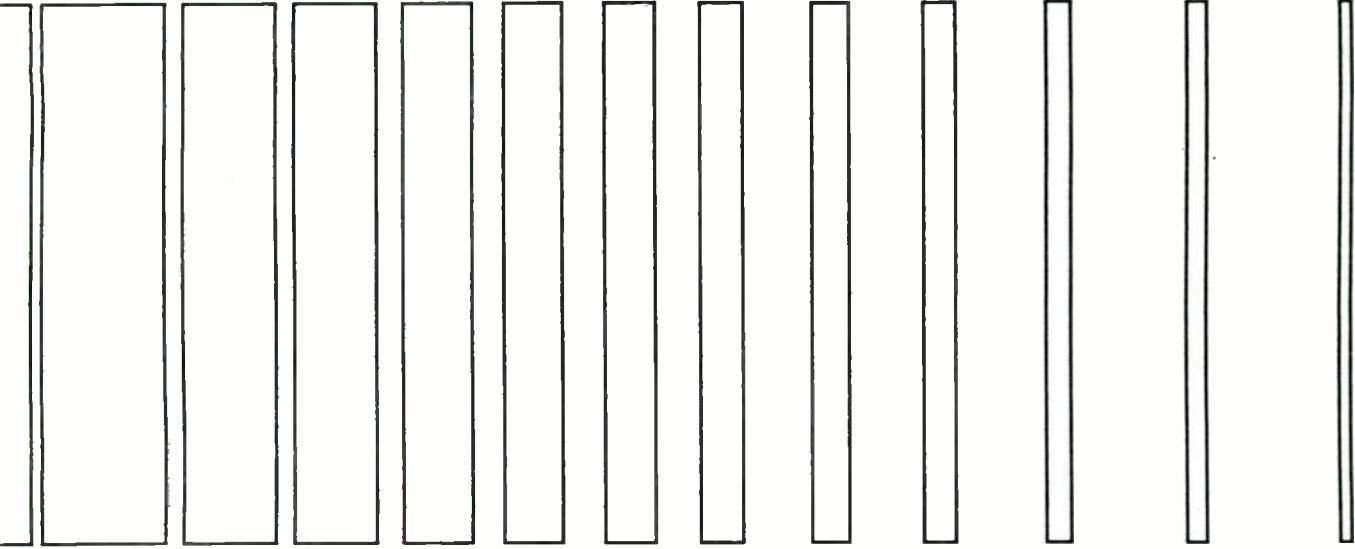


ARBITRON

T H E A R B I T R O N C O M P A N Y

Subscribers:
WOBR AM/FM
WRSF-FM



Radio Custom Survey Area Report

Audience Estimates in the
Subscriber Designed Area for:

Nags Head, NC

Spring 1989
March 30 - June 21

GENERAL REPORT DESCRIPTION

This Custom Survey Area report is a compilation of radio audience estimates designed to represent a typical week of radio listening for an area defined by the client. The estimates are based on listening information recorded in seven-day diaries by persons 12 years and older. All audience estimates are approximations subject to statistical variations related to sample size 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 stations, 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 that may be understood by all who use the report. A more detailed description of Arbitron methodology can be found in a separate publication, provided to all syndicated radio report subscribers, entitled *Radio Description of Methodology*.

RESTRICTIONS ON USE OF REPORT

All Arbitron radio audience estimates contained herein are proprietary to Arbitron. They are provided to Arbitron clients pursuant to the terms of written license agreements between Arbitron and such clients. 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. For an Arbitron client to divulge any data or estimates to a non-subscribing station, or to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client. Quotations by clients of the estimates as allowed by the preceding sentence for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. It also should be mentioned 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 (e.g., Glynn County, GA, Spring 1989, Custom Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Persons 18-49) be stated.

Neither this report 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 such estimates.

WARNING

All Arbitron audience estimates are copyrighted. The willful unauthorized use of any Arbitron audience estimate constitutes copyright infringement which could subject the infringer to civil damages of up to \$50,000 and criminal penalties of up to one year imprisonment and a \$25,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. code.

THIS REPORT NOT ACCREDITED BY

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

Population Estimates and Tabulated Diaries by County

Area	Estimated Population	In-Tab	County	ST
CSA	17,900	24	DARE	NC
CSA		213	DARE SPECIAL	NC
CSA	4,600	8	HYDE	NC
CSA		69	HYDE SPECIAL	NC

Population Estimates and Sample Distribution by Sex-Age Group

Custom Survey Area

	Estimated Population	In-Tab Sample
PERSONS 12+	22,700	314
MEN 18+	10,100	134
WOMEN 18+	10,500	167
MEN 18-34	3,800	40
WOMEN 18-34	3,400	47
PERSONS 18-34	7,200	87
MEN 25-54	5,600	74
WOMEN 25-54	5,400	81
PERSONS 25-54	11,000	155
MEN 35+	6,300	94
WOMEN 35+	7,100	120
PERSONS 35+	13,400	214

CSA - Custom Survey Area

These population estimates are based upon 1980 U.S. Bureau of the Census estimates updated and projected to January 1, 1989, by Market Statistics based on data from Sales Management's 1988 "Survey of Buying Power," and other informational sources.

Facilities of Stations Listed in this Report

Station	Power(Watts)/HAAT(Meters)		Frequency (AM in kHz)	Network Affiliation	City of License/ID	County	ST	National Representative
	AM - Day FM - ERP.	AM - Night FM - HAAT						
HOME TO ARBITRON RADIO CUSTOM SURVEY AREA								
WOBR-AM	1,000		1530	NBC	WANCHESE	DARE	NC	N/A
WOBR-FM	3,000	91	95.3	NBC	WANCHESE	DARE	NC	N/A
WRSF-FM	100,000	187	105.7	MBS	COLUMBIA/ELIZABETH	TYRRELL	NC	CHRISTAL RADIO
WVOD-FM	50,000	78	99.1	ABC C	MANTEO	DARE	NC	N/A
OUTSIDE ARBITRON RADIO CUSTOM SURVEY AREA								
WCMS-AM	5,000	370	1050	ABC E	NORFOLK	NORFOLK	VA	EASTMAN RADIO, INC
WCMS-FM	50,000	152	100.5	ABC E	NORFOLK	NORFOLK	VA	EASTMAN RADIO, INC
WDLX-FM	100,000	543	93.3	ABC FM	WASHINGTON	BEAUFORT	NC	BANNER RADIO
WFOG-FM	50,000	146	92.9	IND	SUFFOLK	SUFFOLK	VA	MAJOR MARKET RADIO, INC
WIKS-FM	100,000	299	101.9	ABC C	NEW BERN	CRAVEN	NC	HLLR, NMMRK, WCHLR AND HWRD
WKJA-FM	3,000	85	92.1	MBS	BELHAVEN	BEAUFORT	NC	SOUTHERN SPOT SALES INC
WKJX-FM	3,000	86	96.7	IND	ELIZABETH CITY	PASQUOTANK	NC	N/A
WNCT-FM	100,000	518	107.9	ABC E CBS	GREENVILLE	PITT	NC	KATZ RADIO
WNOR-FM	46,000	158	98.7	SOURCE	NORFOLK	NORFOLK	VA	MCGAVREN GUILD
WRNS-FM	95,000	457	95.1	IND	KINSTON	LENOIR	NC	MCGAVREN GUILD
WTAR-AM	5,000	5,000	790	CBS	NORFOLK	NORFOLK	VA	KATZ RADIO
WZYC-FM	100,000	140	103.3	ABC R	NEWPORT/ATLANTC BCH	CARTERET	NC	CHRISTAL RADIO

Footnote < City of License/ID > indicates home listing status by virtue of station's chosen home City of Identification rather than by station's legally authorized City of License. (See Paragraph 30 in the back of this report.)

Network	ABC C/ABC Contemporary Radio Network	CBS/CBS Radio Network	SMN/Satellite Music Network
Affiliation	ABC D/ABC Direction Radio Network	CNN/Cable News Network	Source/NBC - The Source
Abbreviations:	ABC E/ABC Entertainment Radio Network	CRC/Cadence Radio Centro	SUN/Sun Radio Network
	ABC FM/ABC Radio Network	IND/(Denotes Independent Stations)	TALKNT/Talknet
	ABC I/ABC Information Radio Network	MBS/Mutual Broadcasting System Radio Network	TRNSTR/Transtar
	ABC R/ABC Rock Radio Network	NBC/National Broadcasting Company Radio Network	UPI/United Press International Radio Network
	ABC T/ABC Talkradio	NBN/National Black Network	US1/United Stations Radio Networks, Inc.-1
	APR/Associated Press Radio Network	RADRAD/CBS RadioRadio Network	US2/United Stations Radio Networks, Inc.-2
		SBN/Sheridan Broadcasting Network	

The data above are the most current data available to Arbitron as of this survey period. Stations are listed only if they have met Arbitron's Minimum

Reporting Standards for this survey (see Pars 27-30 in the back of this report.) The county or split county listing reflects the geographic location of the station's City of License.

Stations for which no National Representative and/or Network information is on file are listed above by N/A or a blank, as appropriate.

