

Fall 1997
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

NEW
Instant Qualitative
Profile inside!

Radio Market Report

Philadelphia

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media Rating
Council®

Summer 1997
June 26 - September 17

64 Philadelphia
Summer 1997

ARBITRON

A special message for Arbitron radio station subscribers

Sample increase plan still available

If your market has yet to sign up for the sample increase plan created by our Radio Advisory Council and Arbitron, we want you to know that our offer is still on the table.

Bigger samples mean better measures

180 markets have signed for the Arbitron sample increase plan. The larger sample targets in these markets mean better audience measurement for radio stations and their advertisers.

If you run a station, you still have a chance to bring better audience measurement to your market.

The best bargain in radio

When every Arbitron station subscriber in your market agrees to a small surcharge on the base contract (4% in continuously measured markets, 2% in the Spring/Fall markets), we will increase your sample target – 70% in the year-round markets and 40% in the Spring/Fall markets.* That's the best bargain in radio.

Call your Arbitron representative today. (You can find the number in the back of this report.) Say "yes" to the Arbitron sample increase program and get ready for better audience measurement.

**Welcome,
Fall 1997 sample
increase markets!**

40% sample Increase

Cape Cod, MA
Casper, WY
Columbus, GA
Cookeville, TN
Dothan, AL
Ft. Collins-Greeley, CO
Kalamazoo, MI
Lewiston-Auburn, ME
Monmouth-Ocean, NJ
Monroe, LA
Morgantown-Fairmont-
Clarksburg, WV
Pensacola, FL
Portland, ME
State College, PA
Tupelo, MS
Worcester, MA

* Sample target increases based on Fall 1993 sample targets.

ARBITRON

Radio Market Report

**Fall '97
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1997-98 Survey Schedule

Summer 1997
June 26 - September 17

Fall 1997
September 18 - December 10

Winter 1998
January 8 - April 1

Spring 1998
April 2 - June 24

Summer 1998
July 2 - September 23



What MRC accreditation means

The Arbitron Radio Service has been accredited by the Media Rating Council (MRC) since 1968. To merit continued MRC

accreditation, Arbitron (1) adheres to the Council's Minimum Standards for Media Rating Research; (2) supplies full information to the MRC regarding details of its operation; (3) conducts its measurement service substantially in accordance with representations to its subscribers and the Council and (4) submits to, and pays the cost of, thorough annual audits of accredited Arbitron services by CPA firms engaged by the MRC. In addition to paying sizable audit charges, Arbitron provides office and file space for MRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about the MRC's accreditation and auditing procedures can be obtained from the Executive Director, Media Rating Council, 200 W. 57th St., Suite 204, New York, New York 10019.

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Summer 1997 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

Each Arbitron audience estimate and Arbitron map is copyrighted. The unauthorized use of any Arbitron audience estimate or map constitutes copyright infringement which could subject the infringer to statutory damages of up to \$100,000 and criminal penalties of up to one year imprisonment and a \$25,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use of Report" (Page M6, Paragraph 21).

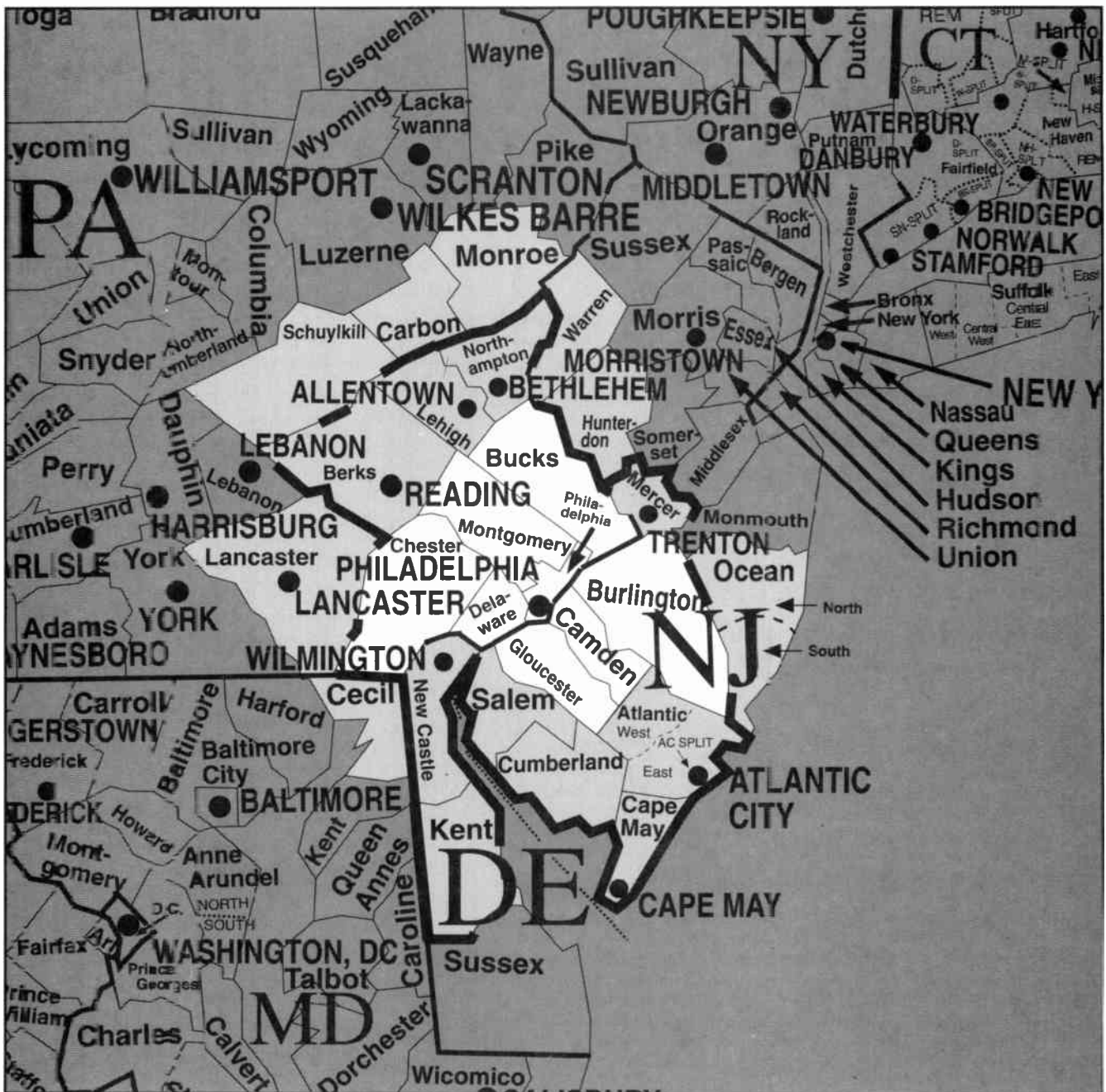
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases for this report can be found on Pages M1 and M2.

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Philadelphia



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Metro
 TSA
 DMA®

TSA and DMA sampled in Spring and Fall only. For definitions of the terms Metro, TSA and DMA, see Page M3, Paragraph 1, and Page M7, "Selected Arbitron Terms."

Metro Rank: 5

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WFLN-FM	WIOQ-FM
WIP-AM	WJZ-FM	WMGK-FM	WMMR-FM	WOGL-FM	WPEN-AM
WPHI-FM	WPHT-AM	WPLY-FM	WUSL-FM	WWDB-FM	WXTU-FM
WYSP-FM	WYXR-FM				

* Station subscribers as of release to print.

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

Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.
335,100	394	M	BURLINGTON	NJ	B	338,000	424	M	CHESTER	PA	
412,300	442	M	CAMDEN	NJ	B	457,900	569	M	DELAWARE	PA	B
202,100	247	M	GLOUCESTER	NJ		600,200	716	M	MONTGOMERY	PA	
479,900	593	M	BUCKS	PA		1,239,800	1,523	M	PHILADELPHIA	PA	B H

M - Metro County T - TSA County D - DMA County

HDA - High-Density Area
(Black or Hispanic)

REM - Remainder portion of geographic split county (generally nonmetropolitan according to the federal government's Office of Management and Budget (OMB))

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	888	745,400	628	537,900
HDHA	38	21,900	15	13,400

These population estimates are based on 1990 Census data, updated and projected to January 1, 1997, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1996 survey, population estimates for this report are based on Market Statistics 1/1/97 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/97 whole-county populations are allocated to the respective split counties, based on Market Statistics 1996 zip code population estimates (1990 Census-based).

For total Metro in-tab counts for applicable ethnic groups, see Page 4 or 13.

Population Estimates and In-Tab Diary Sample by Demographics

	Metro				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men					
12-24	411,200	10.1	485	9.9	10.1
18-24	215,400	5.3	257	5.2	5.3
25-34	371,400	9.1	413	8.4	9.1
35-44	383,500	9.4	470	9.6	9.4
45-49	167,600	4.1	197	4.0	4.1
50-54	132,100	3.2	157	3.2	3.2
55-64	202,100	5.0	215	4.4	5.0
65+	259,200	6.4	300	6.1	6.4
18+	1,731,300	42.6	2,009	40.9	42.6
Women					
12-24	401,400	9.9	581	11.8	9.9
18-24	214,300	5.3	292	5.9	5.3
25-34	375,300	9.2	439	8.9	9.2
35-44	406,200	10.0	538	11.0	10.0
45-49	181,300	4.5	215	4.4	4.5
50-54	143,900	3.5	197	4.0	3.5
55-64	227,400	5.6	285	5.8	5.6
65+	402,700	9.9	416	8.5	9.9
18+	1,951,100	48.0	2,382	48.5	48.0
P18+	3,682,400	90.6	4,391	89.5	90.6
Teens 12-17	382,900	9.4	517	10.5	9.4
Black P12+	753,300	18.5	959	19.5	18.5
Hispanic P12+	154,100	3.8	173	3.5	3.8
Total P12+	4,065,300		4,908		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	3,147
UNL - Est. Usable Households in Sample	3,133
TOT - Est. Usable Households in Sample	6,280
LST - Est. Persons in Usable Households	7,049
UNL - Est. Persons in Usable Households	7,803
TOT - Est. Persons in Usable Households	14,852
LST - Contacted Households	3,022
UNL - Contacted Households	2,901
TOT - Contacted Households	5,923
LST - Households Accepting Diaries	2,292
UNL - Households Accepting Diaries	2,030
TOT - Households Accepting Diaries	4,322
LST - Persons Sent Diaries	5,162
UNL - Persons Sent Diaries	5,102
TOT - Persons Sent Diaries	10,264
LST - Diaries In-Tab	2,652
UNL - Diaries In-Tab	2,256
TOT - Diaries In-Tab	4,908
Sample Target	4,630
Metro In-Tab/Target Index	106

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LST - Listed UNL - Unlisted TOT - Total

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

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

- (s) **KYW-AM 1060**
Independence Mall E
Philadelphia, PA 19106
(215) 238-4984 Fax: (215) 238-4545
Format: All News
Sales Rep: Group W Radio Sales
Network: WESTWD, ABC, CNN
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000
- (s) **WBEB-FM 101.1**
10 Presidential Blvd
Bala Cynwyd, PA 19004
(610) 667-8400 Fax: (610) 667-6795
Format: Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 14,000/287
- (s) **WDAS-AM 1480**
23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Religious
Sales Rep: Eastman Radio, Inc
Network: AURN
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000
- (s) **WDAS-FM 105.3**
23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Black
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266
- (s) **WFLN-FM 95.7**
8200 Ridge Ave
Philadelphia, PA 19128
(215) 482-6000 Fax: (215) 482-3777
Format: Modern Adult Contemporary
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 50,000/152
- (s) **WHAT-AM 1340**
2471 N 54th St
Philadelphia, PA 19131
(215) 581-5161 Fax: (215) 581-5185
Format: News Talk Information
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/1,000
- (s) **WIOQ-FM 102.1**
2 Bala Plz 2nd Fl
Bala Cynwyd, PA 19004
(610) 667-8102 Fax: (610) 668-4657
Format: Contemporary Hit Radio
Sales Rep: Banner Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 27,000/198
- (s) **WIP-AM 610**
441 N 5th St
Philadelphia, PA 19123
(215) 922-5000 Fax: (215) 922-2364
Format: All Sports
Sales Rep: Interep
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WJJZ-FM 106.1**
One Bala Plz Ste 243
Bala Cynwyd, PA 19004
(610) 667-3939 Fax: (610) 667-6148
Format: New AC (NAC)/Smooth Jazz
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226
- (s) **WMGK-FM 102.9**
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Oldies
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 8,500/360
- (s) **WMMR-FM 93.3**
One Bala Plaza #424
Bala Cynwyd, PA 19004
(610) 771-0933 Fax: (610) 771-9749
Format: Album Oriented Rock
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/252
- (s) **WNAP-AM 1110**
2311 Old Arch Rd
Norristown, PA 19401
(610) 272-7600 Fax: (610) 272-5793
Format: Religious
Sales Rep: In House
Network: USA
City of Lic./Alt City ID: Norristown/Philadel, PA
County/Spilt Co.: Montgomery, PA
Power Day/Night (watts): 4,800/NA
- (s) **WOGL-FM 98.1**
City Line + Monument Aves
Philadelphia, PA 19131
(610) 668-5940 Fax: (610) 667-1904
Format: Oldies
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 12,500/305
- (s) **WPEN-AM 950**
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: Allied Radio Partners
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WPHI-FM 103.9**
100 Old York Rd Ste A-1
Jenkintown, PA 19046
(215) 884-9400 Fax: (215) 884-2608
Format: Urban Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Jenkintown/Phila, PA
County/Spilt Co.: Montgomery, PA
ERP (watts) / HAAT (meters): 340/305

continued...

Network Affiliation Abbreviations

ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
CRC: Cadena Radio Centro
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

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

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 for additional station information.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

(s) WPHT-AM 1210

City Line And Monument Rd
Philadelphia, PA 19131
(610) 668-5881 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

WURD-AM 900

419 S 2nd St Ste 301
Philadelphia, PA 19147
(215) 238-1010 Fax: (215) 829-9991
Format: Spanish Language
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/NA

WWJZ-AM 640

50 Tensaw Dr
Browns Mills, NJ 08015
(609) 893-5253 Fax: (609) 893-3585
Format: Nostalgia
Sales Rep: N/A
Network: USA
City of Lic./Alt City ID: Mount Holly, NJ
County/Split Co.: Burlington, NJ
Power Day/Night (watts): 50,000/950

(s) WYXR-FM 104.5

One Bala Ptz
Bala Cynwyd, PA 19004
(610) 668-0750 Fax: (610) 668-8253
Format: Hot Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/266

Outside Arbitron Radio Metro Area

WCHR-FM 94.5

Woodside Rd
Yardly, PA 19067
(215) 493-4252 Fax: (215) 493-7722
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/150

(s) WPLY-FM 100.3

1003 Baltimore Pike
Media, PA 19063
(610) 565-8900 Fax: (610) 565-7823
Format: New Rock
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Media/Philadelphia, PA
County/Split Co.: Delaware, PA
ERP (watts) / HAAT (meters): 35,000/183

(s) WUSL-FM 98.9

440 Domino Ln
Philadelphia, PA 19128
(215) 483-8900 Fax: (215) 483-5930
Format: Urban Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/253

(s) WXTU-FM 92.5

555 City Line Ave Ste 330
Bala Cynwyd, PA 19004
(610) 667-9000 Fax: (610) 667-5978
Format: Country
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 15,500/274

WZZD-AM 990

117 Ridge Pike
Lafayette Hill, PA 19444
(610) 828-6965 Fax: (610) 828-8879
Format: Religious
Sales Rep: Salem Radio Representatives
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/10,000

WFMZ-FM 100.7

300 E Rock Rd
Allentown, PA 18103
(610) 797-4530 Fax: (610) 791-2288
Format: Soft Adult Contemporary
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
ERP (watts) / HAAT (meters): 11,000/327

WTEL-AM 860

555 City Line Ave
Bala Cynwyd, PA 19004
(610) 667-2870 Fax: (610) 667-4515
Format: Spanish Contemporary
Sales Rep: Caballero Spanish Media, Inc
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 10,000/NA

(s) WWDB-FM 96.5

166 E Levering Mill Rd
Bala Cynwyd, PA 19004
(610) 668-4400 Fax: (610) 668-4418
Format: News Talk Information
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 17,000/264

(s) WYSP-FM 94.1

101 S Independence Mall East
Philadelphia, PA 19106
(215) 625-9460 Fax: (215) 625-6560
Format: Album Oriented Rock
Sales Rep: Interep
Network: SOURCE, WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/274

(s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UPI: United Press International Radio Network
USA: USA Radio Network
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1-ON-1: One-on-One Sports Radio Network

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continued...

Station Information *(continued)*

For Stations Listed in This Report

Outside Arbitron Radio Metro Area *(continued)*

WKXW-FM 101.5

218 Ewingville Rd
Trenton, NJ 08638
(609) 882-4600 Fax: (609) 883-6684
Format: Talk/Personality
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Trenton, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 19,000/245

WSTW-FM 93.7

P O Box 7492
Wilmington, DE 19803
(302) 478-2700 Fax: (302) 478-0100
Format: Contemporary Hit Radio
Sales Rep: Eastman Radio, Inc
Network: IND
City of Lic./Alt City ID: Wilmington, DE
County/Split Co.: New Castle, DE
ERP (watts) / HAAT (meters): 50,000/149

WPST-FM 97.5

221 Witherspoon St
Princeton, NJ 08542
(609) 924-3600 Fax: (609) 924-1725
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/131

WRDR-FM 104.9

P O Box 295
Egg Harbor City, NJ 08215
(609) 965-1055 Fax: (609) 965-3026
Format: Nostalgia
Sales Rep: In House
Network: APNET
City of Lic./Alt City ID: Egg Harbor, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 10,000/155

(s) Station subscribers as of release to print

* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight

† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight

‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight

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ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
CRC: Cadena Radio Centro
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

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

Metro Market Profile



Metro Household Data and Group Quarters population estimates are 1990 Census data and are updated by Market Statistics where appropriate update sources are available. (For more information, see "Metro Census Data," Page M6.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,799,600	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	155,955	8.7	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	194,948	10.8	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	184,923	10.3	High school grad	1,042,876	32.9
\$30,000-39,999	187,368	10.4	College 1-3 yrs	641,096	20.2
\$40,000-49,999	174,224	9.7	College 4+ yrs	720,494	22.8
\$50,000-74,999	365,510	20.3	Colleges & Universities		
\$75,000-99,999	238,729	13.2	Total enrollment	250,865	100.0
\$100,000+	297,943	16.6	Full-time enrollment	139,174	55.5
Median income: \$50,137			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population		
Median value: \$100,800			Farm Population	10,441	
Monthly Gross Rent			Transportation to Work		
Less than \$200	36,209	2.0	Public	265,207	11.6
\$200-349	60,202	3.4	Driving to work	1,545,143	67.8
\$350-499	143,904	8.1	Carpool	271,619	11.9
\$500-649	144,950	8.2	Other	198,590	8.7
\$650-749	55,375	3.1	Average Travel Time to Work (Min.)		
\$750+	76,408	4.3		25	
Median rent: \$516			Car Ownership by Household		
Household Size			0 Cars	334,500	18.6
1 Person	473,500	26.3	1 Car	642,000	35.7
2 Persons	538,200	29.9	2 Cars	605,900	33.6
3-4 Persons	580,800	32.3	3+ Cars	217,200	12.1
5+ Persons	207,100	11.5			

Group Quarters Population Estimates

Group Quarters Populations are included in the universe estimates. Additionally, Group Quarters Populations are included in the sample frame if the individual living quarters (room, suite or apartment) has a private residential telephone number that serves fewer than 10 residents. Persons are not eligible to participate in the survey if their living quarters has no private telephone number or the telephone number is used by 10 or more residents.

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	4,500	.1	34,000	.8	83,300	2.0
Teens 12-17	0	.0	1,200	.3	3,100	.8
Men	18-24	1,900	13,000	6.0	8,800	4.1
	25-34	1,700	1,800	.5	9,300	2.5
	35-44	500	400	.1	6,500	1.7
	45-49	0	0	.0	2,000	1.2
	50-54	0	0	.0	1,500	1.1
	55-64	0	.0	0	.0	2,200
65+	0	.0	0	.0	9,700	3.7
Women	18-24	300	16,000	7.5	2,700	1.3
	25-34	100	700	.2	1,900	.5
	35-44	0	100	.0	1,700	.4
	45-49	0	100	.1	1,000	.6
	50-54	0	100	.1	800	.6
	55-64	0	.0	100	.0	1,900
65+	0	.0	500	.1	30,200	7.5

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on the 1990 Census, updated by Market Statistics to 1/1/97.

Hispanic persons may be of any race (White; Black; Native American; Eskimo or Aleut; Asian or Pacific Islander). For purposes of Arbitron reports and publications, Hispanic persons that are Black are not included in Black universe estimates. Hispanic persons of all races are included in estimates of Hispanic universes and Hispanic audience estimates.

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	753,300	100.0	18.5	154,100	100.0	3.8
Teens 12-17	83,600	11.1	21.8	22,000	14.3	5.7
Men						
18-24	48,500	6.4	22.5	11,200	7.3	5.2
25-34	68,900	9.1	18.6	19,500	12.7	5.3
35-44	64,700	8.6	16.9	16,200	10.5	4.2
45-49	26,800	3.6	16.0	5,800	3.8	3.5
50-54	21,400	2.8	16.2	4,200	2.7	3.2
55-64	33,600	4.5	16.6	5,100	3.3	2.5
65+	36,300	4.8	14.0	4,200	2.7	1.6
Women						
18-24	47,800	6.3	22.3	11,400	7.4	5.3
25-34	76,300	10.1	20.3	17,600	11.4	4.7
35-44	80,100	10.6	19.7	16,300	10.6	4.0
45-49	34,100	4.5	18.8	5,600	3.6	3.1
50-54	27,100	3.6	18.8	3,900	2.5	2.7
55-64	43,000	5.7	18.9	5,400	3.5	2.4
65+	61,100	8.1	15.2	5,700	3.7	1.4

Area Lifestyle Profile

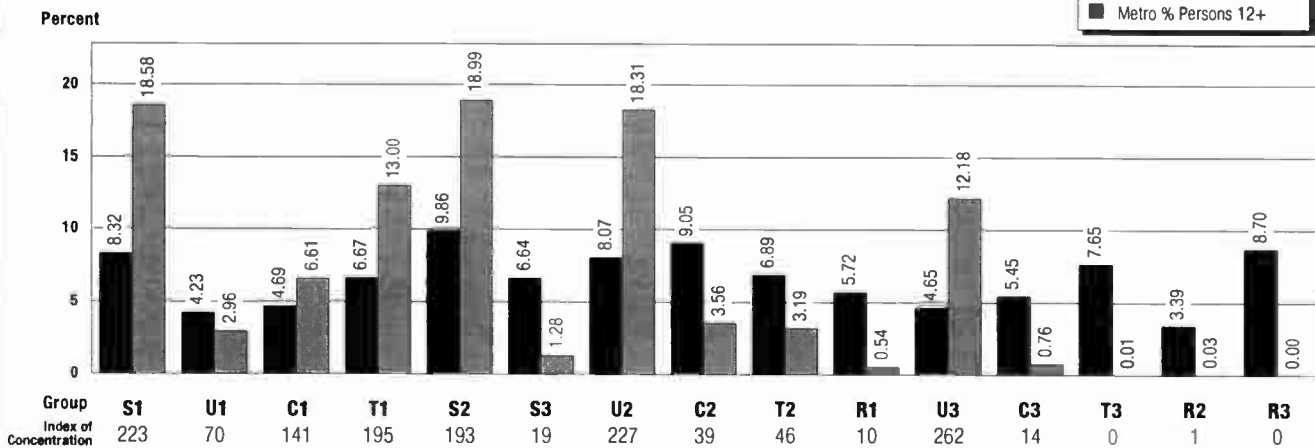
by PRIZM® Groups

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers, and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

The 15 PRIZM social groups are identified by codes that are listed below this chart.

In this chart, the national composition and this metro's composition for each PRIZM group are shown for Persons 12+. The Index of Concentration compares this metro's composition

with the national composition for each PRIZM group. An index of 100 indicates that the market has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M6.)



PRIZM® Groups

S1 Elite Suburbs - superrich, executive, upscale white-collar couples, empty-nesters

U1 Urban Uptown - elite, upscale, bohemian singles & couples; established immigrant families

C1 2nd City Society - upscale executive & young upscale white-collar; affluent retirees

T1 Landed Gentry - elite exurban, small-town executive & young, mid-class town families

S2 The Affluentials - upwardly mobile young singles & couples; white-collar suburban families

S3 Inner Suburbs - empty-nesters, mobile city singles, blue-collar families & aging couples

U2 Urban Midscale - white-collar urb. couples; mid-income immigr.; African-American & Hispanic families

C2 2nd City Centers - mid-level, white-collar couples; mid-income families & college town singles

T2 Exurban Blues - yng. mid-class, blue-collar families in mid-size towns; GI families

R1 Country Families - midscale couples, rural, white-/blue-collar, kids, farm families

U3 Urban Cores - ethnically mixed singles; Hisp. singls. & families; inner-city solo-parent families

C3 2nd City Blues - low-inc. older singls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.

T3 Working Towns - older families; mill towns, low-inc. blue-collar, town seniors

R2 Heartlanders - rural farm town & ranch families, farm dwellers & tenants

R3 Rustic Living - moderate blue-collar farm fam.; low-inc. older cpls., remote older families

Metro Market Profile *(continued)*

Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 1996 publication of *Survey of Buying Power* (1/1/96 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$116,647,134
Median Household Income	\$50,137
Income per Household	\$64,818

* Income represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis.

Metro Retail Sales Data (\$000)

Total Retail Sales	\$43,900,996
Retail Expenditures per Household (\$)	\$24,395
Food Stores	\$7,330,919
Supermarkets	\$6,710,877
Eating & Drinking Places	\$3,870,896
General Merchandise Stores	\$4,478,039
Department Stores	\$3,635,055
Apparel and Accessories Stores	\$2,587,282
Automotive Dealers	\$10,768,754
Building Materials & Hardware Stores	\$1,775,720
Drugstores	\$2,031,635
Furniture and Appliance Stores	\$716,079
Radio, TV & Music Stores	\$974,891

Car Registrations



The Metro Share of New Private Passenger Car Registrations* is supplied by the Automotive Information Services Division of The Polk Company. (For more information on passenger car registrations, see Page M6.)

Manufacturer	%
Chrysler Corporation	8.7
Ford Motor Company	15.7
General Motors Corporation	25.2
Honda	12.5
Mazda	2.0
Mitsubishi	1.8
Nissan	7.5
Toyota	10.7
Other	15.9

* Note: Figures are shown for October through December of the 1997 model year.

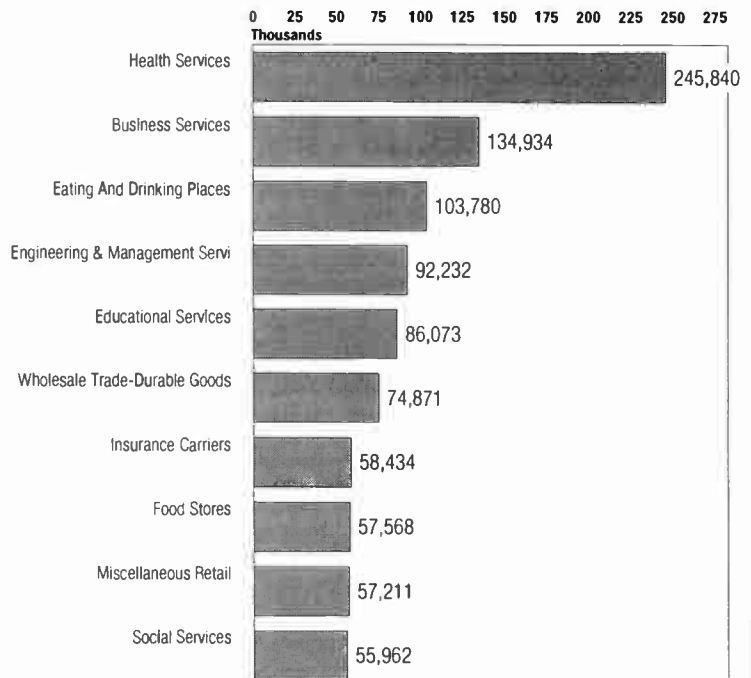
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1994 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
1,855,552

Top 10 Total Employees
966,905
52.1% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	454,092	25.3	NATL ENQR	42,210	2.4
TV GUIDE	316,621	17.6	PARENTS	38,618	2.2
RDORS DIGST	248,497	13.8	MARTHA STW	34,435	1.9
BTR HOME	128,840	7.2	MENS HLTH	30,850	1.7
NAT GEO	118,807	6.6	SP OP DGST	30,811	1.7
FAMLY CRCL	102,971	5.7	LIFE	30,799	1.7
TIME	100,519	5.6	GOLF DIGST	30,790	1.7
WOMANS DAY	94,802	5.3	ROLLNG STN	30,728	1.7
GD HSEKPNG	94,759	5.3	CTRY LIVNG	30,392	1.7
LS HOME JN	86,792	4.8	ENTERTNMNT	29,431	1.6
MCCALLS	84,717	4.7	POP SCIENC	29,208	1.6
SPORTS ILS	71,881	4.0	CDDKING LT	28,829	1.6
NEWSWEEK	71,397	4.0	TEEN	28,393	1.6
PREVENTION	67,320	3.8	MADEMOSELL	26,267	1.5
COSMOPLTAN	61,152	3.4	BOYS LIFE	24,096	1.3
EBONY	60,865	3.4	SESAME ST	23,995	1.3
PEOPLE	60,606	3.4	PENTHOUSE	23,799	1.3
PLAYBOY	56,324	3.1	POP MECHAN	23,284	1.3
REDBOOK	53,922	3.0	NEW WOMAN	23,226	1.3
MONEY	52,986	3.0	GOLF MGZNE	22,597	1.3
STAR	50,090	2.8	FIELD STRM	19,599	1.1
SMITHSONIAN	48,050	2.7	US	19,151	1.1
GLAMOJR	47,942	2.7	OUTDR LIFE	14,149	0.8
SEVENTEEN	44,509	2.5	SOU LIVNG	-	-
US NWS&WR	43,539	2.4	SUNSET	-	-

Newspapers

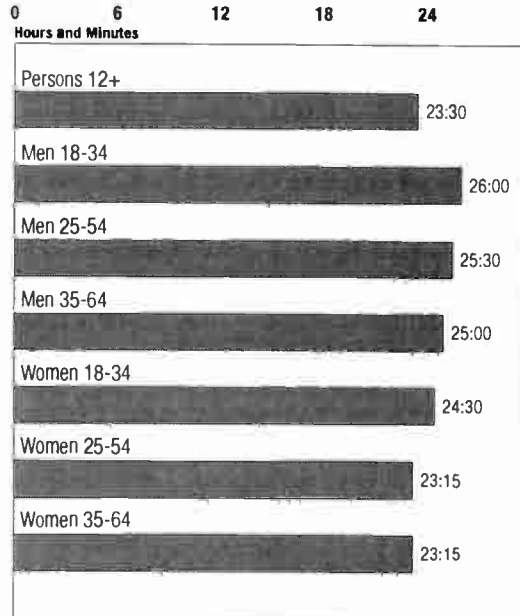
Paper	Circulation	%
PHILADELPHIA INQUIRER	420,212	23
PHILADELPHIA DAILY NEWS	177,057	10
CAMDEN COURIER POST	88,742	5
BUCKS COUNTY COURIER TIMES	69,895	4
DELAWARE COUNTY TIMES	52,169	3
DOYLESTOWN INTELLIGENCER	45,273	3
BURLINGTON COUNTY TIMES	40,224	2
WEST CHESTER DAILY LOCAL NEWS	34,174	2
GLOUCESTER COUNTY TIMES	27,736	2
USA TODAY	27,049	2
NORRISTOWN TIMES HERALD	25,645	1
POTTSTOWN MERCURY	22,327	1
LANSDALE REPORTER	19,549	1
TRENTONIAN	15,502	1
TRENTON TIMES	13,862	1
ALLEN TOWN MORNING CALL	7,996	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,251	-
PRESS OF ATLANTIC CITY	1,014	-
VINELAND DAILY JOURNAL	987	-
LANCASTER INTELLIGENCER-JRNL	967	-
SALEM, TODAY'S SUNBEAM	203	-

For more information on magazine and newspaper data, see Page M6.

Radio Time Spent Listening*

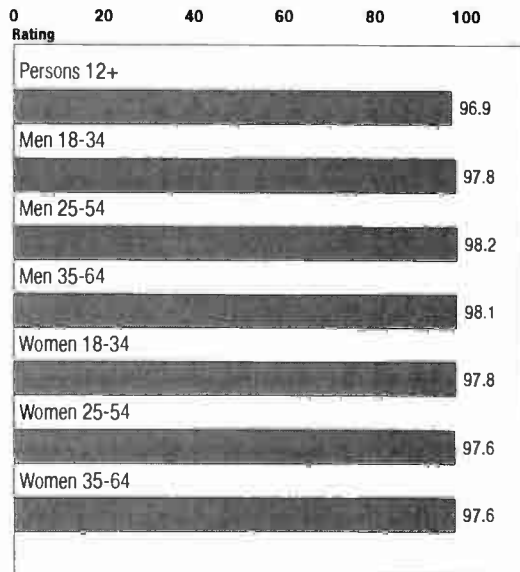
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



* Based on Arbitron's Summer 1997 radio survey.

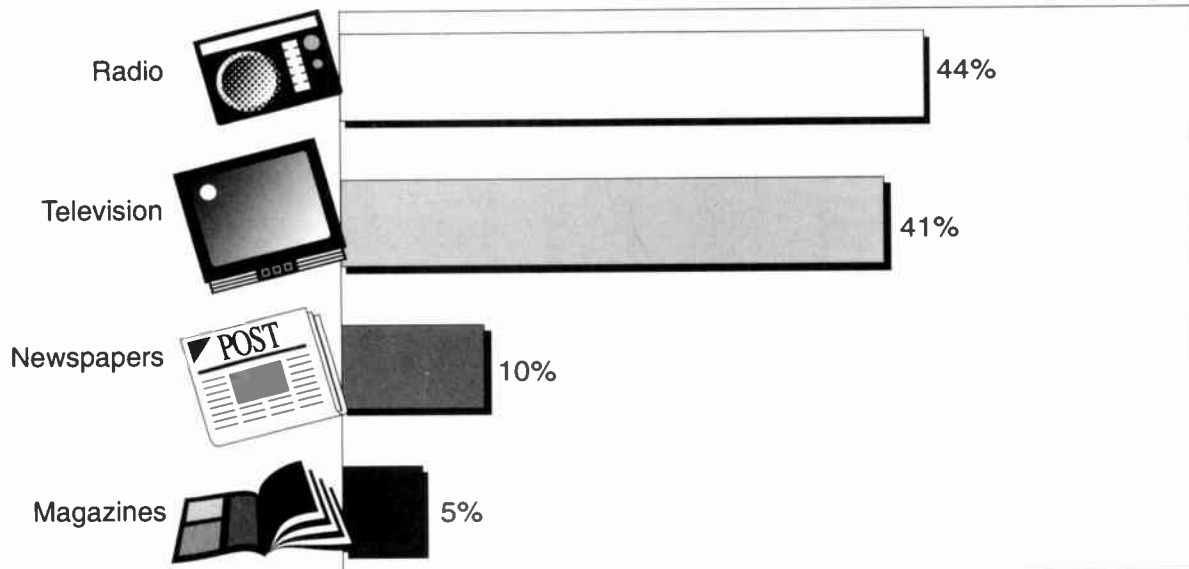
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

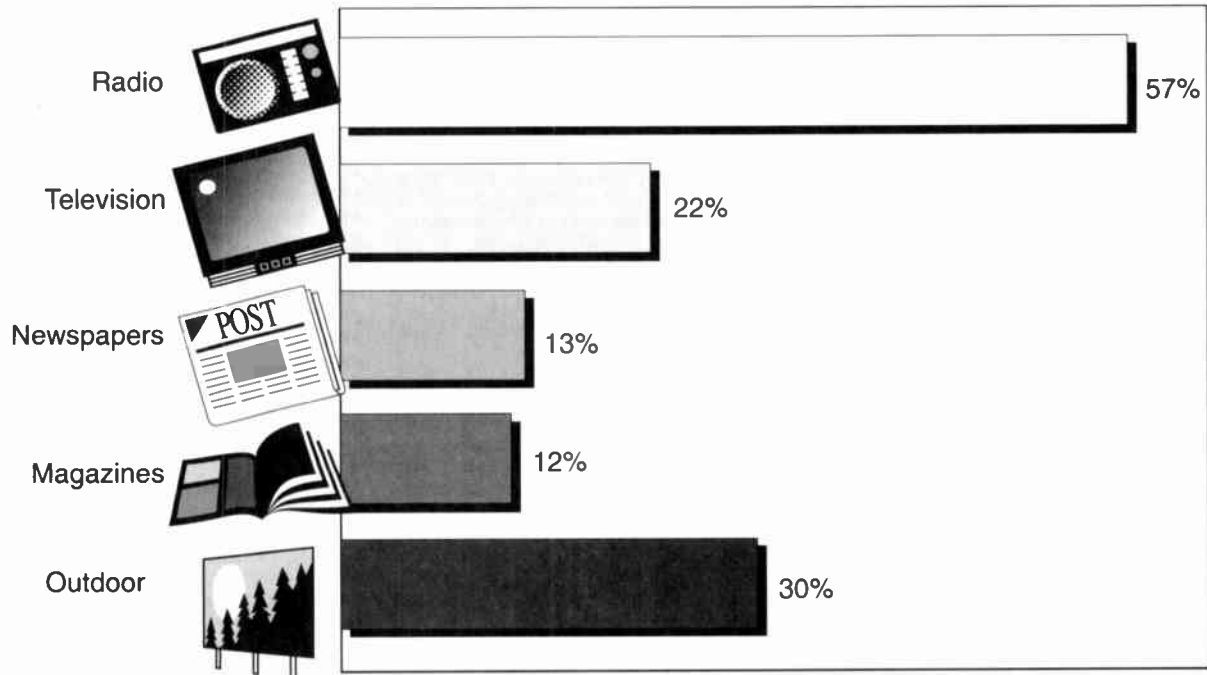
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

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

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

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

Metro Ethnic Controls/ Black and Hispanic Differential Survey Treatments used in the Metro Survey Area. All Metro counties, including HDDBA and/or HDHA splits, receive the same ethnic sampling procedures.

Hispanic persons may be of any race (White; Black; Native American; Eskimo or Aleut; Asian or Pacific Islander). For purposes of Arbitron reports and publications, Hispanic persons that are Black are not included in Black universe estimates. Hispanic persons of all races are included in estimates of Hispanic universes and Hispanic audience estimates.

Language Preference/ In Hispanic DST Metros, the bilingual diary includes a three-part question to determine the individual language preference of the diarykeeper. The diary question was tested in six diverse Hispanic Metros in Summer 1996 and was found to have no significant impact on Hispanic response rates, in-tab representation by age/sex or format ratings and shares.

Metro Ethnic Controls/ Effective with the Spring 1997 survey, Hispanic ethnic controls were implemented for the first time. Ethnic control procedures in this market include:

- Differential Survey Treatment for all households identifying themselves as Hispanic in the Metro placement interview.
- Bilingual diaries for Hispanic respondents.
- Hispanic/Non-Hispanic stratification of returned diaries for sample balancing.

Please refer to Page 4 for estimates of Hispanic population in the Metro and total in-tab.

Metro Target Increase/ Effective with the Winter 1994 survey, all Continuous Measurement Markets received a 15% in-tab target increase. Also effective with the Winter 1994 survey, markets which supported the 70% Metro target increase program received an additional 15% increase for a total increase of 30%. A total of 72 Continuous Measurement markets, including all top 25 radio markets, have now received the full 70% increase. Sample target increases are based on Fall 1993 targets.

Two additional markets have agreed to support the 70% increase and will receive an extra 55% increase to be phased in over a two year period. This brings a total of 74 Continuous Measurement markets supporting the 70% Metro target increase.

The Philadelphia market has received the total 70% increase.

The Sample

High Density Area/ Effective with the Spring 1997 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit.

Please refer to Page 3 for estimates of total Metro Hispanic population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Spring 1997	Philadelphia, PA	(none)

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WPHI-FM	WDRE-FM	W197 FA96 SU96	04/18/97
WPHT-AM	WPTS-AM	SU96	09/19/96

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	462	11439	1.1	6.3	1156	8010	2.8	11.2	416	4677	1.0	4.0	425	5381	1.0	5.1	159	2483	.4	4.3
SP '97	460	11416	1.1	6.3	1218	8227	3.0	11.2	365	4191	.9	3.7	425	4741	1.0	5.0	143	2256	.4	4.0
WI '97	511	12768	1.3	7.1	1359	8846	3.3	12.6	410	4846	1.0	4.3	487	5569	1.2	5.8	175	2792	.4	5.1
FA '96	529	12461	1.3	7.3	1340	8989	3.3	12.6	464	5019	1.1	4.7	512	5826	1.3	6.0	181	2886	.4	5.1
4-Book	491	12021	1.2	6.8	1268	8518	3.1	11.9	414	4683	1.0	4.2	462	5379	1.1	5.5	165	2604	.4	4.6
SU '96	533	12544	1.3	7.3	1352	8995	3.3	13.2	471	5245	1.2	4.5	472	5476	1.2	5.7	195	2923	.5	5.3
WBEB-FM																				
SU '97	418	6105	1.0	5.7	505	2999	1.2	4.9	781	3271	1.9	7.6	501	3379	1.2	6.0	129	1771	.3	3.5
SP '97	440	6142	1.1	6.0	576	3389	1.4	5.3	809	3133	2.0	8.2	537	3561	1.3	6.3	151	1992	.4	4.2
WI '97	446	6304	1.1	6.2	564	3073	1.4	5.2	775	3081	1.9	8.1	540	3526	1.3	6.4	183	1965	.5	5.3
FA '96	410	6092	1.0	5.7	565	3370	1.4	5.3	754	3122	1.9	7.6	493	3499	1.2	5.8	175	1938	.4	4.9
4-Book	429	6161	1.1	5.9	553	3208	1.4	5.2	780	3152	1.9	7.9	518	3491	1.3	6.1	160	1917	.4	4.5
SU '96	401	5798	1.0	5.5	462	2761	1.1	4.5	793	3490	1.9	7.5	511	3343	1.3	6.1	143	1759	.4	3.9
WDAS-AM																				
SU '97	71	991	.2	1.0	130	504	.3	1.3	77	349	.2	.7	47	363	.1	.6	11	169	.3	.3
SP '97	91	1189	.2	1.2	136	554	.3	1.2	113	442	.3	1.1	63	297	.2	.7	16	213	.4	.4
WI '97	79	1031	.2	1.1	146	458	.4	1.3	84	395	.2	.9	44	321	.1	.5	21	134	.1	.6
FA '96	61	1045	.2	.8	104	486	.3	1.0	61	325	.2	.6	38	303	.1	.4	17	115	.5	.5
4-Book	76	1064	.2	1.0	129	501	.3	1.2	84	378	.2	.8	48	321	.1	.6	16	158	.5	.5
SU '96	69	1123	.2	.9	125	521	.3	1.2	64	373	.2	.6	41	290	.1	.5	15	133	.4	.4
WDAS-FM																				
SU '97	402	3953	1.0	5.5	516	2128	1.3	5.0	540	2089	1.3	5.3	441	2303	1.1	5.3	301	1889	.7	8.2
SP '97	356	3928	.9	4.9	467	2100	1.1	4.3	464	2120	1.1	4.7	388	2241	1.0	4.5	257	1680	.6	7.1
WI '97	388	4329	1.0	5.4	508	2332	1.2	4.7	551	2216	1.4	5.7	470	2496	1.2	5.6	223	1808	.5	6.5
FA '96	366	4017	.9	5.1	439	2077	1.1	4.1	473	2135	1.2	4.8	434	2372	1.1	5.1	266	1847	.7	7.5
4-Book	378	4057	1.0	5.2	483	2159	1.2	4.5	507	2140	1.3	5.1	433	2353	1.1	5.1	262	1806	.6	7.3
SU '96	371	4293	.9	5.1	415	2133	1.0	4.1	500	2276	1.2	4.8	403	2310	1.0	4.8	249	1733	.6	6.8
WFLN-FM																				
SU '97	178	2609	.4	2.4	193	1240	.5	1.9	287	1365	.7	2.8	244	1621	.6	2.9	83	827	.2	2.3
SP '97	187	3030	.5	2.6	221	1480	.5	2.0	275	1488	.7	2.8	225	1637	.6	2.6	96	964	.2	2.7
WI '97	230	3388	.6	3.2	236	1557	.6	2.2	344	1782	.8	3.6	253	1937	.6	3.0	135	1218	.3	3.9
FA '96	233	3463	.6	3.2	272	1653	.7	2.6	319	1828	.8	3.2	272	1954	.7	3.2	137	1185	.3	3.9
4-Book	207	3123	.5	2.9	231	1483	.6	2.2	306	1616	.8	3.1	249	1787	.6	2.9	113	1049	.3	3.2
SU '96	208	3068	.5	2.9	228	1394	.6	2.2	324	1798	.8	3.1	258	1676	.6	3.1	135	1098	.3	3.7
WHAT-AM																				
SU '97	63	769	.2	.9	104	424	.3	1.0	76	364	.2	.7	50	269	.1	.6	29	167	.1	.8
SP '97	118	1067	.3	1.6	288	742	.7	2.6	116	476	.3	1.2	72	317	.2	.8	51	243	.1	1.4
WI '97	73	1001	.2	1.0	172	493	.4	1.6	73	351	.2	.8	46	287	.1	.5	23	114	.1	.7
FA '96	100	917	.2	1.4	230	608	.6	2.2	105	439	.3	1.1	61	325	.2	.7	55	278	.1	1.6
4-Book	89	939	.2	1.2	199	567	.5	1.9	93	408	.3	1.0	57	300	.2	.7	40	201	.1	1.1
SU '96	96	828	.2	1.3	198	487	.5	1.9	114	386	.3	1.1	87	357	.2	1.0	39	195	.1	1.1
WIOQ-FM																				
SU '97	301	6656	.7	4.1	274	2582	.7	2.7	426	3502	1.0	4.1	379	3818	.9	4.5	193	2633	.5	5.2
SP '97	266	5918	.7	3.6	273	2542	.7	2.5	342	2975	.8	3.5	366	3548	.9	4.3	186	2240	.5	5.2
WI '97	319	6634	.8	4.5	359	2922	.9	3.3	360	2905	.9	3.8	431	3942	1.1	5.1	242	2884	.6	7.0
FA '96	347	7101	.9	4.8	378	3218	.9	3.6	396	3365	1.0	4.0	460	4317	1.1	5.4	273	3179	.7	7.7
4-Book	308	6577	.8	4.3	321	2816	.8	3.0	381	3187	.9	3.9	409	3906	1.0	4.8	224	2734	.6	6.3
SU '96	330	6667	.8	4.5	343	2632	.8	3.4	462	3707	1.1	4.4	432	3924	1.1	5.2	236	2908	.6	6.5
WIP -AM																				
SU '97	268	4316	.7	3.7	527	2806	1.3	5.1	346	2322	.9	3.4	355	2632	.9	4.2	96	1138	.2	2.6
SP '97	247	4809	.6	3.4	431	2339	1.1	4.0	289	1842	.7	2.9	325	2426	.8	3.8	142	1637	.3	3.9
WI '97	262	4779	.6	3.7	485	2776	1.2	4.5	352	1960	.9	3.7	331	2650	.8	3.9	125	1410	.3	3.6
FA '96	259	4517	.6	3.6	446	2554	1.1	4.2	384	2151	.9	3.9	366	2588	.9	4.3	91	1315	.2	2.6
4-Book	259	4605	.6	3.6	472	2619	1.2	4.5	343	2069	.9	3.5	344	2574	.9	4.1	114	1375	.3	3.2
SU '96	207	3528	.5	2.8	395	2119	1.0	3.9	285	1798	.7	2.7	265	1922	.7	3.2	84	1044	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
SU '97	309	4134	.8	4.2	322	1843	.8	3.1	502	2250	1.2	4.9	389	2437	1.0	4.6	180	1598	.4	4.9
SP '97	282	4096	.7	3.9	306	1955	.8	2.8	418	2100	1.0	4.2	386	2395	.9	4.5	158	1516	.4	4.4
WI '97	295	4351	.7	4.1	295	1807	.7	2.7	444	1967	1.1	4.6	409	2270	1.0	4.8	173	1642	.4	5.0
FA '96	308	4356	.8	4.3	339	1945	.8	3.2	521	2178	1.3	5.3	373	2542	.9	4.4	171	1687	.4	4.8
4-Book	299	4234	.8	4.1	316	1888	.8	3.0	471	2124	1.2	4.8	389	2411	1.0	4.6	171	1611	.4	4.8
SU '96	305	4058	.7	4.2	294	1790	.7	2.9	469	2055	1.2	4.5	369	2293	.9	4.4	190	1662	.5	5.2
WMGK-FM																				
SU '97	328	6154	.8	4.5	362	2710	.9	3.5	562	3276	1.4	5.5	447	3749	1.1	5.3	132	1900	.3	3.6
SP '97	318	5889	.8	4.4	337	2747	.8	3.1	517	2976	1.3	5.2	406	3542	1.0	4.7	139	2014	.3	3.9
WI '97	291	5099	.7	4.1	357	2254	.9	3.3	523	2583	1.3	5.5	380	3100	.9	4.5	105	1680	.3	3.0
FA '96	339	5162	.8	4.7	409	2680	1.0	3.9	641	2793	1.6	6.5	430	3130	1.1	5.0	145	1730	.4	4.1
4-Book	319	5576	.8	4.4	366	2598	.9	3.5	561	2907	1.4	5.7	416	3380	1.0	4.9	130	1831	.3	3.7
SU '96	344	5395	.8	4.7	374	2510	.9	3.7	591	2935	1.5	5.6	484	3441	1.2	5.8	140	1855	.3	3.8
WMMR-FM																				
SU '97	283	5267	.7	3.9	346	2197	.9	3.4	516	2468	1.3	5.0	362	2986	.9	4.3	108	1535	.3	2.9
SP '97	331	5571	.8	4.5	490	2695	1.2	4.5	574	2767	1.4	5.8	369	3317	.9	4.3	116	1695	.3	3.2
WI '97	249	5037	.6	3.5	342	2352	.8	3.2	421	2402	1.0	4.4	305	2727	.8	3.6	85	1343	.2	2.5
FA '96	263	5120	.6	3.7	365	2417	.9	3.4	455	2417	1.1	4.6	349	2956	.9	4.1	88	1395	.2	2.5
4-Book	282	5249	.7	3.9	386	2415	1.0	3.6	492	2514	1.2	5.0	346	2997	.9	4.1	99	1492	.3	2.8
SU '96	258	5059	.6	3.5	338	2156	.8	3.3	453	2510	1.1	4.3	321	2787	.8	3.9	89	1390	.2	2.4
WNAP-AM																				
SU '97	* 30	288	.1	.4	* 28	124	.1	.3	36	146	.1	.4	33	136	.1	.4				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	30	299	.1	.4	32	132	.1	.3	31	143	.1	.3	28	126	.1	.3	**	**	**	**
FA '96	31	363	.1	.4	27	164	.1	.3	34	159	.1	.3	37	121	.1	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	37	439	.1	.5	29	180	.1	.3	48	184	.1	.5	42	229	.1	.5	**	**	**	**
WGL-FM																				
SU '97	397	6807	1.0	5.4	479	3108	1.2	4.6	634	3644	1.6	6.2	461	3922	1.1	5.5	163	1920	.4	4.4
SP '97	398	6393	1.0	5.5	479	3067	1.2	4.4	578	2877	1.4	5.8	434	3356	1.1	5.1	172	1955	.4	4.8
WI '97	324	6061	.8	4.5	417	2887	1.0	3.9	507	2630	1.2	5.3	385	3279	.9	4.6	117	1494	.3	3.4
FA '96	361	6102	.9	5.0	455	2912	1.1	4.3	524	2911	1.3	5.3	440	3465	1.1	5.2	163	1796	.4	4.6
4-Book	370	6341	.9	5.1	458	2994	1.1	4.3	561	3016	1.4	5.7	430	3506	1.1	5.1	154	1791	.4	4.3
SU '96	426	6361	1.0	5.9	463	3016	1.1	4.5	658	3259	1.6	6.3	521	3354	1.3	6.3	174	1864	.4	4.8
WPEN-AM																				
SU '97	345	3479	.8	4.7	504	2013	1.2	4.9	478	2267	1.2	4.7	415	2011	1.0	4.9	138	900	.3	3.7
SP '97	294	3156	.7	4.0	462	1752	1.1	4.2	445	2091	1.1	4.5	315	1674	.8	3.7	65	611	.2	1.8
WI '97	357	3432	.9	5.0	542	2066	1.3	5.0	530	2260	1.3	5.5	369	2009	.9	4.4	121	772	.3	3.5
FA '96	325	3103	.8	4.5	470	1813	1.2	4.4	518	2138	1.3	5.2	374	1867	.9	4.4	91	919	.2	2.6
4-Book	330	3293	.8	4.6	495	1911	1.2	4.6	493	2189	1.2	5.0	368	1890	.9	4.4	104	801	.3	2.9
SU '96	314	3220	.8	4.3	470	1768	1.2	4.6	473	2115	1.2	4.5	340	1895	.8	4.1	104	1063	.3	2.8
+WPHI-FM																				
SU '97	303	4510	.7	4.2	277	2039	.7	2.7	347	2564	.9	3.4	398	2954	1.0	4.7	296	2566	.7	8.0
SP '97	285	4503	.7	3.9	252	2141	.6	2.3	257	2225	.6	2.6	417	2866	1.0	4.9	285	2452	.7	7.9
WI '97	195	3666	.5	2.7	176	1479	.4	1.6	204	1583	.5	2.1	268	2246	.7	3.2	178	1748	.4	5.2
FA '96	139	3397	.3	1.9	142	1408	.3	1.3	176	1461	.4	1.8	218	2063	.5	2.6	87	1434	.2	2.5
4-Book	231	4019	.6	3.2	212	1767	.5	2.0	246	1958	.6	2.5	325	2532	.8	3.9	212	2050	.5	5.9
SU '96	131	3253	.3	1.8	112	1147	.3	1.1	187	1636	.5	1.8	185	1823	.5	2.2	86	1310	.2	2.4
+WPHT-AM																				
SU '97	59	1934	.1	.8	74	529	.2	.7	53	577	.1	.5	54	668	.1	.6	80	711	.2	2.2
SP '97	61	1966	.2	.8	68	602	.2	.6	62	589	.2	.6	64	514	.2	.7	78	705	.2	2.2
WI '97	40	1262	.1	.6	93	642	.2	.9	39	451	.1	.4	50	491	.1	.6	17	224	.5	.5
FA '96	32	981	.1	.4	71	436	.2	.7	35	379	.1	.4	27	303	.1	.3	17	196	.5	.5
4-Book	48	1536	.1	.7	77	552	.2	.7	47	499	.1	.5	49	494	.1	.6	48	459	.1	1.4
SU '96	63	1783	.2	.9	75	488	.2	.7	50	454	.1	.5	51	576	.1	.6	93	758	.2	2.5

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	240	5529	.6	3.3	284	2473	.7	2.8	321	2621	.8	3.1	305	3414	.8	3.6	167	2336	.4	4.5
SP '97	199	4961	.5	2.7	292	2363	.7	2.7	239	2168	.6	2.4	249	2781	.6	2.9	117	1695	.3	3.3
WI '97	198	5269	.5	2.8	292	2550	.7	2.7	238	2135	.6	2.5	271	3177	.7	3.2	106	1737	.3	3.1
FA '96	190	5302	.5	2.6	284	2719	.7	2.7	210	2089	.5	2.1	246	2902	.6	2.9	115	1940	.3	3.2
4-Book	207	5265	.5	2.9	288	2526	.7	2.7	252	2253	.6	2.5	268	3069	.7	3.2	126	1927	.3	3.5
SU '96	221	5191	.5	3.0	291	2414	.7	2.9	330	2546	.8	3.1	264	2802	.6	3.2	114	1932	.3	3.1
WTEL-AM																				
SU '97	* 29	332	.1	.4	* 33	166	.1	.3	38	182	.1	.4	* 27	97	.1	.3	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	27	374	.1	.4	37	197	.1	.4	44	230	.1	.4	18	158	.2	.2	5	49	.1	.1
SP '97	37	406	.1	.5	59	225	.1	.5	38	196	.1	.4	40	260	.1	.5	20	171	.1	.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	333	5296	.8	4.6	340	2522	.8	3.3	412	2824	1.0	4.0	368	2957	.9	4.4	284	2418	.7	7.7
SP '97	365	5533	.9	5.0	393	2872	1.0	3.6	398	2762	1.0	4.0	453	3175	1.1	5.3	339	2600	.8	9.4
WI '97	442	5912	1.1	6.2	476	3223	1.2	4.4	422	2792	1.0	4.4	588	3696	1.4	7.0	449	3054	1.1	13.0
FA '96	464	5906	1.1	6.4	507	3160	1.2	4.8	471	2975	1.2	4.8	606	3489	1.5	7.1	403	3113	1.0	11.4
4-Book	401	5662	1.0	5.6	429	2944	1.1	4.0	426	2838	1.1	4.3	504	3329	1.2	6.0	369	2796	.9	10.4
SU '96	452	5458	1.1	6.2	462	2772	1.1	4.5	526	3308	1.3	5.0	529	3306	1.3	6.4	392	2857	1.0	10.7
WWDB-FM																				
SU '97	342	4970	.8	4.7	481	2131	1.2	4.7	507	2460	1.2	4.9	342	2153	.8	4.1	176	1537	.4	4.8
SP '97	365	4918	.9	5.0	554	2267	1.4	5.1	517	2544	1.3	5.2	474	2781	1.2	5.5	157	1366	.4	4.4
WI '97	381	5147	.9	5.3	501	2191	1.2	4.6	551	2627	1.4	5.7	469	2746	1.2	5.5	151	1414	.4	4.4
FA '96	352	4772	.9	4.9	423	1988	1.0	4.0	597	2698	1.5	6.0	405	2508	1.0	4.7	175	1443	.4	4.9
4-Book	360	4952	.9	5.0	420	2144	1.2	4.6	543	2582	1.4	5.5	423	2547	1.1	5.0	165	1440	.4	4.6
SU '96	368	4749	.9	5.1	467	2122	1.1	4.6	619	2812	1.5	5.9	361	2054	.9	4.3	209	1647	.5	5.7
WWJZ-AM																				
SU '97	28	420	.1	.4	30	189	.1	.3	43	219	.1	.4	36	207	.1	.4	8	100	.1	.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	25	309	.1	.3	26	170	.1	.2	48	227	.1	.5	22	191	.1	.3	3	41	.1	.1
FA '96	28	291	.1	.4	37	157	.1	.3	38	179	.1	.4	30	150	.1	.4	10	87	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	23	295	.1	.3	31	138	.1	.3	37	202	.1	.4	28	201	.1	.3	6	77	.1	.2
WXTU-FM																				
SU '97	308	4138	.8	4.2	391	2304	1.0	3.8	476	2382	1.2	4.6	392	2617	1.0	4.7	113	1243	.3	3.1
SP '97	292	3780	.7	4.0	397	2170	1.0	3.6	430	2112	1.1	4.3	352	2459	.9	4.1	107	1261	.3	3.0
WI '97	317	3782	.8	4.4	460	2180	1.1	4.3	484	2192	1.2	5.0	353	2481	.9	4.2	111	1208	.3	3.2
FA '96	280	3916	.7	3.9	387	2223	1.0	3.7	386	2253	.9	3.9	372	2629	.9	4.4	99	1286	.2	2.8
4-Book	299	3904	.8	4.1	409	2219	1.0	3.9	444	2235	1.1	4.5	367	2547	.9	4.4	108	1250	.3	3.0
SU '96	307	3793	.8	4.2	415	1990	1.0	4.1	476	2125	1.2	4.5	370	2456	.9	4.4	128	1262	.3	3.5
WYSP-FM																				
SU '97	385	7318	.9	5.3	1181	4551	2.9	11.5	428	3113	1.1	4.2	281	2672	.7	3.3	111	1654	.3	3.0
SP '97	461	7010	1.1	6.3	1279	4665	3.1	11.7	608	3329	1.5	6.1	419	3173	1.0	4.9	122	1644	.3	3.4
WI '97	391	6677	1.0	5.5	1199	4603	2.9	11.1	430	2907	1.1	4.5	310	2625	.8	3.7	108	1419	.3	3.1
FA '96	347	7091	.9	4.8	969	3928	2.4	9.1	356	2638	.9	3.6	287	2644	.7	3.4	88	1480	.2	2.5
4-Book	396	7024	1.0	5.5	1157	4437	2.8	10.9	456	2997	1.2	4.6	324	2779	.8	3.8	107	1549	.3	3.0
SU '96	381	6333	.9	5.2	1137	4035	2.8	11.1	487	2996	1.2	4.6	271	2218	.7	3.3	86	1145	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	265	5795	.7	3.6	267	2290	.7	2.6	392	2723	1.0	3.8	318	3174	.8	3.8	185	2141	.5	5.0
SP '97	252	5301	.6	3.5	321	2441	.8	2.9	395	2414	1.0	4.0	332	2967	.8	3.9	129	1857	.3	3.6
WI '97	183	4979	.5	2.6	236	2035	.6	2.2	265	1989	.7	2.8	224	2419	.6	2.6	104	1801	.3	3.0
FA '96	255	5298	.6	3.5	313	2506	.8	3.0	361	2436	.9	3.6	349	3126	.9	4.1	135	1970	.3	3.8
4-Book	239	5343	.6	3.3	284	2318	.7	2.7	353	2391	.9	3.6	306	2922	.8	3.6	138	1942	.4	3.9
SU '96	265	5680	.7	3.6	296	2386	.7	2.9	423	2808	1.0	4.0	325	2823	.8	3.9	143	1975	.4	3.9
WZZD-AM																				
SU '97	21	570	.1	.3	27	225	.1	.3	33	261	.1	.3	19	215	.2	.2	19	172	.5	.5
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	21	462	.1	.3	36	243	.1	.3	36	248	.1	.4	27	225	.1	.3	6	128	.2	.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	35	526	.1	.5	62	371	.2	.6	40	271	.1	.4	35	240	.1	.4	16	144	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	36	649	.1	.5	49	281	.1	.5	66	305	.2	.6	32	332	.1	.4	7	144	.2	.2
SP '97	38	503	.1	.5	47	254	.1	.4	61	224	.2	.6	47	276	.1	.5	11	129	.3	.3
WI '97	64	859	.2	.9	68	394	.2	.6	122	423	.3	1.3	69	482	.2	.8	24	232	.1	.7
FA '96	49	660	.1	.7	63	356	.2	.6	86	373	.2	.9	57	334	.1	.7	10	171	.3	.3
4-Book	47	668	.1	.7	57	321	.2	.5	84	331	.2	.9	51	356	.1	.6	13	169	.4	.4
SU '96	30	505	.1	.4	50	217	.1	.5	59	251	.1	.6	35	232	.1	.4	3	97	.1	.1
WJBR-FM																				
SU '97	31	721	.1	.4	45	254	.1	.4	51	278	.1	.5	35	294	.1	.4	15	165	.4	.4
SP '97	45	920	.1	.6	58	384	.1	.5	83	415	.2	.8	52	368	.1	.6	14	264	.4	.4
WI '97	37	829	.1	.5	39	330	.1	.4	69	328	.2	.7	48	390	.1	.6	18	279	.5	.5
FA '96	61	1017	.2	.8	81	515	.2	.8	102	434	.3	1.0	69	509	.2	.8	22	238	.1	.6
4-Book	44	872	.1	.6	56	371	.1	.5	76	364	.2	.8	51	390	.1	.6	17	237	.5	.5
SU '96	51	1039	.1	.7	42	352	.1	.4	70	438	.2	.7	67	471	.2	.8	42	417	.1	1.1
WKXW-FM																				
SU '97	60	1392	.1	.8	85	569	.2	.8	103	660	.3	1.0	80	739	.2	1.0	16	321	.4	.4
SP '97	41	1223	.1	.6	52	485	.1	.5	64	529	.2	.6	60	599	.1	.7	14	222	.4	.4
WI '97	63	1411	.2	.9	99	570	.2	.9	90	582	.2	.9	85	754	.2	1.0	15	200	.4	.4
FA '96	55	1128	.1	.8	95	459	.2	.9	93	542	.2	.9	62	583	.2	.7	18	293	.5	.5
4-Book	55	1289	.1	.8	83	521	.2	.8	88	578	.2	.9	72	669	.2	.9	16	259	.4	.4
SU '96	46	1177	.1	.6	55	555	.1	.5	74	532	.2	.7	66	641	.2	.8	29	370	.1	.8
WPST-FM																				
SU '97	113	3459	.3	1.5	95	1157	.2	.9	163	1541	.4	1.6	152	1899	.4	1.8	61	1217	.2	1.7
SP '97	91	2910	.2	1.2	108	1215	.3	1.0	117	1318	.3	1.2	128	1677	.3	1.5	66	1028	.2	1.8
WI '97	97	2834	.2	1.4	120	1123	.3	1.1	123	1016	.3	1.3	142	1682	.3	1.7	63	984	.2	1.8
FA '96	104	2958	.3	1.4	130	1169	.3	1.2	151	1092	.4	1.5	134	1628	.3	1.6	61	1086	.2	1.7
4-Book	101	3040	.3	1.4	113	1166	.3	1.1	139	1242	.4	1.4	139	1722	.3	1.7	63	1079	.2	1.8
SU '96	87	2989	.2	1.2	103	1075	.3	1.0	132	1520	.3	1.3	114	1515	.3	1.4	48	966	.1	1.3
WRDR-FM																				
SU '97	32	564	.1	.4	42	245	.1	.4	54	315	.1	.5	27	291	.1	.3	10	95	.3	.3
SP '97	53	760	.1	.7	57	407	.1	.5	102	490	.3	1.0	58	429	.1	.7	12	177	.3	.3
WI '97	29	503	.1	.4	43	232	.1	.4	35	261	.1	.4	30	351	.1	.4	16	143	.5	.5
FA '96	26	492	.1	.4	29	183	.1	.3	29	247	.1	.3	28	221	.1	.3	15	163	.4	.4
4-Book	35	580	.1	.5	43	267	.1	.4	55	328	.2	.6	36	323	.1	.4	13	145	.4	.4
SU '96	33	653	.1	.5	42	216	.1	.4	54	369	.1	.5	27	269	.1	.3	14	179	.4	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTW-FM																			
SU '97	24	1116	.1	.3	26	302	.1	.3	33	411	.1	.3	36	482	.1	.4	12	300	.3
SP '97	25	896	.1	.3	27	318	.1	.2	40	301	.1	.4	38	490	.1	.4	9	235	.3
WI '97	37	963	.1	.5	57	396	.1	.5	77	343	.2	.8	40	431	.1	.5	8	236	.2
FA '96	36	912	.1	.5	46	373	.1	.4	69	325	.2	.7	45	442	.1	.5	17	231	.5
4-Book	31	972	.1	.4	39	347	.1	.4	55	345	.2	.6	40	461	.1	.5	12	251	.3
SU '96	25	944	.1	.3	27	339	.1	.3	40	339	.1	.4	31	453	.1	.4	10	275	.3
TOTALS																			
SU '97	7295	39318	17.9		10310	33823	25.4		10279	31869	25.3		8396	33917	20.7		3685	23822	9.1
SP '97	7299	39409	18.0		10888	34899	26.8		9892	30393	24.3		8560	33581	21.1		3596	23799	8.8
WI '97	7161	39169	17.6		10817	34589	26.6		9591	29498	23.6		8458	33703	20.8		3454	22959	8.5
FA '96	7201	39243	17.7		10602	34467	26.1		9914	30498	24.4		8529	33727	21.0		3543	24134	8.7
4-Book	7239	39285	17.8		10654	34445	26.2		9919	30565	24.4		8486	33732	20.9		3570	23679	8.8
SU '96	7275	39016	17.9		10208	33639	25.1		10506	31803	25.8		8317	33250	20.4		3653	23764	9.0

