7	.5	.3	.1	
Share	3.8	14.3	2.9	9.8	2.6	2.0	1.1	.3	.3	2.8	8.6	3.2	2.7	1.3	.3	.2
WNEL-AM	52		16				4	4	8	36				9	3	24
(%)	100		30				7	7	16	70			1	17	6	46
Rating	.2		.1				.2	.3	.5	.2				.4	.2	1.0
Share	.8		.6				.9	1.3	2.4	1.2				1.7	.8	4.9
WNRT-FM	72	3	27	7	4	4	2	9	1	42	5	4	4	8	7	14
(%)	100	4	37	9	6	5	2	13	2	58	7	5	6	12	9	20
Rating	.2	.1	.2	.3	.1	.2	.1	.6	.1	.3	.2	.1	.1	.3	.4	.6
Share	1.1	.5	1.0	1.6	.6	.8	.4	2.8	.3	1.4	1.1	.6	.7	1.5	1.8	2.9
WORD-FM	153	1	76	4	5	8	13	20	26	76		9	9	20	20	18
(%)	100	1	49	2	3	5	9	13	17	50		6	6	13	13	12
Rating	.5		.6	.2	.2	.3	.6	1.3	1.5	.5		.3	.3	.8	1.1	.8
Share	2.4	.2	2.8	.9	.8	1.6	2.9	6.3	7.8	2.5		1.4	1.6	3.9	5.0	3.7
WOSO-AM	34	1	28		2	2	17	7		5		1	3	1		
(%)	100	2	83		6	7	49	20		15		2	8	4		
Rating	.1		.2		.1	.1	.8	.5					.1			
Share	.5	.2	1.0		.3	.4	3.8	2.2		.2		.2	.5	.2		
WOYE-FM	87	15	36	9	14	7	5	1		36	10	15	3	5	1	3
(%)	100	17	41	10	16	7	6	1		42	11	17	4	5	1	3
Rating	.3	.4	.3	.4	.5	.3	.2	.1		.2	.4	.5	.1	.2	.1	.1
Share	1.4	2.6	1.3	2.0	2.1	1.4	1.1	.3		1.2	2.2	2.3	.5	1.0	.3	.6
WPAB-AM	41	1	12			2	2	3	5	28		1	1	8	8	10
(%)	100	3	30	1		6	5	7	12	68		3	2	19	19	24
Rating	.1		.1			.1	.1	.2	.3	.2				.3	.4	.4
Share	.6	.2	.4			.4	.4	.9	1.5	.9		.2	.2	1.5	2.0	2.0

* 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+
WKAQ-AM	3585	125	1626	79	113	320	228	463	423	1834	33	126	289	344	453	589
(%)	100	3	45	2	3	9	6	13	12	51	1	4	8	10	13	16
Rating	11.3	3.1	12.5	3.3	3.8	13.3	11.0	30.9	24.5	12.5	1.4	4.1	10.5	13.9	25.4	25.7
WKAQ-FM	5951	1151	1853	411	577	244	293	150	179	2947	778	794	552	501	213	109
(%)	100	19	31	7	10	4	5	3	3	50	13	13	9	8	4	2
Rating	18.8	28.9	14.2	17.4	19.4	10.2	14.1	10.0	10.4	20.1	33.7	25.9	20.0	20.2	11.9	4.7
WKFE-AM	181	16	57			26	9	22		108		27	21	14	8	38
(%)	100	9	31			14	5	12		60		15	11	8	5	21
Rating	.6	.4	.4			1.1	.4	1.5		.7		.9	.8	.6	.4	1.7
*WKJB-AM	359		187		21	47	56	14	49	172	12	11	25	30	23	71
(%)	100		52		6	13	16	4	14	48	3	3	7	8	7	20
Rating	1.1		1.4		.7	2.0	2.7	.9	2.8	1.2	.5	.4	.9	1.2	1.3	3.1
WKSA-FM	839	127	284	72	95	92			25	428	96	120	104	46	17	45
(%)	100	15	34	9	11	11			3	51	11	14	12	6	2	5
Rating	2.6	3.2	2.2	3.1	3.2	3.8			1.4	2.9	4.2	3.9	3.8	1.9	1.0	2.0
WKVM-AM	697	38	253	13		54	25	109	51	406	11		24	114	74	183
(%)	100	5	36	2		8	4	16	7	58	2		3	16	11	26
Rating	2.2	1.0	1.9	.6		2.2	1.2	7.3	3.0	2.8	.5		.9	4.6	4.1	8.0
WLUZ-AM	564	17	202			15	41	118	29	345	10	14	26	42	95	158
(%)	100	3	36			3	7	21	5	61	2	2	5	7	17	28
Rating	1.8	.4	1.5			.6	2.0	7.9	1.7	2.3	.4	.5	.9	1.7	5.3	6.9
WMEG-FM	4638	1287	1436	640	389	221	104	38	44	1915	691	540	398	215	55	16
(%)	100	28	31	14	8	5	2	1	1	41	15	12	9	5	1	
Rating	14.6	32.3	11.0	27.1	13.1	9.2	5.0	2.5	2.5	13.0	29.9	17.6	14.4	8.7	3.1	.7
WNEL-AM	687	8	306		8		42	92	164	373			16	102	127	129
(%)	100	1	44		1		6	13	24	54			2	15	18	19
Rating	2.2	.2	2.3		.3		2.0	6.1	9.5	2.5			.6	4.1	7.1	5.6
WNRT-FM	1021	70	448	142	95	68	40	87	15	504	126	66	94	93	81	45
(%)	100	7	44	14	9	7	4	9	1	49	12	6	9	9	8	4
Rating	3.2	1.8	3.4	6.0	3.2	2.8	1.9	5.8	.9	3.4	5.5	2.1	3.4	3.8	4.5	2.0
WORD-FM	2528	45	1115	30	108	180	208	245	345	1367		176	243	300	297	352
(%)	100	2	44	1	4	7	8	10	14	54		7	10	12	12	14
Rating	8.0	1.1	8.6	1.3	3.6	7.5	10.0	16.4	20.0	9.3		5.7	8.8	12.1	16.6	15.3
WOSO-AM	375	11	243		21	51	68	88	15	121		16	37	39	12	17
(%)	100	3	65		6	14	18	23	4	32		4	10	10	3	5
Rating	1.2	.3	1.9		.7	2.1	3.3	5.9	.9	.8		.5	1.3	1.6	.7	.7
WOYE-FM	2400	445	968	227	341	228	106	53	14	987	319	351	102	115	20	80
(%)	100	19	40	9	14	9	4	2	1	41	13	15	4	5	1	3
Rating	7.6	11.2	7.4	9.6	11.5	9.5	5.1	3.5	.8	6.7	13.8	11.4	3.7	4.6	1.1	3.5
WPAB-AM	681	67	310	17		34	102	43	114	304		23	13	77	66	125
(%)	100	10	46	3		5	15	6	17	45		3	2	11	10	18
Rating	2.1	1.7	2.4	.7		1.4	4.9	2.9	6.6	2.1		.7	.5	3.1	3.7	5.4

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+
WPRM-FM	667	46	386	83	116	89	72	16	9	236	32	67	61	47	13	15
(%)	100	7	58	12	17	13	11	2	1	35	5	10	9	7	2	2
Rating	2.1	1.2	3.0	3.5	3.9	3.7	3.5	1.1	.5	1.6	1.4	2.2	2.2	1.9	.7	.7
Share	10.5	8.0	14.2	18.4	17.7	17.5	16.0	5.0	2.7	7.7	7.1	10.2	11.0	9.1	3.3	3.1
WPRP-AM	18		12			4	3	3	2	6				1	1	5
(%)	100		67			20	18	17	11	33				4	3	26
Rating	.1		.1			.2	.1	.2	.1	.1				.1	.1	.2
Share	.3		.4			.8	.7	.9	.6	.2				.2	.3	1.0
WQBS-AM	37	1	18			2	1	4	12	18			1	8	1	8
(%)	100	3	49			5	2	10	32	48			4	21	3	20
Rating	.1		.1			.1		.3	.7	.1			.3	.3	.1	.3
Share	.6	.2	.7			.4	.2	1.3	3.6	.6			.2	1.5	.3	1.6
WRIO-FM	66	9	26	9	6	10	1			32	9	9	2	5	2	3
(%)	100	13	39	13	10	15	1			48	14	14	4	8	4	5
Rating	.2	.2	.2	.4	.2	.4				.2	.4	.3	.1	.2	.1	.1
Share	1.0	1.6	1.0	2.0	.9	2.0	.2			1.0	2.0	1.4	.4	1.0	.5	.6
*WTPM-FM	22		6		3	1			2	15			2	2	7	2
(%)	100	1	28		15	4	1	1	7	71	1	9	10	7	33	11
Rating	.1		.1		.1				.1	.1		.1	.1	.1	.4	.1
Share	.3		.2		.5	.2			.6	.5		.3	.4	.4	1.8	.4
WUQJ-FM	119	28	29	12	8	5	4	1		61	15	15	11	10	4	5
(%)	100	23	25	10	7	4	3	1		52	13	13	10	9	4	4
Rating	.4	.7	.2	.5	.3	.2	.2	.1		.4	.6	.5	.4	.4	.2	.2
Share	1.9	4.9	1.1	2.7	1.2	1.0	.9	.3		2.0	3.3	2.3	2.0	1.9	1.0	1.0
WUNO-AM	71	1	24			3	5	5	11	46		1	3	9	9	23
(%)	100	1	34		1	4	7	7	16	64		2	4	12	13	33
Rating	.2		.2			.1	.2	.3	.6	.3			.1	.4	.5	1.0
Share	1.1	.2	.9			.6	1.1	1.6	3.3	1.5		.2	.5	1.7	2.3	4.7
WVJP-FM	114	14	30		10	8	10	1	1	69	6	16	19	11	10	7
(%)	100	13	27		8	7	9	1	1	61	6	14	16	10	8	7
Rating	.4	.4	.2		.3	.3	.5	.1	.1	.5	.3	.5	.7	.4	.6	.3
Share	1.8	2.4	1.1		1.5	1.6	2.2	.3	.3	2.2	1.3	2.4	3.4	2.1	2.5	1.4
WVOZ-FM	121	39	57	33	17	1		6		25	16	4	2	2	2	
(%)	100	32	47	27	14	1		5		21	13	3	2	1	1	
Rating	.4	1.0	.4	1.4	.6			.4		.2	.7	.1	.1	.1	.1	
Share	1.9	6.8	2.1	7.3	2.6	.2		1.9		.8	3.5	.6	.4	.4	.5	
*WXEV-AM	16		6		1		1	3		10		1		3	1	4
(%)	100	2	37	2	9	1	8	16	1	61	2	6		19	6	28
Rating	.1		.1		.1		.2	.2		.1		.2		.1	.1	.2
Share	.3		.2		.2		.2	.9		.3		.2		.6	.3	.8
WXYX-FM	154	22	77	21	38	13	2		2	56	18	28	6	4	1	
(%)	100	14	50	13	25	9	1		2	36	12	18	4	3	1	
Rating	.5	.6	.6	.9	1.3	.5	.1		.1	.4	.8	.9	.2	.2	.1	
Share	2.4	3.8	2.8	4.7	5.8	2.6	.4		.6	1.8	4.0	4.2	1.1	.8	.3	
WYQE-FM	27		17	1	12	3			1	10		2		2	1	5
(%)	100	1	62	2	44	12	1		3	38	1	7	1	6	5	18
Rating	.1		.1		.4	.1			.1	.1		.1		.1	.1	.2
Share	.4		.6		1.8	.6			.3	.3		.3		.4	.3	1.0
WZAR-FM	167	12	52	3	11	18	8	3	8	103	17	41	25	12	4	4
(%)	100	7	31	2	7	11	5	2	5	62	10	24	15	7	2	3
Rating	.5	.3	.4	.1	.4	.7	.4	.2	.5	.7	.7	1.3	.9	.5	.2	.2
Share	2.6	2.1	1.9	.7	1.7	3.5	1.8	.9	2.4	3.4	3.8	6.2	4.5	2.3	1.0	.8
WZMT-FM	29	2	19	2	6	4	2	4	1	8	2	1	2	1	2	
(%)	100	6	65	8	21	13	6	14	3	29	8	4	8	2	6	
Rating	.1	.1	.1	.1	.2	.1	.3	.1	.1	.1	.1	.1	.1	.1	.1	
Share	.5	.3	.7	.4	.9	.8	.4	1.3	.3	.3	.4	.2	.4	.2	.5	

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPRM-FM (%) Rating	7214 100 22.7	856 12 21.5	3383 47 25.9	701 10 29.7	1018 14 34.2	777 11 32.3	578 8 27.8	159 2 10.6	149 2 8.6	2976 41 20.2	445 6 19.3	857 12 27.9	796 11 28.9	550 8 22.2	158 2 8.9	170 2 7.4
WPRP-AM (%) Rating	326 100 1.0		179 55 1.4	9 3 .4		62 19 2.6	26 8 1.3	40 12 2.7	43 13 2.5	147 45 1.0				15 5 .6	23 7 1.3	109 34 4.7
WQBS-AM (%) Rating	448 100 1.4	11 3 .3	206 46 1.6			30 7 1.2	20 5 1.0	79 18 5.3	76 17 4.4	231 52 1.6		1 7 1.1	30 7 3.4	83 19 2.7	48 11 2.7	68 15 3.0
WRIO-FM (%) Rating	827 100 2.6	140 17 3.5	268 32 2.1	91 11 3.9	75 9 2.5	70 9 2.9	17 2 .8		15 2 .9	419 51 2.9	124 15 5.4	90 11 2.9	48 6 1.7	65 8 2.6	37 4 2.1	55 7 2.4
*WTPM-FM (%) Rating	331 100 1.0	20 6 .5	104 31 .8		40 12 1.3	13 4 .5	10 3 .5	4 1 .3	37 11 2.1	207 63 1.4	6 2 .3	46 14 1.5	49 15 1.8	27 8 1.1	55 17 3.1	24 7 1.0
WUQJ-FM (%) Rating	2048 100 6.5	531 26 13.3	603 29 4.6	156 8 6.6	195 10 6.6	74 4 3.1	94 5 4.5	69 3 4.6	14 1 .8	914 45 6.2	293 14 12.7	165 8 5.4	199 10 7.2	102 5 4.1	50 2 2.8	105 5 4.6
WUNO-AM (%) Rating	1020 100 3.2	28 3 .7	410 40 3.1		30 3 1.0	102 10 4.2	73 7 3.5	70 7 4.7	134 13 7.8	582 57 4.0		27 3 .9	71 7 2.6	161 16 6.5	130 13 7.3	192 19 8.4
WVJP-FM (%) Rating	1711 100 5.4	202 12 5.1	536 31 4.1	33 2 1.4	151 9 5.1	151 9 6.3	111 7 5.3	7 5 .5	82 5 4.8	973 57 6.6	156 9 6.8	209 12 6.8	218 13 7.9	191 11 7.7	91 5 5.1	108 6 4.7
WVOZ-FM (%) Rating	2030 100 6.4	668 33 16.8	759 37 5.8	355 17 15.0	297 15 10.0	76 4 3.2		32 2 2.1		604 30 4.1	248 12 10.7	149 7 4.9	70 3 2.5	90 4 3.6	46 2 2.6	
*WXEY-AM (%) Rating	293 100 .9	22 7 .6	120 41 .9	20 7 .8	37 13 1.2	11 4 .5	11 4 .5	30 10 2.0	12 4 .7	151 51 1.0	8 3 .3	20 7 .7		29 10 1.2	31 11 1.7	62 21 2.7
WXYX-FM (%) Rating	3163 100 10.0	543 17 13.6	1212 38 9.3	391 12 16.6	441 14 14.8	221 7 9.2	84 3 4.0	32 1 2.1	42 1 2.4	1408 45 9.6	463 15 20.0	519 16 16.9	254 8 9.2	132 4 5.3	26 1 1.5	15 .7
WYQE-FM (%) Rating	340 100 1.1	21 6 .5	148 43 1.1	24 7 1.0	38 11 1.3	48 14 2.0	9 3 .4		29 8 1.7	172 51 1.2	11 3 .5	30 9 1.0	12 4 .4	35 10 1.4	19 5 1.1	65 19 2.8
WZAR-FM (%) Rating	2331 100 7.3	264 11 6.6	775 33 5.9	118 5 5.0	191 8 6.4	228 10 9.5	91 4 4.4	50 2 3.3	97 4 5.6	1291 55 8.8	319 14 13.8	447 19 14.6	270 12 9.8	131 6 5.3	56 2 3.1	68 3 3.0
WZMT-FM (%) Rating	523 100 1.6	46 9 1.2	304 58 2.3	54 10 2.3	57 11 1.9	76 15 3.2	30 6 1.4	31 6 2.1	56 11 3.2	174 33 1.2	65 12 2.8	16 3 .5	36 7 1.3	15 3 .6	42 8 2.4	

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+
WZNT-FM	231	9	146	20	32	47	27	15	5	76	5	19	22	21	5	3
(%)	100	4	63	9	14	20	12	7	2	33	2	8	10	9	2	1
Rating	.7	.2	1.1	.8	1.1	2.0	1.3	1.0	.3	.5	.2	.6	.8	.8	.3	.1
Share	3.6	1.6	5.4	4.4	4.9	9.2	6.0	4.7	1.5	2.5	1.1	2.9	4.0	4.0	1.3	.6
TOTALS	6367	574	2720	450	657	509	451	320	335	3072	453	660	553	519	397	491
(%)	100	9	43	7	10	8	7	5	5	48	7	10	9	8	6	8
Rating	20.1	14.4	20.9	19.1	22.1	21.2	21.7	21.4	19.4	20.9	19.6	21.5	20.0	21.0	22.2	21.4

