

opinion cou

to make any comments you like about
programs.

Wilson is the
in town. He
live and involve
hence with his
volved in numer
table programs
to the commu

diary

c o m m e n t s

ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KHKS F	34	4
2	KKDA F	12	4
3	KYNG F	12	2
4	UUUU A	4	1

Diary 2594:003270242502
 Sex: F Age: 12 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad _____
 Condado _____
 Estado _____
 Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City _____
 County _____
 State _____
 Zip

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta
 Continue with question

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KHKS F	34	4
2	KKDA F	12	4
3	KYNG F	12	2
4	UUUU A	4	1

Diary 2594:003270242502
Sex: F Age: 12 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I LIKE it because
it's all good alright

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Diary 574:003268319603
 Sex: F Age: 12 Race: OTHER

Pn	Station	QHs	Occs
1	KKDA F	32	3
2	KDMX F	22	5
3	KPLX F	17	2
4	KHKS F	17	4
5	KYNG F	14	3
6	KTXQ F	13	2

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City mesquite
 County Dallas
 State TX
 Zip 75150

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I don't like too much talk on the radio, music is good, but the news and weather is important. Some stations play the same songs over and over. Not good.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	108	7

Diary 3386:003278983002
Sex: F Age: 12 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City _____
County Travis
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like Young Country
because it has funny
and nice songs

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDGE F	33	9
2	KLUV F	7	2
3	KDMX F	7	3
4	KYNG F	3	1
5	KHKS F	2	1

Diary 3229:003278894802
Sex: F Age: 13 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Azle
County Tarrant
State TX
Zip 76020

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

~~Country~~ Country is so terrible! But I love Alternative. The edge rocks!

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KDMX F	60	23
2	KZPS F	9	3
3	KHKS F	8	3
4	KYNG F	2	1
5	KEGL F	2	1
6	KPLX F	1	1

Diary 4169:003282254004
Sex: M Age: 13 Race: OTHER

Quick questions

1 What is your age?
13 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Newark
County Wise
State Texas
Zip 76071

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

106.1 spends too much time talking.
102.9 plays songs with a little talk now and then.
106.1 hardly plays any songs. when they do the songs are a piece of crap slow song.
Too much talk not enough music

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KSCS F	23	11
2	KPLX F	9	3
3	KYNG F	3	2

Diary 3459:003279017701
Sex: M Age: 14 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Southlake
County Tarrant
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

There are too many commercials!!

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	18	7
2	KKDA F	17	7
3	KDGE F	10	4
4	KEGL F	8	3
5	KYNG F	6	1

Diary 330:003267832601
 Sex: F Age: 15 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Princeton
 County Collin
 State Texas
 Zip 715407

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

This is hard to keep up with (as a teenager) kids don't try to remember things like this. Specially in the summer time.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLTY F	12	4
2	KEGL F	10	4
3	KHKS F	7	5
4	KDGE F	6	6
5	KYNG F	4	3
6	KSCS F	3	2

Diary 3579:003279083203
 Sex: F Age: 15 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Ft Worth
 County Tarrant
 State TEXAS
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

94.1 KLTY - Like Christain rock
 97.1/97.5 - Coal Chambers music
 played a lot

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	62	9
2	KEGL F	4	1
3	KKDA F	2	2
4	KTXQ F	1	1
5	KDGE F	1	1

Diary 2093:003269542601
 Sex: M Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas TX
 County Dallas
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I usually change station during commercial breaks

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KDMX F	72	7
2	KSCS F	55	7
3	KHKS F	15	3
4	KPLX F	13	2
5	KKDA F	10	2
6	KYNG F	9	3

Diary 572:003268319601
 Sex: F Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Mesquite
 County Dallas
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

In the mornings I would rather hear music to wake me up, instead of talking all morning.
*Kiss FM 106.1 plays the same songs all the time, I hate repeating songs.
*I hate a lot of talk, but news and weather is good.
*Lex & Terry is funny!

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	20	3
2	KRLD A	16	3
3	KPLX F	11	1
4	KDGE F	10	3
5	KDMX F	3	1

Diary 3305:003278930702
Sex: F Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Colleyville
County USA
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I enjoy Young Country's (105.3) music but not their d.j.s. I like Dr. Laura on 1080 AM.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	25	11
2	KHKS F	19	10
3	KTXQ F	6	5
4	KKDA F	5	3
5	KSCS F	3	1
6	KLUV F	3	1

Diary 2762:003274925001
 Sex: F Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Joshua
 County Johnson
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

On young country I called into Passion
Phone 3 days since now w/ the same
request & it never got played.
I did call at the begin of the show

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KDMX F	15	7
2	KHKS F	9	4
3	KAAM A	6	4
4	KKZN F	2	1
5	KDGE F	2	1
6	KPLX F	2	1

Diary 1346:003268888402
 Sex: F Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City: Dallas
 County: Dallas
 State: TX
 Zip:

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like radio commercials! w/o 

 _____ 

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	32	17
2	KHKS F	14	11
3	KDGE F	4	4
4	KYNG F	4	4
5	KWRD F	1	1
6	UUUU A	1	1

Diary 885:003268590801
 Sex: F Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Richardson
 County Dallas
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

The reason I like Mix 102.9 and Kiss 106.1 F.M. is because they play the kind of music I like. The announcers are funny and I like them but the main reason I listen to these stations is the music. These two stations both "dis" each other and say the other one stinks, but I like them the same.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	28	10
2	KEGL F	14	4
3	KPLX F	11	5
4	KHKS F	10	5
5	KKDA F	9	5
6	KSCS F	7	3

Diary 998:003268661701
 Sex: F Age: 16 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Cedar Hill
 County ~~Cedar Hill~~ Dallas
 State Texas
 Zip 75104

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

My favorite type of music is country so I like all country stations. I like listening to Q102 in the morning (The Lex and Terry Show) because they're funny and I like to hear their jokes and advice they give people. My favorite country station is 105.3 because they don't play a lot of old songs and they have a lot of games and prizes. (I've won concert tickets before!)

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	57	3
2	KSCS F	21	2

Diary 334:003267832607
Sex: F Age: 17 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Princeton
County Collin
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I hated filling this out for an entire week

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLUV F	60	3
2	KHKS F	34	6
3	KYNG F	16	6
4	KDMX F	12	4
5	KKDA F	4	1

Diary 929:003268621904
Sex: F Age: 17 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Richardson
County _____
State Texas
Zip 75080

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I love to listen to the radio and too many radio stations talk more than they play songs, if I wanted to hear talk, I would call someone. I want to hear some JAMS when I turn on the radio!!!



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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 974:003268653003
Sex: F Age: 17 Race: OTHER

Pn	Station	QHs	Occs
1	KDGE F	77	12
2	KDMX F	32	7
3	KYNG F	4	2
4	KERA F	4	2
5	KTXQ F	2	1
6	KLTY F	2	1

Quick questions

1 What is your age?
17 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Rowlett
County Dallas
State Texas
Zip 75088

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Mix is a good station as far as morning shows are concerned but are awfully repetitive in music selection. I think I have woken to the same songs three days in a row. The Edge is the best station as far as variety of alternative songs but their morning program is rude and course.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KTXQ F	122	33
2	KYNG F	75	20
3	KTCK A	30	10
4	KDGE F	10	10

Diary 973:003268652302
 Sex: M Age: 17 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Rosetta
 County Dallas
 State Tx.
 Zip 75088

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

First, I would just like to say that the givers (Lex & Terry) ROCK!!! They make me laugh on the way to school & laugh so hard I almost ~~direct~~. I used to listen to 92.6 The Eagle, but those pussys dropped the best shock jock of all time. Ba Ba Boogie Ba Ba Boo, Howard Stern, Howard Stern. Ba Ba Boo to you.

