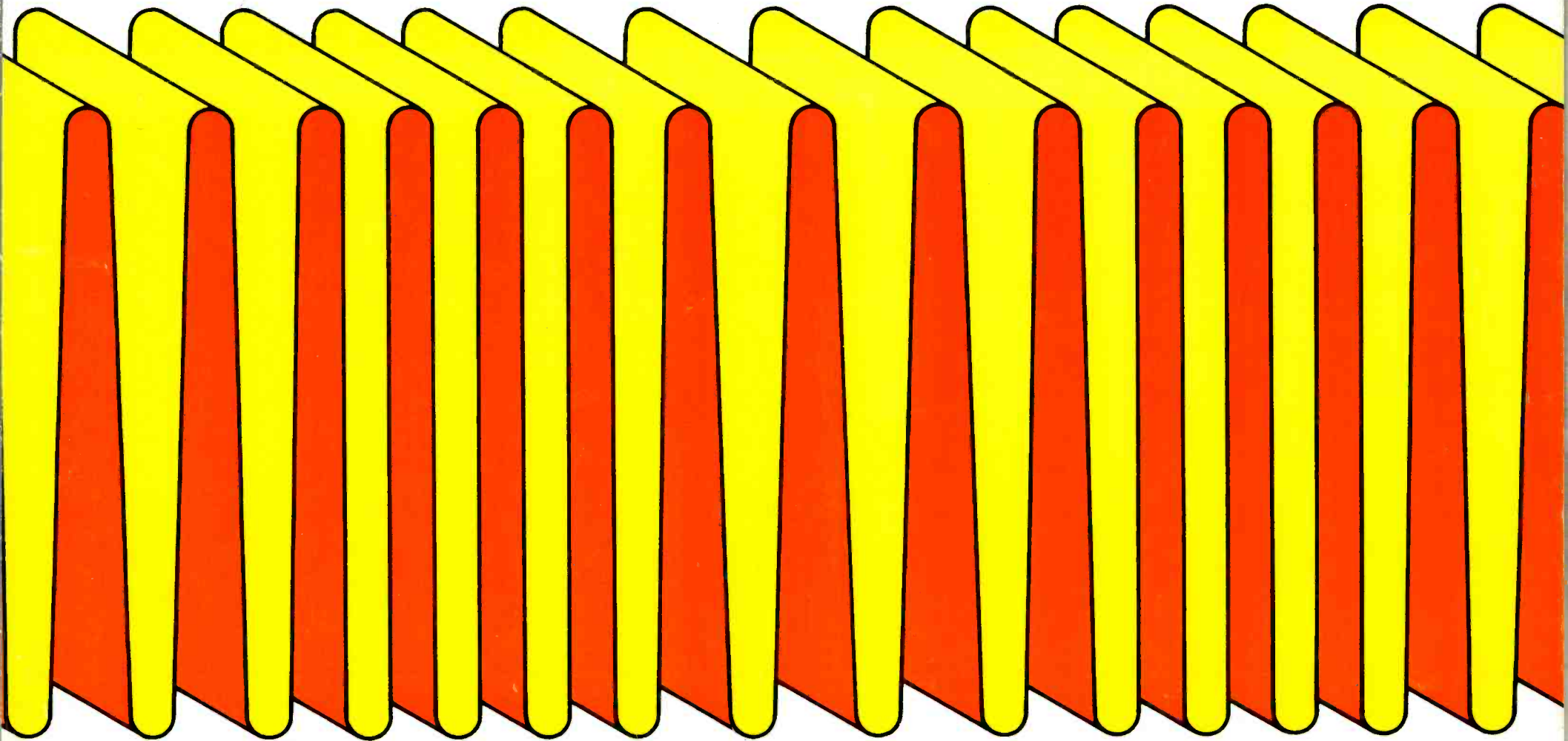


Today's Radio Audience



Today's Radio Audience

Today's Radio Audience

In this book, Arbitron identifies and presents pertinent data which are descriptive of today's radio audience.

Radio is everywhere.

Radio reaches almost everybody age 12 and over.

Radio can be very selective in terms of an audience delivered for an advertiser.

Radio formats exhibit self-selecting features which allow advertisers to reach their specific target audiences.

The audience estimates presented herein are indicative of the U.S. radio audience and are not precise estimates for individual markets or stations. Some data however, can be used for comparison with individual market audience estimates. Other data, have been compiled by using a specific market as an example.

Time Spent Listening estimates have been calculated on the basis of 100% cume (total population) for the demographic group.

All Arbitron audience data are estimates and are subject to limitations inherent in Arbitron's methodology and stated in each Arbitron local market report. Hence, the accuracy of Arbitron's estimates cannot be determined to any precise mathematical value or definition.

Table of Contents

This book contains the following kinds of data:

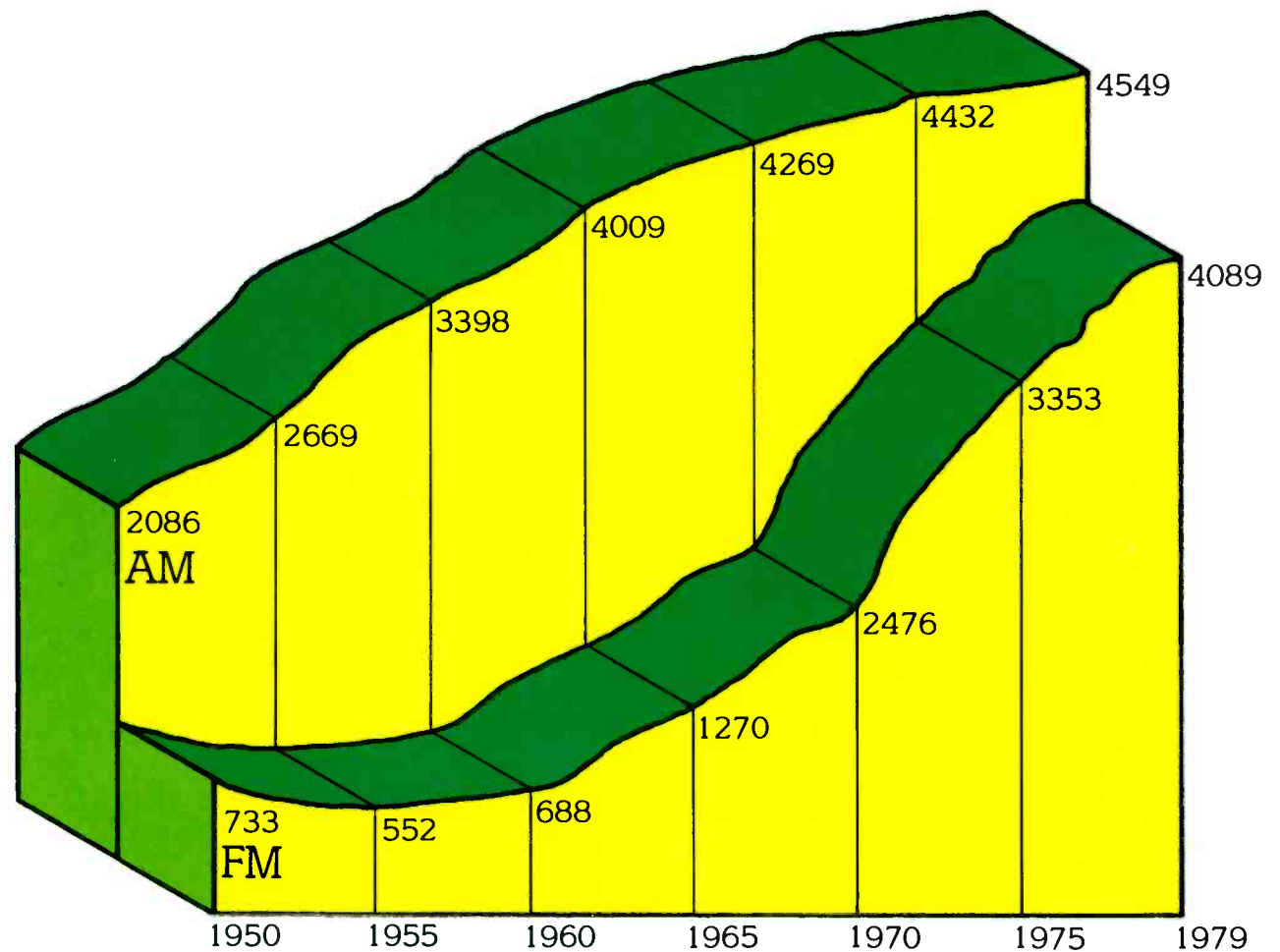
Average Quarter-Hour Listening Levels	Page 11
Time Spent Listening	Page 19
AM/FM Share of Listening	Page 29
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Radio's Growth Since 1950

There are over 4,500 AM radio stations on-air. AM radio continues to expand at a 1.4% annual growth rate.

The FM band now has over 4,000 stations and is growing at an annual rate of approximately 7.7%.

Radio is alive, well and still growing.



Radio Stations On-Air Growth
1950 to 1979

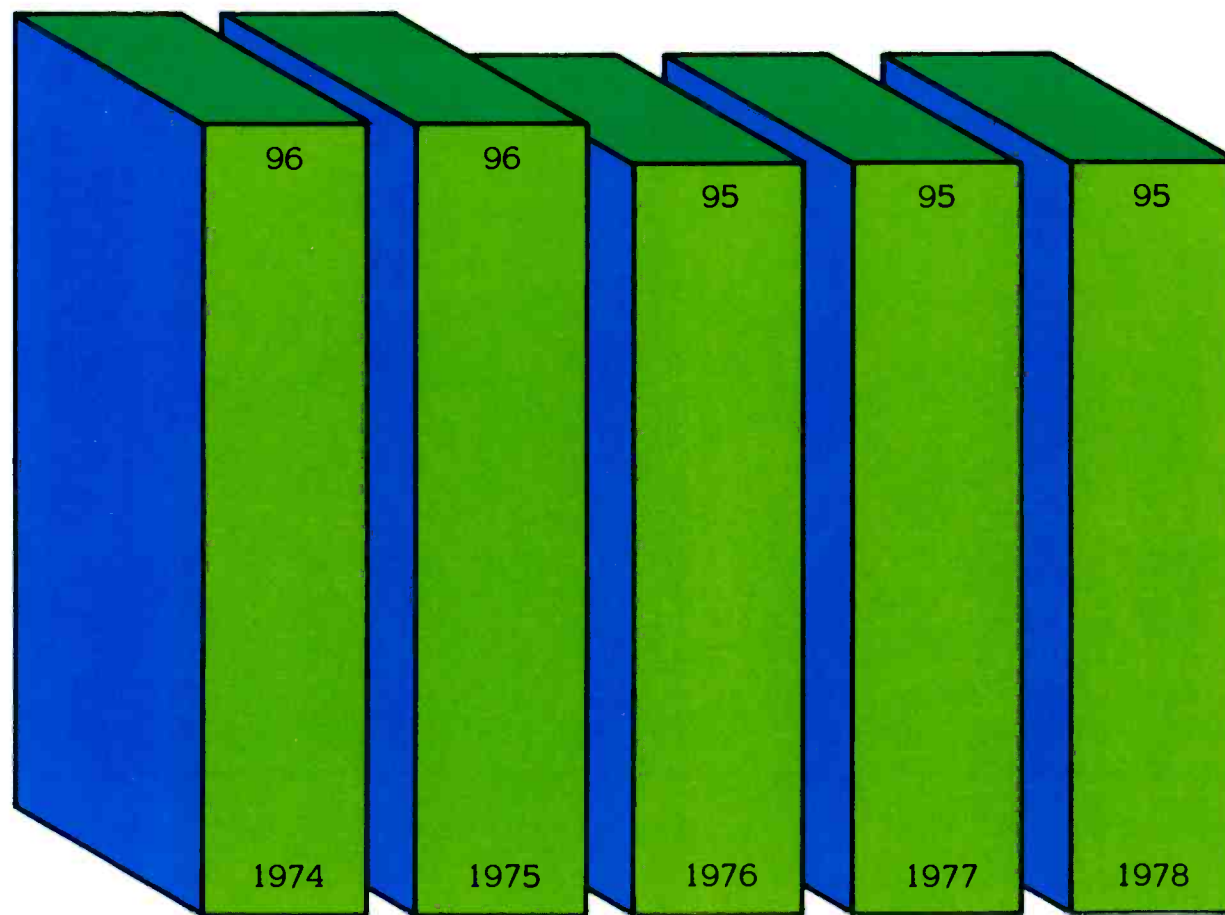


Cumulative Audience Estimates

Cumulative Audience Estimates

Cumulative radio audiences have been remarkably stable over the past five years.