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

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

Target Listener Estimates

Persons 12+

Target Listener Estimates - Persons 12+

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	646	10442	1.6	6.7	340	6539	.8	6.3	800	3269	2.0	14.6	371	1865	.9	4.2	226	1168	.6	3.6
4-Book	692	10931	1.7	7.1	354	6727	.9	6.7	862	3511	2.1	14.9	400	1958	1.0	4.6	256	1215	.7	4.2
WBEB-FM																				
SU '97	610	5106	1.5	6.3	273	3161	.7	5.1	261	851	.6	4.8	540	1470	1.3	6.1	335	962	.8	5.4
4-Book	629	5126	1.6	6.5	253	3111	.6	4.8	265	851	.7	4.6	472	1359	1.2	5.4	312	961	.8	5.1
WDAS-AM																				
SU '97	84	674	.2	.9	87	784	.2	1.6	24	69	.1	.4	56	121	.1	.6	27	60	.1	.4
4-Book	87	658	.2	.9	97	861	.2	1.8	70	170	.2	1.2	72	154	.2	.9	31	70	.1	.5
WDAS-FM																				
SU '97	502	3246	1.2	5.2	293	2311	.7	5.4	230	630	.6	4.2	477	1036	1.2	5.4	336	785	.8	5.4
4-Book	477	3383	1.2	4.9	281	2480	.7	5.3	242	669	.6	4.2	460	1060	1.2	5.3	347	829	.9	5.7
WFLN-FM																				
SU '97	245	2207	.6	2.5	125	1371	.3	2.3	82	336	.2	1.5	217	640	.5	2.4	134	358	.3	2.1
4-Book	265	2548	.7	2.7	168	1773	.4	3.2	133	462	.4	2.3	276	789	.7	3.2	200	565	.5	3.3
WHAT-AM																				
SU '97	76	611	.2	.8	62	468	.2	1.1	54	161	.1	1.0	100	177	.2	1.1	42	108	.1	.7
4-Book	114	717	.3	1.2	77	603	.2	1.5	91	208	.2	1.6	104	208	.2	1.2	45	100	.1	.7
WIOQ-FM																				
SU '97	365	5421	.9	3.8	260	3873	.6	4.8	191	691	.5	3.5	440	1685	1.1	5.0	355	1191	.9	5.7
4-Book	371	5473	.9	3.9	253	3823	.6	4.8	164	687	.4	2.8	454	1737	1.1	5.2	353	1325	.9	5.8
WIP -AM																				
SU '97	405	4022	1.0	4.2	140	1989	.3	2.6	227	767	.6	4.1	217	819	.5	2.4	130	531	.3	2.1
4-Book	384	3893	1.0	4.0	135	2186	.3	2.6	188	655	.5	3.3	196	752	.5	2.2	132	484	.3	2.2
WJZ-FM																				
SU '97	412	3399	1.0	4.2	211	2308	.5	3.9	145	449	.4	2.7	320	868	.8	3.6	267	800	.7	4.3
4-Book	398	3380	1.0	4.1	207	2318	.5	3.9	175	571	.5	3.0	344	959	.9	4.0	281	755	.7	4.6
WMGK-FM																				
SU '97	465	5165	1.1	4.8	216	3200	.5	4.0	155	517	.4	2.8	443	1475	1.1	5.0	322	968	.8	5.2
4-Book	456	4671	1.1	4.7	202	3006	.5	3.8	170	642	.4	2.9	414	1379	1.0	4.7	293	1004	.7	4.8
WMMR-FM																				
SU '97	416	4243	1.0	4.3	165	2674	.4	3.1	157	530	.4	2.9	282	1035	.7	3.2	220	800	.5	3.5
4-Book	414	4316	1.0	4.3	168	2658	.4	3.2	183	646	.5	3.2	326	1151	.8	3.8	215	813	.5	3.5
WNAP-AM																				
SU '97	* 33	244	.1	.3	* 25	160	.1	.5	* 21	45	.1	.4	45	101	.1	.5	27	50	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	533	5629	1.3	5.5	313	3699	.8	5.8	297	940	.7	5.4	505	1576	1.2	5.7	361	1125	.9	5.8
4-Book	489	5053	1.2	5.0	306	3593	.8	5.8	284	901	.7	4.9	562	1576	1.4	6.5	360	1124	.9	5.9
WPEN-AM																				
SU '97	467	2966	1.1	4.8	270	2437	.7	5.0	397	1004	1.0	7.3	495	1307	1.2	5.6	354	923	.9	5.7
4-Book	455	2859	1.1	4.7	262	2255	.7	5.0	427	1055	1.1	7.4	540	1285	1.3	6.2	339	885	.8	5.5
+WPHI-FM																				
SU '97	341	3905	.8	3.5	238	2584	.6	4.4	162	529	.4	3.0	448	1251	1.1	5.1	363	1021	.9	5.8
4-Book	260	3419	.6	2.7	190	2366	.5	3.6	120	425	.3	2.1	332	1100	.8	3.8	281	870	.7	4.5
+WPHT-AM																				
SU '97	60	1257	.1	.6	45	768	.1	.8	49	149	.1	.9	34	171	.1	.4	37	117	.1	.6
4-Book	57	1079	.1	.6	33	596	.1	.6	40	114	.1	.7	38	157	.1	.4	22	91	.1	.4
WPLY-FM																				
SU '97	304	4808	.7	3.1	175	2994	.4	3.2	72	455	.2	1.3	297	1261	.7	3.3	238	946	.6	3.8
4-Book	268	4481	.7	2.8	153	2867	.4	2.9	103	494	.3	1.8	268	1182	.6	3.1	193	836	.5	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12+																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM	SU '97	* 34	227	.1	.4	* 16	160	.3	.3	* 24	68	.1	.4	43	119	.1	.5	* 7	21	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM	SU '97	34	311	.1	.4	29	255	.1	.5	46	110	.1	.8	82	183	.2	.9	10	40	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	SU '97	377	4460	.9	3.9	289	3145	.7	5.3	184	571	.5	3.4	426	1426	1.0	4.8	360	1053	.9	5.8
	4-Book	451	4846	1.1	4.7	334	3435	.8	6.3	220	709	.6	3.8	538	1596	1.3	6.2	431	1192	1.1	7.1
WWDB-FM	SU '97	448	3785	1.1	4.6	266	2845	.7	4.9	374	996	.9	6.8	294	802	.7	3.3	184	495	.5	2.9
	4-Book	490	3972	1.2	5.1	261	2813	.7	4.9	375	1021	.9	6.5	316	916	.8	3.6	185	535	.5	3.0
WWJZ-AM	SU '97	37	356	.1	.4	26	260	.1	.5	26	78	.1	.5	42	133	.1	.5	37	76	.1	.6
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM	SU '97	424	3634	1.0	4.4	233	2433	.6	4.3	216	736	.5	3.9	470	1243	1.2	5.3	276	795	.7	4.4
	4-Book	410	3437	1.0	4.2	234	2419	.6	4.4	257	796	.6	4.4	435	1200	1.1	5.0	296	911	.7	4.9
WYSP-FM	SU '97	615	6172	1.5	6.3	163	2791	.4	3.0	125	397	.3	2.3	263	1003	.6	3.0	200	728	.5	3.2
	4-Book	631	5976	1.6	6.5	172	2810	.4	3.3	149	478	.4	2.6	261	982	.6	3.0	207	758	.5	3.4
WYXR-FM	SU '97	331	4572	.8	3.4	203	3034	.5	3.8	191	633	.5	3.5	375	1170	.9	4.2	264	947	.6	4.2
	4-Book	317	4215	.8	3.3	167	2799	.4	3.2	147	591	.4	2.6	306	1100	.8	3.5	213	844	.5	3.5
WZZD-AM	SU '97	27	478	.1	.3	12	257	.2	.2	7	23	.1	.1	13	81	.1	.1	11	52	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM	SU '97	33	427	.1	.3	8	171	.1	.1	10	43	.2	.2	10	80	.1	.1	11	49	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM	SU '97	50	467	.1	.5	30	400	.1	.6	31	78	.1	.6	43	140	.1	.5	28	61	.1	.4
	4-Book	66	527	.2	.7	36	392	.1	.7	42	121	.1	.8	72	167	.2	.9	33	100	.1	.5
WJBR-FM	SU '97	44	533	.1	.5	19	341	.4	.4	25	80	.1	.5	41	117	.1	.5	35	107	.1	.6
	4-Book	62	641	.2	.7	28	416	.1	.5	29	105	.1	.5	52	144	.1	.6	43	122	.1	.7
WKXW-FM	SU '97	90	1123	.2	.9	35	556	.1	.6	48	131	.1	.9	77	191	.2	.9	30	125	.1	.5
	4-Book	81	1030	.2	.8	34	517	.1	.6	40	131	.1	.7	58	183	.2	.7	42	134	.1	.7
WPST-FM	SU '97	139	2807	.3	1.4	103	1787	.3	1.9	44	216	.1	.8	209	738	.5	2.4	142	587	.3	2.3
	4-Book	131	2462	.3	1.3	75	1526	.2	1.4	52	239	.2	.9	133	620	.3	1.5	101	472	.2	1.7
WRDR-FM	SU '97	42	427	.1	.4	29	339	.1	.5	38	102	.1	.7	57	154	.1	.6	34	102	.1	.5
	4-Book	45	464	.1	.5	31	346	.1	.6	43	110	.1	.8	56	153	.1	.7	39	129	.1	.6
WSTV-FM	SU '97	31	771	.1	.3	18	496	.3	.3	9	52	.2	.2	23	141	.1	.3	28	89	.1	.4
	4-Book	45	723	.1	.5	16	415	.3	.3	18	69	.1	.3	27	155	.1	.3	23	98	.1	.4
TOTALS	SU '97	9710	38682	23.9		5403	33489	13.3		5470	14947	13.5		8869	21232	21.8		6251	15886	15.4	
	4-Book	9706	38688	23.9		5301	33551	13.1		5770	15871	14.2		8711	21378	21.4		6131	15933	15.1	

* Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	112	810	.3	3.0	719	2951	1.8	16.0	277	1507	.7	4.5	194	900	.5	3.9	135	832	.3	4.3
4-Book	127	786	.3	3.7	699	2869	1.7	15.6	280	1480	.7	4.6	196	912	.5	4.2	134	803	.3	4.5
WBEB-FM																				
SU '97	171	650	.4	4.6	160	535	.4	3.6	336	1026	.8	5.4	241	699	.6	4.9	122	562	.3	3.9
4-Book	156	630	.4	4.5	174	579	.4	3.9	294	1002	.7	4.8	235	745	.6	5.0	113	531	.3	3.8
WDAS-AM																				
SU '97	10	36	.3		300	599	.7	6.7	221	520	.5	3.6	42	120	.1	.9	28	60	.1	.9
4-Book	12	40	.4		302	620	.7	6.7	208	528	.5	3.4	64	146	.2	1.4	30	89	.1	1.0
WDAS-FM																				
SU '97	270	672	.7	7.2	129	311	.3	2.9	175	523	.4	2.8	245	495	.6	5.0	434	872	1.1	14.0
4-Book	236	658	.6	6.8	140	374	.3	3.1	192	590	.5	3.1	190	469	.5	4.1	396	757	1.0	13.4
WFLN-FM																				
SU '97	72	297	.2	1.9	61	274	.2	1.4	189	599	.5	3.0	160	380	.4	3.3	71	279	.2	2.3
4-Book	89	338	.2	2.6	113	441	.3	2.5	239	762	.6	3.9	200	527	.5	4.3	92	347	.3	3.1
WHAT-AM																				
SU '97	16	60	.4		130	261	.3	2.9	78	256	.2	1.3	60	118	.1	1.2	25	55	.1	.8
4-Book	34	101	.1	1.0	160	312	.4	3.5	93	286	.2	1.5	70	126	.2	1.5	27	83	.1	.9
WIOQ-FM																				
SU '97	225	895	.6	6.0	103	392	.3	2.3	299	1074	.7	4.8	236	868	.6	4.8	200	668	.5	6.4
4-Book	269	1018	.7	7.8	87	382	.2	1.9	270	1148	.7	4.4	237	920	.6	5.1	159	630	.4	5.4
WIP -AM																				
SU '97	64	227	.2	1.7	119	484	.3	2.7	170	692	.4	2.7	128	481	.3	2.6	72	316	.2	2.3
4-Book	94	367	.3	2.7	110	419	.3	2.5	148	649	.4	2.4	139	530	.3	3.0	81	343	.2	2.8
WJJZ-FM																				
SU '97	183	575	.5	4.9	115	364	.3	2.6	282	705	.7	4.5	230	554	.6	4.7	131	393	.3	4.2
4-Book	164	530	.4	4.7	108	377	.3	2.4	248	745	.6	4.1	203	550	.5	4.4	121	407	.3	4.1
WMGK-FM																				
SU '97	177	607	.4	4.7	59	334	.1	1.3	229	958	.6	3.7	222	776	.5	4.5	97	467	.2	3.1
4-Book	125	537	.3	3.6	78	350	.2	1.7	225	887	.6	3.7	196	687	.5	4.2	101	441	.2	3.4
WMMR-FM																				
SU '97	109	505	.3	2.9	103	410	.3	2.3	213	754	.5	3.4	170	685	.4	3.5	62	338	.2	2.0
4-Book	86	397	.2	2.4	117	426	.3	2.6	205	787	.5	3.4	141	583	.4	3.1	69	348	.2	2.3
WNAP-AM																				
SU '97					* 22	41	.1	.5	16	68		.3	19	33		.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGGL-FM																				
SU '97	216	799	.5	5.7	352	1023	.9	7.9	328	1081	.8	5.3	296	847	.7	6.0	160	544	.4	5.1
4-Book	196	705	.5	5.6	284	830	.7	6.4	331	1160	.8	5.5	270	826	.7	5.8	154	518	.4	5.2
WPEN-AM																				
SU '97	113	408	.3	3.0	107	383	.3	2.4	279	858	.7	4.5	311	723	.8	6.3	121	364	.3	3.9
4-Book	100	350	.3	2.9	134	465	.4	3.0	243	751	.6	4.0	251	610	.6	5.4	84	280	.2	2.9
+WPHI-FM																				
SU '97	304	877	.7	8.1	67	238	.2	1.5	164	649	.4	2.6	235	731	.6	4.8	132	478	.3	4.2
4-Book	222	714	.6	6.3	66	241	.2	1.5	173	677	.4	2.9	190	636	.5	4.0	115	431	.3	3.9
+WPHT-AM																				
SU '97	51	164	.1	1.4	53	145	.1	1.2	70	259	.2	1.1	53	226	.1	1.1	16	65		.5
4-Book	28	102	.1	.8	36	103	.1	.8	50	205	.2	.8	39	147	.1	.8	15	60		.5
WPLY-FM																				
SU '97	135	699	.3	3.6	77	363	.2	1.7	219	979	.5	3.5	209	871	.5	4.3	132	676	.3	4.2
4-Book	121	615	.3	3.5	74	349	.2	1.7	189	897	.5	3.1	168	758	.4	3.6	91	513	.2	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 12+

Target Listener Estimates

Persons 12+																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM																			
SU '97				* 4	15	.1		8	27	.1		*							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																			
SU '97	6	17	.2	39	70	.1	.9	31	95	.1	.5	8	33	.2	5	17	.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SU '97	317	927	.8	189	574	.5	4.2	287	949	.7	4.6	288	825	.7	5.9	235	670	.6	7.6
4-Book	367	1131	.9	183	577	.5	4.1	336	1064	.8	5.6	289	775	.7	6.2	267	760	.7	9.1
WWDB-FM																			
SU '97	199	660	.5	353	1074	.9	7.9	473	1095	1.2	7.6	107	324	.3	2.2	134	509	.3	4.3
4-Book	159	528	.4	324	981	.8	7.2	457	1018	1.2	7.5	120	364	.3	2.6	147	504	.4	5.0
WWJZ-AM																			
SU '97	8	54	.2	38	107	.1	.8	24	85	.1	.4	27	41	.1	.5	11	42	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																			
SU '97	75	343	.2	181	569	.4	4.0	317	923	.8	5.1	246	706	.6	5.0	78	356	.2	2.5
4-Book	92	448	.2	181	589	.5	4.0	315	988	.8	5.2	207	632	.5	4.5	86	356	.2	2.9
WYSP-FM																			
SU '97	136	486	.3	68	243	.2	1.5	200	886	.5	3.2	233	777	.6	4.7	71	403	.2	2.3
4-Book	111	456	.3	71	230	.2	1.6	244	978	.6	4.0	243	800	.6	5.3	89	375	.2	3.0
WYXR-FM																			
SU '97	168	631	.4	97	354	.2	2.2	199	778	.5	3.2	165	703	.4	3.4	144	621	.4	4.6
4-Book	100	496	.3	90	392	.2	2.0	198	844	.5	3.3	153	643	.4	3.3	112	519	.3	3.7
WZZD-AM																			
SU '97	7	39	.2	24	56	.1	.5	9	87	.1		11	51	.2		17	62	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																			
SU '97	3	25	.1	17	67	.4		3	26			3	15	.1		9	35	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																			
SU '97	10	53	.3	54	173	.1	1.2	54	133	.1	.9	17	85	.3		5	34	.2	
4-Book	11	61	.3	54	156	.2	1.2	45	128	.1	.8	25	97	.1	.5	10	58	.3	
WJBR-FM																			
SU '97	6	36	.2	10	45	.2		21	115	.1	.3	5	47	.1		11	59	.4	
4-Book	21	91	.6	12	56	.3		30	115	.1	.5	19	79	.1	.4	16	68	.5	
WKXV-FM																			
SU '97	9	68	.2	43	145	.1	1.0	51	188	.1	.8	12	65	.2		5	23	.2	
4-Book	12	58	.4	34	120	.1	.8	46	160	.1	.8	23	82	.1	.5	14	65	.5	
WPST-FM																			
SU '97	71	460	.2	38	233	.1	.8	131	477	.3	2.1	113	464	.3	2.3	60	279	.1	1.9
4-Book	59	353	.2	36	204	.1	.8	85	425	.2	1.4	82	368	.2	1.7	45	241	.1	1.5
WRDR-FM																			
SU '97	11	53	.3	17	37	.4		42	128	.1	.7	22	75	.1	.4	9	26	.3	
4-Book	20	81	.6	24	67	.1	.5	35	107	.1	.6	23	89	.1	.5	12	45	.4	
WSTW-FM																			
SU '97	19	117	.5	16	73	.4		24	103	.1	.4	23	105	.1	.5	6	38	.2	
4-Book	12	78	.3	12	47	.3		16	90	.3		16	79	.4		9	49	.3	
TOTALS																			
SU '97	3757	11557	9.2	4482	12734	11.0		6201	16979	15.3		4917	12573	12.1		3110	9579	7.7	
4-Book	3494	11059	8.6	4494	12887	11.0		6071	17072	14.9		4668	12325	11.5		2956	9143	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	12	623	.1	.9	29	343	.4	2.2	17	155	.2	1.0	11	178	.1	.7	4	83		.4
SP '97	13	632	.2	1.1	38	394	.5	2.8	12	124	.1	1.0	9	159	.1	.6	4	89		.4
WI '97	18	999	.2	1.6	47	619	.6	3.6	21	261	.3	1.9	17	273	.2	1.2	7	200	.1	.7
FA '96	18	707	.2	1.5	61	486	.8	4.4	10	121	.1	.8	13	176	.2	.8	7	85	.1	.7
4-Book	15	740	.2	1.3	44	461	.6	3.3	15	165	.2	1.2	13	197	.2	.8	6	114	.1	.6
SU '96	13	826	.2	1.1	33	453	.4	2.4	12	204	.1	.7	11	207	.1	.7	6	171	.1	.6
WBEB-FM																				
SU '97	46	1178	.6	3.6	39	427	.5	3.0	57	442	.7	3.5	52	479	.6	3.3	33	429	.4	3.1
SP '97	52	1184	.6	4.4	46	458	.6	3.4	79	369	1.0	6.5	71	514	.9	4.5	35	499	.4	3.3
WI '97	55	1234	.7	4.9	46	432	.6	3.5	56	377	.7	5.0	77	519	.9	5.2	60	569	.7	5.7
FA '96	55	1342	.7	4.6	51	524	.6	3.7	83	401	1.0	6.9	72	667	.9	4.6	48	558	.6	4.6
4-Book	52	1235	.7	4.4	46	460	.6	3.4	69	397	.9	5.5	68	545	.8	4.4	44	514	.5	4.2
SU '96	44	1073	.5	3.6	31	285	.4	2.3	72	559	.9	4.5	46	448	.6	3.1	47	448	.6	4.9
WDAS-AM																				
SU '97	6	93	.1	.5	13	52	.2	1.0	9	46	.1	.6	6	54	.1	.4	1	28		.1
SP '97	2	93		.2	2	30		.1	2	8		.2	1	6		.1		8		
WI '97	3	94		.3	4	29		.3	3	17		.3	1	15		.1				
FA '96	2	84		.2	1	13		.1	1	12		.1	2	12		.1	3	15		.3
4-Book	3	91		.3	5	31		.1	4	21		.3	3	22		.2	1	13		.1
SU '96	5	75	.1	.4	6	32	.1	.4	4	13		.2	4	20		.3	2	13		.2
WDAS-FM																				
SU '97	38	647	.5	3.0	42	301	.5	3.2	53	270	.7	3.2	49	313	.6	3.1	29	314	.4	2.7
SP '97	33	620	.4	2.8	40	246	.5	3.0	41	266	.5	3.4	36	297	.4	2.3	30	248	.4	2.8
WI '97	32	768	.4	2.8	41	290	.5	3.2	41	249	.5	3.7	36	327	.4	2.5	19	271	.2	1.8
FA '96	37	767	.5	3.1	36	276	.4	2.6	39	314	.5	3.3	43	352	.5	2.7	36	317	.4	3.4
4-Book	35	701	.5	2.9	40	278	.5	3.0	44	275	.6	3.4	41	322	.5	2.7	29	288	.4	2.7
SU '96	47	888	.6	3.8	46	404	.6	3.4	57	444	.7	3.6	50	448	.6	3.4	35	340	.4	3.6
WFLN-FM																				
SU '97	6	211	.1	.5	8	101	.1	.6	5	56	.1	.3	8	127	.1	.5	3	76		.3
SP '97	3	129		.3	1	30		.1	2	41		.2	3	45		.2	3	53		.3
WI '97	8	211	.1	.7	8	86	.1	.6	10	74	.1	.9	8	82	.1	.5	7	73	.1	.7
FA '96	12	180	.1	1.0	10	70	.1	.7	6	57	.1	.5	10	85	.1	.6	17	142	.2	1.6
4-Book	7	183	.1	.6	7	72	.1	.5	6	57	.1	.5	7	85	.1	.5	8	86	.1	.7
SU '96	5	137	.1	.4	9	64	.1	.7	8	59	.1	.5	7	48	.1	.5	3	56		.3
WHAT-AM																				
SU '97	2	30		.2	6	25	.1	.5	1	12		.1	1	13		.1		6		
SP '97	1	37		.1		8				10				5						
WI '97	1	40		.1	3	31		.2		7										
FA '96	6	69	.1	.5	7	51	.1	.5	8	26	.1	.7	5	19	.1	.3	4	20		.4
4-Book	3	44		.2	4	29		.3	2	14		.2	2	9		.1	1	7		.1
SU '96	2	47		.2	6	23	.1	.4	1	9		.1	2	9		.1				
W100-FM																				
SU '97	136	2950	1.7	10.6	91	1147	1.1	6.9	170	1653	2.1	10.4	175	1898	2.2	11.1	127	1478	1.6	12.0
SP '97	124	2844	1.5	10.4	105	1248	1.3	7.8	113	1314	1.4	9.3	193	1860	2.4	12.2	123	1318	1.5	11.6
WI '97	155	3141	1.9	13.8	157	1422	1.9	12.1	118	1294	1.5	10.6	225	2068	2.8	15.3	155	1711	1.9	14.7
FA '96	195	3567	2.4	16.4	201	1766	2.5	14.4	162	1633	2.0	13.5	269	2342	3.3	17.1	197	2018	2.4	18.8
4-Book	153	3126	1.9	12.8	139	1396	1.7	10.3	141	1474	1.8	11.0	216	2042	2.7	13.9	151	1631	1.9	14.3
SU '96	171	3395	2.1	13.8	170	1372	2.1	12.5	208	1941	2.5	13.0	224	2032	2.7	15.2	150	1735	1.8	15.5
WIP -AM																				
SU '97	30	590	.4	2.3	63	350	.8	4.8	40	302	.5	2.5	35	282	.4	2.2	10	150	.1	.9
SP '97	19	673	.2	1.6	26	206	.3	1.9	15	129	.2	1.2	17	181	.2	1.1	25	282	.3	2.4
WI '97	20	535	.2	1.8	37	290	.5	2.8	20	150	.2	1.8	23	196	.3	1.6	19	181	.2	1.8
FA '96	23	561	.3	1.9	38	295	.5	2.7	23	184	.3	1.9	23	172	.3	1.5	18	210	.2	1.7
4-Book	23	590	.3	1.9	41	285	.5	3.1	25	191	.3	1.9	25	208	.3	1.6	18	206	.2	1.7
SU '96	14	378	.2	1.1	32	174	.4	2.4	15	144	.2	.9	15	151	.2	1.0	7	106	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZJ-FM																				
SU '97	8	253	.1	.6	4	91	.3	12	122	.1	.7	10	115	.1	.6	5	104	.1	.5	
SP '97	14	305	.2	1.2	19	100	.2	1.4	14	92	.2	1.2	15	124	.2	1.0	6	82	.1	.6
WI '97	15	360	.2	1.3	8	78	.1	.6	19	96	.2	1.7	27	133	.3	1.8	17	147	.2	1.6
FA '96	9	307	.1	.8	5	53	.1	.4	10	87	.1	.8	13	141	.2	.8	8	150	.1	.8
4-Book	12	306	.2	1.0	9	81	.1	.7	14	99	.2	1.1	16	128	.2	1.1	9	121	.1	.9
SU '96	17	362	.2	1.4	12	104	.1	.9	23	118	.3	1.4	16	144	.2	1.1	12	141	.1	1.2
WMGK-FM																				
SU '97	46	1177	.6	3.6	41	439	.5	3.1	77	558	.9	4.7	68	675	.8	4.3	29	422	.4	2.7
SP '97	52	1251	.6	4.4	41	409	.5	3.0	67	560	.8	5.5	59	692	.7	3.7	46	507	.6	4.3
WI '97	45	875	.6	4.0	43	308	.5	3.3	91	466	1.1	8.2	67	491	.8	4.6	18	314	.2	1.7
FA '96	58	1107	.7	4.9	58	524	.7	4.2	94	566	1.2	7.9	94	708	1.2	6.0	31	460	.4	3.0
4-Book	50	1103	.6	4.2	46	420	.6	3.4	82	538	1.0	6.6	72	642	.9	4.7	31	426	.4	2.9
SU '96	61	1115	.7	4.9	52	449	.6	3.8	106	645	1.3	6.6	78	690	.9	5.3	35	481	.4	3.6
VMMR-FM																				
SU '97	56	1322	.7	4.4	55	406	.7	4.2	93	544	1.1	5.7	81	743	1.0	5.1	36	457	.4	3.4
SP '97	36	1291	.4	3.0	38	419	.5	2.8	52	516	.6	4.3	48	712	.6	3.0	22	414	.3	2.1
WI '97	34	1133	.4	3.0	37	381	.5	2.8	50	509	.6	4.5	44	545	.5	3.0	17	328	.2	1.6
FA '96	36	1139	.4	3.0	41	389	.5	2.9	52	432	.6	4.3	53	573	.7	3.4	18	316	.2	1.7
4-Book	41	1221	.5	3.4	43	399	.6	3.2	62	500	.7	4.7	57	643	.7	3.6	23	379	.3	2.2
SU '96	43	1219	.5	3.5	45	402	.5	3.3	83	684	1.0	5.2	47	595	.6	3.2	21	352	.3	2.2
WNAP-AM																				
SU '97	*	23			*								1	18	.1					
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	13		.1																
FA '96	1	37		.1				1	9		.1	2	9		.1	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	3	41		.2	3	15		.2	4	15		.2	3	20		.2	**	**	**	**
WOGL-FM																				
SU '97	29	819	.4	2.3	27	239	.3	2.1	54	302	.7	3.3	32	365	.4	2.0	12	220	.1	1.1
SP '97	20	712	.2	1.7	33	280	.4	2.4	14	181	.2	1.2	19	267	.2	1.2	15	181	.2	1.4
WI '97	9	575	.1	.8	8	171	.1	.6	9	152	.1	.8	15	218	.2	1.0	7	149	.1	.7
FA '96	27	771	.3	2.3	30	276	.4	2.2	33	206	.4	2.8	41	380	.5	2.6	18	202	.2	1.7
4-Book	21	719	.3	1.8	25	242	.3	1.8	28	210	.4	2.0	27	308	.3	1.7	13	188	.2	1.2
SU '96	25	795	.3	2.0	17	254	.2	1.3	38	326	.5	2.4	41	350	.5	2.8	14	208	.2	1.5
WPEN-AM																				
SU '97	3	70		.2	2	8		.2	7	16		.4	4	15		.3				
SP '97	4	43		.3	2	26		.1	5	25		.4	7	25		.4	2	17		.2
WI '97	2	62		.2		9			4	20		.4	4	26		.3	1	23		.1
FA '96	4	36		.3	3	10		.2	15	26		1.3	2	30		.1		10		
4-Book	3	53		.3	2	13		.1	8	22		.6	4	24		.3	1	13		.1
SU '96	1	33		.1	1	25		.1	1	17		.1		8			1	15		.1
+WPHI-FM																				
SU '97	189	2775	2.3	14.7	160	1193	2.0	12.2	204	1714	2.5	12.5	241	1902	3.0	15.2	208	1762	2.6	19.7
SP '97	192	2787	2.4	16.1	153	1401	1.9	11.3	146	1400	1.8	12.0	288	1873	3.5	18.3	210	1692	2.6	19.8
WI '97	110	2080	1.4	9.8	94	862	1.2	7.2	93	845	1.1	8.3	159	1341	2.0	10.8	125	1222	1.5	11.9
FA '96	69	1641	.8	5.8	69	678	.8	4.9	79	750	1.0	6.6	104	974	1.3	6.6	55	759	.7	5.2
4-Book	140	2321	1.7	11.6	119	1034	1.5	8.9	131	1177	1.6	9.9	198	1523	2.5	12.7	150	1359	1.9	14.2
SU '96	70	1645	.9	5.7	48	458	.6	3.5	86	918	1.0	5.4	88	973	1.1	6.0	57	782	.7	5.9
+WPHT-AM																				
SU '97	2	94		.2	2	7		.2		9			1	15		.1	5	28		.5
SP '97	2	106		.2	2	9		.1	2	35		.2	4	27		.3	3	62		.3
WI '97	1	25		.1	3	25		.2		6										
FA '96	1	38		.1	1	17		.1	3	10		.3		20				10		
4-Book	2	66		.2	2	15		.2	1	15		.1	1	16		.1	2	25		.2
SU '96	5	119		.4	3	16		.2	8	32		.5	6	54		.4	5	46		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	120	2585	1.5	9.4	102	1089	1.3	7.8	148	1339	1.8	9.1	162	1724	2.0	10.2	111	1333	1.4	10.5
SP '97	106	2469	1.3	8.9	147	1143	1.8	10.9	104	1145	1.3	8.6	139	1468	1.7	8.8	83	1024	1.0	7.8
WI '97	83	2501	1.0	7.4	118	1198	1.5	9.1	82	1048	1.0	7.3	110	1542	1.4	7.5	61	1057	.8	5.8
FA '96	88	2510	1.1	7.4	115	1294	1.4	8.2	80	1041	1.0	6.7	114	1416	1.4	7.3	73	1136	.9	7.0
4-Book	99	2516	1.2	8.3	121	1181	1.5	9.0	104	1143	1.3	7.9	131	1538	1.6	8.5	82	1138	1.0	7.8
SU '96	109	2680	1.3	8.8	141	1192	1.7	10.4	147	1374	1.8	9.2	132	1445	1.6	9.0	75	1260	.9	7.8
WTEL-AM																				
SU '97	* 13	96	.2	1.0	* 14	73	.2	1.1	20	81	.2	1.2	* 19	55	.2	1.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	8	95	.1	.6	9	55	.1	.7	15	65	.2	.9	8	40	.1	.5	1	22		.1
SP '97	4	67		.3	5	28	.1	.4	1	10		.1	3	37		.2	1	23		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	185	2752	2.3	14.4	171	1244	2.1	13.0	210	1490	2.6	12.9	216	1653	2.7	13.6	182	1421	2.2	17.2
SP '97	180	2876	2.2	15.1	162	1512	2.0	12.0	148	1405	1.8	12.2	261	1895	3.2	16.5	203	1603	2.5	19.2
WI '97	232	2935	2.9	20.6	237	1675	2.9	18.2	187	1316	2.3	16.8	306	2007	3.8	20.8	272	1807	3.3	25.9
FA '96	247	2907	3.0	20.8	244	1654	3.0	17.5	172	1371	2.1	14.4	341	1948	4.2	21.7	282	1954	3.5	26.9
4-Book	211	2868	2.6	17.7	204	1521	2.5	15.2	179	1396	2.2	14.1	281	1876	3.5	18.2	235	1696	2.9	22.3
SU '96	236	2729	2.9	19.1	229	1349	2.8	16.9	238	1731	2.9	14.8	290	1789	3.5	19.7	243	1647	3.0	25.2
WWDB-FM																				
SU '97	4	162		.3	2	14		.2	9	60	.1	.6	3	57		.2	4	55		.4
SP '97	7	252	.1	.6	3	52		.2	8	87	.1	.7	17	87	.2	1.1	2	17		.2
WI '97	7	213	.1	.6	1	27		.1	12	50	.1	1.1	11	93	.1	.7	7	56	.1	.7
FA '96	10	256	.1	.8	12	51	.1	.9	19	91	.2	1.6	13	131	.2	.8	4	52		.4
4-Book	7	221	.1	.6	5	36		.4	12	72	.1	1.0	11	92	.1	.7	4	45		.4
SU '96	7	226	.1	.6	7	54	.1	.5	14	130	.2	.9	6	81	.1	.4	3	32		.3
WWJZ-AM																				
SU '97	2	7		.2					2	7		.1	4	7		.3	1	7		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	30	583	.4	2.3	31	274	.4	2.4	45	399	.6	2.8	39	318	.5	2.5	17	207	.2	1.6
SP '97	23	495	.3	1.9	25	199	.3	1.9	23	186	.3	1.9	22	281	.3	1.4	21	200	.3	2.0
WI '97	27	346	.3	2.4	26	197	.3	2.0	30	198	.4	2.7	27	194	.3	1.8	25	215	.3	2.4
FA '96	32	487	.4	2.7	29	263	.4	2.1	33	226	.4	2.8	44	306	.5	2.8	33	271	.4	3.1
4-Book	28	478	.4	2.3	28	233	.4	2.1	33	252	.4	2.6	33	275	.4	2.1	24	223	.3	2.3
SU '96	24	412	.3	1.9	26	175	.3	1.9	28	182	.3	1.7	31	258	.4	2.1	16	171	.2	1.7
WYSP-FM																				
SU '97	103	2021	1.3	8.0	262	1151	3.2	20.0	127	912	1.6	7.8	89	952	1.1	5.6	41	639	.5	3.9
SP '97	113	2080	1.4	9.5	276	1282	3.4	20.5	133	924	1.6	11.0	120	1090	1.5	7.6	47	684	.6	4.4
WI '97	101	1747	1.2	9.0	235	1124	2.9	18.1	110	774	1.4	9.9	86	799	1.1	5.9	50	577	.6	4.8
FA '96	70	1709	.9	5.9	174	973	2.1	12.5	70	714	.9	5.8	66	749	.8	4.2	34	510	.4	3.2
4-Book	97	1889	1.2	8.1	237	1133	2.9	17.8	110	831	1.4	8.6	90	898	1.1	5.8	43	603	.5	4.1
SU '96	101	1691	1.2	8.2	246	889	3.0	18.1	142	899	1.7	8.9	84	723	1.0	5.7	34	495	.4	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '97	74	1779	.9	5.8	43	492	.5	3.3	93	798	1.1	5.7	88	811	1.1	5.6	85	881	1.0	8.0
SP '97	53	1557	.7	4.4	40	471	.5	3.0	67	620	.8	5.5	66	765	.8	4.2	59	737	.7	5.6
WI '97	35	1552	.4	3.1	27	434	.3	2.1	34	497	.4	3.0	41	587	.5	2.8	53	775	.7	5.0
FA '96	62	1647	.8	5.2	64	620	.8	4.6	71	552	.9	5.9	77	820	.9	4.9	59	736	.7	5.6
4-Book	56	1634	.7	4.6	44	504	.5	3.3	66	617	.8	5.0	68	746	.8	4.4	64	782	.8	6.1
SU '96	73	1677	.9	5.9	54	494	.7	4.0	105	698	1.3	6.5	91	730	1.1	6.2	67	737	.8	6.9
WZZD-AM																				
SU '97	4	78		.3	6	29	.1	.5	2	7		.1	1	21		.1	7	39	.1	.7
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97		31				6			1	16		.1	1	9		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	26	**	**	**	8	**	**	**	**	**	**	1	10	**	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97		37							1	15		.1	1	15		.1				
SP '97	2	28		.2	2	19		.1	4	9		.3	3	18		.2				
WI '97	1	29		.1	1	29		.1						12			1	9		.1
FA '96		43								11				9				9		
4-Book	1	34		.1	1	12		.1	1	9		.1	1	14		.1		5		
SU '96		55			1	16		.1		23								7		
WJBR-FM																				
SU '97	4	173		.3	4	41		.3	4	47		.2	4	42		.3	7	42		.7
SP '97	7	234		.6	4	81		.3	12	98		1.0	5	74		.3	9	138		.8
WI '97	5	158		.4	5	42		.4	8	49		.7	7	96		.5	3	69		.3
FA '96	5	205		.4	8	92		.6	1	45		.1	5	54		.3	7	88		.7
4-Book	5	193		.4	5	64		.4	6	60		.5	5	67		.4	7	84		.6
SU '96	9	261		.7	1	33		.1	9	99		.6	9	97		.6	16	116		1.7
WKXW-FM																				
SU '97	4	98		.3	1	18		.1	12	48		.7	6	60		.4	2	30		.2
SP '97	2	132		.2	3	41		.2	3	47		.2	2	41		.1	1	25		.1
WI '97	2	109		.2		9			4	19		.4	4	51		.3		19		
FA '96	3	129		.3	2	44		.1	2	36		.2	7	64		.4	3	56		.3
4-Book	3	117		.3	2	28		.1	5	38		.4	5	54		.3	2	33		.2
SU '96	2	73		.2	2	33		.1	3	53		.2	4	33		.3	3	24		.3
WPST-FM																				
SU '97	59	1623		4.6	32	484		2.4	80	787		4.9	82	927		5.2	44	779		4.2
SP '97	46	1526		3.9	50	662		3.7	42	666		3.5	61	880		3.9	45	682		4.2
WI '97	47	1582		4.2	48	573		3.7	32	498		2.9	72	931		4.9	49	689		4.7
FA '96	45	1402		3.8	52	531		3.7	34	465		2.8	58	805		3.7	43	634		4.1
4-Book	49	1533		4.1	46	563		3.4	47	604		3.5	68	886		4.4	45	696		4.3
SU '96	48	1708		3.9	42	548		3.1	67	880		4.2	61	829		4.1	33	627		3.4
WRDR-FM																				
SU '97																				
SP '97																				
WI '97		26				9							2	26		.1				
FA '96		19												10				9		
4-Book		11				2							1	9				2		
SU '96		37			1	7		.1												

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12-24

	Persons 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VSTV-FM																				
SU '97	4	315		.3	2	58		.2	5	110	.1	.3	8	110	.1	.5	5	136	.1	.5
SP '97	2	204		.2	1	33		.1	1	49		.1	4	135		.3	2	52		.2
WI '97	2	252		.2	3	71		.2	2	65		.2	2	73		.1	3	84		.3
FA '96	13	230	.2	1.1	13	111	.2	.9	25	69	.3	2.1	19	128	.2	1.2	11	85	.1	1.0
4-Book	5	250	.1	.5	5	68	.1	.4	8	73	.1	.7	8	112	.1	.5	5	89	.1	.5
SU '96	6	344	.1	.5	1	37		.1	7	97	.1	.4	9	124	.1	.6	5	115	.1	.5
TOTALS																				
SU '97	1282	7872	15.8		1312	5958	16.1		1632	6255	20.1		1583	6784	19.5		1056	5945	13.0	
SP '97	1192	7836	14.7		1349	6315	16.6		1212	5290	14.9		1578	6745	19.4		1059	5915	13.0	
WI '97	1126	7796	13.9		1300	6236	16.0		1116	4848	13.7		1469	6686	18.1		1051	5888	12.9	
FA '96	1189	7878	14.6		1395	6376	17.2		1197	5178	14.7		1569	6798	19.3		1050	6199	12.9	
4-Book	1197	7846	14.8		1339	6221	16.5		1289	5393	15.9		1550	6753	19.1		1054	5987	13.0	
SU '96	1238	7857	15.0		1359	5947	16.5		1604	6248	19.5		1472	6609	17.9		965	5844	11.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
SU '97	19	513	.2	1.3	7	265	.1	.7	24	131	.3	4.0	8	56	.1	.5	4	44	.3
4-Book	23	615	.3	1.7	8	303	.1	.9	20	112	.3	3.2	10	62	.1	.7	4	22	.4
WBEB-FM																			
SU '97	50	866	.6	3.3	47	560	.6	4.7	30	95	.4	5.0	83	245	1.0	5.3	50	140	.6
4-Book	61	899	.8	4.5	40	594	.5	4.2	30	108	.4	4.8	70	218	.9	4.7	52	148	.7
WDAS-AM																			
SU '97	9	79	.1	.6	4	48	.1	.4					4	14	.1	.3	2	7	.1
4-Book	4	45	.1	.3	5	59	.1	.5	2	5	.1	.2	3	7	.1	.2	1	4	.1
WDAS-FM																			
SU '97	48	477	.6	3.2	26	300	.3	2.6	36	78	.4	6.0	35	87	.4	2.2	27	86	.3
4-Book	42	521	.5	3.0	28	340	.3	2.9	22	58	.3	3.6	38	106	.5	2.6	25	77	.3
WFLN-FM																			
SU '97	7	168	.1	.5	7	106	.1	.7	2	7	.1	.3	11	38	.1	.7	13	33	.2
4-Book	7	128	.1	.5	9	91	.1	.9	8	16	.1	1.3	9	26	.1	.6	7	23	.1
WHAT-AM																			
SU '97	2	30	.1	.1	2	17	.1	.2	2	6	.1	.3					3	6	.2
4-Book	3	36	.1	.2	3	28	.1	.3	4	8	.1	.6	1	3	.1	.1	2	4	.2
WIOQ-FM																			
SU '97	147	2515	1.8	9.7	121	1910	1.5	12.1	68	243	.8	11.3	192	847	2.4	12.2	159	603	2.0
4-Book	163	2695	2.0	11.9	135	1977	1.7	14.2	71	312	.9	11.5	219	901	2.7	14.9	181	685	2.3
WIP -AM																			
SU '97	46	550	.6	3.0	16	227	.2	1.6	17	70	.2	2.8	23	74	.3	1.5	14	54	.2
4-Book	30	430	.4	2.1	15	275	.2	1.6	15	58	.2	2.5	16	65	.2	1.1	13	45	.2
WJJZ-FM																			
SU '97	9	187	.1	.6	8	121	.1	.8	5	27	.1	.8	11	31	.1	.7	4	14	.3
4-Book	13	199	.2	1.0	10	131	.1	1.0	7	24	.1	1.1	21	46	.2	1.4	9	33	.1
WMGK-FM																			
SU '97	63	946	.8	4.1	27	513	.3	2.7	8	41	.1	1.3	45	186	.6	2.9	38	144	.5
4-Book	68	907	.8	4.9	32	566	.4	3.4	21	86	.3	3.3	54	216	.7	3.6	49	184	.6
WMMR-FM																			
SU '97	78	1053	1.0	5.1	31	642	.4	3.1	33	116	.4	5.5	40	210	.5	2.5	43	147	.5
4-Book	55	959	.7	3.9	28	555	.3	2.9	25	104	.3	4.1	45	197	.6	3.0	38	158	.5
WNAP-AM																			
SU '97	*	18			*	5			*				**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																			
SU '97	39	574	.5	2.6	22	348	.3	2.2	20	47	.2	3.3	49	147	.6	3.1	25	89	.3
4-Book	26	503	.3	1.9	18	337	.2	1.9	15	47	.2	2.4	39	110	.5	2.6	20	80	.2
WPEN-AM																			
SU '97	4	23	.1	.3	3	54	.1	.3	1	7	.1	.2		7	.1	.2	8	15	.1
4-Book	5	35	.1	.3	3	32	.1	.3	2	9	.1	.4	5	11	.1	.3	3	6	.1
+WPHI-FM																			
SU '97	202	2482	2.5	13.3	151	1652	1.9	15.1	85	275	1.0	14.1	256	778	3.2	16.3	242	702	3.0
4-Book	148	2025	1.8	10.6	119	1439	1.5	12.4	59	219	.7	9.7	188	651	2.3	12.3	181	556	2.2
+WPHT-AM																			
SU '97	1	31	.1	.1	3	35	.1	.3					2	8	.1	.1	7	16	.1
4-Book	2	34	.1	.1	1	13	.1	.1					1	4	.1	.1	2	4	.1
WPLY-FM																			
SU '97	138	2322	1.7	9.1	94	1588	1.2	9.4	29	229	.4	4.8	140	660	1.7	8.9	145	536	1.8
4-Book	117	2156	1.5	8.5	79	1507	1.0	8.3	40	218	.5	6.5	132	610	1.6	8.9	107	457	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-1DAM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 18 **	86 **	.2 **	1.2 **	* **	17 **	 **	 **	* 2 **	10 **	 **	.3 **	1 **	7 **	 **	.1 **	* **	 **	 **	 **
WURD-AM SU '97 4-Book	11 **	80 **	.1 **	.7 **	7 **	63 **	.1 **	.7 **	6 **	18 **	.1 **	1.0 **	27 **	40 **	.3 **	1.7 **	2 **	7 **	 **	.1 **
WUSL-FM SU '97 4-Book	200 218	2386 2515	2.5 2.7	13.2 15.9	160 182	1693 1827	2.0 2.3	16.0 19.2	76 107	234 355	.9 1.3	12.6 17.3	239 289	796 894	2.9 3.6	15.2 19.7	221 254	667 715	2.7 3.1	16.1 20.5
WWDB-FM SU '97 4-Book	5 9	87 162	.1 .1	.3 .7	3 5	74 90	 .1	.3 .5	4 4	15 15	 .1	.6 .6	4 4	11 11	 .3	 .3	4 3	16 13	 .3	.2 .2
WWJZ-AM SU '97 4-Book	2 **	7 **	 **	.1 **	2 **	7 **	 **	.2 **	 **	 **	 **	 **	1 **	7 **	 **	.1 **	7 **	7 **	.1 **	.5 **
WXTU-FM SU '97 4-Book	39 31	514 411	.5 .4	2.6 2.3	25 25	318 275	.3 .3	2.5 2.6	15 20	63 64	.2 .3	2.5 3.2	49 31	149 114	.6 .4	3.1 2.1	28 28	62 86	.3 .3	2.0 2.2
WYSP-FM SU '97 4-Book	157 143	1776 1648	1.9 1.7	10.3 10.4	48 51	843 815	.6 .6	4.8 5.4	33 40	98 121	.4 .5	5.5 6.6	61 76	254 261	.8 1.0	3.9 5.1	57 66	257 240	.7 .8	4.1 5.3
WYXR-FM SU '97 4-Book	76 60	1253 1158	.9 .7	5.0 4.3	61 44	988 848	.8 .6	6.1 4.5	28 25	151 115	.3 .3	4.6 4.1	81 69	280 282	1.0 .9	5.1 4.7	82 51	259 198	1.0 .6	6.0 4.0
WZZD-AM SU '97 4-Book	3 **	50 **	 **	.2 **	3 **	47 **	 **	.3 **	7 **	23 **	.1 **	1.2 **	 **	4 **	 **	 **	5 **	11 **	.1 **	.4 **
WCHR-FM SU '97 4-Book	1 **	31 **	 **	.1 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **
WFMZ-FM SU '97 4-Book	1 1	29 27	 1	.1 .1	1 1	7 10	 1	.1 .1	 1	 13	 1	 .2	 3	21 10	 1	.2 .1	11 7	21 19	.1 .1	.8 .5
WJBR-FM SU '97 4-Book	4 6	102 121	 .1	.3 .4	2 3	78 86	 .2	.3 .3	2 1	14 13	 .3	.2 .2	3 1	21 10	 1	.2 .1	11 7	21 19	.1 .1	.8 .5
WKXW-FM SU '97 4-Book	7 4	84 92	.1 1	.5 .3	1 1	22 33	 1	.1 .1	1 1	6 6	 1	.2 .2	1 3	6 3	 1	.1 .1	2 1	14 9	.1 .1	.1 .1
WPST-FM SU '97 4-Book	66 53	1310 1228	.8 .7	4.3 3.8	57 46	880 828	.7 .6	5.7 4.8	28 32	95 132	.3 .4	4.6 5.1	106 73	348 329	1.3 .9	6.7 4.9	91 63	351 265	1.1 .8	6.6 5.0
WRDR-FM SU '97 4-Book	 9	 9	 9	 9	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5	 5
WSTW-FM SU '97 4-Book	5 7	188 175	.1 .1	.3 .5	3 2	130 95	 .2	.3 .2	2 1	6 6	 .3	.3 .2	6 4	19 25	.1 .3	.4 .3	3 4	29 26	.2 .3	.2 .3
TOTALS SU '97 4-Book	1519 1385	7758 7693	18.7 17.1	 17.1	1000 954	6638 6607	12.3 11.8	 11.8	604 616	1777 1896	7.4 7.6	 7.6	1575 1488	4034 3947	19.4 18.3	 18.3	1375 1256	3403 3249	16.9 15.4	 15.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 12-24

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97				12	74	.1	2.5	5	43	.1	.5	2	20		.2	5	32	.1	.7	
4-Book	2	16	.2	13	85	.2	2.9	8	48	.1	.8	6	33	.1	.6	6	44	.1	.9	
WBEB-FM																				
SU '97	40	164	.5	4.0	30	63	.4	6.3	64	140	.8	6.0	44	87	.5	4.3	31	153	.4	4.1
4-Book	38	160	.5	3.9	18	60	.2	3.9	38	126	.5	3.8	39	113	.5	4.0	34	164	.4	4.7
WDAS-AM																				
SU '97				17	42	.2	3.6	10	34	.1	.9	2	7		.2					
4-Book	1	6	.1	15	41	.2	3.3	14	41	.2	1.4	4	8	.1	.4	1	4		.1	
WDAS-FM																				
SU '97	28	84	.3	2.8	2	7	.4		13	33	.2	1.2	31	57	.4	3.0	35	92	.4	4.6
4-Book	34	97	.4	3.4	12	29	.1	2.6	24	67	.3	2.4	27	57	.4	2.7	35	89	.4	4.9
WFLN-FM																				
SU '97	1	14	.1					8	48	.1	.8	18	49	.2	1.8	3	20		.4	
4-Book	2	14	.2	6	21	.1	1.3	12	45	.2	1.1	18	34	.2	1.8	8	31	.1	1.0	
WHAT-AM																				
SU '97	2	6	.2	5	17	.1	1.1	2	6		.2				.2	1	2		.1	
4-Book	1	4	.1	11	22	.2	2.3	2	10		.2	2	2		.2	1	2		.1	
WIOQ-FM																				
SU '97	146	511	1.8	14.5	42	162	.5	8.8	135	513	1.7	12.7	108	423	1.3	10.5	94	359	1.2	12.3
4-Book	174	641	2.1	17.8	43	203	.5	9.2	141	611	1.8	13.9	146	529	1.8	14.9	85	348	1.1	11.5
WIP -AM																				
SU '97				11	45	.1	2.3	28	99	.3	2.6	21	62	.3	2.0	13	48	.2	1.7	
4-Book	11	56	.1	1.2	8	39	.1	1.7	23	80	.3	2.2	16	58	.2	1.5	16	62	.2	2.2
WJJZ-FM																				
SU '97				12	27	.1	2.5	17	44	.2	1.6	7	27	.1	.7	4	15		.5	
4-Book	3	14	.1	.4	6	16	.1	1.3	14	37	.2	1.4	6	18	.1	.7	8	32	.1	1.1
WMGK-FM																				
SU '97	21	96	.3	2.1	17	84	.2	3.6	33	120	.4	3.1	28	114	.3	2.7	21	115	.3	2.7
4-Book	21	100	.3	2.1	12	57	.1	2.6	31	128	.4	3.0	41	130	.5	4.1	26	118	.3	3.6
WMMR-FM																				
SU '97	21	133	.3	2.1	13	39	.2	2.7	48	165	.6	4.5	39	186	.5	3.8	14	92	.2	1.8
4-Book	18	95	.3	1.9	14	51	.2	2.9	35	131	.5	3.4	30	129	.4	3.1	17	90	.2	2.3
WNAP-AM																				
SU '97	**	**	**	**	**	**	**	**	5		.1	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUOL-FM																				
SU '97	14	67	.2	1.4	14	39	.2	2.9	30	81	.4	2.8	16	45	.2	1.6	10	43	.1	1.3
4-Book	11	63	.1	1.1	16	52	.2	3.6	23	96	.3	2.2	11	40	.2	1.1	10	43	.1	1.3
WPEN-AM																				
SU '97	3	8	.3					6	22	.1	.6	9	17	.1	.9					
4-Book	1	4	.1		2		.1	4	9	.1	.4	5	11	.1	.5	1	4		.1	
+WPHI-FM																				
SU '97	201	598	2.5	19.9	47	187	.6	9.9	112	432	1.4	10.5	155	502	1.9	15.1	94	336	1.2	12.3
4-Book	149	471	1.9	15.4	41	162	.5	9.1	114	432	1.4	11.2	123	426	1.5	12.3	83	313	1.1	11.6
+WPHT-AM																				
SU '97	9	19	.1	.9				3	19		.3	3	19		.3					
4-Book	2	5	.2					1	7		.1	1	5		.1					
WPLY-FM																				
SU '97	92	447	1.1	9.1	38	181	.5	8.0	123	509	1.5	11.5	93	400	1.1	9.0	78	407	1.0	10.2
4-Book	75	392	.9	7.6	35	190	.5	7.6	93	470	1.2	9.1	90	414	1.1	9.0	54	321	.7	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