(B)

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	UUJU A	76	7
2	KHKS F	17	10
3	KLUV F	6	1
4	KDGE F	5	3
5	KKDA F	3	2
6	KDMX F	3	1

Diary 280:003267804605
 Sex: M Age: 17 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City LAVON
 County Collin
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like all the programmed stations at work except the oldies because I don't like oldies music. The programmed stations are non-stop music. No interruptions or commercials

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 3907:003279244602
Sex: F Age: 17 Race: OTHER

Pn	Station	QHs	Occs
1	KKDA F	44	8
2	KDMX F	34	3
3	KYNG F	19	7
4	KTXQ F	10	4
5	KDGE F	10	2
6	WRR F	10	1

Quick questions

1 What is your age?
17 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Ft. Worth
County USA
State TX
Zip 74133

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I have several favorite radio stations ranging from country to R+B to pop. So I found it very interesting to see the vary of my tastes from day to day.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	26	3
2	KPLX F	19	16
3	KYNG F	17	15
4	KHKS F	15	7
5	KSCS F	7	6
6	KVIL F	5	5

Diary 4067:003279307202
 Sex: F Age: 18 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City N. Richland Hills
 County Tarrant
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I wish that all of the radio stations would play more music in the morning.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	33	6
2	KDMX F	12	2
3	KPLX F	8	3
4	KHKS F	7	3
5	KSCS F	5	1
6	KDGE F	3	1

Diary 279:003267804604
 Sex: F Age: 18 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female
 1 2

3 Where do you live?
 City Lavon
 County Collin
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like the morning show on Kiss FM. Especially when Kid Cradlock teases Kelly Raspberry

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	21	6
2	KDGE F	19	4
3	KPLX F	18	10
4	KTXQ F	17	6
5	KSCS F	15	4
6	KYNG F	4	2

Diary 4041:003279297901
 Sex: F Age: 18 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City FORT WORTH
 County TARRANT
 State TEXAS
 Zip 76100

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I listen to KPLX in the morning because they play more music and talk less than other stations.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDGE F	72	23
2	KYNG F	38	19
3	KSCS F	12	8
4	KPLX F	5	4

Diary 3184:003278877904
Sex: M Age: 18 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Arlington
County Tarrant
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

~~KDGE~~ KDGE is great alternative in the morning and awesome in the evening, but in the afternoon, the Flashback Cafe is horrible. KYNG has great all-around country music. As much as I listen to 96.3, I had trouble understanding the call letters. I like 96.3 a lot. KPLX is sort of a fall-guy. If there is nothing on, I go to it.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn Station QHs Occs
1 KYNG F 163 19

Diary 526:003268290502
Sex: M Age: 18 Race: OTHER

Quick questions

1 What is your age?
118 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Carland
County Dallas
State TEXAS
Zip 75042

4 Are you employed, either full time or part time? *Mark (x) one.*

<input checked="" type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No
If yes: How many hours per week are you usually employed? <i>Mark (x) one.</i>	
<input type="checkbox"/> 1 Less than 35	<input checked="" type="checkbox"/> 2 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Young Country Places all the songs during the day. Stubby Do is the best DJ and so is AW they no when your having a bad day do they make you laugh all the time.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KTXQ F	31	12
2	KYNG F	26	10
3	KEGL F	14	8

Diary 4100:003279318502
Sex: M Age: 19 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City NRH
County Tarrant
State Tx
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Young Country is the baddest station ever.
A Ward Stubby Duke are the coolest.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KPLX F	45	20
2	KDMX F	35	17
3	KYNG F	11	7
4	KHKS F	11	8
5	KSCS F	10	6
6	KLUV F	3	2

Diary 4075:003279307604
 Sex: F Age: 19 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female
1 2

3 Where do you live?
 City North Richland Hills
 County Tarrant
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

1 Listen to CD's at home. ~~in restaurants~~

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDGE F	15	9
2	KHKS F	10	7
3	KEGL F	8	6
4	KSCS F	8	4
5	KPLX F	8	4
6	KYNG F	8	4

Diary 3314:003278933402
 Sex: F Age: 19 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Crowley
 County Tarrant
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

My favorite stations are KDGE (alternative music) and 105.3 on dial (country music).

You didn't ask but one announcer I DO NOT like is Alan Kable on Mix 102.9 morning show. He makes a lot of inappropriate sayings & so forth to the little kids on the show. And is not sincere at all in the apologies he has to make afterwards.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KBFB F	58	3
2	KDGE F	43	12
3	KYNG F	7	4

Diary 3954:003279272503
 Sex: F Age: 19 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?
 años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.
 Masculino Femenino

3 ¿Dónde vive?
 Ciudad _____
 Condado _____
 Estado _____
 Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno
 Sí No
 Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.
 Menos de 35 35 o más

1 What is your age?
 years

2 Are you male or female? Mark (x) one.
 Male Female

3 Where do you live?
 City Fort Worth
 County Tarrant
 State Texas
 Zip 761137

4 Are you employed, either full time or part time? Mark (x) one.
 Yes No
 If yes: How many hours per week are you usually employed? Mark (x) one.
 Less than 35 35 or more

8

Continúe con la pregunta
 Continue with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KBFB F	58	3
2	KDGE F	43	12
3	KYNG F	7	4

Diary 3954:003279272503
Sex: F Age: 19 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciantes o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I always listened to 94.5 KDGE
every morning while getting ready
for work and while traveling
to work. Last week they got
new Announcers "Kevin + Rachel"??
Everyone I know loved the
Edgar morning show because
it was all caller request. There
was still news, traffic and
weather reports but they kept
them short and entertaining.
The new morning guys don't
play the music Allen Smith
did. The music they do
play is lame + they spend
all their time insulting their
listeners. They talk about
things none of their listeners
care about! We want more
music, less talk, all requests
and Allen Smith's base in the
morning!

10

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	120	27

Diary 2685:003274900403
Sex: F Age: 20 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City At
County Alvarado
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

105.3 Young Country is really
and funny and they so cool
are so cool.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	20	5
2	KYNG F	12	3
3	KDMX F	12	5
4	KTXQ F	2	1

Diary 460:003268254203
 Sex: F Age: 20 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Garland
 County Dallas
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I would like to have Howard Stern come back to Dallas
I enjoy the morning shows on Kiss and Mix
but Miss the REAL Celebrity Interviews
102.9 Mix has really improved!

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLTY F	21	14
2	KVIL F	12	10
3	KHKS F	12	9
4	KPLX F	6	4
5	KSCS F	6	4
6	KYNG F	4	3

Diary 2460:003269840901
Sex: F Age: 20 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Denton
 County _____
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

This was a difficult study b/c I change stations frequently in the car and so it's hard to judge which one I listen to. Therefore, I listed the ones which were listened to most frequently

ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KSCS F	22	6
2	KDGE F	21	3
3	KPLX F	17	5
4	KHKS F	15	5
5	KYNG F	14	6

Diary 411:003268219602
 Sex: F Age: 20 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Coppell
 County Dallas
 State TX
 Zip 75011

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

106.1 talks too much in the morning, I enjoy their music but hated the morning program. A lot of other stations do the same thing - their just not as annoying.

8

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 796:003268485102
Sex: F Age: 20 Race: HISPANIC

Pn	Station	QHs	Occs
1	KHKS F	113	11
2	KVIL F	33	3
3	KKDA F	17	6
4	KDMX F	8	1
5	KDXT F	7	4
6	KYNG F	4	1

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?
 años

2 ¿Es de sexo masculino
o femenino? Marque (x) uno.
 Masculino Femenino

3 ¿Dónde vive?
 Ciudad _____
 Condado _____
 Estado _____
 Código Postal

4 ¿Está empleado, tiempo
completo o medio
tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas
a la semana está empleado usted
usualmente?
Marque (x) uno.

Menos de 35 35 o más

1 What is your age?
 years

2 Are you male
or female? Mark (x) one.
 Male Female

3 Where do you live?
 City Tarboro
 County _____
 State N.C.
 Zip

4 Are you employed,
either full time or
part time? Mark (x) one.

Yes No

If yes: How many hours
per week are you usually
employed?
Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta
Continue with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 796:003268485102
Sex: F Age: 20 Race: HISPANIC

Pn	Station	QHS	Occs
1	KHKS F	113	11
2	KVIL F	33	3
3	KKDA F	17	6
4	KDMX F	8	1
5	KDXT F	7	4
6	KYNG F	4	1

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciantes o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Although listening to Kiss (106.1) for the majority of the time, Kiss FM plays their music too often. They play good music, but their music is always the same. Even if they do get new music, they repeat it too much, and it loses its edge.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	73	15
2	KYNG F	4	1
3	KDGE F	4	1

Diary 2355:003269775202
Sex: M Age: 21 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Louisville
County Denton
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like Kiss fm's morning crew they make me
laugh! They're great.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KPLX F	116	20
2	KSCS F	12	1
3	KYNG F	4	1

Diary 2405:003269804502
 Sex: F Age: 21 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Little Elm
 County Denton
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KPLX - I used to listen to the radio on the way to work (5:30am) I love to hear "Cody & Stacy in the morning" They always say something that tells you "the day won't be so bad." I also like Jim Tyler, Smokey Rivers, Fast Eddy Coil, and Malone. & Jay Jensen.