* 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+
WZNT-FM	3448	330	1789	333	438	538	258	112	110	1329	142	317	415	253	122	80
(%)	100	10	52	10	13	16	7	3	3	39	4	9	12	7	4	2
Rating	10.9	8.3	13.7	14.1	14.7	22.4	12.4	7.5	6.4	9.0	6.1	10.3	15.0	10.2	6.8	3.5
TOTALS	30183	3833	12451	2280	2919	2303	1952	1423	1575	13899	2212	2993	2676	2334	1737	1946
(%)	100	13	41	8	10	8	6	5	5	46	7	10	9	8	6	6
Rating	95.1	96.1	95.5	96.7	98.1	95.9	93.8	95.1	91.3	94.6	95.8	97.5	97.0	94.2	97.3	84.8

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

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 (%)	21 82	2 8	3 10	16 78	2 11	1 5	1 6	23 89	1 2	1 5	1 4	23 87	2 6	2 2	1 5	
WAEL-AM (%)	70 95	3 4	1 1	68 90	3 4	4 6		56 99			1 1	49 94	2 3	1 2		
WAEL-FM (%)	25 61	10 25	5 12	86 65	14 11	30 23	2 1	67 81	12 14	2 2	2 3	42 69	9 15	8 13	1 2	
WALO-AM (%)	34 98			19 78	1 4	4 19		7 100				18 93		1 5		
WAPA-AM (%)	167 79	28 13	17 8	153 67	29 13	44 19	1 1	84 82	9 9	9 9		* 135 79	18 11	17 10		
WBRQ-FM (%)	20 33	31 51	9 14	21 31	21 31	24 36	1 2	25 51	16 32	7 14	1 2	23 42	19 34	12 23	1 1	
WCAD-FM (%)	16 21	38 50	20 27	12 16	26 34	34 45	4 5	37 52	22 31	6 8	6 9	24 36	24 37	15 23	3 5	
WCMA-FM (%)	63 26	83 34	89 37	44 15	71 25	165 58	5 2	89 48	73 40	18 10	5 3	56 29	62 33	68 36	5 3	
WCMN-AM (%)	63 89	6 8	2 3	86 93	2 2	4 4	1 1	20 88	2 10		1 1	46 92	3 5	1 3		
WCMN-FM (%)	61 53	23 20	30 26	74 62	18 15	23 19	3 3	78 83	10 11	5 5	1 1	55 62	14 15	17 20	3 3	
WCOM-FM (%)	36 22	89 54	37 23	21 21	27 26	52 50	3 3	37 51	20 27	16 21	1 1	29 29	42 42	26 27	2 2	
WCTA-FM (%)	10 23	16 36	17 38	34 39	18 21	34 39	1 1	81 67	18 15	10 9	12 10	31 49	14 22	15 24	3 5	
WEGM-FM (%)	32 61	19 36	1 2	20 58	11 33	3 9		25 58	14 33	2 5	2 4	22 56	13 34	3 8	1 2	
WENA-AM (%)	19 93		1 5	31 89	1 3	3 8		13 73	5 27			19 90	1 6	1 4		
WERR-FM (%)	21 60	10 28	2 7	21 57	7 20	8 22	1 1	19 59	5 16	4 13	4 12	21 67	6 18	3 10	1 5	
WEXS-AM (%)	29 79	1 3	6 17	25 72		10 27		19 100				22 83	2 2	4 15		
WFDT-FM (%)	6 29	5 23	9 44	8 28	5 16	17 55	1 1	4 96	4 96			5 31	4 23	8 43	1 3	
WFID-FM (%)	86 32	78 28	106 39	82 22	40 11	240 66	4 1	109 48	53 23	56 25	8 4	91 38	50 21	93 39	4 2	
WIAC-AM (%)	49 81	6 10	4 7	35 60	9 16	8 14	6 10	17 87	3 13			34 78	5 12	3 7	2 4	
WIAC-FM (%)	84 37	84 37	57 25	59 37	23 14	72 45	6 4	84 67	37 29	2 2	2 2	67 46	40 27	34 24	4 3	
WIDA-AM (%)	16 95	1 5		16 92	1 8			17 93	1 7			18 96	1 4			
+WIDI-FM WQQZ-FM (%)	1 9	7 43	8 49	6 23	4 16	16 60	1 1	7 44	6 40	2 16		4 27	5 30	7 42		
WIOA-FM (%)	85 35	95 39	62 25	112 34	79 24	128 39	11 3	160 77	37 18	6 3	4 2	102 48	60 28	48 22	5 2	
WIOB-FM (%)	72 48	30 20	48 31	72 40	29 16	77 43	2 1	88 66	26 20	16 12	3 3	72 55	21 16	37 28	2 1	

* 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
WIOC-FM (%)	35 55	10 15	19 29		34 39	14 17	37 43	1 1	54 86	8 13	1		36 61	9 15	14 23	1
WISA-AM (%)	6 34	2 13	9 53		12 26	7 16	27 59		14 100				8 42	2 13	8 44	
WISO-AM (%)	30 86	4 12	1 2		19 85	2 10	1 4		21 89	1 6	1 5		* 24 89	2 8	1 3	
WIVA-FM (%)	91 32	116 41	66 24	9 3	23 24	32 33	36 37	6 6	62 58	23 21	19 18	3 2	50 36	50 36	35 25	5 3
WKAQ-AM (%)	351 84	57 14	6 1	4 1	152 78	12 6	25 13	5 3	162 92	10 6	2 1	1 1	214 86	25 10	8 3	3 1
WKAQ-FM (%)	124 38	111 34	87 26	9 3	91 24	96 25	182 48	15 4	227 64	79 22	42 12	10 3	121 43	76 27	78 28	8 3
WKFE-AM (%)	23 99				19 100				12 100				16 99			
WKJB-AM (%)	32 77	8 18	1 2	1 3	15 71	4 18	2 11		19 86		3 14		* 19 78	4 15	1 5	2
WKSA-FM (%)	24 61	7 16	9 22	1	18 50	4 12	13 37		23 63	8 23	2 4	4 10	20 60	6 16	7 22	1 2
WKVM-AM (%)	41 74	11 19	3 6	1 1	35 78	2 5	6 14	1 2	58 94	2 3	2 3		48 87	4 8	3 5	1
WLUZ-AM (%)	66 87	8 10	3 3		22 50	14 32	7 16	1 2	10 54	3 15	2 10	4 21	35 78	7 15	2 5	1 2
WMEG-FM (%)	73 32	119 53	25 11	8 4	56 36	63 40	33 21	4 2	65 48	56 42	11 8	2 2	69 42	70 43	18 11	5 3
WNEL-AM (%)	44 90	5 9	1 1		65 94	4 5	1 1		71 91	3 3	2 3	2 3	48 92	3 6	1 1	1 1
WNRT-FM (%)	53 65	22 27	6 8		41 68	13 21	7 11	1	51 85	4 6	5 9	1	50 73	13 19	4 7	1 1
WORD-FM (%)	45 40	31 28	35 31	2 1	77 40	53 27	62 32	2 1	291 80	41 11	21 6	10 3	90 60	29 19	29 19	3 2
WOSO-AM (%)	20 39	31 59		1 2	13 26	26 51	11 21	1 3	7 88	1 12			14 42	16 50	2 6	1 2
WOYE-FM (%)	38 34	51 46	15 14	6 5	20 34	17 29	19 33	3 4	59 70	20 23	3 4	2 3	32 45	27 37	10 14	3 4
WPAB-AM (%)	43 89	4 8	2 4		37 88	1 1	5 11		28 90	3 10			37 92	2 5	1 4	
WPRM-FM (%)	507 41	477 39	227 19	15 1	175 36	112 23	186 38	11 2	274 66	111 27	26 6	5 1	292 47	202 33	119 19	8 1
WPRP-AM (%)	9 78	2 19			22 73	5 18	2 8		34 86	6 14			15 81	3 16	1 3	
WQBS-AM (%)	33 84	1 3	5 13		51 85	4 6	3 6	2 3	47 90	5 10			31 87	2 6	2 7	1
WRIO-FM (%)	61 52	45 38	10 8	2 2	11 32	11 31	13 37		33 74	4 10	7 16		31 55	18 31	7 13	1 1
WTPM-FM (%)	19 78	4 15	2 7		13 76	2 9	2 12	3	23 73	8 27			* 17 78	4 17	1 5	
WUKQ-FM (%)	35 41	25 30	23 28	2 2	53 39	19 14	64 47	1 1	68 54	26 21	28 23	3 2	44 49	18 19	27 30	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 (%)	78 78	13 13	7 7	2 2	55 75	2 3	14 20	2 2	42 93	3 7			57 81	7 10	5 7	1 1
WVJP-FM (%)	56 51	24 21	29 27		65 49	14 10	51 39	2 2	100 75	26 19	5 4	2 1	60 60	17 17	22 22	1 1
WVOZ-FM (%)	24 30	26 32	28 35	2 3	22 25	31 34	33 37	4 5	38 50	15 19	9 12	15 19	32 38	23 27	20 24	8 10
WXEW-AM (%)	21 86	1 6	2 7		7 70		3 27		14 100				* 14 88	1 4	1 7	
WXYX-FM (%)	55 26	116 54	40 19	2 1	28 19	62 42	54 37	2 1	46 51	31 35	11 12	1 1	43 32	58 43	30 23	2 2
WYQE-FM (%)	22 56	9 24	7 19		17 50	10 31	6 19		21 64	8 24	4 12		15 56	7 26	5 17	
WZAR-FM (%)	91 48	34 18	62 33	2 1	66 31	46 22	98 46	2 1	72 60	38 31	5 5	4 4	79 51	31 20	42 27	2 2
WZMT-FM (%)	10 41	11 42	4 16		12 44	8 27	8 27		37 69	14 27	2 3		15 55	8 30	3 12	1 3
WZNT-FM (%)	59 27	109 51	40 19	7 3	73 26	95 34	103 37	10 4	214 62	81 23	18 5	34 10	95 43	76 34	39 18	12 5
TOTALS (%)	3854 50	2342 30	1382 18	126 2	3066 45	1373 20	2245 33	139 2	3980 69	1145 20	431 7	207 4	3269 56	1361 23	1035 18	128 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 '00	8:00	3:15	5:45	7:45	3:00	5:45	5:45	3:15	6:00	9:15
SU '00	11:00	4:00	5:30	7:15	0:00	3:30	5:30	4:00	7:45	9:30
SP '00	6:45	3:15	6:45	7:30	0:30	4:00	6:00	4:00	10:15	9:30
WI '00	12:45	19:00	11:45	10:15	29:00	10:30	4:30	10:45	12:30	12:30
4-Book	9:45	7:30	7:30	8:15	8:15	6:00	5:30	5:30	9:15	10:15
FA '99	7:45	6:15	6:30	7:00	7:30	8:45	7:45	4:45	3:45	5:30
Wael-AM										
FA '00	10:30	2:00	4:30	9:00	0:15	5:00	11:00	2:15	4:00	7:15
SU '00	8:00	8:00	8:00	6:45	15:00	8:15	6:00	1:30	8:00	7:15
SP '00	12:30	3:45	6:30	8:45	5:30	6:45	6:30	1:30	6:30	10:15
WI '00	5:45	5:15	7:00	7:15	5:00	5:00	5:30	5:30	9:00	8:45
4-Book	9:15	4:45	6:30	8:00	6:30	6:15	7:15	2:45	7:00	8:30
FA '99	6:00	1:30	5:00	6:00	1:15	2:30	6:00	2:00	6:15	6:00
Wael-FM										
FA '00	6:45	6:15	5:30	6:15	4:45	4:45	4:15	7:45	6:15	7:45
SU '00	5:45	5:15	5:00	7:15	6:30	5:00	6:00	4:00	5:00	8:15
SP '00	4:30	4:00	4:30	4:45	3:00	4:00	3:30	5:15	4:45	5:15
WI '00	7:00	4:45	7:45	8:00	4:45	7:00	7:45	4:45	8:00	8:15
4-Book	6:00	5:00	5:45	6:30	4:45	5:15	5:30	5:30	6:00	7:30
FA '99	4:30	5:15	4:45	3:30	5:30	4:00	2:15	5:15	5:30	4:30
WALO-AM										
FA '00	10:00	2:30	9:30	11:15	2:30	5:00	10:45	0:00	10:30	11:15
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	8:15	5:15	5:30	10:00	4:00	4:00	9:00	9:15	6:30	10:30
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	6:30	3:15	4:45	7:45	3:00	3:30	5:00	4:00	7:15	9:30
*WAPA-AM										
FA '00	11:00	7:00	6:30	10:15	8:15	8:15	10:00	4:45	3:45	10:15
SU '00	11:00	6:00	6:45	8:30	4:15	10:15	9:45	8:00	4:15	7:30
SP '00	12:00	9:45	8:15	8:45	12:15	8:45	7:45	4:00	7:45	9:45
WI '00	8:45	6:45	8:45	9:00	6:45	9:15	8:00	6:30	8:00	10:15
4-Book	10:45	7:30	7:30	9:15	8:00	9:15	9:00	5:45	6:00	9:30
FA '99	9:00	4:30	6:00	7:45	5:00	6:15	8:30	3:30	5:45	6:45
WBRQ-FM										
FA '00	7:45	9:45	7:45	6:00	10:30	8:00	3:00	9:00	7:15	7:30
SU '00	6:30	6:30	8:30	6:45	6:15	9:15	5:15	6:45	8:15	7:30
SP '00	4:45	3:15	5:00	6:30	2:15	5:15	8:00	3:45	4:45	5:45
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
WCAD-FM										
FA '00	6:00	7:00	6:15	5:15	8:00	7:30	6:15	5:45	4:30	4:45
SU '00	6:00	6:15	7:00	6:30	7:15	8:00	8:30	5:00	5:00	4:15
SP '00	5:15	6:00	6:15	3:45	7:45	8:30	4:30	4:15	3:45	3:00
WI '00	6:30	7:00	6:45	5:30	7:45	8:45	9:15	5:30	4:00	1:30
4-Book	6:00	6:30	6:30	5:15	7:45	8:15	7:15	5:15	4:15	3:30
FA '99	6:45	6:45	7:30	5:30	8:00	8:15	5:00	5:30	6:15	6:30
WCMA-FM										
FA '00	8:15	8:45	10:15	8:45	10:15	12:15	11:00	7:30	8:45	7:15
SU '00	5:15	5:00	6:15	6:15	4:00	6:45	6:45	6:00	5:45	6:00
SP '00	7:00	6:45	7:00	7:45	6:15	6:00	6:15	6:45	7:30	8:45
WI '00	7:30	6:15	7:45	9:00	5:45	5:45	6:30	6:15	8:45	11:00
4-Book	7:00	6:45	7:45	8:00	6:30	7:45	7:45	6:45	7:45	8:15
FA '99	7:00	7:30	8:00	8:00	5:00	6:15	6:45	9:00	9:00	8:45
WCMN-AM										
FA '00	9:00	3:30	5:45	9:15	2:00	5:00	8:15	6:30	6:30	10:00
SU '00	11:00	7:00	9:45	11:45	5:45	8:15	10:30	7:45	11:15	12:45
SP '00	9:15	3:00	7:30	9:30	3:00	5:30	7:30	3:00	9:15	10:45
WI '00	8:30	3:15	7:00	7:45	4:00	6:00	6:15	2:00	8:15	9:15
4-Book	9:30	4:15	7:30	9:30	3:45	6:15	8:15	4:45	8:45	10:45
FA '99	10:45	14:00	6:30	6:00	12:30	6:00	3:45	15:30	7:00	8:15