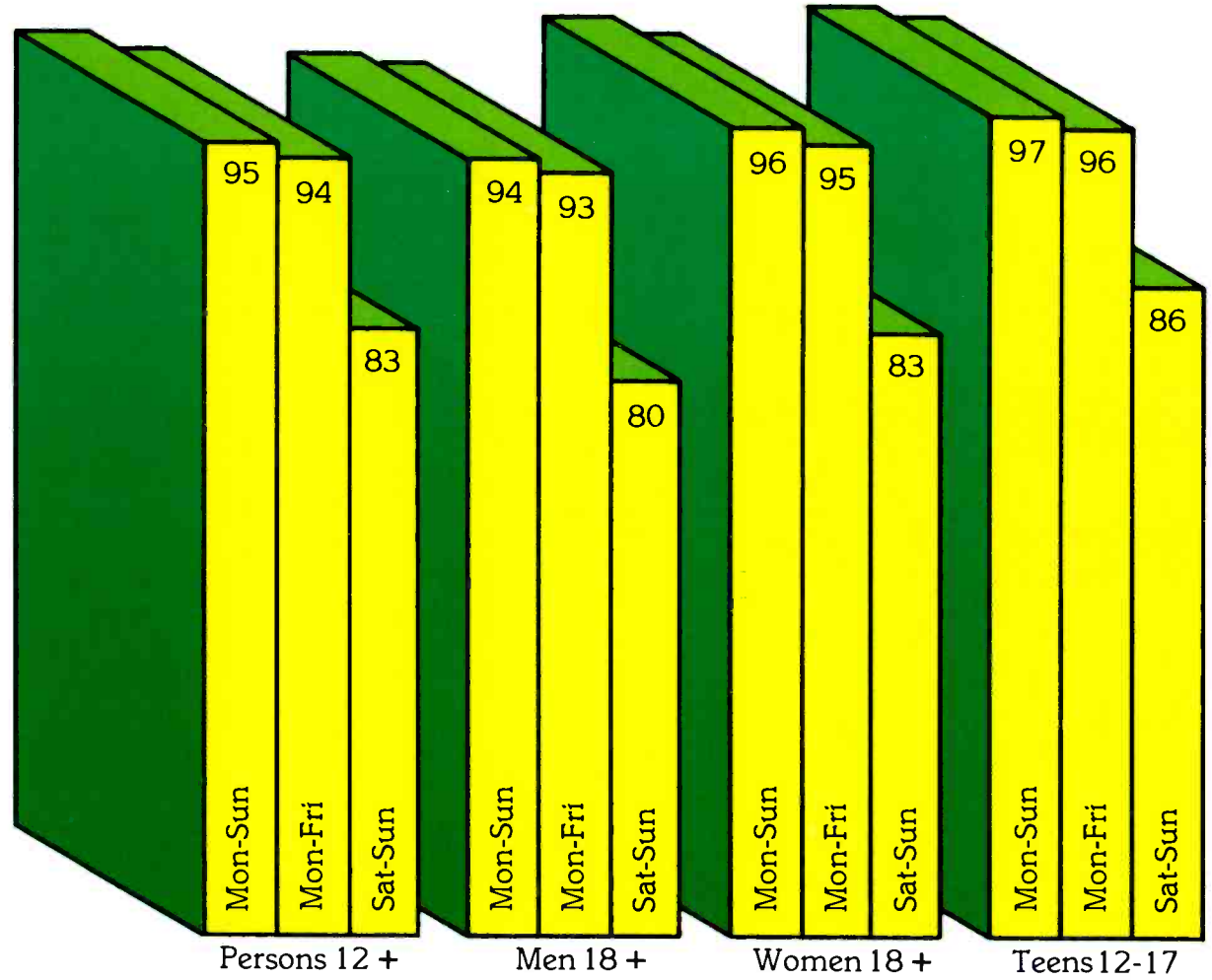
Cumulative radio audiences are also relatively stable for other day-parts and demographic groups.



Persons 12 + Estimated Cumulative Audience Levels
Monday-Sunday, 6AM-Mid

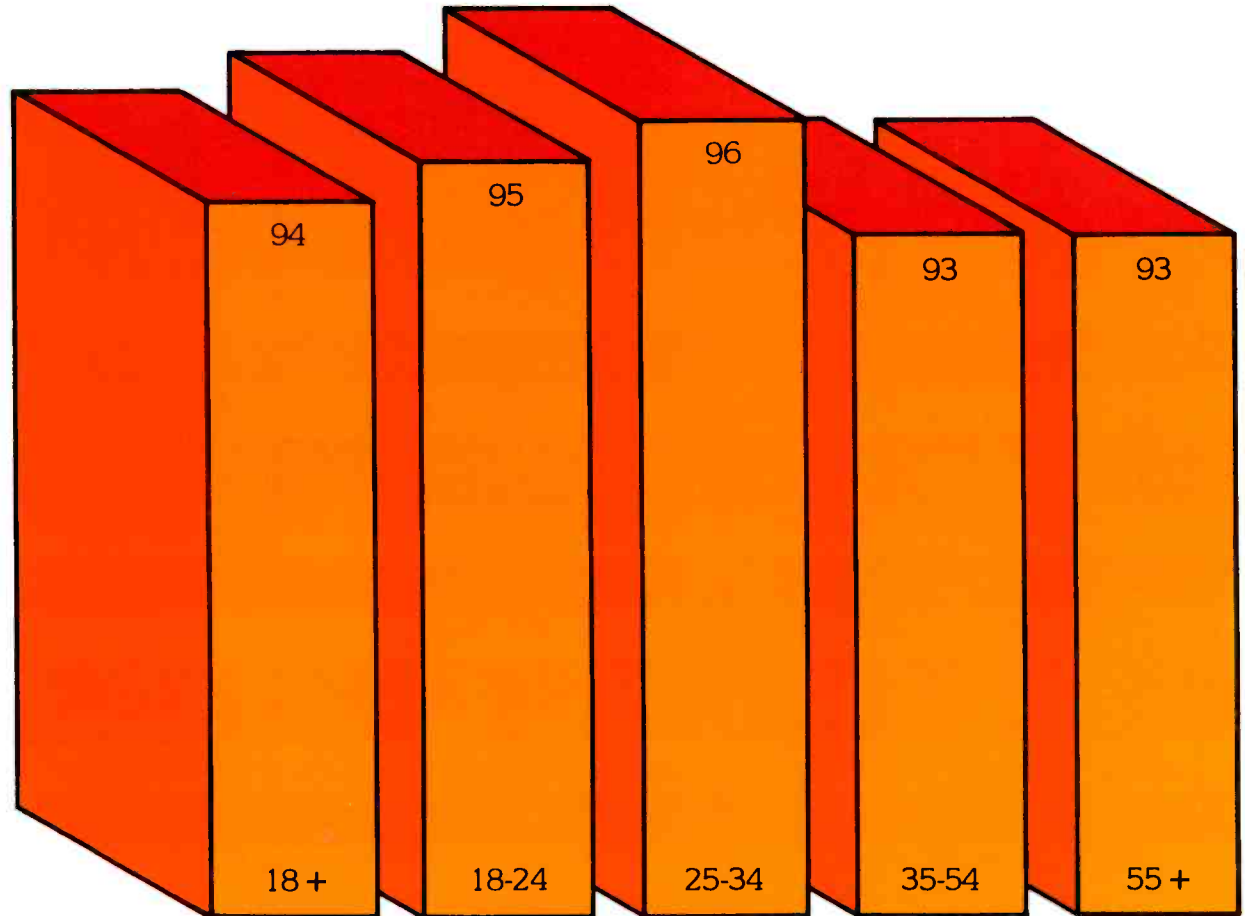
Everybody Loves Radio

Each week, radio reaches 95% of all people age 12 and over.



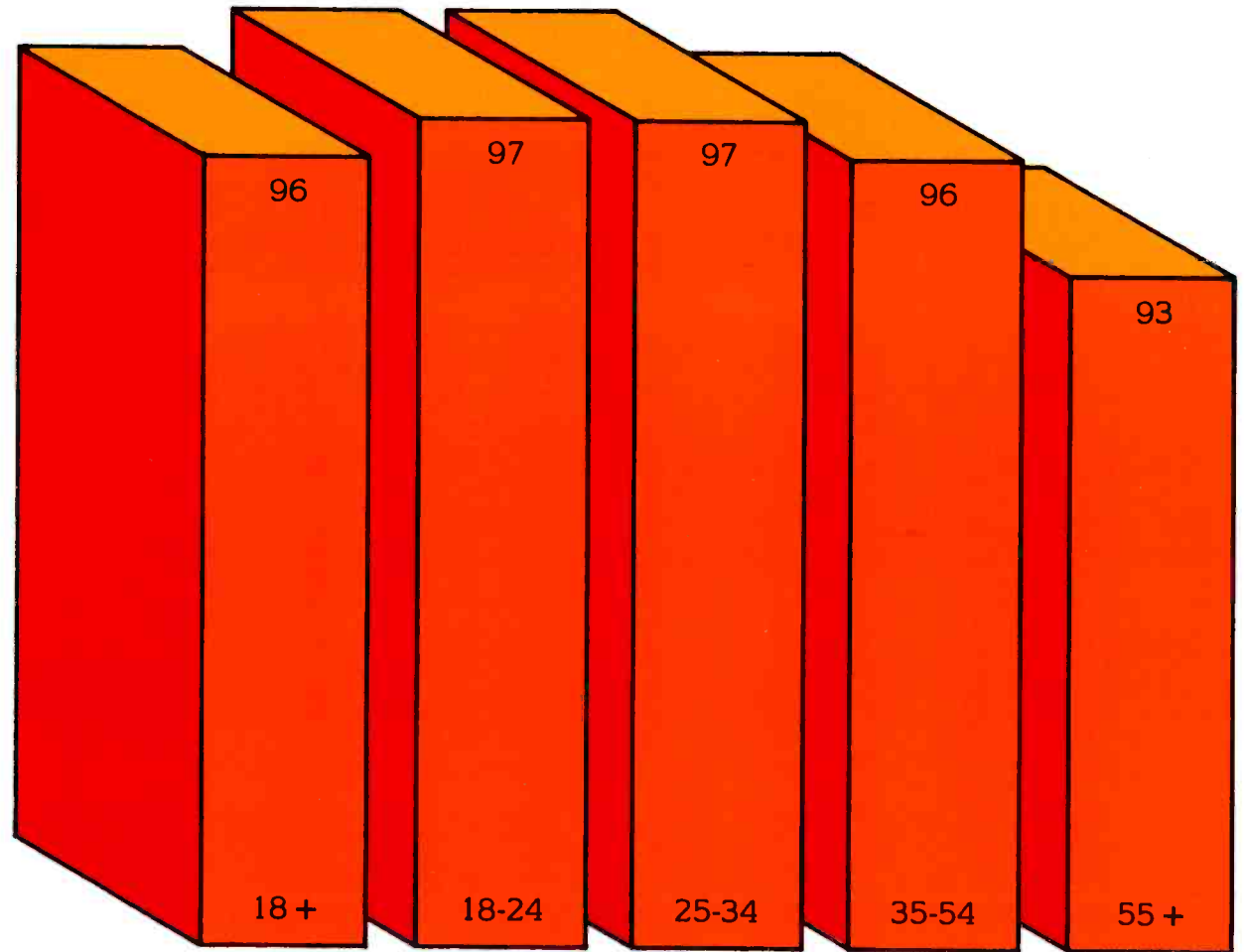
1978 Estimated Cumulative Audiences
6AM-Mid

Almost All Men Listen to Radio



1978 Estimated Cumulative Audience
Men — Monday-Sunday, 6AM-Mid

Radio also
Reaches
Almost All
Women

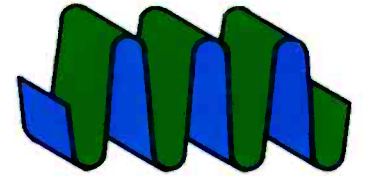


1978 Estimated Cumulative Audience
Women — Monday-Sunday, 6AM-Mid

Cumulative Audiences Vary by Demographics and Day-Parts

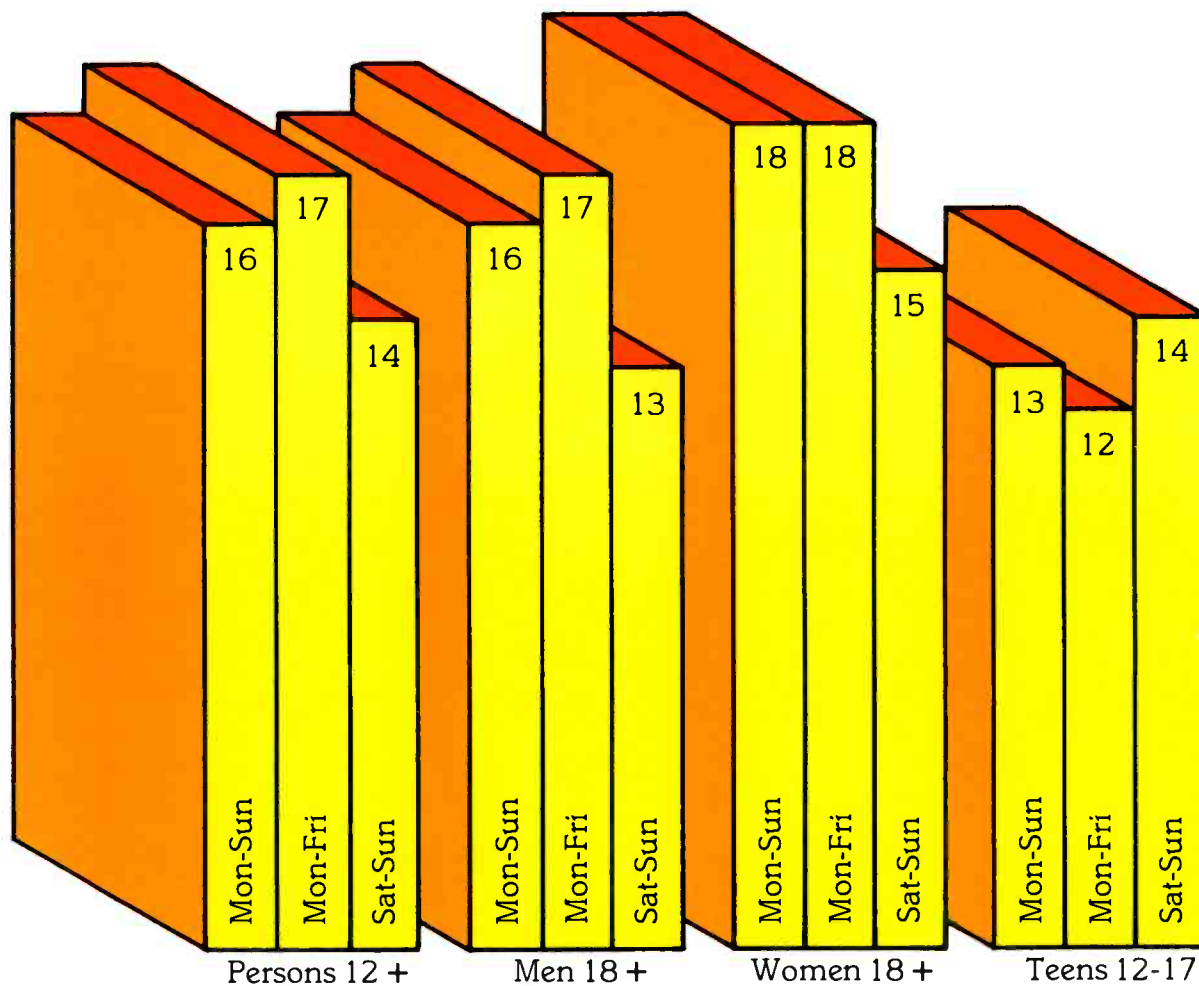
Cumulative Audiences Monday-Friday

	6AM-10AM	10AM-3PM	3PM-7PM	7PM-Mid
Persons 12 +	83	65	76	57
Men 18 +	82	63	75	55
Women 18 +	85	74	76	53
Teens 12-17	80	45	80	77



Average Quarter-Hour Listening Levels

Listening Levels Vary between Weekdays and Weekends



Persons Using Radio Estimated Average Quarter-Hour Listening Levels 6AM-Mid

Listening Levels Vary by Day-Part and Demographics

Women constitute the largest audience in both the Monday-Friday 6-10AM and Monday-Friday 10AM-3PM day-parts.