KYNG - I like Katie Pruitt's mid-day impossible question
 8 105.3 at 1:00pm

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KZPS F	20	4
2	KEGL F	14	4
3	KSCS F	4	3
4	KYNG F	2	1

Diary 434:003268228103
Sex: M Age: 21 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City IRVING
County DALLAS
State TEXAS
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Most of the stations that I listen to
have too much talk and/or talk
over the music. I listen because of
the songs -

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	26	5
2	WRR F	20	4
3	KYNG F	19	3
4	KKDA F	11	3
5	KSCS F	9	2
6	KDGE F	8	1

Diary 2087:003269520901
 Sex: F Age: 22 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas
 County Dallas
 State TX
 Zip 75240

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I love Kidd, Kelly etc on 106.1. They do great things for the community and make you feel great. They put on a nice show plus -music. Its not just all talk! That matters when you get off to work and you dont want to listen to talk talk!

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	96	8
2	KHKS F	24	2

Diary 18:003267690701
Sex: M Age: 22 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Allen
County Collin
State TX
Zip 75002

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Young Country 105.3 FM is a great radio station. The hardly repeat songs and the top eight at eight is great where they countdown the eight top songs of the day. On Kiss FM Domino the Hit DJ He's fun energetic and cool.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KZPS F	167	33
2	KEGL F	22	12
3	KPLX F	6	1
4	KDMX F	2	2
5	KKZN F	1	1
6	KYNG F	1	1

Diary 2707:003274905901
 Sex: M Age: 23 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City _____
 County _____
 State _____
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

92.5 KZPS & 97.1 KEGL - BOTH HAVE GREAT MORNING SHOWS & GREAT MUSIC ALL DAY.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	48	4
2	KYNG F	18	1

Diary 3310:003278932301
 Sex: F Age: 23 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Crowley
 County Tarrant
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

106.1 - I love the morning program weekdays 10a-10a with Kidd Kraddick, Kelly Rasberry, Burt, Big Al, & Gail Lightfoot. Anytime my husband and I are able - we listen to their show.

For music - we either listen to 106.1 or 105.3 depending on what type of music we are in the mood for.

We usually listen a lot more, but we just bought a car (and insurance) & haven't put in a

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KPLX F	39	14
2	KEGL F	14	3
3	KTXQ F	7	3
4	KDGE F	6	4
5	KYNG F	3	1

Diary 3160:003278867202
 Sex: F Age: 24 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Arlington
 County Tarrant
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Cody + Steep in the morning on KPLX
are really neat to listen to. they are
fun + animated. they also let you
know a little about them selves, which
makes them real - more than a voice
on the radio.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KSCS F	207	26
2	KEGL F	13	7
3	KYNG F	12	7
4	KDMX F	10	4
5	KZPS F	2	2
6	KTXQ F	1	1

Diary 3524:003279055402
 Sex: F Age: 24 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Fort Worth
 County Tarrant
 State Texas
 Zip 76107

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

On 96.3 I love some of the characters they have such as Dixon Paul Brown, the security officer and Bronx Jack. Games and skits that make me laugh makes my days go by faster and makes me chappie.

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	50	15
2	KDMX F	11	8
3	KBFB F	4	4
4	KKZN F	3	3
5	UUUU A	2	2
6	KPLX F	2	2

Diary 3021:003278808301
Sex: F Age: 25 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Arlington
County Tarrant
State Texas
Zip 76011

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Best Morning Show: 106.1

Worst DJ/Personality: U-Turn Laverne 102.9 (Ditch her!) ^{too annoying}

Stations that Play Good Variety: 102.9; 93.3; 97.9; 106.1

I always switch stations if the song isn't good.

DJs need to be funny but not talk too much.

106.1 plays too much rap lately & tends to repeat songs often.

102.9 U-Turn Laverne is offensive, vulgar, annoying & loud

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	111	23
2	KDMX F	110	6
3	KYNG F	7	1

Diary 3740:003279165302
 Sex: F Age: 25 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Fort Worth
 County Tarrant
 State Texas
 Zip 76111

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I always listen to Kold
bradrick morning show. That's
the only morning show I
like.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	11	4
2	KPLX F	8	5
3	KSCS F	1	1

Diary 314:003267827202
Sex: M Age: 25 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Dallas
County Dallas
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I listen to CD's alot because the radio stations have so much chatter and not alot of music.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	73	29
2	KXIL F	11	5
3	KKDA F	8	3
4	KYNG F	8	1
5	KVIL F	5	5
6	KEOM F	2	1

Diary 1813:003269262403
 Sex: F Age: 25 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas
 County Dallas
 State TX
 Zip 75227

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KISS -- I like that they play a variety of music (from Rap to Rock).
K-VIL -- They don't have a lot of talk radio in the mornings (more music than talk)

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	100	13
2	KZDL F	87	7
3	UUUU A	40	5
4	KDXX F	16	5
5	KDXX A	2	1

Diary 2787:003274961404
 Sex: F Age: 25 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad _____
 Condado KAUFLAN
 Estado TEXAS.
 Código Postal 75142

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City _____
 County _____
 State _____
 Zip

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta **5**
 Continue with question

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	100	13
2	KZDL F	87	7
3	UUUU A	40	5
4	KDXX F	16	5
5	KDXX A	2	1

Diary 2787:003274961404
Sex: F Age: 25 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

yo. escucho la radio
y me parece muy
bien todo. sobre todo
porque me encanta todo
tipo de musica y
aunque no, entiendo
mucho ingles; escuchando
la musica en ingles me
desembuelvo un poco mas.
los felicito a todos los
locutores, porque yo creo
que sin ellos las estaciones
de radio no tendrian
ningun buen humor.
les deseo, que sigan
adelante y que la
radio, siga adelante.

Angelica Barajas

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	162	21
2	KZDL F	73	4
3	KDXX F	26	3

Diary 2786:003274961402
 Sex: F Age: 25 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad _____
 Condado 1007th Wilson St
 Estado KAUFMAN TEX
 Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City _____
 County _____
 State _____
 Zip

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta
 Continue with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	162	21
2	KZDL F	73	4
3	KDXX F	26	3

Diary 2786:003274961402
Sex: F Age: 25 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Yo creo que todas las
estaciones de radio son
buenas. Yo escucho mucha
la 105.3 es una estación
de musica country, y aparte
me gusta porque me
interesa, el idioma ingles.
y sobre todo la musica
me agrada mucho;
esta musica me relaja
y me hace sentir tranquila
la estación 107.9 y 107.1
se trata de musica en
español, me gusta por sus
chistes y el Buen humor,
y el noticiero porque creo
que eso tambien es muy importante.
Creo yo: todas las estaciones
son buenas toda la musica
es Bonita; y sobre todo el tiempo
10 es mas corto. Gracias a ustedes

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KSCS F	64	16
2	KYNG F	3	2
3	KPLX F	2	1

Diary 2468:003269849101
Sex: F Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female
1 2

3 Where do you live?
City Denton
County Denton
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I enjoy Dorsey and HawkEye in the mornings on KSCS. They always start my day with a smile.

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KDGE F	22	2
2	KYNG F	13	2
3	KHKS F	12	2
4	KEGL F	6	1
5	KWRD F	6	1

Diary 2088:003269520902
Sex: M Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Dallas
County Dallas
State TX
Zip 75240

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

My friend is in a cast so I wrote this diary for her

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KEGL F	75	4
2	KYNG F	54	11
3	KDMX F	49	2
4	KTXQ F	10	4
5	KDGE F	6	1
6	UUUU A	2	2

Diary 738:003268438102
 Sex: F Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Irving
 County Dallas
 State Texas
 Zip 75060

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like Q-102's morning show w/
Lex and Terry. (102.1 FM)
and Young Country (105.3 FM) A.W.
in the afternoon.
During the workday we all share
air time or listen to CD's.

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	WBAP A	24	3
2	WWLS A	16	7
3	KTCK A	9	6
4	KYNG F	3	1

Diary 3576:003279081902
 Sex: M Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City: Fl. Worth
 County: TARRANT
 State: TEXAS
 Zip: 76133

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Sports Radio 640 W.W.L.S. is a sports station out of Norman, OKLAHOMA that I listen to in my car. It comes in very static & sounding, but it is much better than the local sports radio station (A.M. 1310).

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	58	9
2	KEGL F	55	11
3	KYNG F	32	3

Diary 3175:003278876301
 Sex: M Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Ft Worth
 County Tarrant
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I LIKE TO LISTEN TO KEGL IN THE MORNING BECAUSE OF THE MUSIC THEY PLAY. I THINK THEY TALK ABOUT THEIR PERSONAL LIVES TOO MUCH. I REALLY DON'T WANT TO HEAR WHAT THEY DO WITH THEIR BOY/GIRL FRIEND AT 6:00AM IT IS VERY HARD TO GET THROUGH TO STATIONS OVER THE PHONE. JUST RELAX MAYBE TALK ABOUT THINGS GOING ON LOCAL OR IN THE WORLD AND PLAY SOME MUSIC.