Policies and Procedures for Special Station Activities and Rating Distortion

The information appearing on these pages relating to Rating Distortion, Rating Bias and Extemporaneous Comments is furnished solely for the use of Arbitron clients in making their own evaluations of the audience estimates reported. Such activities or occurrences may or may not have had an effect on listening and/or the recording thereof. Arbitron makes no attempt to assess their impact. The information appearing on this page related to Rating Distortion Activities is based upon Arbitron's policy statement dated May 20, 1977, and Policies and Procedures releases of February 1978, December 1981, January 1987 and February 1988.

Special Station Activities/Stations or other identified sources may initiate a complaint about a station's activities as they may relate to Arbitron's Special Station Activities guidelines. All complaints must be in writing and addressed to: **Special Station Activity Committee, Arbitron Radio, The Arbitron Building, Laurel, MD 20707.** However, Arbitron reserves the right to consider information received anonymously only if, in the opinion of Arbitron, the activity has the potential to be classified as "Rating Distortion" or "Rating Bias." Arbitron will accept complaints up to the day after the final date of the survey.

a. Rating Distortion/Any action(s) which may result in manipulated or inflated audience estimates through bribery, breaches of diary security, promotional activities or other forms of improper inducement. These activities include, but are not limited to, activities which might confuse diarykeepers and/or activities which Arbitron believes might (a) cause diarykeepers to falsify their listening records without causing a corresponding change in actual listening, (b) affect the way in which diarykeepers record or report their listening, or (c) encourage diarykeepers to use their diaries for anything but the recording of actual listening, or in any manner inconsistent with the diary instructions.

Arbitron may delete from its reports, computer tapes or other peripheral products the audience estimates for stations that have engaged in Rating Distortion activities. When a station's audience estimates are deleted for Rating Distortion activities, a notice will appear on the cover of the Arbitron Custom Survey Area Report and the station's activities will be noted on Page 5. Appropriate notice will be made for all other applicable Arbitron services.

The following categories and examples are only illustrative and are not all-inclusive:

- 1. Diary Manipulation** may involve a request to diarykeepers to take some positive or negative action with respect to a certain station, such as "please give us your support" or "don't list [my competitor]" or other statements encouraging the recording and/or reporting of listening other than actual listening.
- 2. Improper Promotional Activities** include, but are not limited to, contests which may look like a survey; contests which offer prizes based on amounts of listening recorded or claimed; attempts to cause diarykeepers to lose their anonymity; promotional "time sheet" and/or "payroll" activities where winners are paid according to claimed listening; or promotions which might cause a diarykeeper to surrender a diary in trade for a prize or for cash.
- 3. Breaches of Diary Security** may take different forms, which include, but are not limited to, an

offer to pay diarykeepers to falsify reported listening or surrender diaries.

b. Rating Bias/Announcements or statements on-air, in print or in any other medium which may interfere with the objectivity or conduct of the survey process. This interference includes activities which sensitize the public to (1) current or future Arbitron surveys, (2) Arbitron diaries, (3) "generic" radio listening surveys or (4) any part of the process of measuring radio listening. These activities are generally preplanned, repeated or stylized promotional messages that alert, inform or request cooperation with radio audience measurement services, or refer to diary recording or reporting. These announcements may encourage participants to be cooperative with the survey, to listen all day, to listen for several days, to record all listening to a station, or to take special notice of call letters, personality names, programming or any other aspect of a station's on-air content.

Rating Bias may also take the form of a contest or station research activity if, in Arbitron's opinion, there is the possibility that the activity might differentially sensitize the survey participant to the survey process.

For stations determined to have engaged in Rating Bias activities, Arbitron will, for applicable Custom Survey Area Reports, (1) place a note on Page 5 and may also (2) place a cover notice and may (3) place the station's audience estimates at the bottom of each page below a distinguishing line. Additionally, appropriate notice may be made for computer tapes and certain other peripheral services.

Sourcing of previous survey information in the form of advertising which notes a station's performance in prior surveys, as permitted by contractual agreement with Arbitron, does not constitute Rating Bias.

c. Extemporaneous Comments/A type of reference on the air or in print that mentions or alludes to a current or future Arbitron survey, diary(ies) or radio rating(s). As the name implies, these are "one-time-only," "unplanned," "slip-of-the-tongue" or "humorous" comments.

If a station's activity has been reviewed and determined to be an extemporaneous comment, Arbitron will report the station's call letters and a brief description of the activity on Page 5 of the appropriate Custom Survey Area Report(s).

Arbitron reserves the right to use any available means to draw attention to any station activity which, in Arbitron's opinion, has the potential to affect the survey or its results even though such activity does not meet any of the specific criteria stated above. Arbitron further reserves the right to take stronger action depending upon the content, context, frequency or repetition of the activity.

General Information/With respect to Rating Distortion, Rating Bias and Extemporaneous Comments:

- a.** In the event that Special Station Activities occur in a Continuous Measurement Market (surveyed 48 weeks of the year), Arbitron's responsive actions will generally apply only to the survey(s) in which the activity occurred. In markets that are not continuously measured, Arbitron will consider any Special Station Activity which occurs during the four weeks prior to the survey period or during the survey itself.
- b.** To initiate an inquiry by the Special Station Activity Committee, all complaints, inquiries or

information must be in written form from an identified source (e.g., station, representative, agency, network or person) accompanied by evidence such as a newspaper clipping, air-check or direct mail advertisement. Information received anonymously may be considered to initiate an inquiry only if, in the opinion of the committee, the activity has the potential to be classified as Rating Distortion or Rating Bias.

c. The initiation of an inquiry is solely within the discretion of the Arbitron Special Station Activity Committee or Executive Management.

d. A simulcast station which is cited for engaging in a Special Station Activity also will cause its AM or FM counterpart to be so cited.

INDUSTRY STATEMENTS

Relating to Survey Announcements/The National Association of Broadcasters (NAB) is "...concerned with the effects of the practice, engaged by some stations of exhorting the public to cooperate with radio ratings surveys" in progress.

The Electronic Media Rating Council (EMRC) opposes "...any attempt by stations to exhort the public to cooperate with radio audience measurement services whether over the air or by any other means, and recommends to syndicated audience measurement services that the practice be discouraged because of its possible biasing effects." The EMRC has amended its minimum standards to define Survey Announcements as biasing.

The American Association of Advertising Agencies (AAAA) "...opposes any attempt in any medium to exhort the public to cooperate with any audience measurement survey by calling attention to such research by any means."

The Arbitron Radio Advisory Council has reiterated its "...continuing opposition to rating bias in the form of on-air survey announcements" and "off-air announcements that call attention to the scheduled survey dates or diary methodology. This opposition includes direct mail, newspapers, or... advertising."

FTC GUIDELINES

The Federal Trade Commission (FTC) Guidelines Regarding Deceptive Claims of Broadcast Audience Coverage point out that radio stations "...should not engage in activities calculated to distort or inflate such data—for example, by conducting a special contest, or instituting unusual advertising or other promotional efforts designed to increase audiences only during the survey period."

Some stations may not be aware that their promotional activity could bias or distort audience estimates. Such activities could affect the behavior of survey participants, thereby changing audience estimates from what they would have been if no such activity had been conducted during the survey period.

The Arbitron Company urges all broadcasters not to engage in any of the above activities.

Special Notices

THE REPORT

REPORT FORMAT/ The specifications for this report were provided by and agreed to by the subscribing station(s) noted on the Title Page.

THE MARKET

The diaries used to produce this Nags Head, NC Custom Survey Area Report included a special sample of diaries that were not used in the processing of any Spring 1989 local market report. Diary values have been recalculated for this survey area. Therefore, the listening estimates reported herein may not be compatible with the listening estimates reported in any Spring 1989 local market report.

THE STATIONS

TECHNICAL DIFFICULTY/ The following station(s) reported to Arbitron that they experienced reduced power (REDUCED), Intermittent power (INTERMIT), signal interference (SIG INTRF) or were off the air (OFF) for five or more continuous minutes in a quarter-hour during the survey period.