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
WCMN-FM										
FA '00	7:45	8:15	8:45	7:45	6:00	8:30	7:45	11:00	9:00	7:45
SU '00	8:45	10:15	8:00	5:15	12:00	11:30	6:00	8:30	5:15	4:45
SP '00	6:15	8:15	6:00	5:00	9:45	3:45	3:00	7:30	8:00	6:30
WI '00	7:45	8:45	8:45	6:00	14:00	11:30	4:15	4:00	6:30	7:30
4-Book	7:45	9:00	8:00	6:00	10:30	8:45	5:15	7:45	7:15	6:45
FA '99	9:00	10:00	10:00	9:00	9:00	8:15	6:30	11:00	11:15	11:30
WCOM-FM										
FA '00	5:15	6:15	5:30	5:00	6:45	6:45	6:30	5:30	4:00	3:45
SU '00	4:45	5:00	5:30	6:00	5:15	5:00	4:30	4:30	6:00	7:15
SP '00	5:15	6:00	5:00	4:30	7:15	6:15	5:15	4:45	4:15	3:45
WI '00	4:45	5:00	4:45	4:00	5:15	5:15	5:15	4:45	4:15	3:15
4-Book	5:00	5:30	5:15	5:00	6:15	5:45	5:30	5:00	4:45	4:30
FA '99	5:30	6:00	4:15	4:00	5:15	4:00	4:30	6:45	4:15	3:45
WCTA-FM										
FA '00	8:30	5:30	11:15	12:00	6:15	12:00	12:30	3:45	9:15	10:45
SU '00	7:45	6:15	10:30	10:45	7:00	13:15	13:15	5:30	6:30	6:15
SP '00	8:45	13:30	7:45	6:00	17:45	9:45	7:15	4:00	3:15	3:45
WI '00	6:30	5:15	6:15	7:15	6:15	7:00	8:15	4:00	4:45	5:15
4-Book	8:00	7:45	9:00	9:00	9:15	10:30	10:15	4:15	6:00	6:30
FA '99	7:15	6:00	8:00	8:30	4:15	6:00	7:00	8:00	11:00	11:00
WEGM-FM										
FA '00	7:45	8:15	6:30	7:00	9:15	6:30	10:15	7:00	6:15	5:30
SU '00	5:30	5:30	3:15	3:00	5:45	2:45	2:45	5:00	4:15	3:30
SP '00	8:00	7:30	7:45	6:45	8:15	7:30	10:00	6:45	8:00	5:15
WI '00	10:00	13:00	7:00	4:00	13:30	10:00	3:30	12:15	4:15	4:00
4-Book	7:45	8:30	6:15	5:15	9:15	6:45	6:45	7:45	5:45	4:30
FA '99	8:30	9:30	8:15	5:30	7:45	7:00	2:30	11:15	9:30	7:30
WENA-AM										
FA '00	12:45	13:30	17:15	14:30	6:00	7:45	8:15	15:15	22:15	18:15
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
WERR-FM										
FA '00	5:30	4:45	4:45	6:30	4:45	4:15	6:15	4:45	5:15	7:00
SU '00	5:45	3:30	6:00	6:00	3:00	4:30	5:00	3:30	7:00	7:00
SP '00	4:30	3:00	5:15	6:15	2:45	5:00	5:45	3:15	5:30	6:15
WI '00	6:45	3:45	8:15	9:45	2:15	10:45	12:00	4:45	6:45	8:15
4-Book	5:45	3:45	6:00	7:15	3:15	6:15	7:15	4:00	6:15	7:15
FA '99	5:45	4:30	5:45	5:45	3:45	5:30	5:15	4:45	6:00	6:00
WEXS-AM										
FA '00	18:30	32:00	22:15	9:30	18:30	12:30	4:45	40:45	32:45	13:45
SU '00	14:15	17:15	15:45	27:30	25:00	19:00	19:00	10:15	10:15	36:15
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
+WFDT-FM										
FA '00	7:30	9:45	7:45	7:30	5:00	5:15	9:45	18:30	9:30	6:45
SU '00	7:30	6:15	8:30	8:45	6:00	2:30	2:15	6:15	16:45	12:30
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	14:30	10:15	17:15	18:30	15:30	18:00	16:30	5:30	16:30	19:45
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	9:30	9:00	12:45	10:45	11:15	16:00	13:00	7:00	10:45	9:15
WFID-FM										
FA '00	9:00	10:00	9:45	8:45	9:45	9:15	8:00	10:15	10:15	9:15
SU '00	9:15	10:15	10:45	10:00	9:15	9:15	8:45	10:45	12:00	11:00
SP '00	9:15	11:15	10:45	8:45	9:15	9:30	7:45	12:00	11:30	9:15
WI '00	9:30	10:45	11:00	9:30	9:15	8:45	7:15	11:30	12:30	11:00
4-Book	9:15	10:30	10:30	9:15	9:30	9:15	8:00	11:15	11:30	10:15
FA '99	7:00	7:30	8:45	8:15	6:30	7:00	6:45	8:00	10:00	9:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WIAC-AM										
FA '00	6:45	6:00	7:00	6:30	6:00	6:45	8:15	0:00	7:15	5:00
SU '00	6:15	7:15	7:30	7:00	5:30	7:30	8:30	9:00	7:30	5:45
SP '00	6:45	6:45	5:30	6:30	5:00	5:45	6:15	10:00	5:15	6:45
WI '00	6:45	5:00	7:15	7:00	6:15	6:45	5:30	2:00	8:15	10:00
4-Book	6:45	6:15	6:45	6:45	5:45	6:45	7:15	5:15	7:00	7:00
FA '99	7:00	7:45	6:15	6:00	12:15	7:30	6:45	4:30	4:15	5:15
WIAC-FM										
FA '00	5:30	4:45	6:15	6:45	4:15	5:45	6:15	5:15	6:30	7:00
SU '00	6:45	8:00	7:00	6:00	8:30	7:45	5:45	7:45	6:30	6:15
SP '00	6:30	5:45	7:30	8:15	5:30	7:30	7:30	6:00	7:45	8:45
WI '00	6:15	5:45	6:45	6:45	5:30	5:45	5:15	6:00	7:30	8:00
4-Book	6:15	6:00	7:00	7:00	6:00	6:45	6:15	6:15	7:00	7:30
FA '99	6:15	7:15	7:30	6:30	4:00	5:15	5:15	8:30	8:45	7:00
WIDA-AM										
FA '00	14:00	16:30	11:15	9:15	0:00	1:45	1:45	16:30	17:15	12:15
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
+WIDI-FM										
WQQZ-FM										
FA '00	5:30	3:30	5:30	7:30	1:30	4:30	6:45	5:30	7:00	8:15
SU '00	9:00	8:15	11:30	9:45	18:00	16:45	12:30	2:30	6:00	6:30
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	7:15	6:45	9:30	8:15	7:30	10:15	8:15	5:45	8:30	8:15
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	8:30	8:15	9:30	7:45	7:15	8:45	6:45	9:15	9:45	8:30
WIOA-FM										
FA '00	8:15	8:00	9:15	9:45	6:00	8:00	8:45	9:15	9:45	10:00
SU '00	6:30	6:30	7:00	7:00	4:15	4:15	4:45	7:30	8:15	8:00
SP '00	6:15	5:15	6:30	7:15	4:30	6:00	7:45	5:45	6:45	7:00
WI '00	5:15	4:30	6:15	6:45	4:30	5:45	6:15	4:45	6:30	7:00
4-Book	6:30	6:00	7:15	7:45	4:45	6:00	7:00	6:45	7:45	8:00
FA '99	6:30	5:30	7:15	7:30	3:00	6:00	6:45	6:45	8:00	8:00
WIOB-FM										
FA '00	10:00	9:15	10:45	10:45	10:30	9:00	7:30	8:30	11:45	12:30
SU '00	7:30	6:45	9:00	9:00	7:00	8:00	9:00	6:45	9:15	9:00
SP '00	9:30	9:30	10:15	10:15	5:15	6:15	6:30	12:30	12:15	11:45
WI '00	8:15	11:30	8:15	7:30	19:15	8:30	6:45	9:15	8:15	8:15
4-Book	8:45	9:15	9:30	9:30	10:30	8:00	7:30	9:15	10:30	10:30
FA '99	6:45	7:00	7:15	7:30	8:45	6:30	4:45	6:15	7:45	8:45
WIOC-FM										
FA '00	8:45	7:00	10:30	11:00	5:00	5:15	5:45	7:45	12:30	13:15
SU '00	8:15	9:15	9:45	7:00	4:00	3:00	2:30	11:30	11:45	9:00
SP '00	9:15	11:00	8:45	8:15	13:45	9:00	7:00	9:00	8:45	8:45
WI '00	7:45	5:30	7:45	8:45	3:30	4:30	6:30	6:45	9:15	10:00
4-Book	8:30	8:15	9:15	8:45	6:30	5:30	5:30	8:45	10:30	10:15
FA '99	8:45	6:15	9:00	10:45	4:15	11:15	12:45	7:45	7:30	8:45
WISA-AM										
FA '00	13:15	0:15	17:00	20:45	0:00	19:30	19:30	0:15	16:00	21:30
SU '00	8:45	0:30	4:30	10:45	0:00	6:15	14:30	0:30	0:45	6:15
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	8:00	2:45	5:00	6:00	1:45	5:15	5:45	4:00	4:45	6:15
*WISO-AM										
FA '00	11:00	32:00	12:15	10:15	10:00	20:45	15:30	43:00	8:00	7:00
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	14:15	2:45	14:00	19:45	3:00	15:00	14:00	2:30	6:00	30:45
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**

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
VIVA-FM										
FA '00	9:00	7:15	10:30	11:15	6:45	11:45	15:15	7:45	8:45	6:45
SU '00	10:15	14:00	11:00	7:45	16:00	14:00	9:30	11:15	7:45	6:00
SP '00	9:30	8:45	10:30	10:30	13:00	11:15	11:00	5:00	9:45	10:00
WI '00	8:30	8:45	9:00	8:30	9:15	10:00	8:45	8:15	7:45	8:00
4-Book	9:15	9:45	10:15	9:30	11:15	11:45	11:15	8:00	8:30	7:45
FA '99	8:15	9:00	10:45	9:15	8:15	11:45	10:45	9:30	9:30	7:45
WKAQ-AM										
FA '00	9:00	5:15	5:45	8:15	5:45	6:30	7:30	4:45	5:00	8:45
SU '00	10:45	6:30	8:15	9:00	6:00	9:15	9:45	6:45	7:15	8:30
SP '00	8:45	5:15	8:00	8:30	4:45	7:00	7:45	6:00	9:15	9:15
WI '00	9:45	6:00	8:15	8:45	6:45	8:45	9:30	4:15	7:45	8:00
4-Book	9:30	5:45	7:30	8:45	5:45	8:00	8:45	5:30	7:15	8:45
FA '99	9:30	4:15	6:45	10:00	5:15	6:45	9:45	3:30	7:00	10:30
WKAQ-FM										
FA '00	7:15	7:45	7:45	7:30	7:00	7:30	7:45	8:15	7:45	7:15
SU '00	7:00	7:15	7:15	7:30	7:00	8:30	9:15	7:15	6:30	6:15
SP '00	6:45	7:00	6:30	6:30	7:15	6:15	6:15	7:00	6:45	6:45
WI '00	6:15	6:30	5:45	5:00	5:15	4:45	4:00	7:15	6:15	5:30
4-Book	6:45	7:15	6:45	6:45	6:45	6:45	6:45	7:30	6:45	6:30
FA '99	6:15	7:00	6:15	5:30	6:00	5:30	5:00	8:00	7:00	5:30
WKFE-AM										
FA '00	11:00	2:45	5:00	16:00	0:00	8:30	25:45	2:45	3:00	2:45
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	15:30	0:30	4:15	6:45	0:30	0:30	5:15	0:45	5:30	7:15
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
*WKJB-AM										
FA '00	8:00	4:15	5:45	6:00	3:15	6:00	7:00	5:15	5:30	5:00
SU '00	5:15	3:00	5:15	6:15	0:00	9:00	9:15	3:00	2:00	2:45
SP '00	5:30	1:00	3:30	4:45	0:00	2:45	5:00	1:00	4:45	4:00
WI '00	7:00	3:45	3:15	4:00	7:45	4:45	4:30	1:00	1:15	3:30
4-Book	6:30	3:00	4:30	5:15	2:45	5:45	6:30	2:30	3:30	3:45
FA '99	4:45	6:00	4:45	4:30	6:00	4:45	5:00	0:00	4:45	4:00
WKSA-FM										
FA '00	5:45	6:30	6:15	6:15	7:15	6:00	6:00	6:15	6:30	6:15
SU '00	3:30	3:15	3:30	4:00	1:15	3:15	3:00	4:00	3:45	5:30
SP '00	4:45	3:15	4:45	5:45	4:30	5:00	6:00	2:30	4:45	5:45
WI '00	6:15	4:00	6:45	9:15	3:00	7:45	10:15	4:30	6:00	8:15
4-Book	5:00	4:15	5:15	6:15	4:00	5:30	6:15	4:15	5:15	6:30
FA '99	5:30	5:15	5:00	5:30	5:00	3:45	5:30	5:15	5:45	5:30
WKVM-AM										
FA '00	10:15	5:30	6:30	7:00	1:45	6:00	4:15	10:00	7:00	9:15
SU '00	9:15	10:15	8:15	8:15	12:30	5:30	6:45	8:45	9:45	9:45
SP '00	9:00	7:15	5:30	5:45	9:15	6:45	4:30	5:15	4:30	6:45
WI '00	11:15	2:45	6:30	12:00	2:00	6:30	13:15	3:00	6:30	11:00
4-Book	10:00	6:30	6:45	8:15	6:30	6:15	7:15	6:45	7:00	9:15
FA '99	3:45	1:45	3:30	4:45	1:45	3:15	3:45	2:00	3:30	5:45
WLUZ-AM										
FA '00	10:15	3:45	7:30	5:45	0:00	7:45	6:15	3:45	7:30	5:15
SU '00	10:30	2:00	5:30	9:00	2:00	6:30	10:30	0:00	3:45	7:15
SP '00	13:45	5:00	6:00	11:00	2:15	5:30	5:45	6:30	6:30	16:15
WI '00	12:30	1:30	13:15	10:00	0:00	17:00	8:45	1:30	8:45	11:30
4-Book	11:45	3:00	8:00	9:00	1:00	9:15	7:45	3:00	6:45	10:00
FA '99	9:15	2:30	7:00	9:45	2:30	4:00	10:30	0:00	9:15	8:15
WMEG-FM										
FA '00	6:45	6:45	5:00	4:45	7:30	5:30	5:30	6:15	4:45	4:15
SU '00	7:45	8:15	7:30	5:45	9:15	9:15	7:45	7:15	5:45	4:30
SP '00	8:00	8:15	7:00	6:30	7:45	8:15	8:15	9:00	6:15	5:30
WI '00	8:00	9:15	6:45	5:45	9:45	8:00	8:15	9:00	5:45	3:45
4-Book	7:45	8:15	6:30	5:45	8:30	7:45	7:30	8:00	5:45	4:30
FA '99	6:45	7:15	6:45	4:30	8:15	7:30	3:00	6:15	6:15	5:45

** Station(s) not reported this survey.

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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
WNEL-AM										
FA '00	9:30	2:30	9:45	6:45	2:30	9:45	7:00	0:00	9:45	6:30
SU '00	6:00	1:00	3:45	7:45	1:00	3:00	9:15	0:00	4:15	6:45
SP '00	5:30	4:45	5:15	5:45	5:45	7:45	8:15	2:00	3:00	3:00
WI '00	9:00	2:30	9:30	7:45	2:30	9:45	8:00	0:00	9:00	7:15
4-Book	7:30	2:45	7:00	7:00	3:00	7:30	8:15	0:30	6:30	6:00
FA '99	8:00	1:30	2:00	12:45	2:45	2:45	12:00	0:45	0:45	14:00
WNRT-FM										
FA '00	8:45	5:45	7:00	9:15	6:00	6:00	9:30	5:30	8:00	9:00
SU '00	8:15	6:45	8:00	11:30	3:45	7:00	11:30	8:30	8:30	11:30
SP '00	8:15	6:45	7:45	9:45	4:30	8:00	9:00	8:30	7:45	10:30
WI '00	13:30	9:30	14:30	14:45	12:15	13:00	8:45	5:15	16:00	18:30
4-Book	9:45	7:15	9:15	11:15	6:45	8:30	9:45	7:00	10:00	12:30
FA '99	7:45	5:00	9:30	11:30	3:30	7:00	8:30	5:30	11:00	13:30
WORD-FM										
FA '00	7:45	7:15	6:45	7:45	8:00	6:45	8:00	6:30	6:45	7:15
SU '00	7:30	6:15	7:45	8:00	3:45	7:30	8:00	9:15	8:00	8:15
SP '00	8:30	6:00	8:30	9:15	5:30	8:15	9:15	6:30	8:45	9:15
WI '00	6:15	7:15	7:00	6:15	10:30	7:30	6:00	4:15	6:30	6:30
4-Book	7:30	6:45	7:30	7:45	7:00	7:30	7:45	6:45	7:30	7:45
FA '99	6:30	6:30	7:00	7:00	3:45	7:00	7:45	8:45	7:00	6:30
WOSO-AM										
FA '00	11:30	9:15	14:00	12:45	12:00	19:00	15:45	5:30	6:30	6:00
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	10:30	2:30	6:15	9:30	0:00	6:00	7:00	2:30	6:30	12:00
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
WOYE-FM										
FA '00	4:30	4:45	5:00	4:15	5:00	5:00	4:00	4:45	5:15	4:30
SU '00	6:15	7:15	6:30	4:30	8:30	8:45	5:15	6:00	4:30	4:00
SP '00	7:00	6:45	6:30	7:00	7:15	7:30	9:45	6:00	5:45	5:45
WI '00	6:45	6:45	6:15	7:15	7:15	7:00	7:30	6:15	5:15	6:45
4-Book	6:15	6:30	6:00	5:45	7:00	7:00	6:45	5:45	5:15	5:15
FA '99	5:30	7:00	6:00	4:00	8:00	6:00	3:45	5:45	5:45	4:30
WPAB-AM										
FA '00	7:30	4:15	7:00	9:00	1:30	4:00	5:00	6:15	11:00	13:30
SU '00	8:45	8:45	9:15	10:45	6:30	8:30	10:00	9:30	10:30	12:15
SP '00	7:30	2:30	7:30	10:00	2:45	6:15	10:00	1:30	10:15	10:00
WI '00	7:45	3:15	5:30	5:45	2:15	6:15	6:15	5:30	4:15	4:30
4-Book	8:00	4:45	7:15	9:00	3:15	6:15	7:45	5:45	9:00	10:00
FA '99	10:00	4:30	7:30	9:15	3:45	8:00	6:30	5:15	6:45	12:45
WPRM-FM										
FA '00	11:45	12:30	12:30	12:30	14:30	14:45	14:45	9:30	10:00	10:15
SU '00	10:15	10:00	11:00	10:45	11:45	12:15	11:45	7:45	9:45	10:00
SP '00	10:00	10:45	11:15	10:00	12:00	11:30	9:45	9:15	11:00	10:15
WI '00	10:15	10:45	11:15	11:00	12:00	12:45	12:00	9:15	9:45	10:00
4-Book	10:30	11:00	11:30	11:00	12:30	12:45	12:00	9:00	10:15	10:15
FA '99	10:15	11:00	11:45	10:45	12:00	12:45	11:30	10:00	10:30	10:00
WPRP-AM										
FA '00	7:15	1:15	9:30	8:45	1:15	10:15	10:00	0:00	5:30	4:15
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
WQBS-AM										
FA '00	10:30	4:15	9:00	7:15	0:00	6:30	6:00	4:15	10:15	8:00
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	4:30	11:15	5:30	4:15	0:00	5:45	4:30	11:15	5:30	4:00
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**