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	128	19
2	KMKT F	8	1
3	KPLX F	8	2
4	KSCS F	7	3
5	KDMX F	4	1

Diary 2242:003269733401
 Sex: F Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Carrollton
 County Denton
 State Texas
 Zip 75010

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I thoroughly enjoy Young Country's 105.3 Katie with the whole Cafe Myle, midday impossible questions and generally puts me in a good mood

Also enjoy Stubbie Dokes TOP 8 @ 8

Strongly Dislike the AW show

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 2266:003269740401
Sex: F Age: 26 Race: OTHER

Pn	Station	QHs	Occs
1	KVIL F	205	15
2	KEOM F	7	7
3	KPLX F	5	5
4	KYNG F	5	5
5	UUUU A	5	5
6	KDMX F	3	3

Quick questions

1 What is your age?
24 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Carrollton
County Denton
State Tx
Zip 75007

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I thank you for getting rid of Howard Stern!
One really annoying thing... too much talking
& too many commercials in the early AM -
late afternoon. (During rush hour)

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	201	20
2	KYNG F	54	6
3	KPLX F	3	1
4	KSCS F	2	1

Diary 3311:003278932302
 Sex: M Age: 26 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Crowley
 County Tarrant
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

106-1 Kidd Kraddick, Bert, Kelly, Big Al, Gail Light Foot
 the Best morning show in Radio - Funny, inspirational
 makes the morning start off with a bang!!

105-3 Katy Pavitt's midday impossible question - excellent!
 Stubby Duke - Hilarious

104-K Domino - outstanding, cool

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	106	15
2	KYNG F	24	8
3	KPLX F	15	5
4	KZPS F	5	2

Diary 282:003267805701
 Sex: F Age: 27 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City _____
 County Collin
 State TEXAS
 Zip 75121

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I Love the morning show on
106.1 Kiss 7m

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KSCS F	85	10
2	KYNG F	55	11
3	KZPS F	2	1

Diary 2733:003274914101
 Sex: M Age: 28 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Cleburne TX
 County Johnson
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KSCS 96.3 morning show is great!!
KYNG 105.3 Afternoon show is great!!
KZPS 92.5 Like to listen to CLASSIC Rock Sometimes!

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KTCK A	24	1
2	KTXQ F	21	8
3	KYNG F	11	4
4	KPLX F	10	3
5	KDMX F	8	3

Diary 2955:003278753801
Sex: M Age: 28 Race: OTHER

Quick questions

1 What is your age?
 28 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Arlington
County _____
State TX
Zip 76006

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*
Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I thought I listened to more radio than I actually do. When I do I like Lex + Terry in the mornings

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KSCS F	16	7
2	KLTY F	5	3
3	KYNG F	1	1

Diary 4007:003279283701
 Sex: F Age: 29 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City FTW
 County _____
 State TX
 Zip 75214

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

~~KSCS~~ KSCS - Dorsey + the Gang!
 The BEST!

KLTY - Needs to Announce singer + song title more often. Also some of the christian music is too "Rock + Roll" sounding.

KSCS - Too many commercials in the afternoon between 5pm - 7pm -

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KRNB F	11	5
2	KYNG F	10	5
3	KPLX F	9	4
4	WRR F	6	2
5	KHKS F	1	1

Diary 622:003268347801
 Sex: F Age: 29 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Garland
 County Dallas
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

AW, the DJ for Young Country 105.7 FM DALLAS is vulgar and I'd like to see him leave the station. 105.7 FM, however, is the only country station in this area that plays all the up-to-date country songs without all the old twangy stuff. I'd like to see another station do that as well. OR 105.7 get rid of the vulgar stuff and put in more family minded DJ's.

*3pm -
from 7pm*

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	77	13

Diary 2686:003274900404
Sex: M Age: 29 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City _____
County Alameda
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

105.3 Young Country is really funny and they are so cool.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	189	19
2	KYNG F	89	7
3	KLTY F	23	1
4	KEGL F	22	7

Diary 3176:003278876302
Sex: F Age: 29 Race: OTHER

Quick questions

1 What is your age?
29 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Ft Worth
County Tarrant
State Owasso TX
Zip 76140

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I think that we need less talk in
the mornings and more music.
I wish this Mix would do less
repeat of songs. They tend to play
the same thing over every hour.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	15	6
2	KVIL F	9	7
3	KZPS F	6	3
4	KHKS F	5	2
5	KYNG F	5	2
6	KLUV F	4	2

Diary 2218:003269670702
 Sex: F Age: 29 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas
 County Collin
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

The evening program on 102.9 FM is especially lively; one of my favorites!

The morning show on KVIL FM is always enjoyable - they play more music than any one and when they talk - it's always something you're interested in.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	25	15
2	KYNG F	8	6
3	KEGL F	4	1

Diary 578:003268320101
 Sex: F Age: 30 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Mesquite
 County _____
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KISS Sun to listen in the morning

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KDMX F	43	11
2	KYNG F	7	3
3	WBAP A	7	2
4	KSCS F	4	1

Diary 3009:003278801201
 Sex: F Age: 30 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Arlington
 County Tarrant
 State TXAS
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I used to listen to young Country 105.3 FM all the time but it was the same music over + over. ^{the new} Mix 102.9 plays alot of the same music with some songs of the 80's, which is my main reason for listening. I wish we had an 80's Radio station in the area. It would be nice to have a station that played country and

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KZPS F	42	20
2	KYNG F	37	17
3	KEGL F	13	7

Diary 99:003267720302
Sex: F Age: 30 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City PLANO
County COLLIN
State TEXAS
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Since Howard Stern was taken off the radio in DALLAS - 2 "pig" dj's ON Q102 HAVE BECOME AS TRASHY ~~IF~~ NOT WORSE THAN Howard ever WAS - I think Howard Stern should be put BACK ON The radio and the other two on Q102 need to go.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYXS F	144	4
2	KSCS F	47	8
3	KYNG F	23	5

Diary 2885:003277706201
 Sex: F Age: 30 Race: HISPANIC

Preguntas / Quick rápidas / questions

<p>1 ¿Qué edad tiene? <input type="text" value=""/> años</p> <p>2 ¿Es de sexo masculino o femenino? Marque (x) uno. <input type="checkbox"/> Masculino <input type="checkbox"/> Femenino</p> <p>3 ¿Dónde vive? Ciudad _____ Condado _____ Estado _____ Código Postal <input type="text" value=""/></p> <p>4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno. <input type="checkbox"/> Sí <input type="checkbox"/> No</p> <div style="border: 1px solid black; padding: 5px;"> <p>Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.</p> <table border="0"> <tr> <td>Menos de 35</td> <td>35 o más</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> </div>	Menos de 35	35 o más	<input type="checkbox"/>	<input type="checkbox"/>	<p>1 What is your age? <input type="text" value="30"/> years</p> <p>2 Are you male or female? Mark (x) one. <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female</p> <p>3 Where do you live? City <u>Weatherford</u> County <u>Parker</u> State <u>Texas</u> Zip <input type="text" value="76088"/></p> <p>4 Are you employed, either full time or part time? Mark (x) one. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <div style="border: 1px solid black; padding: 5px;"> <p>If yes: How many hours per week are you usually employed? Mark (x) one.</p> <table border="0"> <tr> <td>Less than 35</td> <td>35 or more</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> </table> </div>	Less than 35	35 or more	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Menos de 35	35 o más								
<input type="checkbox"/>	<input type="checkbox"/>								
Less than 35	35 or more								
<input type="checkbox"/>	<input checked="" type="checkbox"/>								

Continúe con la pregunta 5
Continue with question

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYXS F	144	4
2	KSCS F	47	8
3	KYNG F	23	5

Diary 2885:003277706201
Sex: F Age: 30 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciantes o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I love Dorcy & the gang of 96.3 fm in the mornings. They are a great radio team.