Station	Affected Date and Time	Problem
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WOBR-FM TU	06/06/89 06:15A TO 08:25A	OFF
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Target Audience

PERSONS 12+

	MON - SUN 6AM-MID				MON - FRI 6 - 10AM				MON - FRI 10AM - 3PM				MON - FRI 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
WOBR CSA	*	26			1	19	.4	2.0	1	13	.4	1.7	*	15		
WOBR-FM CSA	4	65	1.8	9.8	7	41	3.1	14.3	7	43	3.1	11.7	5	41	2.2	10.6
WRSF CSA	6	89	2.6	14.6	9	56	4.0	18.4	13	50	5.7	21.7	8	59	3.5	17.0
WVOD CSA	5	60	2.2	12.2	9	37	4.0	18.4	11	32	4.8	18.3	5	25	2.2	10.6
WCMS CSA		2								1				1		
WCMS-FM CSA		26			4	16	1.8	8.2	2	19	.9	3.3		16		
A/F TOT CSA		27			4	16	1.8	8.2	2	20	.9	3.3		16		
WDLX CSA		22			2	16	.9	4.1		5				9		
WFOG CSA		17				11			4	13	1.8	6.7	1	8	.4	2.1
WIKS CSA	1	14	.4	2.4		12				6			2	14	.9	4.3
WKJA CSA	*	7				3				2				4		
WKJX CSA		8				1				2				3		
WNCT-FM CSA		6				4				5				4		
WNOR-FM CSA		9				2				5				6		
WRNS CSA		19			2	13	.9	4.1	3	13	1.3	5.0	2	14	.9	4.3
WTAR CSA		8				6				4				4		
WZYC CSA	1	13	.4	2.4	1	7	.4	2.0	2	10	.9	3.3	1	8	.4	2.1
CSA TOTALS	41	203	18.1		49	183	21.6		60	161	26.4		47	171	20.7	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

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Target Audience

PERSONS 12+

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	26			*	26			*	24		
WOBR-FM CSA		17			7	55	3.1	13.2	4	57	1.8	9.1	6	53	2.6	10.3
WRSF CSA	1	33	.4	5.9	10	83	4.4	18.9	7	85	3.1	15.9	9	79	4.0	15.5
WVOD CSA		15			7	48	3.1	13.2	5	55	2.2	11.4	6	42	2.6	10.3
WCMS CSA						2				2				1		
WCMS-FM CSA		10			3	24	1.3	5.7		25			1	23	.4	1.7
A/F TOT CSA		10			3	25	1.3	5.7		26			1	23	.4	1.7
WDLX CSA		5				21				21				18		
WFOG CSA		8			1	16	.4	1.9	1	17	.4	2.3	1	14	.4	1.7
WIKS CSA	1	11	.4	5.9		14			1	14	.4	2.3		14		
WKJA CSA	*	1				4			*	4				4		
WKJX CSA		3				3				5				3		
WNCT-FM CSA		3				6				6				5		
WNOR-FM CSA		3				7				8				6		
WRNS CSA		7			2	17	.9	3.8	1	17	.4	2.3	2	17	.9	3.4
WTAR CSA		1				7				7				6		
WZYC CSA	1	4	.4	5.9	1	13	.4	1.9	1	13	.4	2.3	1	9	.4	1.7
CSA TOTALS	17	101	7.5		53	200	23.3		44	201	19.4		58	196	25.6	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

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Target Audience

PERSONS 12+

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBK CSA	*	13			*	12										
WOBK-FM CSA	2	36	.9	6.3	4	32	1.8	9.8								
WRSF CSA	5	51	2.2	15.6	9	43	4.0	22.0								
WVOD CSA	4	38	1.8	12.5	6	31	2.6	14.6								
WCMS CSA		1				1										
WCMS-FM CSA		15				13										
A/F TOT CSA		16				14										
WDLX CSA		12				6										
WFOG CSA		10			1	8	.4	2.4								
WIKS CSA	1	10	.4	3.1	1	8	.4	2.4								
WKJA CSA	*	2				2										
WKJX CSA		4				3										
WNCT-FM CSA		5				5										
WNOR-FM CSA		2				2										
WRNS CSA		15				14										
WTAR CSA		2				1										
WZYC CSA	1	7	.4	3.1		4										
CSA TOTALS	32	169	14.1		41	155	18.1									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

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Target Audience

MEN 18+

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOB CSA	*	9				7				5			*	4		
WOB-FM CSA	2	31	2.0	9.5	3	19	3.0	12.0	3	23	3.0	9.1	3	17	3.0	13.0
WRSF CSA	3	38	3.0	14.3	5	22	5.0	20.0	7	20	6.9	21.2	3	22	3.0	13.0
WVOD CSA	3	27	3.0	14.3	4	17	4.0	16.0	5	15	5.0	15.2	3	10	3.0	13.0
WCMS CSA		1								1						
WCMS-FM CSA		14			3	10	3.0	12.0	1	8	1.0	3.0		9		
A/F TOT CSA		14			3	10	3.0	12.0	1	9	1.0	3.0		9		
WDLX CSA		5				2				1				1		
WFOG CSA		9				5			1	6	1.0	3.0		4		
WIKS CSA		2				2				2				2		
WKJA CSA	*	3												1		
WKJX CSA		5				1				2				2		
WNCT-FM CSA		2				2				1				1		
WNOR-FM CSA		6				2				3				5		
WRNS CSA		6			2	4	2.0	8.0	3	5	3.0	9.1	2	5	2.0	8.7
WTAR CSA		5				3				2				2		
WZYC CSA	1	9	1.0	4.8	1	6	1.0	4.0	1	7	1.0	3.0	1	7	1.0	4.3
CSA TOTALS	21	90	20.8		25	81	24.8		33	80	32.7		23	75	22.8	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

MEN 18+

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	9			*	9			*	8		
WOBR-FM CSA		7			3	26	3.0	10.7	2	27	2.0	9.1	2	24	2.0	6.7
WRSF CSA		10			6	33	5.9	21.4	3	34	3.0	13.6	5	32	5.0	16.7
WVOD CSA		8			3	21	3.0	10.7	3	25	3.0	13.6	3	18	3.0	10.0

WCMS CSA						1				1						
WCMS-FM CSA		6			2	13	2.0	7.1		14			1	13	1.0	3.3
A/F TOT CSA		6			2	13	2.0	7.1		14			1	13	1.0	3.3
WDLX CSA		1				4				4				2		
WFOG CSA		5				8				9				6		
WIKS CSA		1				2				2				2		
WKJA CSA						1			*	1				1		
WKJX CSA		2				2				3				2		
WNCT-FM CSA		2				2				2				2		
WNOR-FM CSA		2				5				6				5		
WRNS CSA		1			2	5	2.0	7.1	1	5	1.0	4.5	2	5	2.0	6.7
WTAR CSA		1				4				4				3		
WZYC CSA	1	4	1.0	16.7	1	9	1.0	3.6	1	9	1.0	4.5	1	7	1.0	3.3
CSA TOTALS	6	41	5.9		28	89	27.7		22	89	21.8		30	87	29.7	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 18+

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	3			*	2										
WOBR-FM CSA	1	21	1.0	6.7	2	18	2.0	10.0								
WRSF CSA	2	21	2.0	13.3	4	19	4.0	20.0								
WVOD CSA	2	16	2.0	13.3	3	14	3.0	15.0								
WCMS CSA																
WCMS-FM CSA		9				7										
A/F TOT CSA		9				7										
WDLX CSA		3				1										
WFOG CSA		5				4										
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA		3				2										
WNCT-FM CSA		2				2										
WNOR-FM CSA		1				1										
WRNS CSA		4				4										
WTAR CSA		1				1										
WZYC CSA	1	5	1.0	6.7	2											
CSA TOTALS	15	76	14.9		20	71	19.8									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 18+

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOB CSA	*	14			1	9	1.0	4.5	1	8	1.0	3.7	*	11		
WOB-FM CSA	2	34	1.9	11.1	4	22	3.8	18.2	4	20	3.8	14.8	2	24	1.9	10.0
WRSF CSA	3	42	2.9	16.7	4	28	3.8	18.2	6	29	5.7	22.2	4	28	3.8	20.0
WVOD CSA	2	33	1.9	11.1	5	20	4.8	22.7	6	17	5.7	22.2	2	15	1.9	10.0
WCMS CSA		1												1		
WCMS-FM CSA		12			1	6	1.0	4.5	1	11	1.0	3.7		7		
A/F TOT CSA		13			1	6	1.0	4.5	1	11	1.0	3.7		7		
WDLX CSA		7				4				2				4		
WFOG CSA		8				6			3	7	2.9	11.1	1	4	1.0	5.0
WIKS CSA		2				1				2				2		
WKJA CSA	*	4				3				2				3		
WKJX CSA		3												1		
WNCT-FM CSA		4				2				4				3		
WNOR-FM CSA		3								2				1		
WRNS CSA		11				7				7				7		
WTAR CSA		3				3				2				2		
WZYC CSA		3				1			1	2	1.0	3.7		1		
CSA TOTALS	18	92	17.1		22	83	21.0		27	77	25.7		20	78	19.0	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 18+

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	14			*	14			*	13		
WOBR-FM CSA		10			4	29	3.8	17.4	2	30	1.9	10.0	4	29	3.8	16.7
WRSF CSA		14			4	41	3.8	17.4	4	42	3.8	20.0	4	38	3.8	16.7
WVOD CSA		7			4	27	3.8	17.4	2	30	1.9	10.0	3	24	2.9	12.5
WCMS CSA						1				1				1		
WCMS-FM CSA		4			1	11	1.0	4.3		11				10		
A/F TOT CSA		4			1	12	1.0	4.3		12				10		
WDLX CSA		1				7				7				6		
WFOG CSA		3			1	8	1.0	4.3	1	8	1.0	5.0	1	8	1.0	4.2
WIKS CSA						2				2				2		
WKJA CSA	*	1				3			*	3				3		
WKJX CSA		1				1				2				1		
WNCT-FM CSA		1				4				4				3		
WNOR-FM CSA		1				2				2				1		
WRNS CSA		4				10				10				10		
WTAR CSA						3				3				3		
WZYC CSA						3				3				2		
CSA TOTALS	7	42	6.7		23	90	21.9		20	91	19.0		24	88	22.9	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 18+