	Persons 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	5	10	.1	1.1	12	17	.1	1.1	1	7	.1	.1	**	**	**	**
WUSL-FM SU '97 4-Book	168	544	2.1	16.7	92	276	1.1	19.3	156	505	1.9	14.6	167	488	2.1	16.2	140	446	1.7	18.3
WWDB-FM SU '97 4-Book	1	7	.1	.1	6	36	.1	1.3	5	30	.1	.5	3	15	.3	.3	5	22	.1	.7
WWJZ-AM SU '97 4-Book	**	7	**	**	**	**	**	**	2	7	.2	.2	7	7	.1	.7	3	7	.4	.4
WXTU-FM SU '97 4-Book	15	75	.2	1.5	14	64	.2	2.9	24	102	.3	2.3	40	88	.5	3.9	13	72	.2	1.7
WYSP-FM SU '97 4-Book	53	156	.7	5.3	30	100	.4	6.3	49	222	.6	4.6	62	213	.8	6.0	36	167	.4	4.7
WYXR-FM SU '97 4-Book	84	259	1.0	8.3	19	77	.2	4.0	51	160	.6	4.8	41	178	.5	4.0	89	316	1.1	11.6
WZZD-AM SU '97 4-Book	4	15	.4	.4	2	8	.4	.4	1	5	.1	.1	2	13	.2	.2	2	15	.3	.3
WCHR-FM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM SU '97 4-Book					1	7	.2	.7					3				1			
WJBR-FM SU '97 4-Book	2	13	.2	.2	1	10	.2	.2	1	8	.1	.3	1	8	.1	.3	2	21	.1	.3
WKXV-FM SU '97 4-Book	1	3	.1	.1	1	7	.2	.2	2	12	.2	.2	1	3	.1	.1	1	7	.2	.2
WPST-FM SU '97 4-Book	49	290	.6	4.9	17	102	.2	3.6	62	219	.8	5.8	61	240	.8	5.9	36	193	.4	4.7
WRDR-FM SU '97 4-Book	40	223	.5	4.1	18	101	.3	4.0	49	233	.6	4.8	60	236	.8	6.0	31	154	.4	4.2
WRDR-FM SU '97 4-Book									1	3	.1	.1	2							
WSTW-FM SU '97 4-Book	5	46	.1	.5					4	28	.4	.3	3	8	.3	.3	1	13	.1	.1
WSTW-FM SU '97 4-Book	4	25	.1	.4					3	23	.3	.3	3	13	.3	.3	1	10	.1	.1
TOTALS SU '97 4-Book	1009	2856	12.4		476	1528	5.9		1065	3131	13.1		1028	2657	12.7		764	2393	9.4	
	976	2891	12.0		460	1545	5.7		1016	3091	12.5		987	2559	12.2		727	2275	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	44	1897	.4	1.9	119	1193	1.0	3.9	33	398	.3	1.0	48	804	.4	1.7	12	326	.1	.9
SP '97	49	1786	.4	2.1	147	1314	1.2	4.8	34	503	.3	1.0	51	672	.4	1.8	14	283	.1	1.1
WI '97	52	2227	.4	2.4	163	1400	1.4	5.5	37	648	.3	1.2	52	765	.4	1.9	19	511	.2	1.6
FA '96	49	2118	.4	2.2	134	1450	1.1	4.4	39	658	.3	1.2	57	835	.5	2.1	20	449	.2	1.6
4-Book	49	2007	.4	2.2	141	1339	1.2	4.7	36	552	.3	1.1	52	769	.4	1.9	16	392	.2	1.3
SU '96	52	2045	.4	2.3	130	1294	1.1	4.2	60	630	.5	1.7	58	797	.5	2.1	15	372	.1	1.3
WBEB-FM																				
SU '97	102	1693	.9	4.4	115	782	1.0	3.7	190	846	1.6	5.6	122	895	1.0	4.4	40	493	.3	3.2
SP '97	113	1851	1.0	4.9	122	968	1.0	4.0	205	943	1.7	6.2	149	1029	1.3	5.3	59	673	.5	4.5
WI '97	122	1951	1.0	5.7	141	778	1.2	4.8	205	872	1.7	6.6	155	970	1.3	5.7	65	708	.6	5.4
FA '96	133	2069	1.1	6.0	157	1067	1.3	5.2	243	1001	2.1	7.7	162	1158	1.4	5.8	74	743	.6	5.8
4-Book	118	1891	1.0	5.3	134	899	1.1	4.4	211	916	1.8	6.5	147	1013	1.3	5.3	60	654	.5	4.7
SU '96	140	1881	1.2	6.2	146	815	1.2	4.7	281	1143	2.3	8.1	171	1048	1.4	6.3	58	559	.5	5.1
WDAS-AM																				
SU '97	13	165	.1	.6	22	101	.2	.7	13	73	.1	.4	13	89	.1	.5	4	39	.3	.3
SP '97	5	142	.1	.2	4	45	.1	.1	4	32	.1	.1	3	26	.1	.1	2	25	.2	.2
WI '97	5	118	.1	.2	5	15	.1	.2	3	19	.1	.1	3	24	.1	.1	3	17	.2	.2
FA '96	7	168	.1	.3	5	67	.1	.2	7	47	.1	.2	7	43	.1	.3	3	31	.2	.2
4-Book	8	148	.1	.3	9	57	.1	.3	7	43	.1	.2	7	46	.1	.3	3	28	.2	.2
SU '96	11	214	.1	.5	12	84	.1	.4	12	67	.1	.3	9	46	.1	.3	2	19	.2	.2
WDAS-FM																				
SU '97	129	1548	1.1	5.6	157	820	1.3	5.1	188	747	1.6	5.5	161	880	1.4	5.8	92	707	.8	7.3
SP '97	120	1504	1.0	5.2	153	788	1.3	5.0	170	795	1.4	5.2	124	812	1.1	4.4	93	574	.8	7.1
WI '97	132	1521	1.1	6.1	164	825	1.4	5.5	209	738	1.8	6.7	161	840	1.4	6.0	81	669	.7	6.7
FA '96	131	1643	1.1	5.9	146	780	1.2	4.8	163	864	1.4	5.2	167	953	1.4	6.0	115	771	1.0	9.0
4-Book	128	1554	1.1	5.7	155	803	1.3	5.1	183	786	1.6	5.7	153	871	1.3	5.6	95	680	.8	7.5
SU '96	134	1535	1.1	5.9	143	789	1.2	4.6	173	799	1.4	5.0	145	888	1.2	5.4	96	648	.8	8.4
WFLN-FM																				
SU '97	16	428	.1	.7	19	189	.2	.6	29	139	.2	.9	21	241	.2	.8	5	107	.4	.4
SP '97	15	328	.1	.7	14	80	.1	.5	22	115	.2	.7	22	144	.2	.8	9	101	.1	.7
WI '97	17	434	.1	.8	17	165	.1	.6	27	200	.2	.9	21	256	.2	.8	11	146	.1	.9
FA '96	18	478	.2	.8	14	155	.1	.5	18	154	.2	.6	17	190	.1	.6	17	190	.1	1.3
4-Book	17	417	.1	.8	16	147	.1	.6	24	152	.2	.8	20	208	.2	.8	11	136	.1	.8
SU '96	19	357	.2	.8	22	158	.2	.7	34	161	.3	1.0	27	185	.2	1.0	9	125	.1	.8
WHAT-AM																				
SU '97	5	61	.1	.2	11	61	.1	.4	1	13	.1	.4	5	24	.1	.2	4	21	.3	.3
SP '97	8	93	.1	.3	12	39	.1	.4	12	50	.1	.4	8	39	.1	.3	3	27	.2	.2
WI '97	6	60	.1	.3	14	28	.1	.5	11	36	.1	.4	2	17	.1	.1	1	9	.1	.1
FA '96	9	102	.1	.4	10	67	.1	.3	14	45	.1	.4	10	45	.1	.4	7	36	.1	.5
4-Book	7	79	.1	.3	12	49	.1	.4	10	36	.1	.3	6	31	.1	.3	4	23	.3	.3
SU '96	6	92	.1	.3	16	43	.1	.5	4	26	.1	.1	2	19	.1	.1	4	10	.4	.4
WIOQ-FM																				
SU '97	156	3126	1.3	6.8	145	1251	1.2	4.7	224	1734	1.9	6.6	202	1811	1.7	7.2	99	1342	.8	7.8
SP '97	160	2978	1.4	7.0	146	1313	1.2	4.8	223	1690	1.9	6.8	220	1956	1.9	7.9	112	1191	1.0	8.6
WI '97	171	3043	1.5	7.9	173	1239	1.5	5.8	228	1603	1.9	7.3	226	1855	1.9	8.4	120	1303	1.0	10.0
FA '96	165	3448	1.4	7.4	166	1465	1.4	5.5	218	1880	1.9	6.9	210	2038	1.8	7.6	125	1448	1.1	9.8
4-Book	163	3149	1.4	7.3	158	1317	1.3	5.2	223	1727	1.9	6.9	215	1915	1.8	7.8	114	1321	1.0	9.1
SU '96	183	3285	1.5	8.1	201	1345	1.7	6.5	274	1871	2.3	7.9	233	1936	1.9	8.6	114	1390	.9	10.0
WIP -AM																				
SU '97	84	1366	.7	3.6	143	807	1.2	4.7	116	678	1.0	3.4	119	842	1.0	4.3	30	374	.3	2.4
SP '97	63	1360	.5	2.7	100	536	.9	3.3	82	420	.7	2.5	93	610	.8	3.3	34	480	.3	2.6
WI '97	73	1542	.6	3.4	113	831	1.0	3.8	109	564	.9	3.5	92	800	.8	3.4	45	491	.4	3.7
FA '96	83	1393	.7	3.7	132	692	1.1	4.3	134	658	1.1	4.2	125	854	1.1	4.5	31	390	.3	2.4
4-Book	76	1415	.6	3.4	122	717	1.1	4.0	110	580	.9	3.4	107	777	.9	3.9	35	434	.3	2.8
SU '96	56	1069	.5	2.5	88	565	.7	2.8	85	495	.7	2.4	97	631	.8	3.6	24	352	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-FM																				
SU '97	47	873	.4	2.0	37	289	.3	1.2	82	426	.7	2.4	58	440	.5	2.1	23	281	.2	1.8
SP '97	60	884	.5	2.6	67	389	.6	2.2	94	420	.8	2.9	70	416	.6	2.5	39	352	.3	3.0
WI '97	46	970	.4	2.1	31	308	.3	1.0	67	413	.6	2.2	69	410	.6	2.6	42	386	.4	3.5
FA '96	59	1075	.5	2.7	67	463	.6	2.2	90	475	.8	2.8	85	640	.7	3.1	36	518	.3	2.8
4-Book	53	951	.5	2.4	51	362	.5	1.7	83	434	.7	2.6	71	477	.6	2.6	35	384	.3	2.8
SU '96	63	934	.5	2.8	58	385	.5	1.9	84	360	.7	2.4	69	458	.6	2.5	48	410	.4	4.2
WMGK-FM																				
SU '97	168	2782	1.4	7.3	178	1289	1.5	5.8	284	1520	2.4	8.4	238	1784	2.0	8.5	79	929	.7	6.2
SP '97	147	2723	1.2	6.4	162	1217	1.4	5.3	241	1298	2.0	7.3	183	1764	1.6	6.5	74	988	.6	5.7
WI '97	146	2458	1.2	6.8	158	969	1.3	5.3	291	1330	2.5	9.4	183	1534	1.6	6.8	54	868	.5	4.5
FA '96	160	2540	1.4	7.2	201	1254	1.7	6.6	309	1487	2.6	9.8	194	1476	1.6	7.0	64	778	.5	5.0
4-Book	155	2626	1.3	6.9	175	1182	1.5	5.8	281	1409	2.4	8.7	200	1640	1.7	7.2	68	891	.6	5.4
SU '96	146	2397	1.2	6.4	144	1087	1.2	4.6	257	1339	2.1	7.4	216	1595	1.8	8.0	65	887	.5	5.7
WMMR-FM																				
SU '97	152	2781	1.3	6.6	187	1230	1.6	6.1	289	1305	2.5	8.5	192	1558	1.6	6.9	56	849	.5	4.4
SP '97	165	2926	1.4	7.2	207	1400	1.8	6.7	272	1424	2.3	8.3	194	1806	1.6	6.9	79	1033	.7	6.0
WI '97	123	2581	1.0	5.7	160	1147	1.4	5.4	222	1323	1.9	7.1	165	1400	1.4	6.1	45	683	.4	3.7
FA '96	118	2741	1.0	5.3	147	1211	1.2	4.8	196	1277	1.7	6.2	168	1539	1.4	6.1	57	711	.5	4.5
4-Book	140	2757	1.2	6.2	175	1247	1.5	5.8	245	1332	2.1	7.5	180	1576	1.5	6.5	59	819	.5	4.7
SU '96	121	2477	1.0	5.3	140	946	1.2	4.5	228	1275	1.9	6.6	160	1343	1.3	5.9	43	648	.4	3.8
WNAP-AM																				
SU '97	* 2	66	.1		* 2	17	.1		2	18	.1		2	27	.1					
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	50	.1			9				6							**	**	**	**
FA '96	8	73	.1	.4	12	34	.1	.4	9	34	.1	.3	5	37	.1	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	5	94	.2		7	42	.1	.2	4	30	.1		4	46	.1		**	**	**	**
WOGL-FM																				
SU '97	65	1289	.6	2.8	74	491	.6	2.4	125	614	1.1	3.7	76	714	.6	2.7	20	329	.2	1.6
SP '97	64	1250	.5	2.8	66	525	.6	2.2	84	495	.7	2.5	69	599	.6	2.5	38	372	.3	2.9
WI '97	33	1001	.3	1.5	35	362	.3	1.2	54	406	.5	1.7	40	449	.3	1.5	18	228	.2	1.5
FA '96	51	1195	.4	2.3	62	489	.5	2.0	77	478	.7	2.4	69	567	.6	2.5	19	241	.2	1.5
4-Book	53	1184	.5	2.4	59	467	.5	2.0	85	498	.8	2.6	64	582	.5	2.3	24	293	.2	1.9
SU '96	36	1142	.3	1.6	34	433	.3	1.1	53	431	.4	1.5	49	444	.4	1.8	18	278	.1	1.6
WPEN-AM																				
SU '97	4	114	.2		4	26	.1		8	42	.1	.2	5	32	.1	.2				
SP '97	4	70	.2		1	18			4	35	.1	.1	6	26	.1	.2	2	25	.1	.2
WI '97	8	122	.1	.4	8	50	.1	.3	10	38	.1	.3	9	31	.1	.3	6	31	.1	.5
FA '96	6	134	.1	.3	4	31	.1	.1	17	63	.1	.5	5	52	.1	.2	7	53	.1	.5
4-Book	6	110	.1	.3	4	31	.1	.1	10	45	.1	.3	6	35	.1	.2	4	27	.1	.3
SU '96	2	93	.1		3	36	.1		2	42	.1		2	36	.1			8		
+WPHI-FM																				
SU '97	179	2400	1.5	7.8	173	1195	1.5	5.6	214	1401	1.8	6.3	243	1733	2.1	8.7	169	1443	1.4	13.4
SP '97	143	2236	1.2	6.2	124	1019	1.1	4.0	145	1215	1.2	4.4	216	1499	1.8	7.7	132	1189	1.1	10.1
WI '97	118	2169	1.0	5.5	100	798	.9	3.4	161	1134	1.4	5.2	162	1308	1.4	6.0	99	965	.8	8.2
FA '96	96	2158	.8	4.3	96	860	.8	3.2	142	1117	1.2	4.5	152	1367	1.3	5.5	57	968	.5	4.5
4-Book	134	2241	1.1	6.0	123	968	1.1	4.1	166	1217	1.4	5.1	193	1477	1.7	7.0	114	1141	1.0	9.1
SU '96	83	1949	.7	3.7	71	710	.6	2.3	128	1042	1.1	3.7	126	1126	1.0	4.7	43	760	.4	3.8
+WPHT-AM																				
SU '97	6	264	.1	.3	9	62	.1	.3	2	47	.1		5	89	.1	.2	8	91	.1	.6
SP '97	6	260	.1	.3	5	54	.1	.2	6	63	.1	.2	8	62	.1	.3	8	118	.1	.6
WI '97	2	154	.1		4	45	.1			12			5	91	.1	.2	1	28	.1	
FA '96	4	94	.1	.2	7	20	.1	.2	11	51	.1	.3	2	51	.1	.1	1	40	.1	
4-Book	5	193	.1	.2	6	45	.1	.2	5	43	.1	.2	5	73	.1	.2	5	69	.1	.4
SU '96	5	256	.1	.2	8	63	.1	.3	8	53	.1	.2	7	87	.1	.3	4	107	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	143	3209	1.2	6.2	181	1488	1.5	5.9	201	1485	1.7	5.9	186	2052	1.6	6.7	88	1372	.7	7.0
SP '97	121	2822	1.0	5.3	184	1445	1.6	6.0	163	1396	1.4	4.9	147	1714	1.2	5.3	62	967	.5	4.7
WI '97	137	3114	1.2	6.4	194	1486	1.6	6.5	200	1532	1.7	6.4	178	1967	1.5	6.6	53	983	.5	4.4
FA '96	128	3122	1.1	5.8	193	1719	1.6	6.4	163	1462	1.4	5.2	163	1807	1.4	5.9	65	1086	.6	5.1
4-Book	132	3067	1.1	5.9	188	1535	1.6	6.2	182	1469	1.6	5.6	169	1885	1.4	6.1	67	1102	.6	5.3
SU '96	135	2838	1.1	6.0	205	1444	1.7	6.6	211	1495	1.8	6.1	157	1604	1.3	5.8	56	949	.5	4.9
WTEL-AM																				
SU '97	* 13	120	.1	.6	* 16	103	.1	.5	21	92	.2	.6	* 16	49	.1	.6				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	14	178	.1	.6	25	122	.2	.8	20	103	.2	.6	13	76	.1	.5	1	22	.1	.1
SP '97	17	148	.1	.7	29	90	.2	.9	14	77	.1	.4	17	89	.1	.6	11	58	.1	.8
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	197	2472	1.7	8.6	202	1384	1.7	6.6	256	1439	2.2	7.5	200	1460	1.7	7.2	180	1268	1.5	14.2
SP '97	203	2699	1.7	8.8	204	1410	1.7	6.6	249	1495	2.1	7.6	229	1567	1.9	8.2	181	1363	1.5	13.8
WI '97	255	2680	2.2	11.9	265	1496	2.3	8.9	288	1507	2.4	9.3	313	1768	2.7	11.6	250	1476	2.1	20.8
FA '96	256	2733	2.2	11.5	274	1483	2.3	9.0	294	1656	2.5	9.3	316	1681	2.7	11.4	227	1579	1.9	17.8
4-Book	228	2646	2.0	10.2	236	1443	2.0	7.8	272	1524	2.3	8.4	265	1619	2.3	9.6	210	1422	1.8	16.7
SU '96	242	2571	2.0	10.7	289	1537	2.4	9.3	287	1572	2.4	8.3	272	1614	2.3	10.0	193	1421	1.6	16.9
WWDB-FM																				
SU '97	28	667	.2	1.2	19	129	.2	.6	55	278	.5	1.6	35	266	.3	1.3	15	144	.1	1.2
SP '97	23	575	.2	1.0	18	126	.2	.6	32	223	.3	1.0	49	318	.4	1.8	7	94	.1	.5
WI '97	29	675	.2	1.3	17	136	.1	.6	58	236	.5	1.9	62	375	.5	2.3	4	86	.3	.3
FA '96	31	710	.3	1.4	28	174	.2	.9	61	355	.5	1.9	38	333	.3	1.4	13	214	.1	1.0
4-Book	28	657	.2	1.2	21	141	.2	.7	52	273	.5	1.6	46	323	.4	1.7	10	135	.1	.8
SU '96	33	675	.3	1.5	17	151	.1	.5	78	327	.6	2.2	35	239	.3	1.3	14	130	.1	1.2
WWJZ-AM																				
SU '97	2	35	.1	.1					2	7	.1	.1	5	35	.2	.2	1	7	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	11	**	**	**	**	**	**	**	11	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	6	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	79	1123	.7	3.4	90	605	.8	2.9	142	699	1.2	4.2	98	684	.8	3.5	28	392	.2	2.2
SP '97	68	1115	.6	3.0	86	580	.7	2.8	102	526	.9	3.1	70	657	.6	2.5	32	368	.3	2.4
WI '97	75	954	.6	3.5	104	599	.9	3.5	117	635	1.0	3.8	83	632	.7	3.1	41	396	.3	3.4
FA '96	76	1076	.6	3.4	96	636	.8	3.2	98	551	.8	3.1	112	724	1.0	4.0	43	428	.4	3.4
4-Book	75	1067	.6	3.3	94	605	.8	3.1	115	603	1.0	3.6	91	674	.8	3.3	36	396	.3	2.9
SU '96	88	963	.7	3.9	119	512	1.0	3.8	153	509	1.3	4.4	102	722	.8	3.8	32	372	.3	2.8
WYSP-FM																				
SU '97	252	3927	2.1	10.9	731	2646	6.2	23.8	310	1875	2.6	9.1	204	1705	1.7	7.3	62	951	.5	4.9
SP '97	288	4024	2.4	12.6	719	2698	6.1	23.4	414	2026	3.5	12.6	290	2020	2.5	10.4	75	987	.6	5.7
WI '97	238	3878	2.0	11.1	675	2640	5.7	22.8	276	1813	2.3	8.9	206	1674	1.8	7.6	63	872	.5	5.2
FA '96	212	3848	1.8	9.5	579	2367	4.9	19.1	235	1724	2.0	7.4	187	1690	1.6	6.8	64	1016	.5	5.0
4-Book	248	3919	2.1	11.0	676	2588	5.7	22.3	309	1860	2.6	9.5	222	1772	1.9	8.0	66	957	.5	5.2
SU '96	250	3559	2.1	11.0	727	2341	6.0	23.4	357	1894	3.0	10.3	183	1428	1.5	6.8	52	746	.4	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	123	2550	1.0	5.3	107	969	.9	3.5	186	1182	1.6	5.5	153	1439	1.3	5.5	101	1024	.9	8.0
SP '97	105	2229	.9	4.6	112	1037	1.0	3.6	180	1133	1.5	5.5	141	1268	1.2	5.0	64	781	.5	4.9
WI '97	83	2264	.7	3.9	97	939	.8	3.3	138	996	1.2	4.4	110	1107	.9	4.1	41	803	.3	3.4
FA '96	128	2542	1.1	5.8	138	1216	1.2	4.5	192	1277	1.6	6.1	172	1419	1.5	6.2	78	1051	.7	6.1
4-Book	110	2396	.9	4.9	114	1040	1.0	3.7	174	1147	1.5	5.4	144	1308	1.2	5.2	71	915	.6	5.6
SU '96	130	2663	1.1	5.7	119	1039	1.0	3.8	214	1296	1.8	6.2	166	1365	1.4	6.1	75	912	.6	6.6
WZZD-AM																				
SU '97	5	111		.2	10	67	.1	.3	7	53	.1	.2	2	37		.1	7	55	.1	.6
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	2	51		.1	6	27	.1	.2	5	43		.1	2	18		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	3	67		.1	3	40		.1	5	43		.2	4	39		.1	1	23		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	4	130		.2	4	30		.1	7	32		.2	5	70		.2	2	48		.2
SP '97	3	62		.1	4	36		.1	6	26		.1	3	18		.1				
WI '97	8	132	.1	.4	5	43	.2	.2	12	48	.1	.4	12	92	.1	.4	7	59	.1	.6
FA '96	2	103		.1	2	41		.1	3	32		.1	1	20		.1				
4-Book	4	107	.2	.2	4	38	.1	.1	7	35	.1	.2	5	50	.2	.2	2	27	.2	.2
SU '96	6	102		.3	10	53		.3	15	58		.4	10	41		.4		9		
WJBR-FM																				
SU '97	7	242	.1	.3	7	75	.1	.2	10	68	.1	.3	11	97	.1	.4	6	68	.1	.5
SP '97	12	294	.1	.5	15	127	.1	.5	24	143	.2	.7	11	111	.1	.4	7	144	.1	.5
WI '97	8	274	.1	.4	13	114	.1	.4	12	111	.1	.4	9	121	.1	.3	4	92		.3
FA '96	17	441	.1	.8	13	187	.1	.4	22	197	.2	.7	24	177	.2	.9	14	131	.1	1.1
4-Book	11	313	.1	.5	12	126	.1	.4	17	130	.2	.5	14	127	.1	.5	8	109	.1	.6
SU '96	7	350	.1	.3	8	80	.1	.3	9	103	.1	.3	8	169	.1	.3	6	124		.5
WKXW-FM																				
SU '97	14	391	.1	.6	7	85	.1	.2	26	157	.2	.8	25	208	.2	.9	5	123		.4
SP '97	12	392	.1	.5	11	117	.1	.4	17	163	.1	.5	23	190	.2	.8	3	68		.2
WI '97	12	367	.1	.6	21	67	.2	.7	23	135	.2	.7	16	184	.1	.6	2	58		.2
FA '96	10	304	.1	.5	17	141	.1	.6	16	127	.1	.5	8	120	.1	.3	7	127	.1	.5
4-Book	12	364	.1	.6	14	103	.1	.5	21	146	.2	.6	18	176	.2	.7	4	94	.1	.3
SU '96	14	342	.1	.6	12	117	.1	.4	22	156	.2	.6	21	179	.2	.8	15	120	.1	1.3
WPST-FM																				
SU '97	68	1946	.6	3.0	63	725	.5	2.1	101	803	.9	3.0	97	1160	.8	3.5	37	712	.3	2.9
SP '97	63	1659	.5	2.7	68	710	.6	2.2	93	863	.8	2.8	88	980	.7	3.1	42	611	.4	3.2
WI '97	57	1485	.5	2.6	71	540	.6	2.4	88	668	.7	2.8	83	948	.7	3.1	26	421	.2	2.2
FA '96	56	1579	.5	2.5	64	657	.5	2.1	100	725	.9	3.2	77	873	.7	2.8	22	606	.2	1.7
4-Book	61	1667	.5	2.7	67	658	.6	2.2	96	765	.8	3.0	86	990	.7	3.1	32	588	.3	2.5
SU '96	40	1610	.3	1.8	51	564	.4	1.6	67	759	.6	1.9	56	790	.5	2.1	18	491	.1	1.6
WRDR-FM																				
SU '97		32				17				9										
SP '97	3	40		.1	5	30		.2	10	24	.1	.3	3	33		.1				
WI '97		29												20				20		
FA '96	1	16			1	7			2	7		.1	1	16						
4-Book	1	29			2	14		.1	3	10		.1	1	17				5		
SU '96	1	69			1	7			2	25		.1	1	25						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

WSTW-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	12	673	.1	.5	5	149		.2	15	259	.1	.4	20	302	.2	.7	6	155	.1	.5
SP '97	16	532	.1	.7	17	204	.1	.6	27	156	.2	.8	23	295	.2	.8	5	137		.4
WI '97	27	545	.2	1.3	40	223	.3	1.3	60	192	.5	1.9	30	251	.3	1.1	4	121		.3
FA '96	24	576	.2	1.1	30	216	.3	1.0	46	202	.4	1.5	27	280	.2	1.0	14	166	.1	1.1
4-Book	20	582	.2	.9	23	198	.2	.8	37	202	.3	1.2	25	282	.2	.9	7	145	.1	.6
SU '96	12	518	.1	.5	11	178	.1	.4	18	168	.1	.5	14	212	.1	.5	6	180		.5
TOTALS																				
SU '97	2302	11508	19.6		3069	9982	26.1		3398	9332	28.9		2789	10347	23.7		1265	7666	10.8	
SP '97	2294	11493	19.5		3069	9999	26.1		3296	9166	28.0		2798	10113	23.8		1308	7776	11.1	
WI '97	2151	11425	18.3		2963	9839	25.2		3110	9057	26.4		2699	10007	22.9		1203	7483	10.2	
FA '96	2221	11554	18.9		3038	10096	25.8		3161	9419	26.9		2770	10190	23.5		1277	7912	10.9	
4-Book	2242	11495	19.1		3035	9979	25.8		3241	9244	27.6		2764	10164	23.5		1263	7709	10.8	
SU '96	2268	11632	18.9		3109	10191	25.9		3477	9504	28.9		2707	10125	22.5		1139	7510	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	64	1686	.5	2.1	29	761	.2	1.9	75	308	.6	5.7	27	153	.2	1.0	20	87	.2	1.0
4-Book	73	1785	.6	2.4	26	834	.2	1.8	66	338	.6	5.3	30	209	.3	1.2	21	114	.2	1.1
WBEB-FM																				
SU '97	146	1416	1.2	4.7	65	758	.6	4.2	56	174	.5	4.2	142	363	1.2	5.3	84	184	.7	4.3
4-Book	168	1541	1.4	5.6	67	846	.6	4.5	62	206	.5	5.0	129	344	1.1	5.2	89	239	.7	4.7
WDAS-AM																				
SU '97	16	133	.1	.5	14	130	.1	.9					15	32	.1	.6	9	16	.1	.5
4-Book	7	82	.1	.2	11	116	.1	.7	4	16		.4	6	16	.1	.3	4	9	.1	.2
WDAS-FM																				
SU '97	170	1267	1.4	5.5	79	812	.7	5.1	82	231	.7	6.2	144	293	1.2	5.4	82	260	.7	4.2
4-Book	165	1277	1.4	5.5	84	886	.7	5.6	69	201	.6	5.5	140	345	1.2	5.6	96	257	.8	5.1
WFLN-FM																				
SU '97	24	350	.2	.8	11	178	.1	.7	9	51	.1	.7	20	71	.2	.7	8	47	.1	.4
4-Book	21	302	.2	.7	14	200	.1	.9	11	38	.1	.9	23	78	.2	1.0	11	45	.1	.6
WHAT-AM																				
SU '97	5	61		.2	4	23		.3	2	8		.2	14	17	.1	.5				
4-Book	9	63	.1	.3	5	44		.3	6	12		.5	9	15	.1	.4	3	8	.1	.2
WIOQ-FM																				
SU '97	193	2580	1.6	6.2	128	1854	1.1	8.3	98	360	.8	7.4	230	932	2.0	8.6	163	534	1.4	8.4
4-Book	201	2663	1.7	6.6	129	1864	1.1	8.7	81	329	.7	6.5	233	864	2.0	9.4	172	605	1.5	9.2
WIP -AM																				
SU '97	125	1265	1.1	4.0	47	564	.4	3.0	56	175	.5	4.2	78	251	.7	2.9	44	165	.4	2.3
4-Book	113	1165	1.0	3.8	37	619	.3	2.5	43	139	.4	3.4	47	185	.4	1.9	38	136	.3	2.0
WJJZ-FM																				
SU '97	61	654	.5	2.0	40	480	.3	2.6	33	120	.3	2.5	47	138	.4	1.8	54	164	.5	2.8
4-Book	70	714	.6	2.3	37	476	.3	2.5	32	115	.3	2.5	65	177	.6	2.6	45	133	.4	2.4
WMGK-FM																				
SU '97	237	2357	2.0	7.6	106	1417	.9	6.8	62	254	.5	4.7	205	678	1.7	7.7	196	522	1.7	10.1
4-Book	223	2211	1.9	7.4	93	1393	.8	6.2	66	291	.6	5.3	187	636	1.6	7.4	147	473	1.3	7.7
WMMR-FM																				
SU '97	228	2284	1.9	7.3	83	1426	.7	5.4	83	295	.7	6.3	127	612	1.1	4.8	96	394	.8	5.0
4-Book	204	2294	1.7	6.7	81	1328	.7	5.4	83	311	.7	6.6	147	563	1.3	5.8	108	427	.9	5.6
WNAP-AM																				
SU '97	* 2	53		.1	* 1	40		.1	* **	**	**	**	2	9		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	94	1016	.8	3.0	43	531	.4	2.8	56	129	.5	4.2	75	200	.6	2.8	62	161	.5	3.2
4-Book	71	890	.6	2.3	42	553	.4	2.8	42	126	.4	3.3	84	230	.7	3.3	55	179	.5	2.9
WPEN-AM																				
SU '97	6	75	.1	.2	3	64		.2	1	7		.1	1	16			5	8		.3
4-Book	7	79	.1	.2	5	52	.1	.3	4	14		.4	9	20	.1	.3	5	9		.3
+WPHI-FM																				
SU '97	210	2148	1.8	6.8	131	1408	1.1	8.5	84	281	.7	6.4	219	655	1.9	8.2	195	527	1.7	10.1
4-Book	161	1947	1.4	5.3	99	1308	.8	6.6	61	226	.5	4.9	167	570	1.5	6.6	143	460	1.2	7.4
+WPHT-AM																				
SU '97	5	170		.2	7	95	.1	.5	5	10		.4	2	8		.1	11	26	.1	.6
4-Book	5	125	.1	.2	3	64		.3	2	5		.2	2	7		.1	6	19	.1	.3
WPLY-FM																				
SU '97	190	2823	1.6	6.1	97	1750	.8	6.3	45	258	.4	3.4	169	756	1.4	6.3	126	553	1.1	6.5
4-Book	179	2680	1.5	5.9	92	1671	.8	6.2	65	288	.6	5.3	173	718	1.5	7.0	121	504	1.1	6.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM	SU '97	* 18	110	.2	.6	* 2	29		.1	* 2	10		.2	6	20	.1	.2	* 6	13	.1	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WURD-AM	SU '97	19	163	.2	.6	13	110	.1	.8	19	56	.2	1.4	37	78	.3	1.4	2	7		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM	SU '97	222	2163	1.9	7.1	165	1585	1.4	10.7	124	314	1.1	9.4	245	741	2.1	9.2	188	577	1.6	9.7	
	4-Book	259	2298	2.2	8.6	185	1736	1.6	12.5	123	361	1.1	9.9	284	791	2.4	11.6	228	615	2.0	12.2	
WWDB-FM	SU '97	37	443	.3	1.2	22	276	.2	1.4	15	45	.1	1.1	6	19	.1	.2	9	24	.1	.5	
	4-Book	40	488	.4	1.4	18	280	.2	1.2	9	34	.1	.7	6	29	.1	.3	5	15		.3	
WWJZ-AM	SU '97	3	35		.1	2	7		.1					1	7			7	7	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM	SU '97	112	983	1.0	3.6	53	631	.5	3.4	44	155	.4	3.3	103	343	.9	3.9	57	193	.5	2.9	
	4-Book	101	943	.9	3.3	54	625	.5	3.6	54	180	.5	4.3	85	294	.7	3.4	74	241	.6	3.9	
WYSP-FM	SU '97	407	3484	3.5	13.1	106	1616	.9	6.8	90	246	.8	6.8	179	656	1.5	6.7	123	400	1.0	6.4	
	4-Book	395	3499	3.4	13.0	108	1621	.9	7.2	100	293	.9	8.1	163	617	1.4	6.5	127	448	1.1	6.7	
WYXR-FM	SU '97	152	1978	1.3	4.9	87	1327	.7	5.6	85	282	.7	6.4	168	535	1.4	6.3	107	373	.9	5.5	
	4-Book	146	1901	1.2	4.8	71	1224	.6	4.8	65	252	.6	5.2	133	480	1.1	5.4	97	378	.8	5.2	
WZZD-AM	SU '97	6	91	.1	.2	2	42		.1	6	15	.1	.5		4			5	19		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM	SU '97	4	51		.1		9															
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM	SU '97	5	77		.2	2	83		.1					1	13							
	4-Book	5	78		.2	3	52		.2	3	3		.2	3	11		.1	2	7		.1	
WJBR-FM	SU '97	9	171	.1	.3	5	82		.3	2	4		.2	17	37	.1	.6	9	28	.1	.5	
	4-Book	15	238	.1	.5	7	123	.1	.5	7	26	.1	.6	16	44	.2	.6	16	37	.1	.8	
WKXW-FM	SU '97	20	280	.2	.6	9	183	.1	.6	13	44	.1	1.0	21	62	.2	.8	2	17		.1	
	4-Book	18	278	.2	.6	7	136	.1	.5	9	30	.1	.7	12	45	.1	.5	12	40	.1	.6	
WPST-FM	SU '97	88	1596	.7	2.8	54	986	.5	3.5	30	167	.3	2.3	122	422	1.0	4.6	80	326	.7	4.1	
	4-Book	84	1388	.7	2.8	40	827	.4	2.7	29	141	.3	2.3	77	345	.7	3.1	58	258	.5	3.1	
WRDR-FM	SU '97		17			1	15							1	6			2	8		.1	
	4-Book	2	23		.1		8		.1					1	3			1	2			
WSTV-FM	SU '97	13	470	.1	.4	12	291	.1	.8	7	45	.1	.5	13	70	.1	.5	25	63	.2	1.3	
	4-Book	29	436	.3	1.0	11	258	.1	.8	9	42	.1	.8	17	99	.2	.7	17	56	.2	.9	
TOTALS	SU '97	3110	11386	26.4		1549	9709	13.2		1319	3501	11.2		2669	6222	22.7		1936	4759	16.5		
	4-Book	3032	11372	25.8		1489	9665	12.7		1249	3532	10.6		2504	6169	21.3		1893	4780	16.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	9	80	.1	.7	49	256	.4	5.9	17	131	.1	1.0	23	95	.2	1.6	23	115	.2	2.3
4-Book	12	79	.1	.9	41	213	.3	5.1	18	132	.2	1.1	16	97	.1	1.2	16	108	.2	1.7
WBEB-FM																				
SU '97	40	158	.3	2.9	27	63	.2	3.2	85	219	.7	4.9	55	148	.5	3.8	25	142	.2	2.5
4-Book	60	227	.5	4.6	32	100	.3	3.9	67	229	.6	4.0	56	179	.5	4.1	36	176	.3	3.7
WDAS-AM																				
SU '97	5	9	.4		46	104	.4	5.5	19	72	.2	1.1	11	24	.1	.8	8	8	.1	.8
4-Book	2	4	.2		30	82	.3	3.7	24	72	.2	1.4	10	27	.1	.8	5	10	.1	.5
WDAS-FM																				
SU '97	78	253	.7	5.7	27	78	.2	3.2	53	168	.5	3.1	53	116	.5	3.7	98	262	.8	10.0
4-Book	80	247	.7	6.1	37	103	.3	4.7	65	205	.6	3.9	58	157	.5	4.2	110	255	1.0	11.6
WFLN-FM																				
SU '97	2	8	.1	.1	8	38	.1	1.0	20	52	.2	1.2	14	39	.1	1.0	4	25		.4
4-Book	6	35	.1	.5	13	41	.1	1.5	23	87	.2	1.4	16	38	.2	1.2	7	38	.1	.7
WHAT-AM																				
SU '97					3	9	.4		12	15	.1	.7	2	6	.1					
4-Book					8	20	.1	1.0	7	21	.1	.4	4	7	.3		1	5		.1
W100-FM																				
SU '97	122	445	1.0	9.0	33	105	.3	4.0	141	477	1.2	8.2	113	429	1.0	7.9	102	340	.9	10.4
4-Book	166	574	1.4	12.8	35	129	.3	4.4	128	529	1.1	7.6	113	433	1.0	8.2	81	315	.7	8.5
WIP -AM																				
SU '97	18	61	.2	1.3	28	117	.2	3.4	74	236	.6	4.3	38	123	.3	2.6	37	139	.3	3.8
4-Book	27	116	.2	2.1	26	91	.2	3.2	49	184	.4	2.9	32	127	.3	2.3	29	121	.3	3.1
WJZ-FM																				
SU '97	25	78	.2	1.8	22	63	.2	2.6	84	197	.7	4.9	46	125	.4	3.2	5	33		.5
4-Book	26	98	.2	2.0	19	65	.2	2.3	46	140	.4	2.7	34	100	.3	2.5	22	88	.2	2.3
WMGK-FM																				
SU '97	114	318	1.0	8.4	19	94	.2	2.3	112	425	1.0	6.5	79	283	.7	5.5	47	225	.4	4.8
4-Book	64	238	.6	4.9	22	122	.2	2.6	105	396	.9	6.3	91	315	.8	6.6	52	214	.4	5.5
WMMR-FM																				
SU '97	71	293	.6	5.2	41	170	.3	4.9	118	352	1.0	6.9	79	329	.7	5.5	42	187	.4	4.3
4-Book	51	240	.4	3.9	45	167	.4	5.6	101	383	.9	6.0	69	262	.6	5.0	40	199	.4	4.2
WNAP-AM																				
SU '97					* 3	9	.4		1	14	.1		2	8	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	9	45	.1	.7	57	111	.5	6.8	39	121	.3	2.3	28	111	.2	1.9	22	68	.2	2.2
4-Book	22	83	.2	1.7	40	98	.3	4.9	39	169	.3	2.3	34	112	.3	2.5	21	68	.2	2.3
WPEN-AM																				
SU '97	3	8	.2						6	22	.1	.3	11	25	.1	.8				
4-Book	3	7	.2		2				6	20	.1	.4	9	18	.1	.7	2	5		.3
+WPHI-FM																				
SU '97	170	480	1.4	12.5	32	113	.3	3.8	103	439	.9	6.0	155	462	1.3	10.8	76	249	.6	7.7
4-Book	121	396	1.0	9.3	30	100	.3	3.7	91	374	.8	5.4	112	367	1.0	8.1	59	237	.5	6.3
+WPHT-AM																				
SU '97	12	26	.1	.9	7	18	.1	.8	11	33	.1	.6	12	52	.1	.8				
4-Book	4	9	.3		2	7	.2		6	26	.1	.3	6	28	.1	.4	2			
WPLY-FM																				
SU '97	93	443	.8	6.8	37	171	.3	4.4	115	538	1.0	6.7	108	449	.9	7.5	67	366	.6	6.8
4-Book	87	388	.8	6.7	36	152	.3	4.3	108	524	1.0	6.5	91	413	.8	6.6	45	260	.4	4.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM																				
SU '97				*								*								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WURD-AM																				
SU '97				20	30	.2	2.4	20	54	.2	1.2	6	24	.1	.4					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
SU '97	200	548	1.7	14.7	97	317	.8	11.6	159	530	1.4	9.2	154	428	1.3	10.7	134	379	1.1	13.6
4-Book	223	637	1.9	17.2	100	299	.9	12.4	187	560	1.6	11.2	159	391	1.3	11.6	151	405	1.3	15.8
WWDB-FM																				
SU '97	16	45	.1	1.2	27	138	.2	3.2	74	164	.6	4.3	8	33	.1	.6	13	51	.1	1.3
4-Book	7	20	.1	.5	19	95	.2	2.3	70	163	.6	4.2	12	40	.1	.9	10	27	.1	1.0
WWJZ-AM																				
SU '97		7						2	7		.1	7	7	.1	.5	3	7		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
SU '97	16	75	.1	1.2	29	112	.2	3.5	73	224	.6	4.2	73	187	.6	5.1	24	98	.2	2.4
4-Book	29	136	.2	2.2	33	123	.3	4.2	72	242	.6	4.3	52	141	.5	3.8	31	100	.3	3.3
WYSP-FM																				
SU '97	95	300	.8	7.0	44	116	.4	5.3	107	541	.9	6.2	149	472	1.3	10.4	55	255	.5	5.6
4-Book	82	328	.7	6.3	49	128	.4	6.2	128	547	1.1	7.7	143	459	1.2	10.4	65	246	.6	6.8
WYXR-FM																				
SU '97	102	320	.9	7.5	24	73	.2	2.9	66	255	.6	3.8	61	270	.5	4.2	73	296	.6	7.4
4-Book	52	244	.5	3.9	28	137	.2	3.3	76	329	.7	4.5	65	269	.6	4.7	48	239	.4	4.9
WZZD-AM																				
SU '97	4	15		.3	2	8		.2	1	8		.1		8			2	15		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCHR-FM																				
SU '97	1	9		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFMZ-FM																				
SU '97					4	26		.5	6	17		.3	2	17		.1	3	8		.3
4-Book	2	7		.1	5	21		.7	3	12		.2	5	16		.4	4	17		.5
WJBR-FM																				
SU '97	1	8		.1	2	8		.2	2	25		.1	2	25		.1	1	9		.1
4-Book	8	29		.6	2	15		.2	4	26		.3	2	19		.1	3	21		.3
WKXW-FM																				
SU '97	2	9		.1	15	53		1.8	16	68		.9	2	17		.1	3	20		.3
4-Book	3	12		.2	5	21		.6	10	40		.6	7	24		.5	3	20		.3
WPST-FM																				
SU '97	42	263	.4	3.1	15	106	.1	1.8	53	194	.5	3.1	45	192	.4	3.1	33	162	.3	3.4
4-Book	30	198	.3	2.3	19	108	.2	2.4	47	235	.4	2.8	39	178	.3	2.8	18	117	.2	1.9
WRDR-FM																				
SU '97					2	6		.2	3	8		.2								
4-Book		2			1	2		.1	1	5		.1								
WSTV-FM																				
SU '97	14	92	.1	1.0	14	39	.1	1.7	13	49	.1	.8	14	63	.1	1.0	1	17		.1
4-Book	9	57	.1	.6	11	34	.1	1.3	11	54	.1	.7	10	49	.1	.7	6	33	.1	.7
TOTALS																				
SU '97	1358	3665	11.5		834	2392	7.1		1722	4700	14.6		1437	3736	12.2		982	3005	8.3	
4-Book	1304	3737	11.1		811	2449	6.9		1677	4725	14.2		1378	3547	11.7		953	2809	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	157	5468	.7	3.5	425	3658	1.8	6.8	125	1648	.5	1.9	160	2494	.7	3.0	54	1085	.2	2.5
SP '97	167	5566	.7	3.7	511	3965	2.2	7.8	116	1589	.5	1.8	164	2234	.7	3.1	41	919	.2	1.9
WI '97	187	6390	.8	4.4	570	4388	2.5	9.0	113	1842	.5	1.9	192	2691	.8	3.7	56	1324	.2	2.8
FA '96	176	6048	.8	4.1	524	4382	2.3	8.3	124	1812	.5	2.0	187	2683	.8	3.5	61	1278	.3	2.9
4-Book	172	5868	.8	3.9	508	4098	2.2	8.0	120	1723	.5	1.9	176	2526	.8	3.3	53	1152	.2	2.5
SU '96	174	5865	.7	4.0	482	4083	2.1	7.8	149	1930	.6	2.2	169	2475	.7	3.3	57	1219	.2	2.7
WBEB-FM																				
SU '97	258	3796	1.1	5.8	327	1958	1.4	5.2	497	2009	2.1	7.7	297	2104	1.3	5.6	76	1111	.3	3.5
SP '97	253	3844	1.1	5.7	331	2157	1.4	5.1	453	1941	2.0	7.0	325	2248	1.4	6.1	97	1341	.4	4.5
WI '97	286	4096	1.2	6.8	353	1973	1.5	5.6	531	2043	2.3	8.8	371	2361	1.6	7.1	104	1325	.4	5.2
FA '96	288	4130	1.2	6.6	389	2475	1.7	6.1	556	2189	2.4	8.8	347	2468	1.5	6.5	118	1304	.5	5.7
4-Book	271	3967	1.2	6.2	350	2141	1.5	5.5	509	2046	2.2	8.1	335	2295	1.5	6.3	99	1270	.4	4.7
SU '96	279	3932	1.2	6.3	310	1951	1.3	5.0	560	2380	2.4	8.5	353	2302	1.5	6.8	105	1205	.4	5.0
WDAS-AM																				
SU '97	28	395	.1	.6	46	198	.2	.7	30	117	.1	.5	24	144	.1	.5	5	77	.1	.2
SP '97	25	466	.1	.6	25	188	.1	.4	34	136	.1	.5	21	130	.1	.4	6	86	.1	.3
WI '97	25	406	.1	.6	36	131	.2	.6	34	125	.1	.6	18	155	.1	.3	6	52	.1	.3
FA '96	25	476	.1	.6	43	206	.2	.7	20	133	.1	.3	18	157	.1	.3	8	53	.1	.4
4-Book	26	436	.1	.6	38	181	.2	.6	30	128	.1	.5	20	147	.1	.4	6	67	.1	.3
SU '96	27	528	.1	.6	46	237	.2	.7	22	120	.1	.3	18	129	.1	.3	10	61	.1	.5
WDAS-FM																				
SU '97	309	3049	1.3	7.0	392	1678	1.7	6.3	424	1575	1.8	6.6	344	1803	1.5	6.5	228	1519	1.0	10.4
SP '97	282	2969	1.2	6.3	371	1621	1.6	5.7	386	1650	1.7	6.0	305	1734	1.3	5.7	206	1261	.9	9.6
WI '97	314	3166	1.4	7.4	405	1801	1.7	6.4	445	1709	1.9	7.4	383	1856	1.7	7.3	194	1447	.8	9.8
FA '96	307	3136	1.3	7.1	374	1678	1.6	5.9	398	1727	1.7	6.3	366	1944	1.6	6.9	222	1498	1.0	10.6
4-Book	303	3080	1.3	7.0	386	1695	1.7	6.1	413	1665	1.8	6.6	350	1834	1.5	6.6	213	1431	.9	10.1
SU '96	302	3097	1.3	6.9	350	1702	1.5	5.6	413	1740	1.8	6.2	333	1759	1.4	6.4	198	1321	.8	9.4
WFLN-FM																				
SU '97	65	1216	.3	1.5	65	529	.3	1.0	108	498	.5	1.7	98	709	.4	1.9	33	338	.1	1.5
SP '97	55	1166	.2	1.2	62	506	.3	.9	88	453	.4	1.4	75	602	.3	1.4	25	315	.1	1.2
WI '97	69	1389	.3	1.6	79	655	.3	1.3	115	626	.5	1.9	80	753	.3	1.5	36	421	.2	1.8
FA '96	71	1440	.3	1.6	85	598	.4	1.3	89	608	.4	1.4	74	772	.3	1.4	51	494	.2	2.4
4-Book	65	1303	.3	1.5	73	572	.3	1.1	100	546	.5	1.6	82	709	.3	1.6	36	392	.2	1.7
SU '96	57	1135	.2	1.3	62	486	.3	1.0	107	563	.5	1.6	76	630	.3	1.5	38	353	.2	1.8
WHAT-AM																				
SU '97	22	243	.1	.5	36	145	.2	.6	24	101	.1	.4	23	115	.1	.4	13	61	.1	.6
SP '97	28	371	.1	.6	68	192	.3	1.0	32	176	.1	.5	18	111	.1	.3	9	83	.1	.4
WI '97	16	308	.1	.4	40	101	.2	.6	17	91	.1	.3	8	70	.1	.2	5	41	.1	.3
FA '96	27	270	.1	.6	64	181	.3	1.0	32	131	.1	.5	17	90	.1	.3	12	70	.1	.6
4-Book	23	298	.1	.5	52	155	.3	.8	26	125	.1	.4	17	97	.1	.3	10	64	.1	.5
SU '96	28	323	.1	.6	54	155	.2	.9	36	113	.2	.5	24	108	.1	.5	16	48	.1	.8
W100-FM																				
SU '97	229	4828	1.0	5.2	230	1922	1.0	3.7	340	2559	1.5	5.3	286	2718	1.2	5.4	127	1836	.5	5.8
SP '97	213	4241	.9	4.8	216	1842	.9	3.3	306	2346	1.3	4.7	286	2606	1.2	5.3	133	1604	.6	6.2
WI '97	240	4630	1.0	5.7	272	1940	1.2	4.3	327	2330	1.4	5.4	312	2738	1.3	6.0	155	1804	.7	7.8
FA '96	221	4913	1.0	5.1	238	2043	1.0	3.8	308	2562	1.3	4.9	286	2869	1.2	5.4	146	1882	.6	7.0
4-Book	226	4653	1.0	5.2	239	1937	1.0	3.8	320	2449	1.4	5.1	293	2733	1.2	5.5	140	1782	.6	6.7
SU '96	239	4643	1.0	5.4	266	1856	1.1	4.3	365	2571	1.6	5.5	305	2683	1.3	5.9	148	1853	.6	7.0
WIP -AM																				
SU '97	176	2756	.8	4.0	321	1785	1.4	5.1	246	1467	1.1	3.8	258	1797	1.1	4.9	56	706	.2	2.5
SP '97	158	3030	.7	3.5	272	1413	1.2	4.2	204	1147	.9	3.2	207	1570	.9	3.9	87	1068	.4	4.0
WI '97	161	3222	.7	3.8	286	1880	1.2	4.5	242	1271	1.0	4.0	205	1832	.9	3.9	74	994	.3	3.7
FA '96	175	3033	.8	4.0	291	1712	1.3	4.6	264	1519	1.1	4.2	261	1833	1.1	4.9	59	851	.3	2.8
4-Book	168	3010	.8	3.8	293	1698	1.3	4.6	239	1351	1.0	3.8	233	1758	1.0	4.4	69	905	.3	3.3
SU '96	125	2174	.5	2.8	238	1375	1.0	3.8	168	1028	.7	2.5	179	1279	.8	3.4	54	676	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZ-FM																				
SU '97	219	2747	.9	4.9	234	1270	1.0	3.7	346	1443	1.5	5.4	271	1616	1.2	5.1	131	1061	.6	6.0
SP '97	200	2715	.9	4.5	217	1329	.9	3.3	311	1460	1.3	4.8	278	1585	1.2	5.2	116	1070	.5	5.4
WI '97	162	2738	.7	3.8	162	1102	.7	2.6	248	1099	1.1	4.1	237	1404	1.0	4.5	95	1068	.4	4.8
FA '96	207	3043	.9	4.8	225	1365	1.0	3.5	335	1397	1.4	5.3	266	1802	1.1	5.0	122	1210	.5	5.9
4-Book	197	2811	.9	4.5	210	1267	.9	3.3	310	1350	1.3	4.9	263	1602	1.1	5.0	116	1102	.5	5.5
SU '96	201	2610	.9	4.6	191	1194	.8	3.1	319	1280	1.4	4.8	240	1466	1.0	4.6	134	1111	.6	6.3
WMGK-FM																				
SU '97	293	5197	1.3	6.6	334	2445	1.4	5.3	496	2802	2.1	7.7	410	3303	1.8	7.7	116	1629	.5	5.3
SP '97	290	5153	1.3	6.5	313	2469	1.4	4.8	477	2622	2.1	7.4	374	3207	1.6	7.0	123	1777	.5	5.7
WI '97	269	4449	1.2	6.4	331	2011	1.4	5.3	501	2343	2.2	8.3	342	2818	1.5	6.5	94	1506	.4	4.7
FA '96	302	4512	1.3	7.0	377	2360	1.6	5.9	588	2546	2.5	9.3	368	2762	1.6	6.9	118	1470	.5	5.7
4-Book	289	4828	1.3	6.6	339	2321	1.5	5.3	516	2578	2.2	8.2	374	3023	1.6	7.0	113	1596	.5	5.4
SU '96	307	4522	1.3	7.0	339	2229	1.5	5.5	540	2521	2.3	8.1	435	3025	1.9	8.4	121	1582	.5	5.7
WMMR-FM																				
SU '97	264	4613	1.1	6.0	332	2046	1.4	5.3	487	2183	2.1	7.6	337	2697	1.5	6.4	94	1358	.4	4.3
SP '97	316	4914	1.4	7.1	473	2486	2.0	7.2	553	2535	2.4	8.6	353	3056	1.5	6.6	112	1542	.5	5.2
WI '97	226	4301	1.0	5.4	293	2023	1.3	4.7	399	2205	1.7	6.6	281	2428	1.2	5.4	77	1172	.3	3.9
FA '96	243	4580	1.0	5.6	329	2222	1.4	5.2	427	2246	1.8	6.8	334	2743	1.4	6.3	83	1255	.4	4.0
4-Book	262	4602	1.1	6.0	357	2194	1.5	5.6	467	2292	2.0	7.4	326	2731	1.4	6.2	92	1332	.4	4.4
SU '96	234	4427	1.0	5.3	310	1929	1.3	5.0	409	2244	1.8	6.2	294	2428	1.3	5.7	75	1163	.3	3.5
WNAP-AM																				
SU '97	* 15	161	.1	.3	* 14	64	.1	.2	17	80	.1	.3	17	77	.1	.3	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	6	139	.1	.1	5	51	.1	.1	3	59	.1	.1	3	35	.1	.1	**	**	**	**
FA '96	13	166	.1	.3	19	90	.1	.3	15	83	.1	.2	9	63	.1	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	17	255	.1	.4	15	96	.1	.2	21	77	.1	.3	14	114	.1	.3	**	**	**	**
WOGL-FM																				
SU '97	214	4136	.9	4.8	243	1895	1.0	3.9	339	2127	1.5	5.3	266	2475	1.1	5.0	91	1210	.4	4.1
SP '97	224	3793	1.0	5.0	255	1757	1.1	3.9	340	1736	1.5	5.3	233	1944	1.0	4.3	102	1233	.4	4.7
WI '97	171	3572	.7	4.1	225	1675	1.0	3.6	269	1570	1.2	4.5	208	1969	.9	4.0	71	883	.3	3.6
FA '96	201	3662	.9	4.6	254	1730	1.1	4.0	312	1722	1.3	5.0	257	2126	1.1	4.8	86	1054	.4	4.1
4-Book	203	3791	.9	4.6	244	1764	1.1	3.9	315	1789	1.4	5.0	241	2129	1.0	4.5	88	1095	.4	4.1
SU '96	218	3906	.9	5.0	243	1863	1.0	3.9	328	1874	1.4	4.9	280	2029	1.2	5.4	88	1089	.4	4.2
WPEN-AM																				
SU '97	19	352	.1	.4	26	130	.1	.4	22	124	.1	.3	18	121	.1	.3	10	72	.1	.5
SP '97	14	321	.1	.3	13	96	.1	.2	22	167	.1	.3	17	125	.1	.3	4	68	.1	.2
WI '97	20	372	.1	.5	22	120	.1	.3	22	138	.1	.4	17	123	.1	.3	15	105	.1	.8
FA '96	19	429	.1	.4	21	188	.1	.3	38	208	.2	.6	15	141	.1	.3	9	92	.1	.4
4-Book	18	369	.1	.4	21	134	.1	.3	26	159	.1	.4	17	128	.1	.3	10	84	.1	.5
SU '96	19	307	.1	.4	26	164	.1	.4	20	158	.1	.3	21	174	.1	.4	8	109	.1	.4
+WPHI-FM																				
SU '97	206	2957	.9	4.7	197	1392	.9	3.2	241	1641	1.0	3.7	274	2026	1.2	5.2	191	1671	.8	8.7
SP '97	166	2793	.7	3.7	146	1214	.6	2.2	175	1449	.8	2.7	247	1758	1.1	4.6	148	1384	.6	6.9
WI '97	145	2660	.6	3.4	128	950	.6	2.0	186	1305	.8	3.1	190	1601	.8	3.6	119	1140	.5	6.0
FA '96	116	2660	.5	2.7	119	1082	.5	1.9	170	1281	.7	2.7	185	1689	.8	3.5	63	1128	.3	3.0
4-Book	158	2768	.7	3.6	148	1160	.7	2.3	193	1419	.8	3.1	224	1769	1.0	4.2	130	1331	.6	6.2
SU '96	103	2517	.4	2.3	98	975	.4	1.6	158	1281	.7	2.4	151	1402	.6	2.9	53	936	.2	2.5
+WPHT-AM																				
SU '97	19	729	.1	.4	23	174	.1	.4	14	192	.1	.2	15	263	.1	.3	26	289	.1	1.2
SP '97	21	829	.1	.5	27	263	.1	.4	24	216	.1	.4	25	225	.1	.5	21	282	.1	1.0
WI '97	14	487	.1	.3	30	196	.1	.5	12	120	.1	.2	23	277	.1	.4	5	65	.1	.3
FA '96	12	345	.1	.3	28	152	.1	.4	16	121	.1	.3	9	130	.1	.2	7	89	.1	.3
4-Book	17	598	.1	.4	27	196	.1	.4	17	162	.1	.3	18	224	.1	.4	15	181	.1	.7
SU '96	20	812	.1	.5	27	240	.1	.4	18	154	.1	.3	15	204	.1	.3	18	296	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-49

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '97	184	4197	.8	4.2	248	1941	1.1	4.0	264	1916	1.1	4.1	228	2611	1.0	4.3	99	1671	.4	4.5
SP '97	152	3655	.7	3.4	228	1777	1.0	3.5	216	1768	.9	3.3	180	2054	.8	3.4	72	1132	.3	3.3
WI '97	162	4026	.7	3.8	232	1886	1.0	3.7	228	1848	1.0	3.8	221	2491	1.0	4.2	65	1179	.3	3.3
FA '96	158	4087	.7	3.6	247	2206	1.1	3.9	194	1755	.8	3.1	203	2278	.9	3.8	80	1334	.3	3.8
4-Book	164	3991	.7	3.8	239	1953	1.1	3.8	226	1822	1.0	3.6	208	2359	.9	3.9	79	1329	.3	3.7
SU '96	175	3721	.7	4.0	246	1801	1.1	4.0	279	1928	1.2	4.2	206	2128	.9	4.0	68	1195	.3	3.2
WTEL-AM																				
SU '97	* 16	186	.1	.4	* 18	129	.1	.3	23	131	.1	.4	* 16	62	.1	.3	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	17	236	.1	.4	30	151	.1	.5	22	123	.1	.3	15	111	.1	.3	2	31	.1	.1
SP '97	29	302	.1	.6	51	169	.2	.8	29	154	.1	.4	31	190	.1	.6	16	132	.1	.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	248	3490	1.1	5.6	264	1836	1.1	4.2	322	1935	1.4	5.0	256	1960	1.1	4.8	211	1641	.9	9.6
SP '97	252	3614	1.1	5.6	278	1876	1.2	4.2	319	1876	1.4	4.9	285	1967	1.2	5.3	206	1627	.9	9.6
WI '97	316	3889	1.4	7.5	323	2017	1.4	5.1	348	2041	1.5	5.8	411	2404	1.8	7.9	299	1920	1.3	15.0
FA '96	330	3955	1.4	7.6	359	2063	1.6	5.7	407	2317	1.8	6.5	411	2299	1.8	7.7	265	1995	1.1	12.7
4-Book	287	3737	1.3	6.6	306	1948	1.3	4.8	349	2042	1.5	5.6	341	2158	1.5	6.4	245	1796	1.1	11.7
SU '96	307	3587	1.3	7.0	355	2010	1.5	5.7	380	2168	1.6	5.7	345	2165	1.5	6.6	235	1776	1.0	11.1
WVDB-FM																				
SU '97	93	1867	.4	2.1	98	636	.4	1.6	162	790	.7	2.5	116	800	.5	2.2	39	461	.2	1.8
SP '97	93	1925	.4	2.1	109	600	.5	1.7	140	742	.6	2.2	166	1117	.7	3.1	32	439	.1	1.5
WI '97	118	2064	.5	2.8	120	690	.5	1.9	196	920	.8	3.3	196	1199	.8	3.7	34	464	.1	1.7
FA '96	99	1822	.4	2.3	101	576	.4	1.6	187	912	.8	3.0	129	911	.6	2.4	44	471	.2	2.1
4-Book	101	1920	.4	2.3	107	626	.5	1.7	171	841	.7	2.8	152	1007	.7	2.9	37	459	.2	1.8
SU '96	102	1835	.4	2.3	123	602	.5	2.0	203	931	.9	3.1	93	684	.4	1.8	46	468	.2	2.2
WWJZ-AM																				
SU '97	3	60	.1	.1	2	9	.1	.1	3	24	.1	.1	8	52	.2	.2	1	7	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	2	40	.1	.1	1	8	.1	.1	4	19	.1	.1	2	17	.1	.1	1	12	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	31	.1	.1	2	23	.1	.1	8	25	.1	.1	6	17	.1	.1	2	8	.1	.1
WXTU-FM																				
SU '97	177	2446	.8	4.0	215	1325	.9	3.4	271	1344	1.2	4.2	233	1548	1.0	4.4	78	797	.3	3.5
SP '97	172	2219	.7	3.9	219	1271	.9	3.3	247	1140	1.1	3.8	195	1356	.8	3.6	71	737	.3	3.3
WI '97	173	2153	.7	4.1	260	1269	1.1	4.1	266	1324	1.1	4.4	184	1444	.8	3.5	65	766	.3	3.3
FA '96	151	2086	.7	3.5	200	1276	.9	3.2	201	1143	.9	3.2	209	1442	.9	3.9	66	753	.3	3.2
4-Book	168	2226	.7	3.9	224	1285	1.0	3.5	246	1238	1.1	3.9	205	1448	.9	3.9	70	763	.3	3.3
SU '96	178	2126	.8	4.1	245	1162	1.0	3.9	264	1108	1.1	4.0	233	1517	1.0	4.5	83	831	.4	3.9
WYSP-FM																				
SU '97	349	6042	1.5	7.9	1079	3947	4.7	17.3	396	2707	1.7	6.2	250	2252	1.1	4.7	89	1297	.4	4.0
SP '97	422	6027	1.8	9.4	1155	4041	5.0	17.6	582	3002	2.5	9.0	380	2768	1.6	7.1	105	1333	.5	4.9
WI '97	354	5777	1.5	8.4	1089	4050	4.7	17.3	403	2581	1.7	6.7	284	2283	1.2	5.4	84	1137	.4	4.2
FA '96	318	6001	1.4	7.3	889	3517	3.8	14.0	343	2467	1.5	5.4	274	2389	1.2	5.1	79	1302	.3	3.8
4-Book	361	5962	1.6	8.3	1053	3889	4.6	16.6	431	2689	1.9	6.8	297	2423	1.3	5.6	89	1267	.4	4.2
SU '96	349	5446	1.5	7.9	1046	3622	4.5	16.8	463	2678	2.0	7.0	247	1953	1.1	4.8	77	984	.3	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	220	4414	1.0	5.0	234	1890	1.0	3.7	328	2075	1.4	5.1	271	2606	1.2	5.1	140	1619	.6	6.4
SP '97	212	4013	.9	4.7	279	2010	1.2	4.3	355	1987	1.5	5.5	286	2329	1.2	5.3	93	1364	.4	4.3
WI '97	149	3818	.6	3.5	194	1660	.8	3.1	234	1662	1.0	3.9	185	1946	.8	3.5	70	1362	.3	3.5
FA '96	213	4175	.9	4.9	250	2052	1.1	3.9	317	2113	1.4	5.0	290	2563	1.3	5.4	113	1596	.5	5.4
4-Book	199	4105	.9	4.5	239	1903	1.0	3.8	309	1959	1.3	4.9	258	2361	1.1	4.8	104	1485	.5	4.9
SU '96	229	4532	1.0	5.2	250	2014	1.1	4.0	382	2286	1.6	5.8	292	2371	1.3	5.6	115	1583	.5	5.4
WZZD-AM																				
SU '97	12	258	.1	.3	24	143	.1	.4	19	147	.1	.3	6	78	.1	.1	11	99	.1	.5
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	12	265	.1	.3	24	159	.1	.4	22	134	.1	.3	14	130	.1	.3	2	58	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	284	.1	.3	23	186	.1	.4	11	126	.2	.2	12	133	.1	.2	8	93	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	12	300	.1	.3	13	105	.1	.2	24	142	.1	.4	15	210	.1	.3	4	86	.2	.2
SP '97	12	190	.1	.3	18	95	.1	.3	29	81	.1	.4	12	89	.1	.2	1	34	.1	.1
WI '97	21	354	.1	.5	20	155	.1	.3	38	150	.2	.6	26	207	.1	.5	10	117	.5	.5
FA '96	7	180	.2	.2	8	81	.1	.1	12	86	.1	.2	7	75	.1	.1	1	22	.1	.1
4-Book	13	256	.1	.3	15	109	.1	.2	26	115	.1	.4	15	145	.1	.3	4	65	.2	.2
SU '96	12	224	.1	.3	17	110	.1	.3	28	122	.1	.4	19	103	.1	.4	1	50	.1	.1
WJBR-FM																				
SU '97	22	467	.1	.5	31	170	.1	.5	35	172	.2	.5	28	223	.1	.5	12	133	.1	.5
SP '97	28	604	.1	.6	37	277	.2	.6	57	269	.2	.9	31	250	.1	.6	10	198	.5	.5
WI '97	24	559	.1	.6	31	254	.1	.5	50	253	.2	.8	34	268	.1	.6	7	176	.4	.4
FA '96	33	748	.1	.8	30	343	.1	.5	45	328	.2	.7	46	361	.2	.9	16	180	.1	.8
4-Book	27	595	.1	.6	32	261	.1	.5	47	256	.2	.7	35	276	.1	.7	11	172	.1	.6
SU '96	29	687	.1	.7	28	256	.1	.5	42	291	.2	.6	39	347	.2	.8	22	266	.1	1.0
WKXV-FM																				
SU '97	36	884	.2	.8	37	332	.2	.6	63	385	.3	1.0	61	480	.3	1.2	12	250	.1	.5
SP '97	27	905	.1	.6	34	350	.1	.5	41	369	.2	.6	44	441	.2	.8	8	176	.4	.4
WI '97	29	866	.1	.7	46	298	.2	.7	52	329	.2	.9	41	426	.2	.8	4	109	.2	.2
FA '96	28	684	.1	.6	47	313	.2	.7	48	311	.2	.8	32	365	.1	.6	11	215	.5	.5
4-Book	30	835	.1	.7	41	323	.2	.6	51	349	.2	.8	45	428	.2	.9	9	188	.4	.4
SU '96	28	825	.1	.6	33	365	.1	.5	44	349	.2	.7	42	428	.2	.8	19	242	.1	.9
WPST-FM																				
SU '97	84	2537	.4	1.9	74	884	.3	1.2	125	1076	.5	1.9	112	1449	.5	2.1	42	822	.2	1.9
SP '97	72	2115	.3	1.6	87	884	.4	1.3	107	1053	.5	1.7	101	1232	.4	1.9	47	726	.2	2.2
WI '97	67	1950	.3	1.6	84	743	.4	1.3	102	826	.4	1.7	99	1209	.4	1.9	30	547	.1	1.5
FA '96	76	2083	.3	1.8	100	887	.4	1.6	137	900	.6	2.2	102	1152	.4	1.9	26	706	.1	1.2
4-Book	75	2171	.3	1.7	86	850	.4	1.4	118	964	.5	1.9	104	1261	.4	2.0	36	700	.2	1.7
SU '96	56	2112	.2	1.3	76	770	.3	1.2	95	1046	.4	1.4	77	1079	.3	1.5	23	598	.1	1.1
WRDR-FM																				
SU '97	2	75	.1	.1	2	32	.1	.1	3	24	.1	.1	1	24	.1	.1	1	4	.1	.1
SP '97	6	130	.1	.1	7	64	.1	.1	15	55	.1	.2	6	64	.1	.1	1	33	.1	.1
WI '97	3	109	.1	.1	3	49	.1	.1	7	7	.1	.1	7	67	.1	.1	3	45	.1	.2
FA '96	3	101	.1	.1	1	31	.1	.1	4	45	.1	.1	8	55	.1	.1	1	22	.1	.1
4-Book	4	104	.1	.1	3	44	.1	.1	6	33	.1	.1	6	53	.1	.1	2	26	.1	.1
SU '96	2	115	.1	.1	1	7	.1	.1	4	44	.1	.1	2	54	.1	.1		8	.1	.1