In the afternoons I like 105.3 fm. A.W. & Jimbo make me laugh so hard, I'm in tears. Sometimes I'm laughing so hard while I'm driving that people tend to stare. By the time I get home from work I'm usually in a much better mood, thanks to A.W. & Jimbo.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	17	6
2	KLUV F	17	3
3	KZPS F	13	3
4	KTXQ F	10	3
5	KDMX F	8	3
6	KYNG F	2	1

Diary 2326:003269761701
 Sex: F Age: 32 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City The Colony
 County Denton
 State Texas
 Zip 75096

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Alan Cable & U-Turn
Laverne have most Upbeat
Morning Show to wake up.
Also really like "The Big
Show" on 92.5
Classic Rock.
*When I waste KISS, I was listening to
102.9FM - I'm not sure KISS are call letters

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KERA F	20	11
2	KGOU F	7	3
3	KKZN F	4	1
4	KSCS F	2	2
5	KYNG F	1	1

Diary 225:003267777701
Sex: F Age: 32 Race: OTHER

Quick questions

1 What is your age?
32 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Plano
County Collin
State TX
Zip 75075

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I mostly listen to public radio for the news. I occasionally listen to music in the car.

Thank you for the opportunity to participate.

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLTY F	26	7
2	KBFB F	9	4
3	KSCS F	8	5
4	KYNG F	8	5
5	KPLX F	6	4
6	KHKS F	4	2

Diary 2740:003274917702
 Sex: F Age: 33 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Cleburne
 County Johnson
 State Texas
 Zip 716031

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

In the car we listen to several stations. Switch when there is alot of talking. I personally like 94.1 + 92.9 - Wd-i the talk in the morning is getting to bad for children to listen to. But I have 3 kids so in the car we go through country + rock + christian.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	52	6
2	KVIL F	11	1
3	KBFB F	11	2
4	KPLX F	3	1
5	KKDA F	2	1

Diary 3780:003279193801
Sex: F Age: 33 Race: BLACK

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: FT. WORTH
County: TARRANT
State: TEXAS
Zip:

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I enjoyed this and would be happy to do it again.

I enjoy the radio and I love A.W. Pantaja on Young Contey. KYNG/FM.

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KPLX F	54	15
2	WBAP A	43	17
3	KSCS F	25	13
4	KRLD A	22	3
5	KZPS F	17	9
6	KHKS F	9	5

Diary 3596:003279087501
Sex: M Age: 33 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City FORT WORTH
 County TARRANT
 State TEXAS
 Zip 76109

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Listen to WBAP 820 AM BECAUSE OF HAL & DICK IN THE MORNING (PLUS TRAFFIC) AND PAUL HARVEY THREE TIME DAILY. ALSO ENJOY "THE BIG SHOW" ON 92.5 WITH JOHN BOY & BILLY, DURING THE MORNING COMMUTE

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	35	6
2	KSCS F	30	7
3	KDMX F	18	1
4	KPLX F	17	3
5	KZPS F	12	1

Diary 3127:003278850401
Sex: F Age: 33 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City ARLINGTON
County TARRANT
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

105.3 TENDS TO TALK TOO MUCH, ESPECIALLY
A.W. PANTOJA + NEVER PLAY OLDER
MUSIC.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KPLX F	136	4
2	KZPS F	50	4
3	KYNG F	33	1
4	KBFB F	26	2
5	KHKS F	25	14
6	KEGL F	8	5

Diary 2737:003274917301
 Sex: F Age: 33 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Cleburne
 County Johnson
 State Texas
 Zip 76031

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Radio stations need to talk less & play more music.

Although I dislike country music - KPLX plays more music than the other stations!!

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KDMX F	150	7
2	KVIL F	38	12
3	KYNG F	16	3
4	KPLX F	2	1

Diary 1697:003269162002
 Sex: F Age: 33 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City DALLAS
 County DALLAS
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

My FAVORITE PROGRAM FOR THE PAST
 16 YEARS IS KVIL MORNING SHOW
 WITH RON CHAPMAN AND THE GANG.

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Diary 573:003268319602
 Sex: F Age: 33 Race: OTHER

Pn	Station	QHs	Occs
1	KPLX F	34	4
2	KSCS F	33	3
3	KEOM F	20	4
4	KLUV F	14	2
5	KDMX F	13	2
6	KYNG F	7	2

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Mesquite
 County Dallas
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KEOM is a local Mesquite station
I enjoy it for the information that it gives
about our community
I like all music and radio is great

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KTXQ F	133	29
2	KEGL F	27	11
3	KYNG F	27	13
4	KZPS F	27	15
5	KPLX F	13	5
6	KDMX F	11	6

Diary 4185:003282264802
 Sex: M Age: 34 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City: Bridgport
 County: Wise
 State: Texas
 Zip:

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

*KTXQ - 102.1 - I listen to Lex and Terry in the morning and make's my day. The evening are good with Red Beard. It's my best station to listen to. KEGL - 97.1 & KZPS - 92.5 are my next choices. Best country station is KYMG 105.3 especially in the evening with H.W. I switch back & forth between him & Red Beard.
 I'm a Owner/Operator Roy Zedler*

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	24	6
2	KDMX F	12	4
3	KVIL F	12	4
4	KPLX F	10	3
5	KSCS F	10	3
6	KHKS F	8	1

Diary 3291:003278927202
 Sex: F Age: 35 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad _____
 Condado _____
 Estado _____
 Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno.

Si No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City Burleson
 County Tarrant
 State TX
 Zip

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta 5 with question

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 3291:003278927202
Sex: F Age: 35 Race: HISPANIC

Pn	Station	QHs	Occs
1	KYNG F	24	6
2	KDMX F	12	4
3	KVIL F	12	4
4	KPLX F	10	3
5	KSCS F	10	3
6	KHKS F	8	1

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I love how KYNG
gives the traffic
and weather every
10 minutes in
the morning &
they include if
it is windy which
is important to
a woman who
needs to know
what kind of
dress to wear.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	93	41
2	KHKS F	36	17
3	KZPS F	22	9
4	KYNG F	4	2

Diary 4168:003282254003
Sex: M Age: 35 Race: OTHER

Quick questions

1 What is your age?
35 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: NEWARK
County: WISE
State: TEXAS
Zip: 76071

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like more music
& less talk. I prefer
older 70's/80's Rock & Roll

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	WBAP A	42	15
2	KWRD F	27	6
3	KSCS F	19	5
4	KYNG F	8	1
5	KRLD A	5	3

Diary 9:003267688202
 Sex: M Age: 35 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City ALLEN
 County COLLIN
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

WBAP WHILE HAVING GOOD TALK SHOWS AND
NEWS, HAS SO MANY COMMERCIALS THAT I
SWITCH STATIONS WHEN THEY COME ON.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	45	10
2	KPLX F	14	4

Diary 3829:003279215601
Sex: F Age: 35 Race: OTHER

Quick questions

1 What is your age?
35 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: Benbrook
County: Tarrant
State: Texas
Zip: 76126

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like country music & contests.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	23	12
2	KSCS F	18	8
3	KTXQ F	17	6
4	KRLD A	4	1

Diary 2463:003269841402
Sex: M Age: 35 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Denton
County Denton
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

The time at work varies along with the station, I work for Peterbilt motors so what ever is on the truck radio when I jump around work on it that's what I listen to.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	69	17
2	KLUV F	24	5
3	KRLD A	4	1
4	KPLX F	3	1

Diary 462:003268254902
 Sex: F Age: 36 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Gaillard
 County Dallas
 State Texas
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

*I get so tired of hearing Garth Brooks and George Strait every minute of every hour on KYNG. Hate the new format of mixing old with new on KYNG!
 Also would love to hear a morning program w/out all the chit chat. The Dallas market needs a decent country radio station!*

8
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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Diary 2921:003278718502
 Sex: F Age: 36 Race: OTHER

Pn	Station	QHS	Occs
1	KVIL F	102	3
2	KLUV F	47	6
3	KYNG F	23	7
4	KHKS F	13	3
5	KTXQ F	11	3
6	KZPS F	11	3

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City GRAND PRAIRIE
 County TARRANT
 State TX
 Zip 75052

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

YOUNG Country - I Love the morning
show with Johnny + MARTHA.
I Listen to YOUNG Country is the ONLY Country station

I Listen to All kinds of music.
Depends on my mood, where I am
I Always Change Channels in the
car my most frequent are:

105.3, 98.7, 106.1, 103.7, 92.5, 102.9, 102.1
8 97.1

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KPLX F	18	10
2	KYNG F	13	5

Diary 3385:003278983001
Sex: F Age: 36 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Haslet
County Tarrant
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

We have a satellite dish at home, so I generally listen to the country channels on there during the day.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	24	10
2	KPLX F	2	2

Diary 3418:003279002002
Sex: F Age: 36 Race: OTHER

Quick questions

1 What is your age?
36 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: Ft. Worth
County: TARRANT
State: TEXAS
Zip: 76016

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
If yes: How many hours per week are you usually employed? Mark (x) one.
Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

MORE MUSIC-LESS talk in
THE MORNING

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	8	1
2	KPLX F	4	1

Diary 2504:003269862601
Sex: M Age: 36 Race: OTHER

Quick questions

1 What is your age?
36 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Justin
County Denton
State TX
Zip 716247

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

the radio in my truck is

out - sorry - I mostly listen

to KPLX or KLUU

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn Station QHs Occs
1 KYNG F 8 6

Diary 3703:003279142502
Sex: F Age: 37 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Fort Worth
County Tarrant
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like country music but I don't appreciate the women announcers' comments that make them sound slutty and immoral. I also think the announcers should realize some of their audience are christians and are turned off by their vulgarity.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	72	22
2	KSCS F	15	4
3	KLUV F	10	2
4	KRLD A	5	2

Diary 461:003268254901
 Sex: M Age: 38 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Garland
 County Dallas
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KYNG - Too much talk & chatter on the morning show. Also, in the afternoon, there is way too much talk (A.W. and Jimbo).