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	7			*	7										
WOBR-FM CSA	1	15	1.0	6.7	2	14	1.9	11.1								
WRSF CSA	3	25	2.9	20.0	4	20	3.8	22.2								
WVOD CSA	2	22	1.9	13.3	3	17	2.9	16.7								

WCMS CSA		1				1										
WCMS-FM CSA		6				6										
A/F TOT CSA		7				7										
WDLX CSA		3				2										
WFOG CSA		5			1	4	1.0	5.6								
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA		1				1										
WNCT-FM CSA		3				3										
WNOR-FM CSA		1				1										
WRNS CSA		9				8										
WTAR CSA		1														
WZYC CSA		1				1										
CSA TOTALS	15	76	14.3		18	69	17.1									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 18-34

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOBR CSA	*	2				2							*			
WOBR-FM CSA	1	13	2.6	10.0	1	8	2.6	8.3	2	10	5.3	11.1	2	7	5.3	16.7
WRSF CSA	2	23	5.3	20.0	3	11	7.9	25.0	5	10	13.2	27.8	3	12	7.9	25.0
WVOD CSA		5				4			1	3	2.6	5.6		2		
WCMS CSA																
WCMS-FM CSA		3			1	2	2.6	8.3	1	2	2.6	5.6		2		
A/F TOT CSA		3			1	2	2.6	8.3	1	2	2.6	5.6		2		
WDLX CSA		4				2				1				1		
WFOG CSA		3				2			1	3	2.6	5.6		2		
WIKS CSA		2				2				2				2		
WKJA CSA	*	1														
WKJX CSA		1								1				1		
WNCT-FM CSA																
WNOR-FM CSA		4				1				2				4		
WRNS CSA		1			1	1	2.6	8.3	1	1	2.6	5.6	1	1	2.6	8.3
WTAR CSA		1				1								1		
WZYC CSA	1	6	2.6	10.0	1	5	2.6	8.3	1	6	2.6	5.6	1	5	2.6	8.3
CSA TOTALS	10	36	26.3		12	31	31.6		18	32	47.4		12	32	31.6	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 18-34

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBK CSA					*	2			*	2			*	2		
WOBK-FM CSA		3			2	12	5.3	13.3	1	12	2.6	9.1	1	10	2.6	6.3
WRSF CSA		6			4	19	10.5	26.7	3	20	7.9	27.3	3	18	7.9	18.8
WVOD CSA		1				5				5				4		

WCMS CSA																
WCMS-FM CSA		3			1	2	2.6	6.7		3				2		
A/F TOT CSA		3			1	2	2.6	6.7		3				2		
WDLX CSA		1				4				4				2		
WFOG CSA		2				3				3				2		
WIKS CSA		1				2				2				2		
WKJA CSA																
WKJX CSA		1				1				1				1		
WNCT-FM CSA																
WNOR-FM CSA		1				4				4				4		
WRNS CSA					1	1	2.6	6.7	1	1	2.6	9.1	1	1	2.6	6.3
WTAR CSA						1				1				1		
WZYC CSA	1	3	2.6	33.3	1	6	2.6	6.7	1	6	2.6	9.1	1	5	2.6	6.3
CSA TOTALS	3	19	7.9		15	36	39.5		11	36	28.9		16	34	42.1	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 18-34

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	1			*											
WOBR-FM CSA		9			1	7	2.6	14.3								
WRSF CSA	1	13	2.6	16.7	3	11	7.9	42.9								
WVOD CSA		3				2										
WCMS CSA																
WCMS-FM CSA		2				2										
A/F TOT CSA		2				2										
WDLX CSA		3				1										
WFOG CSA		2				2										
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA																
WNCT-FM CSA																
WNOR-FM CSA		1				1										
WRNS CSA																
WTAR CSA																
WZYC CSA	1	4	2.6	16.7		1										
CSA TOTALS	6	30	15.8		7	26	18.4									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 18-34

	MON - SUN 6AM-MID				MON - FRI 6 - 10AM				MON - FRI 10AM - 3PM				MON - FRI 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
WOBR CSA	*	2			1	2	2.9	14.3		1			*	2		
WOBR-FM CSA	1	17	2.9	14.3	1	7	2.9	14.3	2	8	5.9	18.2	1	12	2.9	11.1
WRSF CSA	2	23	5.9	28.6	3	15	8.8	42.9	5	17	14.7	45.5	3	16	8.8	33.3
WVOD CSA		10			1	5	2.9	14.3	1	4	2.9	9.1		4		
WCMS CSA																
WCMS-FM CSA		3			1	3	2.9	14.3	1	3	2.9	9.1		2		
A/F TOT CSA		3			1	3	2.9	14.3	1	3	2.9	9.1		2		
WDLX CSA		4				3				1				3		
WFOG CSA		1				1			1	1	2.9	9.1	1	1	2.9	11.1
WIKS CSA		1								1				1		
WKJA CSA	*															
WKJX CSA		1														
WNCT-FM CSA																
WNOR-FM CSA		3								2				1		
WRNS CSA		4				3				2				3		
WTAR CSA																
WZYC CSA		1				1			1	1	2.9	9.1		1		
CSA TOTALS	7	32	20.6		7	30	20.6		11	26	32.4		9	29	26.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 18-34

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	2			*	2			*	2		
WOBR-FM CSA		7			1	14	2.9	11.1	1	15	2.9	12.5	1	14	2.9	12.5
WRSF CSA		10			3	22	8.8	33.3	3	23	8.8	37.5	3	20	8.8	37.5
WVOD CSA		2				8				9				8		
WCMS CSA																
WCMS-FM CSA		1			1	3	2.9	11.1		3				3		
A/F TOT CSA		1			1	3	2.9	11.1		3				3		
WDLX CSA		1				4				4				4		
WFOG CSA		1			1	1	2.9	11.1	1	1	2.9	12.5	1	1	2.9	12.5
WIKS CSA						1				1				1		
WKJA CSA	*								*							
WKJX CSA		1								1						
WNCT-FM CSA																
WNOR-FM CSA		1				2				2				1		
WRNS CSA		2				4				4				4		
WTAR CSA																
WZYC CSA						1				1				1		
CSA TOTALS	3	20	8.8		9	31	26.5		8	32	23.5		8	31	23.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 18-34

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOB CSA	*	1			*	1										
WOB-FM CSA		5			1	5	2.9	16.7								
WRSF CSA	2	13	5.9	33.3	3	10	8.8	50.0								
WVOD CSA		5				3										

WCMS CSA																
WCMS-FM CSA		2				2										
A/F TOT CSA		2				2										
WDLX CSA		3				2										
WFOG CSA		1			1	1	2.9	16.7								
WIKS CSA																
WKJA CSA	*															
WKJX CSA																
WNCT-FM CSA																
WNOR-FM CSA		1				1										
WRNS CSA		4				3										
WTAR CSA																
WZYC CSA																
CSA TOTALS	6	28	17.6		6	25	17.6									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.



Target Audience

PERSONS 18-34

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOBR CSA	*	4			1	4	1.4	5.3		1			*	2		
WOBR-FM CSA	2	30	2.8	11.8	2	15	2.8	10.5	4	18	5.6	13.8	3	19	4.2	14.3
WRSF CSA	4	46	5.6	23.5	6	26	8.3	31.6	10	27	13.9	34.5	6	28	8.3	28.6
WVOD CSA		15			1	9	1.4	5.3	2	7	2.8	6.9		6		

WCMS CSA																
WCMS-FM CSA		6			2	5	2.8	10.5	2	5	2.8	6.9		4		
A/F TOT CSA		6			2	5	2.8	10.5	2	5	2.8	6.9		4		
WDLX CSA		8				5				2				4		
WFOG CSA		4				3			2	4	2.8	6.9	1	3	1.4	4.8
WIKS CSA		3				2				3				3		
WKJA CSA	*	1														
WKJX CSA		2								1				1		
WNCT-FM CSA																
WNOR-FM CSA		7				1				4				5		
WRNS CSA		5			1	4	1.4	5.3	1	3	1.4	3.4	1	4	1.4	4.8
WTAR CSA		1				1								1		
WZYC CSA	1	7	1.4	5.9	1	6	1.4	5.3	2	7	2.8	6.9	1	6	1.4	4.8
CSA TOTALS	17	68	23.6		19	61	26.4		29	58	40.3		21	61	29.2	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 18-34

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	4			*	4			*	4		
WOBR-FM CSA		10			3	26	4.2	12.5	2	27	2.8	10.5	2	24	2.8	8.3
WRSF CSA		16			7	41	9.7	29.2	6	43	8.3	31.6	6	38	8.3	25.0
WVOD CSA		3				13				14				12		
WCMS CSA																
WCMS-FM CSA		4			2	5	2.8	8.3		6				5		
A/F TOT CSA		4			2	5	2.8	8.3		6				5		
WDLX CSA		2				8				8				6		
WFOG CSA		3			1	4	1.4	4.2	1	4	1.4	5.3	1	3	1.4	4.2
WIKS CSA		1				3				3				3		
WKJA CSA																
WKJX CSA		2				1				2				1		
WNCT-FM CSA																
WNOR-FM CSA		2				6				6				5		
WRNS CSA		2			1	5	1.4	4.2	1	5	1.4	5.3	1	5	1.4	4.2
WTAR CSA						1				1				1		
WZYC CSA	1	3	1.4	16.7	1	7	1.4	4.2	1	7	1.4	5.3	1	6	1.4	4.2
CSA TOTALS	6	39	8.3		24	67	33.3		19	68	26.4		24	65	33.3	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 18-34