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
WRIO-FM										
FA '00	10:00	11:00	11:30	11:00	11:30	13:15	15:30	10:45	10:15	8:15
SU '00	8:15	12:00	9:45	7:45	8:45	8:00	7:30	15:00	11:30	8:00
SP '00	10:00	11:30	14:30	13:00	11:30	16:15	20:15	11:30	12:30	9:15
WI '00	8:45	8:45	9:15	10:15	9:00	10:30	14:00	8:30	8:15	8:15
4-Book	9:15	10:45	11:15	10:30	10:15	12:00	14:15	11:30	10:45	8:30
FA '99	7:30	10:00	9:45	8:00	10:15	9:45	6:45	9:45	10:00	9:30
*WTPM-FM										
FA '00	7:45	7:00	6:15	9:15	9:30	8:00	6:00	5:00	5:15	9:45
SU '00	9:00	8:15	8:15	8:30	5:30	8:30	12:30	9:30	8:15	5:15
SP '00	10:00	5:15	11:00	13:15	0:00	5:45	5:45	5:15	13:30	16:15
WI '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	9:00	19:15	11:45	7:45	23:45	9:30	5:15	10:30	18:00	12:30
WUQZ-FM										
FA '00	7:15	7:45	8:00	7:45	7:00	5:30	5:15	8:30	9:45	9:15
SU '00	5:45	6:00	5:45	6:00	3:15	4:15	4:45	8:15	6:45	6:45
SP '00	7:00	7:15	7:45	7:15	8:15	6:45	5:15	6:15	8:30	8:30
WI '00	8:30	10:15	12:00	9:30	12:15	16:15	12:15	9:00	9:00	7:15
4-Book	7:15	7:45	8:30	7:45	7:45	8:15	7:00	8:00	8:30	8:00
FA '99	6:30	7:45	6:30	6:00	9:45	6:00	4:00	5:45	6:45	7:15
WUNO-AM										
FA '00	8:45	4:00	6:00	7:00	1:30	5:15	6:30	6:45	6:30	7:15
SU '00	8:00	6:00	7:45	7:15	7:45	9:15	8:30	4:15	5:45	5:45
SP '00	8:00	4:15	5:15	7:15	3:00	3:15	4:15	6:30	8:00	9:30
WI '00	8:00	5:45	5:45	6:30	4:00	6:00	6:15	6:30	5:30	6:45
4-Book	8:15	5:00	6:15	7:00	4:00	6:00	6:30	6:00	6:30	7:15
FA '99	7:45	6:00	7:15	6:30	7:15	7:45	6:45	4:15	6:30	6:30
WVJP-FM										
FA '00	8:30	7:30	9:00	9:30	7:00	8:30	9:00	7:45	9:15	10:00
SU '00	5:00	5:00	5:30	5:00	3:30	5:00	4:30	5:45	5:30	5:15
SP '00	6:30	7:30	7:15	6:30	6:45	6:15	5:30	7:45	8:00	7:15
WI '00	9:45	5:15	7:30	12:30	3:00	6:15	16:00	6:15	8:15	8:45
4-Book	7:30	6:15	7:15	8:30	5:00	6:30	8:45	7:00	7:45	7:45
FA '99	6:45	6:00	7:45	8:15	6:30	10:00	10:00	6:00	6:45	7:15
WVOZ-FM										
FA '00	7:30	8:30	4:45	5:00	9:30	6:00	9:00	6:30	3:00	3:00
SU '00	5:45	5:00	5:15	4:30	6:00	6:00	6:15	4:00	4:30	2:45
SP '00	4:15	4:30	2:45	3:00	5:30	2:45	4:00	3:15	2:45	2:00
WI '00	4:45	6:30	6:00	3:00	8:00	8:45	3:30	4:00	2:15	2:30
4-Book	5:30	6:15	4:45	4:00	7:15	6:00	5:45	4:30	3:15	2:30
FA '99	**	**	**	**	**	**	**	**	**	**
*WXEV-AM										
FA '00	6:15	3:45	7:00	8:15	3:15	5:30	9:00	5:15	9:00	7:30
SU '00	8:30	0:30	5:00	10:00	0:30	6:00	6:00	0:00	3:45	14:00
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	9:45	7:45	7:15	11:15	9:00	5:15	5:15	5:00	8:30	13:45
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	4:15	4:45	4:00	3:15	6:00	4:00	2:45	2:45	4:00	4:45
WXVX-FM										
FA '00	6:15	7:15	7:00	4:30	8:45	9:00	6:00	5:45	5:15	3:15
SU '00	6:45	7:15	8:30	8:15	8:00	9:00	9:00	6:30	8:00	7:30
SP '00	5:15	5:30	5:00	5:00	7:00	6:15	6:00	4:45	4:15	4:15
WI '00	6:00	7:00	7:15	5:15	7:15	8:00	6:00	6:45	6:30	5:00
4-Book	6:00	6:45	7:00	5:45	7:45	8:00	6:45	6:00	6:00	5:00
FA '99	6:00	6:15	6:30	5:30	7:45	7:45	6:30	4:15	5:30	4:45
WYQE-FM										
FA '00	10:00	17:45	14:15	7:15	25:15	20:30	7:45	6:15	6:15	6:30
SU '00	9:00	10:00	6:45	9:00	6:30	6:45	9:30	11:30	6:45	8:30
SP '00	**	**	**	**	**	**	**	**	**	**
WI '00	9:15	7:30	9:30	9:30	6:45	10:15	10:30	8:00	8:15	6:45
4-Book	**	**	**	**	**	**	**	**	**	**
FA '99	8:15	8:00	9:00	8:45	4:45	5:15	4:45	11:45	13:15	14:00

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WZAR-FM										
FA '00	9:00	8:30	10:30	10:30	5:45	9:15	10:00	9:30	11:30	11:15
SU '00	9:30	11:15	9:15	8:15	12:00	9:00	8:30	11:00	9:30	8:15
SP '00	8:15	9:15	10:45	9:45	7:45	10:30	9:45	10:15	11:00	9:45
WI '00	8:15	8:45	8:30	8:45	7:00	5:45	4:45	10:15	10:30	11:45
4-Book	8:45	9:30	9:45	9:15	8:15	8:45	8:15	10:15	10:45	10:15
FA '99	8:00	10:00	7:15	6:00	9:30	6:45	6:15	10:15	7:45	5:45
WZMT-FM										
FA '00	7:00	7:45	8:45	7:45	9:30	9:00	9:00	5:45	8:00	6:15
SU '00	8:30	7:00	10:15	10:30	11:00	13:00	12:30	1:30	7:15	8:45
SP '00	10:15	7:00	12:00	12:30	6:00	12:45	13:45	9:15	11:15	11:30
WI '00	8:00	7:15	9:00	8:45	10:45	11:45	10:15	5:15	6:30	7:30
4-Book	8:30	7:15	10:00	10:00	9:15	11:45	11:30	5:30	8:15	8:30
FA '99	9:15	5:30	11:15	13:45	6:00	12:45	15:45	5:00	9:00	10:30
WZNT-FM										
FA '00	8:30	7:45	9:30	10:15	8:30	10:45	12:15	6:30	8:00	7:45
SU '00	9:15	11:00	9:30	9:00	13:30	11:00	10:30	6:00	6:45	7:15
SP '00	9:15	6:45	10:30	11:30	7:15	11:00	12:15	5:45	9:15	10:00
WI '00	8:15	6:15	9:45	10:45	7:00	11:45	13:15	5:15	7:00	7:15
4-Book	8:45	8:00	9:45	10:30	9:00	11:15	12:00	6:00	7:45	8:00
FA '99	8:15	6:15	9:15	10:30	6:30	11:00	13:30	5:30	6:45	7:45

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	WAEI-AM	WAEI-FM	WALO-AM	WAPA-AM	WBRQ-FM	WCAD-FM	WCMA-FM	WCMN-AM	WCMN-FM	WCOM-FM	WCTA-FM	WEGM-FM	WENA-AM	WERR-FM	WEXS-AM	WFDT-FM	WFID-FM	WIAC-AM	WIAC-FM	WIDA-AM
Cume Pers. (00)	407	631	1405	247	1860	936	1604	3128	710	1706	2786	1077	872	212	758	181	299	3538	801	3567	169
WABA-AM	100	7	4		1				7	3		3	7	1	3		17		3		
WAEI-AM	12	100	11						1	3		9	5	13	1		7		3		
WAEI-FM	15	25	100		2			2		17		20	16	31	3		7				1
WALO-AM				100	3	6										10		1	1		1
WAPA-AM	5		2	21	100	8	3	5	30	1	2	1		4	10	28		3	23	8	13
WBRQ-FM				23	4	100	6	5			6				20	10		7	7	3	7
WCAD-FM					2	11	100	13	1	1	11				7			14	7	8	8
WCMA-FM			4	4	8	16	26	100	2	9	20	3	1		11			29	9	18	6
WCMN-AM	13	1			11				100	11		3	2		15		5	3	6	1	
WCMN-FM	13	9	20		1		1	5	26	100	2	9	14		13		11	4	5	3	
WCOM-FM				17	3	19	19	18	2	4	100	7			12	10		18	12	18	
WCTA-FM	8	16	15		1			1	5	6	3	100	4	16	5			2		2	
WEGM-FM	14	6	10						2	7		3	100	4			44				
WENA-AM	1	4	5									3	1	100							
WERR-FM	6	1	2		4	16	3	3	16	6	3	4		3	100					2	8
WEXS-AM				7	3	2					1					100				1	
WFDT-FM	12	3	1						2	2			15				100				
WFID-FM			1	7	6	27	31	33	13	9	23	7			10	10		100		9	23
WIAC-AM	6	4		3	10	2	3	2	6	2	3			3	4			2	100	3	5
WIAC-FM		2	1	11	16	27	18	20	7	6	24	6	1		8	25		23	15	100	11
WIDA-AM					1	2													1	1	100
+WIDI-FM	16	8	6				1		3	5		5	7				24				
WIOA-FM		1	2		13	17	14	15	8	6	17	6		3	14	8		20	7	29	
WIOB-FM	39	19	24		2	1		1	5	16		18	26	23	2		50	2		1	
WIOC-FM		4	5		2		3	1	2			7	2	29	2			2		1	
WISA-AM	20	4							2	6			1	1	2		9		3		
WISO-AM	8	2	1		1				2	2		1		17	2	6					
WIVA-FM	51	32	41		3		3	1	3	19		27	32	25	2		24	2	1	1	
WKAQ-AM	30	10		62	37	16	5	9	16	3	10	8	5	6	14	10	3	8	37	14	26
WKAQ-FM	5	4	8	28	15	29	33	31	7	9	49	6	1	3	17	20		35	18	41	5
WKFE-AM		3	5									2	1	34							
WKJB-AM	13	16	1						2	1		8	7	5					1		
WKSA-FM	40	19	13		2				5	15		1	16		3		15		1	1	
WKVM-AM			1		7	2		1			2	2						1	8	4	6
WLUZ-AM				3	5		1	1	2						1	12		1	6	4	
WMEG-FM		1	4	6	5	22	42	25	4	6	44	7	3	7	9	8	4	22	6	19	5
WNEL-AM				4	7			1							3			2	7	3	13
WNRT-FM	11				7	28	4	4	14	4	4	5			36			4	2	4	24
WORO-FM					18	9	7	11	9	10	4	4			12	6		15	21	14	
WOSO-AM					1		2	1										1	3	3	
VOYE-FM	14	21	45		3		4	5	9	39	2	25	51	29	11		36	3		1	
WPAB-AM		1	3	4	5		2		2	1		2	1	17		4		2	4	1	
WPRM-FM	5	3	11	49	16	21	31	33	10	6	37	10	1	3	12	72		33	24	35	
WPRP-AM					3	2			2			3			2				5	1	
WQBS-AM		1		7	5	1	1		5						2				4	1	6
WRIQ-FM		2	8		2		2					14		11	1			2		2	
WTPM-FM	11	5	1				1			1		2	5	1	3		12				
WUQI-FM	8	23	34		2	1	3	3	2	25	2	20	48	14	2		44	2		4	
WUNO-AM					19	7	4	3	3		4				5			3	17	5	26
WVJP-FM			4	7	9	7	7	12	4	7	9	4			8	8		12	7	18	11
WVOZ-FM		1			2	7	12	13	2	8	20	8			6			8	2	9	
WXEV-AM				36	2	7	1				2				3	16		1	2	2	
WXYX-FM	12		4		7	14	17	28	13	12	31	10	5		7		9	20	3	24	
WYQE-FM				3	1	1	1	4			1							3		1	
WZAR-FM		11	6		1	10	6	10	3	9	4	10	5	22	4	8	4	2	10		11
WZMT-FM		7	3				3		2	6	1	6	1	16	3			2	2	1	

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WIDI-FM	WIDA-FM	WIOB-FM	WIOC-FM	WISA-AM	WISO-AM	WIVA-FM	WKAQ-AM	WKAQ-FM	WKFE-AM	WKJB-AM	WKSA-FM	WKVM-AM	WLUZ-AM	WMEG-FM	WNEL-AM	WNRT-FM	WORD-FM	WOSO-AM	WOYE-FM	WPAB-AM
Cume Pers. (00)	363	3525	1722	949	185	304	2156	3585	5951	181	359	839	697	564	4638	687	1021	2528	375	2400	681
WABA-AM	18		9		44	11	10	3			15	19					5			2	
WAEI-AM	13		7	3	12	5	9	2		12	29	14								5	1
WAEI-FM	23	1	19	8		5	27		2	41	5	21	2		1		2	1		26	5
WALO-AM								4	1					1		1					1
WAPA-AM	2	7	3	4		6	2	19	5	5		4	17	17	2	19	13	13	3	2	15
WBRQ-FM		5						4	5				2		5		25	3			
WCAD-FM	4	6		5			2	2	9					3	15		7	5	7	2	5
WCMA-FM	1	13	2	3			2	8	16			1	4	7	17	5	13	13	11	6	
WCMN-AM	5	2	2	1	9	5	1	3	1		4	4		3	1		10	3		3	2
WCMN-FM	22	3	16		59	12	15	1	3		5	30			2		7	7		28	2
WCOM-FM		13	1				1	8	23				6		26		12	4		2	
WCTA-FM	15	2	11	8		3	13	2	1	10	24	1	4		2		5	2		11	3
WEGM-FM	17		13	2	5	3	13	1		5	16	16								19	1
WENA-AM			3	7		12	3			39	3									3	5
WERR-FM		3	1	2	9	5	1	3	2			3		1	1	3	27	4		4	
WEXS-AM					4			1	1					4							1
WFDT-FM	20		9		14		3				15	5								4	
WFID-FM		20	4	6		2	4	8	21			2	4	9	17	9	12	21		4	9
WIAC-AM		2			12			8	2		3	1	9	8	1	9	1	7		7	4
WIAC-FM	2	29	2	5		3	1	14	25	4		4	19	24	15	13	16	19	25	2	5
WIDA-AM								1								3	4				
+WIDI-FM	100	1	8		9		7	1			13	9					4			4	
WIOA-FM	5	100	2	5			2	14	18				17	11	15	21	12	23	6	4	8
WIOB-FM	37	1	100	7	19	15	25	3	1	16	21	33			1		4	3		19	5
WIOC-FM		1	4	100		25	1	1	2	14					5	2				8	13
WISA-AM	4		2		100	17	5				7	9								2	
WISO-AM			3	8	100	1	1	2	1	9	5	6								3	3
WIVA-FM	43	1	32	3	57	8	100	3	1	24	13	45			2		5	1		27	1
WKAQ-AM	6	14	5	5	9	21	5	100	12	8	16	15	44	45	6	48	16	27	24	2	25
WKAQ-FM	2	30	3	16		21	2	19	100	17		2	18	22	41	14	12	18	17	6	11
WKFE-AM			2	3		6	2		1	100	3									3	6
WKJB-AM	12		4		14	6	2	2		7	100		2							2	1
WKSA-FM	20		16		40	17	18	4			14	100			1		4			14	
WKVM-AM		3						9	2		3		100	21		22		7	7		
WLUZ-AM		2						7	2				17	100		13		7	7		3
WMEG-FM	3	19	3	22		4	8	32	5			3		3	100	4	7	6	7	10	15
WNEL-AM	4			1				9	2				22	16	1	100	2	4		5	
WNRT-FM	3		2			2	5	2				4					100	3		2	
WORD-FM	4	17	5		4	1	19	8				1	24	32	3	14	8	100	4	3	5
WOSO-AM		1					2	1					4	5	1			4	100		
WOYE-FM	29	3	26	21	24	21	30	1	2	38	12	39			5		5	2		100	11
WPAB-AM		2	2	10		6	5	1	21		3		3	2	5			1		3	100
WPRM-FM		39	7	16		9	3	19	31		3	4	16	18	28	14	7	20	15	9	12
WPRP-AM				7		3		3		8							1				13
WQBS-AM		1						4	2				16	8		10	3	3	4		
WRIO-FM		2	2	25			2	2	1	18					3		3			11	9
WTPM-FM			6	1	5	3	3				11	8					4			2	1
WUKQ-FM	18	3	27	10	19	18	26	2	2	5	10	35	2		4		2	2		39	10
WUNO-AM		5						13	3				17	23	2	11	4	8	11		5
WVJP-FM	9	12	1				1	4	11				7	17	5	8	4	8	4	3	8
WVOZ-FM		7		2			1	2	13						13		3	1	4	2	
WXEV-AM		1						3	2						1	3		1			2
WXYX-FM	4	15	4		9		6	6	23		5	3	4	6	20		11	6		7	3
WYQE-FM								1							1			3			
WZAR-FM	7	7	8	40	7	10	6	4	8	18		7	4	5	8	2	5	5	8	17	14
WZMT-FM		1	5	18		13	2		2	14		3			2		1	1		4	5