Saturday 10AM-3PM is the second most listened to day-part for men and women and, it is the most listened to day-part for teens.

Estimated Average Quarter-Hour Listening Level

	6AM-10AM	10AM-3PM	3PM-7PM	7PM-Mid
Men 18 +				
Monday-Friday	23	18	17	9
Saturday	17	20	14	8
Sunday	11	17	13	7
Women 18 +				
Monday-Friday	27	21	18	8
Saturday	19	25	16	8
Sunday	13	19	14	7
Teens 12-17				
Monday-Friday	15	6	17	13
Saturday	11	20	16	12
Sunday	8	17	14	11

18-24 Listening Levels

The 18-24 age group has the largest variation between the day-parts and the days of the week (Mon-Fri, Sat, Sun). All other age/sex groups are similar to the 18+ audience levels.

Estimated Average Quarter-Hour Listening Levels

	6AM-10AM	10AM-3PM	3PM-7PM	7PM-Mid
Men 18-24				
Monday-Friday	20	20	20	13
Saturday	13	26	19	11
Sunday	9	21	17	9
Women 18-24				
Monday-Friday	22	21	21	11
Saturday	14	22	18	13
Sunday	8	18	15	11

Listening Levels by Region

The Northeast has the highest level of listening for every standard Monday-Friday day-part.

Estimated Average Quarter-Hour Listening Levels Persons 12 +

	Monday-Sunday	Monday-Friday			
	6AM-Mid	6AM-10AM	10AM-3PM	3PM-7PM	7PM-Mid
Total U.S.	16	24	18	17	9
Northeast	18	26	20	19	11
South Atlantic	16	21	18	18	10
North Central	15	23	17	18	9
South Central	16	23	17	18	9
West	16	23	18	17	8

Listening Levels by Market Size

Listening levels by market size are fairly consistent for most day-parts. The greatest variation occurs in the Monday-Friday 6-10AM day-part.

Estimated Average Quarter-Hour Listening Levels Persons 12 +

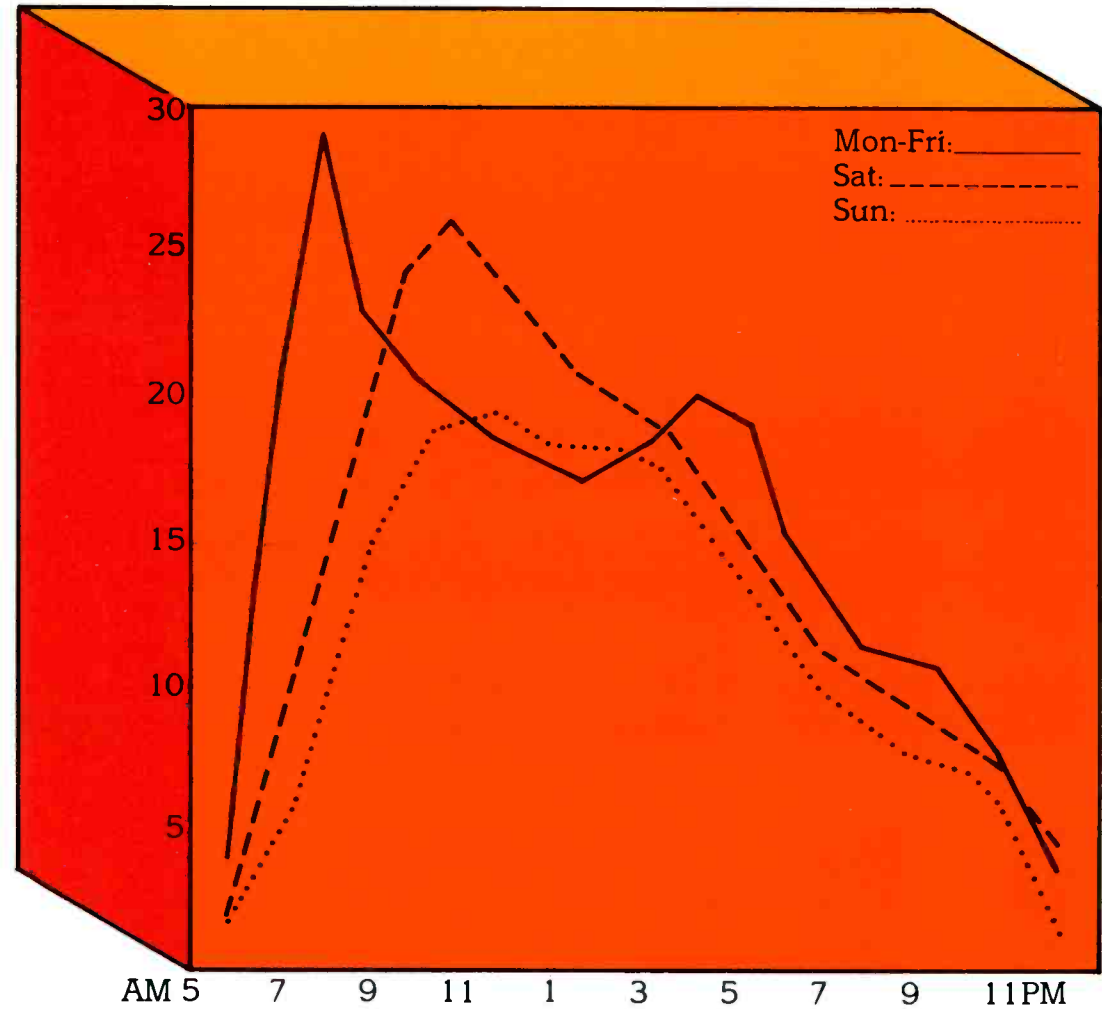
	Monday-Sunday 6AM-Mid	Monday-Friday 6AM-10AM
Total U.S.	16	24
1,000M	17	24
600M to 1,000M	16	24
400M to 600M	16	20
Under 400M	16	23

Hour-by-Hour Listening Levels

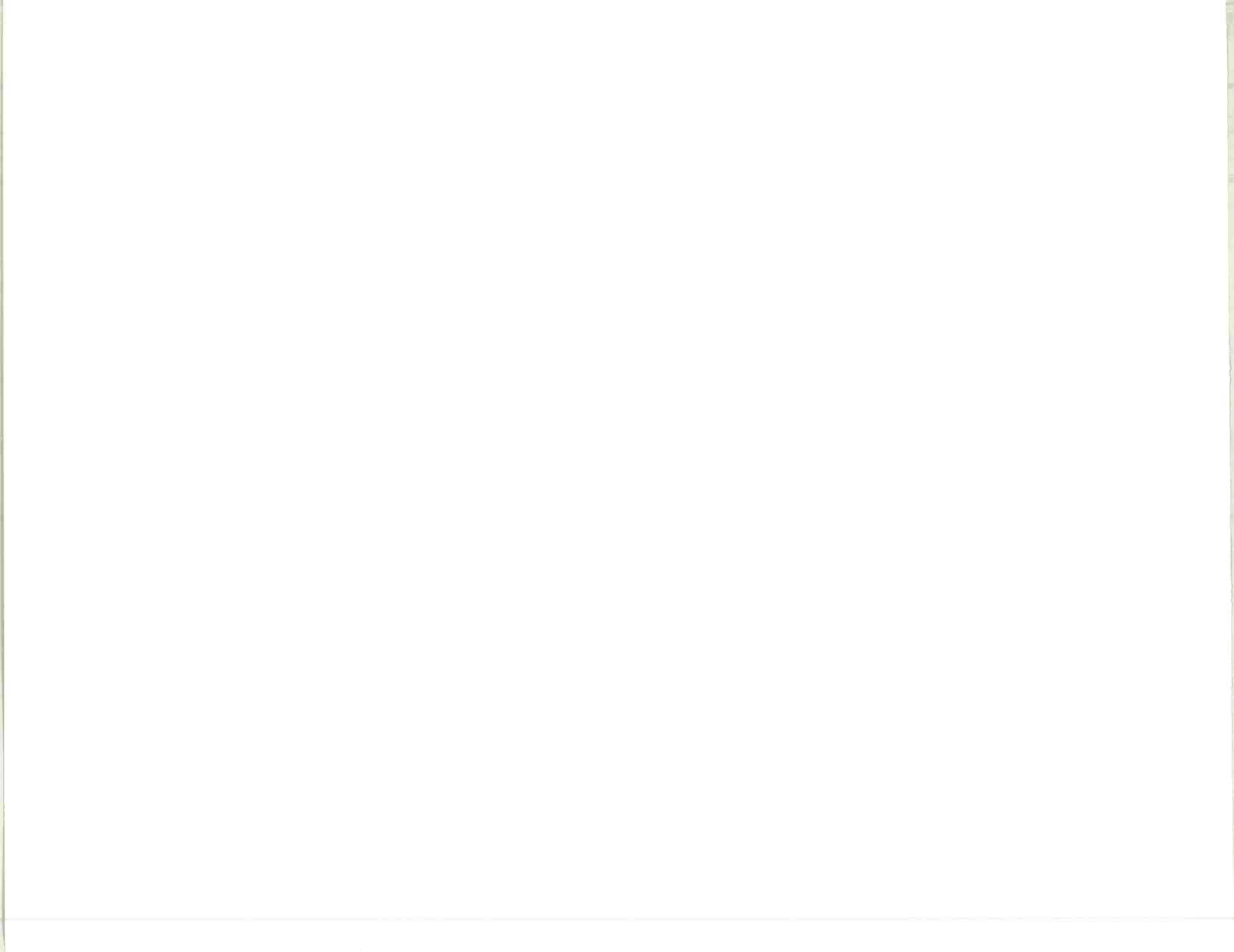
Listening levels peak at two different times of the day, Monday through Friday . . . 7-8AM and 4-5PM.

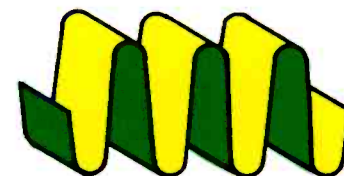
Saturday has only one peak listening time period . . . 10-11AM.

Sunday's peak listening period is at 11AM-Noon.



Estimated Hour-by-hour Average Listening Levels





Time Spent Listening

Time Spent Listening — Little Change Over the Years

The number of hours spent listening to radio have remained constant over the past five years for all persons age 12 and over, almost three hours a day.

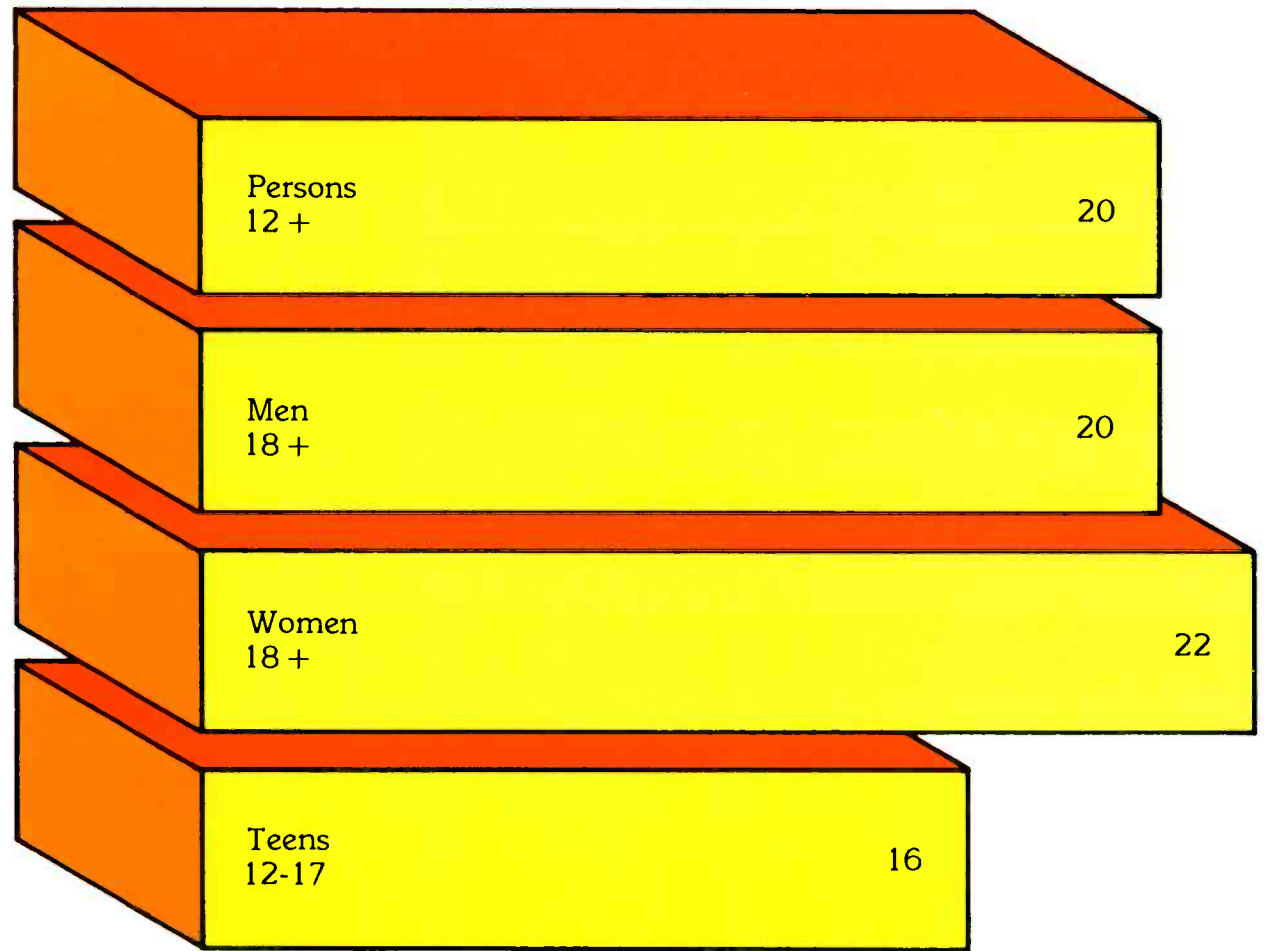
Estimated Average Hours Listening per Week, Persons 12 +

Year	Monday-Sunday 6AM-Mid
1978	20
1977	20
1976	20
1975	20
1974	20

Time Spent Listening

Women spend more time listening to the radio than men.