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VSTV-FM																				
SU '97	22	987	.1	.5	21	267	.1	.3	32	380	.1	.5	33	434	.1	.6	10	230		.5
SP '97	23	792	.1	.5	27	309	.1	.4	38	261	.2	.6	34	419	.1	.6	7	188		.3
WI '97	35	775	.2	.8	53	344	.2	.8	75	295	.3	1.2	38	362	.2	.7	6	183		.3
FA '96	34	827	.1	.8	45	348	.2	.7	67	299	.3	1.1	43	416	.2	.8	16	200	.1	.8
4-Book	29	845	.1	.7	37	317	.2	.6	53	309	.2	.9	37	408	.2	.7	10	200		.5
SU '96	21	752	.1	.5	24	314	.1	.4	33	268	.1	.5	24	333	.1	.5	7	228		.3
TOTALS																				
SU '97	4430	22679	19.1		6245	19992	27.0		6432	18264	27.8		5292	20338	22.9		2199	14260	9.5	
SP '97	4466	22649	19.3		6552	20273	28.3		6460	17903	27.9		5358	19991	23.1		2153	14316	9.3	
WI '97	4216	22470	18.2		6301	19926	27.2		6017	17452	26.0		5231	19827	22.6		1987	13819	8.6	
FA '96	4334	22644	18.7		6342	20192	27.4		6295	18040	27.2		5327	20035	23.0		2085	14325	9.0	
4-Book	4362	22611	18.8		6360	20096	27.5		6301	17915	27.2		5302	20048	22.9		2106	14180	9.1	
SU '96	4395	22657	18.8		6215	20065	26.6		6627	18372	28.4		5198	19670	22.3		2114	14119	9.1	

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

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

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	228	4973	1.0	3.8	100	2622	.4	3.2	237	1068	1.0	8.5	111	688	.5	2.1	64	408	.3	1.7
4-Book	256	5300	1.1	4.3	102	2725	.4	3.5	255	1210	1.1	9.1	117	689	.5	2.4	76	437	.4	2.1
WBEB-FM																				
SU '97	383	3174	1.7	6.4	158	1834	.7	5.1	147	481	.6	5.3	306	848	1.3	5.9	204	562	.9	5.4
4-Book	407	3331	1.8	6.8	147	1896	.7	5.0	142	493	.6	5.1	280	817	1.2	5.7	188	600	.8	5.2
WDAS-AM																				
SU '97	33	252	.1	.5	35	327	.2	1.1	9	20	.3	.3	34	69	.1	.7	13	28	.1	.3
4-Book	29	245	.1	.5	33	361	.1	1.1	20	55	.1	.7	22	52	.1	.5	10	28	.1	.3
WDAS-FM																				
SU '97	390	2502	1.7	6.5	220	1822	1.0	7.1	176	503	.8	6.3	351	762	1.5	6.7	245	602	1.1	6.5
4-Book	385	2599	1.7	6.4	217	1910	1.0	7.4	185	502	.8	6.7	343	796	1.5	7.0	267	649	1.2	7.4
WFLN-FM																				
SU '97	92	999	.4	1.5	38	545	.2	1.2	41	183	.2	1.5	63	182	.3	1.2	31	112	.1	.8
4-Book	86	1024	.4	1.4	48	638	.2	1.6	38	153	.2	1.4	73	243	.3	1.5	50	167	.2	1.4
WHAT-AM																				
SU '97	27	176	.1	.4	19	152	.1	.6	19	52	.1	.7	43	79	.2	.8	13	33	.1	.3
4-Book	31	212	.2	.5	18	189	.1	.6	23	58	.1	.8	27	65	.1	.6	11	28	.1	.3
WIOQ-FM																				
SU '97	290	3894	1.3	4.8	190	2732	.8	6.2	143	533	.6	5.1	331	1241	1.4	6.4	258	817	1.1	6.8
4-Book	287	3874	1.3	4.8	175	2612	.8	6.0	114	470	.5	4.1	328	1195	1.4	6.7	247	900	1.1	6.9
WIP -AM																				
SU '97	273	2596	1.2	4.5	84	1198	.4	2.7	118	420	.5	4.2	141	471	.6	2.7	83	332	.4	2.2
4-Book	254	2565	1.1	4.2	81	1377	.4	2.8	99	356	.4	3.6	117	441	.5	2.4	85	304	.4	2.4
WJJZ-FM																				
SU '97	289	2247	1.2	4.8	155	1620	.7	5.0	106	327	.5	3.8	230	628	1.0	4.4	178	552	.8	4.7
4-Book	265	2212	1.1	4.4	132	1531	.6	4.5	108	372	.5	3.9	217	615	.9	4.4	172	481	.8	4.7
WMGK-FM																				
SU '97	420	4437	1.8	7.0	186	2713	.8	6.0	126	447	.5	4.5	387	1301	1.7	7.4	288	853	1.2	7.6
4-Book	418	4105	1.8	7.0	177	2593	.8	6.0	149	571	.6	5.3	368	1222	1.6	7.4	267	902	1.1	7.3
WMMR-FM																				
SU '97	393	3786	1.7	6.5	150	2347	.6	4.9	143	465	.6	5.1	256	934	1.1	4.9	207	733	.9	5.5
4-Book	390	3869	1.7	6.5	151	2318	.7	5.1	161	566	.7	5.7	294	1018	1.3	6.0	201	743	.9	5.5
WNAP-AM																				
SU '97	* 16	143	.1	.3	* 12	79	.1	.4	* 9	15	.3	.3	19	35	.1	.4	14	28	.1	.4
4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WOGL-FM																				
SU '97	287	3471	1.2	4.8	169	2114	.7	5.5	181	577	.8	6.5	240	848	1.0	4.6	211	643	.9	5.6
4-Book	271	3035	1.2	4.5	160	2022	.7	5.5	145	492	.6	5.2	283	852	1.2	5.8	202	641	.9	5.6
WPEN-AM																				
SU '97	22	234	.1	.4	22	245	.1	.7	17	47	.1	.6	34	76	.1	.7	29	51	.1	.8
4-Book	22	270	.1	.4	17	203	.1	.6	15	50	.1	.6	30	79	.1	.7	22	58	.1	.6
+WPHI-FM																				
SU '97	238	2572	1.0	4.0	161	1691	.7	5.2	118	361	.5	4.2	293	819	1.3	5.6	234	617	1.0	6.2
4-Book	189	2352	.8	3.2	124	1587	.5	4.2	84	288	.4	3.0	218	716	1.0	4.4	181	565	.8	5.0
+WPHT-AM																				
SU '97	17	462	.1	.3	18	268	.1	.6	17	37	.1	.6	7	35	.1	.1	17	52	.1	.5
4-Book	20	413	.1	.4	11	215	.1	.4	12	33	.1	.4	10	47	.1	.2	10	42	.1	.3
WPLY-FM																				
SU '97	248	3637	1.1	4.1	128	2243	.6	4.2	56	330	.2	2.0	224	948	1.0	4.3	163	679	.7	4.3
4-Book	224	3436	1.0	3.7	114	2124	.5	3.9	83	373	.4	3.0	212	881	.9	4.3	149	615	.7	4.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM SU '97 4-Book	* 20 **	156 **	.1 **	.3 **	* 6 **	65 **	.2 **	* 6 **	30 **	.2 **	.2 **	18 **	33 **	.1 **	.3 **	* 7 **	21 **	.2 **	.2 **	
WURD-AM SU '97 4-Book	22 **	204 **	.1 **	.4 **	16 **	145 **	.1 **	.5 **	22 **	61 **	.1 **	.8 **	46 **	98 **	.2 **	.9 **	2 **	13 **	.1 **	
WUSL-FM SU '97 4-Book	284 333	2966 3187	1.2 1.5	4.7 5.5	208 231	2106 2293	.9 1.0	6.7 7.9	152 152	438 470	.7 .7	5.5 5.4	311 377	1011 1064	1.3 1.7	6.0 7.8	254 291	728 778	1.1 1.3	6.7 8.2
WVDB-FM SU '97 4-Book	128 145	1392 1493	.6 .6	2.1 2.4	68 66	813 869	.3 .3	2.2 2.2	79 72	242 231	.3 .3	2.8 2.6	65 62	167 195	.3 .3	1.2 1.3	45 34	125 106	.2 .2	1.2 .9
WWJZ-AM SU '97 4-Book	4 **	60 **	.1 **	.1 **	3 **	16 **	.1 **	.1 **	2 **	9 **	.1 **	.1 **	1 **	7 **	.1 **	.1 **	7 **	7 **	.2 **	.2 **
WXTU-FM SU '97 4-Book	242 227	2107 1935	1.0 1.0	4.0 3.8	128 131	1416 1369	.6 .6	4.2 4.5	112 133	395 413	.5 .6	4.0 4.7	270 236	751 672	1.2 1.0	5.2 4.8	164 167	484 530	.7 .7	4.3 4.6
WYSP-FM SU '97 4-Book	562 582	5160 5188	2.4 2.5	9.3 9.7	144 151	2367 2374	.6 .6	4.7 5.2	109 137	336 432	.5 .6	3.9 4.9	239 233	891 864	1.0 1.0	4.6 4.7	176 182	611 661	.8 .8	4.7 5.0
WYXR-FM SU '97 4-Book	281 272	3556 3341	1.2 1.2	4.7 4.5	163 132	2362 2149	.7 .6	5.3 4.5	168 126	526 489	.7 .5	6.0 4.5	308 249	976 876	1.3 1.1	5.9 5.1	217 178	773 700	.9 .8	5.7 4.9
WZZD-AM SU '97 4-Book	16 **	238 **	.1 **	.3 **	6 **	90 **	.2 **	.2 **	6 **	15 **	.2 **	.2 **	4 **	28 **	.1 **	.1 **	5 **	19 **	.1 **	.1 **
WCHR-FM SU '97 4-Book	20 **	238 **	.1 **	.3 **	5 **	95 **	.2 **	.2 **	3 **	17 **	.1 **	.1 **	8 **	62 **	.2 **	.2 **	7 **	32 **	.2 **	.2 **
WFMZ-FM SU '97 4-Book	18 19	247 212	.1 .1	.3 .3	7 8	131 118	.2 .3	.2 .3	8 10	8 19	.3 .4	.3 .4	12 11	37 37	.1 .1	.2 .2	1 3	8 16	.1 .1	.1 .1
WJBR-FM SU '97 4-Book	32 39	353 457	.1 .2	.5 .7	10 16	192 255	.1 .1	.3 .6	9 14	36 59	.1 .1	.3 .5	27 32	64 96	.1 .2	.5 .7	21 29	59 72	.1 .1	.6 .8
WKXV-FM SU '97 4-Book	54 46	688 654	.2 .2	.9 .8	20 17	341 320	.1 .1	.6 .6	19 19	71 78	.1 .1	.7 .7	45 32	124 117	.2 .1	.9 .7	6 20	34 71	.1 .1	.2 .5
WPST-FM SU '97 4-Book	105 104	2049 1789	.5 .5	1.7 1.7	75 50	1327 1062	.3 .2	2.4 1.7	32 34	184 174	.1 .1	1.1 1.2	163 95	575 439	.7 .4	3.1 1.9	104 69	435 325	.4 .3	2.8 1.9
WRDR-FM SU '97 4-Book	2 5	49 77	.1 .1	.1 .1	3 2	43 46	.1 .1	.1 .1	1 2	9 12	.1 .1	.1 .1	6 5	14 24	.1 .1	.1 .1	4 3	15 10	.1 .1	.1 .1
WSTW-FM SU '97 4-Book	29 43	703 636	.1 .2	.5 .7	17 15	448 367	.1 .1	.6 .5	9 15	52 59	.3 .1	.3 .5	16 21	112 134	.1 .1	.3 .4	25 20	63 76	.1 .1	.7 .6
TOTALS SU '97 4-Book	6025 6013	22374 22351	26.0 26.0		3082 2933	19161 19064	13.3 12.7		2788 2798	7647 8015	12.0 12.1		5211 4913	12196 12101	22.5 21.2		3777 3619	9409 9321	16.3 15.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	46	364	.2	1.9	198	981	.9	9.5	59	484	.3	1.7	66	367	.3	2.3	55	368	.2	3.0
4-Book	38	285	.2	1.8	194	909	.9	9.7	70	471	.3	2.1	54	335	.2	2.0	45	311	.2	2.5
WBEB-FM																				
SU '97	88	362	.4	3.7	106	339	.5	5.1	196	529	.8	5.6	135	394	.6	4.8	73	300	.3	3.9
4-Book	97	413	.4	4.5	91	336	.4	4.5	163	582	.7	4.9	137	445	.6	5.2	69	331	.3	3.9
WDAS-AM																				
SU '97	7	17		.3	105	240	.5	5.0	70	176	.3	2.0	21	41	.1	.7	21	24	.1	1.1
4-Book	6	17		.3	101	250	.4	5.1	72	202	.3	2.2	26	65	.1	1.0	12	29	.1	.7
WDAS-FM																				
SU '97	215	522	.9	8.9	104	244	.4	5.0	130	397	.6	3.7	157	343	.7	5.5	342	706	1.5	18.4
4-Book	191	534	.8	8.8	100	266	.4	5.0	144	459	.6	4.3	145	365	.7	5.4	329	631	1.4	18.6
WFLN-FM																				
SU '97	15	60	.1	.6	28	132	.1	1.3	66	222	.3	1.9	39	110	.2	1.4	20	79	.1	1.1
4-Book	25	104	.1	1.2	36	134	.2	1.8	75	268	.3	2.2	61	164	.3	2.3	23	110	.1	1.3
WHAT-AM																				
SU '97	3	17		.1	27	56	.1	1.3	27	87	.1	.8	12	39	.1	.4	8	8		.4
4-Book	9	30	.1	.4	36	83	.2	1.8	24	79	.1	.7	12	26	.1	.4	6	19		.3
WIOQ-FM																				
SU '97	162	614	.7	6.7	79	292	.3	3.8	210	742	.9	6.0	174	634	.8	6.1	144	451	.6	7.7
4-Book	194	700	.8	9.0	57	228	.2	2.8	176	748	.8	5.3	157	616	.7	5.9	103	407	.4	5.8
WIP -AM																				
SU '97	35	132	.2	1.5	56	232	.2	2.7	110	439	.5	3.2	78	292	.3	2.7	48	214	.2	2.6
4-Book	55	229	.3	2.6	60	211	.3	3.0	94	412	.4	2.8	82	335	.4	3.1	51	228	.2	2.9
WJJZ-FM																				
SU '97	148	438	.6	6.2	78	239	.3	3.7	215	522	.9	6.2	167	416	.7	5.9	98	275	.4	5.3
4-Book	115	370	.5	5.3	65	234	.3	3.2	154	472	.7	4.6	134	370	.6	5.0	81	272	.3	4.6
WMGK-FM																				
SU '97	167	568	.7	6.9	42	279	.2	2.0	198	810	.9	5.7	178	637	.8	6.3	82	380	.4	4.4
4-Book	114	473	.5	5.2	66	305	.3	3.3	199	777	.9	5.9	163	580	.7	6.1	81	362	.4	4.6
WMMR-FM																				
SU '97	98	448	.4	4.1	91	363	.4	4.3	196	696	.8	5.6	148	586	.6	5.2	58	270	.3	3.1
4-Book	77	356	.3	3.5	100	371	.4	5.0	183	704	.8	5.4	124	510	.6	4.6	65	320	.3	3.7
WNAP-AM																				
SU '97					* 18	32	.1	.9	7	37		.2	7	16		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	130	431	.6	5.4	174	512	.8	8.3	199	639	.9	5.7	149	490	.6	5.2	78	255	.3	4.2
4-Book	133	454	.6	6.2	122	366	.6	6.1	169	624	.7	5.0	142	462	.6	5.3	82	289	.4	4.7
WPEN-AM																				
SU '97	17	50	.1	.7	13	53	.1	.6	19	79	.1	.5	28	75	.1	1.0	16	43	.1	.9
4-Book	10	34	.1	.5	9	41	.1	.5	17	58	.1	.5	22	58	.1	.8	11	26	.1	.6
+WPHI-FM																				
SU '97	199	562	.9	8.3	42	128	.2	2.0	119	482	.5	3.4	181	519	.8	6.4	87	284	.4	4.7
4-Book	144	460	.7	6.6	37	128	.2	1.9	112	450	.5	3.3	133	427	.6	5.0	70	266	.3	4.0
+WPHT-AM																				
SU '97	20	67	.1	.8	26	71	.1	1.2	30	93	.1	.9	19	87	.1	.7	6	17		.3
4-Book	8	38		.3	12	39	.1	.6	18	71	.1	.5	12	57	.1	.5	5	22		.3
WPLY-FM																				
SU '97	103	518	.4	4.3	53	260	.2	2.5	155	730	.7	4.5	166	652	.7	5.8	89	470	.4	4.8
4-Book	95	445	.4	4.4	49	218	.2	2.4	137	665	.6	4.1	122	550	.5	4.6	57	325	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	7		.1	2	8		.1	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	24 **	36	.1	1.1	23	63	.1	.7	8	33		.3	**	**	**	**
WUSL-FM SU '97 4-Book	243 254	679 747	1.0 1.1	10.1 11.8	126 127	411 396	.5 .6	6.0 6.4	206 236	677 714	.9 1.0	5.9 7.0	204 196	545 492	.9 .9	7.2 7.4	151 184	435 486	.7 .8	8.1 10.4
WWDB-FM SU '97 4-Book	53 29	154 95	.2 .1	2.2 1.3	80 72	313 271	.3 .3	3.8 3.6	163 176	354 379	.7 .8	4.7 5.3	20 38	72 112	.1 .2	.7 1.4	29 32	108 116	.1 .1	1.6 1.9
WWJZ-AM SU '97 4-Book	**	7 **	**	**	3 **	9 **		.1	2 **	7 **		.1	**	**	**	.2	3 **	7 **	**	.2 **
WXTU-FM SU '97 4-Book	49 61	205 277	.2 .3	2.0 2.8	71 89	255 287	.3 .4	3.4 4.4	164 177	492 549	.7 .8	4.7 5.3	144 125	412 368	.6 .5	5.1 4.7	43 56	210 223	.2 .3	2.3 3.2
WYSP-FM SU '97 4-Book	120 98	425 404	.5 .4	5.0 4.5	64 65	215 201	.3 .3	3.1 3.3	169 205	772 805	.7 .9	4.9 6.1	212 210	686 688	.9 .9	7.5 7.9	63 77	336 318	.3 .4	3.4 4.4
WYXR-FM SU '97 4-Book	138 76	488 382	.6 .3	5.7 3.4	79 68	274 302	.3 .3	3.8 3.4	151 155	604 660	.7 .7	4.3 4.6	129 119	558 500	.6 .5	4.5 4.5	101 74	446 373	.4 .3	5.4 4.2
WZZD-AM SU '97 4-Book	4 **	15 **	**	.2 **	17 **	37 **	.1 **	.8 **	1 **	8 **	**	**	6 **	21 **	**	.2 **	10 **	34 **	**	.5 **
WCHR-FM SU '97 4-Book	2 **	18 **	**	.1 **	10 **	26 **	**	.5 **	3 **	26 **	**	.1 **	3 **	15 **	**	.1 **	4 **	18 **	**	.2 **
WFMZ-FM SU '97 4-Book	1 3	8 19		.1	5 14	35 41	.1	.7	14 9	49 36	.1 .1	.4 .3	7 8	41 34		.2 .3	3 5	17 24		.2 .3
WJBR-FM SU '97 4-Book	5 13	23 55	.1	.6	3 6	22 38	.1	.3	10 16	65 68	.1	.5	4 11	40 47	.1	.4	4 8	24 40		.2 .5
WKXW-FM SU '97 4-Book	4 4	31 27	.2	.2	32 15	105 65	.1	.7	43 25	149 105	.2 .1	1.2 .8	6 10	45 45	.1	.4	7 7	45 45		.4
WPST-FM SU '97 4-Book	47 34	315 227	.2 .2	2.0 1.6	29 26	194 152	.1 .1	1.4 1.3	96 61	340 294	.4 .3	2.8 1.8	74 50	305 236	.3 .2	2.6 1.9	38 23	179 142	.2 .1	2.0 1.3
WRDR-FM SU '97 4-Book	2 2	4 7	.1	.1	2 2	6 9	.1	.1	6 3	15 8		.2 .1					3	8		.2
WSTW-FM SU '97 4-Book	19 11	111 72	.1 .1	.8 .5	16 12	73 47	.1 .1	.8 .6	23 15	97 80	.1 .1	.7 .5	23 15	105 74	.1 .1	.8 .5	5 8	32 44		.3 .5
TOTALS SU '97 4-Book	2403 2171	6865 6589	10.4 9.4		2095 2012	6161 6090	9.0 8.7		3479 3360	9444 9463	15.0 14.5		2842 2668	7390 7123	12.3 11.5		1862 1766	5550 5266	8.0 7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	148	5060	.8	4.1	404	3402	2.1	7.6	111	1557	.6	2.1	151	2366	.8	3.5	52	1029	.3	3.3
SP '97	158	5211	.8	4.3	488	3756	2.6	8.6	105	1479	.6	1.9	157	2133	.8	3.6	38	858	.2	2.4
WI '97	175	5851	.9	5.0	543	4069	2.9	9.9	96	1665	.5	1.9	180	2552	1.0	4.2	53	1213	.3	3.7
FA '96	165	5612	.9	4.6	486	4055	2.6	9.0	118	1706	.6	2.2	176	2553	.9	4.1	56	1227	.3	3.7
4-Book	162	5434	.9	4.5	480	3821	2.6	8.8	108	1602	.6	2.0	166	2401	.9	3.9	50	1082	.3	3.3
SU '96	164	5384	.9	4.5	459	3799	2.4	8.8	139	1794	.7	2.5	162	2359	.9	3.8	53	1121	.3	3.3
WBEB-FM																				
SU '97	225	3202	1.2	6.2	297	1695	1.6	5.6	450	1741	2.4	8.4	263	1831	1.4	6.1	56	907	.3	3.6
SP '97	213	3158	1.1	5.7	298	1883	1.6	5.3	378	1659	2.0	6.9	274	1926	1.5	6.2	78	1055	.4	4.9
WI '97	251	3437	1.3	7.2	317	1766	1.7	5.8	485	1760	2.6	9.6	322	2096	1.7	7.4	75	1060	.4	5.2
FA '96	246	3318	1.3	6.9	343	2071	1.8	6.3	477	1864	2.5	9.0	294	2028	1.6	6.8	89	1007	.5	5.9
4-Book	234	3279	1.2	6.5	314	1854	1.7	5.8	448	1756	2.4	8.5	288	1970	1.6	6.6	75	1007	.4	4.9
SU '96	246	3341	1.3	6.8	285	1741	1.5	5.4	500	2050	2.6	9.1	322	2075	1.7	7.5	73	974	.4	4.5
WDAS-AM																				
SU '97	23	338	.1	.6	37	169	.2	.7	24	89	.1	.5	19	107	.1	.4	4	55	.3	.3
SP '97	24	403	.1	.6	23	164	.1	.4	34	136	.2	.6	21	130	.1	.5	5	78	.3	.3
WI '97	24	361	.1	.7	34	124	.2	.6	34	116	.2	.7	17	148	.1	.4	6	52	.4	.4
FA '96	24	441	.1	.7	43	206	.2	.8	20	133	.1	.4	18	157	.1	.4	8	53	.5	.5
4-Book	24	386	.1	.7	34	166	.2	.6	28	119	.2	.6	19	136	.1	.4	6	60	.4	.4
SU '96	25	484	.1	.7	44	223	.2	.8	19	112	.1	.3	15	122	.1	.3	8	54	.5	.5
WDAS-FM																				
SU '97	278	2566	1.5	7.7	354	1429	1.9	6.7	378	1382	2.0	7.1	304	1580	1.6	7.1	204	1267	1.1	13.0
SP '97	259	2537	1.4	7.0	343	1453	1.8	6.1	354	1452	1.9	6.5	280	1530	1.5	6.4	185	1107	1.0	11.7
WI '97	290	2677	1.5	8.3	375	1607	2.0	6.9	410	1544	2.2	8.1	357	1658	1.9	8.3	181	1278	1.0	12.6
FA '96	277	2628	1.5	7.8	348	1486	1.8	6.4	364	1503	1.9	6.9	329	1697	1.7	7.6	197	1293	1.0	13.1
4-Book	276	2602	1.5	7.7	355	1494	1.9	6.5	377	1470	2.0	7.2	318	1616	1.7	7.4	192	1236	1.0	12.6
SU '96	269	2595	1.4	7.4	312	1418	1.6	6.0	371	1458	2.0	6.7	296	1478	1.6	6.9	175	1121	.9	10.8
WFLN-FM																				
SU '97	62	1112	.3	1.7	63	500	.3	1.2	105	460	.6	2.0	94	635	.5	2.2	31	308	.2	2.0
SP '97	53	1082	.3	1.4	61	490	.3	1.1	87	419	.5	1.6	73	578	.4	1.7	22	284	.1	1.4
WI '97	64	1289	.3	1.8	75	615	.4	1.4	106	576	.6	2.1	76	716	.4	1.8	33	392	.2	2.3
FA '96	65	1333	.3	1.8	78	562	.4	1.4	84	582	.4	1.6	68	736	.4	1.6	42	407	.2	2.8
4-Book	61	1204	.3	1.7	69	542	.4	1.3	96	509	.5	1.8	78	666	.4	1.8	32	348	.2	2.1
SU '96	52	1030	.3	1.4	53	437	.3	1.0	99	511	.5	1.8	70	590	.4	1.6	37	321	.2	2.3
WHAT-AM																				
SU '97	22	235	.1	.6	35	138	.2	.7	24	101	.1	.5	23	108	.1	.5	13	61	.1	.8
SP '97	28	340	.1	.8	68	184	.4	1.2	32	166	.2	.6	17	106	.1	.4	9	83	.6	.6
WI '97	15	299	.1	.4	39	92	.2	.7	17	91	.1	.3	8	70	.2	.5	5	41	.3	.3
FA '96	23	241	.1	.6	61	161	.3	1.1	27	121	.1	.5	15	80	.1	.3	8	50	.5	.5
4-Book	22	279	.1	.6	51	144	.3	.9	25	120	.1	.5	16	91	.1	.4	9	59	.6	.6
SU '96	26	282	.1	.7	48	139	.3	.9	34	104	.2	.6	22	99	.1	.5	16	48	.1	1.0
W100-FM																				
SU '97	154	3351	.8	4.3	178	1331	.9	3.4	242	1693	1.3	4.5	184	1748	1.0	4.3	62	1071	.3	3.9
SP '97	131	2712	.7	3.5	155	1187	.8	2.7	214	1481	1.1	3.9	163	1512	.9	3.7	54	855	.3	3.4
WI '97	151	3098	.8	4.3	190	1342	1.0	3.5	230	1471	1.2	4.6	190	1721	1.0	4.4	78	1056	.4	5.4
FA '96	130	3203	.7	3.6	146	1300	.8	2.7	196	1596	1.0	3.7	167	1832	.9	3.8	72	1081	.4	4.8
4-Book	142	3091	.8	3.9	167	1290	.9	3.1	221	1560	1.2	4.2	176	1703	1.0	4.1	67	1016	.4	4.4
SU '96	144	2927	.8	4.0	157	1148	.8	3.0	233	1599	1.2	4.2	192	1714	1.0	4.4	79	1080	.4	4.9
WIP -AM																				
SU '97	155	2369	.8	4.3	274	1547	1.5	5.2	218	1270	1.2	4.1	234	1616	1.2	5.4	49	611	.3	3.1
SP '97	144	2606	.8	3.9	251	1257	1.3	4.4	191	1036	1.0	3.5	193	1456	1.0	4.4	74	905	.4	4.7
WI '97	148	2886	.8	4.2	258	1687	1.4	4.7	228	1174	1.2	4.5	187	1702	1.0	4.3	64	910	.3	4.5
FA '96	158	2681	.8	4.4	263	1525	1.4	4.9	242	1364	1.3	4.6	243	1707	1.3	5.6	49	748	.3	3.3
4-Book	151	2636	.8	4.2	262	1504	1.4	4.8	220	1211	1.2	4.2	214	1620	1.1	4.9	59	794	.3	3.9
SU '96	121	1994	.6	3.3	230	1282	1.2	4.4	163	951	.9	3.0	171	1179	.9	4.0	54	627	.3	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZJ-FM																				
SU '97	215	2620	1.1	6.0	233	1233	1.2	4.4	339	1373	1.8	6.4	264	1552	1.4	6.1	128	997	.7	8.1
SP '97	189	2505	1.0	5.1	199	1250	1.1	3.5	297	1375	1.6	5.4	264	1492	1.4	6.0	112	1016	.6	7.1
WI '97	148	2470	.8	4.2	154	1039	.8	2.8	230	1011	1.2	4.6	211	1311	1.1	4.9	79	934	.4	5.5
FA '96	199	2835	1.1	5.6	220	1321	1.2	4.1	325	1316	1.7	6.2	255	1680	1.4	5.9	116	1103	.6	7.7
4-Book	188	2608	1.0	5.2	202	1211	1.1	3.7	298	1269	1.6	5.7	249	1509	1.3	5.7	109	1013	.6	7.1
SU '96	190	2432	1.0	5.2	183	1126	1.0	3.5	306	1218	1.6	5.5	229	1376	1.2	5.3	126	1049	.7	7.8
WMGK-FM																				
SU '97	258	4453	1.4	7.1	301	2120	1.6	5.7	435	2450	2.3	8.2	356	2846	1.9	8.3	95	1384	.5	6.0
SP '97	250	4272	1.3	6.7	277	2147	1.5	4.9	417	2186	2.2	7.6	327	2653	1.7	7.4	90	1411	.5	5.7
WI '97	230	3849	1.2	6.6	294	1825	1.6	5.4	412	1973	2.2	8.2	285	2455	1.5	6.6	82	1279	.4	5.7
FA '96	253	3699	1.3	7.1	327	1953	1.7	6.0	498	2058	2.6	9.4	293	2215	1.6	6.7	98	1173	.5	6.5
4-Book	248	4068	1.3	6.9	300	2011	1.6	5.5	441	2167	2.3	8.4	315	2542	1.7	7.3	91	1312	.5	6.0
SU '96	263	3795	1.4	7.3	299	1899	1.6	5.7	456	2073	2.4	8.3	380	2562	2.0	8.8	97	1252	.5	6.0
WMMR-FM																				
SU '97	219	3700	1.2	6.1	280	1710	1.5	5.3	413	1838	2.2	7.8	274	2136	1.5	6.4	65	1024	.3	4.1
SP '97	285	3947	1.5	7.7	439	2165	2.3	7.7	504	2115	2.7	9.2	310	2459	1.6	7.0	93	1216	.5	5.9
WI '97	196	3527	1.0	5.6	265	1758	1.4	4.8	351	1766	1.9	7.0	243	2020	1.3	5.6	62	918	.3	4.3
FA '96	213	3687	1.1	6.0	297	1912	1.6	5.5	377	1863	2.0	7.2	288	2310	1.5	6.6	69	1029	.4	4.6
4-Book	228	3715	1.2	6.4	320	1886	1.7	5.8	411	1896	2.2	7.8	279	2231	1.5	6.4	72	1047	.4	4.7
SU '96	204	3578	1.1	5.6	278	1621	1.5	5.3	349	1736	1.8	6.3	262	2041	1.4	6.1	63	973	.3	3.9
WVAP-AM																				
SU '97	* 15	138	.1	.4	* 14	64	.1	.3	17	80	.1	.3	15	60	.1	.3	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	5	127	.1	.4	5	51	.1	.4	3	59	.1	.4	3	35	.1	.4	**	**	**	**
FA '96	13	153	.1	.4	19	90	.1	.4	15	83	.1	.3	9	63	.2	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	14	226	.1	.4	11	81	.1	.2	18	62	.1	.3	12	106	.1	.3	**	**	**	**
WVGL-FM																				
SU '97	191	3669	1.0	5.3	221	1752	1.2	4.2	292	1933	1.5	5.5	238	2221	1.3	5.5	82	1059	.4	5.2
SP '97	211	3374	1.1	5.7	239	1625	1.3	4.2	328	1622	1.7	6.0	220	1766	1.2	5.0	89	1101	.5	5.6
WI '97	166	3284	.9	4.8	223	1607	1.2	4.1	260	1441	1.4	5.2	199	1847	1.1	4.6	67	841	.4	4.7
FA '96	183	3291	1.0	5.1	233	1572	1.2	4.3	280	1564	1.5	5.3	235	1957	1.2	5.4	76	983	.4	5.0
4-Book	188	3405	1.0	5.2	229	1639	1.2	4.2	290	1640	1.5	5.5	223	1948	1.2	5.1	79	996	.4	5.1
SU '96	208	3467	1.1	5.7	232	1683	1.2	4.4	315	1701	1.7	5.7	266	1873	1.4	6.2	83	979	.4	5.1
WVPE-AM																				
SU '97	17	290	.1	.5	24	122	.1	.5	15	108	.1	.3	14	105	.1	.3	10	72	.1	.6
SP '97	11	294	.1	.3	12	87	.1	.2	19	150	.1	.3	11	108	.1	.2	3	59	.1	.2
WI '97	18	332	.1	.5	22	120	.1	.4	18	118	.1	.4	14	113	.1	.3	14	96	.1	1.0
FA '96	15	398	.1	.4	17	178	.1	.3	24	188	.1	.5	13	111	.1	.3	9	82	.1	.6
4-Book	15	329	.1	.4	19	127	.1	.4	19	141	.1	.4	13	109	.1	.3	9	77	.1	.6
SU '96	18	281	.1	.5	25	139	.1	.5	19	141	.1	.3	20	166	.1	.5	8	100	.1	.5
+WPHI-FM																				
SU '97	110	1621	.6	3.0	114	814	.6	2.2	141	830	.7	2.6	152	1023	.8	3.5	83	766	.4	5.3
SP '97	83	1504	.4	2.2	85	630	.5	1.5	99	741	.5	1.8	120	903	.6	2.7	68	674	.4	4.3
WI '97	83	1512	.4	2.4	80	579	.4	1.5	108	706	.6	2.1	106	867	.6	2.5	52	506	.3	3.6
FA '96	69	1701	.4	1.9	72	720	.4	1.3	96	693	.5	1.8	114	1089	.6	2.6	32	675	.2	2.1
4-Book	86	1585	.5	2.4	88	686	.5	1.6	111	743	.6	2.1	123	971	.7	2.8	59	655	.3	3.8
SU '96	60	1512	.3	1.7	61	660	.3	1.2	99	679	.5	1.8	94	810	.5	2.2	29	502	.2	1.8
+WPHT-AM																				
SU '97	18	666	.1	.5	21	166	.1	.4	14	183	.1	.3	15	248	.1	.3	25	281	.1	1.6
SP '97	19	765	.1	.5	25	254	.1	.4	22	180	.1	.4	21	198	.1	.5	19	254	.1	1.2
WI '97	14	475	.1	.4	28	185	.1	.5	12	120	.1	.2	23	277	.1	.5	5	65	.1	.3
FA '96	11	314	.1	.3	28	142	.1	.5	13	111	.1	.2	8	109	.2	.4	6	79	.1	.4
4-Book	16	555	.1	.4	26	187	.1	.5	15	149	.1	.3	17	208	.1	.4	14	170	.1	.9
SU '96	17	754	.1	.5	24	231	.1	.5	12	137	.1	.2	11	180	.1	.3	17	280	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	117	2719	.6	3.2	177	1304	.9	3.3	171	1202	.9	3.2	139	1608	.7	3.2	51	957	.3	3.2
SP '97	89	2291	.5	2.4	142	1159	.8	2.5	131	991	.7	2.4	106	1227	.6	2.4	34	637	.2	2.1
WI '97	111	2603	.6	3.2	163	1245	.9	3.0	154	1044	.8	3.1	158	1592	.8	3.7	40	646	.2	2.8
FA '96	100	2643	.5	2.8	165	1366	.9	3.0	127	1000	.7	2.4	129	1438	.7	3.0	41	788	.2	2.7
4-Book	104	2564	.6	2.9	162	1269	.9	3.0	146	1059	.8	2.8	133	1466	.7	3.1	42	757	.2	2.7
SU '96	108	2293	.6	3.0	146	1154	.8	2.8	179	1096	.9	3.2	130	1326	.7	3.0	37	634	.2	2.3
WTEL-AM																				
SU '97	* 6	107	.2		* 9	67	.2		7	62	.1		* 1	24						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	9	158	.2		22	102	.1	.4	9	74	.2		8	88	.2		1	9	.1	
SP '97	27	274	.1	.7	50	163	.3	.9	28	143	.1	.5	30	178	.2	.7	16	126	.1	1.0
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	135	2198	.7	3.7	151	1158	.8	2.8	187	1185	1.0	3.5	139	1185	.7	3.2	92	890	.5	5.8
SP '97	167	2189	.9	4.5	209	1201	1.1	3.7	215	1106	1.1	3.9	175	1080	.9	4.0	125	890	.7	7.9
WI '97	185	2468	1.0	5.3	205	1329	1.1	3.7	201	1232	1.1	4.0	259	1476	1.4	6.0	158	1084	.8	11.0
FA '96	199	2589	1.1	5.6	245	1318	1.3	4.5	279	1474	1.5	5.3	240	1395	1.3	5.5	114	1053	.6	7.6
4-Book	172	2361	.9	4.8	203	1252	1.1	3.7	221	1249	1.2	4.2	203	1284	1.1	4.7	122	979	.7	8.1
SU '96	194	2280	1.0	5.4	223	1273	1.2	4.3	265	1373	1.4	4.8	216	1319	1.1	5.0	127	1050	.7	7.9
WWDB-FM																				
SU '97	89	1757	.5	2.5	95	622	.5	1.8	154	746	.8	2.9	113	750	.6	2.6	36	423	.2	2.3
SP '97	88	1783	.5	2.4	106	574	.6	1.9	136	680	.7	2.5	151	1053	.8	3.4	30	429	.2	1.9
WI '97	113	1915	.6	3.2	119	670	.6	2.2	184	879	1.0	3.6	186	1130	1.0	4.3	32	425	.2	2.2
FA '96	91	1628	.5	2.6	89	542	.5	1.6	168	821	.9	3.2	118	815	.6	2.7	42	446	.2	2.8
4-Book	95	1771	.5	2.7	102	602	.6	1.9	161	782	.9	3.1	142	937	.8	3.3	35	431	.2	2.3
SU '96	98	1672	.5	2.7	122	581	.6	2.3	191	847	1.0	3.5	88	620	.5	2.0	46	451	.2	2.8
WWJZ-AM																				
SU '97	1	53			2	9			1	17			4	45	.1					
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	7	7							7	7			7	7						
FA '96	2	40	.1		1	8			4	19	.1		2	17			1	12	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	31	.1		2	23			8	25	.1		6	17	.1		2	8	.1	
WXTU-FM																				
SU '97	158	2070	.8	4.4	198	1174	1.1	3.7	242	1115	1.3	4.5	209	1338	1.1	4.9	67	658	.4	4.3
SP '97	155	1912	.8	4.2	204	1163	1.1	3.6	228	991	1.2	4.2	181	1189	1.0	4.1	53	607	.3	3.3
WI '97	155	1939	.8	4.4	240	1141	1.3	4.4	238	1171	1.3	4.7	168	1318	.9	3.9	52	629	.3	3.6
FA '96	125	1728	.7	3.5	178	1055	.9	3.3	170	934	.9	3.2	174	1213	.9	4.0	40	556	.2	2.7
4-Book	148	1912	.8	4.1	205	1132	1.1	3.8	220	1053	1.2	4.2	183	1265	1.0	4.2	53	613	.3	3.5
SU '96	159	1830	.8	4.4	220	1012	1.2	4.2	240	974	1.3	4.3	209	1295	1.1	4.8	73	711	.4	4.5
WYSP-FM																				
SU '97	266	4696	1.4	7.4	850	3045	4.5	16.0	290	2063	1.5	5.4	186	1626	1.0	4.3	62	906	.3	3.9
SP '97	327	4513	1.7	8.8	912	3067	4.8	16.1	457	2265	2.4	8.3	291	2004	1.5	6.6	72	895	.4	4.5
WI '97	271	4500	1.4	7.8	891	3185	4.7	16.3	301	1946	1.6	6.0	214	1702	1.1	5.0	55	791	.3	3.8
FA '96	257	4710	1.4	7.2	736	2722	3.9	13.6	275	1808	1.5	5.2	218	1834	1.2	5.0	51	921	.3	3.4
4-Book	280	4605	1.5	7.8	847	3005	4.5	15.5	331	2021	1.8	6.2	227	1792	1.2	5.2	60	878	.3	3.9
SU '96	262	4209	1.4	7.2	818	2864	4.3	15.6	335	1977	1.8	6.1	180	1411	1.0	4.2	49	622	.3	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	170	3424	.9	4.7	202	1598	1.1	3.8	262	1639	1.4	4.9	206	2109	1.1	4.8	86	1137	.5	5.5
SP '97	176	3170	.9	4.7	252	1725	1.3	4.4	296	1567	1.6	5.4	238	1887	1.3	5.4	62	1006	.3	3.9
WI '97	128	2953	.7	3.7	178	1393	.9	3.3	205	1284	1.1	4.1	160	1574	.8	3.7	45	931	.2	3.1
FA '96	168	3237	.9	4.7	204	1656	1.1	3.8	253	1705	1.3	4.8	236	2098	1.3	5.4	72	1150	.4	4.8
4-Book	161	3196	.9	4.5	209	1593	1.1	3.8	254	1549	1.4	4.8	210	1917	1.1	4.8	66	1056	.4	4.3
SU '96	172	3519	.9	4.7	205	1684	1.1	3.9	290	1866	1.5	5.3	216	1898	1.1	5.0	72	1134	.4	4.5
WZZD-AM																				
SU '97	9	210		.2	18	113	.1	.3	17	140	.1	.3	5	70		.1	4	65		.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	12	249	.1	.3	24	159	.1	.5	21	117	.1	.4	14	130	.1	.3	2	58		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	266	.1	.3	23	186	.1	.4	11	126	.1	.2	11	122	.1	.3	8	93		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	12	270	.1	.3	13	105	.1	.2	24	134	.1	.5	14	195	.1	.3	4	86		.3
SP '97	10	162	.1	.3	16	76	.1	.3	26	72	.1	.5	10	71	.1	.2	1	34		.1
WI '97	20	333	.1	.6	19	135	.1	.3	38	150	.2	.8	26	196	.1	.6	9	108		.6
FA '96	6	150		.2	8	81		.1	12	75	.1	.2	7	65		.2	1	22		.1
4-Book	12	229	.1	.4	14	99	.1	.2	25	108	.1	.5	14	132	.1	.3	4	63		.3
SU '96	12	199	.1	.3	17	102	.1	.3	28	114	.1	.5	19	103	.1	.4	1	50		.1
WJBR-FM																				
SU '97	20	404	.1	.6	28	155	.1	.5	35	157	.2	.7	26	199	.1	.6	7	108		.4
SP '97	24	471	.1	.6	35	219	.2	.6	47	202	.2	.9	29	214	.2	.7	5	116		.3
WI '97	20	483	.1	.6	26	228	.1	.5	42	218	.2	.8	28	218	.1	.6	6	165		.4
FA '96	30	583	.2	.8	27	272	.1	.5	45	287	.2	.9	41	310	.2	.9	11	106		.7
4-Book	24	485	.1	.7	29	219	.1	.5	42	216	.2	.8	31	235	.2	.7	7	124		.5
SU '96	27	529	.1	.7	28	239	.1	.5	37	229	.2	.7	37	280	.2	.9	20	220	.1	1.2
WKXW-FM																				
SU '97	33	836	.2	.9	37	332	.2	.7	52	352	.3	1.0	56	456	.3	1.3	10	227	.1	.6
SP '97	26	815	.1	.7	32	323	.2	.6	38	328	.2	.7	43	422	.2	1.0	7	158		.4
WI '97	27	782	.1	.8	46	298	.2	.8	48	310	.3	1.0	38	391	.2	.9	3	90		.2
FA '96	26	613	.1	.7	45	277	.2	.8	47	290	.2	.9	28	331	.1	.6	9	180		.6
4-Book	28	762	.1	.8	40	308	.2	.7	46	320	.3	.9	41	400	.2	1.0	7	164		.5
SU '96	26	752	.1	.7	31	332	.2	.6	41	295	.2	.7	38	395	.2	.9	17	218	.1	1.1
WPST-FM																				
SU '97	51	1672	.3	1.4	55	619	.3	1.0	80	688	.4	1.5	66	928	.4	1.5	16	398	.1	1.0
SP '97	42	1220	.2	1.1	56	519	.3	1.0	71	586	.4	1.3	63	721	.3	1.4	19	323	.1	1.2
WI '97	42	1161	.2	1.2	55	507	.3	1.0	74	490	.4	1.5	62	705	.3	1.4	14	278	.1	1.0
FA '96	55	1436	.3	1.5	72	605	.4	1.3	109	611	.6	2.1	72	779	.4	1.7	17	426	.1	1.1
4-Book	48	1372	.3	1.3	60	563	.3	1.1	84	594	.5	1.6	66	783	.4	1.5	17	356	.1	1.1
SU '96	36	1194	.2	1.0	57	496	.3	1.1	59	591	.3	1.1	50	650	.3	1.2	12	328	.1	.7
WRDR-FM																				
SU '97	2	75		.1	2	32			3	24		.1	1	24			1	4		.1
SP '97	6	130		.2	7	64		.1	15	55		.3	6	64		.1	1	33		.1
WI '97	3	109		.1	3	49		.1		7			7	67		.2	3	45		.2
FA '96	3	92		.1	1	31			4	45		.1	8	45		.2	1	22		.1
4-Book	4	102		.1	3	44		.1	6	33		.1	6	50		.1	2	26		.1
SU '96	2	86		.1					4	44		.1	2	54				8		

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

Target Listener Trends - Persons 25-49

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VSTV-FM																				
SU '97	18	744	.1	.5	20	229	.1	.4	27	284	.1	.5	26	347	.1	.6	6	146		.4
SP '97	22	664	.1	.6	26	276	.1	.5	37	243	.2	.7	31	337	.2	.7	7	174		.4
WI '97	33	639	.2	.9	52	310	.3	1.0	74	259	.4	1.5	37	323	.2	.9	3	136		.2
FA '96	21	628	.1	.6	32	246	.2	.6	42	230	.2	.8	24	287	.1	.6	5	130		.3
4-Book	24	669	.1	.7	33	265	.2	.6	45	254	.2	.9	30	324	.2	.7	5	147		.3
SU '96	17	543	.1	.5	22	277	.1	.4	28	209	.1	.5	20	280	.1	.5	4	152		.2
TOTALS																				
SU '97	3612	18486	19.2		5302	16506	28.1		5329	14896	28.3		4302	16631	22.8		1575	11063	8.4	
SP '97	3709	18482	19.7		5666	16883	30.1		5477	14594	29.1		4404	16310	23.4		1587	11243	8.4	
WI '97	3486	18374	18.5		5469	16651	29.0		5042	14122	26.7		4323	16253	22.9		1433	10856	7.6	
FA '96	3566	18455	18.9		5420	16749	28.7		5271	14534	28.0		4345	16331	23.0		1507	11160	8.0	
4-Book	3593	18449	19.1		5464	16697	29.0		5280	14537	28.0		4344	16381	23.0		1526	11081	8.1	
SU '96	3625	18393	19.1		5231	16487	27.6		5520	14815	29.2		4315	16025	22.8		1616	11085	8.5	

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

Persons 25-49

Target Listener Estimates - Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	214	4629	1.1	4.3	95	2434	.5	3.8	218	960	1.2	9.1	105	649	.6	2.4	61	373	.3	2.0
4-Book	240	4925	1.3	4.8	97	2546	.5	4.1	244	1145	1.3	10.0	112	648	.6	2.8	74	421	.4	2.6
WBEB-FM																				
SU '97	345	2706	1.8	6.9	127	1565	.7	5.1	124	429	.7	5.2	249	689	1.3	5.8	166	488	.9	5.5
4-Book	358	2804	1.9	7.1	121	1576	.7	5.1	122	431	.7	5.1	235	694	1.2	5.9	151	520	.8	5.3
WDAS-AM																				
SU '97	26	209	.1	.5	31	291	.2	1.2	9	20	.4	.4	30	55	.2	.7	11	21	.1	.4
4-Book	27	224	.1	.5	31	328	.2	1.3	19	52	.1	.8	21	48	.1	.5	10	27	.1	.4
WDAS-FM																				
SU '97	348	2152	1.8	7.0	202	1577	1.1	8.1	144	438	.8	6.0	333	705	1.8	7.7	228	536	1.2	7.5
4-Book	352	2240	1.8	7.0	198	1676	1.1	8.3	169	461	.9	7.0	320	729	1.7	7.9	250	598	1.3	8.6
WFLN-FM																				
SU '97	88	910	.5	1.8	35	494	.2	1.4	39	176	.2	1.6	57	167	.3	1.3	26	91	.1	.9
4-Book	82	958	.5	1.6	43	585	.2	1.8	35	143	.2	1.5	66	227	.4	1.7	47	155	.3	1.7
WHAT-AM																				
SU '97	27	168	.1	.5	19	152	.1	.8	19	52	.1	.8	43	79	.2	1.0	13	33	.1	.4
4-Book	30	197	.2	.6	17	177	.1	.7	20	51	.1	.8	27	64	.2	.7	10	26	.1	.3
WIOQ-FM																				
SU '97	204	2660	1.1	4.1	127	1772	.7	5.1	111	408	.6	4.6	221	745	1.2	5.1	180	518	1.0	6.0
4-Book	190	2516	1.0	3.8	106	1657	.6	4.4	80	334	.4	3.3	213	754	1.2	5.3	154	575	.8	5.4
WIP -AM																				
SU '97	240	2225	1.3	4.8	75	1041	.4	3.0	112	376	.6	4.7	127	423	.7	3.0	75	295	.4	2.5
4-Book	231	2278	1.2	4.6	72	1211	.4	3.0	88	318	.5	3.7	107	405	.6	2.7	78	276	.4	2.7
WJJZ-FM																				
SU '97	283	2155	1.5	5.7	151	1552	.8	6.0	102	311	.5	4.3	221	604	1.2	5.1	176	545	.9	5.8
4-Book	253	2073	1.4	5.0	125	1442	.7	5.2	103	356	.6	4.2	199	578	1.1	4.9	164	453	.9	5.6
WMGK-FM																				
SU '97	369	3819	2.0	7.4	171	2457	.9	6.8	122	423	.6	5.1	361	1200	1.9	8.4	268	779	1.4	8.9
4-Book	359	3451	1.9	7.1	156	2238	.8	6.5	133	511	.7	5.5	330	1084	1.8	8.1	233	785	1.2	8.0
WMMR-FM																				
SU '97	329	3038	1.7	6.6	126	1899	.7	5.0	116	382	.6	4.8	224	764	1.2	5.2	175	633	.9	5.8
4-Book	342	3147	1.8	6.8	131	1922	.7	5.5	139	483	.7	5.7	261	883	1.4	6.4	173	630	.9	6.0
WNAP-AM																				
SU '97	* 16	125	.1	.3	* 12	74	.1	.5	* 9	15	.4	.4	19	35	.1	.4	14	28	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUOL-FM																				
SU '97	254	3132	1.3	5.1	155	1936	.8	6.2	163	536	.9	6.8	206	761	1.1	4.8	191	592	1.0	6.3
4-Book	251	2753	1.3	5.0	150	1857	.8	6.3	134	463	.7	5.5	260	796	1.4	6.4	190	599	1.0	6.6
WPEN-AM																				
SU '97	18	210	.1	.4	19	198	.1	.8	17	40	.1	.7	34	69	.2	.8	24	43	.1	.8
4-Book	18	245	.1	.4	15	174	.1	.7	13	41	.1	.6	26	71	.1	.7	20	54	.1	.7
+WPHI-FM																				
SU '97	136	1352	.7	2.7	82	888	.4	3.3	71	236	.4	3.0	178	453	.9	4.1	114	306	.6	3.8
4-Book	108	1309	.6	2.1	67	871	.4	2.8	57	188	.3	2.4	136	424	.7	3.3	93	296	.5	3.3
+WPHT-AM																				
SU '97	16	431	.1	.3	15	244	.1	.6	17	37	.1	.7	6	27	.1	.1	11	36	.1	.4
4-Book	19	384	.1	.4	10	207	.1	.4	12	33	.1	.5	10	45	.1	.2	9	38	.1	.3
WPLY-FM																				
SU '97	163	2317	.9	3.3	79	1351	.4	3.2	41	218	.2	1.7	156	594	.8	3.6	91	391	.5	3.0
4-Book	147	2184	.8	2.9	71	1296	.4	3.0	60	260	.3	2.5	131	551	.7	3.3	85	369	.5	2.9