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																
	WPRM-FM	WPRP-AM	WQBS-AM	WRIO-FM	WTPM-FM	WUKQ-FM	WUNO-AM	WVJP-FM	WVOZ-FM	WXEW-AM	WXYX-FM	WYQE-FM	WZAR-FM	WZMT-FM	WZNT-FM	
Cume Pers. (00)	7214	326	448	827	331	2048	1020	1711	2030	293	3163	340	2331	523	3448	
WABA-AM			2	2	13	2					2					
WAEI-AM				2	10	7							3	8	1	
WAEI-FM	2			13	5	23		3	1		2		4	8	1	
WALO-AM	2		4					1		31		2			1	
WAPA-AM	4	20	21	5		2	34	10	2	15	4	4	1	2	7	
WBRQ-FM	3	5	1			1	7	4	3	24	4	3	4		3	
WCAD-FM	7		2	3	4	3	6	7	10	6	9	4	4	10	8	
WCMA-FM	14		3			4	9	23	20	4	28	36	13	2	21	
WCMN-AM	1	3	7			1	2	2	1		3		1	3	1	
WCMN-FM	1				3	20		7	6		7		7	19	4	
WCOM-FM	14		3			3	11	15	27	24	28	10	5	4	20	
WCTA-FM	1	9		18	6	11		3	4		3		5	12	3	
WEGM-FM					14	20					1		2	2		
WENA-AM				3	1	1							2	7		
WERR-FM	1	5	3	1	7	1	3	4	2	7	2		1	5	2	
WEXS-AM	2							1		10			1		1	
WFDT-FM					10	6					1		1			
WFID-FM	16	3	2	8	4	4	11	24	14	14	23	30	3	14	20	
WIAC-AM	3	13	7				13	3	1	5	1			3	3	
WIAC-FM	17	7	5	7		6	18	38	15	22	27	10	16	9	23	
WIDA-AM			2				4	1					1			
+WIDI-FM						3		2			1		1			
WIOA-FM	19	2	8	10		6	16	24	13	17	17		11	9	21	
WIOB-FM	2		2	5	31	23		1			2		6	16		
WIOC-FM	2	22		29	2	5			1				16	32		
WISA-AM					3	2					1		1			
WISO-AM		3			3	3							1	8		
WIVA-FM	1			5	17	27		1	1		4		5	10	1	
WKAQ-AM	10	32	34	7	1	3	47	9	4	32	7		6	3	11	
WKAQ-FM	26	7	25	9	3	5	16	39	38	37	43	11	22	28	25	
WKFE-AM		5		4									1	5		
WKJB-AM					12	2					1					
WKSA-FM					19	14					1		3	5	1	
WKVM-AM	2		25			1	12	3			1		1		3	
WLUZ-AM	1		10				13	6			1		1		3	
WMEG-FM	18	6		17	4	9	8	13	31	21	30	20	16	14	16	
WNEL-AM	1		16				8	3		7			1		2	
WNRT-FM	1	5	8		11	1	4	3	2		4		2	2	2	
WORD-FM	7		15		3	3	20	12	1	11	5	21	5	5	11	
WOSO-AM	1		3				4	1	1		1		1			
WOYE-FM	3			32	13	45		4	2		5		18	20	2	
WPAB-AM	1	28		8	1	3	3	3		5	1		4	7		
WPRM-FM	100	12	20	11	7	8	30	39	35	33	34	36	24	30	46	
WPRP-AM	1	100		4				1					3	2		
WQBS-AM	1		100				10	1	1	3	1	2			1	
WRIO-FM	1	10		100		4		3	1		1		11	24		
WTPM-FM					100	4							1			
WUKQ-FM	2			10	26	100		5	2		5	3	9	5	3	
WUNO-AM	4		24				100	2	1	4	2				5	
WVJP-FM	9	7	5	6		4	4	100	10	15	14	13	5	2	11	
WVOZ-FM	10		3	4		2	1	12	100	5	16		2		13	
WXEW-AM	1		2				1	3	1	100		4			1	
WXYX-FM	15	4	5	3		8	8	27	25	5	100		13		17	
WYQE-FM	2		2			1		3		5		100			1	
WZAR-FM	8	21		30	4	10	1	6	2		9		100	26	6	
WZMT-FM	2	4		15		1							6	100	1	

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WABA-AM	WAEI-AM	WAEI-FM	WALO-AM	WAPA-AM	WBRQ-FM	WCAD-FM	WCMA-FM	WCMN-AM	WCMN-FM	WCOM-FM	WCTA-FM	WEGM-FM	WENA-AM	WERR-FM	WEXS-AM	WFDT-FM	WFID-FM	WIAC-AM	WIAC-FM	WIDA-AM
Cume Pers. (00)	407	631	1405	247	1860	936	1604	3128	710	1706	2786	1077	872	212	758	181	299	3538	801	3567	169
WZNT-FM		4	3	8	14	10	18	23	6	8	25	10			9	19		20	13	22	8

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																					
	WIDI- FM	WIOA- FM	WIOB- FM	WIOC- FM	WISA- AM	WISO- AM	WIVA- FM	WKAQ- AM	WKAQ- FM	WKFE- AM	WKJB- AM	WKSA- FM	WKVM- AM	WLUZ- AM	WMEG- FM	WNEL- AM	WNRT- FM	WORO- FM	WOSO- AM	WOYE- FM	WPAB- AM
Cume Pers. (00)	363	3525	1722	949	185	304	2156	3585	5951	181	359	839	697	564	4638	687	1021	2528	375	2400	681
VZNT-FM		20					2	11	15			5	14	19	12	12	6	15	4	3	

+ 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

	WPRM-FM	WPRP-AM	WQBS-AM	WR10-FM	WTPM-FM	WUKQ-FM	WUNO-AM	WVJP-FM	WVOZ-FM	WXEW-AM	WXYX-FM	WYQE-FM	WZAR-FM	WZMT-FM	WZNT-FM						
Cume Pers. (00)	7214	326	448	827	331	2048	1020	1711	2030	293	3163	340	2331	523	3448						
WZNT-FM	22		11			4	18	23	22	7	19	12	8	4	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			3	43		423	WIAC-FM	71	2	19		306	3613	WORO-FM	134	5
WAEL-AM	36	6	10	96	631	WIDA-AM	29	17	5	57	169	WOSO-AM	87	23	3	40	375
WAEL-FM	63	4	7	151	1405	WIDI-FM	12	3	3	39	363	WOYE-FM	69	3	3	133	2400
WALO-AM			4	57	275	WQQZ-FM						WPAB-AM	40	6	19	183	690
WAPA-AM	125	7			1871	WIOA-FM	156	4	15	281	3558	WPRM-FM	859	12	63	1041	7256
WBRQ-FM	37	4	4	82	936	WIOB-FM	76	4	36	229	1722	WPRP-AM			5	58	326
WCAD-FM	109	7	12	148	1604	WIOC-FM	43	5	6	136	965	WQBS-AM	15	3			448
WCMA-FM	128	4	19	322	3168	WISA-AM			1	20	185	WRIO-FM	60	7	3	72	834
WCMN-AM	17	2	6	125	741	WISO-AM	14	5			304	WTPM-FM	40	12			331
WCMN-FM	116	7	16	236	1714	WIVA-FM	200	9	6	146	2156	WUQJ-FM	41	2	6	187	2058
WCOM-FM	58	2	8	179	2793	WKAQ-AM	211	6	48	786	3682	WUNO-AM	56	5	42	223	1047
WCTA-FM	69	6	3	121	1077	WKAQ-FM	322	5	18	539	5961	WVJP-FM	68	4	6	149	1711
WEGM-FM	63	7	7	50	872	WKFE-AM	24	13	9	105	212	WVOZ-FM	186	9	30	191	2030
WENA-AM	12	5 *	6	57	212	WKJB-AM	12	3 *	6	25	366	WXEV-AM					293
WERR-FM	44	6			758	WKSA-FM	9	1	9	81	854	WXYX-FM	112	4	11	290	3163
WEXS-AM			1	14	181	WKVM-AM	56	8			697	WYQE-FM	33	10	7	35	340
WFDT-FM			1	30	299	WLUZ-AM	57	10			564	WZAR-FM	179	8	19	278	2393
WFID-FM	212	6	61	463	3561	WMEG-FM	321	7	31	705	4649	WZMT-FM	20	4	1	35	523
WIAC-AM	57	7	18	259	861	WNEL-AM	58	8	14	109	695	WZNT-FM	259	8	31	444	3457
						WNRT-FM	58	6	18	141	1028						
TOTALS														1160	8610	30203	

* Listener estimates adjusted for reported broadcast schedule.

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

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
VABA-AM										
TSA AQH	26	2	12	15	1	5	5	1	7	11
Metro AQH	26	2	12	15	1	5	5	1	7	11
TSA Cume	407	75	260	249	39	118	104	36	143	145
Metro Cume	407	75	260	249	39	118	104	36	143	145
VAEL-AM										
TSA AQH	53	1	9	27		4	15	1	5	12
Metro AQH	53	1	9	27		4	15	1	5	12
TSA Cume	631	66	245	378	10	91	173	56	154	206
Metro Cume	631	66	245	378	10	91	173	56	154	206
VAEL-FM										
TSA AQH	74	22	31	30	7	14	10	15	17	19
Metro AQH	74	22	31	30	7	14	10	15	17	19
TSA Cume	1405	432	725	608	191	386	295	241	340	312
Metro Cume	1405	432	725	608	191	386	295	241	340	312
VALO-AM										
TSA AQH	19		5	14		1	3		4	11
Metro AQH	19		5	14		1	3		4	11
TSA Cume	247	7	67	160	7	13	33		54	127
Metro Cume	247	7	67	160	7	13	33		54	127
*WAPA-AM										
TSA AQH	171	15	35	84	11	27	38	4	9	46
Metro AQH	171	15	35	84	11	27	38	4	9	46
TSA Cume	1860	256	650	990	163	385	448	94	265	542
Metro Cume	1860	256	650	990	163	385	448	94	265	542
VBRQ-FM										
TSA AQH	58	43	26	10	20	13	2	23	13	8
Metro AQH	58	43	26	10	20	13	2	23	13	8
TSA Cume	936	555	426	208	233	199	74	322	226	134
Metro Cume	936	555	426	208	233	199	74	322	226	134
WCAD-FM										
TSA AQH	76	48	40	18	33	28	9	15	12	9
Metro AQH	76	48	40	18	33	28	9	15	12	9
TSA Cume	1604	851	805	414	525	476	178	326	329	236
Metro Cume	1604	851	805	414	525	476	178	326	329	236
WCMA-FM										
TSA AQH	208	108	166	79	55	92	45	53	74	34
Metro AQH	208	108	166	79	55	92	45	53	74	34
TSA Cume	3128	1568	2025	1122	684	954	517	884	1071	605
Metro Cume	3128	1568	2025	1122	684	954	517	884	1071	605
WCMN-AM										
TSA AQH	51	3	16	35	1	6	13	2	10	22
Metro AQH	51	3	16	35	1	6	13	2	10	22
TSA Cume	710	105	334	482	72	150	207	34	184	274
Metro Cume	710	105	334	482	72	150	207	34	184	274
WCMN-FM										
TSA AQH	106	42	54	37	17	28	17	25	26	19
Metro AQH	106	42	54	37	17	28	17	25	26	19
TSA Cume	1706	644	778	599	362	426	287	282	353	312
Metro Cume	1706	644	778	599	362	426	287	282	353	312
WCOM-FM										
TSA AQH	117	73	45	24	45	29	13	28	16	11
Metro AQH	117	73	45	24	45	29	13	28	16	11
TSA Cume	2786	1463	1044	601	826	551	255	638	494	346
Metro Cume	2786	1463	1044	601	826	551	255	638	494	346
WCTA-FM										
TSA AQH	72	18	54	43	14	41	31	4	13	12
Metro AQH	72	18	54	43	14	41	31	4	13	12
TSA Cume	1077	409	605	459	281	424	316	128	180	144
Metro Cume	1077	409	605	459	281	424	316	128	180	144

* 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	
VEGM-FM										
TSA AQH	53	30	16	8	17	5	4	13	11	5
Metro AQH	53	30	16	8	17	5	4	13	11	5
TSA Cume	872	469	309	149	236	97	44	233	211	105
Metro Cume	872	469	309	149	236	97	44	233	211	105
VENA-AM										
TSA AQH	22	6	19	15		3	3	5	16	12
Metro AQH	22	6	19	15		3	3	5	16	12
TSA Cume	212	55	136	128	10	48	47	45	89	81
Metro Cume	212	55	136	128	10	48	47	45	89	81
WERR-FM										
TSA AQH	32	10	15	19	6	6	8	4	9	11
Metro AQH	32	10	15	19	6	6	8	4	9	11
TSA Cume	758	273	409	364	159	189	166	114	220	198
Metro Cume	758	273	409	364	159	189	166	114	220	198
WEXS-AM										
TSA AQH	27	18	20	8	4	6	2	14	14	6
Metro AQH	27	18	20	8	4	6	2	14	14	6
TSA Cume	181	72	112	110	28	58	51	44	54	59
Metro Cume	181	72	112	110	28	58	51	44	54	59
WFDT-FM										
TSA AQH	18	9	12	7	3	4	3	6	8	5
Metro AQH	18	9	12	7	3	4	3	6	8	5
TSA Cume	299	119	190	124	79	83	39	41	107	85
Metro Cume	299	119	190	124	79	83	39	41	107	85
WFID-FM										
TSA AQH	255	142	168	87	53	62	29	89	106	58
Metro AQH	255	142	168	87	53	62	29	89	106	58
TSA Cume	3538	1770	2167	1235	691	855	451	1080	1311	784
Metro Cume	3538	1770	2167	1235	691	855	451	1080	1311	784
WIAC-AM										
TSA AQH	44	3	18	24	3	11	14		7	10
Metro AQH	44	3	18	24	3	11	14		7	10
TSA Cume	801	61	323	473	61	204	212		119	261
Metro Cume	801	61	323	473	61	204	212		119	261
WIAC-FM										
TSA AQH	153	54	98	79	18	35	28	36	63	51
Metro AQH	153	54	98	79	18	35	28	36	63	51
TSA Cume	3567	1414	2006	1485	543	766	568	871	1240	917
Metro Cume	3567	1414	2006	1485	543	766	568	871	1240	917
WIDA-AM										
TSA AQH	19	2	6	6				2	6	6
Metro AQH	19	2	6	6				2	6	6
TSA Cume	169	19	67	87		25	25	19	42	62
Metro Cume	169	19	67	87		25	25	19	42	62
+WIDI-FM										
WQQZ-FM										
TSA AQH	16	4	13	10	1	5	5	3	7	6
Metro AQH	16	4	13	10	1	5	5	3	7	6
TSA Cume	363	145	282	175	74	151	85	71	131	90
Metro Cume	363	145	282	175	74	151	85	71	131	90
WIOA-FM										
TSA AQH	231	74	159	133	21	45	38	53	114	95
Metro AQH	231	74	159	133	21	45	38	53	114	95
TSA Cume	3525	1174	2167	1735	452	704	549	722	1463	1186
Metro Cume	3525	1174	2167	1735	452	704	549	722	1463	1186
WIOB-FM										
TSA AQH	135	47	84	69	20	29	17	27	55	52
Metro AQH	135	47	84	69	20	29	17	27	55	52
TSA Cume	1722	650	989	816	245	404	294	404	585	522
Metro Cume	1722	650	989	816	245	404	294	404	585	522