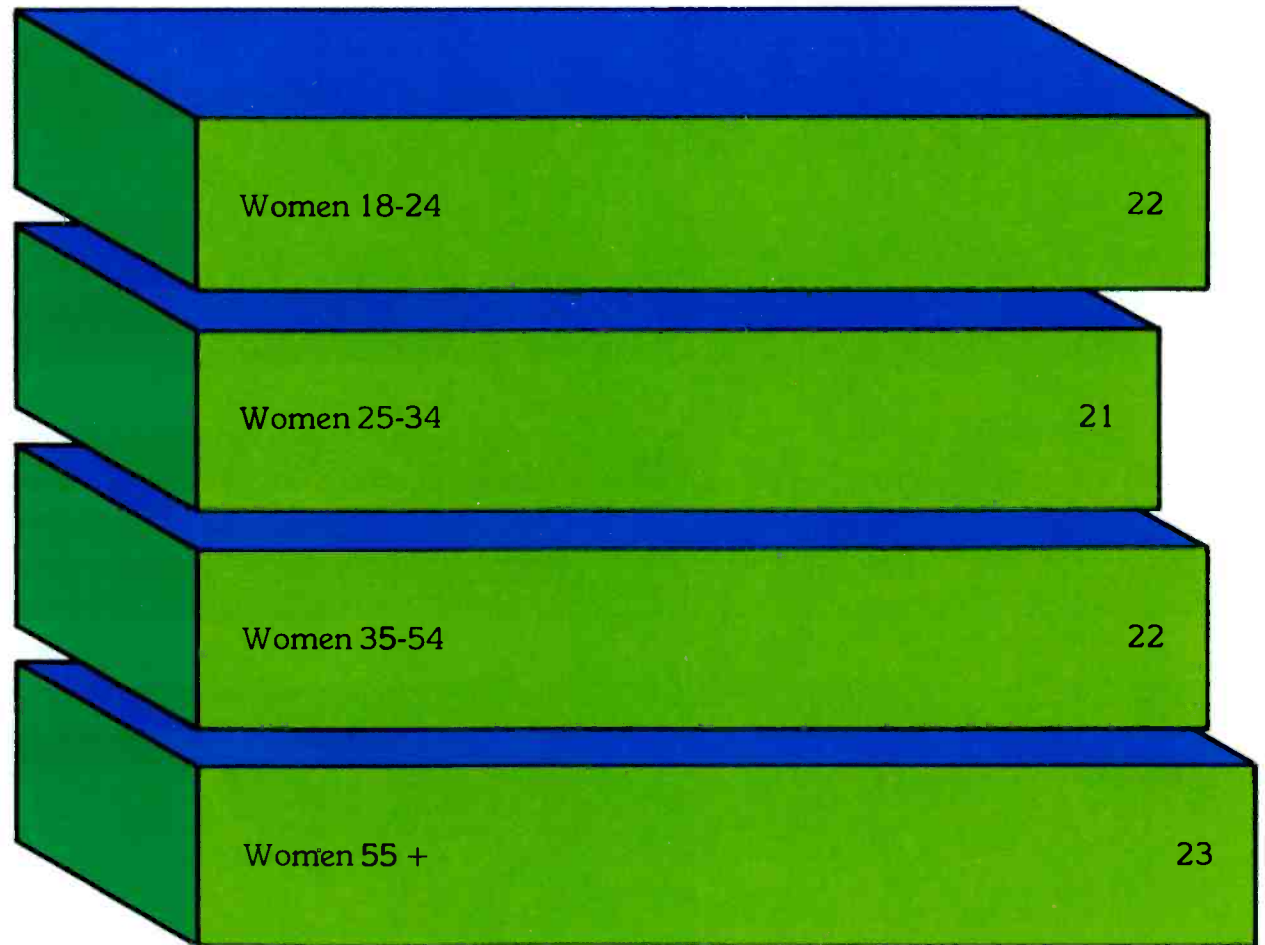
Teens spend the least amount of time listening.



Estimated Hours of Listening per Week

Time Spent Listening by Women

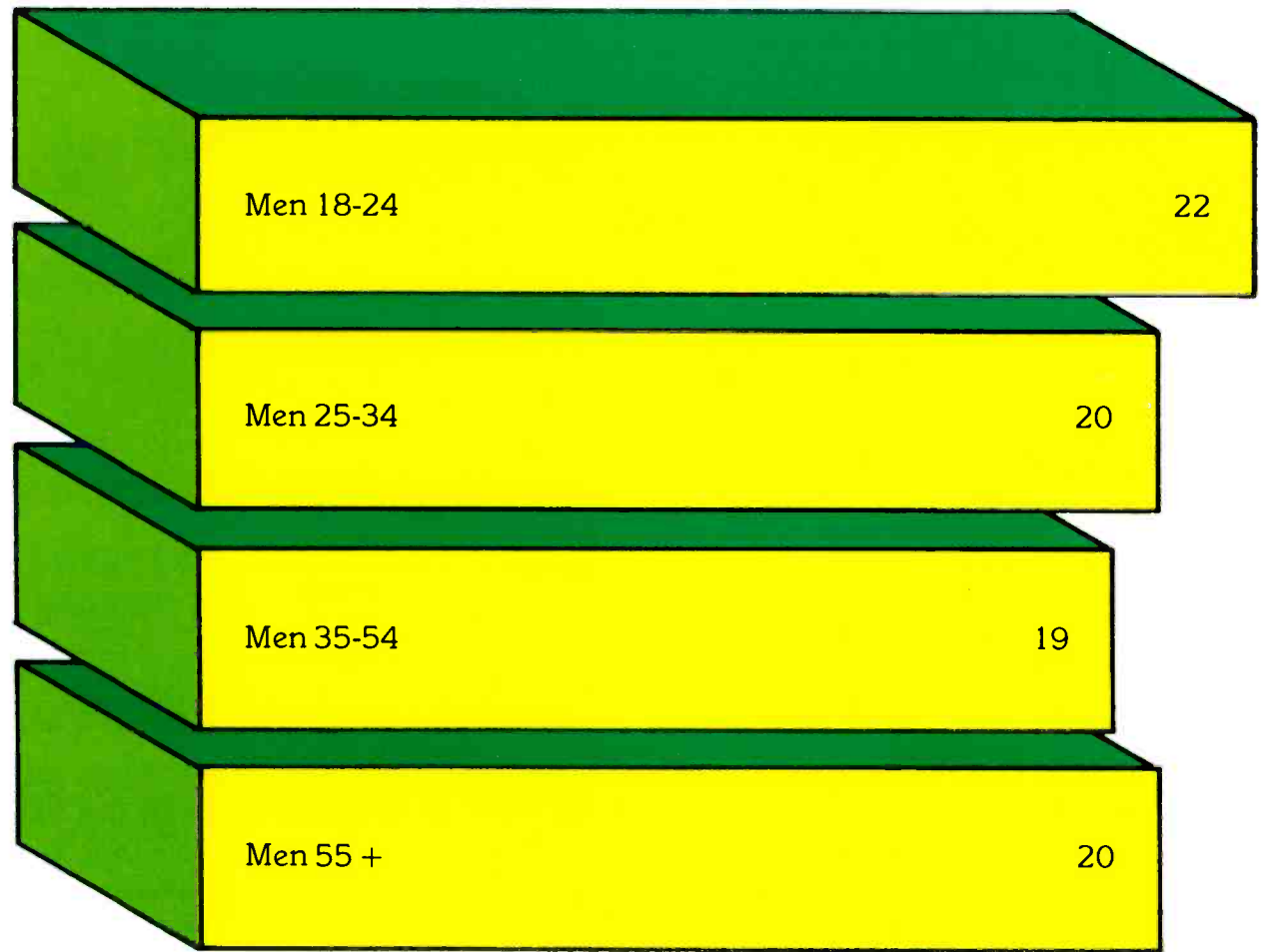
Among women, the 55 + age group listens to the most radio.



Estimated Hours of Listening per Week

Time Spent Listening by Men

Among men, 18-24 year olds are the heaviest users of radio.



Estimated Hours of Listening per Week

Time Spent Listening by Day-Part

Estimated Hours of Listening Monday-Friday

	6AM-10AM	10AM-3PM	3PM-7PM	7PM-Mid
Persons 12 +	6	7	5	4
Men 18 +	6	7	5	4
Women 18 +	6	7	5	4
Teens 12-17	4	3	4	4

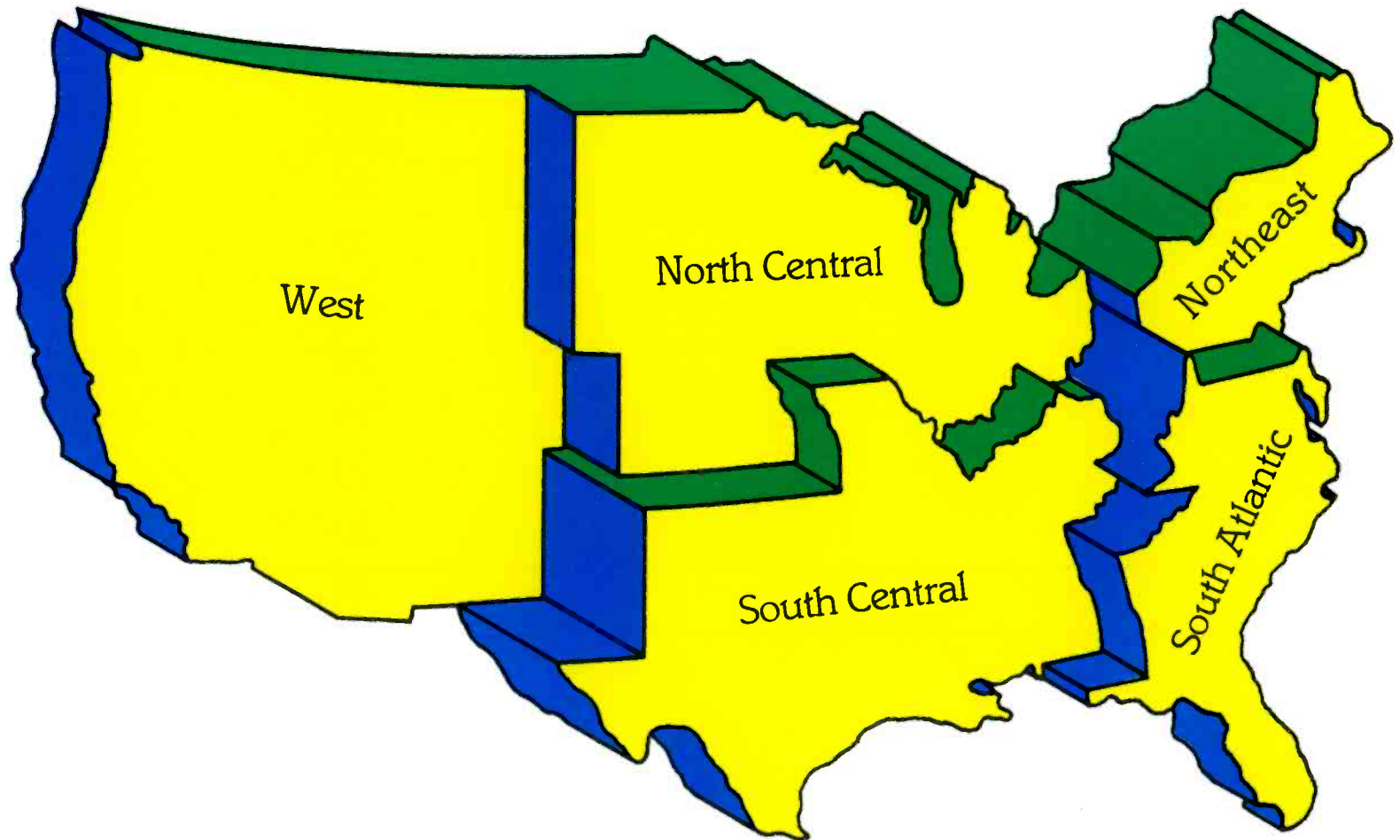
Time Spent Listening by Market Rank

Persons in larger markets tend to listen to more radio than persons in smaller markets.