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

Target Listener Estimates

		Persons 25-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM	SU '97	* 6	87	.1	.1	* 6	49	.2	.2	* 4	20	.2	.2	17	26	.1	.4	* 7	21	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM	SU '97	12	141	.1	.2	9	82	.4	.4	17	43	.1	.7	19	58	.1	.4	1	6	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	SU '97	161	1816	.9	3.2	117	1259	.6	4.7	93	282	.5	3.9	171	570	.9	4.0	137	369	.7	4.5
	4-Book	210	1995	1.2	4.2	137	1396	.7	5.8	100	306	.5	4.1	221	625	1.2	5.6	162	432	.9	5.7
WVDB-FM	SU '97	123	1327	.7	2.5	65	753	.3	2.6	79	242	.4	3.3	65	167	.3	1.5	41	109	.2	1.4
	4-Book	137	1378	.8	2.7	62	806	.3	2.6	70	225	.4	2.9	60	188	.3	1.5	32	100	.2	1.1
WWJZ-AM	SU '97	2	53	.1	.1	1	9	.1	.1	2	9	.1	.1								
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM	SU '97	218	1785	1.2	4.4	113	1219	.6	4.5	103	361	.5	4.3	244	650	1.3	5.7	149	451	.8	4.9
	4-Book	204	1665	1.1	4.1	115	1195	.6	4.8	121	375	.7	4.9	217	595	1.2	5.4	148	474	.8	5.1
WYSP-FM	SU '97	430	3948	2.3	8.6	110	1852	.6	4.4	89	281	.5	3.7	202	744	1.1	4.7	140	448	.7	4.6
	4-Book	458	3967	2.4	9.1	113	1814	.6	4.7	105	340	.6	4.3	179	693	1.0	4.4	136	492	.7	4.6
WYXR-FM	SU '97	226	2843	1.2	4.5	127	1805	.7	5.1	150	447	.8	6.3	258	808	1.4	6.0	172	655	.9	5.7
	4-Book	227	2654	1.2	4.5	107	1700	.6	4.5	110	425	.6	4.6	206	724	1.1	5.1	146	592	.8	5.0
WZZD-AM	SU '97	14	201	.1	.3	4	64	.2	.2					3	24	.1	.1		8	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM	SU '97	20	221	.1	.4	5	95	.2	.2	3	17	.1	.1	8	62	.2	.2	7	32	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM	SU '97	17	225	.1	.3	6	123	.2	.2	8	8	.3	.3	12	37	.1	.3	1	8	.1	.1
	4-Book	18	189	.1	.4	7	108	.3	.3	10	19	.1	.4	11	37	.1	.3	2	13	.1	.1
WJBR-FM	SU '97	30	306	.2	.6	10	177	.1	.4	9	36	.4	.4	27	56	.1	.6	16	52	.1	.5
	4-Book	35	379	.2	.7	15	213	.1	.6	13	49	.1	.6	32	89	.2	.8	24	58	.1	.8
WKXW-FM	SU '97	49	648	.3	1.0	20	326	.1	.8	19	71	.1	.8	45	124	.2	1.0	6	26	.2	.2
	4-Book	43	596	.2	.9	16	301	.1	.7	18	73	.1	.8	32	117	.2	.8	20	69	.1	.7
WPST-FM	SU '97	68	1384	.4	1.4	44	839	.2	1.8	15	114	.1	.6	97	368	.5	2.3	51	236	.3	1.7
	4-Book	71	1143	.4	1.4	27	638	.1	1.1	19	102	.1	.8	52	263	.3	1.3	35	189	.2	1.2
WRDR-FM	SU '97	2	49	.1	.1	3	43	.1	.1	1	9	.1	.1	6	14	.1	.1	4	15	.1	.1
	4-Book	5	75	.1	.1	2	44	.1	.1	2	12	.1	.1	5	24	.1	.1	3	10	.1	.1
WSTW-FM	SU '97	25	551	.1	.5	14	343	.1	.6	7	46	.3	.3	11	99	.1	.3	23	47	.1	.8
	4-Book	37	506	.2	.7	13	301	.1	.6	14	55	.1	.6	18	118	.1	.5	18	63	.1	.6
TOTALS	SU '97	5005	18229	26.5		2502	15597	13.3		2397	6590	12.7		4298	9974	22.8		3022	7606	16.0	
	4-Book	5049	18232	26.8		2389	15546	12.7		2429	6981	12.9		4043	9959	21.5		2899	7565	15.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	46	364	.2	2.6	186	916	1.0	10.3	57	457	.3	2.0	64	352	.3	2.8	53	361	.3	3.7
4-Book	36	273	.2	2.3	186	860	1.0	10.5	67	445	.4	2.4	50	315	.3	2.4	42	293	.2	3.1
WBEB-FM																				
SU '97	69	295	.4	3.9	90	312	.5	5.0	154	442	.8	5.4	103	328	.5	4.6	57	225	.3	3.9
4-Book	72	318	.4	4.6	82	307	.4	4.7	141	508	.7	5.1	113	376	.6	5.4	52	241	.3	3.7
WDAS-AM																				
SU '97	7	17	.4		89	204	.5	4.9	65	155	.3	2.3	19	34	.1	.8	21	24	.1	1.5
4-Book	6	17	.4		93	225	.5	5.3	67	179	.4	2.5	25	64	.2	1.2	12	29	.1	.9
WDAS-FM																				
SU '97	194	453	1.0	10.9	102	236	.5	5.6	119	370	.6	4.2	139	315	.7	6.2	316	627	1.7	21.8
4-Book	169	470	.9	10.6	92	247	.5	5.2	126	410	.7	4.6	126	329	.7	6.0	300	560	1.6	21.7
WFLN-FM																				
SU '97	15	60	.1	.8	28	132	.1	1.5	63	207	.3	2.2	32	80	.2	1.4	19	72	.1	1.3
4-Book	25	103	.2	1.6	30	121	.2	1.7	68	240	.4	2.5	51	145	.3	2.5	20	95	.1	1.4
WHAT-AM																				
SU '97	3	17	.2		27	56	.1	1.5	27	87	.1	.9	12	39	.1	.5	8	8		.6
4-Book	9	28	.1	.6	32	76	.2	1.8	23	76	.1	.8	10	24	.1	.5	5	17		.4
WIOQ-FM																				
SU '97	71	342	.4	4.0	61	218	.3	3.4	143	514	.8	5.0	118	400	.6	5.2	104	301	.6	7.2
4-Book	86	344	.5	5.5	40	158	.2	2.3	110	477	.6	3.9	81	357	.5	3.8	67	260	.4	4.8
WIP -AM																				
SU '97	35	132	.2	2.0	48	204	.3	2.7	91	375	.5	3.2	71	256	.4	3.2	39	174	.2	2.7
4-Book	47	196	.3	3.0	54	193	.3	3.1	81	370	.4	2.9	77	310	.4	3.7	42	195	.2	3.1
WJZ-FM																				
SU '97	148	438	.8	8.3	71	222	.4	3.9	209	498	1.1	7.3	165	405	.9	7.3	98	275	.5	6.8
4-Book	114	363	.6	7.1	60	223	.4	3.4	143	443	.8	5.1	130	357	.7	6.1	78	258	.4	5.6
WMGK-FM																				
SU '97	151	493	.8	8.5	37	235	.2	2.0	179	760	.9	6.2	159	586	.8	7.1	72	327	.4	5.0
4-Book	99	407	.5	6.1	61	273	.4	3.5	179	704	.9	6.4	135	498	.7	6.4	67	298	.4	4.9
WMMR-FM																				
SU '97	80	346	.4	4.5	78	330	.4	4.3	160	581	.8	5.6	127	491	.7	5.6	47	221	.2	3.2
4-Book	63	283	.3	3.9	91	337	.5	5.2	158	611	.8	5.7	105	435	.6	4.9	51	250	.2	3.6
WNAP-AM																				
SU '97					* 18	32	.1	1.0	7	32		.2	7	16		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	125	413	.7	7.0	168	491	.9	9.3	177	580	.9	6.2	143	468	.8	6.3	74	233	.4	5.1
4-Book	127	424	.7	8.0	111	338	.6	6.3	156	571	.8	5.6	137	442	.8	6.4	77	267	.4	5.6
WPEN-AM																				
SU '97	14	43	.1	.8	13	53	.1	.7	13	57	.1	.5	19	59	.1	.8	16	43	.1	1.1
4-Book	10	33	.1	.6	9	41	.1	.5	14	51	.1	.5	17	47	.1	.8	11	23	.1	.8
+WPHI-FM																				
SU '97	95	266	.5	5.3	19	47	.1	1.0	53	217	.3	1.8	80	225	.4	3.6	35	134	.2	2.4
4-Book	70	238	.4	4.4	24	72	.2	1.4	55	229	.3	2.0	64	207	.4	3.0	30	113	.2	2.2
+WPHT-AM																				
SU '97	14	60	.1	.8	26	71	.1	1.4	28	85	.1	1.0	18	80	.1	.8	6	17		.4
4-Book	7	36	.1	.4	12	39	.1	.7	17	67	.1	.6	12	55	.1	.5	5	22		.4
WPLY-FM																				
SU '97	43	252	.2	2.4	35	174	.2	1.9	92	459	.5	3.2	115	461	.6	5.1	53	260	.3	3.7
4-Book	46	219	.2	2.9	36	146	.2	2.0	92	420	.5	3.4	76	332	.4	3.6	35	182	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM																				
SU '97					*	2		.1	2	8		.1	*							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97						19		1.0	11	46	.1	.4	7	26		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	138	360	.7	7.7	75	261	.4	4.1	120	402	.6	4.2	113	301	.6	5.0	74	198	.4	5.1
4-Book	140	399	.8	8.8	87	271	.5	4.9	150	433	.8	5.4	112	278	.6	5.3	102	245	.5	7.4
WWDB-FM																				
SU '97	52	147	.3	2.9	76	284	.4	4.2	159	325	.8	5.5	17	57	.1	.8	25	92	.1	1.7
4-Book	29	94	.2	1.7	69	254	.4	3.9	162	340	.9	5.9	35	98	.2	1.7	31	112	.2	2.3
WWJZ-AM																				
SU '97						3		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	40	165	.2	2.2	60	205	.3	3.3	148	427	.8	5.2	117	357	.6	5.2	35	165	.2	2.4
4-Book	47	228	.3	3.0	79	252	.4	4.5	154	477	.8	5.5	105	319	.6	5.0	42	182	.2	3.1
WYSP-FM																				
SU '97	84	330	.4	4.7	37	144	.2	2.0	130	608	.7	4.5	164	536	.9	7.3	35	227	.2	2.4
4-Book	64	274	.3	4.0	45	138	.3	2.5	162	632	.9	5.8	164	528	.9	7.8	49	217	.3	3.5
WYXR-FM																				
SU '97	77	340	.4	4.3	67	234	.4	3.7	123	523	.7	4.3	111	469	.6	4.9	54	293	.3	3.7
4-Book	52	298	.3	3.2	60	261	.4	3.4	132	564	.7	4.7	98	409	.5	4.7	47	260	.3	3.4
WZZD-AM																				
SU '97						15		.8	1	8			6	21		.3	8	19		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	2	18		.1	10	26	.1	.6	3	26		.1	3	15		.1	4	18		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	1	8		.1	4	27		.2	14	49	.1	.5	7	41		.3	3	17		.2
4-Book	3	19		.2	11	32	.1	.6	9	36	.1	.3	8	32		.4	5	24		.4
WJBR-FM																				
SU '97	5	23		.3	3	22		.2	10	57	.1	.3	3	32		.1	4	24		.3
4-Book	10	42	.1	.7	5	30		.3	14	59	.1	.5	10	40	.1	.5	7	32	.1	.5
WKXW-FM																				
SU '97	4	31		.2	32	105	.2	1.8	42	141	.2	1.5	6	45		.3				
4-Book	4	24		.2	14	60	.1	.8	24	97	.1	.9	10	45	.1	.5	6	40		.4
WPST-FM																				
SU '97	20	149	.1	1.1	21	131	.1	1.2	68	236	.4	2.4	48	214	.3	2.1	24	87	.1	1.7
4-Book	18	123	.1	1.2	16	98	.1	1.0	34	172	.2	1.3	21	126	.1	1.0	14	84	.1	1.0
WRDR-FM																				
SU '97	2	4		.1	2	6		.1	6	15		.2					3	8		.2
4-Book	2	7		.1	2	9		.1	2	6		.1								.2
WSTW-FM																				
SU '97	14	72	.1	.8	16	73	.1	.9	20	75	.1	.7	20	97	.1	.9	5	25		.3
4-Book	7	50		.5	12	47	.1	.7	13	63	.1	.5	13	63	.1	.6	7	38		.5
TOTALS																				
SU '97	1783	5316	9.5		1811	5297	9.6		2867	7693	15.2		2252	5962	11.9		1448	4298	7.7	
4-Book	1595	5021	8.5		1767	5331	9.4		2785	7798	14.8		2116	5778	11.2		1384	4133	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	189	6121	.9	4.6	501	4180	2.3	8.3	151	1978	.7	2.5	193	2918	.9	4.0	71	1220	.3	4.0
SP '97	201	6160	.9	4.8	607	4464	2.8	9.3	136	1838	.6	2.2	199	2568	.9	4.0	53	1037	.2	3.0
WI '97	233	7018	1.1	5.8	704	4937	3.3	11.1	144	2081	.7	2.5	231	3098	1.1	4.7	74	1521	.3	4.6
FA '96	216	6821	1.0	5.3	609	4970	2.8	9.7	161	2173	.7	2.7	235	3161	1.1	4.7	70	1532	.3	4.1
4-Book	210	6530	1.0	5.1	605	4638	2.8	9.6	148	2018	.7	2.5	215	2936	1.0	4.4	67	1328	.3	3.9
SU '96	215	6533	1.0	5.2	593	4673	2.8	10.0	181	2225	.8	2.9	215	2854	1.0	4.4	67	1355	.3	3.7
WBEB-FM																				
SU '97	265	3738	1.2	6.5	347	1923	1.6	5.7	526	2057	2.4	8.7	318	2153	1.5	6.6	66	1059	.3	3.7
SP '97	269	3723	1.2	6.4	381	2244	1.8	5.8	498	1965	2.3	8.1	343	2319	1.6	6.8	90	1191	.4	5.0
WI '97	284	3855	1.3	7.1	362	2028	1.7	5.7	559	1972	2.6	9.7	370	2384	1.7	7.5	77	1100	.4	4.8
FA '96	283	3790	1.3	6.9	406	2371	1.9	6.5	543	2100	2.5	9.0	337	2301	1.6	6.8	106	1138	.5	6.2
4-Book	275	3777	1.3	6.7	374	2142	1.8	5.9	532	2024	2.5	8.9	342	2289	1.6	6.9	85	1122	.4	4.9
SU '96	279	3720	1.3	6.8	329	1951	1.5	5.5	564	2316	2.6	9.1	368	2313	1.7	7.6	82	1114	.4	4.5
WDAS-AM																				
SU '97	31	441	.1	.8	44	207	.2	.7	39	131	.2	.6	23	138	.1	.5	5	62	.1	.3
SP '97	42	512	.2	1.0	52	241	.2	.8	59	208	.3	1.0	34	165	.2	.7	10	106	.1	.6
WI '97	30	437	.1	.7	45	178	.2	.7	41	146	.2	.7	19	164	.1	.4	6	52	.1	.4
FA '96	34	568	.2	.8	58	286	.3	.9	33	164	.2	.5	27	182	.1	.5	12	64	.1	.7
4-Book	34	490	.2	.8	50	228	.2	.8	43	162	.2	.7	26	162	.1	.5	8	71	.1	.5
SU '96	33	588	.2	.8	57	276	.3	1.0	31	165	.1	.5	25	157	.1	.5	9	65	.1	.5
WDAS-FM																				
SU '97	314	2846	1.5	7.7	409	1592	1.9	6.8	420	1514	1.9	7.0	343	1734	1.6	7.1	235	1428	1.1	13.2
SP '97	289	2844	1.3	6.8	391	1641	1.8	6.0	383	1602	1.8	6.2	316	1687	1.5	6.3	202	1242	.9	11.3
WI '97	319	2968	1.5	8.0	429	1819	2.0	6.8	447	1662	2.1	7.8	394	1849	1.8	8.0	190	1369	.9	11.9
FA '96	302	2895	1.4	7.4	378	1625	1.7	6.0	392	1646	1.8	6.5	357	1829	1.7	7.2	218	1431	1.0	12.7
4-Book	306	2888	1.4	7.5	402	1669	1.9	6.4	411	1606	1.9	6.9	353	1775	1.7	7.2	211	1368	1.0	12.3
SU '96	288	2879	1.3	7.0	335	1520	1.6	5.6	396	1580	1.8	6.4	312	1583	1.4	6.4	190	1238	.9	10.5
WFLN-FM																				
SU '97	83	1368	.4	2.0	90	646	.4	1.5	145	603	.7	2.4	126	819	.6	2.6	34	351	.2	1.9
SP '97	72	1384	.3	1.7	90	662	.4	1.4	122	538	.6	2.0	95	729	.4	1.9	32	382	.1	1.8
WI '97	87	1582	.4	2.2	102	770	.5	1.6	140	743	.6	2.4	104	891	.5	2.1	45	478	.2	2.8
FA '96	92	1730	.4	2.2	123	820	.6	2.0	122	840	.6	2.0	93	958	.4	1.9	60	575	.3	3.5
4-Book	84	1516	.4	2.0	101	725	.5	1.6	132	681	.6	2.2	105	849	.5	2.1	43	447	.2	2.5
SU '96	80	1332	.4	1.9	85	594	.4	1.4	148	679	.7	2.4	106	772	.5	2.2	53	459	.2	2.9
WHAT-AM																				
SU '97	23	281	.1	.6	35	138	.2	.6	24	120	.1	.4	24	119	.1	.5	14	68	.1	.8
SP '97	43	432	.2	1.0	88	230	.4	1.3	48	198	.2	.8	31	147	.1	.6	19	113	.1	1.1
WI '97	29	426	.1	.7	65	160	.3	1.0	33	145	.2	.6	22	126	.1	.4	8	60	.1	.5
FA '96	26	312	.1	.6	71	198	.3	1.1	29	134	.1	.5	17	91	.1	.3	8	50	.1	.5
4-Book	30	363	.1	.7	65	182	.3	1.0	34	149	.2	.6	24	121	.1	.5	12	73	.1	.7
SU '96	32	320	.1	.8	54	146	.3	.9	47	127	.2	.8	31	122	.1	.6	18	56	.1	1.0
WIOQ-FM																				
SU '97	160	3504	.7	3.9	180	1377	.8	3.0	248	1747	1.1	4.1	197	1818	.9	4.1	64	1107	.3	3.6
SP '97	135	2840	.6	3.2	162	1255	.7	2.5	220	1548	1.0	3.6	168	1588	.8	3.4	55	876	.3	3.1
WI '97	156	3248	.7	3.9	195	1397	.9	3.1	235	1514	1.1	4.1	197	1770	.9	4.0	82	1093	.4	5.1
FA '96	137	3316	.6	3.3	160	1376	.7	2.5	209	1653	1.0	3.5	175	1884	.8	3.5	74	1108	.3	4.3
4-Book	147	3227	.7	3.6	174	1351	.8	2.8	228	1616	1.1	3.8	184	1765	.9	3.8	69	1046	.3	4.0
SU '96	147	3025	.7	3.6	162	1175	.8	2.7	237	1632	1.1	3.8	194	1737	.9	4.0	79	1080	.4	4.4
WIP -AM																				
SU '97	174	2741	.8	4.2	322	1855	1.5	5.3	240	1466	1.1	4.0	256	1806	1.2	5.3	53	712	.2	3.0
SP '97	164	2952	.8	3.9	289	1494	1.3	4.4	203	1152	.9	3.3	225	1662	1.0	4.5	81	1018	.4	4.5
WI '97	169	3208	.8	4.2	304	1907	1.4	4.8	254	1312	1.2	4.4	208	1896	1.0	4.2	68	993	.3	4.2
FA '96	180	2972	.8	4.4	305	1705	1.4	4.9	272	1470	1.3	4.5	271	1903	1.3	5.5	55	853	.3	3.2
4-Book	172	2968	.8	4.2	305	1740	1.4	4.9	242	1350	1.1	4.1	240	1817	1.1	4.9	64	894	.3	3.7
SU '96	142	2290	.7	3.5	271	1492	1.3	4.6	195	1132	.9	3.1	200	1350	.9	4.1	60	697	.3	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 25-54

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZZ-FM																				
SU '97	247	3043	1.1	6.0	273	1425	1.3	4.5	397	1616	1.8	6.6	293	1828	1.4	6.1	146	1153	.7	8.2
SP '97	215	2901	1.0	5.1	239	1461	1.1	3.7	332	1565	1.5	5.4	293	1735	1.4	5.8	129	1165	.6	7.2
WI '97	198	2991	.9	4.9	205	1324	.9	3.2	311	1300	1.4	5.4	276	1598	1.3	5.6	106	1162	.5	6.6
FA '96	237	3225	1.1	5.8	263	1518	1.2	4.2	410	1580	1.9	6.8	295	1911	1.4	6.0	131	1289	.6	7.6
4-Book	224	3040	1.0	5.5	245	1432	1.1	3.9	363	1515	1.7	6.1	289	1768	1.4	5.9	128	1192	.6	7.4
SU '96	230	2812	1.1	5.6	228	1326	1.1	3.8	365	1450	1.7	5.9	280	1650	1.3	5.7	150	1229	.7	8.3
WMGK-FM																				
SU '97	266	4630	1.2	6.5	311	2177	1.4	5.1	452	2548	2.1	7.5	363	2927	1.7	7.5	95	1408	.4	5.3
SP '97	260	4455	1.2	6.2	289	2250	1.3	4.4	438	2310	2.0	7.1	340	2771	1.6	6.8	92	1449	.4	5.1
WI '97	240	4001	1.1	6.0	307	1888	1.4	4.8	426	2034	2.0	7.4	303	2545	1.4	6.1	83	1323	.4	5.2
FA '96	267	3916	1.2	6.5	344	2090	1.6	5.5	527	2144	2.4	8.7	314	2358	1.5	6.3	101	1226	.5	5.9
4-Book	258	4251	1.2	6.3	313	2101	1.4	5.0	461	2259	2.1	7.7	330	2650	1.6	6.7	93	1352	.4	5.4
SU '96	269	3954	1.2	6.6	308	1992	1.4	5.2	463	2143	2.1	7.5	387	2606	1.8	7.9	99	1298	.5	5.5
WMMR-FM																				
SU '97	221	3762	1.0	5.4	284	1725	1.3	4.7	415	1870	1.9	6.9	276	2175	1.3	5.7	65	1032	.3	3.7
SP '97	289	4107	1.3	6.8	442	2217	2.0	6.8	509	2175	2.4	8.3	315	2539	1.5	6.3	94	1251	.4	5.2
WI '97	206	3680	1.0	5.1	288	1862	1.3	4.5	364	1822	1.7	6.3	255	2093	1.2	5.2	64	966	.3	4.0
FA '96	219	3804	1.0	5.4	306	1964	1.4	4.9	393	1906	1.8	6.5	292	2351	1.4	5.9	69	1047	.3	4.0
4-Book	234	3838	1.1	5.7	330	1942	1.5	5.2	420	1943	2.0	7.0	285	2290	1.4	5.8	73	1074	.3	4.2
SU '96	210	3696	1.0	5.1	288	1686	1.3	4.8	362	1772	1.7	5.8	270	2113	1.3	5.5	67	1023	.3	3.7
WNAP-AM																				
SU '97	* 19	182	.1	.5	* 18	91	.1	.3	26	105	.1	.4	20	78	.1	.4				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	9	149	.2	.2	6	58	.1	.1	7	75	.1	.1	9	51	.2	.2	**	**	**	**
FA '96	13	166	.1	.3	19	97	.1	.3	16	91	.1	.3	9	63	.2	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	14	234	.1	.3	11	81	.1	.2	18	70	.1	.3	13	114	.1	.3	**	**	**	**
WOGL-FM																				
SU '97	256	4712	1.2	6.2	311	2271	1.4	5.1	400	2569	1.9	6.6	308	2858	1.4	6.4	104	1398	.5	5.8
SP '97	278	4318	1.3	6.6	315	2051	1.5	4.8	433	2010	2.0	7.0	306	2399	1.4	6.1	108	1401	.5	6.0
WI '97	220	4205	1.0	5.5	290	2129	1.3	4.6	331	1782	1.5	5.7	264	2321	1.2	5.3	87	1093	.4	5.4
FA '96	253	4197	1.2	6.2	332	2094	1.5	5.3	387	2049	1.8	6.4	316	2512	1.5	6.4	102	1299	.5	5.9
4-Book	252	4358	1.2	6.1	312	2136	1.4	5.0	388	2103	1.8	6.4	299	2523	1.4	6.1	100	1298	.5	5.8
SU '96	284	4363	1.3	6.9	324	2166	1.5	5.4	445	2217	2.1	7.2	347	2396	1.6	7.1	106	1299	.5	5.8
WPEN-AM																				
SU '97	41	554	.2	1.0	54	260	.2	.9	44	236	.2	.7	43	246	.2	.9	28	156	.1	1.6
SP '97	18	456	.1	.4	26	165	.1	.4	25	227	.1	.4	21	174	.1	.4	5	100	.1	.3
WI '97	28	511	.1	.7	42	212	.2	.7	30	205	.1	.5	25	219	.1	.5	17	119	.1	1.1
FA '96	23	580	.1	.6	29	300	.1	.5	31	258	.1	.5	22	181	.1	.4	11	113	.1	.6
4-Book	28	525	.1	.7	38	234	.2	.6	33	232	.1	.5	28	205	.1	.6	15	122	.1	.9
SU '96	27	411	.1	.7	44	231	.2	.7	25	170	.1	.4	33	258	.2	.7	13	138	.1	.7
+WPHI-FM																				
SU '97	113	1657	.5	2.8	115	824	.5	1.9	141	834	.7	2.3	156	1033	.7	3.2	87	783	.4	4.9
SP '97	85	1569	.4	2.0	89	675	.4	1.4	100	778	.5	1.6	122	920	.6	2.4	70	695	.3	3.9
WI '97	83	1532	.4	2.1	80	588	.4	1.3	109	711	.5	1.9	107	881	.5	2.2	52	506	.2	3.2
FA '96	69	1710	.3	1.7	72	720	.3	1.1	96	693	.4	1.6	114	1089	.5	2.3	32	675	.1	1.9
4-Book	88	1617	.4	2.2	89	702	.4	1.4	112	754	.5	1.9	125	981	.6	2.5	60	665	.3	3.5
SU '96	60	1557	.3	1.5	62	681	.3	1.0	100	693	.5	1.6	96	835	.4	2.0	29	509	.1	1.6
+WPHT-AM																				
SU '97	22	910	.1	.5	27	245	.1	.4	19	263	.1	.3	21	328	.1	.4	27	344	.1	1.5
SP '97	22	918	.1	.5	37	325	.2	.6	23	192	.1	.4	23	219	.1	.5	20	296	.1	1.1
WI '97	20	642	.1	.5	49	287	.2	.8	19	197	.1	.3	28	360	.1	.6	9	103	.1	.6
FA '96	14	445	.1	.3	35	235	.2	.6	14	148	.1	.2	15	154	.1	.3	7	97	.1	.4
4-Book	20	729	.1	.5	37	273	.2	.6	19	200	.1	.3	22	265	.1	.5	16	210	.1	.9
SU '96	21	885	.1	.5	27	251	.1	.5	16	195	.1	.3	15	215	.1	.3	21	325	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	118	2821	.5	2.9	180	1351	.8	3.0	172	1239	.8	2.8	141	1657	.7	2.9	53	975	.2	3.0
SP '97	91	2364	.4	2.2	144	1194	.7	2.2	134	1007	.6	2.2	106	1247	.5	2.1	34	651	.2	1.9
WI '97	114	2714	.5	2.8	173	1317	.8	2.7	156	1075	.7	2.7	160	1624	.7	3.2	44	671	.2	2.7
FA '96	100	2693	.5	2.4	165	1384	.8	2.6	127	1010	.6	2.1	130	1454	.6	2.6	42	795	.2	2.4
4-Book	106	2648	.5	2.6	166	1312	.8	2.6	147	1083	.7	2.5	134	1496	.6	2.7	43	773	.2	2.5
SU '96	110	2394	.5	2.7	150	1201	.7	2.5	182	1133	.8	2.9	132	1357	.6	2.7	39	657	.2	2.2
WTEL-AM																				
SU '97	* 7	122		.2	* 10	74		.2	7	62		.1	* 1	24						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	13	180	.1	.3	25	124	.1	.4	16	96	.1	.3	9	102		.2	3	16		.2
SP '97	31	308	.1	.7	54	185	.2	.8	36	165	.2	.6	35	212	.2	.7	17	138	.1	.9
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	140	2317	.6	3.4	157	1188	.7	2.6	193	1223	.9	3.2	146	1243	.7	3.0	98	935	.5	5.5
SP '97	171	2300	.8	4.0	213	1250	1.0	3.3	223	1170	1.0	3.6	178	1131	.8	3.6	127	919	.6	7.1
WI '97	194	2635	.9	4.8	217	1401	1.0	3.4	214	1285	1.0	3.7	266	1525	1.2	5.4	163	1123	.8	10.2
FA '96	204	2698	.9	5.0	253	1391	1.2	4.0	284	1518	1.3	4.7	245	1428	1.1	4.9	114	1067	.5	6.6
4-Book	177	2488	.8	4.3	210	1308	1.0	3.3	229	1299	1.1	3.8	209	1332	1.0	4.2	126	1011	.6	7.4
SU '96	201	2436	.9	4.9	227	1352	1.1	3.8	271	1442	1.3	4.4	225	1389	1.0	4.6	133	1112	.6	7.3
WVDB-FM																				
SU '97	115	2295	.5	2.8	121	826	.6	2.0	193	993	.9	3.2	135	929	.6	2.8	54	569	.2	3.0
SP '97	118	2201	.5	2.8	157	758	.7	2.4	174	888	.8	2.8	183	1282	.8	3.7	42	560	.2	2.3
WI '97	143	2371	.7	3.6	163	910	.8	2.6	233	1162	1.1	4.0	223	1386	1.0	4.5	42	534	.2	2.6
FA '96	124	2069	.6	3.0	136	753	.6	2.2	228	1038	1.1	3.8	163	1064	.8	3.3	52	556	.2	3.0
4-Book	125	2234	.6	3.1	144	812	.7	2.3	207	1020	1.0	3.5	176	1165	.8	3.6	48	555	.2	2.7
SU '96	123	2040	.6	3.0	156	730	.7	2.6	233	1058	1.1	3.8	117	836	.5	2.4	60	608	.3	3.3
WVJZ-AM																				
SU '97	8	99		.2	7	46		.1	12	54	.1	.2	13	67	.1	.3	3	22		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7								7				7						
FA '96	2	57			1	8			4	19		.1	3	34		.1	1	12		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	31		.1	2	23			8	25		.1	6	17		.1	2	8		.1
WXTU-FM																				
SU '97	193	2482	.9	4.7	255	1444	1.2	4.2	296	1351	1.4	4.9	249	1645	1.2	5.1	75	800	.3	4.2
SP '97	190	2281	.9	4.5	263	1420	1.2	4.0	279	1238	1.3	4.5	227	1490	1.1	4.5	66	742	.3	3.7
WI '97	187	2272	.9	4.7	289	1367	1.3	4.6	286	1351	1.3	5.0	207	1555	1.0	4.2	57	692	.3	3.6
FA '96	156	2133	.7	3.8	229	1281	1.1	3.6	212	1139	1.0	3.5	218	1518	1.0	4.4	47	653	.2	2.7
4-Book	182	2292	.9	4.4	259	1378	1.2	4.1	268	1270	1.3	4.5	225	1552	1.1	4.6	61	722	.3	3.6
SU '96	196	2269	.9	4.8	263	1224	1.2	4.4	304	1213	1.4	4.9	249	1567	1.2	5.1	90	834	.4	5.0
WYSP-FM																				
SU '97	274	4926	1.3	6.7	891	3213	4.1	14.7	293	2120	1.4	4.8	187	1649	.9	3.9	64	935	.3	3.6
SP '97	338	4712	1.6	8.0	962	3230	4.5	14.7	465	2327	2.2	7.5	295	2049	1.4	5.9	73	923	.3	4.1
WI '97	280	4691	1.3	7.0	926	3328	4.3	14.6	311	2010	1.4	5.4	221	1766	1.0	4.5	56	805	.3	3.5
FA '96	266	4930	1.2	6.5	763	2825	3.5	12.2	281	1867	1.3	4.7	220	1880	1.0	4.4	53	939	.2	3.1
4-Book	290	4815	1.4	7.1	886	3149	4.1	14.1	338	2081	1.6	5.6	231	1836	1.1	4.7	62	901	.3	3.6
SU '96	269	4407	1.2	6.6	850	3009	3.9	14.3	337	2037	1.6	5.4	183	1452	.8	3.8	49	622	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '97	181	3698	.8	4.4	217	1686	1.0	3.6	283	1769	1.3	4.7	217	2222	1.0	4.5	90	1172	.4	5.1
SP '97	187	3360	.9	4.4	269	1840	1.2	4.1	314	1682	1.5	5.1	256	2037	1.2	5.1	65	1060	.3	3.6
WI '97	135	3114	.6	3.4	187	1477	.9	3.0	214	1342	1.0	3.7	168	1682	.8	3.4	47	969	.2	2.9
FA '96	188	3465	.9	4.6	244	1818	1.1	3.9	283	1810	1.3	4.7	263	2244	1.2	5.3	75	1214	.3	4.4
4-Book	173	3409	.8	4.2	229	1705	1.1	3.7	274	1651	1.3	4.6	226	2046	1.1	4.6	69	1104	.3	4.0
SU '96	180	3754	.8	4.4	224	1814	1.0	3.8	296	1951	1.4	4.8	225	2000	1.0	4.6	74	1166	.3	4.1
WZZD-AM																				
SU '97	10	257	.2	.2	19	146	.1	.3	19	164	.1	.3	8	93	.2	.2	5	80	.3	.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	13	288	.1	.3	25	174	.1	.4	22	149	.1	.4	15	147	.1	.3	3	83	.2	.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	13	295	.1	.3	25	202	.1	.4	12	147	.1	.2	11	122	.1	.2	8	93	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	14	346	.1	.3	16	137	.1	.3	30	173	.1	.5	15	217	.1	.3	4	93	.2	.2
SP '97	13	214	.1	.3	20	95	.1	.3	29	85	.1	.5	13	110	.1	.3	2	46	.1	.1
WI '97	26	426	.1	.6	26	181	.1	.4	48	189	.2	.8	36	250	.2	.7	10	133	.6	.6
FA '96	19	260	.1	.5	24	150	.1	.4	31	119	.1	.5	27	134	.1	.5	3	56	.2	.2
4-Book	18	312	.1	.4	22	141	.1	.4	35	142	.1	.6	23	178	.1	.5	5	82	.3	.3
SU '96	14	266	.1	.3	19	125	.1	.3	30	129	.1	.5	21	142	.1	.4	2	67	.1	.1
WJBR-FM																				
SU '97	23	485	.1	.6	32	196	.1	.5	38	187	.2	.6	28	230	.1	.6	7	115	.4	.4
SP '97	29	547	.1	.7	42	253	.2	.6	54	226	.2	.9	36	250	.2	.7	5	116	.3	.3
WI '97	26	563	.1	.6	30	244	.1	.5	48	235	.2	.8	36	250	.2	.7	10	190	.6	.6
FA '96	40	684	.2	1.0	44	339	.2	.7	67	330	.3	1.1	49	379	.2	1.0	13	132	.1	.8
4-Book	30	570	.1	.7	37	258	.2	.6	52	245	.2	.9	37	277	.2	.8	9	138	.5	.5
SU '96	33	611	.2	.8	31	261	.1	.5	46	275	.2	.7	46	309	.2	.9	24	249	.1	1.3
WKXV-FM																				
SU '97	38	926	.2	.9	43	369	.2	.7	60	428	.3	1.0	60	518	.3	1.2	11	234	.1	.6
SP '97	35	934	.2	.8	46	377	.2	.7	56	391	.3	.9	53	505	.2	1.1	12	182	.1	.7
WI '97	37	966	.2	.9	55	361	.3	.9	59	374	.3	1.0	47	480	.2	1.0	9	144	.6	.6
FA '96	35	721	.2	.9	66	333	.3	1.1	62	354	.3	1.0	37	393	.2	.7	11	206	.1	.6
4-Book	36	887	.2	.9	53	360	.3	.9	59	387	.3	1.0	49	474	.2	1.0	11	192	.1	.6
SU '96	32	855	.1	.8	40	393	.2	.7	51	341	.2	.8	49	471	.2	1.0	19	234	.1	1.0
WPST-FM																				
SU '97	53	1762	.2	1.3	56	626	.3	.9	82	710	.4	1.4	69	953	.3	1.4	18	429	.1	1.0
SP '97	43	1272	.2	1.0	57	538	.3	.9	73	608	.3	1.2	66	748	.3	1.3	21	336	.1	1.2
WI '97	45	1199	.2	1.1	62	529	.3	1.0	80	497	.4	1.4	65	720	.3	1.3	14	295	.1	.9
FA '96	56	1495	.3	1.4	74	621	.3	1.2	111	620	.5	1.8	73	806	.3	1.5	18	443	.1	1.0
4-Book	49	1432	.2	1.2	62	579	.3	1.0	87	609	.4	1.5	68	807	.3	1.4	18	376	.1	1.0
SU '96	38	1246	.2	.9	58	511	.3	1.0	65	630	.3	1.0	53	675	.2	1.1	12	328	.1	.7
WRDR-FM																				
SU '97	6	129	.1	.1	6	61	.1	.1	10	56	.1	.2	5	64	.1	.1	1	12	.1	.1
SP '97	9	183	.2	.2	8	107	.1	.1	21	83	.1	.3	10	105	.2	.2	3	55	.2	.2
WI '97	4	158	.1	.1	5	64	.1	.1	7	19	.1	.1	12	103	.1	.2	6	55	.4	.4
FA '96	4	112	.1	.1	3	41	.1	.1	7	55	.1	.1	8	55	.2	.2	1	22	.1	.1
4-Book	6	146	.1	.1	6	68	.1	.1	10	53	.2	.2	9	82	.2	.2	3	36	.2	.2
SU '96	4	123	.1	.1	1	15	.1	.1	5	58	.1	.1	5	75	.1	.1	1	15	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VSTV-FM																				
SU '97	19	774	.1	.5	24	244	.1	.4	27	291	.1	.4	28	362	.1	.6	6	154		.3
SP '97	23	673	.1	.5	26	276	.1	.4	39	252	.2	.6	34	347	.2	.7	7	183		.4
WI '97	34	662	.2	.8	53	317	.2	.8	74	259	.3	1.3	37	337	.2	.7	4	152		.2
FA '96	22	654	.1	.5	32	262	.1	.5	42	237	.2	.7	25	304	.1	.5	6	146		.3
4-Book	25	691	.1	.6	34	275	.1	.5	46	260	.2	.8	31	338	.2	.6	6	159		.3
SU '96	17	551	.1	.4	23	285	.1	.4	30	217	.1	.5	20	288	.1	.4	5	160		.3
TOTALS																				
SU '97	4099	21154	19.0		6051	18935	28.0		6042	16975	28.0		4840	18915	22.4		1778	12606	8.2	
SP '97	4223	21180	19.5		6525	19387	30.2		6168	16578	28.5		5011	18703	23.2		1791	12781	8.3	
WI '97	4010	21079	18.6		6332	19162	29.3		5759	16165	26.6		4939	18565	22.9		1603	12191	7.4	
FA '96	4092	21152	18.9		6277	19246	29.0		6036	16714	27.9		4954	18695	22.9		1716	12620	7.9	
4-Book	4106	21141	19.0		6296	19183	29.1		6001	16608	27.8		4936	18720	22.9		1722	12550	8.0	
SU '96	4103	20887	19.0		5948	18792	27.6		6203	16752	28.8		4874	18194	22.6		1812	12475	8.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	271	5599	1.3	4.8	124	2979	.6	4.3	295	1277	1.4	10.6	140	789	.6	2.9	75	465	.3	2.2
4-Book	309	5937	1.5	5.4	129	3143	.6	4.7	326	1497	1.5	11.4	147	810	.7	3.2	94	524	.4	2.9
WBEB-FM																				
SU '97	407	3155	1.9	7.2	146	1831	.7	5.1	136	469	.6	4.9	282	804	1.3	5.8	182	543	.8	5.4
4-Book	425	3229	2.0	7.4	138	1822	.7	5.0	142	492	.7	5.0	264	806	1.2	5.7	170	585	.8	5.3
WDAS-AM																				
SU '97	35	258	.2	.6	40	371	.2	1.4	10	27	.4		35	67	.2	.7	12	28	.1	.4
4-Book	40	297	.2	.7	43	414	.2	1.6	29	79	.1	1.0	34	70	.2	.7	14	38	.1	.4
WDAS-FM																				
SU '97	393	2377	1.8	6.9	225	1732	1.0	7.9	152	474	.7	5.4	372	782	1.7	7.6	259	602	1.2	7.7
4-Book	390	2478	1.8	6.8	220	1859	1.0	8.0	185	522	.9	6.5	360	815	1.7	7.7	281	663	1.3	8.6
WFLN-FM																				
SU '97	122	1137	.6	2.1	45	628	.2	1.6	42	191	.2	1.5	72	224	.3	1.5	36	130	.2	1.1
4-Book	114	1219	.5	2.0	56	736	.3	2.1	45	183	.2	1.6	83	286	.4	1.8	65	209	.3	2.1
WHAT-AM																				
SU '97	27	187	.1	.5	21	180	.1	.7	21	59	.1	.8	45	86	.2	.9	13	41	.1	.4
4-Book	40	248	.2	.7	25	233	.1	.9	30	71	.2	1.1	38	84	.2	.8	14	31	.1	.4
WIOQ-FM																				
SU '97	211	2764	1.0	3.7	133	1857	.6	4.7	113	416	.5	4.1	236	793	1.1	4.8	191	562	.9	5.7
4-Book	198	2615	.9	3.4	110	1725	.5	4.0	84	347	.4	2.9	221	782	1.0	4.8	159	600	.7	4.9
WIP -AM																				
SU '97	270	2582	1.2	4.8	84	1213	.4	2.9	139	471	.6	5.0	139	478	.6	2.8	91	376	.4	2.7
4-Book	261	2571	1.2	4.6	86	1384	.4	3.1	112	401	.5	3.9	131	477	.6	2.9	91	321	.4	2.8
WJJZ-FM																				
SU '97	327	2512	1.5	5.8	172	1779	.8	6.0	121	367	.6	4.3	259	678	1.2	5.3	210	616	1.0	6.2
4-Book	304	2438	1.4	5.3	147	1675	.7	5.4	127	426	.6	4.4	242	686	1.1	5.2	192	525	.9	5.9
WMGK-FM																				
SU '97	381	3955	1.8	6.7	179	2560	.8	6.3	133	441	.6	4.8	374	1226	1.7	7.6	269	792	1.2	8.0
4-Book	375	3600	1.8	6.5	163	2338	.8	5.9	141	532	.7	4.9	345	1122	1.6	7.4	237	801	1.1	7.2
WMMR-FM																				
SU '97	332	3078	1.5	5.8	129	1954	.6	4.5	121	397	.6	4.3	230	797	1.1	4.7	176	643	.8	5.2
4-Book	351	3236	1.6	6.1	134	1991	.6	4.9	147	505	.7	5.1	268	914	1.3	5.8	173	634	.8	5.3
WNAP-AM																				
SU '97	* 22	164	.1	.4	* 14	97	.1	.5	* 11	22	.1	.4	24	47	.1	.5	16	34	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	344	3994	1.6	6.1	203	2551	.9	7.1	199	683	.9	7.1	299	1048	1.4	6.1	248	818	1.1	7.3
4-Book	337	3526	1.6	5.8	204	2458	1.0	7.4	181	629	.8	6.3	368	1093	1.7	7.9	250	805	1.1	7.7
WPEN-AM																				
SU '97	47	405	.2	.8	39	372	.2	1.4	42	115	.2	1.5	68	144	.3	1.4	46	80	.2	1.4
4-Book	33	396	.1	.6	27	290	.1	1.0	28	86	.2	1.0	44	120	.2	1.0	29	79	.1	.9
+WPHI-FM																				
SU '97	138	1369	.6	2.4	85	903	.4	3.0	75	241	.3	2.7	190	465	.9	3.9	119	311	.6	3.5
4-Book	109	1332	.5	1.9	68	884	.3	2.5	59	191	.3	2.0	140	432	.7	3.0	96	302	.5	3.0
+WPHT-AM																				
SU '97	22	601	.1	.4	19	335	.1	.7	19	44	.1	.7	7	33	.1	.3	11	43	.1	.3
4-Book	25	510	.1	.5	13	260	.1	.5	13	39	.1	.4	11	54	.1	.3	9	42	.1	.3
WPLY-FM																				
SU '97	165	2419	.8	2.9	79	1351	.4	2.8	41	218	.2	1.5	156	594	.7	3.2	91	391	.4	2.7
4-Book	149	2252	.7	2.6	73	1328	.4	2.7	60	269	.3	2.1	135	568	.6	2.9	86	372	.4	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 6 **	94 **	.1 **	.1 **	* 7 **	56 **	.2 **	.2 **	* 8 **	28 **	.3 **	.3 **	19 **	34 **	.1 **	.4 **	* 7 **	21 **	.2 **	.2 **
WURD-AM SU '97 4-Book	16 **	162 **	.1 **	.3 **	13 **	103 **	.1 **	.5 **	21 **	58 **	.1 **	.8 **	25 **	72 **	.1 **	.5 **	1 **	6 **	.1 **	.1 **
WUSL-FM SU '97 4-Book	167 217	1889 2083	.8 1.0	2.9 3.8	120 141	1324 1468	.6 .7	4.2 5.1	97 104	297 326	.4 .5	3.5 3.6	181 232	610 655	.8 1.1	3.7 5.1	138 167	377 449	.6 .8	4.1 5.2
WWDB-FM SU '97 4-Book	153 178	1693 1746	.7 .8	2.7 3.1	90 83	1058 1050	.4 .4	3.2 3.0	92 96	320 306	.4 .4	3.3 3.4	84 86	222 260	.4 .4	1.7 1.9	53 43	156 132	.2 .2	1.6 1.3
WWJZ-AM SU '97 4-Book	11 **	91 **	.1 **	.2 **	6 **	39 **	.2 **	.2 **	11 **	23 **	.1 **	.4 **	9 **	15 **	.2 **	.2 **	10 **	23 **	.3 **	.3 **
WXTU-FM SU '97 4-Book	269 252	2175 2029	1.2 1.2	4.7 4.4	136 138	1464 1417	.6 .6	4.8 5.0	132 154	466 478	.6 .7	4.7 5.3	299 268	802 721	1.4 1.3	6.1 5.8	177 177	530 551	.8 .8	5.2 5.4
WYSP-FM SU '97 4-Book	445 474	4153 4138	2.1 2.2	7.8 8.2	111 116	1869 1870	.5 .5	3.9 4.2	91 107	291 348	.4 .5	3.3 3.7	202 183	744 709	.9 .9	4.1 3.9	141 139	465 507	.7 .7	4.2 4.2
WYXR-FM SU '97 4-Book	243 246	3039 2829	1.1 1.1	4.3 4.3	134 114	1916 1800	.6 .5	4.7 4.1	162 117	473 453	.7 .6	5.8 4.1	270 215	830 755	1.2 1.0	5.5 4.6	179 153	674 619	.8 .7	5.3 4.7
WZZD-AM SU '97 4-Book	16 **	249 **	.1 **	.3 **	4 **	79 **	.1 **	.1 **	** **	** **	** **	** **	4 **	32 **	.1 **	.1 **	** **	8 **	.1 **	.1 **
WCHR-FM SU '97 4-Book	21 **	253 **	.1 **	.4 **	5 **	110 **	.2 **	.2 **	3 **	17 **	.1 **	.1 **	9 **	70 **	.2 **	.2 **	7 **	32 **	.2 **	.2 **
WFMZ-FM SU '97 4-Book	21 27	264 245	.1 .1	.4 .5	9 12	185 167	.1 .1	.3 .4	9 16	15 41	.1 .1	.3 .6	15 19	52 58	.1 .1	.3 .4	5 8	18 28	.1 .1	.1 .2
WJBR-FM SU '97 4-Book	33 43	378 439	.2 .2	.6 .8	14 19	226 270	.1 .1	.5 .7	17 18	58 74	.1 .1	.6 .6	33 39	78 107	.2 .2	.7 .9	18 30	59 79	.1 .1	.5 .9
WKXW-FM SU '97 4-Book	55 54	731 696	.3 .3	1.0 1.0	26 22	373 356	.1 .1	.9 .8	29 24	94 89	.1 .1	1.0 .8	63 43	154 137	.3 .2	1.3 .9	15 27	67 92	.1 .1	.4 .8
WPST-FM SU '97 4-Book	70 74	1423 1178	.3 .3	1.2 1.3	46 27	907 664	.2 .1	1.6 1.0	16 19	122 106	.1 .1	.6 .7	103 54	390 272	.5 .3	2.1 1.2	51 35	236 192	.2 .2	1.5 1.1
WRDR-FM SU '97 4-Book	7 8	95 115	.1 .1	.1 .1	7 4	71 64	.2 .2	.2 .2	12 5	28 18	.1 .1	.4 .2	21 9	43 33	.1 .1	.4 .2	11 6	36 22	.1 .1	.3 .2
WSTV-FM SU '97 4-Book	27 38	574 524	.1 .2	.5 .7	15 14	350 308	.1 .1	.5 .5	7 17	46 61	.1 .1	.3 .6	12 21	106 124	.1 .1	.2 .5	24 20	54 71	.1 .1	.7 .6
TOTALS SU '97 4-Book	5676 5765	20823 20877	26.3 26.7		2852 2753	17782 17817	13.2 12.8		2789 2874	7706 8221	12.9 13.3		4898 4657	11404 11429	22.7 21.6		3378 3267	8585 8564	15.6 15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	54	448	.2	2.8	253	1172	1.2	11.5	80	564	.4	2.4	71	403	.3	2.8	64	422	.3	3.9
4-Book	49	360	.2	2.8	254	1124	1.2	11.8	89	553	.4	2.7	60	372	.3	2.5	56	362	.3	3.5
WBEB-FM																				
SU '97	77	321	.4	3.9	102	369	.5	4.6	186	564	.9	5.7	121	369	.6	4.8	71	288	.3	4.3
4-Book	84	354	.4	4.8	92	355	.4	4.3	160	578	.8	5.0	123	411	.6	5.1	61	279	.3	3.9
WDAS-AM																				
SU '97	7	17	.4		128	272	.6	5.8	86	206	.4	2.6	22	40	.1	.9	21	24	.1	1.3
4-Book	7	20	.4		126	290	.6	5.9	90	234	.4	2.8	34	75	.2	1.4	16	45	.1	1.0
WDAS-FM																				
SU '97	205	501	.9	10.5	112	261	.5	5.1	137	411	.6	4.2	163	344	.8	6.5	360	689	1.7	21.7
4-Book	183	514	.9	10.3	106	287	.5	4.9	144	449	.7	4.5	138	352	.7	5.8	329	606	1.5	20.9
WFLN-FM																				
SU '97	20	90	.1	1.0	35	176	.2	1.6	79	274	.4	2.4	47	147	.2	1.9	27	102	.1	1.6
4-Book	31	130	.2	1.8	38	153	.2	1.8	89	308	.4	2.8	66	191	.3	2.8	31	128	.2	2.0
WHAT-AM																				
SU '97	3	17	.2		29	63	.1	1.3	34	101	.2	1.0	15	46	.1	.6	8	8		.5
4-Book	12	33	.1	.7	44	107	.2	2.1	33	102	.2	1.0	20	38	.1	.8	9	22		.6
W100-FM																				
SU '97	75	364	.3	3.8	61	218	.3	2.8	149	528	.7	4.5	126	428	.6	5.0	104	301	.5	6.3
4-Book	88	357	.4	5.0	42	169	.2	2.0	116	502	.6	3.6	86	371	.4	3.6	69	266	.3	4.3
WIP -AM																				
SU '97	40	143	.2	2.1	54	234	.2	2.5	104	422	.5	3.2	72	263	.3	2.9	39	174	.2	2.4
4-Book	57	230	.3	3.2	67	233	.3	3.1	98	433	.5	3.0	90	349	.4	3.8	44	202	.2	2.8
WJJZ-FM																				
SU '97	162	489	.7	8.3	78	236	.4	3.5	234	562	1.1	7.1	179	446	.8	7.1	112	325	.5	6.8
4-Book	128	407	.6	7.2	72	264	.4	3.3	173	532	.8	5.4	147	415	.7	6.1	88	296	.4	5.6
WMGK-FM																				
SU '97	151	493	.7	7.7	42	250	.2	1.9	191	803	.9	5.8	176	626	.8	7.0	73	344	.3	4.4
4-Book	102	428	.5	5.7	65	285	.3	3.0	188	730	.9	5.8	143	524	.7	6.0	68	304	.3	4.3
WMMR-FM																				
SU '97	80	346	.4	4.1	85	354	.4	3.9	160	581	.7	4.9	131	499	.6	5.2	48	238	.2	2.9
4-Book	64	287	.3	3.6	97	355	.5	4.5	162	624	.8	5.0	108	448	.5	4.5	52	256	.2	3.3
WNAP-AM																				
SU '97	**	**	**	**	* 19	37	.1	.9	9	38	.3		7	16	.3		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	150	562	.7	7.7	245	708	1.1	11.1	203	709	.9	6.2	181	579	.8	7.2	114	347	.5	6.9
4-Book	152	529	.7	8.6	161	500	.8	7.5	216	790	1.0	6.7	180	580	.8	7.5	112	368	.5	7.1
WPEN-AM																				
SU '97	29	81	.1	1.5	21	78	.1	1.0	34	119	.2	1.0	34	97	.2	1.3	32	80	.1	1.9
4-Book	15	48	.1	.9	16	71	.1	.8	33	104	.2	1.0	28	69	.1	1.1	18	44	.1	1.1
+WPHI-FM																				
SU '97	100	271	.5	5.1	20	51	.1	.9	53	217	.2	1.6	81	229	.4	3.2	35	134	.2	2.1
4-Book	71	239	.4	4.0	24	73	.1	1.1	55	232	.2	1.7	65	208	.3	2.7	30	113	.2	1.9
+WPHT-AM																				
SU '97	17	67	.1	.9	31	97	.1	1.4	37	122	.2	1.1	20	94	.1	.8	7	24		.4
4-Book	7	39	.1	.4	17	49	.1	.8	22	90	.1	.7	16	67	.1	.7	6	30		.4
WPLY-FM																				
SU '97	43	252	.2	2.2	35	174	.2	1.6	92	459	.4	2.8	115	461	.5	4.6	53	260	.2	3.2
4-Book	47	221	.2	2.7	38	158	.2	1.8	95	425	.5	3.0	78	339	.4	3.3	36	188	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 4 **	15 **	.2 **	.2 **	2 **	8 **	.1 **	.1 **	* **	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	4 **	7 **	.2 **	.2 **	23 **	41 **	.1 **	1.0 **	17 **	68 **	.1 **	.5 **	7 **	26 **	.3 **	.3 **	3 **	7 **	.2 **	.2 **
WUSL-FM SU '97 4-Book	140 144	367 412	.6 .7	7.2 8.1	77 90	265 281	.4 .4	3.5 4.2	120 154	402 452	.6 .7	3.7 4.8	113 113	301 282	.5 .5	4.5 4.8	84 106	212 255	.4 .5	5.1 6.8
WWDB-FM SU '97 4-Book	75 40	207 135	.3 .2	3.8 2.2	101 95	382 324	.5 .5	4.6 4.4	235 206	487 438	1.1 1.0	7.2 6.4	33 46	110 132	.2 .2	1.3 1.9	33 42	122 146	.2 .2	2.0 2.7
WWJZ-AM SU '97 4-Book	2 **	15 **	.1 **	.1 **	3 **	9 **	.1 **	.1 **	2 **	7 **	.1 **	.1 **	7 **	7 **	.3 **	.3 **	3 **	7 **	.2 **	.2 **
WXTU-FM SU '97 4-Book	44 57	204 278	.2 .3	2.3 3.2	84 98	274 310	.4 .5	3.8 4.6	172 176	532 551	.8 .8	5.3 5.5	135 125	425 382	.6 .6	5.3 5.2	44 48	202 204	.2 .2	2.7 3.1
WYSP-FM SU '97 4-Book	84 64	330 276	.4 .3	4.3 3.6	37 45	144 140	.2 .2	1.7 2.1	130 168	608 655	.6 .8	4.0 5.2	164 168	536 542	.8 .8	6.5 7.1	35 50	227 221	.2 .2	2.1 3.2
WYXR-FM SU '97 4-Book	80 54	354 305	.4 .3	4.1 3.0	74 68	261 284	.3 .3	3.4 3.1	127 144	538 602	.6 .7	3.9 4.5	124 109	525 445	.6 .5	4.9 4.6	55 49	305 270	.3 .3	3.3 3.1
WZZD-AM SU '97 4-Book	**	**	**	**	15 **	30 **	.1 **	.7 **	2 **	23 **	.1 **	.1 **	6 **	21 **	.2 **	.2 **	8 **	19 **	.5 **	.5 **
WCHR-FM SU '97 4-Book	2 **	18 **	.1 **	.1 **	11 **	41 **	.1 **	.5 **	3 **	26 **	.1 **	.1 **	3 **	15 **	.1 **	.1 **	4 **	18 **	.2 **	.2 **
WFMZ-FM SU '97 4-Book	3 4	23 26	.2 .2	.2 .2	11 19	49 56	.1 .1	.5 .9	14 12	49 52	.1 .1	.4 .4	13 12	56 46	.1 .1	.5 .5	4 6	24 30	.2 .4	.2 .4
WJBR-FM SU '97 4-Book	5 14	23 56	.3 .1	.3 .8	5 6	37 36	.2 .3	.2 .3	20 21	99 81	.1 .1	.6 .6	4 13	39 50	.2 .1	.2 .6	9 10	39 40	.5 .6	.5 .6
WKXW-FM SU '97 4-Book	4 6	31 33	.2 .4	.2 .4	40 20	120 73	.2 .1	1.8 .9	45 30	157 115	.2 .1	1.4 1.0	10 15	59 60	.4 .1	.4 .6	7 11	50 50	.1 .1	.7 .7
WPST-FM SU '97 4-Book	23 19	170 128	.1 .1	1.2 1.1	21 16	131 98	.1 .1	1.0 .8	69 35	258 180	.3 .2	2.1 1.1	52 23	224 131	.2 .1	2.1 .9	24 14	87 84	.1 .1	1.4 .9
WRDR-FM SU '97 4-Book	2 2	4 8	.1 .1	.1 .1	2 3	6 14	.1 .1	.1 .1	6 2	15 6	.2 .1	.2 .1	1 1	5 5	.5 .5	.5 .5	5 5	15 15	.3 .3	.3 .3
WSTW-FM SU '97 4-Book	14 7	72 50	.1 .4	.7 .4	16 12	73 47	.1 .1	.7 .6	20 13	75 65	.1 .1	.6 .4	20 13	97 63	.1 .1	.8 .5	5 8	25 40	.3 .5	.3 .5
TOTALS SU '97 4-Book	1951 1776	5994 5661	9.0 8.2		2204 2152	6376 6397	10.2 10.0		3275 3226	8849 9031	15.2 14.9		2524 2395	6698 6522	11.7 11.1		1656 1575	4908 4695	7.7 7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	247	6555	1.3	7.2	641	4762	3.5	12.4	208	2581	1.1	4.2	240	3191	1.3	6.0	93	1521	.5	6.3
SP '97	245	6498	1.3	7.0	693	4619	3.8	12.3	184	2110	1.0	3.7	245	2831	1.3	6.1	68	1214	.4	5.0
WI '97	279	7221	1.5	8.2	802	5282	4.3	14.6	179	2302	1.0	3.8	288	3292	1.6	7.2	91	1529	.5	7.2
FA '96	280	6977	1.5	8.1	754	5188	4.1	13.8	219	2467	1.2	4.4	290	3432	1.6	7.2	103	1618	.6	7.5
4-Book	263	6813	1.4	7.6	723	4963	3.9	13.3	198	2365	1.1	4.0	266	3187	1.5	6.6	89	1471	.5	6.5
SU '96	264	6865	1.5	7.7	704	5026	3.9	13.9	222	2692	1.2	4.4	257	3176	1.4	6.5	78	1512	.4	5.2
WBEB-FM																				
SU '97	270	3401	1.5	7.8	352	1884	1.9	6.8	514	1948	2.8	10.4	322	2023	1.7	8.1	68	973	.4	4.6
SP '97	252	3272	1.4	7.2	361	1933	2.0	6.4	487	1730	2.6	9.9	306	2035	1.7	7.6	64	944	.3	4.7
WI '97	263	3244	1.4	7.7	361	1821	2.0	6.6	520	1823	2.8	10.9	312	2005	1.7	7.7	65	833	.4	5.1
FA '96	246	3118	1.3	7.1	380	2052	2.1	7.0	474	1791	2.6	9.4	294	1935	1.6	7.3	79	867	.4	5.8
4-Book	258	3259	1.4	7.5	364	1923	2.0	6.7	499	1823	2.7	10.2	309	2000	1.7	7.7	69	904	.4	5.1
SU '96	225	3018	1.2	6.6	272	1686	1.5	5.4	449	1857	2.5	8.9	300	1858	1.6	7.5	67	927	.4	4.5
WDAS-AM																				
SU '97	34	482	.2	1.0	49	202	.3	.9	42	157	.2	.9	22	136	.1	.6	3	62	.1	.2
SP '97	58	670	.3	1.7	91	362	.5	1.6	76	283	.4	1.5	39	201	.2	1.0	10	115	.1	.7
WI '97	46	599	.2	1.4	83	271	.5	1.5	64	238	.3	1.3	24	215	.1	.6	6	76	.1	.5
FA '96	37	604	.2	1.1	73	322	.4	1.3	32	160	.2	.6	24	175	.1	.6	10	48	.1	.7
4-Book	44	589	.2	1.3	74	289	.4	1.3	54	210	.3	1.1	27	182	.1	.7	7	75	.1	.5
SU '96	38	626	.2	1.1	76	310	.4	1.5	34	178	.2	.7	24	153	.1	.6	10	73	.1	.7
WDAS-FM																				
SU '97	254	2055	1.4	7.4	346	1188	1.9	6.7	324	1146	1.8	6.6	253	1242	1.4	6.4	198	1081	1.1	13.5
SP '97	219	2113	1.2	6.3	292	1175	1.6	5.2	276	1220	1.5	5.6	248	1286	1.3	6.1	152	980	.8	11.1
WI '97	233	2270	1.3	6.8	322	1320	1.7	5.8	311	1237	1.7	6.5	281	1362	1.5	7.0	132	976	.7	10.5
FA '96	219	1944	1.2	6.3	277	1121	1.5	5.1	296	1101	1.6	5.9	251	1230	1.4	6.2	138	939	.7	10.1
4-Book	231	2096	1.3	6.7	309	1201	1.7	5.7	302	1176	1.7	6.2	258	1280	1.4	6.4	155	994	.8	11.3
SU '96	212	2156	1.2	6.2	258	1175	1.4	5.1	297	1192	1.6	5.9	227	1111	1.2	5.7	132	886	.7	8.9
WFLN-FM																				
SU '97	99	1488	.5	2.9	114	733	.6	2.2	168	777	.9	3.4	147	955	.8	3.7	42	406	.2	2.9
SP '97	110	1719	.6	3.2	142	884	.8	2.5	168	824	.9	3.4	135	941	.7	3.3	51	490	.3	3.7
WI '97	124	1849	.7	3.6	151	966	.8	2.7	189	895	1.0	4.0	141	1058	.8	3.5	62	579	.3	4.9
FA '96	132	1984	.7	3.8	179	1022	1.0	3.3	188	988	1.0	3.7	141	1152	.8	3.5	72	645	.4	5.3
4-Book	116	1760	.6	3.4	147	901	.8	2.7	178	871	1.0	3.6	141	1027	.8	3.5	57	530	.3	4.2
SU '96	109	1671	.6	3.2	122	770	.7	2.4	187	903	1.0	3.7	148	1013	.8	3.7	68	599	.4	4.6
WHAT-AM																				
SU '97	38	406	.2	1.1	41	164	.2	.8	52	220	.3	1.1	39	197	.2	1.0	20	112	.1	1.4
SP '97	66	582	.4	1.9	145	355	.8	2.6	63	275	.3	1.3	41	198	.2	1.0	35	169	.2	2.6
WI '97	45	599	.2	1.3	103	286	.6	1.9	40	175	.2	.8	32	194	.2	.8	17	83	.1	1.3
FA '96	49	424	.3	1.4	117	279	.6	2.1	49	197	.3	1.0	28	146	.2	.7	26	127	.1	1.9
4-Book	50	503	.3	1.4	102	271	.6	1.9	51	217	.3	1.1	35	184	.2	.9	25	123	.1	1.8
SU '96	61	457	.3	1.8	101	240	.6	2.0	81	223	.4	1.6	66	231	.4	1.7	27	110	.1	1.8
WIOQ-FM																				
SU '97	83	1983	.5	2.4	89	749	.5	1.7	130	953	.7	2.6	101	1045	.5	2.5	32	541	.2	2.2
SP '97	64	1569	.3	1.8	83	628	.5	1.5	96	808	.5	1.9	77	798	.4	1.9	30	479	.2	2.2
WI '97	77	1845	.4	2.3	108	817	.6	2.0	106	812	.6	2.2	96	980	.5	2.4	41	577	.2	3.2
FA '96	76	1725	.4	2.2	102	711	.6	1.9	126	795	.7	2.5	94	956	.5	2.3	24	505	.1	1.8
4-Book	75	1781	.4	2.2	96	726	.6	1.8	115	842	.6	2.3	92	945	.5	2.3	32	526	.2	2.4
SU '96	67	1628	.4	2.0	79	612	.4	1.6	108	824	.6	2.1	83	871	.5	2.1	40	521	.2	2.7
WIP -AM																				
SU '97	139	2211	.8	4.0	282	1527	1.5	5.5	184	1203	1.0	3.7	197	1414	1.1	5.0	43	542	.2	2.9
SP '97	150	2676	.8	4.3	279	1428	1.5	4.9	176	1145	1.0	3.6	197	1517	1.1	4.9	75	880	.4	5.5
WI '97	147	2505	.8	4.3	277	1547	1.5	5.0	205	1091	1.1	4.3	207	1573	1.1	5.1	48	698	.3	3.8
FA '96	141	2414	.8	4.1	261	1508	1.4	4.8	203	1195	1.1	4.0	197	1428	1.1	4.9	40	677	.2	2.9
4-Book	144	2452	.8	4.2	275	1503	1.5	5.1	192	1159	1.1	3.9	200	1483	1.1	5.0	52	699	.3	3.8
SU '96	122	1902	.7	3.6	261	1322	1.4	5.2	159	1020	.9	3.1	140	1085	.8	3.5	46	536	.3	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
SU '97	238	2806	1.3	6.9	259	1364	1.4	5.0	384	1569	2.1	7.8	305	1774	1.7	7.7	143	1142	.8	9.7
SP '97	201	2761	1.1	5.8	217	1406	1.2	3.8	300	1455	1.6	6.1	286	1732	1.6	7.1	108	1060	.6	7.9
WI '97	202	2713	1.1	5.9	214	1234	1.2	3.9	315	1219	1.7	6.6	282	1546	1.5	7.0	104	1050	.6	8.2
FA '96	216	2765	1.2	6.2	238	1328	1.3	4.4	381	1436	2.1	7.6	254	1639	1.4	6.3	120	1019	.7	8.8
4-Book	214	2761	1.2	6.2	232	1333	1.3	4.3	345	1420	1.9	7.0	282	1673	1.6	7.0	119	1068	.7	8.7
SU '96	216	2460	1.2	6.3	218	1194	1.2	4.3	352	1373	1.9	6.9	267	1533	1.5	6.7	123	1050	.7	8.3
WMGK-FM																				
SU '97	144	2819	.8	4.2	173	1287	.9	3.4	251	1481	1.4	5.1	192	1709	1.0	4.8	45	784	.2	3.1
SP '97	158	2736	.9	4.5	168	1411	.9	3.0	263	1514	1.4	5.3	208	1609	1.1	5.2	52	876	.3	3.8
WI '97	138	2292	.7	4.1	192	1154	1.0	3.5	228	1126	1.2	4.8	185	1407	1.0	4.6	44	712	.2	3.5
FA '96	160	2265	.9	4.6	199	1296	1.1	3.6	314	1182	1.7	6.2	200	1458	1.1	5.0	59	768	.3	4.3
4-Book	150	2528	.8	4.4	183	1287	1.0	3.4	264	1326	1.4	5.4	196	1546	1.1	4.9	50	785	.3	3.7
SU '96	180	2468	1.0	5.2	218	1296	1.2	4.3	311	1351	1.7	6.1	241	1567	1.3	6.1	64	808	.4	4.3
WMMR-FM																				
SU '97	117	1975	.6	3.4	151	859	.8	2.9	207	945	1.1	4.2	151	1219	.8	3.8	38	525	.2	2.6
SP '97	157	2251	.9	4.5	273	1167	1.5	4.8	290	1217	1.6	5.9	166	1368	.9	4.1	34	552	.2	2.5
WI '97	118	2009	.6	3.5	169	1058	.9	3.1	194	977	1.1	4.1	130	1150	.7	3.2	37	576	.2	2.9
FA '96	136	2055	.7	3.9	207	1110	1.1	3.8	252	1064	1.4	5.0	172	1268	.9	4.3	27	585	.1	2.0
4-Book	132	2073	.7	3.8	200	1049	1.1	3.7	236	1051	1.3	4.8	155	1251	.8	3.9	34	560	.2	2.5
SU '96	124	2169	.7	3.6	185	1093	1.0	3.7	201	1037	1.1	4.0	145	1216	.8	3.6	38	581	.2	2.6
WNAP-AM																				
SU '97	* 20	178	.1	.6	* 21	92	.1	.4	25	95	.1	.5	21	84	.1	.5	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	12	161	.1	.4	10	67	.1	.2	10	82	.1	.2	15	71	.1	.4	**	**	**	**
FA '96	7	151	.2	.2	8	71	.1	.1	7	56	.1	.1	4	26	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	24	246	.1	.7	13	94	.1	.3	34	100	.2	.7	26	109	.1	.7	**	**	**	**
WOGL-FM																				
SU '97	292	4689	1.6	8.5	356	2376	1.9	6.9	451	2619	2.4	9.2	341	2851	1.8	8.6	121	1412	.7	8.2
SP '97	301	4401	1.6	8.6	365	2207	2.0	6.5	452	2065	2.5	9.2	334	2490	1.8	8.3	120	1434	.7	8.8
WI '97	258	4302	1.4	7.6	348	2270	1.9	6.3	411	1983	2.2	8.6	303	2517	1.6	7.5	87	1105	.5	6.9
FA '96	282	4227	1.5	8.1	348	2192	1.9	6.4	422	2252	2.3	8.4	340	2588	1.8	8.4	133	1368	.7	9.7
4-Book	283	4405	1.5	8.2	354	2261	1.9	6.5	434	2230	2.4	8.9	330	2612	1.8	8.2	115	1330	.7	8.4
SU '96	344	4496	1.9	10.0	391	2363	2.1	7.7	546	2486	3.0	10.8	416	2615	2.3	10.5	128	1380	.7	8.6
WPEN-AM																				
SU '97	110	1215	.6	3.2	158	736	.9	3.1	135	699	.7	2.7	134	679	.7	3.4	54	344	.3	3.7
SP '97	72	1071	.4	2.1	139	568	.8	2.5	100	603	.5	2.0	71	511	.4	1.8	16	236	.1	1.2
WI '97	76	1131	.4	2.2	110	531	.6	2.0	120	629	.7	2.5	72	528	.4	1.8	29	233	.2	2.3
FA '96	102	1149	.6	2.9	148	661	.8	2.7	176	695	1.0	3.5	115	593	.6	2.8	26	260	.1	1.9
4-Book	90	1142	.5	2.6	139	624	.8	2.6	133	657	.7	2.7	98	578	.5	2.5	31	268	.2	2.3
SU '96	96	1137	.5	2.8	155	618	.9	3.1	132	575	.7	2.6	97	625	.5	2.4	38	383	.2	2.6
+WPFI-FM																				
SU '97	31	645	.2	.9	26	219	.1	.5	29	261	.2	.6	35	308	.2	.9	26	262	.1	1.8
SP '97	31	704	.2	.9	34	262	.2	.6	43	318	.2	.9	40	327	.2	1.0	21	254	.1	1.5
WI '97	29	534	.2	.9	29	169	.2	.5	27	194	.1	.6	31	322	.2	.8	21	184	.1	1.7
FA '96	21	550	.1	.6	23	232	.1	.4	28	174	.2	.6	33	322	.2	.8	6	159	.1	.4
4-Book	28	608	.2	.8	28	221	.2	.5	32	237	.2	.7	35	320	.2	.9	19	215	.1	1.4
SU '96	22	653	.1	.6	30	295	.2	.6	31	278	.2	.6	27	316	.1	.7	11	191	.1	.7
+WPHT-AM																				
SU '97	32	978	.2	.9	45	316	.2	.9	37	313	.2	.8	31	383	.2	.8	34	382	.2	2.3
SP '97	29	1035	.2	.8	41	350	.2	.7	34	271	.2	.7	25	273	.1	.6	32	336	.2	2.3
WI '97	26	722	.1	.8	61	406	.3	1.1	24	252	.1	.5	36	328	.2	.9	12	104	.1	1.0
FA '96	18	582	.1	.5	45	290	.2	.8	12	172	.1	.2	18	176	.1	.4	9	114	.1	.7
4-Book	26	829	.2	.8	48	341	.2	.9	27	252	.2	.6	28	290	.2	.7	22	234	.1	1.6
SU '96	30	966	.2	.9	51	316	.3	1.0	22	252	.1	.4	21	273	.1	.5	31	323	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 35-64