* 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
WIOC-FM										
TSA AQH	66	18	42	37	3	5	6	15	36	31
Metro AQH	66	18	42	37	3	5	6	15	36	31
TSA Cume	949	322	493	425	87	131	127	235	362	299
Metro Cume	949	322	493	425	87	131	127	235	362	299
WISA-AM										
TSA AQH	19		17	17		6	6		11	11
Metro AQH	19		17	17		6	6		11	11
TSA Cume	185	23	128	105		40	40	23	88	65
Metro Cume	185	23	128	105		40	40	23	88	65
*WISO-AM										
TSA AQH	28	6	16	17	1	9	10	5	7	8
Metro AQH	28	6	16	17	1	9	10	5	7	8
TSA Cume	304	22	154	205	7	52	73	14	102	132
Metro Cume	304	22	154	205	7	52	73	14	102	132
WIVA-FM										
TSA AQH	153	48	102	85	27	67	60	22	36	24
Metro AQH	153	48	102	85	27	67	60	22	36	24
TSA Cume	2156	843	1236	943	494	717	495	350	519	448
Metro Cume	2156	843	1236	943	494	717	495	350	519	448
WKAQ-AM										
TSA AQH	253	15	65	135	9	34	60	6	31	76
Metro AQH	253	15	65	135	9	34	60	6	31	76
TSA Cume	3585	352	1420	2097	193	661	1011	159	759	1086
Metro Cume	3585	352	1420	2097	193	661	1011	159	759	1086
WKAQ-FM										
TSA AQH	344	157	181	115	54	66	43	103	115	73
Metro AQH	344	157	181	115	54	66	43	103	115	73
TSA Cume	5951	2560	2960	1953	988	1113	687	1572	1847	1266
Metro Cume	5951	2560	2960	1953	988	1113	687	1572	1847	1266
WKFE-AM										
TSA AQH	16	1	4	13		2	12	1	1	1
Metro AQH	16	1	4	13		2	12	1	1	1
TSA Cume	181	27	97	100		35	57	27	62	43
Metro Cume	181	27	97	100		35	57	27	62	43
*WKJB-AM										
TSA AQH	24	2	9	10	1	6	7	1	3	3
Metro AQH	24	2	9	10	1	6	7	1	3	3
TSA Cume	359	44	190	195	21	124	116	22	66	78
Metro Cume	359	44	190	195	21	124	116	22	66	78
WKSA-FM										
TSA AQH	38	20	23	13	10	9	4	11	14	8
Metro AQH	38	20	23	13	10	9	4	11	14	8
TSA Cume	839	383	458	260	167	188	92	216	271	168
Metro Cume	839	383	458	260	167	188	92	216	271	168
WKVM-AM										
TSA AQH	57	1	11	22		4	7	1	8	16
Metro AQH	57	1	11	22		4	7	1	8	16
TSA Cume	697	24	218	401	13	79	189	11	138	212
Metro Cume	697	24	218	401	13	79	189	11	138	212
WLUZ-AM										
TSA AQH	45	1	8	16		3	9	1	5	7
Metro AQH	45	1	8	16		3	9	1	5	7
TSA Cume	564	24	138	337		56	174	24	82	163
Metro Cume	564	24	138	337		56	174	24	82	163
WMEG-FM										
TSA AQH	245	122	75	39	61	32	16	61	43	23
Metro AQH	245	122	75	39	61	32	16	61	43	23
TSA Cume	4638	2260	1867	1032	1029	714	364	1231	1153	668
Metro Cume	4638	2260	1867	1032	1029	714	364	1231	1153	668

* 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
WNEL-AM									
TSA AQH	52	13	20		4	8		9	12
Metro AQH	52		20		4	8		9	12
TSA Cume	687	8	167	8	50	134		118	244
Metro Cume	687	8	167	8	50	134		118	244
WNRT-FM									
TSA AQH	72	19	26	11	10	15	8	16	19
Metro AQH	72	19	26	11	10	15	8	16	19
TSA Cume	1021	429	455	237	203	195	191	252	267
Metro Cume	1021	429	455	237	203	195	191	252	267
WORO-FM									
TSA AQH	153	18	64	9	26	41	9	38	49
Metro AQH	153	18	64	9	26	41	9	38	49
TSA Cume	2528	313	1214	138	496	633	176	718	840
Metro Cume	2528	313	1214	138	496	633	176	718	840
WOSO-AM									
TSA AQH	34	3	26	2	21	26	1	5	4
Metro AQH	34	3	26	2	21	26	1	5	4
TSA Cume	375	37	232	21	140	207	16	92	88
Metro Cume	375	37	232	21	140	207	16	92	88
WOYE-FM									
TSA AQH	87	48	49	23	26	13	25	23	9
Metro AQH	87	48	49	23	26	13	25	23	9
TSA Cume	2400	1238	1242	568	674	387	670	568	236
Metro Cume	2400	1238	1242	568	674	387	670	568	236
WPAB-AM									
TSA AQH	41	1	14		4	7	1	10	17
Metro AQH	41	1	14		4	7	1	10	17
TSA Cume	681	41	250	17	137	179	23	114	156
Metro Cume	681	41	250	17	137	179	23	114	156
WPRM-FM									
TSA AQH	667	299	453	199	277	178	99	176	122
Metro AQH	667	299	453	199	277	178	99	176	122
TSA Cume	7214	3022	4576	1719	2374	1514	1302	2202	1503
Metro Cume	7214	3022	4576	1719	2374	1514	1302	2202	1503
WPRP-AM									
TSA AQH	18		8		7	10		1	1
Metro AQH	18		8		7	10		1	1
TSA Cume	326	9	102	9	87	128		15	38
Metro Cume	326	9	102	9	87	128		15	38
WQBS-AM									
TSA AQH	37		12		3	6		9	10
Metro AQH	37		12		3	6		9	10
TSA Cume	448	1	165		50	129	1	115	161
Metro Cume	448	1	165		50	129	1	115	161
WRIO-FM									
TSA AQH	66	33	34	15	17	11	18	17	10
Metro AQH	66	33	34	15	17	11	18	17	10
TSA Cume	827	380	365	167	162	87	214	203	150
Metro Cume	827	380	365	167	162	87	214	203	150
*WTPM-FM									
TSA AQH	22	5	10	3	4	1	2	6	11
Metro AQH	22	5	10	3	4	1	2	6	11
TSA Cume	331	92	186	40	63	27	52	123	132
Metro Cume	331	92	186	40	63	27	52	123	132
WUKQ-FM									
TSA AQH	119	50	53	20	16	10	30	37	26
Metro AQH	119	50	53	20	16	10	30	37	26
TSA Cume	2048	809	830	351	364	238	458	466	351
Metro Cume	2048	809	830	351	364	238	458	466	351

* 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	71	2	22	34		8	13	1	13	21
Metro AQH	71	2	22	34		8	13	1	13	21
TSA Cume	1020	57	465	608	30	206	245	27	259	362
Metro Cume	1020	57	465	608	30	206	245	27	259	362
WVJP-FM										
TSA AQH	114	32	73	58	10	28	19	22	46	39
Metro AQH	114	32	73	58	10	28	19	22	46	39
TSA Cume	1711	549	1031	769	184	414	270	365	617	500
Metro Cume	1711	549	1031	769	184	414	270	365	617	500
WVOZ-FM										
TSA AQH	121	70	26	13	50	18	8	20	8	5
Metro AQH	121	70	26	13	50	18	8	20	8	5
TSA Cume	2030	1048	682	314	651	372	107	397	310	207
Metro Cume	2030	1048	682	314	651	372	107	397	310	207
*WXEV-AM										
TSA AQH	16	3	7	8	2	3	4	1	4	4
Metro AQH	16	3	7	8	2	3	4	1	4	4
TSA Cume	293	85	107	111	57	59	51	28	48	60
Metro Cume	293	85	107	111	57	59	51	28	48	60
WXYX-FM										
TSA AQH	154	104	91	26	58	53	16	45	37	11
Metro AQH	154	104	91	26	58	53	16	45	37	11
TSA Cume	3163	1814	1651	749	832	746	337	982	905	412
Metro Cume	3163	1814	1651	749	832	746	337	982	905	412
WYQE-FM										
TSA AQH	27	14	19	7	12	15	4	2	4	3
Metro AQH	27	14	19	7	12	15	4	2	4	3
TSA Cume	340	103	172	123	62	95	57	41	77	66
Metro Cume	340	103	172	123	62	95	57	41	77	66
WZAR-FM										
TSA AQH	167	72	114	70	14	37	29	58	77	40
Metro AQH	167	72	114	70	14	37	29	58	77	40
TSA Cume	2331	1075	1359	826	310	511	369	766	848	457
Metro Cume	2331	1075	1359	826	310	511	369	766	848	457
WZMT-FM										
TSA AQH	29	12	16	14	8	12	10	4	4	5
Metro AQH	29	12	16	14	8	12	10	4	4	5
TSA Cume	523	191	229	231	110	163	137	81	67	93
Metro Cume	523	191	229	231	110	163	137	81	67	93
WZNT-FM										
TSA AQH	231	76	169	138	52	106	89	24	62	48
Metro AQH	231	76	169	138	52	106	89	24	62	48
TSA Cume	3448	1230	2219	1698	771	1234	909	459	985	790
Metro Cume	3448	1230	2219	1698	771	1234	909	459	985	790
TOTALS										
TSA AQH	6367	2219	3348	2748	1106	1616	1279	1112	1732	1469
Metro AQH	6367	2219	3348	2748	1106	1616	1279	1112	1732	1469
TSA Cume	30183	10404	15177	12425	5199	7174	5678	5205	8003	6747
Metro Cume	30183	10404	15177	12425	5199	7174	5678	5205	8003	6747

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

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	22.90	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 to 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 2.60 to 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 93.14^2 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	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			
Persons 12+	38.94	58.54	71.36	57.94	72.65	73.34	85.80	86.01	79.89	88.50	92.26
Persons 18+	*****	*****	67.72	*****	*****	67.07	*****	81.80	*****	*****	87.74
Men											
18+	27.19	*****	*****	*****	*****	*****	*****	*****	*****	*****	65.79
18-24	12.20	*****	*****	*****	*****	*****	*****	*****	*****	*****	35.59
25-34	12.34	*****	*****	*****	*****	*****	*****	*****	*****	*****	32.73
35-44	13.24	*****	*****	*****	*****	*****	*****	*****	*****	*****	33.24
45-54	11.56	*****	*****	*****	*****	*****	*****	*****	*****	*****	28.63
55-64	9.45	*****	*****	*****	*****	*****	*****	*****	*****	*****	25.51
65+	9.43	*****	*****	*****	*****	*****	*****	*****	*****	*****	20.55
12-24	16.33	28.75	*****	27.98	36.25	34.14	42.48	*****	38.27	*****	45.77
18-34	17.51	27.46	33.64	26.50	35.83	33.60	40.68	40.63	39.43	*****	46.08
18-49	23.01	35.70	41.67	34.59	45.27	41.51	50.39	50.33	48.84	*****	57.08
25-49	19.77	29.94	*****	29.51	37.73	34.87	44.39	*****	38.69	*****	47.71
25-54	21.32	31.85	39.04	31.65	40.32	37.09	47.21	43.88	41.15	*****	50.74
35-64	20.01	29.25	36.94	29.87	37.94	35.19	44.67	41.52	38.93	*****	48.01
Women											
18+	32.12	*****	*****	*****	*****	*****	*****	*****	*****	*****	73.83
18-24	13.81	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.44
25-34	15.02	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.49
35-44	15.01	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.71
45-54	13.79	*****	*****	*****	*****	*****	*****	*****	*****	*****	32.73
55-64	11.96	*****	*****	*****	*****	*****	*****	*****	*****	*****	28.54
65+	11.81	*****	*****	*****	*****	*****	*****	*****	*****	*****	26.74
12-24	17.99	29.48	*****	29.14	36.06	36.66	44.22	*****	39.31	*****	46.04
18-34	20.59	31.73	39.17	30.64	40.07	38.82	47.57	44.47	42.55	*****	51.62
18-49	26.47	40.58	48.90	39.64	50.59	48.53	59.39	55.52	53.12	*****	64.44
25-49	23.56	34.96	*****	34.88	44.33	42.17	52.40	*****	48.02	*****	56.60
25-54	25.49	37.42	46.03	37.37	47.55	44.75	55.90	53.59	51.23	*****	60.38
35-64	23.87	34.56	41.80	34.61	43.52	41.53	50.76	48.66	46.53	*****	54.84
Persons											
12-24	22.89	37.39	*****	36.88	46.36	44.99	54.74	*****	50.61	*****	58.86
18-34	25.09	38.73	48.15	37.47	49.38	47.72	58.02	58.16	53.64	*****	62.39
18-49	32.37	49.38	60.06	48.06	61.56	58.32	72.37	72.54	66.90	*****	77.81
25-49	27.80	41.67	*****	41.30	52.31	49.42	61.47	*****	56.82	*****	66.09
25-54	29.91	44.30	54.80	44.18	55.87	52.70	66.03	66.19	61.04	*****	71.00
35-64	28.28	40.83	51.00	41.28	52.33	49.83	61.45	61.60	56.81	*****	66.08
Teens 12-17	14.86	24.35	*****	24.81	33.29	36.79	37.83	*****	40.24	*****	43.89
Black P12+	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
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+	38.94	92.26
Men		
18-34	17.51	46.08
25-54	21.32	50.74
35-64	20.01	48.01
Women		
18-34	20.59	51.62
25-54	25.49	60.38
35-64	23.87	54.84
Persons 18-34	25.09	62.39
25-54	29.91	71.00
35-64	28.28	66.08

* 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 available listenership data for existing Metro counties (or county equivalents) and any county (or county equivalent) contiguous to the current Metro. (*Complete listenership data may not be readily available for dual-city Metro redefinition requests.*)

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. (*See the Arbitron Radio Description of Methodology, Chapter One, "The Market: Changes to Metro Survey Area Definitions," for further information and criteria for adjacent Metro and dual-city Metro redefinitions.*) **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 for this Metro is a telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and de-

signed 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. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, which include a three-part language preference question, are provided to all survey participants in this Metro.

Monetary premiums are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/For this Metro, initial contact with sample households is by telephone when an interviewer calls informing them of their selection and requesting their participation in the survey.

Arbitron interviewers call selected telephone numbers to: ascertain the possibility of a media affiliation; gain consent for participation in the survey; determine the number of Persons 12+ living in the household at the time of the placement call; and, where applicable, 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; assist members of the household in understanding the diaries' purpose; answer any questions; remind the diarykeepers to return their diaries after the survey week; and 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 Diary Processing Radio Edit Training Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascription procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., counties, county equivalents 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 or more 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 a 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 (s) 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.

h. Stations on the Air Less Than 12 Weeks

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

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

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 that is embedded in another Arbitron Metro. All other stations are classified as outside stations. Within each reporting classification, qualifying stations are 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. Statistical 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 10 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, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by 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 calculated and/or 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 operation/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, 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.

Additionally, Arbitron reserves the right not to produce Arbitron data and listening estimates and/or any Radio Market Report(s) whenever, in its judgment, insufficient data are available to meet its minimum research standards or any event has jeopardized the reliability of the data.

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, print, Internet, or any other medium must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the

license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Puerto Rico, Fall 2000, 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.

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 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 that 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.

Response Rate/The ratio of in-tab diaries to the Estimated Persons in Usable Households, generally expressed as a percentage.

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, that 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).

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. Car Ownership by Household data are distributed into four Car Ownership categories.

Newspaper Circulation

Newspaper circulation data, as of December 31, 1998, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 1998, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications are listed in Metro 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.