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	2			*	1										
WOBR-FM CSA		14			2	12	2.8	15.4								
WRSF CSA	3	26	4.2	25.0	6	21	8.3	46.2								
WVOD CSA		8				5										
WCMS CSA																
WCMS-FM CSA		4				4										
A/F TOT CSA		4				4										
WDLX CSA		6				3										
WFOG CSA		3			1	3	1.4	7.7								
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA																
WNCT-FM CSA																
WNOR-FM CSA		2				2										
WRNS CSA		4				3										
WTAR CSA																
WZYC CSA	1	4	1.4	8.3		1										
CSA TOTALS	12	58	16.7		13	51	18.1									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

MEN 25-54

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOBR CSA	*	5				5				2			*	1		
WOBR-FM CSA	2	21	3.6	15.4	2	12	3.6	11.8	2	15	3.6	9.1	2	13	3.6	14.3
WRSF CSA	3	26	5.4	23.1	4	19	7.1	23.5	6	16	10.7	27.3	2	14	3.6	14.3
WVOD CSA	1	13	1.8	7.7	1	7	1.8	5.9	2	7	3.6	9.1	1	4	1.8	7.1

WCMS CSA																
WCMS-FM CSA		10			3	7	5.4	17.6	1	7	1.8	4.5		7		
A/F TOT CSA		10			3	7	5.4	17.6	1	7	1.8	4.5		7		
WDLX CSA		2				1								1		
WFOG CSA		4				2				2				1		
WIKS CSA		1				1				1				1		
WKJA CSA	*	2												1		
WKJX CSA		4				1				2				2		
WNCT-FM CSA		1				1										
WNOR-FM CSA		5				2				2				4		
WRNS CSA		4			2	4	3.6	11.8	3	4	5.4	13.6	2	4	3.6	14.3
WTAR CSA		2				1				1				1		
WZYC CSA		4				2				2				3		
CSA TOTALS	13	53	23.2		17	49	30.4		22	46	39.3		14	46	25.0	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

MEN 25-54

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	5			*	5			*	5		
WOBR-FM CSA		7			2	18	3.6	11.1	2	19	3.6	14.3	2	17	3.6	10.0
WRSF CSA		9			5	23	8.9	27.8	3	24	5.4	21.4	4	22	7.1	20.0
WVOD CSA		5			1	9	1.8	5.6	1	12	1.8	7.1	1	7	1.8	5.0
WCMS CSA																
WCMS-FM CSA		4			2	9	3.6	11.1		10			1	9	1.8	5.0
A/F TOT CSA		4			2	9	3.6	11.1		10			1	9	1.8	5.0
WDLX CSA		1				1				1				1		
WFOG CSA		2				3				4				2		
WIKS CSA						1				1				1		
WKJA CSA	*					1			*	1				1		
WKJX CSA		1				2				2				2		
WNCT-FM CSA		1				1				1				1		
WNOR-FM CSA		2				4				5				4		
WRNS CSA		1			2	4	3.6	11.1	1	4	1.8	7.1	2	4	3.6	10.0
WTAR CSA		1				1				1				1		
WZYC CSA		1				4				4				3		
CSA TOTALS	4	27	7.1		18	52	32.1		14	52	25.0		20	52	35.7	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 25-54

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	3			*	2										
WOBR-FM CSA	1	14	1.8	12.5	2	11	3.6	16.7								
WRSF CSA	2	16	3.6	25.0	3	14	5.4	25.0								
WVOD CSA		5				3										
WCMS CSA																
WCMS-FM CSA		6				5										
A/F TOT CSA		6				5										
WDLX CSA																
WFOG CSA		2				1										
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA		3				2										
WNCT-FM CSA		1				1										
WNOR-FM CSA																
WRNS CSA		3				3										
WTAR CSA		1				1										
WZYC CSA		1				1										
CSA TOTALS	8	44	14.3		12	41	21.4									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 25-54

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOBR CSA	*	7			1	5	1.9	7.7					*	7		
WOBR-FM CSA	2	21	3.7	22.2	3	17	5.6	23.1	4	16	7.4	28.6	2	17	3.7	20.0
WRSF CSA	2	30	3.7	22.2	3	22	5.6	23.1	5	23	9.3	35.7	3	20	5.6	30.0
WVOD CSA		13			3	8	5.6	23.1	3	5	5.6	21.4		6		

WCMS CSA																
WCMS-FM CSA		7			1	4	1.9	7.7	1	6	1.9	7.1		4		
A/F TOT CSA		7			1	4	1.9	7.7	1	6	1.9	7.1		4		
WDLX CSA		3				2				1				2		
WFOG CSA		4				3				3				1		
WIKS CSA		1				1				1				1		
WKJA CSA	*	2				2				1				2		
WKJX CSA		2														
WNCT-FM CSA		2				1				2				1		
WNOR-FM CSA		2								1				1		
WRNS CSA		6				3				3				4		
WTAR CSA		1				1										
WZYC CSA		2								1						
CSA TOTALS	9	49	16.7		13	47	24.1		14	43	25.9		10	44	18.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

27

Target Audience

WOMEN 25-54

	MON - FRI 7PM-MID				MON - FRI 6AM-7PM				MON - FRI 6AM-MID				MON - FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	7			*	7			*	7		
WOBR-FM CSA		8			3	20	5.6	23.1	2	21	3.7	18.2	3	20	5.6	23.1
WRSF CSA		8			3	30	5.6	23.1	3	30	5.6	27.3	3	27	5.6	23.1
WVOD CSA		2			2	9	3.7	15.4		10			1	8	1.9	7.7

WCMS CSA																
WCMS-FM CSA		2			1	6	1.9	7.7		6				6		
A/F TOT CSA		2			1	6	1.9	7.7		6				6		
WDLX CSA						3				3				2		
WFOG CSA		2				4				4				4		
WIKS CSA						1				1				1		
WKJA CSA	*					2			*	2				2		
WKJX CSA		1								1						
WNCT-FM CSA		1				2				2				1		
WNOR-FM CSA						1				1				1		
WRNS CSA		2				5				5				5		
WTAR CSA						1				1				1		
WZYC CSA						2				2				1		
CSA TOTALS	3	23	5.6		13	49	24.1		11	49	20.4		13	49	24.1	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 25-54

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	4			*	4										
WOBR-FM CSA		9			1	8	1.9	12.5								
WRSF CSA	2	18	3.7	28.6	2	14	3.7	25.0								
WVOD CSA		9				6										
WCMS CSA																
WCMS-FM CSA		4				4										
A/F TOT CSA		4				4										
WDLX CSA																
WFOG CSA		2				1										
WIKS CSA																
WKJA CSA	*															
WKJX CSA		1				1										
WNCT-FM CSA		1				1										
WNOR-FM CSA		1				1										
WRNS CSA		5				4										
WTAR CSA		1														
WZYC CSA		1				1										
CSA TOTALS	7	40	13.0		8	36	14.8									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 25-54

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOBR CSA	*	12			1	10	.9	3.3		5			*	8		
WOBR-FM CSA	4	42	3.6	18.2	5	29	4.5	16.7	6	31	5.5	16.7	4	30	3.6	16.7
WRSF CSA	5	56	4.5	22.7	7	41	6.4	23.3	11	39	10.0	30.6	5	34	4.5	20.8
WVOD CSA	1	26	.9	4.5	4	15	3.6	13.3	5	12	4.5	13.9	1	10	.9	4.2
WCMS CSA																
WCMS-FM CSA		17			4	11	3.6	13.3	2	13	1.8	5.6		11		
A/F TOT CSA		17			4	11	3.6	13.3	2	13	1.8	5.6		11		
WDLX CSA		5				3				1				3		
WFOG CSA		8				5				5				2		
WIKS CSA		2				2				2				2		
WKJA CSA	*	4				2				1				3		
WKJX CSA		6				1				2				2		
WNCT-FM CSA		3				2				2				1		
WNOR-FM CSA		7				2				3				5		
WRNS CSA		10			2	7	1.8	6.7	3	7	2.7	8.3	2	8	1.8	8.3
WTAR CSA		3				2				1				1		
WZYC CSA		6				2				3				3		
CSA TOTALS	22	102	20.0		30	96	27.3		36	89	32.7		24	90	21.8	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 25-54

	MON - FRI 7PM-MID				MON - FRI 6AM-7PM				MON - FRI 6AM-MID				MON - FRI 6-10AM/3-7PM			
	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
WOBR CSA				*	12			*	12			*	12			
WOBR-FM CSA		15			5	38	4.5	16.1	4	40	3.6	16.0	5	37	4.5	15.2
WRSF CSA		17			8	53	7.3	25.8	6	54	5.5	24.0	7	49	6.4	21.2
WVOD CSA		7			3	18	2.7	9.7	1	22	.9	4.0	2	15	1.8	6.1