Hours Listening per Week Persons 12 +

Market Ranks	Hours Listening	Market Ranks	Hours Listening
1-10	21	81- 90	19
11-20	20	91-100	19
21-30	20	101-110	20
31-40	20	110-120	18
41-50	19	121-130	18
51-60	20	131-140	19
61-70	20	141-150	19
71-80	20	151 +	18

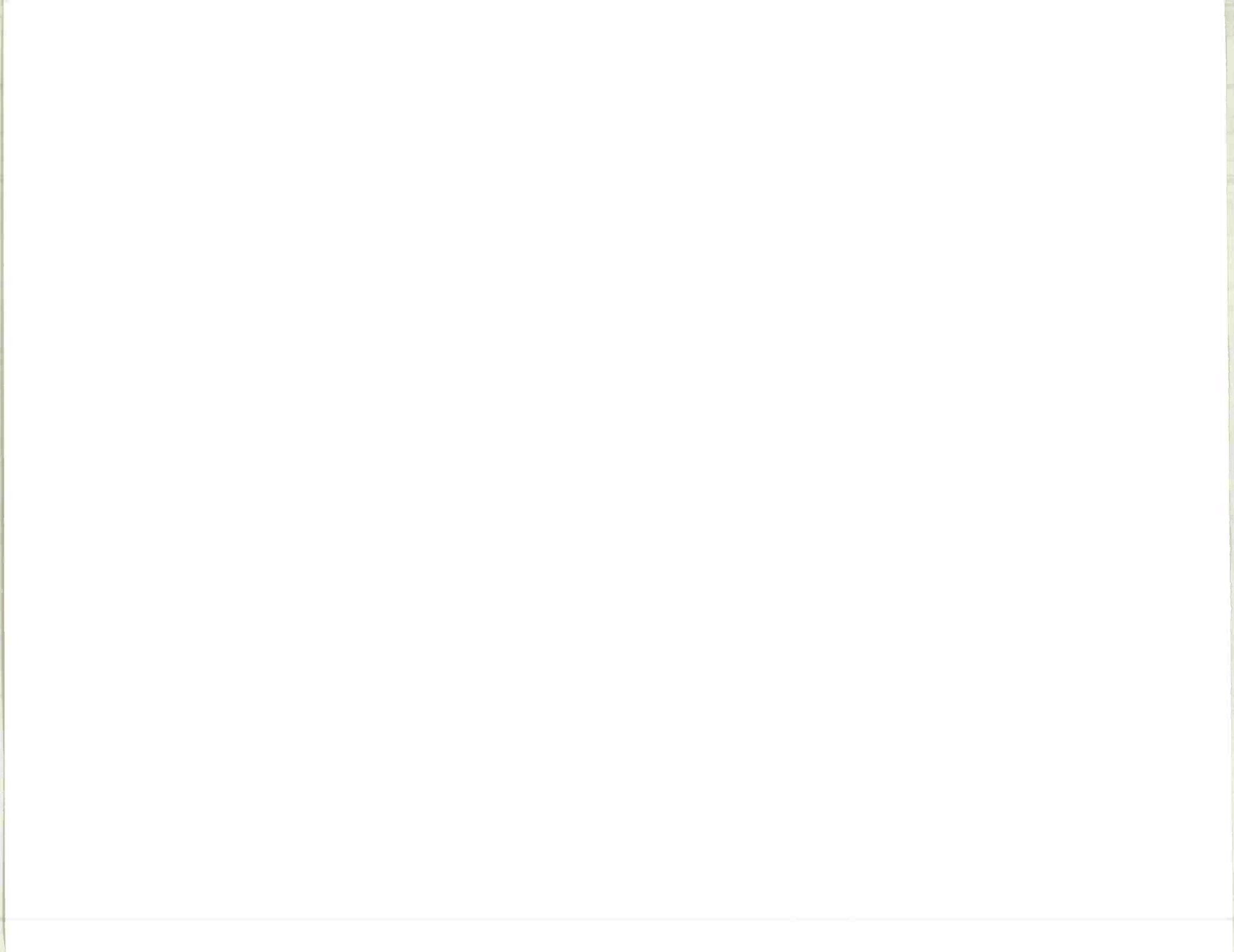
Regional Definitions



Time Spent Listening by Region

Hours Listening per Week Persons 12 +

Region	Hours of Listening
Northeast	21
South Atlantic	19
North Central	19
South Central	19
West	19
Total U.S.	20





AM/FM Share of Listening

AM/FM Shares by Region

The South Atlantic region has the largest FM share of audience.

Share of Audience

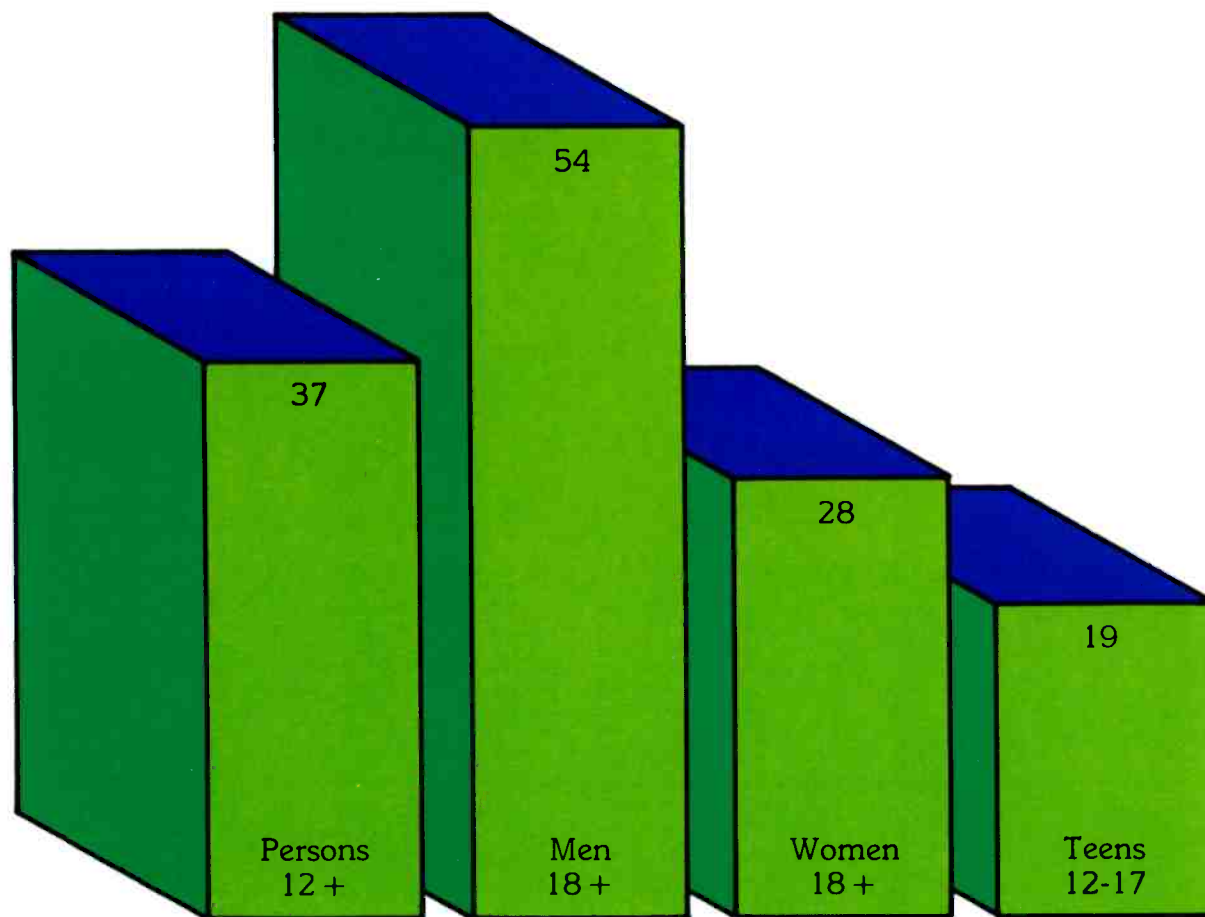
	AM	FM
Northeast	54	46
South Atlantic	46	54
North Central	52	48
South Central	65	35
West	59	41
Total U.S.	55	45



Away-from-Home Listening

Away-from-Home Listening by Day-Part

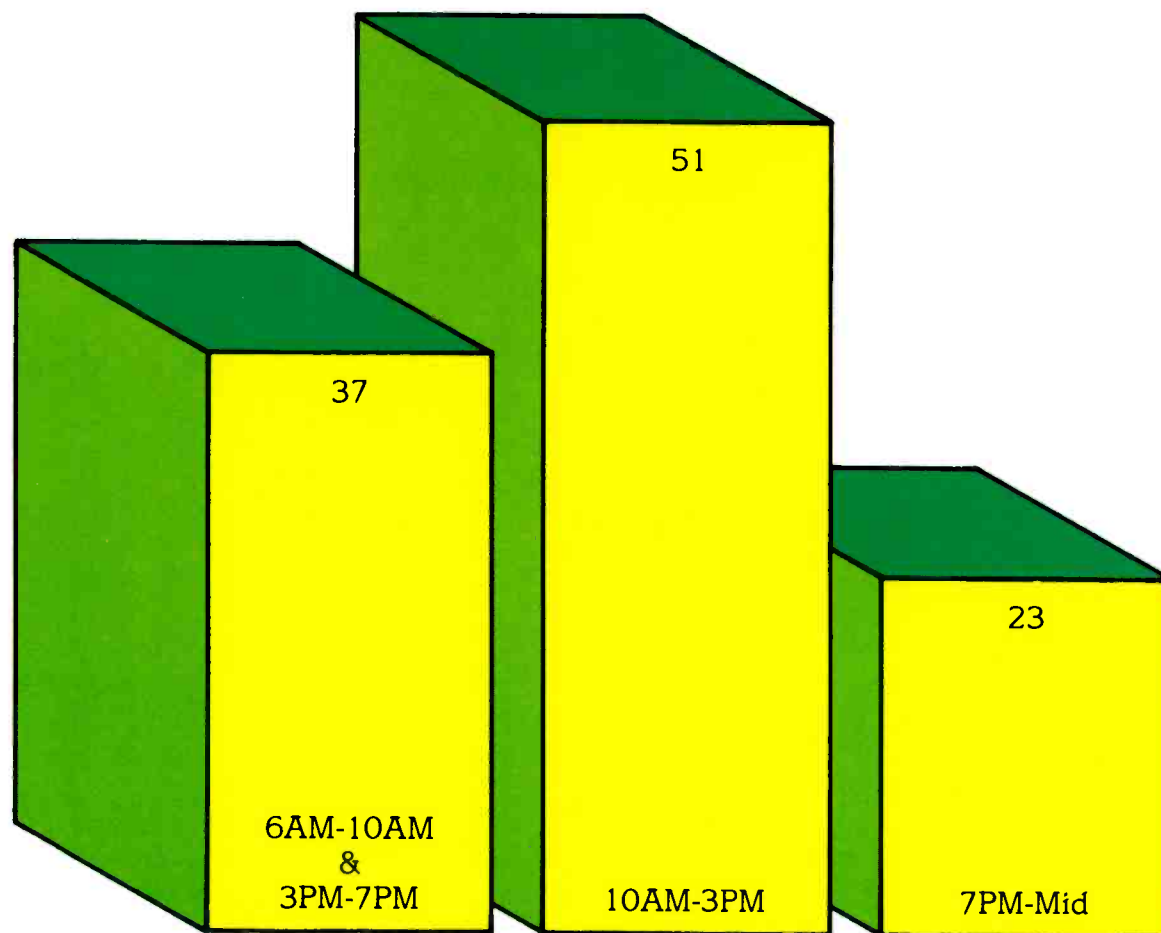
Over half of the radio listening by Men 18 + takes place away-from-home during the morning and afternoon drive time.



Away-from-Home Share of Listening
Monday-Friday, 6AM-10AM plus 3PM-7PM

Away-from-Home Listening by Day-Part

More than half of the listening by Persons 12 + during the 10AM-3PM day-part takes place away-from-home.



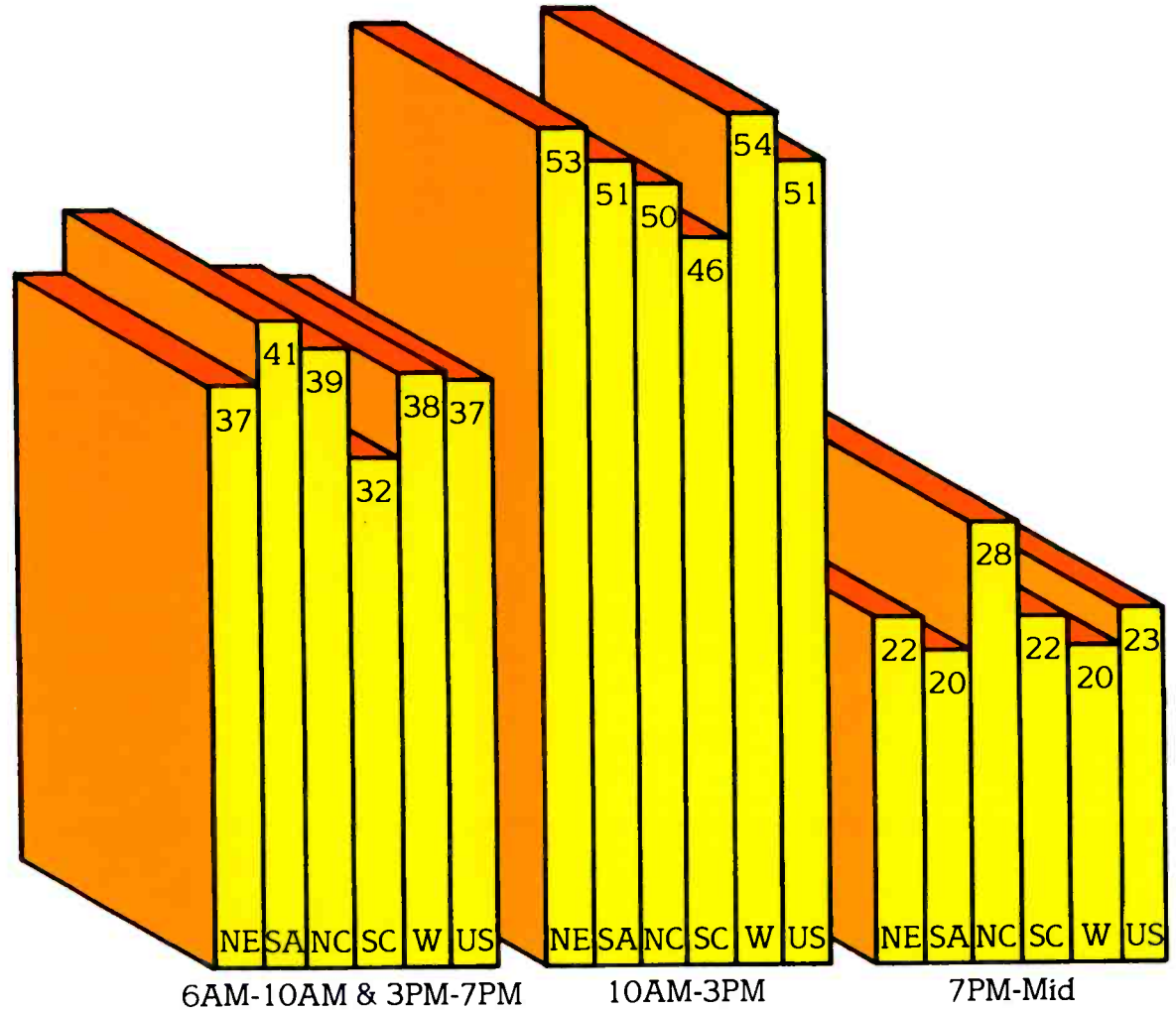
Away-from-Home Share of Listening
Persons 12 + Monday-Friday

Away-from-Home Listening by Region

The South Atlantic states exhibit the largest proportion of away-from-home listening during drive time.