Methodology: Arbitron 2000 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00	METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00	METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00
227	Abilene, TX		C		C	89	Gainesville-Ocala					124	Pensacola				
71	Akron					271	Grand Forks, ND-MN		C		C	141	Peoria				
258	Albany, GA		C		C	255	Grand Junction, CO		C		C	5	Philadelphia				
61	Albany-Schenectady-Troy					66	Grand Rapids					15	Phoenix				
74	Albuquerque					280	Great Falls, MT		C		C	22	Pittsburgh				
207	Alexandria, LA		C		C	185	Green Bay					163	Portland, ME				
69	Allentown-Bethlehem					43	Greensboro-Winston Salem-High Point					25	Portland, OR				
250	Altoona					83	Greenville-New Bern-Jacksonville					119	Portsmouth-Dover-Rochester				
189	Amarillo, TX		C		C	60	Greenville-Spartanburg					159	Poughkeepsie, NY				
168	Anchorage					164	Hagerstown-Chambersburg-Waynesboro, MD-PA					35	Providence-Warwick-Pawtucket				
146	Ann Arbor					79	Harrisburg-Lebanon-Carlisle					243	Pueblo				
136	Appleton-Oshkosh					263	Harrisburg, VA		C		C	13	Puerto Rico				
182	Asheville					46	Hartford-New Britain-Middletown					135	Quad Cities (Davenport-Rock Island-Moline)				
11	Atlanta					63	Honolulu					48	Raleigh-Durham				
140	Atlantic City-Cape May					10	Houston-Galveston					263	Rapid City, SD				
116	Augusta, GA					148	Huntington-Ashland					133	Reading, PA				
257	Augusta-Waterville, ME		C		C	111	Huntsville					221	Reading, CA				
47	Austin					40	Indianapolis					128	Reno				
91	Bakersfield					268	Ithaca, NY					58	Richmond				
20	Baltimore					121	Jackson, MS					29	Riverside-San Bernardino				
274	Bangor, ME		C		C	273	Jackson, TN					109	Roanoke-Lynchburg				
84	Baton Rouge					52	Jacksonville					228	Rochester, MN				
242	Battle Creek, MI		C		C	99	Johnson City-Kingsport-Bristol					53	Rochester, NY				
130	Beaumont-Port Arthur, TX		C		C	176	Johnstown					150	Rockford				
276	Beckley, WV		C		C	278	Jonesboro, AR					27	Sacramento				
251	Billings, MT		C		C	230	Joplin, MO					127	Saginaw-Bay City-Midland				
137	Biloxi-Gulfport-Pascagoula, MS		C		C	178	Kalamazoo					217	St. Cloud, MN				
170	Binghamton					30	Kansas City					248	St. George-Cedar City, UT				
57	Birmingham					151	Killeen-Temple, TX					19	St. Louis				
270	Bismarck, ND		C		C	70	Knoxville					152	Salisbury-Ocean City				
216	Blacksburg-Christiansburg-Radford-Pulaski, VA		C		C	237	Lafayette, IN					36	Salt Lake City-Ogden-Provo				
234	Bloomington					102	Lafayette, LA					265	San Angelo, TX				
260	Bluefield, WV		C		C	213	Lake Charles, LA					32	San Antonio				
125	Boise					98	Lakeland-Winter Haven					16	San Diego				
8	Boston					112	Lancaster					4	San Francisco				
206	Bowling Green, KY		C		C	117	Lansing-East Lansing					28	San Jose				
115	Bridgeport					202	Laredo, TX					169	San Luis Obispo, CA				
282	Brunswick, GA		C		C	39	Las Vegas					188	Santa Barbara, CA				
235	Bryan-College Station, TX		C		C	212	Laurel-Hattiesburg, MS					239	Santa Fe, NM				
50	Buffalo-Niagara Falls					266	Lawton, OK					195	Santa Maria-Lompoc, CA				
229	Burlington, VT		C		C	267	Lewiston-Auburn, ME					114	Santa Rosa				
126	Canton					106	Lexington-Fayette					80	Sarasota-Bradenton				
183	Cape Cod, MA		C		C	232	Lima, OH					157	Savannah				
283	Casper, WY		C		C	173	Lincoln					14	Seattle-Tacoma				
205	Cedar Rapids					85	Little Rock					275	Sebring, FL				
215	Champaign, IL		C		C	2	Los Angeles					134	Shreveport				
86	Charleston, SC					54	Louisville					254	Sioux City, IA				
166	Charleston, WV					180	Lubbock					211	Sioux Falls				
37	Charlotte-Gastonia-Rock Hill					149	Macon					165	South Bend				
224	Charlottesville, VA		C		C	122	Madison					94	Spokane				
107	Chattanooga					187	Manchester					200	Springfield, IL				
279	Cheyenne, WY		C		C	260	Mankato-New Ulm-St. Peter, MN					82	Springfield, MA				
3	Chicago					219	Marion-Carbondale (Southern Illinois)					147	Springfield, MO				
195	Chico, CA		C		C	277	Mason City, IA					138	Stamford-Norwalk, CT				
26	Cincinnati					65	McAllen-Brownsville-Harlingen					245	State College, PA				
199	Clarksville-Hopkinsville, TN-KY					209	Medford-Ashland, OR					87	Stockton				
24	Cleveland					97	Melbourne-Titusville-Cocoa					240	Sussex, NJ				
96	Colorado Springs		C		C	45	Memphis					78	Syracuse				
249	Columbia, MO					190	Merced, CA					162	Tallahassee				
93	Columbia, SC					281	Meridian, MS					21	Tampa-St. Petersburg-Clearwater				
174	Columbus, GA					12	Miami-Ft. Lauderdale-Hollywood					193	Terre Haute				
34	Columbus, OH					33	Middlesex-Somerset-Union					252	Texarkana, TX-AR				
253	Columbus-Starkville-West Point, MS		C		C	17	Milwaukee-Racine					81	Toledo				
269	Cookeville, TN					31	Minneapolis-St. Paul					184	Topeka				
132	Corpus Christi					90	Mobile					198	Traverse City-Petoskey, MI				
6	Dallas-Ft. Worth					123	Modesto					139	Trenton, NJ				
191	Danbury, CT		C		C	49	Monmouth-Ocean					210	Tri-Cities, WA (Richland-Kennewick-Pasco)				
56	Dayton					238	Monroe, LA					62	Tucson				
95	Daytona Beach					77	Monterey-Salinas-Santa Cruz					64	Tulsa				
259	Decatur, IL		C		C	145	Montgomery					181	Tupelo, MS				
23	Denver-Boulder					192	Morgantown-Clarksburg-Fairmont, WV					218	Tuscaloosa, AL				
92	Des Moines					100	Morristown, NJ					143	Tyler-Longview, TX				
7	Detroit					220	Muskegon, MI					154	Utica-Rome				
186	Dothan, AL					175	Myrtle Beach, SC					108	Vail-Tulare-Hanford				
225	Dubuque, IA		C		C	44	Nashville					197	Waco, TX				
222	Duluth-Superior					18	Nassau-Suffolk (Long Island)					9	Washington, DC				
236	Eau Claire, WI		C		C	167	New Bedford-Fall River, MA					241	Waterloo-Cedar Falls				
244	Elizabeth City-Nags Head, NC		C		C	101	New Haven					262	Watertown, NY				
204	Elmira-Corning, NY		C		C	171	New London, CT					161	Wausau-Stevens Point, WI (Central WI)				
73	El Paso					42	New Orleans					51	West Palm Beach-Boca Raton				
160	Erie					1	New York					59	Westchester				
144	Eugene-Springfield					142	Newburgh-Middletown, NY (Mid-Hudson Valley)					226	Wheeling				
156	Evansville					38	Norfolk-Virginia Beach-Newport News					88	Wichita				
214	Fargo-Moorhead					179	Odesa-Midland, TX					247	Wichita Falls, TX				
129	Fayetteville, NC					55	Oklahoma City					68	Wilkes Barre-Scranton				
155	Fayetteville (Northwest Arkansas)		C		C	75	Omaha-Council Bluffs					256	Williamsport, PA				
158	Flagstaff-Prescott, AZ					41	Orlando					76	Wilmington, DE				
120	Flint					272	Owensboro, KY					177	Wilmington, NC				
203	Florence, SC		C		C	113	Oxnard-Ventura					223	Winchester, VA				
246	Florence-Muscule Shoals, AL		C		C	153	Palm Springs, CA					110	Worcester				
131	Ft. Collins-Greeley, CO					231	Panama City, FL					194	Yakima, WA				
72	Ft. Myers-Naples-Marco Island					233	Parkersburg-Marietta, WV-OH					105	York				
118	Ft. Pierce-Stuart-Vero Beach											104	Youngstown-Warren				
172	Ft. Smith, AR																
208	Ft. Walton Beach, FL		C		C												
103	Ft. Wayne																
201	Frederick, MD		C		C												
67	Fresno																

NOTE/Metro ranks listed above are based on Fall 2000 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

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.

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Arbitron 2001 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings**		Maximiser®/Media Professional SM		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Akron	Feb 26	2:30PM LMT	Mar 26	2:30PM	Apr 24	11:30AM	Apr 24	2:30PM	Apr 26	11:30AM	Apr 27	Apr 30	May 01
Albany-Schenectady-Troy	Mar 06	10:00AM LMT	Apr 03	10:00AM	May 02	10:00AM	May 02	1:00PM	May 04	10:00AM	May 07	May 08	May 09
Albuquerque	Mar 12	9:30AM LMT	Apr 09	9:30AM	May 03	2:00PM	May 03	5:00PM	May 07	2:00PM	May 08	May 09	May 10
Allentown-Bethlehem	Feb 27	4:00PM LMT	Mar 27	4:00PM	Apr 25	1:00PM	Apr 25	4:00PM	Apr 27	1:00PM	Apr 30	May 01	May 02
Atlanta	Mar 02	11:30AM LMT	Mar 30	11:30AM	Apr 30	10:00AM	Apr 30	1:00PM	May 02	10:00AM	May 03	May 04	May 07
Austin	Mar 09	1:30PM LMT	Apr 06	1:30PM	May 07	1:30PM	May 07	4:30PM	May 09	1:30PM	May 10	May 11	May 14
Bakersfield	Mar 12	10:00AM LMT	Apr 09	10:00AM	May 04	11:30AM	May 04	2:30PM	May 08	11:30AM	May 09	May 10	May 11
Baltimore	Feb 28	11:30AM LMT	Mar 28	11:30AM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 30	10:00AM	May 01	May 02	May 03
Baton Rouge	Mar 09	3:00PM LMT	Apr 06	3:00PM	May 08	12:00PM	May 08	3:00PM	May 10	12:00PM	May 11	May 14	May 15
Birmingham	Mar 07	1:30PM LMT	Apr 04	1:30PM	May 03	10:30AM	May 03	1:30PM	May 07	10:30AM	May 08	May 09	May 10
Boston	Feb 26	1:00PM LMT	Mar 26	1:00PM	Apr 24	10:00AM	Apr 24	1:00PM	Apr 26	10:00AM	Apr 27	Apr 30	May 01
Buffalo-Niagara Falls	Feb 28	2:30PM LMT	Mar 28	2:30PM	Apr 27	10:00AM	Apr 27	1:00PM	May 01	10:00AM	May 02	May 03	May 04
Charleston, SC	Mar 09	10:00AM LMT	Apr 06	10:00AM	May 07	1:00PM	May 07	4:00PM	May 09	1:00PM	May 10	May 11	May 14
Charlotte-Gastonia-Rock Hill	Mar 07	10:00AM LMT	Apr 04	10:00AM	May 03	10:00AM	May 03	1:00PM	May 07	10:00AM	May 08	May 09	May 10
Chattanooga	Mar 07	1:00PM LMT	Apr 04	1:00PM	May 03	1:00PM	May 03	4:00PM	May 07	1:00PM	May 08	May 09	May 10
Chicago	Feb 23	1:30PM LMT	Mar 23	1:30PM	Apr 23	9:00AM	Apr 23	12:00PM	Apr 25	9:00AM	Apr 26	Apr 27	Apr 30
Cincinnati	Mar 01	10:00AM LMT	Mar 29	10:00AM	Apr 26	1:00PM	Apr 26	4:00PM	Apr 30	1:00PM	May 01	May 02	May 03
Cleveland	Feb 27	10:00AM LMT	Mar 27	10:00AM	Apr 25	10:00AM	Apr 25	1:00PM	Apr 27	10:00AM	Apr 30	May 01	May 02
Colorado Springs	Mar 12	11:00AM LMT	Apr 09	11:00AM	May 04	12:30PM	May 04	3:30PM	May 08	12:30PM	May 09	May 10	May 11
Columbia, SC	Mar 08	1:00PM LMT	Apr 05	1:00PM	May 07	11:30AM	May 07	2:30PM	May 09	11:30AM	May 10	May 11	May 14
Columbus, OH	Mar 02	10:00AM LMT	Mar 30	10:00AM	Apr 27	10:00AM	Apr 27	1:00PM	May 01	10:00AM	May 02	May 03	May 04
Dallas-Ft. Worth	Mar 01	10:30AM LMT	Mar 29	10:30AM	Apr 27	10:30AM	Apr 27	1:30PM	May 01	10:30AM	May 02	May 03	May 04
Dayton	Mar 05	2:30PM LMT	Apr 02	2:30PM	May 01	1:00PM	May 01	4:00PM	May 03	1:00PM	May 04	May 07	May 08
Denver-Boulder	Mar 01	2:00PM LMT	Mar 29	2:00PM	Apr 26	12:30PM	Apr 26	3:30PM	Apr 30	12:30PM	May 01	May 02	May 03
Des Moines	Mar 09	10:30AM LMT	Apr 06	10:30AM	May 03	1:30PM	May 03	4:30PM	May 07	1:30PM	May 08	May 09	May 10
Detroit	Feb 26	11:30AM LMT	Mar 26	11:30AM	Apr 23	1:00PM	Apr 23	4:00PM	Apr 25	1:00PM	Apr 26	Apr 27	Apr 30
El Paso	Mar 12	9:30AM LMT	Apr 09	9:30AM	May 03	2:00PM	May 03	5:00PM	May 07	2:00PM	May 08	May 09	May 10
Fresno	Mar 07	1:00PM LMT	Apr 04	1:00PM	May 02	1:00PM	May 02	4:00PM	May 04	1:00PM	May 07	May 08	May 09
Grand Rapids	Mar 08	11:30AM LMT	Apr 05	11:30AM	May 04	11:30AM	May 04	2:30PM	May 08	11:30AM	May 09	May 10	May 11
Greensboro-Winston Salem-High Point	Mar 08	4:00PM LMT	Apr 05	4:00PM	May 07	10:00AM	May 07	1:00PM	May 09	10:00AM	May 10	May 11	May 14
Greenville-New Bern-Jacksonville	Mar 12	10:00AM LMT	Apr 09	10:00AM	May 08	11:30AM	May 08	2:30PM	May 10	11:30AM	May 11	May 14	May 15
Greenville-Spartanburg	Mar 08	4:00PM LMT	Apr 05	4:00PM	May 07	11:30AM	May 07	2:30PM	May 09	11:30AM	May 10	May 11	May 14
Harrisburg-Lebanon-Carlisle	Mar 08	11:30AM LMT	Apr 05	11:30AM	May 04	11:30AM	May 04	2:30PM	May 08	11:30AM	May 09	May 10	May 11
Hartford-New Britain-Middletown	Feb 26	2:30PM LMT	Mar 26	2:30PM	Apr 24	11:30AM	Apr 24	2:30PM	Apr 26	11:30AM	Apr 27	Apr 30	May 01
Honolulu	Mar 07	11:00AM LMT	Apr 04	10:00AM	May 02	10:00AM	May 02	1:00PM	May 04	10:00AM	May 07	May 08	May 09
Houston-Galveston	Mar 01	12:00PM LMT	Mar 29	12:00PM	Apr 27	10:30AM	Apr 27	1:30PM	May 01	10:30AM	May 02	May 03	May 04
Huntsville	Mar 12	9:00AM LMT	Apr 09	9:00AM	May 08	12:00PM	May 08	3:00PM	May 10	12:00PM	May 11	May 14	May 15
Indianapolis	Mar 02	1:00PM LMT	Mar 30	1:00PM	Apr 30	10:30AM	Apr 30	1:30PM	May 02	10:30AM	May 03	May 04	May 07
Jackson, MS	Mar 09	3:00PM LMT	Apr 06	3:00PM	May 08	10:30AM	May 08	1:30PM	May 10	10:30AM	May 11	May 14	May 15
Jacksonville	Mar 09	11:30AM LMT	Apr 06	11:30AM	May 07	1:00PM	May 07	4:00PM	May 09	1:00PM	May 10	May 11	May 14
Johnson City-Kingsport-Bristol	Mar 08	4:00PM LMT	Apr 05	4:00PM	May 08	10:00AM	May 08	1:00PM	May 10	10:00AM	May 11	May 14	May 15
Kansas City	Mar 05	9:00AM LMT	Apr 02	9:00AM	Apr 30	1:30PM	Apr 30	4:30PM	May 02	1:30PM	May 03	May 04	May 07
Knoxville	Mar 08	2:30PM LMT	Apr 05	2:30PM	May 03	10:00AM	May 03	1:00PM	May 07	10:00AM	May 08	May 09	May 10
Lansing-East Lansing	Mar 09	10:00AM LMT	Apr 06	10:00AM	May 07	10:00AM	May 07	1:00PM	May 09	10:00AM	May 10	May 11	May 14
Las Vegas	Mar 06	1:00PM LMT	Apr 03	1:00PM	May 02	10:00AM	May 02	1:00PM	May 04	10:00AM	May 07	May 08	May 09
Little Rock	Mar 09	12:00PM LMT	Apr 06	12:00PM	May 07	1:30PM	May 07	4:30PM	May 09	1:30PM	May 10	May 11	May 14
Los Angeles	Feb 26	1:00PM LMT	Mar 26	1:00PM	Apr 23	11:30AM	Apr 23	2:30PM	Apr 25	11:30AM	Apr 26	Apr 27	Apr 30
Louisville	Mar 05	11:30AM LMT	Apr 02	11:30AM	May 01	11:30AM	May 01	2:30PM	May 03	11:30AM	May 04	May 07	May 08
Madison	Mar 09	1:30PM LMT	Apr 06	1:30PM	May 08	10:30AM	May 08	1:30PM	May 10	10:30AM	May 11	May 14	May 15
Memphis	Mar 06	10:30AM LMT	Apr 03	10:30AM	May 02	12:00PM	May 02	3:00PM	May 04	12:00PM	May 07	May 08	May 09
Miami-Ft. Lauderdale-Hollywood	Mar 02	4:00PM LMT	Mar 30	4:00PM	May 01	10:00AM	May 01	1:00PM	May 03	10:00AM	May 04	May 07	May 08
Middlesex-Somerset-Union	Feb 23	1:00PM LMT	Mar 23	1:00PM	Apr 20	1:00PM	Apr 20	4:00PM	Apr 24	1:00PM	Apr 25	Apr 26	Apr 27
Milwaukee-Racine	Mar 02	9:00AM LMT	Mar 30	9:00AM	Apr 30	10:30AM	Apr 30	1:30PM	May 02	10:30AM	May 03	May 04	May 07
Minneapolis-St. Paul	Mar 01	1:30PM LMT	Mar 29	1:30PM	Apr 27	12:00PM	Apr 27	3:00PM	May 01	12:00PM	May 02	May 03	May 04
Mobile	Mar 09	1:30PM LMT	Apr 06	1:30PM	May 07	1:30PM	May 07	4:30PM	May 09	1:30PM	May 10	May 11	May 14