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	30	8
2	KSCS F	12	5
3	KVIL F	11	4
4	KYNG F	3	1

Diary 2502:003269861502
 Sex: F Age: 38 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Argyle
 County Denton
 State TX
 Zip 71422

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I really like Kelly Rasberry on
KISS 106.1 but we don't get 106.1
in our bathroom on our radio while
getting ready.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	74	16
2	KSCS F	7	4
3	KPLX F	6	4

Diary 2716:003274908501
Sex: F Age: 38 Race: OTHER

Quick questions

1 What is your age?

years

2 Are you male or female? *Mark (x) one.*

Male Female

3 Where do you live?

City Cleburne

County Johnson

State TX

Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

In the mornings I want music, while I'm getting ready for work and less talk. The three stations I listen to really talk too much in the mornings. I could watch the television if I wanted talk!

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn Station QHs Occs
1 KYNG F 39 9

Diary 360:003268167002
Sex: M Age: 38 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female
1 2

3 Where do you live?
City Carrington
County Dallas
State Tx
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Good music is great to
wake up to.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	34	4
2	KKZN F	32	1
3	KPLX F	20	3

Diary 3387:003278983003
Sex: M Age: 38 Race: OTHER

Quick questions

1 What is your age?
38 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City HASLET
County TARRANT
State TEXAS
Zip 716052

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I WILL NOT LISTEN TO KYNG YOUNG COUNTRY IN THE AFTERNOON BECAUSE I CAN NOT STAND "A.W." THE D.J. IN THE EVENING. HE IS HORRIBLE!

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KBFB F	118	3
2	KYNG F	83	6
3	KSCS F	22	7

Diary 2562:003270228303
Sex: F Age: 38 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Palmer
County Ellis
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like Terry Dorsey's morning program best of all the country music stations. (KSCS)

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	14	6
2	KHKS F	10	5

Diary 2572:003270233902
Sex: F Age: 38 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City WAKAHACHIE
County ELLIS
State TEXAS
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

MY LITTLE GIRL LIKES THE
TALK ON KISS IN THE MORNING
AND I LIKE COUNTRY MUSIC ON
THE WAY HOME

8

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ARBITRON

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KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	61	13
2	KVIL F	9	1
3	KNUE F	5	1
4	KDGE F	2	1

Diary 926:003268621901
Sex: F Age: 39 Race: OTHER

Quick questions

1 What is your age?
39 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: Richardson
County: Dallas
State: Texas
Zip: 75080

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Young Country 105.3 KYNG Great DJ's

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KPLX F	115	5
2	KYNG F	56	6
3	KVIL F	38	11
4	KHKS F	4	1

Diary 3228:003278894801
 Sex: F Age: 40 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City AZLE
 County TARRANT
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

TDD MUCH TALK ON MORNING
RADIO FROM 6:00 AM TO
9:00 AM

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KPLX F	190	13
2	WACO F	11	4
3	KYNG F	9	5

Diary 2767:003274927602
 Sex: F Age: 40 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Cleburne
 County Johnson
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

listen to CMT on TV at home
99.5 has good DJ's 96.3 + 105.3
are at times obnoxious.
99.9 is good but can only get
at home + not at work. Usually
go between 99.9 + 99.5.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 1501:003269001202
Sex: F Age: 40 Race: HISPANIC

Pn	Station	QHs	Occs
1	KLUV F	22	6
2	KAAM A	20	1
3	KEOM F	14	5
4	UUUU A	13	2
5	KOAI F	10	4
6	KNKI F	6	2

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad _____

Condado _____

Estado _____

Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City Dallas

County Dallas

State TX

Zip

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta
Continue with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 1501:003269001202
Sex: F Age: 40 Race: HISPANIC

Pn	Station	QHs	Occs
1	KLUV F	22	6
2	KAAM A	20	1
3	KEOM F	14	5
4	UUUU A	13	2
5	KOAI F	10	4
6	KNKI F	6	2

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

It use to be that I would listen to the radio more in the past, but because of busy schedule, only have time to listen driving to work or running errands. But one thing is for sure that many station have become very distastful during the ~~time~~ morning time with their talk, Example: 102.9 mix station use to be one of the stations I use to listen to, but they talk too much filth. Driving to work is very stressful in these days so I need to listen to stations that don't have all that garbage. But I know that is what most of the public wants to listen to, but not me!! KEOM is a school station, but I like their news & SN - Texas State Network. I'm not peelly crazy about oldies music, but there seems to be no alternative with all the garbage there is in the radio today.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KZPS F	62	9
2	KVIL F	15	4
3	KKZN F	5	1
4	KYNG F	2	1

Diary 743:003268440401
Sex: F Age: 40 Race: OTHER

Quick questions

1 What is your age?
40 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Irving
County Dallas
State TX
Zip 75060

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I love Ron Chapman KVIL
I hate John Hoy & Billie KZPS

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	99	10
2	KPLX F	38	2
3	KSCS F	16	1
4	KLUV F	4	1

Diary 3164:003278869204
Sex: M Age: 41 Race: OTHER

Quick questions

1 What is your age?
41 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City FORT WORTH
County TARRANT
State TEXAS
Zip 76119

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

My work is in my truck

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KTXQ F	104	5
2	KKZN F	76	8
3	KZPS F	56	4
4	KYNG F	52	3
5	KRLD A	34	2

Diary 1465:003268982601
 Sex: M Age: 41 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas
 County Dallas
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

*I enjoy a VARIETY OF MUSIC and I listen
 Choose my STATIONS depending on my MOOD
 OR SPECIFIC SPORTS EVENTS. I particularly ENJOY
 Listening to Baseball on the Radio and I
 enjoy DJs that make me laugh*

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	30	5
2	KKDA F	14	4
3	UUUU A	4	1
4	KYNG F	2	1

Diary 2595:003270242503
 Sex: M Age: 41 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad _____
 Condado _____
 Estado _____
 Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City Waxahatchie
 County Texas
 State TX
 Zip 75165

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta **5**
 with question

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	30	5
2	KKDA F	14	4
3	UUUU A	4	1
4	KYNG F	2	1

Diary 2595:003270242503
Sex: M Age: 41 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like it because
it's good

10

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLUV F	47	8
2	KERA F	16	10
3	KPLX F	5	2
4	WRR F	4	1
5	KYNG F	1	1

Diary 3120:003278849403
 Sex: F Age: 43 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Arlington
 County Tarrant
 State TX
 Zip 76016

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I think Terry Darsney is obnoxious so I stopped listening to that station in the mornings

I like the programming on KERA + KLUV -- as well as the personalities

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KRBV F	12	2
2	KBFB F	6	1
3	KYNG F	6	1

Diary 2143:003269582201
 Sex: F Age: 43 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City DALLAS
 County DALLAS
 State TEXAS
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I rarely listen to the radio since the birth of my son because of language used & topics discussed. The only station that I listen to while he is present is the local classical station so I usually utilize select CDs & hope eventually there will be a station created where D.J.s are concerned about impressionable young lives. What is the equivalent of TV's PBS for the children of our society? Radio is missing here!!!

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	150	18
2	KVIL F	8	1

Diary 1675:003269149301
Sex: F Age: 44 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Dallas
County Dallas
State TX
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Enjoy THE 530 CLUB ALOT. BUT EARL PITTS HAS Got to Go?