WCMS CSA																
WCMS-FM CSA		6			3	15	2.7	9.7		16			1	15	.9	3.0
A/F TOT CSA		6			3	15	2.7	9.7		16			1	15	.9	3.0
WDLX CSA		1				4				4				3		
WFOG CSA		4				7				8				6		
WIKS CSA						2				2				2		
WKJA CSA	*					3			*	3				3		
WKJX CSA		2				2				3				2		
WNCT-FM CSA		2				3				3				2		
WNOR-FM CSA		2				5				6				5		
WRNS CSA		3			2	9	1.8	6.5	1	9	.9	4.0	2	9	1.8	6.1
WTAR CSA		1				2				2				2		
WZYC CSA		1				6				6				4		
CSA TOTALS	7	50	6.4		31	101	28.2		25	101	22.7		33	101	30.0	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 25-54

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	7			*	6										
WOBR-FM CSA	1	23	.9	6.7	3	19	2.7	15.0								
WRSF CSA	4	34	3.6	26.7	5	28	4.5	25.0								
WVOD CSA		14				9										

WCMS CSA																
WCMS-FM CSA		10				9										
A/F TOT CSA		10				9										
WDLX CSA																
WFOG CSA		4				2										
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA		4				3										
WNCT-FM CSA		2				2										
WNOR-FM CSA		1				1										
WRNS CSA		8				7										
WTAR CSA		2				1										
WZYC CSA		2				2										
CSA TOTALS	15	84	13.6		20	77	18.2									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

MEN 35+

	MON - SUN 6AM-MID				MON - FRI 6-10AM				MON - FRI 10AM-3PM				MON - FRI 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
WOBR CSA	*	7				5				5			*	4		
WOBR-FM CSA	1	18	1.6	9.1	2	11	3.2	15.4	1	13	1.6	6.7	1	10	1.6	9.1
WRSF CSA	1	15	1.6	9.1	2	11	3.2	15.4	2	10	3.2	13.3		10		
WVOD CSA	3	22	4.8	27.3	4	13	6.3	30.8	4	12	6.3	26.7	3	8	4.8	27.3
WCMS CSA		1								1						
WCMS-FM CSA		11			2	8	3.2	15.4		6				7		
A/F TOT CSA		11			2	8	3.2	15.4		7				7		
WDLX CSA		1														
WFOG CSA		6				3				3				2		
WIKS CSA																
WKJA CSA	*	2												1		
WKJX CSA		4				1				1				1		
WNCT-FM CSA		2				2				1				1		
WNOR-FM CSA		2				1				1				1		
WRNS CSA		5			1	3	1.6	7.7	2	4	3.2	13.3	1	4	1.6	9.1
WTAR CSA		4				2				2				1		
WZYC CSA		3				1				1				2		
CSA TOTALS	11	54	17.5		13	50	20.6		15	48	23.8		11	43	17.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 35+

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	7			*	7			*	6		
WOBR-FM CSA		4			1	14	1.6	7.7	1	15	1.6	9.1	1	14	1.6	7.1
WRSF CSA		4			2	14	3.2	15.4		14			2	14	3.2	14.3
WVOD CSA		7			3	16	4.8	23.1	3	20	4.8	27.3	3	14	4.8	21.4
WCMS CSA						1				1						
WCMS-FM CSA		3			1	11	1.6	7.7		11			1	11	1.6	7.1
A/F TOT CSA		3			1	11	1.6	7.7		11			1	11	1.6	7.1
WDLX CSA																
WFOG CSA		3				5				6				4		
WIKS CSA																
WKJA CSA						1			*	1				1		
WKJX CSA		1				1				2				1		
WNCT-FM CSA		2				2				2				2		
WNOR-FM CSA		1				1				2				1		
WRNS CSA		1			1	4	1.6	7.7		4			1	4	1.6	7.1
WTAR CSA		1				3				3				2		
WZYC CSA		1				3				3				2		
CSA TOTALS	3	22	4.8		13	53	20.6		11	53	17.5		14	53	22.2	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

MEN 35+

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	2			*	2										
WOBR-FM CSA	1	12	1.6	11.1	1	11	1.6	7.7								
WRSF CSA	1	8	1.6	11.1	1	8	1.6	7.7								
WVOD CSA	2	13	3.2	22.2	3	12	4.8	23.1								
WCMS CSA																
WCMS-FM CSA		7				5										
A/F TOT CSA		7				5										
WDLX CSA																
WFOG CSA		3				2										
WIKS CSA																
WKJA CSA	*															
WKJX CSA		3				2										
WNCT-FM CSA		2				2										
WNOR-FM CSA																
WRNS CSA		4				4										
WTAR CSA		1				1										
WZYC CSA		1				1										
CSA TOTALS	9	46	14.3		13	45	20.6									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 35+

	MON - SUN 6AM - MID				MON - FRI 6 - 10AM				MON - FRI 10AM - 3PM				MON - FRI 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
WOBR CSA	*	12				7			1	7	1.4	6.3	*	9		
WOBR-FM CSA	1	17	1.4	9.1	3	15	4.2	20.0	2	12	2.8	12.5	1	12	1.4	9.1
WRSF CSA	1	19	1.4	9.1	1	13	1.4	6.7	1	12	1.4	6.3	1	12	1.4	9.1
WVOD CSA	2	23	2.8	18.2	4	15	5.6	26.7	5	13	7.0	31.3	2	11	2.8	18.2
WCMS CSA		1												1		
WCMS-FM CSA		9				3				8				5		
A/F TOT CSA		10				3				8				5		
WDLX CSA		3				1				1				1		
WFOG CSA		7				5			2	6	2.8	12.5		3		
WIKS CSA		1				1				1				1		
WKJA CSA	*	4				3				2				3		
WKJX CSA		2												1		
WNCT-FM CSA		4				2				4				3		
WNOR-FM CSA																
WRNS CSA		7				4				5				4		
WTAR CSA		3				3				2				2		
WZYC CSA		2								1						
CSA TOTALS	11	60	15.5		15	53	21.1		16	51	22.5		11	49	15.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 35+

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	12			*	12			*	11		
WOBR-FM CSA		3			3	15	4.2	21.4	1	15	1.4	8.3	3	15	4.2	18.8
WRSF CSA		4			1	19	1.4	7.1	1	19	1.4	8.3	1	18	1.4	6.3
WVOD CSA		5			4	19	5.6	28.6	2	21	2.8	16.7	3	16	4.2	18.8
WCMS CSA						1				1				1		
WCMS-FM CSA		3				8				8				7		
A/F TOT CSA		3				9				9				7		
WDLX CSA						3				3				2		
WFOG CSA		2				7				7				7		
WIKS CSA						1				1				1		
WKJA CSA	*	1				3			*	3				3		
WKJX CSA						1				1				1		
WNCT-FM CSA		1				4				4				3		
WNOR-FM CSA																
WRNS CSA		2				6				6				6		
WTAR CSA						3				3				3		
WZYC CSA						2				2				1		
CSA TOTALS	4	22	5.6		14	59	19.7		12	59	16.9		16	57	22.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

WOMEN 35+

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	6			*	6										
WOBR-FM CSA	1	10	1.4	11.1	1	9	1.4	8.3								
WRSF CSA	1	12	1.4	11.1	1	10	1.4	8.3								
WVOD CSA	2	17	2.8	22.2	3	14	4.2	25.0								
WCMS CSA		1				1										
WCMS-FM CSA		4				4										
A/F TOT CSA		5				5										
WDLX CSA																
WFOG CSA		4				3										
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA		1				1										
WNCT-FM CSA		3				3										
WNOR-FM CSA																
WRNS CSA		5				5										
WTAR CSA		1														
WZYC CSA		1				1										
CSA TOTALS	9	48	12.7		12	44	16.9									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 35+

	MON-SUN 6AM-MID				MON-FRI 6-10AM				MON-FRI 10AM-3PM				MON-FRI 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
WOBR CSA	*	19				12			1	12	.7	3.2	*	13		
WOBR-FM CSA	2	35	1.5	9.1	5	26	3.7	17.9	3	25	2.2	9.7	2	22	1.5	9.1
WRSF CSA	2	34	1.5	9.1	3	24	2.2	10.7	3	22	2.2	9.7	1	22	.7	4.5
WVOD CSA	5	45	3.7	22.7	8	28	6.0	28.6	9	25	6.7	29.0	5	19	3.7	22.7
WCMS CSA		2								1				1		
WCMS-FM CSA		20			2	11	1.5	7.1		14				12		
A/F TOT CSA		21			2	11	1.5	7.1		15				12		
WDLX CSA		4				1				1				1		
WFOG CSA		13				8			2	9	1.5	6.5		5		
WIKS CSA		1				1				1				1		
WKJA CSA	*	6				3				2				4		
WKJX CSA		6				1				1				2		
WNCT-FM CSA		6				4				5				4		
WNOR-FM CSA		2				1				1				1		
WRNS CSA		12			1	7	.7	3.6	2	9	1.5	6.5	1	8	.7	4.5
WTAR CSA		7				5				4				3		
WZYC CSA		5				1				2				2		
CSA TOTALS	22	114	16.4		28	103	20.9		31	99	23.1		22	92	16.4	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 35+

	MON-FRI 7PM-MID				MON-FRI 6AM-7PM				MON-FRI 6AM-MID				MON-FRI 6-10AM/3-7PM			
	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
WOBR CSA					*	19			*	19			*	17		
WOBR-FM CSA		7			4	29	3.0	14.8	2	30	1.5	8.7	4	29	3.0	13.3
WRSF CSA		8			3	33	2.2	11.1	1	33	.7	4.3	3	32	2.2	10.0
WVOD CSA		12			7	35	5.2	25.9	5	41	3.7	21.7	6	30	4.5	20.0
WCMS CSA						2				2				1		
WCMS-FM CSA		6			1	19	.7	3.7		19			1	18	.7	3.3
A/F TOT CSA		6			1	20	.7	3.7		20			1	18	.7	3.3
WDLX CSA						3				3				2		
WFOG CSA		5				12				13				11		
WIKS CSA						1				1				1		
WKJA CSA	*	1				4			*	4				4		
WKJX CSA		1				2				3				2		
WNCT-FM CSA		3				6				6				5		
WNOR-FM CSA		1				1				2				1		
WRNS CSA		3			1	10	.7	3.7		10			1	10	.7	3.3
WTAR CSA		1				6				6				5		
WZYC CSA		1				5				5				3		
CSA TOTALS	7	44	5.2		27	112	20.1		23	112	17.2		30	110	22.4	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. † Station(s) changed call letters.