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

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Arbitron 2001 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Monterey-Salinas-Santa Cruz	Feb 28	11:30AM LMT	Mar 28	11:30AM	Apr 25	11:30AM	Apr 25	2:30PM	Apr 27	11:30AM	Apr 30	May 01	May 02
Nashville	Mar 07	10:30AM LMT	Apr 04	10:30AM	May 01	1:30PM	May 01	4:30PM	May 03	1:30PM	May 04	May 07	May 08
Nassau-Suffolk (Long Island)	Feb 23	11:30AM LMT	Mar 23	11:30AM	Apr 20	11:30AM	Apr 20	2:30PM	Apr 24	11:30AM	Apr 25	Apr 26	Apr 27
New Orleans	Mar 05	10:30AM LMT	Apr 02	10:30AM	May 01	12:00PM	May 01	3:00PM	May 03	12:00PM	May 04	May 07	May 08
New York	Feb 23	10:00AM LMT	Mar 23	10:00AM	Apr 20	10:00AM	Apr 20	1:00PM	Apr 24	10:00AM	Apr 25	Apr 26	Apr 27
Norfolk-Virginia Beach-Newport News	Mar 08	10:00AM LMT	Apr 05	10:00AM	May 04	10:00AM	May 04	1:00PM	May 08	10:00AM	May 09	May 10	May 11
Oklahoma City	Mar 06	1:30PM LMT	Apr 03	1:30PM	May 02	1:30PM	May 02	4:30PM	May 04	1:30PM	May 07	May 08	May 09
Omaha-Council Bluffs	Mar 05	3:00PM LMT	Apr 02	3:00PM	May 01	1:30PM	May 01	4:30PM	May 03	1:30PM	May 04	May 07	May 08
Orlando	Mar 08	2:30PM LMT	Apr 05	2:30PM	May 04	1:00PM	May 04	4:00PM	May 08	1:00PM	May 09	May 10	May 11
Philadelphia	Feb 26	10:00AM LMT	Mar 26	10:00AM	Apr 23	11:30AM	Apr 23	2:30PM	Apr 25	11:30AM	Apr 26	Apr 27	Apr 30
Phoenix	Mar 05	11:00AM LMT	Apr 02	10:00AM	Apr 30	11:30AM	Apr 30	2:30PM	May 02	11:30AM	May 03	May 04	May 07
Pittsburgh	Feb 28	4:00PM LMT	Mar 28	4:00PM	Apr 26	11:30AM	Apr 26	2:30PM	Apr 30	11:30AM	May 01	May 02	May 03
Portland, OR	Mar 06	11:30AM LMT	Apr 03	11:30AM	May 01	1:00PM	May 01	4:00PM	May 03	1:00PM	May 04	May 07	May 08
Providence-Warwick-Pawtucket	Feb 27	2:30PM LMT	Mar 27	2:30PM	Apr 24	1:00PM	Apr 24	4:00PM	Apr 26	1:00PM	Apr 27	Apr 30	May 01
Puerto Rico	Mar 12	3:30PM LMT	Apr 09	2:30PM	May 08	1:00PM	May 08	4:00PM	May 10	1:00PM	May 11	May 14	May 15
Raleigh-Durham	Mar 08	10:00AM LMT	Apr 05	10:00AM	May 04	10:00AM	May 04	1:00PM	May 08	10:00AM	May 09	May 10	May 11
Richmond	Mar 07	11:30AM LMT	Apr 04	11:30AM	May 02	11:30AM	May 02	2:30PM	May 04	11:30AM	May 07	May 08	May 09
Riverside-San Bernardino	Feb 27	11:30AM LMT	Mar 27	11:30AM	Apr 24	10:00AM	Apr 24	1:00PM	Apr 26	10:00AM	Apr 27	Apr 30	May 01
Rochester, NY	Mar 06	10:00AM LMT	Apr 03	10:00AM	May 02	10:00AM	May 02	1:00PM	May 04	10:00AM	May 07	May 08	May 09
Sacramento	Mar 08	10:00AM LMT	Apr 05	10:00AM	May 03	10:00AM	May 03	1:00PM	May 07	10:00AM	May 08	May 09	May 10
Saginaw-Bay City-Midland	Mar 08	4:00PM LMT	Apr 05	4:00PM	May 08	10:00AM	May 08	1:00PM	May 10	10:00AM	May 11	May 14	May 15
Salt Lake City-Ogden-Provo	Mar 06	11:00AM LMT	Apr 03	11:00AM	Apr 30	2:00PM	Apr 30	5:00PM	May 02	2:00PM	May 03	May 04	May 07
San Antonio	Mar 07	12:00PM LMT	Apr 04	12:00PM	May 02	1:30PM	May 02	4:30PM	May 04	1:30PM	May 07	May 08	May 09
San Diego	Feb 27	10:00AM LMT	Mar 27	10:00AM	Apr 23	1:00PM	Apr 23	4:00PM	Apr 25	1:00PM	Apr 26	Apr 27	Apr 30
San Francisco	Feb 28	10:00AM LMT	Mar 28	10:00AM	Apr 25	10:00AM	Apr 25	1:00PM	Apr 27	10:00AM	Apr 30	May 01	May 02
San Jose	Feb 28	11:30AM LMT	Mar 28	11:30AM	Apr 25	10:00AM	Apr 25	1:00PM	Apr 27	10:00AM	Apr 30	May 01	May 02
Seattle-Tacoma	Mar 05	10:00AM LMT	Apr 02	10:00AM	Apr 27	11:30AM	Apr 27	2:30PM	May 01	11:30AM	May 02	May 03	May 04
Shreveport	Mar 09	12:00PM LMT	Apr 06	12:00PM	May 03	1:30PM	May 03	4:30PM	May 07	1:30PM	May 08	May 09	May 10
Spokane	Mar 12	11:30AM LMT	Apr 09	11:30AM	May 07	1:00PM	May 07	4:00PM	May 09	1:00PM	May 10	May 11	May 14
Springfield, MA	Feb 27	11:30AM LMT	Mar 27	11:30AM	Apr 25	11:30AM	Apr 25	2:30PM	Apr 27	11:30AM	Apr 30	May 01	May 02
St. Louis	Feb 28	9:00AM LMT	Mar 28	9:00AM	Apr 24	1:30PM	Apr 24	4:30PM	Apr 26	1:30PM	Apr 27	Apr 30	May 01
Syracuse	Mar 06	1:00PM LMT	Apr 03	1:00PM	May 02	11:30AM	May 02	2:30PM	May 04	11:30AM	May 07	May 08	May 09
Tampa-St. Petersburg-Clearwater	Mar 02	2:30PM LMT	Mar 30	2:30PM	Apr 30	1:00PM	Apr 30	4:00PM	May 02	1:00PM	May 03	May 04	May 07
Toledo	Mar 02	1:00PM LMT	Mar 30	1:00PM	May 01	11:30AM	May 01	2:30PM	May 03	11:30AM	May 04	May 07	May 08
Tucson	Mar 05	2:00PM LMT	Apr 02	1:00PM	Apr 30	1:00PM	Apr 30	4:00PM	May 02	1:00PM	May 03	May 04	May 07
Tulsa	Mar 07	1:30PM LMT	Apr 04	1:30PM	May 03	10:30AM	May 03	1:30PM	May 07	10:30AM	May 08	May 09	May 10
Washington, DC	Feb 28	11:30AM LMT	Mar 28	11:30AM	Apr 26	10:00AM	Apr 26	1:00PM	Apr 30	10:00AM	May 01	May 02	May 03
West Palm Beach-Boca Raton	Mar 09	10:00AM LMT	Apr 06	10:00AM	May 08	10:00AM	May 08	1:00PM	May 10	10:00AM	May 11	May 14	May 15
Westchester	Feb 23	11:30AM LMT	Mar 23	11:30AM	Apr 20	11:30AM	Apr 20	2:30PM	Apr 24	11:30AM	Apr 25	Apr 26	Apr 27
Wichita	Mar 09	12:00PM LMT	Apr 06	12:00PM	May 03	1:30PM	May 03	4:30PM	May 07	1:30PM	May 08	May 09	May 10
Wilkes Barre-Scranton	Mar 07	10:00AM LMT	Apr 04	10:00AM	May 07	10:00AM	May 07	1:00PM	May 09	10:00AM	May 10	May 11	May 14
York	Mar 08	11:30AM LMT	Apr 05	11:30AM	May 04	11:30AM	May 04	2:30PM	May 08	11:30AM	May 09	May 10	May 11

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

Sched - 2

2000-2001 Radio Survey Schedule

Who to Call at Arbitron

FALL SURVEY

September 21 - December 13, 2000

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
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 4 - March 28, 2001

JANUARY						
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
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
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

March 29 - June 20, 2001

MARCH						
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY						
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

June 28 - September 19, 2001

JUNE						
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

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						
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
Phone: (212) 887-1300
Fax: (212) 887-1535

Radio Station Services:

Tom O'Sullivan, Eastern Div. Mgr.
(212) 887-1368
Jan Bounstein (212) 887-1306
Kathy Koch (212) 887-1304
Malou Watterson (212) 887-1371
Scarborough Training Specialists:
Lis Perry (212) 887-1367
Glen Tacinelli (212) 887-1340
Training Specialist:
Brendan Kane (212) 887-1310

Group Services:

Les Tolchin, Sr. VP, National Sales
(212) 887-1302

Rep/Network Services:

Alan Tobkes, VP (212) 887-1354
Michael Powderly (212) 887-1376
Broadcast Market Analyst:
Donna Pollifrone (212) 887-1582

Product Development:

Gary Marince, VP (412) 859-3740

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
Margaret Bustell, Mgr. (212) 887-1502
Michael Hopkins, Mgr., Webcast Ratings
(212) 887-1343
Susan Carmichael (212) 887-1398
Lovlyn Corbett (212) 887-1398
Richard Salazar (212) 887-1356
Network & Syndication Radio:
Jacqueline Noel, National Mgr. (212) 887-1365
Project Development Executive:
Charmaine Eleazar (212) 887-1308
Training Specialist:
Lung Huang (212) 887-1337

Chicago

311 South Wacker Dr., Suite 1600/60606
Phone: (312) 913-6220
Fax: (312) 913-6221

Radio Station Services:

Tom O'Sullivan, Eastern Div. Mgr.
(212) 887-1368
John Nolan, Regional Mgr. (312) 913-6235
Bethanie Buckingham (312) 913-6232
Melissa Fischer (312) 913-6231
Sarah Liddle (312) 913-6236
Patrick Pendergast (312) 913-6239
Scarborough Training Specialist:
Shannon Grim (312) 913-6238
Training Specialists:
Joe Walker (312) 913-6233

Advertiser/Agency Services:

James Tobolski, Mgr. (312) 913-6226
Cory Flabaven (312) 913-6229
Tony Hereau (312) 913-6227
Tim Roberts (312) 913-6241
Lorraine Woodhead (312) 913-6228
Advertiser Training Specialist:
Oveda Brown (312) 913-6243
Training Specialist:
Deanna Moore (312) 913-6222

Atlanta

9000 Central Parkway, Suite 300/30328
Phone: (770) 551-1400
Fax: (770) 551-1401

Radio Station Services:

Tom O'Sullivan, Eastern Div. Mgr.
(212) 887-1368
Jim Remeny, Regional Mgr. (770) 551-1403
Jacqui Berry (770) 551-1420
Christian Meinhardt (770) 551-1418
Jerry Wiese (770) 551-1422

Scarborough Training Specialist:
Jim Haynes (770) 551-1445

Training Specialist:
Tamara Hutson (770) 551-1405
Eric Coats (770) 551-1446

Urban Radio Marketing Services:

Julian Davis, Dir. & Sr. AE, (770) 551-1419

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
Kevin Bennett (770) 551-1410
Cathy Kaufman (770) 551-1404

Training Specialists:

Kevin Campbell (205) 733-6224
Steve Williamson (770) 551-1421

Los Angeles

10877 Wilshire Blvd., Suite 1600/90024
Phone: (310) 824-6600
Fax: (310) 824-6666

Radio Station Services:

Tony Belzer, Western Div. Mgr. (310) 824-6600
John Basila, Senior (310) 824-6608
Gabriela Selva (310) 824-6605
Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

Training Specialists:

Cynthia Gilmore (310) 824-6637
Brian McHugh (310) 824-6636

Advertiser/Agency Services:

John Hegelmeyer, Mgr. (310) 824-6626
Stacie DeArmas (310) 824-6613
Debbie Lahm (310) 824-6622
Vanessa Ware (310) 824-6621

Training Specialist:

Maria Guzman (310) 824-6628

Advertiser Services:

Alisa Joseph, VP (310) 824-6620

Dallas

One Galleria Tower
13355 Noel Road, Suite 1120/75240
Phone: (972) 385-5388
Fax: (972) 385-5377

Radio Station Services:

Dennis Seely, VP, Marketing
(972) 385-5363
Tony Belzer, Western Div. Mgr. (972) 385-5386
Harry Clark (972) 385-5392
Chris Kiske (972) 385-5398
Maryanne Maguire (972) 385-5383
Scarborough Training Specialist:
Jenny Tsao (972) 385-5390

Training Specialists:

Joanna Cammack (972) 385-5394
Karen Morriss (972) 385-5393

Latin American Marketing:

Clara Carneiro, VP (972) 385-5384

Radio Programming Services:

Bob Michaels, VP (972) 385-5357

Advertiser/Agency Services:

Becky Burkett, Mgr. (972) 385-5387
Anne Baron (972) 385-5389
Karen Miller (972) 385-5344
Training Specialist:
Kelly McLean (972) 385-5364

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, Maryland 21046
Phone: (410) 312-8000
Fax: (410) 312-8622

Radio Station Services:

Frank Stanitski, VP, Group Marketing
(410) 312-8528
Tom O'Sullivan, Eastern Div. Mgr.
(212) 887-1368
Laura Hill (410) 312-8530
Mason Meyer (410) 312-8595

Training Specialists:

Rowan Job (410) 312-8546
Rich Sheffer (410) 312-8588

Group Services:

Laura Ivey, Mgr., National Radio Sales
(410) 312-8363
Brad Kelly, Mgr., National Radio Sales
(757) 336-1192
John Snyder, Mgr. National Radio Sales
(410) 312-8532

Rep/Network Services:

Bruce Supovitz, VP, National Radio Services
(410) 312-8391

Advertiser/Agency Services:

Dan Domer (410) 312-8181

Advertiser Services:

Karla Eyerly, National Accounts Mgr.
(410) 312-8539
Troy Howard, National Accounts Mgr.
(410) 312-8314

www.arbitron.com

NOTE/The survey dates are subject to change.

2001 Radio Advisory Council Members

Nick Anthony
Vice President & Director of Operations
WQMX-FM
1795 West Market Street
Akron, OH 44313
(330) 864-2268
(330) 864-2261 (fax)
nick@nickanthony.com
Country - Continuous

Reggie Bates
Vice President & General Manager
WKNN-FM
286 DeBuys Road
Biloxi, MS 39531
(228) 385-3939
(228) 388-2362 (fax)
rbates@amfm.com
Country - Noncontinuous

Tom Bender
Sr. Vice President &
General Manager
WCSX/WRIF
1 Radio Plaza Street
Detroit, MI 48220
(248) 414-5650
(248) 398-4382 (fax)
tbender@gdrg.com
AOR - Continuous

Gerry Boehme
President
Katz Interactive Marketing
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(917) 206-9085 (fax)
gerry.boehme@katzinteractive.com
Researcher Appointed

William R. Campbell
President, Chief Executive Officer
WCRB
750 South Street
Waltham, MA 02453
(781) 736-9551
(781) 736-9529 (fax)
MOR

Daniel Crotty
General Manager
KLBN-FM
5726 East Shields Avenue
Fresno, CA 93727
(559) 292-5478
(559) 292-1087 (fax)
Dan_Crotty@internet-zone.net
Hispanic

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
At Large - Appointed

Rick Hencley
General Manager
WBIZ-FM
619 Cameron Street
Eau Claire, WI 54703
(715) 552-5100
(715) 835-9680 (fax)
rick@pbco.com
CHR/Top 40 - Noncontinuous

John D. Hiatt
Vice President/Market General Manager
Infinity Radio Austin
4301 Westbank Drive
Escalade B - Third Floor
Austin, TX 78746
(512) 327-9595
(512) 329-6255 (fax)
jdhiatt@cbsaustin.com
Adult Contemporary - Continuous

Earnest James
Vice President/Market General Manager
WQUE-FM
2228 Gravier Street
New Orleans, LA 70119-7522
(504) 827-6000
(504) 827-6046 (fax)
eljames@radioforneworleans.com
Black/Urban

Steve Joos
General Manager
KKTIX-FM
3810 Brookside Drive
Tyler, TX 75701-9420
(903) 581-0606
(903) 581-2011 (fax)
stevej@amfm.com
AOR - Noncontinuous

Wayne Leland
Chief Operating Officer
WBSM-AM
22 Sconticut Neck Road
Fairhaven, MA 02719
(508) 993-1767
(508) 999-1420 (fax)
wleland@aol.com
News/Talk - Noncontinuous

Mickey Luckoff***
President & General Manager
KGO-AM
900 Front Street
San Francisco, CA 94111
(415) 954-8181
(415) 391-2795 (fax)
mickey.luckoff@abc.com

Richard Marston
General Manager
WKIE-FM
737 N. Michigan Avenue, Suite 1600
Chicago, IL 60611
(312) 274-4001
(312) 573-8058 (fax)
cam1917@aol.com
CHR/Top 40 - Continuous

Maire Mason
Vice President & General Manager
WCBS-FM
1515 Broadway
New York, NY 10036
(212) 975-3736
(212) 975-3814 (fax)
mhmason@cbs.com
Gold/Oldies

David Pearlman**
Sr. Vice President/
Co-Chief Operating Officer
Infinity Broadcasting
1200 Soldiers Field Road
Boston, MA 02134
(617) 779-8500
(617) 779-8080 (fax)
dpearlman@cbsboston.com

Stephen Sinicropi
Vice President & General Manager
WKRK-FM
15600 W. 12 Mile
Southfield, MI 48076
(248) 233-3300
(248) 443-8771 (fax)
steve@wkrk.com
News/Talk - Continuous

Tom Skinner
General Manager
KZST-FM
3392 Mendocino Avenue
Santa Rosa, CA 95403
(707) 528-4434
(707) 527-8216 (fax)
toms@kzst.com
Adult Contemporary - Noncontinuous

Jack Taddeo
Regional Vice President,
Programming
Clear Channel Communications
111 South Washington Street, Suite 150
Park Ridge, IL 60068
(847) 518-0340
(847) 518-0341 (fax)
jtaddeo@wwa.com
Group Programmer

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

* 2001 Chairman
** 2001 Vice Chairman
*** Immediate Past Chairman

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