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	86	26

Diary 359:003268167001
Sex: M Age: 44 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Lewisville
County Denton
State TEXAS
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

<input checked="" type="checkbox"/> Yes 1	<input type="checkbox"/> No 2
If yes: How many hours per week are you usually employed? <i>Mark (x) one.</i>	
<input type="checkbox"/> Less than 35 1	<input checked="" type="checkbox"/> 35 or more 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

105.3 Five ~~minutes~~ ^{minutes} Drive
Young new music

8
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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	99	35
2	WYGN F	5	1

Diary 2860:003277696801
 Sex: F Age: 45 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Weatherford
 County Parker
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I only listen to young
country - there really
isn't any other channel
I like.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KSCS F	72	15
2	KYNG F	33	5
3	KPLX F	26	3
4	KTXQ F	18	2

Diary 4042:003279297902
Sex: M Age: 45 Race: OTHER

Quick questions

1 What is your age?
45 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City FORT WORTH
County TARRANT
State TEXAS
Zip 76180

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
If yes: How many hours per week are you usually employed? Mark (x) one.
Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I LIKE DORSEY & THE GANG IN THE MORNING.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	126	9
2	KVIL F	20	3
3	KHKS F	4	1

Diary 3296:003278928503
 Sex: F Age: 46 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City BEDFORD
 County TARRANT
 State TEXAS
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I REALLY ENJOY RON CHAPMAN IN THE MORNING. WITHOUT RON CHAPMAN I PROBABLY WOULD NOT WAKE UP TO KVIL.

I really enjoy Young Country in the afternoon. With the mid-day questions.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	26	7

Diary 405:003268217101
Sex: M Age: 46 Race: OTHER

Quick questions

1 What is your age?
46 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: COPPELL
County: DALLAS
State: TX
Zip: 75019

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KDMX F	171	11
2	KPLX F	39	7
3	KFAB A	19	10
4	KYNG F	10	5

Diary 2284:003269746501
 Sex: M Age: 47 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City FLOWER MOUND
 County DENTON
 State TEXAS
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I listen to the talk radio program to get my news and traffic conditions in my car.

I like AW in the afternoons on K105 on my way home in the car

My secretary listens to 102.9 during the day and I hear her radio.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLUV F	48	21
2	KYNG F	2	2

Diary 419:003268223201
Sex: F Age: 47 Race: OTHER

Quick questions

1 What is your age?
47 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City COPPELL
County DALLAS
State TX
Zip 75019

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I use to listen to Country and with all the (new) so-called country singers they add too much rock to their music Or they sing a total of 3 or 4 lines over & over & over. So that's when I changed to KLUV. At least you don't hear the same songs & same lines over & over.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KVIL F	166	17
2	KYNG F	7	1

Diary 1677:003269149303
Sex: F Age: 47 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City DALLAS
County DALLAS
State TEXAS
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I really like the news
show from 5:30 AM - 6:00 AM
Monday - Friday on KVIL.
Bon Chapman's show is superb.
I try not to miss the
round table show Sunday
mornings from 6-7 AM on KVIL.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Diary 2626:003270256003
 Sex: F Age: 47 Race: OTHER

Pn	Station	QHs	Occs
1	KYNG F	56	12
2	KSCS F	33	6
3	WBAP A	31	9
4	KVTT F	5	5
5	KPLX F	5	2
6	UUUU A	3	1

Quick questions

1 What is your age?
 years

2 Are you male or female? Mark (x) one.
 Male Female

3 Where do you live?
 City Mudlohran ^{in zero} children
 County Ellis
 State TX
 Zip 75065

4 Are you employed, either full time or part time? Mark (x) one.

Yes No
1 2

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

*I'm a mail lady! I live in my car
 the radio is a luxury on. I do a
 lot of scanning, but usually stop
 with Young Country & KSES. I
 have my religious station on &
 that's how I get certain times of
 the day.*

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	24	10
2	KHKS F	13	5

Diary 2354:003269775201
 Sex: M Age: 47 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Hewitt
 County Denton
 State Tx
 Zip 75057

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like the morning crew on 106.1 KIS
fm they're really funny

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLUV F	23	10
2	KPLX F	20	11
3	KSCS F	20	11
4	KWOW F	11	6
5	KYNG F	2	1

Diary 2656:003274450201
Sex: F Age: 48 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City: Granbury
County: Hood
State: TEXAS
Zip:

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

(105.3)
A.W. Pantoja (sp?) on Young Country is the most obnoxious, overbearing radio personality I've ever heard (other than Howard Stern) and I refuse to listen to that station when he is on (afternoon rush hour). He seems extremely low class as do most of the listeners who call in to participate in his dumb + crude activities.

NON-ENG 1-98

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KHKS F	198	20
2	KYNG F	8	1
3	KKDA F	6	3
4	KXIL F	5	2

Diary 1812:003269262402
 Sex: F Age: 48 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas
 County Dallas
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I like that KISS plays a variety of music. I also like the amount of times a day they have prize giveaways

8
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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KERA F	46	8
2	KSCS F	45	8
3	KPLX F	11	1
4	KYNG F	3	1
5	KDXX F	1	1

Diary 1843:003269278701
 Sex: M Age: 48 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?

años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.

Masculino Femenino

3 ¿Dónde vive?

Ciudad Dallas
 Condado Dallas
 Estado Texas
 Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno

Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?

years

2 Are you male or female? Mark (x) one.

Male Female

3 Where do you live?

City _____
 County _____
 State _____
 Zip

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta
 Continue with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KERA F	46	8
2	KSCS F	45	8
3	KPLX F	11	1
4	KYNG F	3	1
5	KDXX F	1	1

Diary 1843:003269278701
Sex: M Age: 48 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I listen to country music for lack of choices. Between rap (ugh), metal, acid rock and the constantly repeated "oldies" there is not much left. Also, I'm sick of right wing talking heads.

Spanish radio is waaa. Too much talk, merengue music which is not to the liking of Caribbean people like me. Give me some mariachos, trios, boleros, balads and oldies.

10

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KSCS F	46	9
2	WBAP A	21	15
3	KLUV F	20	6
4	KERA F	20	10
5	KPLX F	9	3
6	KYNG F	5	2

Diary 4154:003279340803
Sex: M Age: 48 Race: OTHER

Quick questions

1 What is your age?
48 years

2 Are you male or female? Mark (x) one.
 Male Female

3 Where do you live?
City Keller
County Tarrant
State Texas
Zip 76248

4 Are you employed, either full time or part time? Mark (x) one.

Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

KERA - Public Radio is my main source for current news
KLUV - Oldies from 50's 60's & 70's - My fave good station
KSCS - Good mix of old & New Country - Best for all-around
WBAP - Paul Harvey & Texas News - "Hello Texas"
I like public radio for a less bias story.
There are too politically Democratic. KLUV
Oldies - I would listen more but I turn off I hear
a Beatles or Elvis Tune. I gave up on 101.5 - Country
because of the afternoon DJ.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KPLX F	43	12
2	KHKS F	38	24
3	KSCS F	24	4
4	KKDA F	14	11
5	KBFB F	14	4
6	KZPS F	13	11

Diary 2025:003269440701
 Sex: F Age: 48 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Farmers Branch
 County Dallas
 State TEXAS
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I think it is goofy for KISS-FM to call themselves the "new KISS-106.1" radio station. How old are they now?
I enjoy music on 105.3 Young Country, but I do not like the dangerous, repugnant pranks that Al Pantoja plays on people in the afternoons. Naked on freeway, eggs in butt-cheeks.
I do not like the repetitive Rap on 104.5. And the evening D.J. tries to sound ignorant ("who dis iz?").

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KOAI F	97	23
2	KBFB F	44	5
3	KRBV F	22	2
4	KKDA F	8	1
5	KYNG F	2	1

Diary 1092:003268711301
 Sex: M Age: 48 Race: BLACK

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City DESOUD
 County DALLAS
 State TEXAS
 Zip 75115

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

107.5 Smooth Jazz - Accurate and on time traffic report in the morning is great, it helps me evade traffic. This is the station and the only station that caters to the need of jazz lovers. Randy Davis show 107.5 is excellent.

97.5 Smooth Rock - A new station I discovered found out about during the week April 16-23rd, not bad at all, plays smooth Rock/Jazz.

8 V-100 - Tom Joyner show NON-ENG 1-98 keeps you crackin'.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KHKS F	136	32
2	KKDA F	25	11
3	KVIL F	16	6
4	KYNG F	5	1
5	KSCS F	2	1

Diary 45:003267697501
 Sex: F Age: 49 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Parker
 County Collin
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Kidd Kraddick + crew make me laugh out loud. I love their morning show!

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KYNG F	62	11
2	KZPS F	34	7
3	KEGL F	25	4
4	KSCS F	9	2

Diary 2675:003274898104
Sex: F Age: 49 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Alvarado
County Johnson
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I really have no comment, except 105.3 seems to make a lot of people very happy. Keep it going!