ARBITRON

Target Audience

PERSONS 35+

	WEEKEND 6AM-MID				WEEKEND 10AM-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
WOBR CSA	*	8			*	8										
WOBR-FM CSA	2	22	1.5	11.1	2	20	1.5	8.0								
WRSF CSA	2	20	1.5	11.1	2	18	1.5	8.0								
WVOD CSA	4	30	3.0	22.2	6	26	4.5	24.0								

WCMS CSA		1				1										
WCMS-FM CSA		11				9										
A/F TOT CSA		12				10										
WDLX CSA																
WFOG CSA		7				5										
WIKS CSA																
WKJA CSA	*	1				1										
WKJX CSA		4				3										
WNCT-FM CSA		5				5										
WNOR-FM CSA																
WRNS CSA		9				9										
WTAR CSA		2				1										
WZYC CSA		2				2										
CSA TOTALS	18	94	13.4		25	89	18.7									

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters.

ARBITRON

Glossary of Selected Arbitron Terms

1. AM-FM TOTALS/A figure shown for AM-FM affiliates in time periods when they are simulcast. (See Pars. 31-33.)

2. AVERAGE QUARTER-HOUR PERSONS/ The estimated number of persons who listened to a station for a minimum of five minutes within a quarter-hour. The estimate is the average of the reported listening in the total number of quarter-hours the station was on the air during a reported daypart.

3. AVERAGE QUARTER-HOUR RATING (Rating Point)/The Average Quarter-Hour Persons estimate expressed as a percentage of the universe.

4. AVERAGE QUARTER-HOUR SHARE/The Average Quarter-Hour estimate for a given station expressed as a percentage of the total Custom Survey Area Average Quarter-Hour estimate within a reported daypart.

5. CSA TOTALS/The estimated number of persons in the Custom Survey Area who listened to reported stations as well as to stations that did not meet the Minimum Reporting Standards plus estimates of listening to noncommercial and unidentified stations.

6. 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.)

7. CUME RATING/The estimated number of Cume Persons expressed as a percentage of the Custom Survey Area universe.

8. CUSTOM SURVEY AREA/The survey area, a specific geography, for which listening estimates have been compiled and called a Custom Survey Area.

9. DAYPART/A reported time segment of a day (e.g., Monday-Sunday 6AM-Midnight; Monday-Friday 6AM-10AM).

10. DIARY MENTIONS/The number of in-tab diaries in which listening to a station is recorded for at least five minutes in a quarter-hour.

11. DIARYKEEPER/Any individual selected and found eligible to receive survey materials.

12. GROUP QUARTERS/All persons not living in individual households are classified as residents of group quarters. Group quarters include college dormitories, homes for the aged, military barracks, rooming houses, institutions and other residences of nine or more unrelated individuals.

13. IN-TAB SAMPLE/The number of usable diaries tabulated in producing the report.

14. MINIMUM REPORTING STANDARDS (MRS)/Criteria used to determine the stations listed in this report.

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

16. SAMPLING UNIT/A geographic area consisting of a county or part of a county. (See Par. 21.)

17. SHARE/(See *Average Quarter-Hour Share*.)

18. SIMULCAST/For the reporting of audience estimates, the simultaneous broadcasting of one station's total and uninterrupted broadcast flow by another station on the other commercial band without any variation except if the simulcast stations choose to separately identify their call letters, frequency and/or city of license, if appropriate.

19. TECHNICAL DIFFICULTIES/Time period(s) of five or more consecutive minutes in a quarter-hour during the survey period in which a station listed in this report notified Arbitron in writing of reduced power, intermittent power, signal interference or brief times the station was off the air within the station's authorized broadcast day.

20. UNIVERSE/The estimated number of persons in all households (telephone and nontelephone) and in group quarters for the sex-age group and geographic area being reported.

For additional information, the reader is directed to *Standard Definitions of Broadcast Research Terms*, published by the National Association of Broadcasters, 1771 N Street, NW, Washington, DC 20036.

Description of Methodology

SAMPLING AND MEASUREMENT TECHNIQUES

21. SAMPLING METHODOLOGY/Arbitron Radio Custom Survey Area audience estimates are tabulated using diaries from selected counties according to the client's specifications for this report. Such diaries have been obtained from syndicated Radio Market Report samples and/or from counties not in a syndicated Radio Market Report area that has been sampled according to the procedures below. Surveys for Arbitron Radio Market Reports are conducted by using geographic units called sampling units. A sampling unit consists of a county or a part of a county. The latter are defined by zip code information based on 1980 Census data as updated annually by Market Statistics.

Sample targets for this report are specified by agreement with the client(s). Sample may include sample placed for the current Radio Market Report as described below. Additional sample may be placed in the Custom Survey Area as Arbitron deems necessary.

For each 12-week survey period, a complete new sample of households is computer-selected for each sampling unit through the use of a systematic interval random selection technique. These samples of households are drawn from lists of subscribers appearing in current available telephone directories as maintained by Metromail Corporation. Expanded Sample

Frame (ESF) is applied in certain sampling units. ESF is designed to supplement standard telephone directory sample selection by including households that are not available in telephone directories in the sample. The ESF sample is computer-generated by subtracting from a file of listed telephone numbers from all possible numbers. Residents of group quarters cannot normally be reached using directories; however, they may be included through the ESF technique if not otherwise excluded. The total sample is then randomly divided into approximately equal weekly groups for placement.

If a need for additional sample arises after the original listed and ESF samples have been selected by the computer, then such additional sample may be selected by reaccessing the listed and ESF computer lists on hand.

22. ARBITRON RADIO LISTENING DIARY/Arbitron uses one-week individual diaries to gather listening information from persons 12 years and older. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question, or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying amounts are provided to encourage respondent cooperation. Arbitron sends a diary for each person 12+ reported in the sample household.

23. SAMPLE PLACEMENT AND DATA

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

Arbitron interviewers are instructed to contact all selected households by telephone to ascertain the possibility of a media affiliation, to gain acceptance of the diaries, to determine the number of persons 12+ living in the household at the time of the placement call and, where applicable, to determine the race, ethnicity and demographics of the household.

Interviewers are instructed to make a number of attempts to reach every household selected in the sample. These attempts are made at different hours of the day and evening. Diaries are then mailed directly to the consenting sample households.

After the initial contact, the interviewer is directed to make additional contacts with the sample households to make sure the diary has been received; to assist members of the household in understanding the diary's purpose; to instruct how to keep the diary; to make sure no difficulties have developed; to remind the diarykeepers to return their diaries after the survey week; and to thank them for cooperating in the survey.

Description of Methodology (continued)

Explicit instructions are provided to each interviewer, and independent checks are regularly conducted by Arbitron Field Operations department or the Arbitron Interviewing Center staffs.

24. EXCEPTIONS/Arbitron reserves the right to exercise its best 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.

PROCESSING TECHNIQUES

25. PROCESSING OF DIARIES/Arbitron makes reasonable efforts to utilize all returned diaries. However, some diaries returned to Arbitron are unusable. Among those which are unusable are diaries which are obviously incomplete; are postmarked and/or arrive on or before the last day of the survey week or after the production cutoff date; or which otherwise lack essential information. Only those with seven usable days are processed. The total number of in-tab diaries may be greater or less than the sample target.