The Western states present the largest proportion of away-from-home listening during the daytime hours of 10AM-3PM, Monday-Friday.

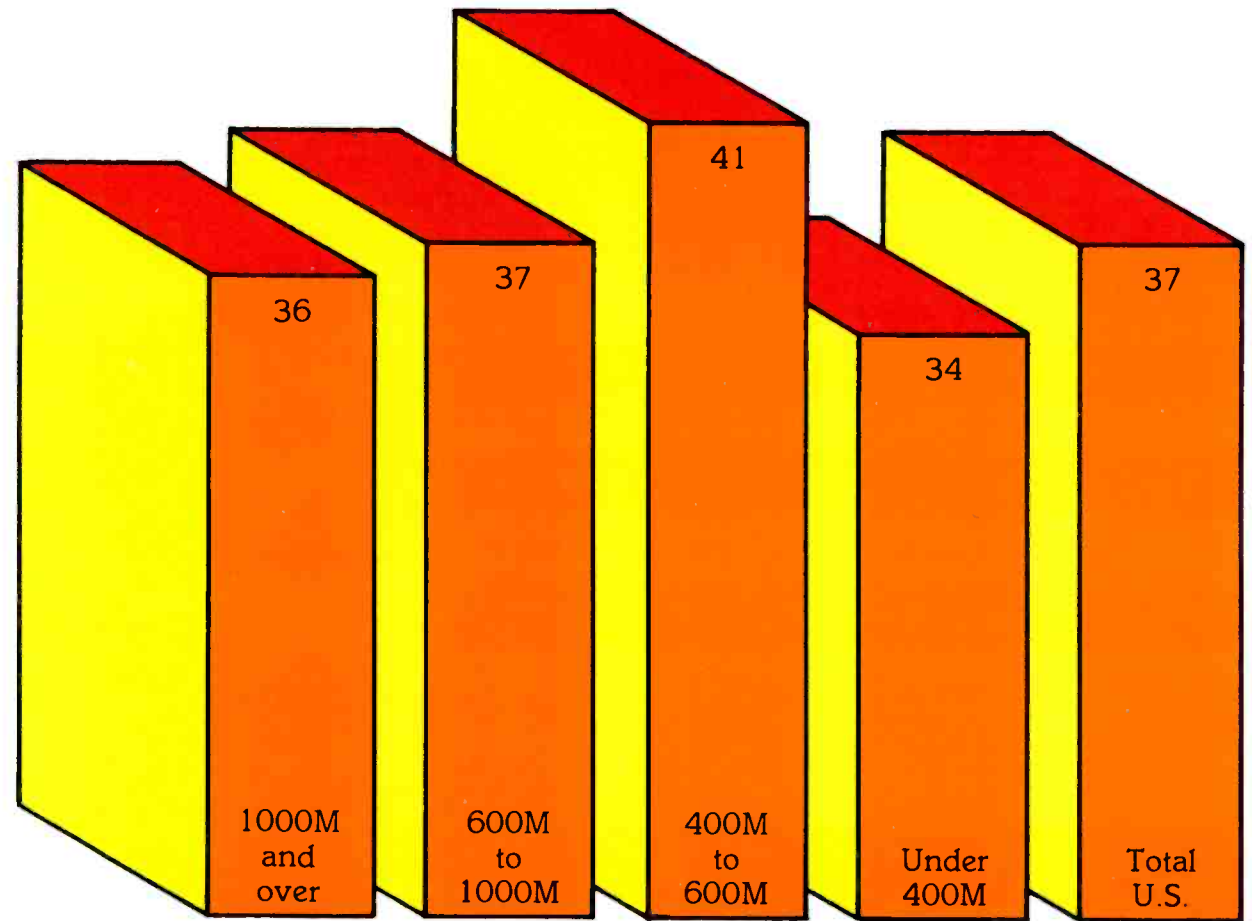
The North Central states exhibit the largest amount of away-from-home listening during the evening 7PM-Mid, Monday-Friday.



Away-from-Home Share of Listening for Persons 12+ Monday-Friday

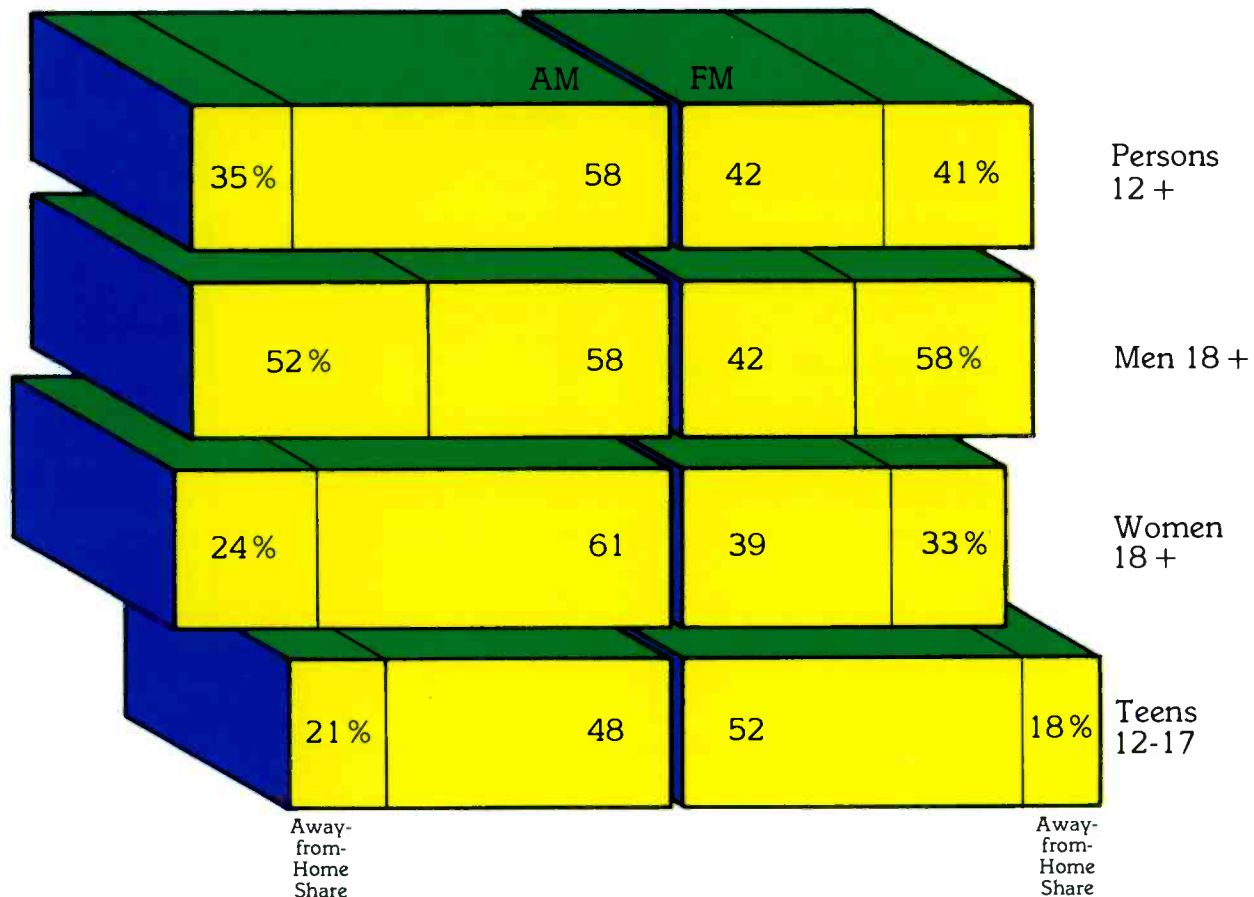
Away-from-Home Listening by Market Size

Away-from-home listening shares fluctuate by market size. Markets with Persons 12+ population between 400,000 and 600,000 exhibit the largest away-from-home audience shares.

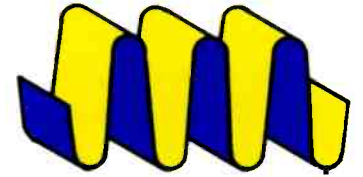


Away-from-Home Share of Listening by Market Size
Combined Drive Time, Monday-Friday
6AM-10AM & 3PM-7PM

AM/FM Shares of Drive Time Audiences



Combined Drive Times, Monday-Friday
6AM-10AM & 3PM-7PM



The Composition of the Radio Audience

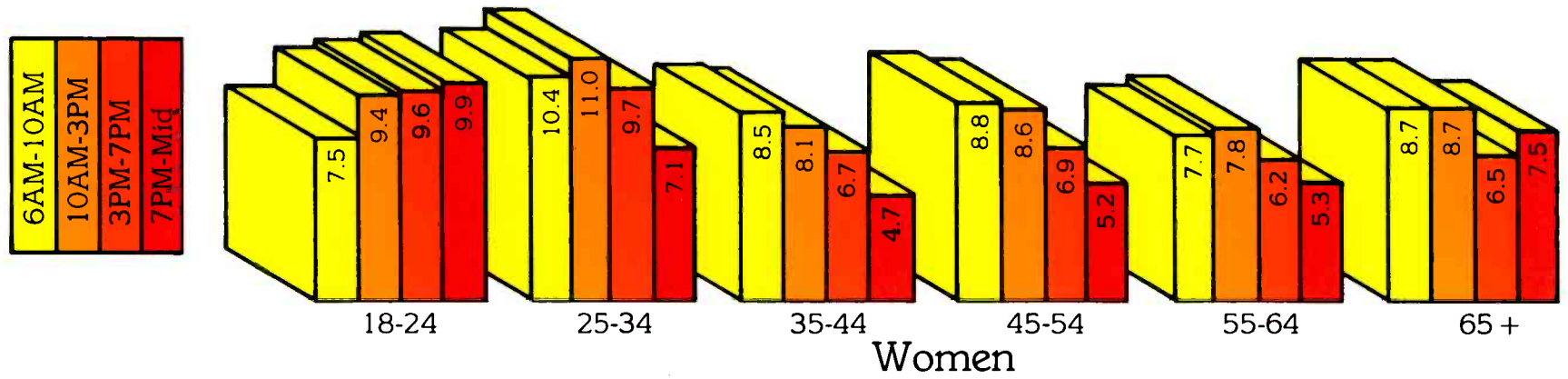
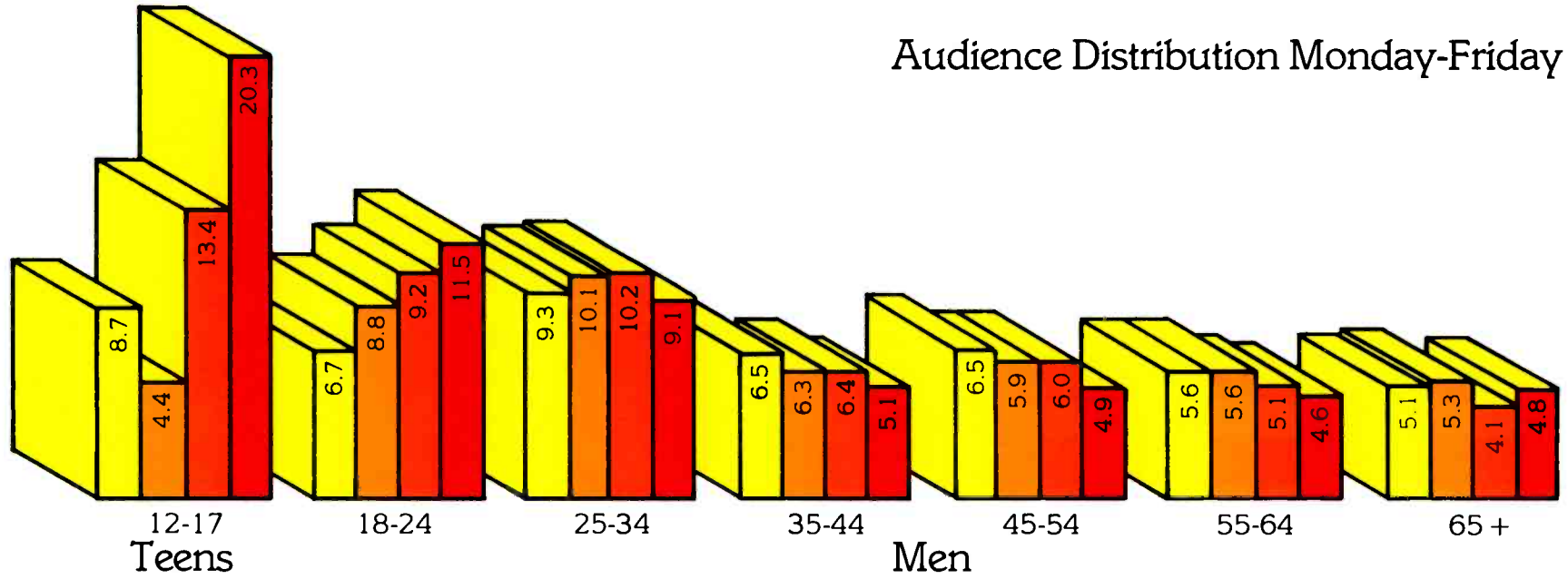
Audience Distribution by Day-Part

Teenagers represent the single largest proportion of the radio audience from 7PM-Mid, Monday-Friday.