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '97	43	1149	.2	1.2	70	506	.4	1.4	65	493	.4	1.3	44	624	.2	1.1	15	327	.1	1.0
SP '97	34	996	.2	1.0	47	384	.3	.8	56	404	.3	1.1	36	398	.2	.9	10	198	.1	.7
WI '97	28	1042	.2	.8	47	472	.3	.9	30	348	.2	.6	46	556	.2	1.1	16	230	.1	1.3
FA '96	32	1089	.2	.9	58	538	.3	1.1	34	333	.2	.7	43	519	.2	1.1	15	256	.1	1.1
4-Book	34	1069	.2	1.0	56	475	.3	1.1	46	395	.3	.9	42	524	.2	1.1	14	253	.1	1.0
SU '96	44	1053	.2	1.3	46	412	.3	.9	72	509	.4	1.4	51	555	.3	1.3	14	285	.1	.9
WTEL-AM																				
SU '97	* 9	100		.3	* 13	52	.1	.3	10	59	.1	.2	* 8	24		.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	10	123	.1	.3	12	61	.1	.2	16	73	.1	.3	4	65	.1	.1	3	16		.2
SP '97	18	209	.1	.5	27	111	.1	.5	23	110	.1	.5	22	146	.1	.5	9	98		.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	62	1300	.3	1.8	75	541	.4	1.5	78	602	.4	1.6	69	610	.4	1.7	42	469	.2	2.9
SP '97	65	1221	.4	1.9	92	590	.5	1.6	98	541	.5	2.0	71	583	.4	1.8	33	339	.2	2.4
WI '97	75	1517	.4	2.2	75	627	.4	1.4	82	652	.4	1.7	112	757	.6	2.8	57	535	.3	4.5
FA '96	86	1501	.5	2.5	101	723	.5	1.8	123	753	.7	2.4	108	714	.6	2.7	42	475	.2	3.1
4-Book	72	1385	.4	2.1	86	620	.5	1.6	95	637	.5	1.9	90	666	.5	2.3	44	455	.2	3.2
SU '96	83	1371	.5	2.4	77	623	.4	1.5	113	763	.6	2.2	94	693	.5	2.4	60	480	.3	4.0
WVDB-FM																				
SU '97	159	2653	.9	4.6	200	1197	1.1	3.9	255	1281	1.4	5.2	180	1170	1.0	4.5	69	739	.4	4.7
SP '97	166	2539	.9	4.8	244	1078	1.3	4.3	245	1223	1.3	5.0	230	1479	1.2	5.7	60	694	.3	4.4
WI '97	206	2850	1.1	6.1	256	1233	1.4	4.6	320	1493	1.7	6.7	275	1643	1.5	6.8	79	822	.4	6.3
FA '96	173	2510	.9	5.0	223	1126	1.2	4.1	279	1305	1.5	5.5	220	1375	1.2	5.4	75	696	.4	5.5
4-Book	176	2638	1.0	5.1	231	1159	1.3	4.2	275	1326	1.5	5.6	226	1417	1.2	5.6	71	738	.4	5.2
SU '96	167	2309	.9	4.9	223	1033	1.2	4.4	296	1328	1.6	5.8	178	1093	1.0	4.5	83	784	.5	5.6
WVJZ-AM																				
SU '97	13	132	.1	.4	8	82		.2	19	64	.1	.4	22	84	.1	.6	5	49		.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	48		.1					3	17		.1	1	28						
FA '96	7	116		.2	10	39	.1	.2	14	54	.1	.3	7	64		.2	1	22		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	8	93		.2	5	31		.1	18	70	.1	.4	10	61	.1	.3	3	21		.2
WXTU-FM																				
SU '97	195	2378	1.1	5.7	262	1381	1.4	5.1	283	1268	1.5	5.8	255	1615	1.4	6.4	70	703	.4	4.8
SP '97	196	2101	1.1	5.6	278	1305	1.5	4.9	287	1294	1.6	5.8	240	1428	1.3	5.9	64	716	.3	4.7
WI '97	195	2243	1.1	5.7	304	1301	1.6	5.5	285	1227	1.5	6.0	220	1488	1.2	5.5	51	649	.3	4.0
FA '96	163	2070	.9	4.7	252	1277	1.4	4.6	222	1199	1.2	4.4	205	1441	1.1	5.1	42	658	.2	3.1
4-Book	187	2198	1.1	5.4	274	1316	1.5	5.0	269	1247	1.5	5.5	230	1493	1.3	5.7	57	682	.3	4.2
SU '96	179	2260	1.0	5.2	256	1274	1.4	5.1	254	1197	1.4	5.0	224	1463	1.2	5.6	83	746	.5	5.6
WYSP-FM																				
SU '97	111	2578	.6	3.2	413	1585	2.2	8.0	92	928	.5	1.9	52	633	.3	1.3	31	410	.2	2.1
SP '97	154	2366	.8	4.4	525	1629	2.8	9.3	185	1106	1.0	3.8	98	827	.5	2.4	33	400	.2	2.4
WI '97	132	2253	.7	3.9	477	1660	2.6	8.7	141	889	.8	3.0	87	711	.5	2.2	24	316	.1	1.9
FA '96	120	2652	.7	3.5	352	1339	1.9	6.4	118	842	.6	2.3	89	751	.5	2.2	18	335	.1	1.3
4-Book	129	2462	.7	3.8	442	1553	2.4	8.1	134	941	.7	2.8	82	731	.5	2.0	27	365	.2	1.9
SU '96	113	2228	.6	3.3	379	1511	2.1	7.5	113	882	.6	2.2	69	599	.4	1.7	28	256	.2	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	114	2346	.6	3.3	145	1074	.8	2.8	174	1114	.9	3.5	137	1368	.7	3.4	51	683	.3	3.5
SP '97	125	2235	.7	3.6	194	1187	1.1	3.4	202	1050	1.1	4.1	171	1320	.9	4.2	37	687	.2	2.7
WI '97	83	1924	.5	2.4	123	879	.7	2.2	120	833	.7	2.5	94	1045	.5	2.3	33	635	.2	2.6
FA '96	108	2006	.6	3.1	157	1055	.9	2.9	157	982	.9	3.1	146	1320	.8	3.6	38	630	.2	2.8
4-Book	108	2128	.6	3.1	155	1049	.9	2.8	163	995	.9	3.3	137	1263	.7	3.4	40	659	.2	2.9
SU '96	116	2273	.6	3.4	164	1152	.9	3.2	191	1164	1.0	3.8	141	1181	.8	3.5	43	736	.2	2.9
VZZD-AM																				
SU '97	12	296	.1	.3	16	129	.1	.3	22	155	.1	.4	14	126	.1	.4	10	85	.1	.7
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VCHR-FM																				
SU '97	15	321	.1	.4	22	183	.1	.4	30	157	.2	.6	22	188	.1	.6	3	100		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	14	307	.1	.4	31	224	.2	.6	12	119	.1	.2	13	122	.1	.3	7	85		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	23	437	.1	.7	29	194	.2	.6	44	227	.2	.9	23	234	.1	.6	4	75		.3
SP '97	22	322	.1	.6	27	148	.1	.5	39	131	.2	.8	27	180	.1	.7	7	100		.5
WI '97	35	460	.2	1.0	39	247	.2	.7	72	229	.4	1.5	42	257	.2	1.0	8	121		.6
FA '96	33	334	.2	1.0	42	196	.2	.8	61	214	.3	1.2	40	195	.2	1.0	5	79		.4
4-Book	28	388	.2	.8	34	196	.2	.7	54	200	.3	1.1	33	217	.2	.8	6	94		.5
SU '96	16	255	.1	.5	25	114	.1	.5	34	105	.2	.7	18	133	.1	.5	2	58		.1
WJBR-FM																				
SU '97	19	352	.1	.6	30	144	.2	.6	34	161	.2	.7	20	171	.1	.5	6	72		.4
SP '97	22	447	.1	.6	33	217	.2	.6	42	173	.2	.9	28	184	.2	.7	2	55		.1
WI '97	22	394	.1	.6	23	167	.1	.4	45	168	.2	.9	34	190	.2	.8	7	117		.6
FA '96	37	502	.2	1.1	56	279	.3	1.0	66	206	.4	1.3	36	301	.2	.9	6	83		.4
4-Book	25	424	.1	.7	36	202	.2	.7	47	177	.3	1.0	30	212	.2	.7	5	82		.4
SU '96	34	505	.2	1.0	29	228	.2	.6	51	279	.3	1.0	49	255	.3	1.2	21	204	.1	1.4
WKXW-FM																				
SU '97	41	865	.2	1.2	62	409	.3	1.2	67	445	.4	1.4	52	477	.3	1.3	11	192	.1	.7
SP '97	27	742	.1	.8	40	327	.2	.7	46	322	.2	.9	36	388	.2	.9	10	147	.1	.7
WI '97	43	858	.2	1.3	69	428	.4	1.3	61	361	.3	1.3	54	434	.3	1.3	8	124		.6
FA '96	40	640	.2	1.2	73	284	.4	1.3	71	358	.4	1.4	45	380	.2	1.1	9	125		.7
4-Book	38	776	.2	1.1	61	362	.3	1.1	61	372	.3	1.3	47	420	.3	1.2	10	147	.1	.7
SU '96	29	771	.2	.8	42	406	.2	.8	47	335	.3	.9	41	421	.2	1.0	13	221	.1	.9
WPST-FM																				
SU '97	19	736	.1	.6	19	204	.1	.4	26	321	.1	.5	19	323	.1	.5	6	142		.4
SP '97	12	562	.1	.3	20	200	.1	.4	18	237	.1	.4	16	308	.1	.4	6	128		.4
WI '97	17	522	.1	.5	29	234	.2	.5	30	175	.2	.6	24	296	.1	.6	4	142		.3
FA '96	24	607	.1	.7	41	254	.2	.8	44	192	.2	.9	29	323	.2	.7	6	126		.4
4-Book	18	607	.1	.5	27	223	.2	.5	30	231	.2	.6	22	313	.1	.6	6	135		.4
SU '96	19	577	.1	.6	30	236	.2	.6	35	335	.2	.7	25	313	.1	.6	4	107		.3
WRDR-FM																				
SU '97	14	250	.1	.4	14	108	.1	.3	22	126	.1	.4	14	148	.1	.4	6	56		.4
SP '97	29	392	.2	.8	29	197	.2	.5	47	211	.3	1.0	31	218	.2	.8	9	109		.7
WI '97	14	227	.1	.4	20	102	.1	.4	8	76		.2	19	151	.1	.5	10	56	.1	.8
FA '96	14	270	.1	.4	12	88	.1	.2	15	112	.1	.3	19	122	.1	.5	6	65		.4
4-Book	18	285	.1	.5	19	124	.1	.4	23	131	.1	.5	21	160	.1	.6	8	72		.6
SU '96	10	216	.1	.3	17	50	.1	.3	14	93	.1	.3	6	80		.2	4	36		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

WSTV-FM

TOTALS

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	11	361	.1	.3	20	134	.1	.4	18	138	.1	.4	15	158	.1	.4	5	93		.3
SP '97	8	278		.2	10	105	.1	.2	13	115	.1	.3	13	142	.1	.3	3	60		.1
WI '97	9	302		.3	16	137	.1	.3	16	122	.1	.3	10	146	.1	.2	2	78		.2
FA '96	12	295	.1	.3	16	148	.1	.3	22	113	.1	.4	18	162	.1	.4	3	50		.2
4-Book	10	309	.1	.3	16	131	.1	.3	17	122	.1	.4	14	152	.1	.3	3	70		.2
SU '96	11	291	.1	.3	16	161	.1	.3	21	133	.1	.4	13	170	.1	.3	2	55		.1
SU '97	3442	18005	18.7		5160	16272	28.0		4920	14472	26.7		3974	15861	21.5		1469	10356	8.0	
SP '97	3487	18087	18.9		5640	16625	30.6		4932	13994	26.7		4038	15868	21.9		1366	10347	7.4	
WI '97	3404	17896	18.5		5507	16360	29.9		4759	13582	25.8		4026	15640	21.8		1263	9627	6.8	
FA '96	3461	17930	18.8		5465	16364	29.6		5028	14154	27.3		4037	15653	21.9		1365	10105	7.4	
4-Book	3449	17980	18.7		5443	16405	29.5		4910	14051	26.6		4019	15756	21.8		1366	10109	7.4	
SU '96	3433	17643	18.9		5049	15830	27.7		5066	14275	27.8		3977	15390	21.9		1488	10115	8.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	351	6066	1.9	7.5	167	3638	.9	6.6	437	1878	2.4	16.5	174	969	.9	4.2	93	586	.5	3.2
4-Book	380	6240	2.1	8.0	172	3640	.9	7.1	452	1901	2.5	15.9	186	947	1.0	4.6	122	643	.7	4.5
WBEB-FM																				
SU '97	405	2913	2.2	8.6	167	1836	.9	6.6	159	533	.9	6.0	318	869	1.7	7.7	205	619	1.1	7.1
4-Book	399	2818	2.2	8.3	135	1688	.8	5.5	149	495	.8	5.2	257	770	1.4	6.4	155	538	.8	5.7
WDAS-AM																				
SU '97	38	256	.2	.8	47	409	.3	1.9	15	37	.1	.6	30	66	.2	.7	18	44	.1	.6
4-Book	52	370	.3	1.1	55	496	.3	2.3	40	100	.2	1.4	41	86	.2	1.0	17	44	.1	.6
WDAS-FM																				
SU '97	309	1707	1.7	6.6	194	1352	1.1	7.7	130	358	.7	4.9	288	651	1.6	7.0	233	473	1.3	8.1
4-Book	291	1799	1.6	6.1	177	1378	1.0	7.3	154	419	.8	5.4	284	620	1.6	7.0	231	514	1.3	8.4
WFLN-FM																				
SU '97	145	1268	.8	3.1	55	734	.3	2.2	47	181	.3	1.8	99	317	.5	2.4	50	175	.3	1.7
4-Book	157	1456	.9	3.3	84	921	.5	3.5	63	230	.4	2.2	137	405	.7	3.4	101	301	.6	3.7
WHAT-AM																				
SU '97	44	287	.2	.9	41	284	.2	1.6	38	107	.2	1.4	59	101	.3	1.4	33	84	.2	1.1
4-Book	62	368	.3	1.3	45	332	.2	1.9	57	126	.3	2.0	63	128	.3	1.5	23	56	.1	.9
WIOQ-FM																				
SU '97	108	1506	.6	2.3	73	1032	.4	2.9	52	203	.3	2.0	125	377	.7	3.0	108	343	.6	3.8
4-Book	102	1415	.6	2.1	57	887	.3	2.3	44	177	.2	1.6	112	387	.6	2.8	89	349	.5	3.3
WIP -AM																				
SU '97	218	2060	1.2	4.6	64	1075	.3	2.5	118	456	.6	4.5	94	387	.5	2.3	69	315	.4	2.4
4-Book	220	2138	1.2	4.6	72	1175	.4	3.0	102	383	.5	3.6	112	419	.6	2.8	76	275	.4	2.8
WJJZ-FM																				
SU '97	321	2383	1.7	6.8	155	1624	.8	6.2	102	296	.6	3.8	244	640	1.3	5.9	190	553	1.0	6.6
4-Book	291	2256	1.6	6.1	142	1557	.8	5.9	121	390	.7	4.3	234	659	1.3	5.8	190	515	1.0	6.9
WMGK-FM																				
SU '97	209	2401	1.1	4.4	96	1478	.5	3.8	87	224	.5	3.3	218	703	1.2	5.3	108	375	.6	3.8
4-Book	219	2149	1.2	4.6	96	1362	.5	3.9	97	310	.5	3.4	206	649	1.1	5.1	132	463	.7	4.8
WMMR-FM																				
SU '97	172	1605	.9	3.7	72	1001	.4	2.9	66	184	.4	2.5	145	374	.8	3.5	114	359	.6	4.0
4-Book	200	1738	1.1	4.2	78	1124	.4	3.2	95	302	.5	3.3	164	512	.9	4.1	97	336	.6	3.6
WNAP-AM																				
SU '97	* 22	158	.1	.5	* 15	87	.1	.6	* 12	29	.1	.5	27	59	.1	.7	16	34	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	388	3982	2.1	8.3	237	2728	1.3	9.4	218	753	1.2	8.2	377	1171	2.0	9.2	264	861	1.4	9.2
4-Book	377	3627	2.0	7.9	230	2606	1.3	9.4	214	700	1.2	7.5	417	1173	2.3	10.3	265	826	1.4	9.7
WPEN-AM																				
SU '97	142	1003	.8	3.0	91	783	.5	3.6	116	302	.6	4.4	165	412	.9	4.0	125	312	.7	4.3
4-Book	124	936	.7	2.6	70	688	.4	2.9	101	278	.6	3.6	148	369	.8	3.7	91	248	.5	3.3
+WPHI-FM																				
SU '97	30	469	.2	.6	35	327	.2	1.4	39	98	.2	1.5	88	183	.5	2.1	46	103	.2	1.6
4-Book	32	459	.2	.7	27	322	.2	1.1	27	77	.2	1.0	57	164	.3	1.4	43	120	.2	1.6
+WPHT-AM																				
SU '97	38	686	.2	.8	21	376	.1	.8	31	83	.2	1.2	15	83	.1	.4	19	66	.1	.7
4-Book	34	594	.2	.7	17	313	.1	.7	20	61	.1	.7	18	78	.1	.4	10	42	.1	.4
WPLY-FM																				
SU '97	60	947	.3	1.3	31	512	.2	1.2	11	73	.1	.4	55	193	.3	1.3	38	145	.2	1.3
4-Book	48	864	.3	1.0	24	502	.1	1.0	20	95	.1	.7	43	184	.2	1.1	30	122	.2	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM																				
SU '97	* 10	72	.1	.2	* 5	44	.2	* 8	28	.3	.3	14	22	.1	.3	* 1	8	.2	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WURD-AM																				
SU '97	11	94	.1	.2	13	100	.1	.5	24	46	.1	.9	36	78	.2	.9	3	16	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
SU '97	74	998	.4	1.6	55	682	.3	2.2	35	157	.2	1.3	80	320	.4	1.9	68	168	.4	2.4
4-Book	91	1116	.5	1.9	58	702	.3	2.4	39	145	.2	1.4	113	323	.6	2.8	72	195	.4	2.7
WVDB-FM																				
SU '97	215	2025	1.2	4.6	121	1457	.7	4.8	140	484	.8	5.3	139	407	.8	3.4	94	264	.5	3.3
4-Book	247	2115	1.4	5.1	122	1408	.7	5.0	160	479	.9	5.6	153	457	.8	3.8	75	227	.4	2.8
WVJZ-AM																				
SU '97	16	123	.1	.3	12	75	.1	.5	19	50	.1	.7	21	51	.1	.5	25	39	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
SU '97	268	2092	1.5	5.7	148	1415	.8	5.9	141	463	.8	5.3	308	724	1.7	7.5	190	512	1.0	6.6
4-Book	259	1936	1.4	5.4	148	1397	.8	6.1	173	519	1.0	6.0	288	719	1.6	7.1	182	545	1.0	6.7
WYSP-FM																				
SU '97	178	2032	1.0	3.8	43	847	.2	1.7	22	108	.1	.8	61	240	.3	1.5	56	233	.3	1.9
4-Book	213	1991	1.2	4.4	50	893	.3	2.1	41	156	.2	1.4	76	275	.4	1.9	60	236	.3	2.2
WYXR-FM																				
SU '97	154	1944	.8	3.3	87	1231	.5	3.5	96	278	.5	3.6	167	504	.9	4.1	119	433	.6	4.1
4-Book	153	1767	.8	3.2	74	1131	.4	3.0	71	280	.4	2.5	137	468	.8	3.4	93	367	.5	3.4
WZZD-AM																				
SU '97	18	288	.1	.4	5	97	.2	.2					6	48	.1	.1	1	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCHR-FM																				
SU '97	25	286	.1	.5	6	125	.2	.2	7	25	.3	.3	9	70	.2	.2	9	40	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFMZ-FM																				
SU '97	33	316	.2	.7	20	262	.1	.8	17	50	.1	.6	30	98	.2	.7	22	44	.1	.8
4-Book	41	308	.3	.9	20	231	.1	.8	24	72	.1	.8	40	100	.2	1.0	19	60	.1	.7
WJBR-FM																				
SU '97	28	290	.2	.6	10	178	.1	.4	15	54	.1	.6	16	49	.1	.4	15	57	.1	.5
4-Book	38	319	.2	.8	16	219	.1	.7	18	66	.1	.6	28	78	.2	.7	22	69	.1	.8
WKXV-FM																				
SU '97	61	723	.3	1.3	25	341	.1	1.0	35	79	.2	1.3	54	112	.3	1.3	27	102	.1	.9
4-Book	57	631	.3	1.2	23	328	.1	1.0	31	94	.2	1.1	42	118	.2	1.0	28	84	.2	1.0
WPST-FM																				
SU '97	22	547	.1	.5	23	409	.1	.9	3	25	.1	.1	48	175	.3	1.2	25	109	.1	.9
4-Book	27	472	.1	.6	11	272	.1	.5	7	39	.3	.3	23	110	.1	.6	15	78	.1	.5
WRDR-FM																				
SU '97	17	194	.1	.4	13	159	.1	.5	20	63	.1	.8	32	75	.2	.8	16	54	.1	.6
4-Book	21	218	.1	.5	19	179	.1	.8	24	61	.1	.9	36	88	.2	.9	26	82	.2	1.0
WSTV-FM																				
SU '97	18	265	.1	.4	5	171	.2	.2	2	8	.1	.1	4	55	.1	.1	1	13	.1	.1
4-Book	16	237	.1	.3	5	125	.2	.2	9	25	.1	.3	7	44	.2	.2	5	29	.2	.2
TOTALS																				
SU '97	4703	17692	25.5		2520	15275	13.7		2651	7394	14.4		4116	9712	22.3		2875	7325	15.6	
4-Book	4801	17743	26.0		2441	15304	13.2		2855	7914	15.5		4046	9776	21.9		2730	7180	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	67	516	.4	4.3	365	1637	2.0	15.6	115	691	.6	3.9	89	470	.5	4.0	63	499	.3	4.7
4-Book	61	427	.4	4.5	355	1530	2.0	15.4	113	671	.6	3.9	85	446	.5	4.2	69	435	.4	5.5
WBEB-FM																				
SU '97	93	339	.5	6.0	102	371	.6	4.4	207	644	1.1	6.9	158	465	.9	7.0	82	342	.4	6.1
4-Book	66	281	.4	4.8	100	360	.6	4.4	171	591	.9	5.9	128	425	.7	6.2	53	255	.3	4.2
WDAS-AM																				
SU '97	3	18	.2		156	303	.8	6.7	127	273	.7	4.3	17	46	.1	.8	16	32	.1	1.2
4-Book	6	22	.5		175	360	1.0	7.7	116	289	.6	4.0	35	77	.2	1.7	17	52	.1	1.4
WDAS-FM																				
SU '97	179	383	1.0	11.5	96	222	.5	4.1	115	338	.6	3.9	162	308	.9	7.2	320	564	1.7	23.7
4-Book	144	371	.8	10.5	90	240	.5	3.9	111	339	.6	3.8	114	264	.6	5.4	268	459	1.5	21.2
WFLN-FM																				
SU '97	29	128	.2	1.9	36	165	.2	1.5	84	309	.5	2.8	56	193	.3	2.5	36	150	.2	2.7
4-Book	42	151	.3	3.2	58	211	.3	2.5	130	395	.7	4.5	94	271	.5	4.6	43	164	.3	3.5
WHAT-AM																				
SU '97	7	34	.5		66	119	.4	2.8	51	170	.3	1.7	52	84	.3	2.3	23	45	.1	1.7
4-Book	20	55	.1	1.5	90	176	.5	3.9	58	168	.3	2.0	40	65	.2	1.9	18	47	.1	1.4
WIOQ-FM																				
SU '97	48	211	.3	3.1	47	200	.3	2.0	87	303	.5	2.9	71	251	.4	3.2	43	119	.2	3.2
4-Book	36	160	.2	2.7	27	117	.2	1.1	65	266	.4	2.2	52	212	.3	2.5	28	110	.2	2.3
WIP -AM																				
SU '97	32	123	.2	2.1	60	260	.3	2.6	62	313	.3	2.1	63	273	.3	2.8	22	123	.1	1.6
4-Book	47	185	.3	3.5	63	224	.3	2.8	72	343	.4	2.5	82	317	.5	4.0	32	153	.2	2.5
WJJZ-FM																				
SU '97	149	467	.8	9.6	77	252	.4	3.3	177	455	1.0	5.9	166	396	.9	7.4	119	332	.6	8.8
4-Book	119	374	.7	8.7	70	250	.4	3.0	170	510	.9	5.9	145	398	.8	7.0	83	266	.4	6.5
WMGK-FM																				
SU '97	58	268	.3	3.7	28	200	.2	1.2	100	444	.5	3.4	125	423	.7	5.6	36	172	.2	2.7
4-Book	55	264	.3	4.0	49	199	.3	2.1	105	418	.6	3.6	86	311	.5	4.1	35	166	.2	2.8
WMMR-FM																				
SU '97	30	162	.2	1.9	57	218	.3	2.4	77	344	.4	2.6	74	265	.4	3.3	18	100	.1	1.3
4-Book	28	131	.2	2.1	64	229	.4	2.7	88	350	.5	3.0	61	265	.3	2.9	26	127	.2	2.0
WNAP-AM																				
SU '97					* 19	32	.1	.8	11	38	.1	.4	7	15		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	187	646	1.0	12.0	263	810	1.4	11.2	246	836	1.3	8.2	231	633	1.3	10.3	117	378	.6	8.7
4-Book	165	564	.9	12.1	197	613	1.1	8.6	245	841	1.3	8.4	204	622	1.1	9.8	123	402	.7	9.7
WPEN-AM																				
SU '97	40	141	.2	2.6	47	153	.3	2.0	94	284	.5	3.2	90	212	.5	4.0	53	146	.3	3.9
4-Book	27	88	.2	2.0	32	130	.2	1.4	75	221	.4	2.6	62	149	.4	3.0	28	92	.2	2.1
+WPHI-FM																				
SU '97	37	95	.2	2.4	10	19	.1	.4	17	44	.1	.6	27	61	.1	1.2	14	43	.1	1.0
4-Book	26	70	.2	1.9	8	33	.1	.4	24	87	.1	.9	22	61	.1	1.1	11	31	.1	.9
+WPHT-AM																				
SU '97	13	58	.1	.8	35	102	.2	1.5	36	114	.2	1.2	13	58	.1	.6	8	33		.6
4-Book	11	49	.1	.8	23	63	.1	1.0	28	102	.2	1.0	18	63	.1	.9	8	42		.7
WPLY-FM																				
SU '97	10	75	.1	.6	16	89	.1	.7	39	191	.2	1.3	58	203	.3	2.6	22	104	.1	1.6
4-Book	8	60		.5	16	78	.1	.7	32	146	.2	1.1	33	147	.2	1.6	13	73	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM																				
SU '97					* 4	15		.2	2	8		.1	*							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	4	7		.3	19	40	.1	.8	11	40	.1	.4	2	9		.1	3	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	54	153	.3	3.5	45	121	.2	1.9	56	178	.3	1.9	57	153	.3	2.5	39	82	.2	2.9
4-Book	44	141	.3	3.2	37	123	.2	1.6	62	196	.3	2.2	43	124	.2	2.1	44	105	.2	3.5
WWDB-FM																				
SU '97	98	331	.5	6.3	118	443	.6	5.0	276	616	1.5	9.3	52	175	.3	2.3	38	149	.2	2.8
4-Book	69	242	.4	5.0	138	447	.7	6.0	254	543	1.4	8.7	58	175	.3	2.8	59	223	.3	4.8
WWJZ-AM																				
SU '97	3	25		.2	3	9		.1	7	27		.2	17	17	.1	.8	7	17		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	48	215	.3	3.1	111	349	.6	4.7	212	584	1.1	7.1	127	388	.7	5.6	43	210	.2	3.2
4-Book	54	257	.3	4.0	121	363	.7	5.3	198	583	1.1	6.8	124	384	.7	6.0	45	210	.2	3.6
WYSP-FM																				
SU '97	24	125	.1	1.5	20	99	.1	.9	82	288	.4	2.7	70	243	.4	3.1	8	90		.6
4-Book	17	81	.1	1.2	17	77	.1	.8	97	333	.5	3.4	79	274	.4	4.0	15	84	.1	1.2
WYXR-FM																				
SU '97	41	191	.2	2.6	65	236	.4	2.8	100	418	.5	3.4	81	343	.4	3.6	30	161	.2	2.2
4-Book	30	160	.2	2.1	50	197	.3	2.2	102	418	.6	3.5	71	285	.4	3.5	33	161	.2	2.6
WZZD-AM																				
SU '97	1	8		.1	15	30	.1	.6	1	26			7	24		.3	10	27	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	1	8		.1	11	41	.1	.5	3	26		.1	3	15		.1	7	27		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	9	42		.6	36	121	.2	1.5	32	79	.2	1.1	11	47	.1	.5	2	26		.1
4-Book	5	35		.4	28	81	.2	1.2	27	76	.2	.9	13	56	.1	.7	3	20		.2
WJBR-FM																				
SU '97	4	15		.3	3	29		.1	18	82	.1	.6	3	22		.1	8	29		.6
4-Book	9	44	.1	.7	5	28		.2	20	71	.1	.7	14	43	.1	.7	8	29	.1	.6
WKXW-FM																				
SU '97	5	41		.3	28	92	.2	1.2	34	120	.2	1.1	10	49	.1	.4	5	23		.4
4-Book	7	39		.5	25	87	.2	1.1	31	107	.2	1.1	12	48	.1	.6	10	41	.1	.8
WPST-FM																				
SU '97	8	74		.5	14	88	.1	.6	45	168	.2	1.5	33	123	.2	1.5	5	17		.4
4-Book	5	37		.3	8	47		.3	16	69	.1	.6	12	63	.1	.6	5	25		.4
WRDR-FM																				
SU '97	9	35		.6	7	23		.3	8	36		.3	7	25		.3	4	18		.3
4-Book	13	45	.1	1.0	16	43	.1	.7	18	48	.1	.6	11	40	.1	.6	8	30	.1	.6
WSTW-FM																				
SU '97	4	19		.3	3	34		.1	10	48	.1	.3	9	42		.4	4	15		.3
4-Book	3	18		.2	2	13		.1	5	31		.2	6	28		.3	2	13		.2
TOTALS																				
SU '97	1555	5051	8.4		2343	6734	12.7		2982	8003	16.2		2248	5738	12.2		1351	4111	7.3	
4-Book	1359	4497	7.4		2305	6625	12.5		2904	7966	15.8		2067	5620	11.2		1263	3913	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	6	328	.1	1.0	16	184	.4	2.3	7	82	.2	.9	4	78	.1	.5	2	43		.4
SP '97	4	291	.1	.7	13	184	.3	2.0	1	43		.2	2	64		.3	1	16		.2
WI '97	10	494	.2	1.8	22	290	.5	3.3	13	142	.3	2.2	12	165	.3	1.7	4	112	.1	.8
FA '96	11	383	.3	2.0	35	267	.9	5.5	7	86	.2	1.3	8	104	.2	1.1	5	40	.1	.9
4-Book	8	374	.2	1.4	22	231	.5	3.3	7	88	.2	1.2	7	103	.2	.9	3	53	.1	.6
SU '96	8	422	.2	1.3	19	238	.5	2.6	7	90	.2	.9	5	97	.1	.7	3	84	.1	.7
VBEF-FM																				
SU '97	13	373	.3	2.1	14	172	.3	2.0	20	136	.5	2.5	8	109	.2	1.1	8	134	.2	1.7
SP '97	8	303	.2	1.4	11	133	.3	1.7	13	52	.3	2.2	9	97	.2	1.2	3	55	.1	.6
WI '97	13	375	.3	2.4	19	144	.5	2.8	17	113	.4	2.9	11	146	.3	1.6	8	104	.2	1.7
FA '96	13	474	.3	2.4	10	150	.2	1.6	15	149	.4	2.7	16	234	.4	2.2	19	168	.5	3.6
4-Book	12	381	.3	2.1	14	150	.3	2.0	16	113	.4	2.6	11	147	.3	1.5	10	115	.3	1.9
SU '96	12	316	.3	2.0	6	89	.1	.8	20	174	.5	2.6	17	137	.4	2.4	13	117	.3	2.9
WDAS-AM																				
SU '97																				
SP '97	1	25		.2		8														
WI '97		24				8														
FA '96	1	34		.2		7											2	9		.4
4-Book	1	21		.1		6											1	2		.1
SU '96	1	23		.2		7							1	7		.1				
WDAS-FM																				
SU '97	11	266	.3	1.8	12	103	.3	1.7	14	96	.3	1.7	14	108	.3	1.9	13	141	.3	2.7
SP '97	16	244	.4	2.8	19	123	.5	2.9	18	97	.4	3.1	14	95	.3	1.8	14	85	.3	2.8
WI '97	10	330	.2	1.8	14	128	.3	2.1	6	76	.1	1.0	13	149	.3	1.9	7	93	.2	1.5
FA '96	23	346	.6	4.2	24	94	.6	3.8	25	162	.6	4.5	29	172	.7	4.0	23	172	.6	4.4
4-Book	15	297	.4	2.7	17	112	.4	2.6	16	108	.4	2.6	18	131	.4	2.4	14	123	.4	2.9
SU '96	25	435	.6	4.2	24	184	.6	3.3	30	176	.7	3.9	27	201	.6	3.8	18	184	.4	4.0
WFLN-FM																				
SU '97	3	73	.1	.5	4	26	.1	.6	4	34	.1	.5	2	34		.3	1	15		.2
SP '97	2	69		.4	1	17		.2	1	17		.2	1	9		.1	2	24		.4
WI '97	4	102	.1	.7	3	45	.1	.4	3	35	.1	.5	2	25		.3	4	27	.1	.8
FA '96	9	97	.2	1.6	8	38	.2	1.3	3	28	.1	.5	6	47	.1	.8	12	78	.3	2.3
4-Book	5	85	.1	.8	4	32	.1	.6	3	29	.1	.4	3	29		.4	5	36	.1	.9
SU '96	4	60	.1	.7	7	43	.2	1.0	6	26	.1	.8	4	25	.1	.6	1	25		.2
WHAT-AM																				
SU '97		5			3	5	.1	.4												
SP '97		5												5						
WI '97		17			1	9		.1												
FA '96	5	36	.1	.9	4	27	.1	.6	8	26	.2	1.4	5	19	.1	.7	4	20	.1	.8
4-Book	1	16		.2	2	10		.3	2	7		.4	1	6		.2	1	5		.2
SU '96	1	26		.2	1	9		.1	1	9		.1	2	9		.3				
WTOO-FM																				
SU '97	49	1222	1.2	8.0	31	377	.8	4.4	64	644	1.6	7.9	59	709	1.4	8.0	47	523	1.1	9.8
SP '97	57	1107	1.4	10.1	37	396	.9	5.6	56	448	1.4	9.6	94	728	2.3	12.3	57	495	1.4	11.6
WI '97	52	1252	1.3	9.6	54	536	1.3	8.0	45	465	1.1	7.7	76	785	1.8	11.0	53	663	1.3	11.1
FA '96	73	1335	1.8	13.3	66	573	1.6	10.4	59	598	1.4	10.6	102	803	2.5	14.0	86	759	2.1	16.3
4-Book	58	1229	1.4	10.3	47	471	1.2	7.1	56	539	1.4	9.0	83	756	2.0	11.3	61	610	1.5	12.2
SU '96	71	1308	1.7	12.0	74	521	1.8	10.2	77	678	1.9	9.9	90	759	2.2	12.8	69	634	1.7	15.5
VIP -AM																				
SU '97	28	495	.7	4.6	57	303	1.4	8.1	39	275	.9	4.8	32	249	.8	4.3	9	122	.2	1.9
SP '97	17	526	.4	3.0	22	177	.5	3.3	13	111	.3	2.2	15	150	.4	2.0	23	234	.6	4.7
WI '97	18	451	.4	3.3	33	242	.8	4.9	18	133	.4	3.1	21	171	.5	3.0	18	174	.4	3.8
FA '96	22	474	.5	4.0	35	257	.9	5.5	23	167	.6	4.1	23	172	.6	3.2	18	198	.4	3.4
4-Book	21	487	.5	3.7	37	245	.9	5.5	23	172	.6	3.6	23	186	.6	3.1	17	182	.4	3.5
SU '96	13	304	.3	2.2	30	140	.7	4.2	14	136	.3	1.8	14	127	.3	2.0	6	83	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
SU '97	3	75	.1	.5	1	27	.1	.1	4	35	.1	.5	2	27	.3	.3	2	34	.4	.4
SP '97	7	105	.2	1.2	11	49	.3	1.7	5	39	.1	.9	6	36	.1	.8	2	31	.4	.4
WI '97	4	143	.1	.7	1	17	.1	.1	3	34	.1	.5	5	38	.1	.7	6	39	.1	1.3
FA '96	3	123	.1	.5	2	10	.3	.3	2	40	.4	.4	5	57	.1	.7	5	87	.1	.9
4-Book	4	112	.1	.7	4	26	.1	.6	4	37	.1	.6	5	40	.1	.6	4	48	.1	.8
SU '96	9	199	.2	1.5	8	70	.2	1.1	5	60	.1	.6	9	77	.2	1.3	6	75	.1	1.3
WMGK-FM																				
SU '97	23	609	.6	3.8	21	234	.5	3.0	43	308	1.0	5.3	36	351	.9	4.9	12	179	.3	2.5
SP '97	22	611	.5	3.9	17	206	.4	2.6	23	239	.6	4.0	26	300	.6	3.4	20	254	.5	4.1
WI '97	24	449	.6	4.4	20	128	.5	3.0	44	210	1.1	7.5	41	256	1.0	5.9	13	209	.3	2.7
FA '96	25	516	.6	4.5	28	289	.7	4.4	40	265	1.0	7.2	41	357	1.0	5.6	14	177	.3	2.7
4-Book	24	546	.6	4.2	22	214	.5	3.3	38	256	.9	6.0	36	316	.9	5.0	15	205	.4	3.0
SU '96	27	463	.6	4.5	26	167	.6	3.6	46	247	1.1	5.9	34	277	.8	4.8	11	176	.3	2.5
WMMR-FM																				
SU '97	39	794	.9	6.4	40	259	1.0	5.7	71	316	1.7	8.7	58	431	1.4	7.8	24	263	.6	5.0
SP '97	26	754	.6	4.6	33	285	.8	5.0	41	297	1.0	7.1	36	426	.9	4.7	16	257	.4	3.3
WI '97	26	660	.6	4.8	26	253	.6	3.9	42	363	1.0	7.1	32	290	.8	4.6	13	177	.3	2.7
FA '96	21	706	.5	3.8	20	227	.5	3.2	30	248	.7	5.4	30	366	.7	4.1	11	203	.3	2.1
4-Book	28	729	.7	4.9	30	256	.7	4.5	46	306	1.1	7.1	39	378	1.0	5.3	16	225	.4	3.3
SU '96	24	646	.6	4.0	24	221	.6	3.3	42	352	1.0	5.4	27	376	.6	3.8	15	243	.4	3.4
WNAP-AM																				
SU '97	*	5			*															
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97																				
FA '96	1	17	.2	.2					1	9	.2	.2	2	9	.3	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	2	8	.3	.3	1	8	.1	.1	3	8	.1	.4	3	8	.1	.4	**	**	**	**
WGL-FM																				
SU '97	15	337	.4	2.5	18	113	.4	2.6	31	127	.8	3.8	14	143	.3	1.9	5	107	.1	1.0
SP '97	14	410	.3	2.5	22	158	.5	3.3	9	92	.2	1.5	15	165	.4	2.0	13	116	.3	2.6
WI '97	4	268	.1	.7	2	80	.3	.3	5	72	.1	.9	6	72	.1	.9	4	74	.1	.8
FA '96	19	282	.5	3.5	20	100	.5	3.2	29	105	.7	5.2	25	190	.6	3.4	14	74	.3	2.7
4-Book	13	324	.3	2.3	16	113	.4	2.4	19	99	.5	2.9	15	143	.4	2.1	9	93	.2	1.8
SU '96	13	294	.3	2.2	8	83	.2	1.1	22	118	.5	2.8	22	142	.5	3.1	6	94	.1	1.3
WPEN-AM																				
SU '97	2	41	.3	.3	2	8	.3	.3	7	16	.2	.9	3	8	.1	.4				
SP '97	2	19	.4	.4		9			2	9	.3	.3	6	9	.1	.8	1	9	.2	.2
WI '97	1	30	.2	.2		9			2	10	.3	.3		9						
FA '96	4	20	.1	.7	3	10	.1	.5	14	20	.3	2.5	2	20	.3	.3				
4-Book	2	28	.4	.4	1	9	.2	.2	6	14	.1	1.0	3	12	.1	.4	2	2	.1	.1
SU '96	1	15	.2	.2		8				8				8			1	15	.2	.2
+WPHI-FM																				
SU '97	81	1275	2.0	13.3	73	512	1.8	10.4	88	713	2.1	10.8	109	828	2.7	14.7	97	814	2.4	20.3
SP '97	81	1283	2.0	14.4	54	509	1.3	8.2	56	597	1.4	9.6	135	832	3.3	17.7	91	737	2.2	18.5
WI '97	60	980	1.5	11.0	59	466	1.4	8.8	57	431	1.4	9.7	80	690	1.9	11.5	62	569	1.5	13.0
FA '96	34	872	.8	6.2	37	343	.9	5.8	45	430	1.1	8.1	51	478	1.2	7.0	24	384	.6	4.6
4-Book	64	1103	1.6	11.2	56	458	1.4	8.3	62	543	1.5	9.6	94	707	2.3	12.7	69	626	1.7	14.1
SU '96	45	908	1.1	7.6	31	215	.7	4.3	58	530	1.4	7.5	57	561	1.4	8.1	34	441	.8	7.6
+WPHT-AM																				
SU '97	2	73	.3	.3						9			1	8	.1	.1	5	22	.1	1.0
SP '97	1	78	.2	.2	2	9	.3	.3	1	26	.2	.2	2	9	.3	.3	1	42	.2	.2
WI '97	1	20	.2	.2	3	20	.1	.4												
FA '96	1	17	.2	.2	1	17	.2	.2	3	10	.1	.5		10						
4-Book	1	47	.2	.2	2	12	.2	.2	1	11	.2	.2	1	7	.1	.1	2	16	.3	.3
SU '96	5	88	.1	.8	3	16	.1	.4	8	32	.2	1.0	6	46	.1	.9	5	30	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

	Men 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	52	1220	1.3	8.5	43	484	1.0	6.1	59	577	1.4	7.3	65	745	1.6	8.8	61	628	1.5	12.8
SP '97	60	1349	1.5	10.7	76	567	1.8	11.6	68	623	1.7	11.7	85	773	2.1	11.2	48	521	1.2	9.8
WI '97	37	1144	.9	6.8	41	469	1.0	6.1	42	482	1.0	7.1	56	660	1.4	8.1	26	436	.6	5.4
FA '96	39	1143	.9	7.1	47	561	1.1	7.4	43	477	1.0	7.7	55	627	1.3	7.6	33	524	.8	6.3
4-Book	47	1214	1.2	8.3	52	520	1.2	7.8	53	540	1.3	8.5	65	701	1.6	8.9	42	527	1.0	8.6
SU '96	53	1239	1.3	8.9	80	560	1.9	11.1	77	588	1.9	9.9	68	615	1.6	9.7	30	542	.7	6.7
WTEL-AM																				
SU '97	* 1	45		.2	* 1	36		.1	1	31		.1	*	5						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97		20			1	15		.1		5				5			1	15		.2
SP '97	1	24		.2	1	10		.2					2	14		.3		14		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	110	1381	2.7	18.1	101	671	2.5	14.3	132	751	3.2	16.3	140	863	3.4	18.9	98	744	2.4	20.5
SP '97	69	1293	1.7	12.3	55	550	1.3	8.4	56	591	1.4	9.6	108	852	2.6	14.2	85	698	2.1	17.3
WI '97	109	1469	2.7	20.1	117	801	2.8	17.4	100	707	2.4	17.0	148	990	3.6	21.3	126	855	3.1	26.4
FA '96	111	1417	2.7	20.2	86	622	2.1	13.6	67	615	1.6	12.1	163	849	4.0	22.5	150	989	3.6	28.5
4-Book	100	1390	2.5	17.7	90	661	2.2	13.4	89	666	2.2	13.8	140	889	3.4	19.2	115	822	2.8	23.2
SU '96	91	1261	2.2	15.3	99	559	2.4	13.7	92	767	2.2	11.8	105	744	2.5	14.9	104	752	2.5	23.4
WWDB-FM																				
SU '97	2	73		.3					4	33	.1	.5	2	16		.3	3	41	.1	.6
SP '97	3	127	.1	.5	3	42	.1	.5	6	41	.1	1.0	5	25	.1	.7				
WI '97	5	131	.1	.9					10	30	.2	1.7	7	67	.2	1.0	6	48	.1	1.3
FA '96	5	159	.1	.9	2	18		.3	8	36	.2	1.4	8	84	.2	1.1	3	47	.1	.6
4-Book	4	123	.1	.7	1	15		.2	7	35	.2	1.2	6	48	.1	.8	3	34	.1	.6
SU '96	4	119	.1	.7	6	26	.1	.8	13	102	.3	1.7	5	52	.1	.7				
WWJZ-AM																				
SU '97																				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	15	305	.4	2.5	16	141	.4	2.3	27	202	.7	3.3	19	168	.5	2.6	7	94	.2	1.5
SP '97	9	201	.2	1.6	9	96	.2	1.4	9	49	.2	1.5	7	85	.2	.9	9	77	.2	1.8
WI '97	10	155	.2	1.8	7	77	.2	1.0	10	73	.2	1.7	13	93	.3	1.9	9	97	.2	1.9
FA '96	13	212	.3	2.4	12	88	.3	1.9	12	96	.3	2.2	18	143	.4	2.5	16	112	.4	3.0
4-Book	12	218	.3	2.1	11	101	.3	1.7	15	105	.4	2.2	14	122	.4	2.0	10	95	.3	2.1
SU '96	13	185	.3	2.2	11	70	.3	1.5	13	88	.3	1.7	18	112	.4	2.6	12	90	.3	2.7
WYSP-FM																				
SU '97	78	1334	1.9	12.8	200	782	4.9	28.4	106	660	2.6	13.1	67	667	1.6	9.1	29	442	.7	6.1
SP '97	84	1343	2.0	14.9	185	920	4.5	28.2	112	644	2.7	19.3	93	713	2.3	12.2	34	452	.8	6.9
WI '97	86	1183	2.1	15.8	192	828	4.7	28.5	100	583	2.4	17.0	74	563	1.8	10.7	43	427	1.0	9.0
FA '96	48	1152	1.2	8.7	119	715	2.9	18.8	41	458	1.0	7.4	45	509	1.1	6.2	27	353	.7	5.1
4-Book	74	1253	1.8	13.1	174	811	4.3	26.0	90	586	2.2	14.2	70	613	1.7	9.6	33	419	.8	6.8
SU '96	71	975	1.7	12.0	174	548	4.2	24.1	110	559	2.6	14.1	60	415	1.4	8.5	26	314	.6	5.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	15	508	.4	2.5	8	108	.2	1.1	18	221	.4	2.2	23	209	.6	3.1	14	159	.3	2.9
SP '97	13	346	.3	2.3	10	82	.2	1.5	17	126	.4	2.9	17	143	.4	2.2	8	165	.2	1.6
WI '97	9	516	.2	1.7	7	132	.2	1.0	12	182	.3	2.0	10	130	.2	1.4	11	230	.3	2.3
FA '96	15	442	.4	2.7	19	201	.5	3.0	15	139	.4	2.7	18	186	.4	2.5	11	171	.3	2.1
4-Book	13	453	.3	2.3	11	131	.3	1.7	16	167	.4	2.5	17	167	.4	2.3	11	181	.3	2.2
SU '96	18	444	.4	3.0	18	121	.4	2.5	24	158	.6	3.1	26	200	.6	3.7	12	164	.3	2.7
WZZD-AM																				
SU '97		25												8				8		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97		25							1	16		.1	1	9		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		18												10		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97		23							1	8		.1	1	8		.1				
SP '97																				
WI '97	1	21		.2	1	21		.1						12			1	9		.2
FA '96		18												5				9		.1
4-Book		16		.1		5				2				5				5		.1
SU '96		32			1	8		.1		7				7				7		
WJBR-FM																				
SU '97		41			1	17		.1		7										
SP '97	2	53		.4	1	28		.2	4	28		.1	1	24		.1	2	26		.4
WI '97		46				9				7			1	22		.1		8		
FA '96	2	46		.4	2	20		.3					4	16		.1	3	26		.1
4-Book	1	47		.2	1	19		.2	1	11		.2	2	16		.2	1	15		.3
SU '96	4	84		.1	1	19		.1	5	31		.1	3	40		.1	4	16		.1
WKXV-FM																				
SU '97	3	62		.5	1	11		.1	12	32		.3	5	38		.1		16		
SP '97	1	61		.2		7			2	28		.3	1	21		.1		7		
WI '97	1	38		.2		9			1	9		.2	1	9		.1		9		
FA '96	1	26		.2	1	10		.2	1	17		.2	1	17		.1	2	19		.4
4-Book	2	47		.3	1	9		.1	4	22		.1	2	21		.3	1	13		.1
SU '96	1	25		.2	1	18		.1	1	18		.1	2	7		.3	3	7		.1
WPST-FM																				
SU '97	28	635	.7	4.6	12	143	.3	1.7	40	273	1.0	4.9	37	333	.9	5.0	17	289	.4	3.6
SP '97	21	606	.5	3.7	26	252	.6	4.0	22	254	.5	3.8	28	319	.7	3.7	19	267	.5	3.9
WI '97	20	658	.5	3.7	19	213	.5	2.8	9	202	.2	1.5	35	359	.9	5.0	20	274	.5	4.2
FA '96	16	566	.4	2.9	9	141	.2	1.4	16	206	.4	2.9	27	315	.7	3.7	18	220	.4	3.4
4-Book	21	616	.5	3.7	17	187	.4	2.5	22	234	.5	3.3	32	332	.8	4.4	19	263	.5	3.8
SU '96	18	652	.4	3.0	14	165	.3	1.9	29	314	.7	3.7	24	289	.6	3.4	14	259	.3	3.1
WRDR-FM																				
SU '97																				
SP '97																				
WI '97		19				9							1	19		.1				
FA '96		19												10				9		
4-Book		10				2								7				2		
SU '96		16			1	7		.1												

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '97	2	119		.3		15			1	37		.1	2	26		.3	3	50	.1	.6
SP '97	1	64		.2	1	5		.2	1	13		.2	1	55		.1		9		
WI '97	1	92		.2	1	36		.1		20				21			1	24		.2
FA '96	7	105	.2	1.3	7	40	.2	1.1	17	49	.4	3.1	11	67	.3	1.5	7	30	.2	1.3
4-Book	3	95	.1	.5	2	24	.1	.4	5	30	.1	.9	4	42	.1	.5	3	28	.1	.5
SU '96	2	121		.3					3	15	.1	.4	2	31		.3	2	26		.4
TOTALS																				
SU '97	609	3930	14.8		705	2980	17.1		812	3040	19.7		740	3212	18.0		478	2768	11.6	
SP '97	562	3928	13.7		657	2999	16.0		581	2433	14.1		762	3197	18.5		492	2776	12.0	
WI '97	543	3866	13.2		673	3028	16.4		588	2300	14.3		694	3240	16.9		478	2767	11.6	
FA '96	550	3917	13.4		633	3029	15.4		555	2426	13.5		726	3263	17.7		527	2983	12.8	
4-Book	566	3910	13.8		667	3009	16.2		634	2550	15.4		731	3228	17.8		494	2824	12.0	
SU '96	594	3896	14.3		722	2792	17.3		778	2952	18.7		703	3178	16.9		445	2781	10.7	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	9	264	.2	1.2	4	148	.1	.9	15	97	.4	5.5	6	41	.1	.9	4	35	.1	.8
4-Book	12	310	.3	1.8	5	161	.1	1.2	11	66	.3	3.6	5	29	.1	.8	4	17	.1	.8
WBEB-FM																				
SU '97	15	259	.4	2.0	14	147	.3	3.2	10	25	.2	3.6	27	73	.7	4.0	11	24	.3	2.1
4-Book	14	269	.4	2.1	10	164	.2	2.3	9	32	.2	3.2	21	64	.5	3.1	8	40	.2	1.5
WDAS-AM																				
SU '97		6			1	15		.3												
4-Book		6			1	15		.3												
WDAS-FM																				
SU '97	14	163	.3	1.8	6	97	.1	1.4	9	20	.2	3.3	3	25	.1	.4	5	28	.1	.9
4-Book	17	212	.4	2.6	13	150	.3	3.1	11	28	.3	4.0	16	48	.4	2.5	13	44	.3	2.5
WFLN-FM																				
SU '97	4	49	.1	.5	4	42	.1	.9					4	16	.1	.6	8	11	.2	1.5
4-Book	4	51	.1	.5	6	55	.2	1.5	6	9	.1	2.0	6	18	.1	.9	4	10	.1	.7
WHAT-AM																				
SU '97	1	5		.1		5														
4-Book	2	14		.3	2	12		.4	3	6	.1	1.0	1	1		.1	1	3		.3
W100-FM																				
SU '97	52	997	1.3	6.9	45	756	1.1	10.4	24	66	.6	8.8	67	295	1.6	10.0	60	207	1.5	11.3
4-Book	61	1023	1.5	9.2	49	714	1.2	11.8	26	102	.6	9.1	79	302	1.9	11.9	65	235	1.6	11.9
WIP -AM																				
SU '97	42	460	1.0	5.5	15	214	.4	3.5	17	70	.4	6.2	21	67	.5	3.1	14	54	.3	2.6
4-Book	27	366	.7	3.9	14	234	.3	3.2	14	54	.3	4.9	14	57	.4	2.1	12	41	.3	2.2
WJZ-FM																				
SU '97	2	43		.3	4	43	.1	.9	3	15	.1	1.1	4	10	.1	.6				
4-Book	4	65	.1	.6	6	55	.1	1.3	4	9	.1	1.2	12	24	.3	1.8	5	15	.1	.9
WMGK-FM																				
SU '97	34	504	.8	4.5	11	240	.3	2.5	5	34	.1	1.8	22	93	.5	3.3	10	39	.2	1.9
4-Book	32	450	.8	4.8	15	255	.4	3.4	9	53	.2	3.2	22	100	.5	3.2	19	70	.4	3.4
WMMR-FM																				
SU '97	58	612	1.4	7.7	17	374	.4	3.9	19	74	.5	6.9	19	119	.5	2.8	30	80	.7	5.7
4-Book	39	570	1.0	5.7	17	319	.4	4.0	18	73	.5	6.6	29	120	.7	4.3	24	87	.6	4.4
WNAP-AM																				
SU '97	*	**	**	**	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	22	241	.5	2.9	10	148	.2	2.3	11	27	.3	4.0	27	62	.7	4.0	9	35	.2	1.7
4-Book	17	229	.4	2.5	9	136	.2	2.1	10	25	.2	3.4	24	50	.6	3.6	8	28	.2	1.5
WPEN-AM																				
SU '97	4	16	.1	.5	1	25		.2												
4-Book	4	19	.1	.6	1	14		.2	1	5		.3	1	3		.2				
+WPHI-FM																				
SU '97	90	1088	2.2	11.9	54	670	1.3	12.5	42	128	1.0	15.3	94	316	2.3	14.1	74	242	1.8	14.0
4-Book	70	954	1.7	10.3	50	613	1.2	11.9	25	88	.6	8.9	80	274	2.0	11.8	81	231	2.0	14.6
+WPHT-AM																				
SU '97		17			3	35	.1	.7					2	8		.3	7	16	.2	1.3
4-Book	1	22		.2	1	13		.2					1	4		.2	2	4	.1	.3
WPLY-FM																				
SU '97	56	1072	1.4	7.4	40	691	1.0	9.2	10	98	.2	3.6	41	218	1.0	6.1	54	155	1.3	10.2
4-Book	57	1029	1.4	8.4	33	653	.8	7.9	15	85	.4	5.6	50	232	1.2	7.5	47	174	1.1	8.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 1 **	36 **	.1 **	.1 **	* **	10 **	.1 **	.1 **	* 2 **	10 **	.7 **	.7 **	* **	20 **	.1 **	.1 **	* **	10 **	.7 **	.7 **
WURD-AM SU '97 4-Book	**	20 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM SU '97 4-Book	125 105	1201 1202	3.0 2.6	16.5 15.5	92 81	872 855	2.2 2.0	21.2 19.4	48 43	152 139	1.2 1.1	17.5 14.9	160 143	484 427	3.9 3.5	24.0 21.9	107 112	316 305	2.6 2.7	20.2 21.1
WWDB-FM SU '97 4-Book	2 5	33 80	.1 .7	.3 .7	2 3	39 52	.1 .1	.5 .6	3 3	11 11	.1 .1	.9 .9	1 1	4 4	.1 .1	.1 .1	4 2	16 9	.1 .1	.8 .3
WWJZ-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	21 14	264 175	.5 .3	2.8 2.0	9 9	146 120	.2 .2	2.1 2.2	6 4	34 21	.1 .1	2.2 1.5	23 15	74 54	.6 .4	3.4 2.2	11 14	27 41	.3 .4	2.1 2.5
WYSP-FM SU '97 4-Book	123 110	1180 1116	3.0 2.7	16.2 16.2	32 39	519 552	.8 .9	7.4 9.3	26 34	76 94	.6 .8	9.5 12.2	38 61	162 196	.9 1.5	5.7 9.0	40 53	171 174	1.0 1.3	7.6 9.9
WYXR-FM SU '97 4-Book	17 15	333 307	.4 .4	2.2 2.2	14 12	221 209	.3 .3	3.2 2.7	5 8	26 36	.1 .2	1.8 2.9	19 19	74 72	.5 .5	2.8 2.9	16 13	73 55	.4 .3	3.0 2.4
WZZD-AM SU '97 4-Book	**	8 **	**	**	**	8 **	**	**	2 **	8 **	.7 **	.7 **	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	1 **	25 **	**	.1 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM SU '97 4-Book		15 9				7 7		.1												
WJBR-FM SU '97 4-Book	1 1	24 31		.2	1 1	24 11		.1	1 1	7 4		.4 .2		2			1 2	8 6	.1	.2 .4
WKXV-FM SU '97 4-Book	6 2	55 37	.1 .3	.8 .3	1 1	8 16		.2		3		.1						2		.1
WPST-FM SU '97 4-Book	31 23	479 477	.8 .6	4.1 3.4	30 20	345 305	.7 .5	6.9 4.6	6 13	12 50	.1 .3	2.2 4.6	62 32	168 122	1.5 .8	9.3 4.8	49 25	139 92	1.2 .6	9.3 4.6
WRDR-FM SU '97 4-Book		7				3														
WSTV-FM SU '97 4-Book	1 4	63 68	.1 .1	.1 .6	1 1	56 29		.2 .1		2		.1		6		.1	1 1	8 6		.2 .2
TOTALS SU '97 4-Book	757 674	3856 3796	18.4 16.4		433 420	3136 3120	10.5 10.2		274 282	779 840	6.7 6.9		667 663	1805 1761	16.2 16.1		529 542	1353 1407	12.9 13.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 12-24