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

CALCULATING TECHNIQUES

26. CALCULATION OF ESTIMATES/

a. Sample Balancing and Tabulation. In-tab diaries are weighted to reflect the estimated proportion of sex, age, geography, race and/or ethnicity (where black and/or Hispanic weighting is employed) based on the characteristics of the survey area. Geographic area and sex-age control is maintained for in-tab diaries by partitioning the survey area into sampling units and into sex-age tabulation groups. The value of each in-tab diary is a result of weighting the returned sample to compensate for disproportionate in-tab returns from any sampling unit or sex-age group. In certain markets with high black and/or Hispanic populations, weighting to compensate for disproportionate in-tab diary returns of black and/or Hispanic ethnic groups is used in addition to those mentioned above. With a value established for each diary, listening is estimated by adding the value of each in-tab diary in which listening is recorded to a particular station at a given time.

b. Broadcast Hours. (i) Local time differences within a market that overlaps time zones and time differences caused by seasonal time changes are accounted for in the results by adjusting diary entries to the time observed by the stations listed as Metro-licensed of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times, provided by the station, depicting the month closest to December and the shortest broadcast day within that month. Audience estimates are adjusted for the station's actual broadcast

schedule. When a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are taken from those days of operation comprising the majority of consecutive days of the survey period. (iii) Simulcast times/status are gathered from stations prior to the beginning of the survey. To be eligible for simulcast reporting, for a daypart, there must be 100% simulcasting for the entire affected daypart.

c. Technical Difficulties. No adjustments are made to either diary entries or reported audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 5 is only to assist the user in making his own evaluation of the audience estimates reported. Arbitron will accept information on technical difficulties only up to the day after the final date of the survey.

d. Rounding of Calculations. At various stages of the projection of data, audience estimates are rounded. Rounding occurs at discrete demographic and daypart summation levels.

e. If there is a change in a station's daytime/24-hour or noncommercial/commercial status during the current survey, the station must notify Arbitron of the change in writing during the survey in order for the station, date and nature of the change to be noted on Page 5 of this report.

CRITERIA FOR REPORTING STATIONS

27. CRITERIA FOR REPORTING STATIONS/

To be listed in an Arbitron report, a commercial radio station must engage in systematic regular commercial broadcasting pursuant to the authority of and the Rules and Regulations of the Federal Communications Commission (FCC) or other appropriate governmental authority. Call letter designations exceeding four characters are shortened to four characters. Reported call letters are those in use on the last day of the survey. In the event a station has changed call letters during the survey period, the first call letters reported are those in use on the last day of the survey, with the station's call letters in use on the first day of the survey noted immediately thereafter. Arbitron maintains call letter history information with information provided by radio stations and the FCC. In the event of exchanges of call letters or frequencies between stations in this market, the audience estimates published in this report are based on Arbitron's verification and interpretation of information from various sources, which include the FCC, the affected stations and other relevant sources. The specifics of each call letter change are listed on Page 5 of this report. Noncommercial radio stations are not listed in this Arbitron market report and were not considered in the MRS evaluation. Please note, however, that listening to noncommercial or nonreported commercial stations is measured using the same methods and procedures as are used for stations in this report.

28. MINIMUM REPORTING STANDARDS (MRS) FOR AM-ONLY AND FM-ONLY STATIONS/A

commercial AM-only or FM-only station is included in this report if it has met all of the following Minimum Reporting Standards for the Custom Survey Area among persons 12+ during the Monday-Sunday 6AM-Midnight daypart during 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 ten in-tab diaries and,

b. The station must have an unrounded Cume rating of 0.5 or greater among persons 12+.

29. MINIMUM REPORTING STANDARDS (MRS) FOR AM-FM COMBINATION STATIONS/

a. AM-FM stations which are simulcast for 10% or less of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday 6AM-Midnight) are considered to be separately programmed stations. Thus, each station will be considered independently, and each must independently meet the criteria used for AM-only or FM-only stations. (See Par. 28.)

b. AM-FM stations which are simulcast from 10.1% to 91% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday 6AM-Midnight) are regarded as totally simulcast stations and therefore will be treated as a single station in all phases of the MRS criteria described in Par. 28. If the combined audience of the two stations is sufficient to meet all criteria of Par. 28, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually.

30. HOME AND OUTSIDE STATIONS/Any station either licensed to a city located within the counties in the Custom Survey Area or which is recognized under Arbitron's policies and procedures as having acceptable Multi-City of Identification is listed in the report as a home station. Such stations are listed in the data pages of this report above the broken line. All other stations are classified as *outside* stations and are listed below the broken line. The MRS for inclusion in this report are the same for all stations. Within each reporting classification, U.S. stations are listed alphabetically, followed by non-U.S. stations listed alphabetically.

AM-FM TOTALS

31. CRITERIA/An AM-FM Total line is only available to simulcast stations (see Pars. 18, 26b and 29). For simulcast stations a Total line will appear following the AM and FM lines when AM-FM stations are simulcast during an entire reported daypart. *Note:* No Total line will be shown unless simulcast operation as defined by Arbitron is strictly maintained for the entire survey period (see Par. 18).

Total lines also will be shown although one or both simulcasting stations may not have been on the air during the entire reported daypart. Stations broadcasting for less than an entire reported daypart are indicated by an asterisk next to the station call letters.

32. AM/FM TOTAL AVERAGE QUARTER-HOUR PERSONS/The AM-FM Total line is the summation of the estimated average number of persons who listened to the AM station plus the estimated average number of persons who listened to the FM station during a reported daypart.

33. AM/FM TOTAL CUME PERSONS/The AM-FM Total line represents the estimated number of *different* persons who listened to either the AM station or the FM station or both stations during the reported daypart. The Total line provides an estimate of the unduplicated audience

Description of Methodology (continued)

to the AM-FM combination during the reported daypart. If the Total line equals the sum of the individual AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total is less than the sum of the individual figures, there is reported duplication (i.e., persons listening to both stations in the same time period).

STATISTICAL RELIABILITY

34. SAMPLING ERROR/Arbitron estimates are subject to the statistical variances associated with all surveys using a sample of the universe and, additionally, to all of the factors described in Special Notices and Par. 35. Users of this report should keep in mind that, due to the factors discussed in Par. 35, the accuracy of Arbitron estimates, data and reports and their statistical evaluations cannot be determined to any precise mathematical value or definition.

LIMITATIONS

35. LIMITATIONS/In addition to the sources of possible error which are described elsewhere in this report, the user should be aware of the limitations described below:

- a. The sample is drawn from telephone households only. Persons in nontelephone households are thereby excluded from the sample frame. Metro telephone households not listed in directories are sampled using the ESF technique described in Par. 21. Commercial establishments listed in directories are specifically excluded from the sample. Steps are taken to exclude residents of group quarters from Arbitron's sample frame. Further, all possible telephone directories may not be available in the lists prepared by Metromail and used as Arbitron's listed sample frame, and not all possible ESF numbers are included in the sample frame.
- b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed in response to Arbitron's media affiliation question.
- c. The interviewer may not always be under direct control of Arbitron. In certain instances, independent telephone survey organizations are utilized by Arbitron. As a result, there may be instances where Arbitron instructions are not followed.
- d. Nonresponding persons may have listening habits which differ from those of respondents. Persons residing in nontelephone households may have listening habits which differ from those of persons residing in households with telephones.
- e. Nonresponding persons in the original designated households sample prevent the in-tab sample from being a perfect probability sample.
- f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose

primary language is other than English. Such persons may have listening habits which differ from other persons.

g. Population estimates from Market Statistics used in this report are subject to defects and limitations such as sampling errors, locating undocumented populations, and processing and recording errors. In addition, for those years between decennial Census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron. Market Statistics utilizes published government figures in estimating populations for individual sampling units. These population figures may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. These defects and limitations in data from Market Statistics are inherent in Arbitron estimates based thereon.

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

i. 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.

j. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise. Additionally, zip code information used in this report is subject to defects and limitations. Therefore, defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

k. Logical analysis, preprocessing preparation or ascription of the data may affect some of the diary listening entries before the data are projected. Some diaries, or portions thereof, may also be checked by postsurvey-week telephone validation calls to diarykeepers. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect a station's ability to meet MRS.

l. 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.

m. Certain data, such as when the station was on and off the air, facilities, call letters used, slogans claimed, format, programming, National Representative, networks and time periods when AM-FM stations were simulcast or separately programmed, are based on data supplied by

the stations and/or recent industry publications or notices. These data may not be accurate or timely and may affect the way certain audience estimates are reported.

n. Situations in which stations have or have had the same call letters or frequency or have changed call letters or frequency may result in respondent confusion in correctly identifying the station to which the listening occurred.

o. Mathematical manipulation by the user of narrow demographics or dayparts in this report may produce a result which differs from estimates of broader demographics or dayparts also contained in this report.

p. The audience estimates published herein represent a typical week of radio listening during the survey period stated on the front of this report.

RETENTION OF RAW MATERIALS

36. RETENTION SCHEDULE/In-tab Arbitron listening diaries used for the compilation of the audience estimates published in this report, along with all unusable diaries and other survey materials, will be stored for one year from the date on which this report was first mailed to subscribers by Arbitron. After such time, all diaries and other survey materials are destroyed. Subscribers to this report are advised that if special cross tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon proper appointment, subscribers to this report may examine, but not copy, the in-tab Arbitron listening diaries used in this report at Arbitron's Laurel, MD, office.

SPECIAL NOTICES PAGE

37. SPECIAL NOTICES/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in either the Special Notices on Page 5 of this report or Par. 24 hereof, such are deemed to supersede and/or amend this description of methodology.

DISCLAIMER OF WARRANTIES

38. 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 ratings; or the Arbitron data, estimates or ratings 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.