Monday-Friday Audience Composition Percentages

	Teens	Men						Women					
	12-17	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Monday-Friday													
6AM-Mid	10.1	8.6	9.7	6.2	5.9	5.4	4.9	8.9	9.9	7.4	7.8	7.1	8.1
6AM-10AM	8.7	6.7	9.3	6.5	6.5	5.6	5.1	7.5	10.4	8.5	8.8	7.7	8.7
10AM-3PM	4.4	8.8	10.1	6.3	5.9	5.6	5.3	9.4	11.0	8.1	8.6	7.8	8.7
3PM-7PM	13.4	9.2	10.2	6.4	6.0	5.1	4.1	9.6	9.7	6.7	6.9	6.2	6.5
7PM-Mid	20.3	11.5	9.1	5.1	4.9	4.6	4.8	9.9	7.1	4.7	5.2	5.3	7.5
Total U.S. Population Composition	14.1	8.0	9.4	6.5	6.4	5.4	5.2	8.1	9.6	6.8	6.8	6.1	7.6
Persons 12+ = 100%													

Audience Distribution Monday-Friday

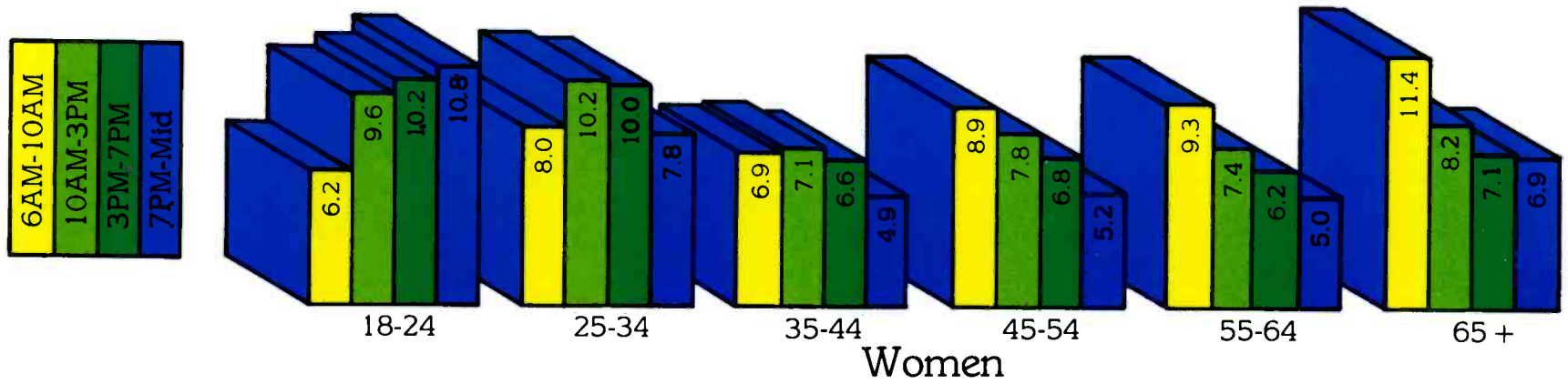
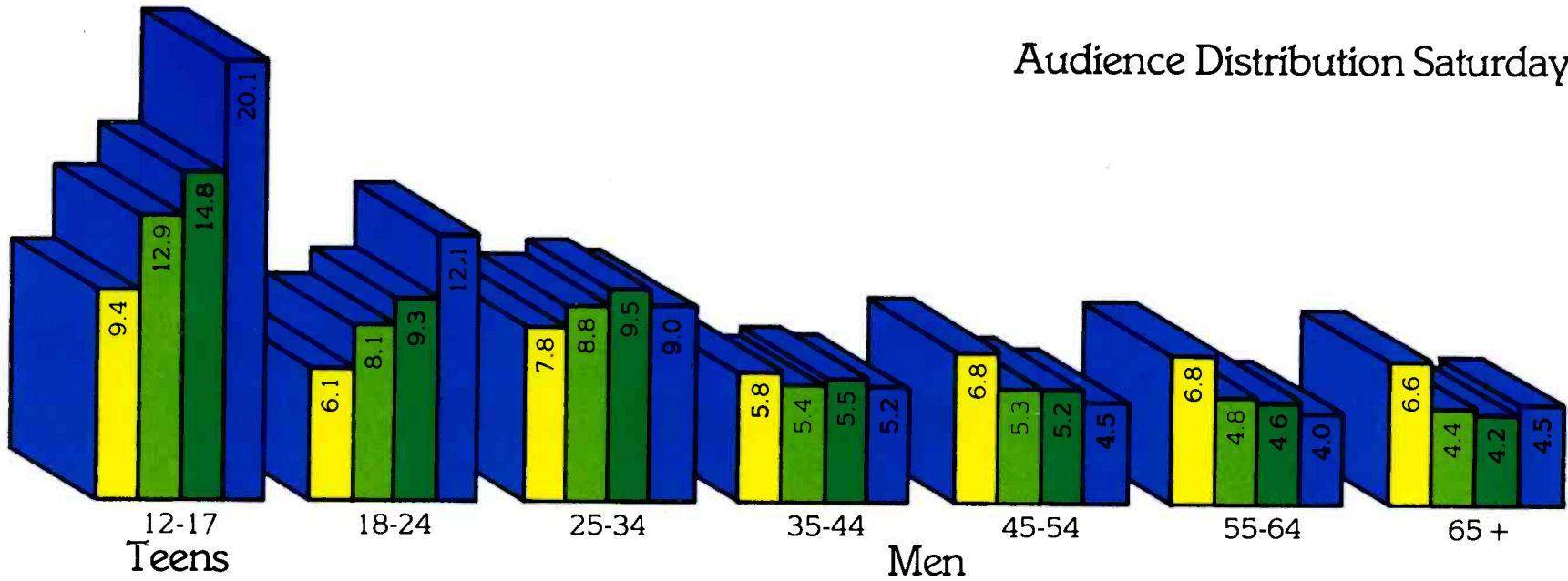


Audience Distribution on Saturday

Saturday Audience Composition Percentages

	Teens	Men						Women					
	12-17	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Saturday													
6AM-10AM	9.4	6.1	7.8	5.8	6.8	6.8	6.6	6.2	8.0	6.9	8.9	9.3	11.4
10AM-3PM	12.9	8.1	8.8	5.4	5.3	4.8	4.4	9.6	10.2	7.1	7.8	7.4	8.2
3PM-7PM	14.8	9.3	9.5	5.5	5.2	4.6	4.2	10.2	10.0	6.6	6.8	6.2	7.1
7PM-Mid	20.1	12.1	9.0	5.2	4.5	4.0	4.5	10.8	7.8	4.9	5.2	5.0	6.9
Total U.S. Population Composition	14.1	8.0	9.4	6.5	6.4	5.4	5.2	8.1	9.6	6.8	6.8	6.1	7.6
Persons 12+ = 100%													

Audience Distribution Saturday

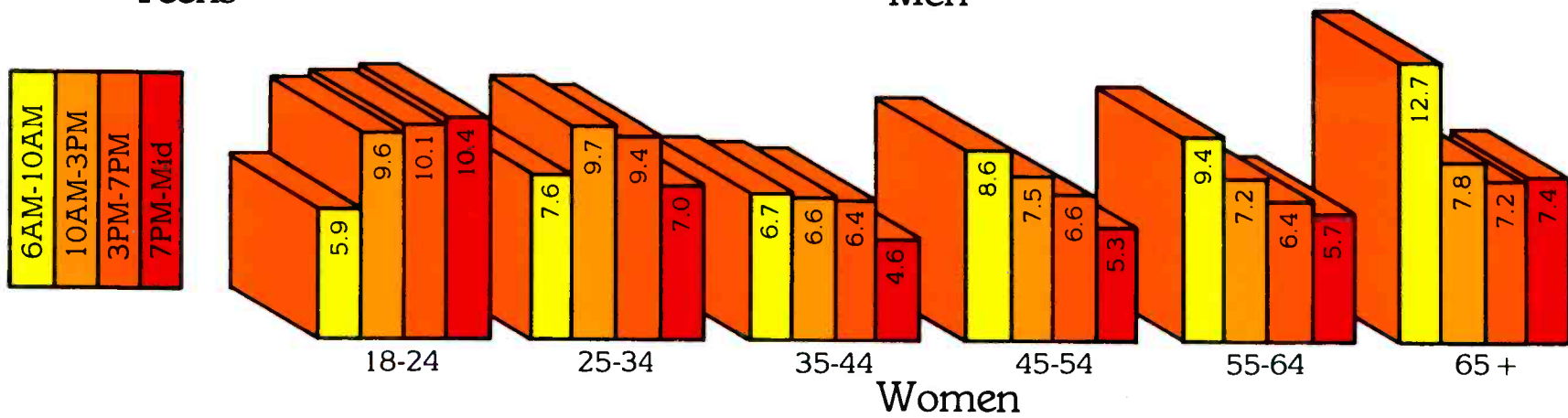
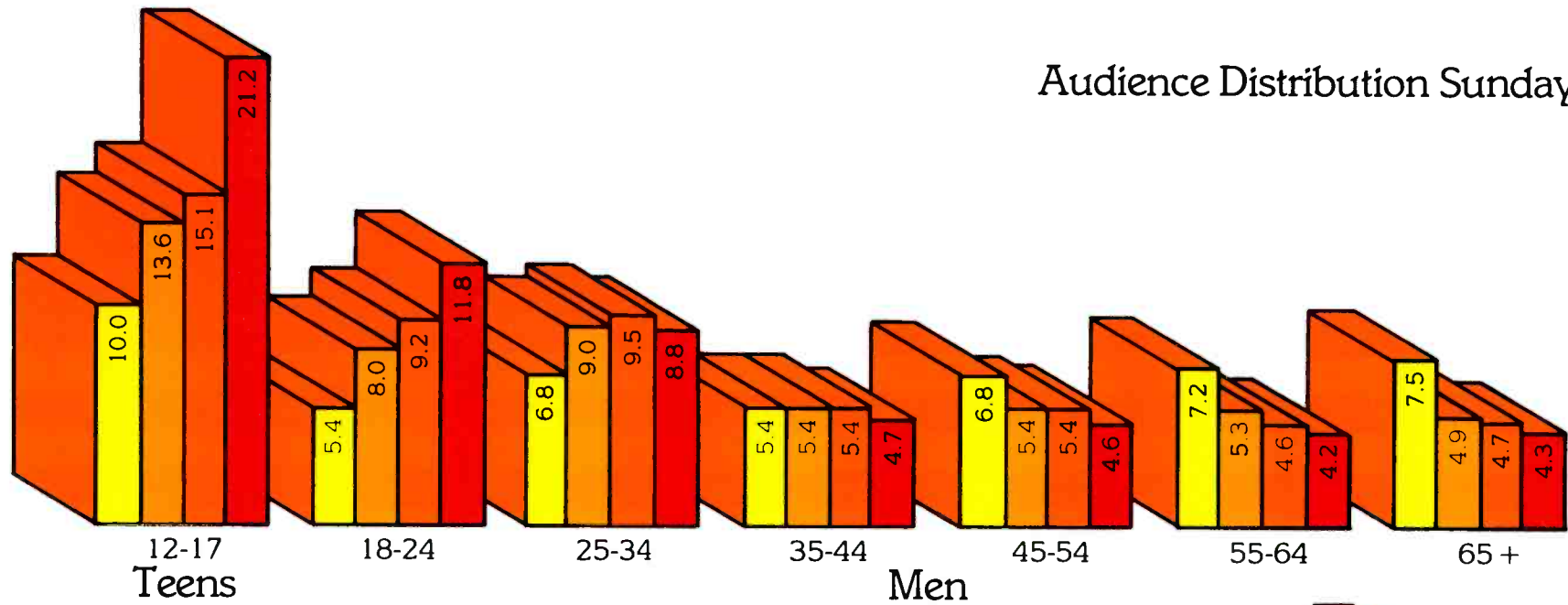


Audience Distribution on Sunday

Sunday Percentage Audience Composition

	Teens	Men						Women					
	12-17	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Sunday													
6AM-10AM	10.0	5.4	6.8	5.4	6.3	7.2	7.5	5.9	7.6	6.7	8.6	9.4	12.7
10AM-3PM	13.6	8.0	9.0	5.4	5.4	5.3	4.9	9.6	9.7	6.6	7.5	7.2	7.8
3PM-7PM	15.1	9.2	9.5	5.4	5.4	4.6	4.7	10.4	9.4	6.4	6.6	6.4	7.2
7PM-Mid	21.2	11.8	8.8	4.7	4.6	4.2	4.3	10.4	7.0	4.6	5.3	5.7	7.4
Total U.S. Population Composition	14.1	8.0	9.4	6.5	6.4	5.4	5.2	8.1	9.6	6.8	6.8	6.1	7.6
Persons 12+ = 100%													

Audience Distribution Sunday



Index of Listening

The 10AM-3PM time period delivers significantly more than its proportionate share of Women.

The heavy concentration of listening by Teens, and Men and Women 18-24 is demonstrated in the evening time periods.

On Saturday and Sunday, Men 55 + represent a significant portion of the radio audience relative to their size in the population.

For Women 45 + a similar phenomenon takes place, not only on Saturday and Sunday, but also Monday-Friday.

Index of Demographic Availability

	Teens	Men						Women					
	12-17	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Monday-Friday													
6AM-10AM	62	84	99	100	102	104	102	93	108	125	129	126	115
10AM-3PM	31	110	107	97	92	104	106	116	115	119	126	128	115
3PM-7PM	95	115	109	98	94	94	82	119	101	99	103	102	86
7PM-Mid	144	144	97	78	77	85	96	122	75	69	76	87	99
Saturday													
6AM-10AM	67	76	83	89	106	130	132	77	83	101	131	162	150
10AM-3PM	92	101	94	83	83	89	88	119	106	104	115	121	109
3PM-7PM	105	116	101	85	81	85	84	126	104	97	100	102	93
7PM-Mid	143	151	96	80	70	76	90	133	81	72	76	82	92
Sunday													
6AM-10AM	71	68	72	83	106	133	150	73	79	99	126	154	167
10AM-3PM	96	100	96	83	84	98	98	119	101	97	110	118	103
3PM-7PM	107	115	101	83	84	85	94	125	98	94	97	105	95
7PM-Mid	105	148	94	72	72	78	86	128	73	69	78	93	97

Stations Exhibit Demographic Selectivity

A station's format acts as an age and sometimes sex indicator. This enables stations to claim specific age/sex audience delivery and advertisers to target an advertisement to specific age/sex groups which match the positioning of the product or service.

Individual stations of the same format do not attract an age/sex group at the same level, and usually no station attracts all of an age/sex group. Consequently, several stations must be used to reach a given target audience. Since a station usually delivers more than a single age group, a combination of the stations can achieve the reach by age group.

The time and care in selecting stations for an advertising campaign can pay off in advertising efficiency — advertising by targeting your potential customers. Stations in turn can design schedules to augment or supplement a current schedule, broadcast or otherwise.