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 1204:003268791401
Sex: F Age: 50 Race: HISPANIC

Pn	Station	QHs	Occs
1	KSCS F	24	5
2	WBAP A	24	3
3	KPLX F	8	1
4	KYNG F	6	1
5	KLUV F	6	1
6	KWRD F	2	1

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?
 años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.
 Masculino Femenino

3 ¿Dónde vive?
Ciudad _____
Condado _____
Estado _____
Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno
 Sí No

Si contesta sí: ¿Cuántas horas a la semana está empleado-usted usualmente? Marque (x) uno.

Menos de 35 35 o más

1 What is your age?
 years

2 Are you male or female? Mark (x) one.
 Male Female

3 Where do you live?
City Mesquite
County DALLAS
State TEXAS
Zip 75150

4 Are you employed, either full time or part time? Mark (x) one.
 Yes No

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more

8

Continúe con la pregunta
Continuing with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 1204:003268791401
Sex: F Age: 50 Race: HISPANIC

Pn	Station	QHs	Occs
1	KSCS F	24	5
2	WBAP A	24	3
3	KPLX F	8	1
4	KYNG F	6	1
5	KLUV F	6	1
6	KWRD F	2	1

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anunciadores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

1) young Country is a lead influence on the general public. I had heard a lot of comments about them so I listened, so I could give my opinion of the station and couldn't take more than a short time of the station.

2) As you can probably tell I like the 2 stations I listed the most often. They are family oriented, and do not have lead language spoken on their stations.

3) The Deacon on WBAP, is sometimes a little funny also.

10

Thanks for allowing me to have my opinion.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KRBV F	11	2
2	KYNG F	7	4
3	KVIL F	7	3
4	KPLX F	7	4
5	KHKS F	6	1

Diary 1829:003269268601
 Sex: F Age: 50 Race: BLACK

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City DALLAS
 County DALLAS
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I SURE WOULD LIKE TO HEAR
LESS CHIT CHAT IN THE
MORNING. ~~PLEASE~~

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KRNB F	50	16
2	KHKS F	21	8
3	KRLD A	13	3
4	KDMX F	5	1
5	KYNG F	4	2

Diary 3953:003279272502
Sex: M Age: 50 Race: HISPANIC

Preguntas / Quick rápidas / questions

1 ¿Qué edad tiene?
 años

2 ¿Es de sexo masculino o femenino? Marque (x) uno.
 Masculino Femenino

3 ¿Dónde vive?
Ciudad _____
Condado _____
Estado _____
Código Postal

4 ¿Está empleado, tiempo completo o medio tiempo? Marque (x) uno
 Sí No
Si contesta sí: ¿Cuántas horas a la semana está empleado usted usualmente? Marque (x) uno.
Menos de 35 35 o más

1 What is your age?
 years

2 Are you male or female? Mark (x) one.
 Male Female

3 Where do you live?
City Ft. Worth
County Tarrant
State Texas
Zip

4 Are you employed, either full time or part time? Mark (x) one.
 Yes No
If yes: How many hours per week are you usually employed? Mark (x) one.
Less than 35 35 or more

8

Continúe con la pregunta
Continue with question

5

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KRNB F	50	16
2	KHKS F	21	8
3	KRLD A	13	3
4	KDMX F	5	1
5	KYNG F	4	2

Diary 3953:003279272502
Sex: M Age: 50 Race: HISPANIC

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee sobre estaciones específicas, anuncidores o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I mostly listen to 105.7 KRNB because of the style of music Rhythm & Blues its a combination of older and contemporary, and the morning program is very entertaining. I will occasionally switch to 106.1 KISS in the mornings because of their personalities they are funny and do some crazy stuff.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KOAI F	56	8
2	KKDA F	39	10
3	KYNG F	31	6
4	KOOO A	25	6
5	KTXQ F	24	5
6	KRBV F	24	7

Diary 1453:003268976801
 Sex: M Age: 52 Race: BLACK

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City Dallas
 County U.S.
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I think there should be more stations because different people have different styles.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KPLX F	65	24
2	KYNG F	6	3

Diary 1001:003268661704
Sex: M Age: 54 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Cedar Hill
County Dallas
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Country is my favorite type of music.

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KRLD A	86	10
2	KTCK A	56	7
3	KYNG F	50	8

Diary 1793:003269244401
 Sex: M Age: 54 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City DALLAS
 County DALLAS
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
 1 2

If yes: How many hours per week are you usually employed? Mark (x) one.

Less than 35 35 or more
 1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I AM A STAT DRIVER FOR A
LAB CO. I WORK OUT OF MY CAR.
MY FAVORITE PROGRAM IS
DR. LAURA ON KRLD 12:00 PM TO 4:00 P.M.

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KOAI F	31	7
2	KYNG F	23	8
3	KLUV F	13	5

Diary 2844:003277686302
 Sex: M Age: 55 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City SPRINGTOWN
 County PARKER
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I LIKE YOUNG COUNTRY 105.3 BUT I
CAN'T STAND EARL PITTS AND CHANGE
STATIONS EVERYTIME HE COMES ON.

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Diary 3181:003278877901
Sex: M Age: 55 Race: OTHER

Pn	Station	QHS	Occs
1	KVIL F	84	6
2	KPLX F	27	3
3	KBFB F	26	3
4	WBAP A	16	4
5	KLUV F	15	3
6	KDMX F	13	3

Quick questions

1 What is your age?
55 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City ARLINGTON
County TARRANT
State TEXAS
Zip 76016

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

FAVORITE STATIONS - 97.9
98.7
99.5
Average listening 102.9
divided among 103.7
105.3

Sometimes like 94.5, but Weak/Poor signal reception

8

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KTXQ F	51	25
2	KYNG F	20	13
3	KHKS F	13	5
4	KEMM F	9	6
5	KLUV F	2	1

Diary 3786:003279194201
 Sex: F Age: 59 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City FT WORTH
 County Tarrant
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

going to work each day, we
 switch station for the traffic
 reports - we commute 90 miles
 in heavy traffic + the radio
 traffic report has saved our
 bacon a many a time - on
 young country 105. we get
 the report every 10 min a
 real plus.

8

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SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KSCS F	20	13
2	KPLX F	17	13
3	KYNG F	16	13

Diary 1114:003268724802
Sex: F Age: 60 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City MESQUITE
County DALLAS
State TEXAS
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No
1 2

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more
1 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

IN MY OPINION TERRY DORSEY IS
SOMETIMES RATHER SARCASTIC.

8

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SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KLUV F	28	6
2	KLIF A	22	4
3	KSCS F	15	3
4	KYNG F	12	3

Diary 2901:003278154502
 Sex: M Age: 60 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
 City ROCKWALL
 County ROCKWALL
 State TEXAS
 Zip 75087

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed?
Mark (x) one.

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

PREFER COUNTRY. KLUV IS PLAYED WHEN FAMILY (GRANDCHILDREN) ARE VISITING.

NON-ENG 1-98

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ARBITRON

SPRING 1998 DALLAS FT WORTH
KYNG-FM Sorted By Age

Pn	Station	QHS	Occs
1	KYNG F	42	6

Diary 1160:003268753501
Sex: F Age: 64 Race: OTHER

Quick questions

1 What is your age?
 years

2 Are you male or female? *Mark (x) one.*
 Male Female

3 Where do you live?
City Mesquite
County Dallas
State Texas
Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

<input checked="" type="checkbox"/> Yes 1	<input type="checkbox"/> No 2
If yes: How many hours per week are you usually employed? <i>Mark (x) one.</i>	
<input checked="" type="checkbox"/> Less than 35 1	<input type="checkbox"/> 35 or more 2

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

*I like the music on KYNG -
I do think afternoon talk is
too raunchy!*

8

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ARBITRON

SPRING 1998 DALLAS FT WORTH
 KYNG-FM Sorted By Age

Pn	Station	QHs	Occs
1	KAAM A	114	7
2	KYNG F	10	2
3	KSCS F	8	3
4	KPLX F	4	1

Diary 2000:003269411901
 Sex: F Age: 78 Race: OTHER

Quick questions

1 What is your age?

years

2 Are you male or female? *Mark (x) one.*

Male Female

3 Where do you live?

City Farmers Branch
 County Dallas (Dallas)
 State TX
 Zip

4 Are you employed, either full time or part time? *Mark (x) one.*

Yes No

If yes: How many hours per week are you usually employed? *Mark (x) one.*

Less than 35 35 or more

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Enjoy
Janis Rowle
Vintage music

8

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