Target Listener Estimates

Men 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM	SU '97																		
	4-Book	1	11	.2	6	56	.1	2.8	1	8	.2	1	7	.2	3	18	.1	.9	
					7	46	.2	3.7	3	17	.1	5	21	.1	4	27	.1	1.4	
WBEB-FM	SU '97	16	58	.4	13	25	.3	6.1	21	39	.5	3	15	.1	3	34	.1	.9	
	4-Book	7	42	.2	5	13	.1	2.4	12	29	.3	6	23	.1	7	39	.2	2.2	
WDAS-AM	SU '97																		
	4-Book	1	2	.1	2	7		1.2	3	11	.1	4	5	.1	1	2		.2	
WDAS-FM	SU '97	7	20	.2	5	14	.1	2.8	6	16	.1	8	18	.2	11	39	.3	3.2	
	4-Book	17	46	.4	5	14	.1	2.8	11	27	.3	11	26	.3	16	46	.4	5.2	
WFLN-FM	SU '97																		
	4-Book	1	7	.3	5	16	.1	2.6	10	31	.2	13	27	.3	17	26	.4	3.9	
WHAT-AM	SU '97					5													
	4-Book	1	3	.1	7	9	.2	3.2	1	3	.1								
WIOQ-FM	SU '97	57	190	1.4	17	55	.4	7.9	48	131	1.2	36	160	.9	43	105	1.0	12.4	
	4-Book	73	250	1.8	14	57	.3	6.7	45	165	1.1	55	173	1.3	32	109	.8	10.1	
WIP -AM	SU '97				9	39	.2	4.2	26	92	.6	20	55	.5	13	48	.3	3.7	
	4-Book	10	40	.3	8	37	.2	3.7	21	73	.5	14	49	.4	15	55	.4	4.9	
WJJZ-FM	SU '97				7	20	.2	3.3	12	20	.3	5	10	.1	3	8	.1	.9	
	4-Book	2	8	.5	5	13	.1	2.5	9	17	.2	4	12	.1	4	12	.1	1.3	
WMGK-FM	SU '97	6	47	.1	13	43	.3	6.1	13	40	.3	11	48	.3	10	60	.2	2.9	
	4-Book	8	49	.2	10	35	.2	4.5	15	58	.4	22	61	.6	14	66	.3	4.6	
WMMR-FM	SU '97	14	82	.3	3	17	.1	1.4	26	85	.6	22	92	.5	8	50	.2	2.3	
	4-Book	11	54	.2	7	28	.2	3.8	18	71	.4	19	68	.5	10	58	.3	3.3	
WNAP-AM	SU '97																		
	4-Book	**	**	**	*	**	**	**	1	5	.2	**	**	**	**	**	**	**	
WUOL-FM	SU '97	8	29	.2	8	18	.2	3.7	9	38	.2	1	9	.2	4	23	.1	1.2	
	4-Book	7	45	.2	4	11	.1	1.7	8	31	.2	3	7	.1	5	21	.1	1.7	
WPEN-AM	SU '97																		
	4-Book								4	15	.1	6	10	.1	3	5	.1	1.3	
+WPHI-FM	SU '97	74	249	1.8	12	49	.3	5.6	36	155	.9	70	234	1.7	27	115	.7	7.8	
	4-Book	60	200	1.5	14	56	.3	7.4	42	158	1.0	60	188	1.5	35	136	.9	11.3	
+WPHT-AM	SU '97	9	19	.2					3	19	.1	3	19	.1					
	4-Book	2	5	.1					1	7	.3	1	5	.2					
WPLY-FM	SU '97	39	199	.9	26	93	.6	12.1	61	230	1.5	47	159	1.1	39	161	.9	11.2	
	4-Book	39	193	1.0	19	88	.5	9.7	37	170	.9	34	137	.8	24	130	.6	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM SU '97 4-Book	86 103	287 333	2.1 2.5	20.0 23.2	50 34	132 104	1.2 .8	23.4 16.6	91 72	247 215	2.2 1.8	18.8 16.5	87 74	266 205	2.1 1.8	18.8 17.2	92 55	270 204	2.2 1.3	26.5 17.3
WVDB-FM SU '97 4-Book					2 3	8 12	.9 .1	1.9 1.2	1 8	8 26	.2 .2	2.0	2 1	8 5	.4 .2		5 2	16 6	.1 .4	1.4 .4
WWJZ-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	4 9	38 33	.1 .2	.9 2.0	10 6	47 33	.2 .1	4.7 3.1	4 11	41 42	.1 .3	.8 2.6	5 7	22 24	.1 .2	1.1 1.6	5 8	38 27	.1 .2	1.4 2.4
WYSP-FM SU '97 4-Book	41 31	92 101	1.0 .8	9.5 7.1	12 16	41 46	.3 .4	5.6 8.5	31 42	148 178	.8 1.0	6.4 9.9	42 42	124 143	1.0 1.0	9.1 9.7	26 30	125 112	.6 .7	7.5 9.5
WYXR-FM SU '97 4-Book	22 10	58 34	.5 .2	5.1 2.2	4 5	25 22	.1 .1	1.9 2.4	19 12	38 34	.5 .3	3.9 2.7	13 9	55 38	.3 .2	2.8 2.1	8 13	25 43	.2 .3	2.3 4.0
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM SU '97 4-Book					1 3	7 7	.5 .1	1.5						3	.1					
WJBR-FM SU '97 4-Book	1	4		.3									1	2	.1		1	8 4		.3 .2
WKXV-FM SU '97 4-Book	1	3		.1		3		.1	2	8 10		.5	1	2	.2		1	4		.4
WPST-FM SU '97 4-Book	15 14	92 76	.4 .4	3.5 3.2	4 8	21 42	.1 .2	1.9 4.6	43 24	107 91	1.0 .6	8.9 5.3	31 25	96 86	.8 .6	6.7 5.6	23 14	107 61	.6 .4	6.6 4.2
WRDR-FM SU '97 4-Book									1	3		.1								
WSTW-FM SU '97 4-Book	3 2	32 10	.1 .1	.7 .5						8 2			3 1	8 4	.1 .2	.6 .2		2		
TOTALS SU '97 4-Book	431 439	1240 1289	10.5 10.7		214 198	658 640	5.2 4.8		485 434	1359 1298	11.8 10.6		462 439	1201 1107	11.2 10.7		347 312	1070 997	8.4 7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	22	1044	.4	1.9	62	644	1.1	3.6	15	224	.3	.8	26	446	.4	1.9	8	204	.1	1.3
SP '97	24	908	.4	2.0	73	711	1.2	4.4	13	259	.2	.7	24	324	.4	1.6	10	183	.2	1.6
WI '97	33	1211	.6	2.9	98	735	1.7	6.1	26	386	.4	1.6	35	459	.6	2.5	13	357	.2	2.0
FA '96	28	1167	.5	2.4	76	795	1.3	4.8	18	356	.3	1.1	36	502	.6	2.5	13	259	.2	1.9
4-Book	27	1083	.5	2.3	77	721	1.3	4.7	18	306	.3	1.1	30	433	.5	2.1	11	251	.2	1.7
SU '96	31	1022	.5	2.6	70	646	1.2	4.1	45	343	.8	2.5	34	422	.6	2.4	10	242	.2	1.8
WBEB-FM																				
SU '97	26	520	.4	2.2	32	226	.5	1.9	41	232	.7	2.3	19	201	.3	1.4	10	161	.2	1.6
SP '97	24	511	.4	2.0	32	228	.5	1.9	48	214	.8	2.7	32	218	.5	2.2	10	129	.2	1.6
WI '97	32	629	.5	2.8	45	238	.8	2.8	59	267	1.0	3.6	30	269	.5	2.1	11	173	.2	1.7
FA '96	35	674	.6	3.0	38	327	.6	2.4	60	321	1.0	3.6	43	338	.7	3.0	26	256	.4	3.7
4-Book	29	584	.5	2.5	37	255	.6	2.3	52	259	.9	3.1	31	257	.5	2.2	14	180	.3	2.2
SU '96	39	606	.7	3.3	42	291	.7	2.5	66	313	1.1	3.6	54	302	.9	3.9	15	128	.3	2.7
WDAS-AM																				
SU '97	1	25	.1	.3									1	8	.1	.3	2	8	.1	.3
SP '97	2	55	.1	.3		8			2	17	.1	.3	2	17	.1	.3	2	8	.1	.3
WI '97	3	43	.1	.3					2	9	.1	.3	2	9	.1	.3	2	9	.1	.3
FA '96	1	58	.1	.3		18			1	8	.1	.3	1	11	.1	.3				
4-Book	2	45	.1	.3		7			1	9	.1	.3	1	11	.1	.3				
SU '96	4	93	.1	.3	6	47	.1	.4	2	20	.1	.3	2	11	.1	.3	2	6	.1	.3
WDAS-FM																				
SU '97	46	659	.8	3.9	53	292	.9	3.1	70	286	1.2	3.9	59	277	1.0	4.2	28	257	.5	4.5
SP '97	51	605	.9	4.3	60	310	1.0	3.6	73	350	1.2	4.1	49	310	.8	3.3	39	242	.7	6.1
WI '97	48	632	.8	4.2	57	360	1.0	3.5	68	282	1.2	4.1	58	370	1.0	4.2	31	215	.5	4.7
FA '96	57	684	1.0	4.9	59	275	1.0	3.7	68	353	1.2	4.1	82	384	1.4	5.7	59	345	1.0	8.5
4-Book	51	645	.9	4.3	57	309	1.0	3.5	70	318	1.2	4.1	62	335	1.1	4.4	39	265	.7	6.0
SU '96	57	685	1.0	4.9	52	325	.9	3.1	74	320	1.2	4.1	64	358	1.1	4.6	36	254	.6	6.4
WFLN-FM																				
SU '97	6	190	.1	.5	8	86	.1	.5	6	41	.1	.3	8	103	.1	.6	3	51	.1	.5
SP '97	6	168	.1	.5	3	34	.1	.2	8	45	.1	.5	10	74	.2	.7	4	49	.1	.6
WI '97	8	193	.1	.7	8	83	.1	.5	8	66	.1	.5	11	116	.2	.8	7	108	.1	1.1
FA '96	11	219	.2	1.0	9	92	.2	.6	12	71	.2	.7	7	74	.1	.5	11	111	.2	1.6
4-Book	8	193	.1	.7	7	74	.1	.5	9	56	.1	.5	9	92	.2	.7	6	80	.1	1.0
SU '96	10	188	.2	.9	11	81	.2	.6	17	78	.3	.9	13	95	.2	.9	7	79	.1	1.2
WHAT-AM																				
SU '97	3	17	.1	.3	5	17	.1	.3		8			5	17	.1	.4	4	17	.1	.6
SP '97	2	19	.1	.2	1	8	.1	.1	3	8	.1	.2	1	14	.1	.1	1	8	.1	.2
WI '97	6	45	.1	.5	14	28	.2	.9	11	28	.2	.7	2	9	.1	.1	1	9	.1	.2
FA '96	5	69	.1	.4	6	51	.1	.4	6	20	.1	.4	6	20	.1	.4	4	20	.1	.6
4-Book	4	38	.1	.4	7	26	.1	.4	5	16	.1	.3	4	15	.1	.3	3	14	.1	.4
SU '96	4	47	.1	.3	9	30	.2	.5	3	19	.1	.2	2	19	.1	.1	4	10	.1	.7
WIOQ-FM																				
SU '97	60	1275	1.0	5.1	51	401	.9	3.0	83	688	1.4	4.7	76	676	1.3	5.4	41	534	.7	6.6
SP '97	78	1184	1.3	6.6	57	466	1.0	3.5	108	610	1.8	6.1	117	776	2.0	7.9	57	487	1.0	8.9
WI '97	62	1216	1.1	5.5	55	436	.9	3.4	90	618	1.5	5.5	74	728	1.3	5.3	48	526	.8	7.3
FA '96	66	1433	1.1	5.7	60	539	1.0	3.8	74	742	1.3	4.5	81	792	1.4	5.7	69	679	1.2	9.9
4-Book	67	1277	1.1	5.7	56	461	1.0	3.4	89	665	1.5	5.2	87	743	1.5	6.1	54	557	.9	8.2
SU '96	75	1243	1.3	6.4	79	477	1.3	4.6	103	666	1.7	5.7	91	736	1.5	6.5	59	586	1.0	10.5
WIP -AM																				
SU '97	76	1131	1.3	6.4	128	697	2.2	7.5	106	638	1.8	6.0	106	752	1.8	7.6	29	343	.5	4.7
SP '97	57	1080	1.0	4.8	91	480	1.6	5.5	78	384	1.3	4.4	91	563	1.6	6.2	30	382	.5	4.7
WI '97	65	1185	1.1	5.7	95	653	1.6	5.9	102	498	1.7	6.2	82	676	1.4	5.9	39	417	.7	6.0
FA '96	77	1189	1.3	6.7	115	630	2.0	7.2	127	592	2.2	7.7	117	763	2.0	8.2	29	346	.5	4.2
4-Book	69	1146	1.2	5.9	107	615	1.9	6.5	103	528	1.8	6.1	99	689	1.7	7.0	32	372	.6	4.9
SU '96	51	896	.9	4.3	78	466	1.3	4.6	81	461	1.4	4.5	92	551	1.5	6.6	22	321	.4	3.9

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VJJZ-FM																				
SU '97	17	390	.3	1.4	15	118	.3	.9	18	136	.3	1.0	15	151	.3	1.1	12	137	.2	1.9
SP '97	25	317	.4	2.1	40	156	.7	2.4	42	156	.7	2.4	27	137	.5	1.8	9	138	.2	1.4
WI '97	25	389	.4	2.2	19	116	.3	1.2	30	167	.5	1.8	35	189	.6	2.5	21	162	.4	3.2
FA '96	20	445	.3	1.7	22	212	.4	1.4	27	196	.5	1.6	30	246	.5	2.1	15	283	.3	2.2
4-Book	22	385	.4	1.9	24	151	.4	1.5	29	164	.5	1.7	27	181	.5	1.9	14	180	.3	2.2
SU '96	28	416	.5	2.4	30	180	.5	1.8	29	167	.5	1.6	29	215	.5	2.1	23	202	.4	4.1
WMGK-FM																				
SU '97	87	1348	1.5	7.4	95	628	1.6	5.6	147	744	2.5	8.3	137	842	2.3	9.8	35	428	.6	5.7
SP '97	71	1279	1.2	6.0	87	587	1.5	5.3	116	579	2.0	6.6	84	785	1.4	5.7	35	492	.6	5.4
WI '97	75	1236	1.3	6.6	78	412	1.3	4.8	147	623	2.5	8.9	83	734	1.4	5.9	37	481	.6	5.7
FA '96	89	1243	1.5	7.7	105	651	1.8	6.6	165	676	2.8	9.9	105	732	1.8	7.3	43	380	.7	6.2
4-Book	81	1277	1.4	6.9	91	570	1.6	5.6	144	656	2.5	8.4	102	773	1.7	7.2	38	445	.6	5.8
SU '96	70	1067	1.2	6.0	75	446	1.3	4.4	119	526	2.0	6.5	109	705	1.8	7.8	27	389	.5	4.8
WMMR-FM																				
SU '97	104	1607	1.8	8.8	139	777	2.4	8.2	204	841	3.5	11.5	126	870	2.1	9.0	36	477	.6	5.8
SP '97	119	1791	2.0	10.0	153	964	2.6	9.3	204	915	3.5	11.5	139	1159	2.4	9.4	56	697	1.0	8.7
WI '97	83	1523	1.4	7.3	89	604	1.5	5.5	155	832	2.6	9.4	117	862	2.0	8.4	32	428	.5	4.9
FA '96	87	1701	1.5	7.6	106	798	1.8	6.7	146	750	2.5	8.8	118	989	2.0	8.2	45	441	.8	6.5
4-Book	98	1656	1.7	8.4	122	786	2.1	7.4	177	835	3.0	10.3	125	970	2.1	8.8	42	511	.7	6.5
SU '96	84	1411	1.4	7.2	93	550	1.6	5.5	161	732	2.7	8.9	113	839	1.9	8.1	34	446	.6	6.1
WNAP-AM																				
SU '97	*	13			*	8		.1												
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		9				9														
FA '96	5	44	.1	.4	9	26	.2	.6	6	18	.1	.4	3	28	.1	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	2	14		.2	1	8		.1	3	8	.1	.2	3	8	.1	.2	**	**	**	**
WGL-FM																				
SU '97	34	559	.6	2.9	44	231	.7	2.6	71	259	1.2	4.0	35	297	.6	2.5	8	166	.1	1.3
SP '97	25	590	.4	2.1	22	238	.4	1.3	28	228	.5	1.6	29	329	.5	2.0	20	196	.3	3.1
WI '97	19	445	.3	1.7	23	196	.4	1.4	37	197	.6	2.2	22	228	.4	1.6	6	109	.1	.9
FA '96	30	504	.5	2.6	36	204	.6	2.3	45	201	.8	2.7	36	283	.6	2.5	15	94	.3	2.2
4-Book	27	525	.5	2.3	31	217	.5	1.9	45	221	.8	2.6	31	284	.5	2.2	12	141	.2	1.9
SU '96	13	425	.2	1.1	11	153	.2	.6	18	150	.3	1.0	15	126	.3	1.1	7	138	.1	1.2
WPEN-AM																				
SU '97	3	75	.1	.3	3	17	.1	.2	7	33	.1	.4	5	25	.1	.4				
SP '97	2	27		.2	1	9		.1	2	9		.1	6	9	.1	.4	1	9		.2
WI '97	2	65		.2	1	21		.1	2	10		.1	1	12		.1		12		
FA '96	5	74	.1	.4	4	21	.1	.3	15	42	.3	.9	2	31	.1	.1	1	11		.1
4-Book	3	60	.1	.3	2	17	.1	.2	7	24	.1	.4	4	19	.1	.3	1	8		.1
SU '96	1	42		.1		8			1	23		.1	1	27		.1		8		
+WPHI-FM																				
SU '97	102	1242	1.7	8.6	97	634	1.7	5.7	136	693	2.3	7.7	140	914	2.4	10.0	96	758	1.6	15.5
SP '97	72	1021	1.2	6.1	52	385	.9	3.2	84	582	1.4	4.7	120	706	2.0	8.1	64	502	1.1	9.9
WI '97	71	1051	1.2	6.3	66	416	1.1	4.1	100	540	1.7	6.1	95	684	1.6	6.8	61	499	1.0	9.3
FA '96	54	1205	.9	4.7	47	440	.8	3.0	87	629	1.5	5.2	93	755	1.6	6.5	31	526	.5	4.4
4-Book	75	1130	1.3	6.4	66	469	1.1	4.0	102	611	1.7	5.9	112	765	1.9	7.9	63	571	1.1	9.8
SU '96	55	1079	.9	4.7	46	363	.8	2.7	88	612	1.5	4.8	83	671	1.4	5.9	27	420	.5	4.8
+WPHT-AM																				
SU '97	4	195	.1	.3	4	27	.1	.2	2	47		.1	4	64	.1	.3	6	73	.1	1.0
SP '97	2	182		.2	3	30	.1	.2	2	44		.1	2	17		.1	5	73	.1	.8
WI '97	2	108		.2	4	36	.1	.2		12			4	62	.1	.3	1	18		.2
FA '96	3	54	.1	.3	7	20	.1	.4	10	31	.2	.6	2	32		.1		10		
4-Book	3	135	.1	.3	5	28	.1	.3	4	34	.1	.2	3	44	.1	.2	3	44	.1	.5
SU '96	5	209	.1	.4	7	57	.1	.4	7	45	.1	.4	6	71	.1	.4	3	81	.1	.5

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

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	68	1630	1.2	5.8	98	674	1.7	5.8	90	672	1.5	5.1	82	989	1.4	5.9	50	683	.9	8.1
SP '97	69	1495	1.2	5.8	101	683	1.7	6.1	102	729	1.7	5.8	81	863	1.4	5.5	36	548	.6	5.6
WI '97	73	1439	1.2	6.4	86	628	1.5	5.3	116	757	2.0	7.0	96	884	1.6	6.9	32	445	.5	4.9
FA '96	62	1474	1.1	5.4	81	743	1.4	5.1	96	643	1.6	5.8	79	759	1.3	5.5	32	575	.5	4.6
4-Book	68	1510	1.2	5.9	92	682	1.6	5.6	101	700	1.7	5.9	85	874	1.4	6.0	38	563	.6	5.8
SU '96	60	1336	1.0	5.1	94	638	1.6	5.5	87	608	1.5	4.8	70	681	1.2	5.0	21	441	.4	3.7
WTEL-AM																				
SU '97	* 1	50		.1	* 3	41	.1	.2	2	41		.1	* 1	10		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	3	64	.1	.3	5	44	.1	.3	2	20		.1	4	30	.1	.3	1	15		.2
SP '97	2	39		.2	2	16		.1					6	39	.1	.4	2	23		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	107	1239	1.8	9.1	100	690	1.7	5.9	156	767	2.7	8.8	114	744	1.9	8.2	95	665	1.6	15.4
SP '97	94	1200	1.6	7.9	84	520	1.4	5.1	133	722	2.3	7.5	114	698	1.9	7.7	84	612	1.4	13.0
WI '97	122	1286	2.1	10.8	111	649	1.9	6.9	138	720	2.4	8.4	172	876	2.9	12.3	133	669	2.3	20.3
FA '96	115	1367	2.0	10.0	103	596	1.8	6.5	130	771	2.2	7.8	140	766	2.4	9.8	123	845	2.1	17.6
4-Book	110	1273	1.9	9.5	100	614	1.7	6.1	139	745	2.4	8.1	135	771	2.3	9.5	109	698	1.9	16.6
SU '96	122	1252	2.0	10.4	143	726	2.4	8.4	157	785	2.6	8.6	148	799	2.5	10.6	89	706	1.5	15.9
WWDB-FM																				
SU '97	17	408	.3	1.4	7	72	.1	.4	35	186	.6	2.0	23	134	.4	1.6	7	68	.1	1.1
SP '97	15	320	.3	1.3	17	93	.3	1.0	26	132	.4	1.5	27	162	.5	1.8	4	57	.1	.6
WI '97	22	385	.4	1.9	11	76	.2	.7	51	156	.9	3.1	44	242	.7	3.1	3	50	.1	.5
FA '96	16	393	.3	1.4	11	83	.2	.7	33	185	.6	2.0	16	165	.3	1.1	10	129	.2	1.4
4-Book	18	377	.3	1.5	12	81	.2	.7	36	165	.6	2.2	28	176	.5	1.9	6	76	.1	.9
SU '96	25	406	.4	2.1	9	90	.2	.5	66	244	1.1	3.6	32	166	.5	2.3	6	49	.1	1.1
WWJZ-AM																				
SU '97		17											1	17		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	32	482	.5	2.7	42	231	.7	2.5	57	255	1.0	3.2	33	265	.6	2.4	7	144	.1	1.1
SP '97	30	439	.5	2.5	43	282	.7	2.6	54	186	.9	3.1	24	245	.4	1.6	12	143	.2	1.9
WI '97	37	435	.6	3.3	48	253	.8	3.0	51	299	.9	3.1	44	286	.7	3.1	29	207	.5	4.4
FA '96	42	468	.7	3.6	54	263	.9	3.4	57	268	1.0	3.4	57	329	1.0	4.0	23	211	.4	3.3
4-Book	35	456	.6	3.0	47	257	.8	2.9	55	252	1.0	3.2	40	281	.7	2.8	18	176	.3	2.7
SU '96	44	412	.7	3.8	64	217	1.1	3.8	86	190	1.4	4.7	49	314	.8	3.5	14	149	.2	2.5
WYSP-FM																				
SU '97	196	2545	3.3	16.6	554	1801	9.4	32.5	252	1377	4.3	14.2	165	1225	2.8	11.8	50	653	.9	8.1
SP '97	224	2545	3.8	18.9	506	1770	8.6	30.8	359	1475	6.1	20.3	243	1407	4.1	16.5	56	666	1.0	8.7
WI '97	195	2529	3.3	17.2	538	1830	9.2	33.3	238	1299	4.1	14.4	169	1121	2.9	12.1	55	699	.9	8.4
FA '96	157	2493	2.7	13.6	414	1609	7.1	26.1	179	1202	3.1	10.8	138	1185	2.4	9.6	51	753	.9	7.3
4-Book	193	2528	3.3	16.6	503	1753	8.6	30.7	257	1338	4.4	14.9	179	1235	3.1	12.5	53	693	.9	8.1
SU '96	192	2284	3.2	16.4	546	1622	9.1	32.0	294	1273	4.9	16.2	140	941	2.3	10.0	39	489	.7	7.0

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

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	26	696	.4	2.2	17	124	.3	1.0	35	270	.6	2.0	26	307	.4	1.9	25	258	.4	4.0
SP '97	23	551	.4	1.9	23	205	.4	1.4	39	200	.7	2.2	31	296	.5	2.1	13	191	.2	2.0
WI '97	23	768	.4	2.0	23	274	.4	1.4	42	321	.7	2.5	27	289	.5	1.9	11	206	.2	1.7
FA '96	42	798	.7	3.6	51	356	.9	3.2	64	366	1.1	3.9	60	420	1.0	4.2	19	285	.3	2.7
4-Book	29	703	.5	2.4	29	240	.5	1.8	45	289	.8	2.7	36	328	.6	2.5	17	235	.3	2.6
SU '96	28	758	.5	2.4	31	240	.5	1.8	42	285	.7	2.3	35	377	.6	2.5	18	255	.3	3.2
WZZD-AM																				
SU '97	1	17		.1	1	9		.1	3	9	.1	.2		9			1	8		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	2	43		.2	6	27	.1	.4	5	34	.1	.3	2	18		.1	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	41		.1	2	23		.1	2	23		.1	2	22		.1	**	12	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	1	63		.1	2	13		.1	1	8		.1	1	21		.1	1	22		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	65		.2	1	33		.1	1	11		.1	2	34		.1	3	31	.1	.5
FA '96	1	30		.1	1	10		.1	3	10	.1	.2	1	10		.1	1	13		.2
4-Book	1	40		.1	1	14		.1	1	7		.1	1	16		.1	1	13		.2
SU '96	1	46		.1	2	29		.1		9			1	9		.1		9		
WJBR-FM																				
SU '97	2	85		.2	1	18		.1	3	29	.1	.2	2	31		.1	1	27		.2
SP '97	3	76	.1	.3	5	44	.1	.3	5	37	.1	.3	3	28	.1	.2	2	23		.3
WI '97	1	96		.1	3	21	.1	.2	1	29		.1	2	35		.1	1	25		.2
FA '96	9	98	.2	.8	7	62	.1	.4	9	30	.2	.5	13	58	.2	.9	9	45	.2	1.3
4-Book	4	89	.1	.4	4	36	.1	.3	5	31	.1	.3	5	38	.1	.3	3	30	.1	.5
SU '96	2	90		.2	1	17		.1	4	24	.1	.2	2	46		.1	2	27		.4
WKXV-FM																				
SU '97	9	187	.2	.8	1	18		.1	23	79	.4	1.3	17	109	.3	1.2	3	62	.1	.5
SP '97	3	152	.1	.3	2	39		.1	5	49	.1	.3	2	48		.1	1	18		.2
WI '97	7	138	.1	.6	16	39	.3	1.0	12	60	.2	.7	4	57	.1	.3	1	21		.2
FA '96	6	49	.1	.5	12	29	.2	.8	13	38	.2	.8	2	29		.1	3	19	.1	.4
4-Book	6	132	.1	.6	8	31	.1	.5	13	57	.2	.8	6	61	.1	.4	2	30	.1	.3
SU '96	10	119	.2	.9	7	37	.1	.4	13	68	.2	.7	14	63	.2	1.0	13	56	.2	2.3
WPST-FM																				
SU '97	29	749	.5	2.5	24	209	.4	1.4	51	259	.9	2.9	40	419	.7	2.9	14	230	.2	2.3
SP '97	32	747	.5	2.7	37	307	.6	2.2	49	349	.8	2.8	48	477	.8	3.3	19	279	.3	3.0
WI '97	26	631	.4	2.3	34	199	.6	2.1	36	263	.6	2.2	42	379	.7	3.0	13	183	.2	2.0
FA '96	23	718	.4	2.0	13	220	.2	.8	46	332	.8	2.8	37	402	.6	2.6	9	279	.2	1.3
4-Book	28	711	.5	2.4	27	234	.5	1.6	46	301	.8	2.7	42	419	.7	3.0	14	243	.2	2.2
SU '96	21	637	.4	1.8	27	233	.5	1.6	36	316	.6	2.0	31	328	.5	2.2	10	218	.2	1.8
WRDR-FM																				
SU '97		9				9				9										
SP '97	2	25		.2	3	15	.1	.2	6	10	.1	.3	2	25		.1				
WI '97																				
FA '96	1	16		.1	1	7		.1	2	7		.1	1	16		.1				
4-Book	1	13		.1	1	8		.1	2	7		.1	1	10		.1				
SU '96	1	44		.1	1	7		.1	1	13		.1	1	13		.1				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WSTV-FM																				
SU '97	6	295	.1	.5	3	59	.1	.2	6	108	.1	.3	9	129	.2	.6	3	53	.1	.5
SP '97	4	189	.1	.3	5	73	.1	.3	4	71	.1	.2	3	91	.1	.2	3	72	.1	.5
WI '97	12	187	.2	1.1	15	54	.3	.9	27	90	.5	1.6	11	98	.2	.8	1	34		.2
FA '96	15	279	.3	1.3	17	94	.3	1.1	36	136	.6	2.2	16	133	.3	1.1	7	62	.1	1.0
4-Book	9	238	.2	.8	10	70	.2	.6	18	101	.3	1.1	10	113	.2	.7	4	55	.1	.6
SU '96	4	216	.1	.3	3	55	.1	.2	5	33	.1	.3	4	66	.1	.3	3	62	.1	.5
TOTALS																				
SU '97	1182	5739	20.1		1703	5027	29.0		1774	4520	30.2		1395	5111	23.8		618	3647	10.5	
SP '97	1188	5701	20.2		1645	4948	28.0		1769	4504	30.1		1473	4968	25.1		644	3756	11.0	
WI '97	1132	5657	19.3		1617	4925	27.6		1648	4381	28.1		1397	4972	23.8		654	3786	11.1	
FA '96	1152	5750	19.6		1588	5001	27.1		1659	4617	28.3		1432	5046	24.4		697	3992	11.9	
4-Book	1164	5712	19.8		1638	4975	27.9		1713	4506	29.2		1424	5024	24.3		653	3795	11.1	
SU '96	1173	5731	19.6		1704	5028	28.5		1819	4532	30.4		1399	5037	23.4		561	3623	9.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	33	908	.6	2.0	14	419	.2	1.9	37	188	.6	5.2	14	94	.2	1.1	9	53	.2	1.0
4-Book	40	961	.7	2.5	13	442	.2	1.8	35	186	.6	5.4	16	106	.3	1.3	10	62	.2	1.1
WBEB-FM																				
SU '97	31	390	.5	1.9	29	292	.5	3.9	26	76	.4	3.7	59	138	1.0	4.6	30	59	.5	3.5
4-Book	41	439	.7	2.6	19	256	.3	2.7	19	60	.3	2.9	37	108	.6	3.1	24	69	.4	2.7
WDAS-AM																				
SU '97		8			3	25	.1	.4									1	3		.1
4-Book	1	18		.1	3	37	.1	.5		2			1	2		.1	1	3		.1
WDAS-FM																				
SU '97	61	460	1.0	3.7	30	335	.5	4.0	36	106	.6	5.1	58	118	1.0	4.5	28	116	.5	3.2
4-Book	63	517	1.1	4.0	34	377	.6	4.7	34	98	.6	5.3	53	147	.9	4.4	40	114	.7	4.5
WFLN-FM																				
SU '97	7	146	.1	.4	5	78	.1	.7	4	27	.1	.6	7	18	.1	.5	3	17	.1	.3
4-Book	8	132	.2	.5	7	90	.1	1.0	4	15	.1	.6	12	39	.2	1.1	3	14	.1	.3
WHAT-AM																				
SU '97	3	17	.1	.2	1	8		.1	2	8		.3	8	8	.1	.6				
4-Book	5	30	.1	.3	2	21	.1	.3	4	8	.1	.6	5	8	.1	.4	1	3		.2
W100-FM																				
SU '97	71	991	1.2	4.3	52	736	.9	6.9	39	131	.7	5.5	82	328	1.4	6.4	73	226	1.2	8.4
4-Book	78	1037	1.3	4.9	54	723	.9	7.4	36	126	.7	5.7	85	305	1.5	6.9	71	232	1.2	7.8
WIP -AM																				
SU '97	113	1075	1.9	6.9	43	498	.7	5.7	56	175	1.0	7.9	71	227	1.2	5.5	39	148	.7	4.5
4-Book	103	993	1.8	6.5	32	504	.5	4.5	39	128	.7	6.1	42	164	.7	3.5	33	116	.6	3.7
WJJZ-FM																				
SU '97	16	254	.3	1.0	22	211	.4	2.9	27	98	.5	3.8	28	72	.5	2.2	30	87	.5	3.5
4-Book	27	276	.5	1.7	18	213	.3	2.5	18	65	.3	2.8	34	85	.6	2.8	21	58	.4	2.3
WMGK-FM																				
SU '97	128	1158	2.2	7.8	49	574	.8	6.5	36	122	.6	5.1	90	249	1.5	7.0	95	214	1.6	10.9
4-Book	115	1065	2.0	7.2	48	635	.8	6.7	35	160	.6	5.5	93	279	1.6	7.8	76	220	1.3	8.4
WMMR-FM																				
SU '97	160	1342	2.7	9.8	49	799	.8	6.5	53	185	.9	7.5	80	346	1.4	6.2	53	166	.9	6.1
4-Book	144	1377	2.5	9.0	54	784	.9	7.4	55	194	.9	8.5	99	341	1.7	8.1	73	251	1.2	8.0
WNAP-AM																				
SU '97	*	8			*	13			*											
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	52	444	.9	3.2	20	244	.3	2.7	26	78	.4	3.7	42	78	.7	3.3	28	70	.5	3.2
4-Book	37	398	.7	2.3	20	253	.3	2.8	24	73	.4	3.7	45	101	.8	3.7	26	83	.5	2.9
WPEN-AM																				
SU '97	5	50	.1	.3	2	42		.3					1	9		.1				
4-Book	4	44	.1	.3	2	29		.3	1	7		.2	3	10	.1	.3	3	3	.1	.3
+WPHI-FM																				
SU '97	126	1101	2.1	7.7	63	687	1.1	8.4	45	156	.8	6.4	125	346	2.1	9.7	92	267	1.6	10.6
4-Book	94	990	1.6	5.9	48	612	.8	6.6	28	103	.5	4.3	89	279	1.5	7.3	69	217	1.2	7.6
+WPHT-AM																				
SU '97	3	109	.1	.2	6	77	.1	.8					2	8		.2	11	26	.2	1.3
4-Book	4	80	.1	.2	2	51		.3					1	4		.1	3	12	.1	.4
WPLY-FM																				
SU '97	90	1401	1.5	5.5	42	845	.7	5.6	22	142	.4	3.1	58	303	1.0	4.5	49	206	.8	5.6
4-Book	93	1286	1.6	5.8	44	780	.8	6.1	29	126	.5	4.7	79	304	1.4	6.7	58	224	1.0	6.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-34

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 2 **	41 **	.1 **	.1 **	* **	10 **	.1 **	.1 **	* 2 **	10 **	.1 **	.1 **	* **	10 **	.1 **	.1 **	* **	10 **	.1 **	.1 **
WURD-AM SU '97 4-Book	4 **	64 **	.1 **	.2 **	2 **	19 **	.1 **	.3 **	4 **	19 **	.1 **	.6 **	2 **	10 **	.2 **	.2 **	2 **	10 **	.2 **	.2 **
WUSL-FM SU '97 4-Book	126 126	1078 1096	2.1 2.1	7.7 7.9	81 80	735 798	1.4 1.4	10.8 11.1	71 51	197 152	1.2 .9	10.1 8.0	148 130	390 344	2.5 2.2	11.5 10.9	64 96	245 259	1.1 1.7	7.4 10.7
WWDB-FM SU '97 4-Book	23 26	259 279	.4 .5	1.4 1.6	14 11	191 159	.2 .2	1.9 1.5	7 6	27 25	.1 .1	1.0 .9	6 3	19 12	.1 .1	.5 .3	9 2	24 6	.2 .1	1.0 .3
WWJZ-AM SU '97 4-Book	** **	17 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WXTU-FM SU '97 4-Book	45 48	389 388	.8 .8	2.8 3.0	25 24	262 264	.4 .4	3.3 3.3	23 27	72 77	.4 .5	3.3 4.2	56 37	145 128	1.0 .6	4.3 3.1	24 32	75 95	.4 .6	2.8 3.6
WYSP-FM SU '97 4-Book	318 309	2318 2315	5.4 5.3	19.4 19.2	78 82	1030 1061	1.3 1.4	10.4 11.4	75 84	198 229	1.3 1.5	10.6 13.4	130 128	449 426	2.2 2.2	10.1 10.6	85 91	265 289	1.4 1.5	9.8 9.9
WYXR-FM SU '97 4-Book	27 38	425 502	.5 .6	1.7 2.4	27 22	370 349	.5 .4	3.6 3.1	30 25	71 75	.5 .4	4.3 3.9	48 39	165 130	.8 .7	3.7 3.4	27 28	122 118	.5 .5	3.1 3.1
WZZD-AM SU '97 4-Book	1 **	9 **	.1 **	.1 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WCHR-FM SU '97 4-Book	4 **	43 **	.1 **	.2 **	** **	9 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WFMZ-FM SU '97 4-Book	1 1	29 21	.1 .1	.1 .1	1 1	48 25	.1 .2	.1 .2	1 1	13 6	.1 .1	.1 .1	1 1	13 6	.1 .1	.1 .1	1 1	13 6	.1 .1	.1 .1
WJBR-FM SU '97 4-Book	2 4	47 62	.1 .1	.3 .3	2 4	35 31	.1 .1	.5 .5	2 5	4 13	.1 .1	.3 .8	9 7	21 19	.2 .1	.7 .6	3 8	13 14	.1 .2	.3 .9
WKXW-FM SU '97 4-Book	14 9	126 91	.2 .2	.9 .6	2 3	70 62	.1 .1	.3 .5	4 4	27 14	.1 .1	.6 .7	8 5	27 23	.1 .1	.6 .4	4 4	15 15	.1 .1	.4 .4
WPST-FM SU '97 4-Book	39 39	563 573	.7 .7	2.4 2.4	21 17	392 335	.4 .3	2.8 2.4	5 12	16 50	.1 .2	.7 2.0	47 31	146 136	.8 .5	3.6 2.6	37 27	130 113	.6 .5	4.3 3.0
WRDR-FM SU '97 4-Book	1 1	9 13	.1 .1	.1 .1	1 1	9 13	.1 .1	.1 .1	1 1	9 13	.1 .1	.1 .1	1 1	9 13	.1 .1	.1 .1	1 1	9 13	.1 .1	.1 .1
WSTW-FM SU '97 4-Book	6 13	219 175	.1 .2	.4 .8	7 6	141 115	.1 .1	.9 .8	4 3	20 13	.1 .1	.6 .5	1 10	10 47	.1 .2	.9 .9	13 10	36 30	.2 .2	1.5 1.2
TOTALS SU '97 4-Book	1636 1601	5647 5638	27.9 27.3	27.9 27.3	753 725	4682 4653	12.8 12.3	12.8 12.3	705 637	1812 1743	12.0 10.9	12.0 10.9	1290 1205	2942 2887	22.0 20.5	22.0 20.5	869 907	2110 2206	14.8 15.5	14.8 15.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	3	38	.1	.4	25	166	.4	6.2	7	73	.1	.8	8	52	.1	1.1	10	54	.2	2.1
4-Book	7	45	.1	1.0	20	114	.3	5.3	8	70	.1	1.0	8	54	.1	1.1	9	58	.2	1.9
WBEB-FM																				
SU '97	16	63	.3	2.4	23	51	.4	5.7	47	97	.8	5.6	20	70	.3	2.9	6	51	.1	1.3
4-Book	17	70	.3	2.5	11	31	.2	2.7	26	75	.4	3.2	11	45	.2	1.7	9	50	.2	1.9
VDAS-AM																				
SU '97					10	17	.2	2.5	5	17	.1	.6	2	8		.3	8	8	.1	1.7
4-Book					10	24	.2	2.7	8	26	.2	1.1	5	12	.1	.7	2	2		.4
VDAS-FM																				
SU '97	39	100	.7	5.7	17	33	.3	4.2	21	54	.4	2.5	20	34	.3	2.9	16	52	.3	3.4
4-Book	34	100	.6	5.1	20	53	.4	5.4	29	78	.5	3.6	17	55	.3	2.6	39	94	.7	8.6
WFLM-FM																				
SU '97	2	8		.3	1	9		.2	9	19	.2	1.1	9	17	.2	1.3	4	25	.1	.8
4-Book	3	17	.1	.5	6	15	.1	1.5	13	45	.3	1.6	11	23	.2	1.7	5	26	.1	1.0
WHAT-AM																				
SU '97					5	8	.1	1.2	3	9	.1	.3	1	2		.2				
4-Book	1	5		.2	5	8	.1	1.2	3	9	.1	.3	1	2		.2				.1
WIOQ-FM																				
SU '97	50	172	.9	7.4	16	55	.3	4.0	52	131	.9	6.2	35	170	.6	5.0	62	157	1.1	13.1
4-Book	79	250	1.4	11.9	18	60	.3	4.7	47	156	.8	5.9	48	167	.8	7.2	38	121	.7	8.2
WIP -AM																				
SU '97	16	53	.3	2.4	25	94	.4	6.2	66	203	1.1	7.9	35	108	.6	5.0	35	122	.6	7.4
4-Book	23	84	.4	3.5	23	76	.4	5.6	43	152	.7	5.3	27	108	.5	4.0	26	101	.4	5.5
WJZ-FM																				
SU '97	15	52	.3	2.2	12	37	.2	3.0	42	90	.7	5.0	18	45	.3	2.6	3	8	.1	.6
4-Book	12	50	.2	1.9	10	39	.2	2.5	22	60	.4	2.7	19	42	.3	2.8	11	38	.2	2.4
VMGK-FM																				
SU '97	60	146	1.0	8.8	4	24	.1	1.0	50	167	.9	6.0	28	128	.5	4.0	21	112	.4	4.4
4-Book	36	114	.6	5.3	10	49	.2	2.6	56	185	1.0	7.1	48	155	.8	7.3	27	108	.5	5.8
WMMR-FM																				
SU '97	40	164	.7	5.9	25	111	.4	6.2	64	189	1.1	7.6	46	192	.8	6.6	26	121	.4	5.5
4-Book	37	153	.7	5.5	31	107	.5	8.3	63	219	1.1	7.9	42	143	.7	6.3	27	134	.5	5.9
WNAP-AM																				
SU '97					*				1	5		.1	2	8		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	2	19		.3	30	53	.5	7.5	17	74	.3	2.0	14	44	.2	2.0	8	19	.1	1.7
4-Book	11	55	.2	1.7	19	36	.3	4.8	15	71	.3	1.9	14	41	.2	2.1	8	29	.1	1.7
WPEN-AM																				
SU '97									4	15	.1	.5	9	18	.2	1.3				
4-Book	1	3		.2					3	12	.1	.4	6	10	.1	.8				
+WPHI-FM																				
SU '97	79	240	1.3	11.6	8	38	.1	2.0	41	187	.7	4.9	87	254	1.5	12.4	26	103	.4	5.5
4-Book	57	195	1.0	8.5	8	32	.1	2.1	40	149	.7	5.0	62	185	1.1	9.2	31	125	.5	6.8
+WPHT-AM																				
SU '97	11	16	.2	1.6	4	9	.1	1.0	10	25	.2	1.2	9	43	.2	1.3				
4-Book	3	6	.1	.5	1	5		.3	4	18	.1	.5	4	21	.1	.6				
WPLY-FM																				
SU '97	40	169	.7	5.9	19	82	.3	4.7	47	241	.8	5.6	58	207	1.0	8.3	41	184	.7	8.7
4-Book	48	202	.8	7.3	19	69	.3	4.7	50	223	.9	6.3	39	157	.7	5.7	27	137	.5	5.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	7	9	.1	1.7	3	19	.1	.4	3	10	.1	.4	**	**	**	**
WUSL-FM SU '97 4-Book	90	248	1.5	13.2	39	118	.7	9.7	87	233	1.5	10.4	60	176	1.0	8.6	73	185	1.2	15.5
WVDB-FM SU '97 4-Book	7	19	.1	1.0	12	62	.2	3.0	52	97	.9	6.2	7	26	.1	1.0	10	42	.2	2.1
WWJZ-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	3	26	.1	.4	22	60	.4	5.5	32	69	.5	3.8	25	77	.4	3.6	11	42	.2	2.3
WYSP-FM SU '97 4-Book	80	210	1.4	11.8	28	77	.5	7.0	66	313	1.1	7.9	112	318	1.9	16.0	42	186	.7	8.9
WYXR-FM SU '97 4-Book	39	142	.7	5.7	3	16	.1	.7	24	46	.4	2.9	24	101	.4	3.4	16	63	.3	3.4
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	1	9	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM SU '97 4-Book		3			3	16	.1	.7	5	9	.1	.6	1	9	.1	.1	1	8	.2	.3
WJBR-FM SU '97 4-Book	1	8	.1	.7					1	9		.1	1	9	.1	.1	1	9	.2	.2
WKXW-FM SU '97 4-Book	2	9	.3	.2	2	18	.5	.4	5	8	.1	.7	3	8	.1	.4	2	16	.4	.4
WPST-FM SU '97 4-Book	14	98	.2	2.1	4	35	.1	1.0	25	66	.4	3.0	19	81	.3	2.7	16	88	.3	3.4
WRDR-FM SU '97 4-Book		2		.1					1	3		.1					9	56	.2	2.0
WSTW-FM SU '97 4-Book	6	50	.1	.9	12	28	.2	3.0	9	17	.2	1.1	13	44	.2	1.9	1	10	.2	.9
TOTALS SU '97 4-Book	680	1767	11.6		402	1111	6.9		838	2106	14.3		701	1863	11.9		472	1449	8.0	
	663	1810	11.3		389	1101	6.7		799	2179	13.6		670	1672	11.4		462	1363	7.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	83	2887	.7	3.7	216	1915	1.9	6.5	72	879	.6	2.2	86	1366	.8	3.2	32	597	.3	2.9
SP '97	86	2815	.8	3.7	241	2046	2.1	6.9	69	849	.6	2.1	98	1182	.9	3.5	24	500	.2	2.2
WI '97	103	3376	.9	4.7	293	2274	2.6	8.7	67	1065	.6	2.1	112	1566	1.0	4.1	38	844	.3	3.6
FA '96	91	3115	.8	4.1	250	2176	2.2	7.6	72	1012	.6	2.2	107	1472	.9	3.9	37	733	.3	3.3
4-Book	91	3048	.8	4.1	250	2103	2.2	7.4	70	951	.6	2.2	101	1397	.9	3.7	33	669	.3	3.0
SU '96	93	2996	.8	4.1	227	2017	2.0	6.8	91	1013	.8	2.7	94	1313	.8	3.5	38	724	.3	3.5
WBEB-FM																				
SU '97	75	1178	.7	3.3	97	563	.9	2.9	131	571	1.2	4.0	63	542	.6	2.3	22	361	.2	2.0
SP '97	51	1128	.4	2.2	74	561	.7	2.1	82	424	.7	2.5	69	544	.6	2.5	20	337	.2	1.8
WI '97	91	1416	.8	4.2	118	577	1.0	3.5	176	632	1.5	5.6	113	768	1.0	4.2	29	404	.3	2.7
FA '96	72	1225	.6	3.2	96	693	.8	2.9	135	603	1.2	4.1	83	631	.7	3.0	36	382	.3	3.2
4-Book	72	1237	.6	3.2	96	599	.9	2.9	131	558	1.2	4.1	82	621	.7	3.0	27	371	.3	2.4
SU '96	79	1279	.7	3.5	93	621	.8	2.8	133	679	1.2	3.9	109	678	1.0	4.0	31	347	.3	2.8
VDAS-AM																				
SU '97	4	82	.2	.3	4	25	.1	.1	2	8	.1	.1	3	17	.1	.1	2	17	.2	.2
SP '97	7	140	.1	.3	2	34	.1	.1	17	51	.1	.5	5	45	.2	.2	2	17	.2	.2
WI '97	7	182	.1	.3	7	37	.1	.2	7	46	.1	.2	5	66	.2	.2	2	17	.2	.2
FA '96	6	164	.1	.3	13	64	.1	.4	2	25	.1	.1	4	47	.1	.1	5	8	.4	.4
4-Book	6	142	.1	.3	7	40	.1	.2	7	33	.1	.2	4	44	.2	.2	3	15	.3	.3
SU '96	12	195	.1	.5	20	97	.2	.6	8	43	.1	.2	5	24	.2	.2	2	6	.2	.2
VDAS-FM																				
SU '97	107	1294	.9	4.7	126	622	1.1	3.8	137	634	1.2	4.2	111	613	1.0	4.1	90	592	.8	8.0
SP '97	117	1225	1.0	5.1	147	654	1.3	4.2	159	693	1.4	4.8	128	688	1.1	4.6	88	554	.8	8.1
WI '97	128	1349	1.1	5.8	162	758	1.4	4.8	172	719	1.5	5.5	162	760	1.4	6.0	84	567	.7	7.9
FA '96	136	1309	1.2	6.1	154	644	1.4	4.7	168	747	1.5	5.1	180	809	1.6	6.5	113	667	1.0	10.0
4-Book	122	1294	1.1	5.4	147	670	1.3	4.4	159	698	1.4	4.9	145	718	1.3	5.3	94	595	.8	8.5
SU '96	135	1421	1.2	5.9	148	749	1.3	4.4	197	764	1.7	5.8	148	764	1.3	5.5	80	549	.7	7.3
WFLN-FM																				
SU '97	28	604	.2	1.2	33	260	.3	1.0	41	203	.4	1.3	35	334	.3	1.3	19	161	.2	1.7
SP '97	26	556	.2	1.1	23	216	.2	.7	45	194	.4	1.3	40	295	.4	1.4	9	126	.1	.8
WI '97	32	623	.3	1.5	38	297	.3	1.1	53	277	.5	1.7	36	346	.3	1.3	17	257	.1	1.6
FA '96	38	669	.3	1.7	47	302	.4	1.4	47	269	.4	1.4	30	316	.3	1.1	30	253	.3	2.7
4-Book	31	613	.3	1.4	35	269	.3	1.1	47	236	.4	1.4	35	323	.3	1.3	19	199	.2	1.7
SU '96	27	539	.2	1.2	24	207	.2	.7	55	240	.5	1.6	38	297	.3	1.4	20	177	.2	1.8
WHAT-AM																				
SU '97	10	96	.1	.4	9	42	.1	.3	14	51	.1	.4	16	61	.1	.6	7	35	.1	.6
SP '97	9	126	.1	.4	25	68	.2	.7	12	88	.1	.4	4	43	.1	.1	3	26	.1	.3
WI '97	12	153	.1	.5	33	63	.3	1.0	15	53	.1	.5	6	33	.1	.2	5	34	.1	.5
FA '96	10	131	.1	.4	20	86	.2	.6	12	58	.1	.4	7	30	.1	.3	6	26	.1	.5
4-Book	10	127	.1	.4	22	65	.2	.7	13	63	.1	.4	8	42	.1	.3	5	30	.1	.5
SU '96	14	163	.1	.6	20	69	.2	.6	16	63	.1	.5	15	63	.1	.6	12	26	.1	1.1
WIOQ-FM																				
SU '97	92	1925	.8	4.1	89	644	.8	2.7	135	977	1.2	4.1	110	1003	1.0	4.1	53	737	.5	4.7
SP '97	91	1662	.8	4.0	70	576	.6	2.0	121	782	1.1	3.6	129	981	1.1	4.7	69	661	.6	6.4
WI '97	83	1761	.7	3.8	86	626	.8	2.6	119	877	1.0	3.8	98	940	.9	3.6	60	666	.5	5.6
FA '96	83	1990	.7	3.7	81	687	.7	2.5	104	1004	.9	3.2	99	1068	.9	3.6	75	851	.7	6.6
4-Book	87	1835	.8	3.9	82	633	.7	2.5	120	910	1.1	3.7	109	998	1.0	4.0	64	729	.6	5.8
SU '96	94	1737	.8	4.1	100	619	.9	3.0	136	895	1.2	4.0	112	974	1.0	4.1	74	760	.6	6.8
WIP -AM																				
SU '97	158	2312	1.4	7.0	274	1528	2.4	8.2	224	1333	2.0	6.8	240	1654	2.1	8.9	54	653	.5	4.8
SP '97	135	2416	1.2	5.9	226	1197	2.0	6.5	174	1032	1.5	5.2	186	1379	1.6	6.7	77	871	.7	7.1
WI '97	143	2575	1.3	6.5	238	1547	2.1	7.1	227	1148	2.0	7.2	183	1592	1.6	6.8	66	876	.6	6.2
FA '96	162	2567	1.4	7.2	266	1553	2.3	8.1	249	1360	2.2	7.6	242	1643	2.1	8.7	55	753	.5	4.9
4-Book	150	2468	1.3	6.7	251	1456	2.2	7.5	219	1218	1.9	6.7	213	1567	1.9	7.8	63	788	.6	5.8
SU '96	118	1891	1.0	5.2	219	1213	1.9	6.5	164	986	1.4	4.8	171	1147	1.5	6.3	53	638	.5	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 18-49