In the example on the next page, a reach of 60% of a given sex/age group was established. The variation in delivery is immediately visible by age/sex group for each of the station combinations. Note particularly, that stations F, G, H and J deliver audiences of older men without a parallel distribution of older women.

For example, if you wanted Men 18-64 and have the audience reached approximately equal for discrete age groups, using stations A,B,C,D,F,G,H and J would serve the purpose well.

Example: Market W
 Target Audience Level: 60%

Target Audience:	Teens 12-17	Adults 18-24	Women 35-44	Men 55-64
Teens				
12-17	61.8	85.4	30.9	5.2
Men				
18-24	35.7	68.2	27.5	10.1
25-34	20.2	41.5	27.6	30.7
35-44	12.2	22.4	46.9	32.7
45-54	7.9	10.5	65.8	55.2
55-64	4.9	9.8	24.1	65.8
Women				
18-24	39.8	67.3	33.0	2.3
25-34	19.6	37.1	34.0	31.0
35-44	15.6	20.3	68.7	40.6
45-54	6.0	10.5	61.2	46.3
55-64	12.9	17.5	50.0	41.3
Number of Stations Required				
	2	4	4	4
Stations	A,B	A,B,C,D	B,E,F,G	F,G,H,J

Reaching the Target Audience

Demographic selectivity can be demonstrated in another way. Consider for example, if a specific cume level were desired for a specific age/sex group, how many stations would be required to achieve the goal?

Number of Stations Required to Achieve Desired Cume Audience

Cume Audience Level Desired	35%	50%	65%	75%	85%	90%
Persons 12 +						
Chicago	5	8	12	15	21	25
Knoxville	3	4	5	7	10	13
Portland, OR	4	7	10	13	16	20
Teens 12-17						
Chicago	3	4	6	8	11	14
Knoxville	1	2	2	3	4	5
Portland, OR	2	2	3	4	6	8
Chicago						
Men 18-24	5	7	10	13	16	20
Women 18-24	5	7	10	13	16	20
Men 25-44	4	6	9	12	17	21
Women 25-44	3	6	9	12	20	28
Total Stations: Chicago 32, Knoxville 16, Portland 24						

Ethnic Variations in Audience Delivered

Audience composition by race is also a function of format. Of course, stations which broadcast in the Spanish language have Hispanics as their audience; but there are other formats which also attract Hispanic listeners.

Stations which program for black audiences may also attract some non-blacks. Similarly, blacks are attracted to a variety of other formats.

Some stations may attract non-ethnics while others attract listeners from each group.

In the example below, a few stations found in an Arbitron Radio Market Report have been tabulated to demonstrate the following statements:

WAAA, WFFF and WGGG have a non-minority audience — 92 % or greater.

WBBB and WCCC attract Hispanics — 95 % or greater.

WDDD attracts a black audience and a few non-minority listeners — 85% and 14 %, respectively.

WEEE attracts both blacks and all others — 14 % and 79 %, respectively; and

WHHH attracts both Hispanics and all others — 21 % and 73 % respectively.

Station WIII attracts an audience that almost reflects all facets of a market. The WIII format has appeal to all groups — 48 % all other, 24 % black and 28 % Hispanic.

Station format will directly affect the race/nationality composition of the station.

Ethnic Distribution
Monday-Sunday 6AM-Mid

Some Selected Stations	All Others	Black	Hispanic
WAAA	98%	1%	1%
WBBB	—	—	100%
WCCC	3%	—	97%
WDDD	14%	85%	1%
WEEE	79%	14%	7%
WFFF	94%	2%	4%
WGGG	92%	3%	5%
WHHH	73%	6%	21%
WIII	48%	24%	28%

Geographic Selectivity

Some metro radio stations do not deliver a uniform level of audience among the various counties of a given market. To provide a certain and somewhat uniform reach, suburban stations should be considered in the planning and buying process.

To reach 50% of the Adults 18 + in each county more than just market-Z stations must be considered for the buy. By adding certain suburban (local) stations, the individual county reach can be increased to approximate the desired level. In addition to the six market-Z stations, three stations are required to increase the reach in counties B and E and one station must be added in the remaining counties. These 16 stations will come close to achieving the 50% cume for Adults 18 + during morning drive. In this particular example, the desired goal will only be achieved through overlap after adding some market-Y stations.

Cumulative Adults 18 + Audience — Market Z

County	A Metro	B	C	D	E	F
Adults 18 + reached with 6 metro stations	57%	20%	42%	14%	31%	29%
# Suburban stations added	—	3	1	3	1	1
Total Adults 18 + reached	60%	43%	52%	49%	57%	40%

Note: Metro reached is also increased by adding suburban stations.

Market-by-Market Hours of Listening per Week

Market	Avg. Hours Listening Per Week	Market	Avg. Hours Listening Per Week
Akron	19.3	Charlotte-Gastonia	17.6
Albany-Schenectady-Troy	20.2	Chattanooga	19.2
Albuquerque	18.2	Chicago	20.5
Allentown-Bethlehem-Easton	21.5	Cincinnati	20.1
Altoona	18.9	Cleveland	19.4
Amarillo	17.3	Colorado Springs	20.3
Anchorage	20.6	Columbia, SC	19.1
Appleton-Oshkosh	19.5	Columbus, GA	17.1
Asheville	17.4	Columbus, OH	19.2
Atlanta	19.1	Corpus Christi	20.0
Augusta, GA	20.4	Dallas-Ft. Worth	20.0
Austin, TX	19.1	Davenport-Rock Island-Moline	17.2
Bakersfield	21.4	Dayton	17.5
Baltimore	20.3	Daytona Beach	17.9
Baton Rouge	17.3	Denver-Boulder	20.0
Beaumont-Port Arthur-Orange	17.7	Des Moines	16.5
Billings	17.0	Detroit	21.6
Binghamton	17.7	Duluth-Superior	23.7
Birmingham	19.3	El Paso	22.0
Bloomington, IL	20.2	Erie	19.6
Boise	17.7	Eugene-Springfield	16.8
Boston	21.0	Evansville	20.5
Bridgeport	24.2	Fargo-Moorhead	18.6
Buffalo	19.3	Fayetteville, NC	18.9
Burlington-Plattsburgh ADI	19.8	Flint	18.6
Canton	18.6	Ft. Lauderdale-Hollywood	23.8
Cedar Rapids	17.2	Ft. Wayne	18.2
Charleston-North Charleston, SC	21.7	Fresno	19.1
Charleston, WV	18.9	Grand Rapids	19.7

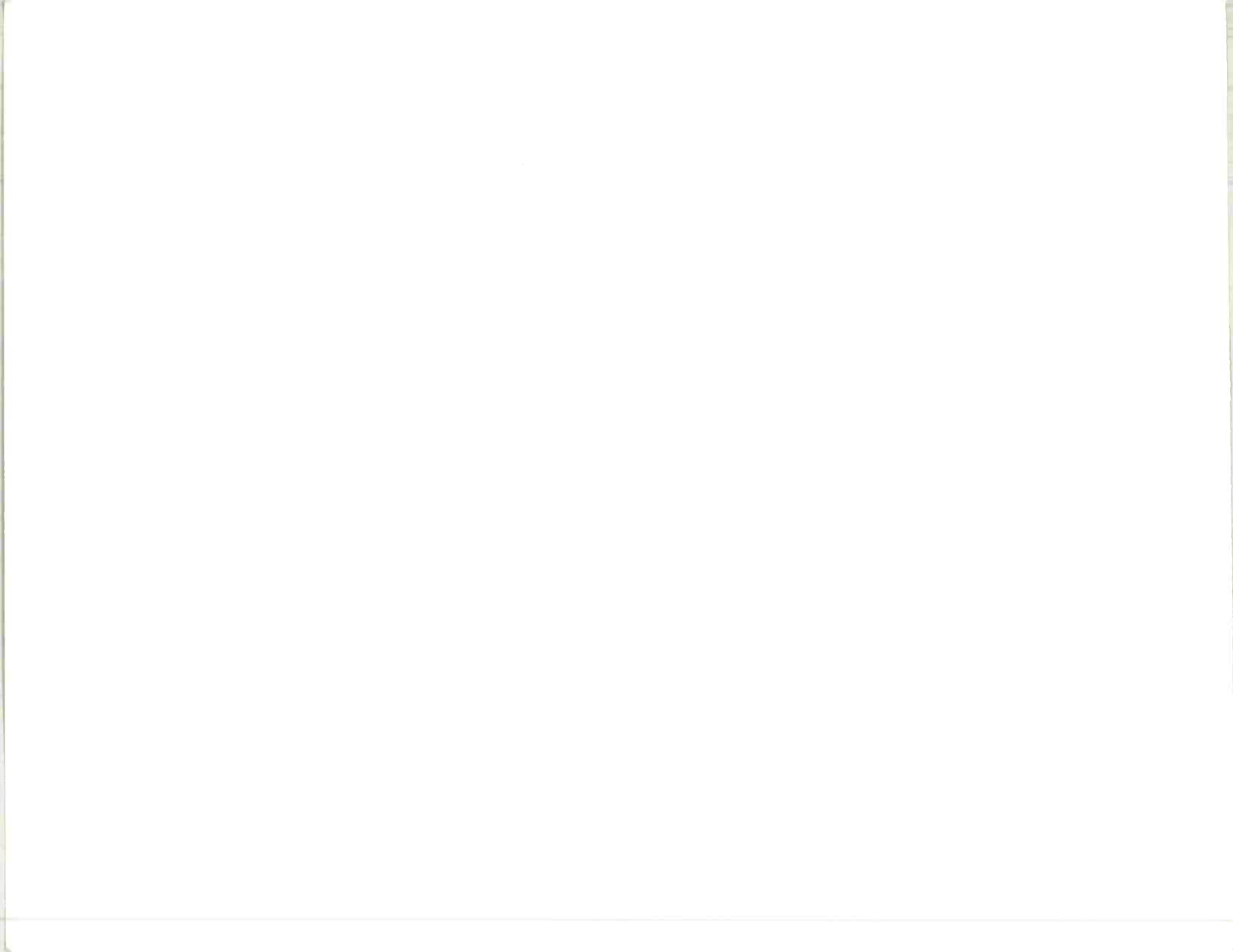
Market	Avg. Hours Listening Per Week	Market	Avg. Hours Listening Per Week
Great Falls	15.8	Lynchburg, VA	19.5
Green Bay	16.9	Macon	18.8
Greensboro-High Point	18.3	Madison	20.0
Greenville-New Bern-Washington	16.5	Manchester	21.2
Greenville-Spartanburg, SC	21.6	McAllen-Brownsville	19.5
Harrisburg	20.7	Medford	18.4
Hartford-New Britain	21.8	Melbourne-Titusville-Cocoa	18.7
Honolulu	19.3	Memphis	17.3
Houston-Galveston	19.7	Miami	23.1
Huntington-Ashland	21.9	Milwaukee	20.0
Huntsville, AL	17.7	Minneapolis-St. Paul	20.1
Indianapolis	19.2	Mobile	18.9
Jackson, MS	18.1	Modesto	17.9
Jacksonville	18.8	Montgomery	19.9
Johnson City-Kingsport-Bristol	19.2	Nashville-Davidson	17.8
Kalamazoo-Portage	19.1	New Bedford-Fall River	23.1
Kansas City	19.5	New Haven-West Haven	19.6
Knoxville	19.6	New Orleans	17.7
Lafayette, LA	20.5	New York	21.9
Lakeland-Winter Haven	19.8	Norfolk-Portsmouth- Newport News-Hampton	20.3
Lancaster	18.8	Northeast Pennsylvania	23.7
Lansing-East Lansing	20.8	Oklahoma City	18.6
Las Vegas	19.3	Omaha-Council Bluffs	19.3
Lexington-Fayette	19.1	Orlando	19.2
Lincoln	21.5	Pensacola	19.6
Little Rock-North Little Rock	18.8	Peoria	17.8
Los Angeles	20.2	Philadelphia	20.6
Louisville	18.3	Phoenix	20.2
Lubbock	19.3		

Market	Avg. Hours Listening Per Week	Market	Avg. Hours Listening Per Week
Pittsburgh	21.2	Tallahassee	17.0
Portland, ME	19.7	Tampa-St. Petersburg	21.3
Portland, OR	18.4	Terre Haute	18.3
Providence-Warwick-Pawtucket	22.9	Toledo	21.0
Pueblo	17.2	Topeka	20.6
Raleigh-Durham	18.7	Tucson	19.3
Reading, PA	22.9	Tulsa	18.0
Reno	20.5	Utica-Rome	21.3
Richmond	18.1	Waco	17.8
Roanoke	19.7	Washington, DC	23.5
Rochester, NY	19.7	Waterloo-Cedar Falls	17.7
Rockford	17.9	West Palm Beach-Boca Raton	21.6
Sacramento	19.2	Wheeling	18.8
Saginaw	18.2	Wichita, KS	19.7
St. Louis	20.5	Wichita Falls, TX	19.5
Salinas-Seaside-Monterey	19.2	Wilmington, DE	20.9
Salt Lake City-Ogden	18.6	Winston-Salem	20.1
San Antonio	21.8	Worcester	21.1
San Diego	20.5	Yakima	21.1
San Francisco	21.1	York	20.5
Savannah	20.0	Youngstown-Warren	19.5
Seattle-Everett-Tacoma	18.1	Total U.S.	20.3
Shreveport	19.5	Included with other metros:	
Sioux Falls, SD	17.7	Anaheim-Santa Ana-	
South Bend	22.0	Garden Grove (LA)	20.4
Spokane	19.0	Nassau-Suffolk (NY)	20.6
Springfield-Chicopee-Holyoke	20.9	San Jose (SF)	20.3
Stockton	16.8		
Syracuse	19.5		

The Radio Audience Today— Sources of Data

Arbitron	Nationwide	April/May 1978
Arbitron	Nationwide	April/May 1977
Arbitron	Nationwide	April/May 1976
Arbitron	Nationwide	April/May 1975
Arbitron	160 Measured Markets	April/May 1974
Arbitron	15-Market Sample	April/May 1978
Arbitron	Sacramento	Oct/Nov 1978
Arbitron	Jacksonville	Oct/Nov 1978
Arbitron	Miami	April/May 1979
Arbitron	Chicago	Oct/Nov 1978
Arbitron	Portland, OR	Oct/Nov 1978
Arbitron	Knoxville	April/May 1978

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