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZZ-FM																				
SU '97	119	1362	1.0	5.2	136	697	1.2	4.1	173	700	1.5	5.3	139	789	1.2	5.1	76	599	.7	6.8
SP '97	90	1121	.8	3.9	106	544	.9	3.1	130	630	1.1	3.9	121	670	1.1	4.4	50	438	.4	4.6
WI '97	78	1224	.7	3.6	73	452	.6	2.2	111	459	1.0	3.5	113	665	1.0	4.2	46	517	.4	4.3
FA '96	81	1312	.7	3.6	89	604	.8	2.7	119	575	1.0	3.6	118	762	1.0	4.2	52	625	.5	4.6
4-Book	92	1255	.8	4.1	101	574	.9	3.0	133	591	1.2	4.1	123	722	1.1	4.5	56	545	.5	5.1
SU '96	103	1264	.9	4.5	103	603	.9	3.1	141	596	1.2	4.1	124	774	1.1	4.6	77	631	.7	7.0
WMGK-FM																				
SU '97	157	2578	1.4	6.9	184	1192	1.6	5.5	274	1382	2.4	8.4	231	1601	2.0	8.5	54	769	.5	4.8
SP '97	164	2615	1.4	7.1	190	1299	1.7	5.5	266	1299	2.3	8.0	204	1580	1.8	7.4	61	907	.5	5.6
WI '97	153	2300	1.3	7.0	196	969	1.7	5.8	283	1187	2.5	9.0	186	1489	1.6	6.9	63	828	.6	5.9
FA '96	169	2165	1.5	7.5	204	1184	1.8	6.2	319	1202	2.8	9.7	209	1422	1.8	7.5	81	777	.7	7.2
4-Book	161	2415	1.4	7.1	194	1161	1.7	5.8	286	1268	2.5	8.8	208	1523	1.8	7.6	65	820	.6	5.9
SU '96	166	2184	1.4	7.3	192	1034	1.7	5.7	289	1112	2.5	8.5	241	1478	2.1	8.9	62	740	.5	5.7
WMMR-FM																				
SU '97	185	2705	1.6	8.1	247	1300	2.2	7.4	328	1394	2.9	10.0	235	1623	2.1	8.7	69	843	.6	6.1
SP '97	221	2969	1.9	9.6	334	1576	2.9	9.6	395	1595	3.5	11.8	236	1921	2.1	8.5	77	977	.7	7.1
WI '97	139	2514	1.2	6.3	164	1095	1.4	4.9	248	1303	2.2	7.9	176	1399	1.5	6.5	50	683	.4	4.7
FA '96	163	2814	1.4	7.3	215	1367	1.9	6.5	286	1317	2.5	8.7	221	1762	1.9	8.0	66	806	.6	5.8
4-Book	177	2751	1.5	7.8	240	1335	2.1	7.1	314	1402	2.8	9.6	217	1676	1.9	7.9	66	827	.6	5.9
SU '96	160	2542	1.4	7.0	205	1121	1.8	6.1	288	1268	2.5	8.4	211	1512	1.8	7.8	58	723	.5	5.3
WNAP-AM																				
SU '97	*	39			*	17			1	10			2	26		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	43			1	22			1	22			1	9						
FA '96	8	78	.1	.4	12	43	.1	.4	9	35	.1	.3	7	37	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	6	94	.1	.3	1	24			6	16	.1	.2	7	37	.1	.3	**	**	**	**
WOGL-FM																				
SU '97	105	1828	.9	4.6	129	832	1.1	3.9	160	925	1.4	4.9	128	1126	1.1	4.7	46	565	.4	4.1
SP '97	106	1717	.9	4.6	113	725	1.0	3.3	151	738	1.3	4.5	108	940	.9	3.9	50	610	.4	4.6
WI '97	89	1629	.8	4.1	130	817	1.1	3.9	143	686	1.3	4.5	101	895	.9	3.7	35	401	.3	3.3
FA '96	98	1541	.9	4.4	116	687	1.0	3.5	150	677	1.3	4.6	125	961	1.1	4.5	49	458	.4	4.3
4-Book	100	1679	.9	4.4	122	765	1.1	3.7	151	757	1.3	4.6	116	981	1.0	4.2	45	509	.4	4.1
SU '96	81	1573	.7	3.6	94	743	.8	2.8	122	695	1.1	3.6	101	814	.9	3.7	36	470	.3	3.3
WPEN-AM																				
SU '97	11	170	.1	.5	17	64	.1	.5	12	63	.1	.4	11	74	.1	.4	7	25	.1	.6
SP '97	6	157	.1	.3	3	30	.1	.1	8	84	.1	.2	10	50	.1	.4	2	36	.1	.2
WI '97	8	207	.1	.4	8	54	.1	.2	8	45	.1	.3	3	62	.1	.1	7	52	.1	.7
FA '96	10	178	.1	.4	15	80	.1	.5	24	93	.2	.7	6	47	.1	.2	2	19	.2	.2
4-Book	9	178	.1	.4	11	57	.1	.3	13	71	.1	.4	8	58	.1	.3	5	33	.1	.4
SU '96	6	133	.1	.3	6	65	.1	.2	5	67	.1	.1	9	94	.1	.3	4	53	.1	.4
+WPHI-FM																				
SU '97	116	1487	1.0	5.1	112	709	1.0	3.4	156	815	1.4	4.8	157	1057	1.4	5.8	107	854	.9	9.5
SP '97	82	1259	.7	3.6	61	458	.5	1.8	95	682	.8	2.8	131	810	1.2	4.7	72	594	.6	6.6
WI '97	86	1278	.8	3.9	85	493	.7	2.5	109	612	1.0	3.5	109	844	1.0	4.0	73	564	.6	6.8
FA '96	68	1469	.6	3.0	64	570	.6	1.9	107	697	.9	3.3	116	927	1.0	4.2	34	619	.3	3.0
4-Book	88	1373	.8	3.9	81	558	.7	2.4	117	702	1.0	3.6	128	910	1.2	4.7	72	658	.6	6.5
SU '96	67	1348	.6	2.9	61	500	.5	1.8	107	709	.9	3.1	99	814	.9	3.7	33	494	.3	3.0
+WPHT-AM																				
SU '97	14	529	.1	.6	17	114	.1	.5	8	133	.1	.2	12	154	.1	.4	22	245	.2	2.0
SP '97	13	594	.1	.6	21	204	.2	.6	12	116	.1	.4	14	135	.1	.5	16	211	.1	1.5
WI '97	11	361	.1	.5	24	160	.2	.7	11	93	.1	.3	14	189	.1	.5	2	48	.2	.2
FA '96	10	235	.1	.4	27	112	.2	.8	13	79	.1	.4	8	95	.1	.3	5	44	.4	.4
4-Book	12	430	.1	.5	22	148	.2	.7	11	105	.1	.3	12	143	.1	.4	11	137	.1	1.0
SU '96	15	624	.1	.7	21	194	.2	.6	12	122	.1	.4	10	147	.1	.4	13	196	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	91	2031	.8	4.0	134	877	1.2	4.0	130	844	1.1	4.0	102	1247	.9	3.8	55	825	.5	4.9
SP '97	92	1979	.8	4.0	126	867	1.1	3.6	145	989	1.3	4.3	107	1092	.9	3.9	44	655	.4	4.1
WI '97	86	1908	.8	3.9	96	787	.8	2.9	136	954	1.2	4.3	124	1185	1.1	4.6	40	537	.4	3.7
FA '96	74	1906	.7	3.3	99	957	.9	3.0	107	746	.9	3.3	98	970	.9	3.5	40	709	.4	3.5
4-Book	86	1956	.8	3.8	114	872	1.0	3.4	130	883	1.1	4.0	108	1124	1.0	4.0	45	682	.4	4.1
SU '96	77	1628	.7	3.4	112	775	1.0	3.3	109	727	1.0	3.2	86	799	.8	3.2	25	509	.2	2.3
WTEL-AM																				
SU '97	* 3	95		.1	* 5	66		.1	4	72		.1	* 1	24						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	5	107		.2	8	58	.1	.2	4	40		.1	5	56		.2	2	24		.2
SP '97	6	112	.1	.3	11	52	.1	.3	4	30		.1	11	86	.1	.4	3	40		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	123	1599	1.1	5.4	120	859	1.1	3.6	182	988	1.6	5.6	132	902	1.2	4.9	104	763	.9	9.3
SP '97	114	1597	1.0	5.0	115	717	1.0	3.3	162	878	1.4	4.9	142	863	1.2	5.1	92	716	.8	8.5
WI '97	148	1803	1.3	6.8	133	827	1.2	4.0	165	967	1.5	5.2	221	1151	1.9	8.2	156	834	1.4	14.6
FA '96	149	1866	1.3	6.6	143	813	1.3	4.3	188	1057	1.7	5.7	182	1043	1.6	6.5	140	1041	1.2	12.4
4-Book	134	1716	1.2	6.0	128	804	1.2	3.8	174	973	1.6	5.4	169	990	1.5	6.2	123	839	1.1	11.2
SU '96	143	1669	1.2	6.3	169	887	1.5	5.0	190	1033	1.7	5.6	175	1014	1.5	6.5	101	819	.9	9.2
WWDB-FM																				
SU '97	56	1061	.5	2.5	46	316	.4	1.4	104	432	.9	3.2	77	437	.7	2.8	17	237	.1	1.5
SP '97	59	1073	.5	2.6	84	361	.7	2.4	106	482	.9	3.2	76	525	.7	2.8	16	209	.1	1.5
WI '97	72	1142	.6	3.3	62	380	.5	1.8	140	561	1.2	4.5	115	700	1.0	4.2	17	240	.1	1.6
FA '96	64	1011	.6	2.9	65	306	.6	2.0	129	543	1.1	3.9	78	515	.7	2.8	31	284	.3	2.7
4-Book	63	1072	.6	2.8	64	341	.6	1.9	120	505	1.0	3.7	87	544	.8	3.2	20	243	.2	1.8
SU '96	76	1154	.7	3.3	88	402	.8	2.6	165	676	1.4	4.8	77	488	.7	2.9	28	277	.2	2.6
WWJZ-AM																				
SU '97	1	34			2	9		.1	1	8			4	34		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	17		.2	2	17		.1	8	17	.1	.2	6	17	.1	.2	2	8		.2
WXTU-FM																				
SU '97	84	1117	.7	3.7	102	571	.9	3.1	130	515	1.1	4.0	112	682	1.0	4.1	35	316	.3	3.1
SP '97	85	976	.7	3.7	109	647	1.0	3.1	136	495	1.2	4.1	91	577	.8	3.3	33	350	.3	3.0
WI '97	72	953	.6	3.3	103	505	.9	3.1	117	552	1.0	3.7	76	625	.7	2.8	36	315	.3	3.4
FA '96	81	944	.7	3.6	106	552	.9	3.2	120	574	1.1	3.7	101	678	.9	3.6	35	381	.3	3.1
4-Book	81	998	.7	3.6	105	569	.9	3.1	126	534	1.1	3.9	95	641	.9	3.5	35	341	.3	3.2
SU '96	92	943	.8	4.0	131	542	1.1	3.9	141	491	1.2	4.1	125	737	1.1	4.6	41	387	.4	3.7
WYSP-FM																				
SU '97	262	3892	2.3	11.5	780	2602	6.9	23.4	308	1866	2.7	9.4	200	1600	1.8	7.4	73	939	.6	6.5
SP '97	326	3887	2.9	14.2	836	2688	7.3	24.1	497	2190	4.4	14.9	309	1929	2.7	11.2	71	905	.6	6.6
WI '97	285	3822	2.5	13.0	839	2794	7.4	25.0	345	1844	3.0	11.0	238	1574	2.1	8.8	73	871	.6	6.8
FA '96	242	3966	2.1	10.8	667	2452	5.9	20.3	265	1767	2.3	8.1	206	1720	1.8	7.4	61	923	.5	5.4
4-Book	279	3892	2.5	12.4	781	2634	6.9	23.2	354	1917	3.1	10.9	238	1706	2.1	8.7	70	910	.6	6.3
SU '96	266	3506	2.3	11.7	781	2439	6.8	23.3	371	1792	3.2	10.9	191	1321	1.7	7.1	60	668	.5	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '97	61	1340	.5	2.7	58	392	.5	1.7	93	495	.8	2.8	67	660	.6	2.5	36	415	.3	3.2
SP '97	54	1191	.5	2.4	80	542	.7	2.3	82	430	.7	2.5	67	630	.6	2.4	22	371	.2	2.0
WI '97	39	1285	.3	1.8	45	472	.4	1.3	59	449	.5	1.9	50	539	.4	1.8	20	404	.2	1.9
FA '96	66	1276	.6	2.9	81	520	.7	2.5	92	537	.8	2.8	89	709	.8	3.2	31	438	.3	2.7
4-Book	55	1273	.5	2.5	66	482	.6	2.0	82	478	.7	2.5	68	635	.6	2.5	27	407	.3	2.5
SU '96	57	1436	.5	2.5	72	519	.6	2.1	88	593	.8	2.6	71	667	.6	2.6	31	492	.3	2.8
WZZD-AM																				
SU '97	2	48		.1	6	24	.1	.2	3	25		.1	1	18			3	25		.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	9	146	.1	.4	16	85	.1	.5	20	92	.2	.6	9	60	.1	.3	1	16		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	5	146		.2	7	103	.1	.2	4	56		.1	6	75	.1	.2	5	40		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	6	120	.1	.3	9	30	.1	.3	10	41	.1	.3	7	78	.1	.3	1	22		.1
SP '97	4	55		.2	7	19	.1	.2	8	10	.1	.2	4	28		.1	1	19		.1
WI '97	6	153	.1	.3	5	83		.1	8	60	.1	.3	5	83		.2	5	53		.5
FA '96	2	47		.1	2	18		.1	4	19		.1	3	27		.1		8		
4-Book	5	94	.1	.2	6	38	.1	.2	8	33	.1	.2	5	54		.2	2	26		.2
SU '96	1	98			3	55		.1	1	35			2	25		.1	1	27		.1
WJBR-FM																				
SU '97	7	151	.1	.3	7	59	.1	.2	8	53	.1	.2	8	59	.1	.3	6	51	.1	.5
SP '97	6	161	.1	.3	9	91	.1	.3	12	73	.1	.4	6	65	.1	.2	3	42		.3
WI '97	9	216	.1	.4	10	81	.1	.3	17	72	.1	.5	15	103	.1	.6	2	61		.2
FA '96	19	197	.2	.8	12	102	.1	.4	24	80	.2	.7	25	124	.2	.9	11	61	.1	1.0
4-Book	10	181	.1	.5	10	83	.1	.3	15	70	.1	.5	14	88	.1	.5	6	54	.1	.5
SU '96	7	193	.1	.3	7	67	.1	.2	14	69	.1	.4	8	98	.1	.3	3	62		.3
WKXV-FM																				
SU '97	18	354	.2	.8	11	107	.1	.3	39	169	.3	1.2	36	212	.3	1.3	6	94	.1	.5
SP '97	8	354	.1	.3	9	117	.1	.3	9	111	.1	.3	11	140	.1	.4	3	61		.3
WI '97	17	398	.1	.8	32	158	.3	1.0	34	167	.3	1.1	18	166	.2	.7	1	44		.1
FA '96	15	223	.1	.7	21	120	.2	.6	28	122	.2	.9	12	145	.1	.4	7	75	.1	.6
4-Book	15	332	.1	.7	18	126	.2	.6	28	142	.2	.9	19	166	.2	.7	4	69	.1	.4
SU '96	17	344	.1	.7	18	164	.2	.5	27	167	.2	.8	23	179	.2	.9	15	91	.1	1.4
WPST-FM																				
SU '97	35	982	.3	1.5	29	266	.3	.9	55	322	.5	1.7	47	552	.4	1.7	17	288	.1	1.5
SP '97	37	977	.3	1.6	46	376	.4	1.3	56	439	.5	1.7	55	610	.5	2.0	22	341	.2	2.0
WI '97	30	833	.3	1.4	38	257	.3	1.1	42	296	.4	1.3	48	496	.4	1.8	15	245	.1	1.4
FA '96	32	930	.3	1.4	32	322	.3	1.0	64	418	.6	2.0	44	521	.4	1.6	11	338	.1	1.0
4-Book	34	931	.3	1.5	36	305	.3	1.1	54	369	.5	1.7	49	545	.4	1.8	16	303	.1	1.5
SU '96	26	803	.2	1.1	35	327	.3	1.0	44	418	.4	1.3	39	404	.3	1.4	11	246	.1	1.0
WRDR-FM																				
SU '97		17			1	17				9			1	8						
SP '97	2	60		.1	3	25		.1	6	10	.1	.2	3	33		.1	1	17		.1
WI '97	1	34			1	17				5			5	25		.2	2	17		.2
FA '96	2	48		.1	1	15			3	14		.1	5	32		.2				
4-Book	1	40		.1	2	19			2	8		.1	4	25		.1	1	9		.1
SU '96	1	73			1	7			2	24		.1	2	34		.1				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

WSTV-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	11	407	.1	.5	10	98	.1	.3	13	147	.1	.4	17	184	.1	.6	6	93	.1	.5
SP '97	9	356	.1	.4	14	154	.1	.4	13	138	.1	.4	11	176	.1	.4	5	99		.5
WI '97	15	307	.1	.7	22	124	.2	.7	33	135	.3	1.0	16	151	.1	.6	1	53		.1
FA '96	23	444	.2	1.0	27	171	.2	.8	53	196	.5	1.6	30	228	.3	1.1	9	88	.1	.8
4-Book	15	379	.1	.7	18	137	.2	.6	28	154	.3	.9	19	185	.2	.7	5	83	.1	.5
SU '96	7	296	.1	.3	7	91	.1	.2	6	51	.1	.2	8	109	.1	.3	3	62		.3
TOTALS																				
SU '97	2271	11156	20.0		3338	9884	29.3		3274	8685	28.8		2710	9965	23.8		1122	6729	9.9	
SP '97	2297	11111	20.2		3469	9985	30.5		3335	8738	29.3		2762	9797	24.3		1083	6954	9.5	
WI '97	2190	11022	19.2		3359	9866	29.5		3144	8460	27.6		2706	9807	23.8		1068	6914	9.4	
FA '96	2242	11099	19.7		3292	9887	28.9		3275	8737	28.8		2779	9752	24.4		1131	7180	9.9	
4-Book	2250	11097	19.8		3365	9906	29.6		3257	8655	28.6		2739	9830	24.1		1101	6944	9.7	
SU '96	2274	11026	19.8		3359	9799	29.3		3417	8646	29.8		2700	9692	23.5		1095	6929	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	121	2605	1.1	3.9	50	1372	.4	3.3	130	589	1.1	8.5	49	351	.4	1.9	31	229	.3	1.7
4-Book	135	2734	1.2	4.3	51	1396	.5	3.5	131	630	1.2	9.1	57	346	.5	2.4	38	231	.4	2.2
WBEB-FM																				
SU '97	99	910	.9	3.2	68	688	.6	4.4	74	220	.7	4.8	126	305	1.1	5.0	68	199	.6	3.8
4-Book	105	973	.9	3.4	45	604	.4	3.1	46	154	.4	3.2	82	240	.7	3.4	54	180	.5	3.1
WDAS-AM																				
SU '97	3	33	.1	.1	8	73	.1	.5	1	5	.1	.1	3	13	.1	.1		5		
4-Book	6	70	.1	.2	9	116	.1	.7	3	15	.3	.3	6	18	.1	.3	1	6		.1
WOAS-FM																				
SU '97	126	948	1.1	4.0	85	790	.7	5.5	82	210	.7	5.3	125	303	1.1	4.9	75	211	.7	4.2
4-Book	151	1064	1.4	4.8	89	813	.8	6.2	89	225	.8	6.2	138	330	1.2	5.8	111	269	1.0	6.4
WFLN-FM																				
SU '97	37	461	.3	1.2	19	280	.2	1.2	19	81	.2	1.2	25	69	.2	1.0	8	49	.1	.4
4-Book	40	468	.4	1.3	24	297	.2	1.7	14	60	.2	.9	36	114	.3	1.6	20	72	.2	1.1
WHAT-AM																				
SU '97	13	68	.1	.4	7	61	.1	.5	11	26	.1	.7	27	49	.2	1.1	11	25	.1	.6
4-Book	14	93	.1	.5	7	74	.1	.5	11	26	.1	.8	16	37	.1	.7	6	13	.1	.4
WIOQ-FM																				
SU '97	113	1462	1.0	3.6	80	1089	.7	5.2	58	200	.5	3.8	120	432	1.1	4.7	120	331	1.1	6.7
4-Book	105	1440	.9	3.3	71	1003	.6	4.9	47	173	.4	3.2	120	424	1.1	4.9	102	340	.9	5.7
WIP -AM																				
SU '97	244	2228	2.1	7.8	76	1078	.7	5.0	112	399	1.0	7.3	126	429	1.1	5.0	69	306	.6	3.9
4-Book	227	2192	2.0	7.3	70	1156	.6	4.8	88	322	.8	6.0	103	391	.9	4.3	71	257	.6	4.2
WJJZ-FM																				
SU '97	151	1091	1.3	4.8	90	858	.8	5.9	75	220	.7	4.9	135	342	1.2	5.3	114	356	1.0	6.4
4-Book	120	985	1.1	3.9	66	726	.6	4.5	54	181	.5	3.7	108	298	1.0	4.5	83	251	.7	4.7
WMGK-FM																				
SU '97	233	2172	2.0	7.5	92	1237	.8	6.0	83	257	.7	5.4	186	543	1.6	7.3	137	374	1.2	7.7
4-Book	233	2041	2.1	7.5	97	1286	.8	6.7	85	323	.7	5.8	198	595	1.7	8.2	151	473	1.3	8.5
WMMR-FM																				
SU '97	274	2255	2.4	8.8	103	1413	.9	6.7	109	338	1.0	7.1	189	578	1.7	7.5	145	404	1.3	8.1
4-Book	262	2305	2.3	8.4	102	1396	.9	7.0	114	375	1.0	7.8	201	638	1.8	8.3	132	437	1.2	7.5
WNAP-AM																				
SU '97	* 1	34			* 1	22		.1	*									2	8	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '97	141	1538	1.2	4.5	81	967	.7	5.3	97	303	.9	6.3	104	348	.9	4.1	89	253	.8	5.0
4-Book	131	1327	1.2	4.2	80	919	.7	5.5	81	265	.8	5.5	139	376	1.2	5.7	98	287	.9	5.6
WPEN-AM																				
SU '97	13	113	.1	.4	12	124	.1	.8	14	31	.1	.9	15	34	.1	.6	13	25	.1	.7
4-Book	11	123	.1	.3	9	98	.1	.7	9	32	.1	.7	14	33	.1	.6	10	26	.1	.6
+WPHI-FM																				
SU '97	143	1295	1.3	4.6	74	791	.7	4.8	61	196	.5	4.0	155	399	1.4	6.1	103	293	.9	5.8
4-Book	109	1178	1.0	3.5	61	739	.6	4.2	43	142	.4	3.0	115	355	1.0	4.8	91	275	.8	5.2
+WPHT-AM																				
SU '97	12	304	.1	.4	14	219	.1	.9	5	18	.3	.3	7	35	.1	.3	17	52	.1	1.0
4-Book	15	283	.1	.5	8	164	.1	.6	8	24	.1	.5	7	34	.1	.3	6	28		.4
WPLY-FM																				
SU '97	123	1742	1.1	3.9	59	1068	.5	3.8	27	177	.2	1.8	87	383	.8	3.4	71	284	.6	4.0
4-Book	118	1659	1.1	3.8	56	991	.5	3.8	41	168	.4	2.8	100	373	.9	4.2	74	275	.6	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM																				
SU '97	* 4	78	.1	.1	* 2	25	.1	.1	* 4	17	.3	.3	7	7	.1	.3	* 1	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	6	90	.1	.2	4	45	.3	.3	7	25	.1	.5	11	30	.1	.4	1	6	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	147	1387	1.3	4.7	93	884	.8	6.1	78	227	.7	5.1	170	464	1.5	6.7	79	280	.7	4.4
4-Book	158	1461	1.4	5.1	96	1003	.9	6.7	61	186	.6	4.2	166	444	1.5	7.0	116	308	1.0	6.7
WWDB-FM																				
SU '97	78	773	.7	2.5	44	517	.4	2.9	50	146	.4	3.3	39	113	.3	1.5	37	98	.3	2.1
4-Book	92	834	.8	3.0	39	497	.4	2.7	46	143	.4	3.2	36	112	.3	1.5	20	57	.2	1.1
WWJZ-AM																				
SU '97	2	34	.1	.1	1	9	.1	.1	2	9	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	116	926	1.0	3.7	62	633	.5	4.0	60	201	.5	3.9	132	333	1.2	5.2	74	201	.7	4.1
4-Book	110	851	1.0	3.5	60	598	.5	4.1	66	190	.6	4.5	108	291	1.0	4.5	78	229	.7	4.5
WYSP-FM																				
SU '97	420	3333	3.7	13.5	108	1556	.9	7.0	85	264	.7	5.5	166	603	1.5	6.6	125	412	1.1	7.0
4-Book	450	3451	4.0	14.4	116	1585	1.0	8.1	111	324	1.0	7.7	179	594	1.6	7.4	128	433	1.2	7.3
WYXR-FM																				
SU '97	74	900	.7	2.4	55	714	.5	3.6	63	123	.6	4.1	104	317	.9	4.1	65	243	.6	3.6
4-Book	73	935	.7	2.3	42	658	.4	2.9	51	160	.5	3.4	80	269	.7	3.4	50	203	.4	2.9
WZZD-AM																				
SU '97	4	40	.1	.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	15	118	.1	.5	3	62	.2	.2	1	8	.1	.1	3	36	.1	.1	6	24	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	9	86	.1	.3	5	73	.3	.3	8	8	.1	.5	10	30	.1	.4	1	8	.1	.1
4-Book	6	68	.1	.2	4	55	.2	.2	5	11	.1	.4	5	18	.2	.2	1	7	.1	.1
WJBR-FM																				
SU '97	8	108	.1	.3	6	67	.1	.4	7	20	.1	.5	17	29	.1	.7	12	29	.1	.7
4-Book	13	134	.1	.5	8	76	.1	.6	8	28	.1	.6	18	42	.2	.8	17	26	.2	1.0
WKXW-FM																				
SU '97	30	266	.3	1.0	6	113	.1	.4	4	27	.3	.3	13	46	.1	.5				
4-Book	22	246	.2	.7	7	142	.1	.5	6	31	.1	.5	12	54	.1	.5	7	25	.1	.4
WPST-FM																				
SU '97	44	720	.4	1.4	30	518	.3	2.0	6	24	.1	.4	63	194	.6	2.5	48	163	.4	2.7
4-Book	47	735	.4	1.5	22	438	.2	1.5	15	67	.2	1.1	39	175	.4	1.7	31	132	.3	1.8
WRDR-FM																				
SU '97		17			1	8		.1					5	8		.2				
4-Book	2	32		.1	1	18		.1	1	4		.1	3	8		.1				
WSTV-FM																				
SU '97	13	297	.1	.4	9	214	.1	.6	6	28	.1	.4	2	25	.1	.1	13	36	.1	.7
4-Book	22	284	.2	.7	8	174	.1	.6	7	24	.1	.5	13	69	.1	.6	13	44	.1	.7
TOTALS																				
SU '97	3120	10945	27.4		1533	9238	13.5		1536	3980	13.5		2531	5832	22.2		1785	4409	15.7	
4-Book	3131	10950	27.5		1450	9168	12.8		1457	4041	12.8		2403	5764	21.1		1750	4353	15.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-49

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	23	188	.2	1.8	107	563	.9	10.4	26	239	.2	1.5	24	174	.2	1.7	30	194	.3	3.3
4-Book	20	155	.2	1.8	95	459	.8	9.7	34	235	.3	2.1	27	178	.2	2.1	23	171	.2	2.6
WBEB-FM																				
SU '97	31	132	.3	2.5	58	158	.5	5.6	93	208	.8	5.5	60	197	.5	4.2	30	120	.3	3.3
4-Book	29	125	.3	2.6	29	102	.3	2.9	55	176	.5	3.4	39	134	.4	2.9	23	110	.2	2.6
WDAS-AM																				
SU '97	1	8	.1		19	43	.2	1.8	14	26	.1	.8	9	17	.1	.6	15	17	.1	1.6
4-Book		2			31	73	.3	3.2	20	61	.2	1.2	7	18	.1	.6	6	9		.6
WDAS-FM																				
SU '97	92	202	.8	7.3	37	82	.3	3.6	59	154	.5	3.5	54	119	.5	3.8	139	254	1.2	15.2
4-Book	80	217	.7	7.1	42	119	.4	4.3	62	187	.6	3.8	51	134	.5	3.9	130	248	1.2	14.9
WFLN-FM																				
SU '97	6	35	.1	.5	18	78	.2	1.7	39	119	.3	2.3	21	65	.2	1.5	17	65	.1	1.9
4-Book	11	48	.1	1.0	17	60	.2	1.8	42	133	.4	2.6	35	88	.3	2.8	16	73	.1	1.8
WHAT-AM																				
SU '97	2	9	.2		5	12	.5		5	5										
4-Book	2	9	.2		14	28	.1	1.4	6	19	.1	.4	1	2	.1			3		
WIOQ-FM																				
SU '97	75	272	.7	6.0	38	134	.3	3.7	81	232	.7	4.8	59	252	.5	4.1	80	202	.7	8.8
4-Book	92	310	.8	8.3	27	102	.2	2.8	64	222	.6	3.9	64	229	.6	4.9	49	159	.4	5.6
WIP -AM																				
SU '97	33	116	.3	2.6	52	199	.5	5.1	100	385	.9	5.9	74	262	.7	5.2	44	188	.4	4.8
4-Book	49	189	.5	4.5	53	185	.5	5.3	82	345	.7	5.0	68	277	.6	5.2	44	192	.4	5.1
WJJZ-FM																				
SU '97	82	251	.7	6.5	50	141	.4	4.9	110	280	1.0	6.5	82	180	.7	5.8	64	158	.6	7.0
4-Book	59	194	.5	5.2	33	119	.3	3.3	73	226	.7	4.4	66	163	.6	5.1	45	127	.4	5.1
WMGK-FM																				
SU '97	86	278	.8	6.8	15	117	.1	1.5	98	350	.9	5.8	83	306	.7	5.8	36	179	.3	3.9
4-Book	64	246	.6	5.6	35	154	.3	3.6	110	373	1.0	6.8	85	284	.8	6.5	41	172	.4	4.8
WMMR-FM																				
SU '97	63	280	.6	5.0	65	267	.6	6.3	127	439	1.1	7.5	95	360	.8	6.7	33	150	.3	3.6
4-Book	51	225	.5	4.6	68	243	.6	7.0	122	417	1.1	7.5	79	303	.7	6.0	43	203	.4	5.0
WNAP-AM																				
SU '97	**	**	**	**	*	**	**	**	1	5	.1		2	8	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	63	190	.6	5.0	103	268	.9	10.0	90	274	.8	5.3	88	230	.8	6.2	25	76	.2	2.7
4-Book	66	223	.6	5.9	67	174	.6	6.9	75	259	.6	4.6	71	204	.6	5.4	40	131	.4	4.6
WPEN-AM																				
SU '97	12	34	.1	1.0	1	10	.1		6	34	.1	.4	19	52	.2	1.3	15	34	.1	1.6
4-Book	7	23	.1	.6	3	19	.3		9	30	.1	.6	14	34	.1	1.0	7	15	.1	.8
+WPHI-FM																				
SU '97	94	284	.8	7.5	8	38	.1	.8	46	201	.4	2.7	92	264	.8	6.5	27	107	.2	3.0
4-Book	72	228	.6	6.4	12	46	.1	1.2	50	180	.4	3.1	71	209	.6	5.4	34	131	.3	3.9
+WPHT-AM																				
SU '97	17	52	.1	1.4	20	54	.2	1.9	28	76	.2	1.6	16	79	.1	1.1	4	9		.4
4-Book	7	27	.1	.6	11	35	.1	1.1	14	55	.1	.9	10	48	.1	.8	3	14		.4
WPLY-FM																				
SU '97	47	210	.4	3.7	26	106	.2	2.5	69	335	.6	4.1	94	320	.8	6.6	51	237	.4	5.6
4-Book	52	232	.5	4.7	25	92	.2	2.5	62	288	.6	3.9	55	225	.5	4.1	32	168	.3	3.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	7	.2	.2	**	**	**	**	* **	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	10 **	15	.1	1.0	3 **	19	.2	.2	3 **	10	.2	.2	**	**	**	**
WUSL-FM SU '97 4-Book	114 123	293 339	1.0 1.1	9.1 11.1	49 53	137 170	.4 .5	4.8 5.4	97 93	272 285	.9 .9	5.7 5.7	60 72	176 188	.5 .6	4.2 5.5	77 72	194 213	.7 .6	8.4 8.3
WWDB-FM SU '97 4-Book	41 21	102 56	.4 .2	3.3 1.8	38 39	154 138	.3 .3	3.7 3.9	102 101	204 215	.9 .9	6.0 6.3	16 20	42 48	.1 .2	1.1 1.5	23 25	84 77	.2 .2	2.5 2.9
WWJZ-AM SU '97 4-Book	**	**	**	**	3 **	9	.3	.3	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	16 26	110 111	.1 .2	1.3 2.4	41 42	135 124	.4 .4	4.0 4.3	90 73	209 208	.8 .7	5.3 4.4	66 57	201 160	.6 .5	4.6 4.3	17 29	83 109	.1 .3	1.9 3.3
WYSP-FM SU '97 4-Book	97 70	296 260	.9 .6	7.7 6.2	47 50	160 140	.4 .4	4.6 5.1	126 166	505 567	1.1 1.5	7.4 10.2	171 165	502 496	1.5 1.5	12.0 12.6	49 60	236 224	.4 .5	5.4 6.9
WYXR-FM SU '97 4-Book	57 28	213 140	.5 .3	4.5 2.4	34 27	90 93	.3 .2	3.3 2.7	42 45	115 172	.4 .4	2.5 2.8	47 35	192 136	.4 .3	3.3 2.6	23 22	96 109	.2 .2	2.5 2.5
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	2 **	18 **	.2 **	.2 **	6 **	17	.1 **	.6 **	2 **	16	.1 **	.1 **	1 **	8 **	.1 **	.1 **	2 **	8 **	.2 **	.2 **
WFMZ-FM SU '97 4-Book	1 1	8 7	.1 .1	.1 .1	3 8	25 22	.3 .1	.3 .8	10 4	17 13	.1 .1	.6 .3	5 4	26 17	.4 .3	.4 .3	2	8 13	.3	.3
WJBR-FM SU '97 4-Book	4 8	16 23	.3 .1	.3 .7	2	9	.2	.2	2 7	25 28	.1 .1	.1 .4	2 5	17 17	.1 .4	.1 .4	2 1	17 7	.2 .2	.2 .2
WKXW-FM SU '97 4-Book	3 2	16 9	.2 .1	.2 .1	11 7	35 31	.1 .1	1.1 .7	11 12	41 53	.1 .1	.6 .7	2 3	18 17	.1 .3	.1 .3	4	28	.1	.5
WPST-FM SU '97 4-Book	16 14	117 103	.1 .1	1.3 1.3	7 11	63 65	.1 .1	.7 1.2	41 26	101 116	.4 .3	2.4 1.6	37 23	134 104	.3 .2	2.6 1.7	21 12	105 71	.2 .1	2.3 1.4
WRDR-FM SU '97 4-Book	1	4	.1	.1	2	2	.1	.1	1	3	.1	.1	1	5	.1	.1	1	5	.2	.2
WSTW-FM SU '97 4-Book	8 6	59 33	.1 .1	.6 .5	14 7	46 26	.1 .1	1.4 .7	14 7	40 31	.1 .1	.8 .4	18 8	69 34	.2 .1	1.3 .6	3 5	18 24	.3 .5	.3 .5
TOTALS SU '97 4-Book	1259 1121	3442 3235	11.1 9.9		1029 983	2958 2885	9.0 8.6		1703 1629	4370 4400	15.0 14.3		1425 1310	3661 3384	12.5 11.5		914 874	2710 2572	8.0 7.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	79	2682	.9	4.2	205	1779	2.2	7.3	67	837	.7	2.5	83	1324	.9	3.7	30	563	.3	3.7
SP '97	83	2673	.9	4.3	234	1963	2.5	7.8	68	806	.7	2.4	97	1155	1.1	4.3	24	491	.3	3.0
WI '97	96	3111	1.0	5.3	282	2134	3.1	9.7	54	962	.6	2.1	103	1489	1.1	4.6	36	774	.4	4.5
FA '96	84	2872	.9	4.5	229	1992	2.5	8.0	67	935	.7	2.4	100	1393	1.1	4.3	33	713	.4	4.0
4-Book	86	2835	.9	4.6	238	1967	2.6	8.2	64	885	.7	2.4	96	1340	1.1	4.2	31	635	.4	3.8
SU '96	86	2753	.9	4.6	212	1865	2.3	7.5	85	961	.9	3.0	89	1241	1.0	3.9	35	662	.4	4.1
WBEB-FM																				
SU '97	66	991	.7	3.5	87	470	.9	3.1	117	496	1.3	4.3	59	478	.6	2.6	17	287	.2	2.1
SP '97	46	974	.5	2.4	69	511	.7	2.3	70	381	.8	2.5	62	494	.7	2.7	19	306	.2	2.4
WI '97	82	1206	.9	4.5	102	508	1.1	3.5	161	537	1.7	6.1	106	679	1.1	4.7	26	356	.3	3.3
FA '96	61	935	.7	3.2	86	557	.9	3.0	120	487	1.3	4.3	71	457	.8	3.1	20	261	.2	2.4
4-Book	64	1027	.7	3.4	86	512	.9	3.0	117	475	1.3	4.3	75	527	.8	3.3	21	303	.2	2.6
SU '96	71	1094	.8	3.8	90	553	1.0	3.2	118	582	1.3	4.1	100	611	1.1	4.4	24	290	.3	2.8
WDAS-AM																				
SU '97	4	82	.2	.4	4	25	.1	.1	2	8	.1	.1	3	17	.1	.1	2	17	.2	.2
SP '97	7	124	.1	.4	2	27	.1	.1	17	51	.2	.6	5	45	.1	.2	2	17	.3	.3
WI '97	7	175	.1	.4	7	37	.1	.2	7	46	.1	.3	5	66	.1	.2	2	17	.3	.3
FA '96	6	146	.1	.3	13	64	.1	.5	2	25	.1	.1	4	47	.1	.2	5	8	.1	.6
4-Book	6	132	.1	.3	7	38	.1	.2	7	33	.1	.3	4	44	.1	.2	3	15	.4	.4
SU '96	11	179	.1	.6	20	97	.2	.7	8	43	.1	.3	5	24	.1	.2	2	6	.2	.2
WDAS-FM																				
SU '97	97	1083	1.1	5.2	114	536	1.2	4.0	124	558	1.3	4.6	101	534	1.1	4.5	80	489	.9	9.8
SP '97	107	1068	1.2	5.6	137	597	1.5	4.5	147	620	1.6	5.2	120	638	1.3	5.3	77	494	.8	9.6
WI '97	120	1138	1.3	6.6	150	662	1.6	5.2	168	665	1.8	6.4	152	658	1.6	6.8	80	529	.9	10.1
FA '96	119	1090	1.3	6.3	137	591	1.5	4.8	146	631	1.6	5.2	155	688	1.7	6.7	99	564	1.1	12.1
4-Book	111	1095	1.2	5.9	135	597	1.5	4.6	146	619	1.6	5.4	132	630	1.4	5.8	84	519	.9	10.4
SU '96	116	1160	1.3	6.2	127	616	1.4	4.5	172	642	1.9	6.0	128	634	1.4	5.7	67	436	.7	7.8
WFLN-FM																				
SU '97	27	559	.3	1.4	31	245	.3	1.1	38	180	.4	1.4	33	311	.4	1.5	18	146	.2	2.2
SP '97	24	496	.3	1.3	22	200	.2	.7	45	177	.5	1.6	39	286	.4	1.7	7	102	.1	.9
WI '97	30	563	.3	1.7	35	267	.4	1.2	51	258	.6	1.9	35	329	.4	1.6	15	237	.2	1.9
FA '96	33	599	.4	1.8	42	282	.5	1.5	45	259	.5	1.6	27	296	.3	1.2	22	193	.2	2.7
4-Book	29	554	.3	1.6	33	249	.4	1.1	45	219	.5	1.6	34	306	.4	1.5	16	170	.2	1.9
SU '96	24	486	.3	1.3	18	172	.2	.6	49	213	.5	1.7	35	280	.4	1.6	19	160	.2	2.2
WHAT-AM																				
SU '97	10	96	.1	.5	9	42	.1	.3	14	51	.2	.5	16	61	.2	.7	7	35	.1	.9
SP '97	9	121	.1	.5	25	68	.3	.8	12	88	.1	.4	3	38	.1	.1	3	26	.4	.4
WI '97	12	144	.1	.7	32	54	.3	1.1	15	53	.2	.6	6	33	.1	.3	5	34	.1	.6
FA '96	6	111	.1	.3	16	66	.2	.6	6	48	.1	.2	5	20	.1	.2	2	6	.2	.2
4-Book	9	118	.1	.5	21	58	.2	.7	12	60	.2	.4	8	38	.1	.3	4	25	.1	.5
SU '96	13	136	.1	.7	19	60	.2	.7	15	54	.2	.5	13	54	.1	.6	12	26	.1	1.4
WIOQ-FM																				
SU '97	60	1277	.7	3.2	70	443	.8	2.5	92	607	1.0	3.4	66	582	.7	2.9	26	422	.3	3.2
SP '97	47	1021	.5	2.5	48	344	.5	1.6	71	462	.8	2.5	55	505	.6	2.4	26	355	.3	3.3
WI '97	54	1192	.6	3.0	61	413	.7	2.1	81	572	.9	3.1	60	571	.7	2.7	36	395	.4	4.5
FA '96	49	1311	.5	2.6	53	442	.6	1.8	69	629	.7	2.5	54	682	.6	2.3	36	500	.4	4.4
4-Book	53	1200	.6	2.8	58	411	.7	2.0	78	568	.9	2.9	59	585	.7	2.6	31	418	.4	3.9
SU '96	52	1082	.6	2.8	52	352	.6	1.8	84	549	.9	2.9	64	590	.7	2.8	37	453	.4	4.3
WIP -AM																				
SU '97	139	2001	1.5	7.4	233	1337	2.5	8.2	196	1150	2.1	7.3	219	1502	2.4	9.8	48	580	.5	5.9
SP '97	123	2120	1.3	6.4	208	1072	2.3	6.9	162	938	1.8	5.7	174	1290	1.9	7.6	66	756	.7	8.3
WI '97	130	2286	1.4	7.2	212	1381	2.3	7.3	213	1061	2.3	8.1	166	1481	1.8	7.4	56	793	.6	7.0
FA '96	146	2272	1.6	7.8	239	1381	2.6	8.3	227	1216	2.5	8.1	223	1517	2.4	9.6	45	656	.5	5.5
4-Book	135	2170	1.5	7.2	223	1293	2.4	7.7	200	1091	2.2	7.3	196	1448	2.1	8.6	54	696	.6	6.7
SU '96	114	1745	1.2	6.0	212	1145	2.3	7.5	158	909	1.7	5.5	164	1063	1.8	7.3	52	596	.6	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
SU '97	118	1328	1.3	6.3	136	687	1.5	4.8	171	684	1.9	6.4	139	789	1.5	6.2	75	581	.8	9.2
SP '97	83	1050	.9	4.3	96	504	1.0	3.2	125	590	1.4	4.4	115	643	1.2	5.1	48	415	.5	6.0
WI '97	74	1139	.8	4.1	72	443	.8	2.5	108	433	1.2	4.1	109	653	1.2	4.9	40	479	.4	5.0
FA '96	78	1220	.8	4.2	87	594	.9	3.0	117	535	1.3	4.2	114	715	1.2	4.9	48	560	.5	5.8
4-Book	88	1184	1.0	4.7	98	557	1.1	3.4	130	561	1.5	4.8	119	700	1.3	5.3	53	509	.6	6.5
SU '96	98	1179	1.1	5.2	99	561	1.1	3.5	140	571	1.5	4.9	118	724	1.3	5.2	73	598	.8	8.5
WMGK-FM																				
SU '97	142	2189	1.5	7.6	168	1014	1.8	5.9	244	1184	2.6	9.1	203	1367	2.2	9.1	47	665	.5	5.8
SP '97	148	2208	1.6	7.7	176	1144	1.9	5.8	248	1120	2.7	8.7	184	1351	2.0	8.1	49	720	.5	6.1
WI '97	132	1976	1.4	7.3	178	901	1.9	6.1	240	1021	2.6	9.2	152	1299	1.6	6.8	53	670	.6	6.7
FA '96	149	1795	1.6	7.9	183	990	2.0	6.4	282	987	3.1	10.1	174	1151	1.9	7.5	74	689	.8	9.0
4-Book	143	2042	1.5	7.6	176	1012	1.9	6.1	254	1078	2.8	9.3	178	1292	1.9	7.9	56	686	.6	6.9
SU '96	148	1901	1.6	7.8	171	921	1.8	6.0	255	956	2.8	8.9	220	1315	2.4	9.8	56	620	.6	6.5
WMMR-FM																				
SU '97	153	2168	1.7	8.2	209	1092	2.3	7.4	272	1177	2.9	10.1	189	1299	2.0	8.4	50	650	.5	6.1
SP '97	197	2403	2.1	10.3	304	1360	3.3	10.1	356	1342	3.9	12.6	204	1565	2.2	9.0	62	762	.7	7.8
WI '97	116	2057	1.3	6.4	143	931	1.6	4.9	207	982	2.2	7.9	147	1188	1.6	6.5	39	546	.4	4.9
FA '96	145	2254	1.6	7.7	200	1189	2.2	7.0	258	1105	2.8	9.2	196	1480	2.1	8.5	57	659	.6	6.9
4-Book	153	2221	1.7	8.2	214	1143	2.4	7.4	273	1152	3.0	10.0	184	1383	2.0	8.1	52	654	.6	6.4
SU '96	143	2106	1.5	7.6	187	947	2.0	6.6	258	1019	2.8	9.0	191	1269	2.1	8.5	47	586	.5	5.5
WNAP-AM																				
SU '97	*	1	.34	.1	*	1	.17	.1	1	10	.1	.1	2	26	.1	.1	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	43	.1	.1	1	22	.1	.1	1	22	.1	.1	1	9	.1	.1	**	**	**	**
FA '96	8	71	.1	.4	12	43	.1	.4	9	35	.1	.3	7	37	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	86	.2	.2	1	16	.1	.1	3	8	.1	.1	4	29	.2	.2	**	**	**	**
WGL-FM																				
SU '97	92	1640	1.0	4.9	114	767	1.2	4.0	133	842	1.4	4.9	114	1025	1.2	5.1	42	486	.5	5.1
SP '97	97	1466	1.1	5.1	104	657	1.1	3.4	143	662	1.6	5.0	97	818	1.1	4.3	39	535	.4	4.9
WI '97	87	1509	.9	4.8	129	787	1.4	4.4	138	622	1.5	5.3	96	847	1.0	4.3	34	383	.4	4.3
FA '96	82	1367	.9	4.4	100	622	1.1	3.5	121	573	1.3	4.3	107	837	1.2	4.6	39	418	.4	4.8
4-Book	90	1496	1.0	4.8	112	708	1.2	3.8	134	675	1.5	4.9	104	882	1.1	4.6	39	456	.4	4.8
SU '96	77	1402	.8	4.1	91	701	1.0	3.2	117	644	1.3	4.1	96	766	1.0	4.3	34	419	.4	4.0
WPEN-AM																				
SU '97	9	129	.1	.5	15	56	.2	.5	5	47	.1	.2	7	66	.1	.3	7	25	.1	.9
SP '97	4	148	.2	.2	3	30	.1	.1	6	75	.1	.2	5	41	.1	.2	1	27	.1	.1
WI '97	8	186	.1	.4	8	54	.1	.3	6	35	.1	.2	3	62	.1	.1	7	52	.1	.9
FA '96	7	158	.1	.4	11	70	.1	.4	10	73	.1	.4	4	27	.2	.2	2	19	.2	.2
4-Book	7	155	.1	.4	9	53	.1	.3	7	58	.1	.3	5	49	.1	.2	4	31	.1	.5
SU '96	5	125	.1	.3	6	57	.1	.2	5	58	.1	.2	9	86	.1	.4	4	45	.5	.5
+WPHI-FM																				
SU '97	64	791	.7	3.4	70	420	.8	2.5	97	417	1.1	3.6	89	542	1.0	4.0	43	355	.5	5.3
SP '97	43	675	.5	2.2	38	259	.4	1.3	58	366	.6	2.0	65	415	.7	2.9	32	294	.3	4.0
WI '97	49	737	.5	2.7	51	274	.6	1.8	61	315	.7	2.3	61	438	.7	2.7	35	269	.4	4.4
FA '96	42	918	.5	2.2	38	353	.4	1.3	63	334	.7	2.3	74	612	.8	3.2	17	363	.2	2.1
4-Book	50	780	.6	2.6	49	327	.6	1.7	70	358	.8	2.6	72	502	.8	3.2	32	320	.4	4.0
SU '96	36	788	.4	1.9	34	334	.4	1.2	63	343	.7	2.2	58	451	.6	2.6	16	249	.2	1.9
+WPHT-AM																				
SU '97	13	480	.1	.7	17	114	.2	.6	7	124	.1	.3	11	146	.1	.5	20	237	.2	2.5
SP '97	12	559	.1	.6	19	194	.2	.6	11	90	.1	.4	12	126	.1	.5	16	202	.2	2.0
WI '97	10	350	.1	.6	21	149	.2	.7	11	93	.1	.4	14	189	.2	.6	2	48	.3	.3
FA '96	9	225	.1	.5	26	102	.3	.9	10	69	.1	.4	8	85	.1	.3	5	44	.1	.6
4-Book	11	404	.1	.6	21	140	.2	.7	10	94	.1	.4	11	137	.1	.5	11	133	.1	1.4
SU '96	12	581	.1	.6	17	185	.2	.6	7	105	.1	.2	6	130	.1	.3	12	188	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '97	64	1327	.7	3.4	107	597	1.2	3.8	91	525	1.0	3.4	70	805	.8	3.1	30	476	.3	3.7
SP '97	55	1243	.6	2.9	79	556	.9	2.6	87	556	.9	3.1	63	638	.7	2.8	21	384	.2	2.6
WI '97	63	1286	.7	3.5	75	564	.8	2.6	96	576	1.0	3.7	92	809	1.0	4.1	30	353	.3	3.8
FA '96	46	1198	.5	2.4	64	573	.7	2.2	67	366	.7	2.4	62	607	.7	2.7	23	435	.2	2.8
4-Book	57	1264	.6	3.1	81	573	.9	2.8	85	506	.9	3.2	72	715	.8	3.2	26	412	.3	3.2
SU '96	43	998	.5	2.3	55	503	.6	1.9	57	405	.6	2.0	49	474	.5	2.2	14	276	.2	1.6
WTEL-AM																				
SU '97	*	3		.2	*	4		.1	3	42		.1	*	1		.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	4	93		.2	8	43	.1	.3	4	40		.1	5	56	.1	.2	1	9		.1
SP '97	5	105	.1	.3	11	52	.1	.4	4	30		.1	10	79	.1	.4	2	33		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	56	907	.6	3.0	56	485	.6	2.0	95	550	1.0	3.5	56	460	.6	2.5	35	318	.4	4.3
SP '97	80	964	.9	4.2	92	502	1.0	3.0	117	538	1.3	4.1	99	473	1.1	4.3	55	390	.6	6.9
WI '97	84	1094	.9	4.6	78	529	.8	2.7	87	546	.9	3.3	139	682	1.5	6.2	86	458	.9	10.8
FA '96	96	1207	1.0	5.1	110	553	1.2	3.8	142	679	1.5	5.1	115	683	1.2	5.0	61	546	.7	7.4
4-Book	79	1043	.9	4.2	84	517	.9	2.9	110	578	1.2	4.0	102	575	1.1	4.5	59	428	.7	7.4
SU '96	96	1010	1.0	5.1	108	545	1.2	3.8	138	622	1.5	4.8	118	607	1.3	5.2	57	466	.6	6.6
WVDB-FM																				
SU '97	54	1014	.6	2.9	46	316	.5	1.6	100	409	1.1	3.7	75	422	.8	3.3	15	213	.2	1.8
SP '97	58	1017	.6	3.0	81	345	.9	2.7	103	450	1.1	3.6	70	509	.8	3.1	16	209	.2	2.0
WI '97	68	1062	.7	3.7	62	380	.7	2.1	130	539	1.4	5.0	109	649	1.2	4.9	15	209	.2	1.9
FA '96	60	897	.7	3.2	64	298	.7	2.2	121	507	1.3	4.3	70	458	.8	3.0	29	264	.3	3.5
4-Book	60	998	.7	3.2	63	335	.7	2.2	114	476	1.2	4.2	81	510	.9	3.6	19	224	.2	2.3
SU '96	73	1068	.8	3.9	88	393	1.0	3.1	155	607	1.7	5.4	73	454	.8	3.2	28	277	.3	3.3
WWJZ-AM																				
SU '97	1	34		.1	2	9		.1	1	8		.1	4	34		.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	17		.2	2	17		.1	8	17		.3	6	17		.3	2	8		.2
WXTU-FM																				
SU '97	76	937	.8	4.1	93	502	1.0	3.3	111	420	1.2	4.1	101	571	1.1	4.5	31	244	.3	3.8
SP '97	79	867	.9	4.1	105	613	1.1	3.5	128	455	1.4	4.5	87	532	.9	3.8	26	290	.3	3.3
WI '97	65	856	.7	3.6	98	445	1.1	3.4	106	489	1.1	4.0	67	565	.7	3.0	28	252	.3	3.5
FA '96	71	798	.8	3.8	97	482	1.1	3.4	108	477	1.2	3.9	88	569	1.0	3.8	24	312	.3	2.9
4-Book	73	865	.8	3.9	98	511	1.1	3.4	113	460	1.2	4.1	86	559	.9	3.8	27	275	.3	3.4
SU '96	83	827	.9	4.4	122	489	1.3	4.3	130	430	1.4	4.6	113	653	1.2	5.0	34	324	.4	4.0
WYSP-FM																				
SU '97	199	3034	2.2	10.7	605	1989	6.6	21.4	221	1402	2.4	8.2	153	1172	1.7	6.8	53	653	.6	6.5
SP '97	257	2936	2.8	13.4	681	2046	7.4	22.6	391	1668	4.2	13.8	242	1431	2.6	10.6	49	634	.5	6.1
WI '97	213	2989	2.3	11.7	675	2191	7.3	23.2	251	1378	2.7	9.6	176	1180	1.9	7.8	47	620	.5	5.9
FA '96	203	3111	2.2	10.8	568	1884	6.2	19.8	225	1347	2.4	8.0	169	1348	1.8	7.3	39	649	.4	4.8
4-Book	218	3018	2.4	11.7	632	2028	6.9	21.8	272	1449	2.9	9.9	185	1283	2.0	8.1	47	639	.5	5.8
SU '96	205	2804	2.2	10.9	622	1966	6.7	22.0	273	1369	2.9	9.6	144	1017	1.6	6.4	38	456	.4	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	50	1070	.5	2.7	53	347	.6	1.9	82	397	.9	3.0	52	538	.6	2.3	25	311	.3	3.1
SP '97	46	1021	.5	2.4	72	503	.8	2.4	66	346	.7	2.3	57	554	.6	2.5	19	302	.2	2.4
WI '97	34	992	.4	1.9	43	388	.5	1.5	49	300	.5	1.9	46	457	.5	2.0	16	302	.2	2.0
FA '96	56	1023	.6	3.0	67	407	.7	2.3	78	433	.8	2.8	78	604	.8	3.4	23	310	.2	2.8
4-Book	47	1027	.5	2.5	59	411	.7	2.0	69	369	.7	2.5	58	538	.6	2.6	21	306	.2	2.6
SU '96	44	1149	.5	2.3	59	450	.6	2.1	67	498	.7	2.3	51	537	.6	2.3	23	374	.2	2.7
WZZD-AM																				
SU '97	2	40	.1	.1	6	24	.1	.2	3	25	.1	.1	1	18	.1	.1	1	17	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	9	129	.1	.5	16	85	.2	.6	19	76	.2	.7	9	60	.1	.4	1	16	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	5	128	.1	.3	7	103	.1	.2	4	56	.1	.1	5	65	.1	.2	5	40	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	6	98	.1	.3	9	30	.1	.3	9	33	.1	.3	6	71	.1	.3	1	22	.1	.1
SP '97	4	55	.1	.2	7	19	.1	.2	8	10	.1	.3	4	28	.1	.2	1	19	.1	.1
WI '97	5	132	.1	.3	5	63	.1	.2	8	60	.1	.3	5	72	.1	.2	4	44	.1	.5
FA '96	2	37	.1	.1	2	18	.1	.1	4	19	.1	.1	3	27	.1	.1		8		
4-Book	4	81	.1	.2	6	33	.1	.2	7	31	.1	.3	5	50	.1	.2	2	23	.1	.2
SU '96	1	82	.1	.1	2	46	.1	.1	1	35	.1	.1	2	25	.1	.1	1	27	.1	.1
WJBR-FM																				
SU '97	7	144	.1	.4	7	59	.1	.2	8	45	.1	.3	8	59	.1	.4	6	51	.1	.7
SP '97	5	132	.1	.3	8	71	.1	.3	8	53	.1	.3	6	57	.1	.3	2	24	.1	.3
WI '97	8	186	.1	.4	10	72	.1	.3	17	65	.2	.6	13	90	.1	.6	2	61	.1	.3
FA '96	17	151	.2	.9	10	82	.1	.3	24	80	.3	.9	21	107	.2	.9	8	36	.1	1.0
4-Book	9	153	.1	.5	9	71	.1	.3	14	61	.2	.5	12	78	.1	.6	5	43	.1	.6
SU '96	5	134	.1	.3	7	59	.1	.2	10	44	.1	.4	7	65	.1	.3	2	53	.1	.2
WKXV-FM																				
SU '97	15	322	.2	.8	11	107	.1	.4	28	145	.3	1.0	32	196	.3	1.4	5	78	.1	.6
SP '97	7	321	.1	.4	9	117	.1	.3	7	90	.1	.2	11	140	.1	.5	3	61	.1	.4
WI '97	16	377	.2	.9	32	158	.3	1.1	33	158	.4	1.3	18	166	.2	.8	1	34	.1	.1
FA '96	14	213	.2	.7	21	110	.2	.7	27	112	.3	1.0	12	135	.1	.5	5	65	.1	.6
4-Book	13	308	.2	.7	18	123	.2	.6	24	126	.3	.9	18	159	.2	.8	4	60	.1	.4
SU '96	16	318	.2	.8	17	146	.2	.6	26	149	.3	.9	21	172	.2	.9	12	84	.1	1.4
WPST-FM																				
SU '97	18	637	.2	1.0	23	188	.2	.8	27	180	.3	1.0	28	364	.3	1.3	6	122	.1	.7
SP '97	20	592	.2	1.0	27	218	.3	.9	36	232	.4	1.3	32	376	.3	1.4	7	153	.1	.9
WI '97	21	487	.2	1.2	26	169	.3	.9	35	170	.4	1.3	30	295	.3	1.3	10	149	.1	1.3
FA '96	24	652	.3	1.3	27	243	.3	.9	50	268	.5	1.8	30	370	.3	1.3	8	228	.1	1.0
4-Book	21	592	.2	1.1	26	205	.3	.9	37	213	.4	1.4	30	351	.3	1.3	8	163	.1	1.0
SU '96	16	463	.2	.8	27	244	.3	1.0	22	224	.2	.8	24	244	.3	1.1	6	130	.1	.7
WRDR-FM																				
SU '97		17			1	17				9			1	8						
SP '97	2	60	.1	.1	3	25	.1	.1	6	10	.1	.2	3	33	.1	.1	1	17	.1	.1
WI '97	1	34	.1	.1	1	17	.1	.1					5	25	.1	.2	2	17	.1	.3
FA '96	2	39	.1	.1	1	15	.1	.1	3	14	.1	.1	4	22	.1	.2				
4-Book	1	38	.1	.1	2	19	.1	.1	2	8	.1	.1	3	22	.1	.1	1	9	.1	.1
SU '96	1	57	.1	.1					2	24	.1	.1	2	34	.1	.1				

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

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

Target Listener Trends

Men 25-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTW-FM																			
SU '97	9	314	.1	.5	9	83	.1	.3	12	110	.1	.4	15	168	.2	.7	3	69	.4
SP '97	9	307	.1	.5	13	149	.1	.4	12	124	.1	.4	10	136	.1	.4	4	90	.5
WI '97	15	290	.2	.8	22	124	.2	.8	33	125	.4	1.3	16	151	.2	.7	1	53	.1
FA '96	16	348	.2	.9	21	132	.2	.7	36	148	.4	1.3	19	161	.2	.8	3	58	.4
4-Book	12	315	.2	.7	16	122	.2	.6	23	127	.3	.9	15	154	.2	.7	3	68	.4
SU '96	5	214	.1	.3	7	91	.1	.2	3	44	.1	.1	7	93	.1	.3	2	44	.2
TOTALS																			
SU '97	1866	9068	20.2		2825	8155	30.6		2690	7042	29.2		2240	8165	24.3		816	5195	8.8
SP '97	1918	9038	20.8		3019	8345	32.7		2835	7134	30.7		2277	8022	24.7		798	5518	8.7
WI '97	1816	9013	19.7		2910	8265	31.5		2619	6827	28.4		2245	8066	24.3		795	5518	8.6
FA '96	1878	9022	20.4		2867	8203	31.1		2797	6991	30.3		2316	7945	25.1		821	5597	8.9
4-Book	1870	9035	20.3		2905	8242	31.5		2735	6999	29.7		2270	8050	24.6		808	5457	8.8
SU '96	1886	8927	20.4		2830	8080	30.6		2855	6946	30.8		2255	7884	24.4		858	5466	9.3

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

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

Target Listener Estimates

Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	114	2439	1.2	4.4	47	1268	.5	3.7	118	510	1.3	8.7	44	319	.5	2.1	28	202	.3	1.9
4-Book	127	2553	1.4	4.8	49	1303	.6	4.1	125	591	1.4	9.8	55	329	.6	2.8	37	220	.4	2.6
WBEB-FM																				
SU '97	90	777	1.0	3.5	57	601	.6	4.5	65	204	.7	4.8	107	257	1.2	5.0	57	175	.6	3.9
4-Book	94	819	1.0	3.6	38	510	.4	3.2	40	138	.4	3.1	71	204	.8	3.5	47	153	.5	3.3
WDAS-AM																				
SU '97	3	33	.1	.1	8	73	.1	.6	1	5	.1	.1	3	13	.1	.1		5		
4-Book	6	68	.1	.2	9	107	.1	.7	3	15	.3	.3	6	18	.1	.3	1	6		.1
WDAS-FM																				
SU '97	114	814	1.2	4.4	79	701	.9	6.2	74	191	.8	5.4	122	279	1.3	5.7	70	183	.8	4.7
4-Book	138	917	1.5	5.3	80	711	.9	6.7	81	206	.9	6.4	129	301	1.4	6.5	100	238	1.1	7.0
WFLN-FM																				
SU '97	34	422	.4	1.3	19	265	.2	1.5	19	81	.2	1.4	25	69	.3	1.2	8	49	.1	.5
4-Book	38	432	.4	1.4	21	264	.2	1.8	13	58	.2	1.0	32	105	.4	1.7	20	70	.2	1.4
WHAT-AM																				
SU '97	13	68	.1	.5	7	61	.1	.5	11	26	.1	.8	27	49	.3	1.3	11	25	.1	.7
4-Book	13	84	.1	.5	6	68	.1	.5	7	19	.1	.6	15	36	.2	.8	5	10	.1	.3
WIOQ-FM																				
SU '97	77	931	.8	3.0	52	678	.6	4.1	48	169	.5	3.5	78	238	.8	3.6	84	203	.9	5.7
4-Book	66	895	.7	2.5	43	645	.5	3.6	33	128	.4	2.6	73	267	.8	3.7	67	222	.7	4.7
WIP -AM																				
SU '97	214	1933	2.3	8.3	68	934	.7	5.3	106	355	1.1	7.8	115	388	1.2	5.4	62	269	.7	4.2
4-Book	205	1953	2.2	7.8	63	1021	.7	5.2	79	289	.8	6.1	95	362	1.0	4.8	66	232	.7	4.7
WJJZ-FM																				
SU '97	150	1075	1.6	5.8	89	839	1.0	7.0	72	210	.8	5.3	131	333	1.4	6.1	114	356	1.2	7.7
4-Book	117	944	1.3	4.4	61	685	.7	5.1	50	174	.6	3.9	97	276	1.1	4.9	78	238	.9	5.4
WMGK-FM																				
SU '97	208	1837	2.3	8.0	88	1126	1.0	6.9	81	241	.9	6.0	179	501	1.9	8.4	133	352	1.4	9.0
4-Book	207	1722	2.3	7.8	88	1137	1.0	7.3	79	291	.9	6.1	183	533	2.0	9.1	139	432	1.5	9.6
WMMR-FM																				
SU '97	227	1823	2.5	8.8	91	1148	1.0	7.1	94	284	1.0	6.9	174	479	1.9	8.1	122	358	1.3	8.2
4-Book	228	1876	2.5	8.6	89	1166	1.0	7.4	98	317	1.1	7.6	180	556	1.9	8.9	114	374	1.3	7.9
WNAP-AM																				
SU '97	* 1	34			* 1	17		.1	* **	**	**	**	** **	**	**	**	2	8		.1
4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WVGL-FM																				
SU '97	122	1395	1.3	4.7	75	903	.8	5.9	86	276	.9	6.3	85	313	.9	4.0	82	235	.9	5.5
4-Book	118	1189	1.3	4.5	75	855	.8	6.2	73	249	.8	5.7	124	348	1.3	6.1	93	274	1.0	6.5
WPEN-AM																				
SU '97	9	97	.1	.3	11	99	.1	.9	14	31	.2	1.0	15	34	.2	.7	13	25	.1	.9
4-Book	7	110	.1	.3	9	84	.1	.7	8	27	.1	.6	13	30	.2	.6	10	26	.1	.7
+WPHI-FM																				
SU '97	87	695	.9	3.4	40	401	.4	3.1	33	114	.4	2.4	100	211	1.1	4.7	53	134	.6	3.6
4-Book	65	650	.7	2.5	35	408	.4	2.9	29	94	.3	2.3	74	210	.8	3.7	50	149	.6	3.5
+WPHT-AM																				
SU '97	11	288	.1	.4	12	196	.1	.9	5	18	.1	.4	6	27	.1	.3	11	36	.1	.7
4-Book	14	265	.2	.5	8	156	.1	.6	8	24	.1	.6	7	32	.1	.4	5	24	.1	.3
WPLY-FM																				
SU '97	89	1131	1.0	3.4	41	693	.4	3.2	22	130	.2	1.6	72	286	.8	3.4	47	209	.5	3.2
4-Book	80	1060	.9	3.0	37	636	.4	3.1	33	128	.4	2.6	69	254	.8	3.5	45	177	.5	3.1

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

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

Target Listener Estimates

Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM																				
SU '97	* 3	48	.1	.1	* 2	15	.2	.2	* 2	7	.1	.1	7	7	.1	.3	* 1	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	6	75	.1	.2	4	45	.3	.3	7	25	.1	.5	11	30	.1	.5	1	6	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	71	746	.8	2.7	45	453	.5	3.5	41	116	.4	3.0	81	199	.9	3.8	31	110	.3	2.1
4-Book	100	885	1.1	3.8	56	578	.6	4.7	42	123	.5	3.3	93	241	1.0	4.7	61	163	.6	4.3
WWDB-FM																				
SU '97	76	750	.8	2.9	42	477	.5	3.3	50	146	.5	3.7	39	113	.4	1.8	33	82	.4	2.2
4-Book	88	783	1.0	3.4	37	465	.4	3.1	46	141	.5	3.6	36	112	.4	1.8	19	53	.2	1.3
WWJZ-AM																				
SU '97	2	34	.1	.1	1	9	.1	.1	2	9	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	102	777	1.1	3.9	59	551	.6	4.6	57	184	.6	4.2	125	289	1.4	5.8	73	192	.8	4.9
4-Book	100	742	1.1	3.8	55	531	.6	4.6	64	179	.7	4.9	102	259	1.1	5.1	72	207	.8	5.1
WYSP-FM																				
SU '97	318	2569	3.4	12.3	86	1244	.9	6.7	71	224	.8	5.2	142	501	1.5	6.6	102	303	1.1	6.9
4-Book	356	2650	3.9	13.5	88	1219	1.0	7.3	84	254	.9	6.6	135	469	1.5	6.6	94	315	1.0	6.5
WYXR-FM																				
SU '97	64	742	.7	2.5	44	580	.5	3.4	60	116	.7	4.4	92	268	1.0	4.3	54	204	.6	3.7
4-Book	63	757	.7	2.4	35	547	.4	2.9	45	145	.5	3.4	67	228	.7	3.4	40	170	.5	2.8
WZZD-AM																				
SU '97	4	40	.2	.2																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	15	102	.2	.6	3	62	.2	.2	1	8	.1	.1	3	36	.1	.1	6	24	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	8	71	.1	.3	5	65	.1	.4	8	8	.1	.6	10	30	.1	.5	1	8	.1	.1
4-Book	6	59	.1	.2	3	49	.1	.3	5	11	.1	.4	5	18	.1	.3	1	7	.1	.1
WJBR-FM																				
SU '97	8	101	.1	.3	6	67	.1	.5	7	20	.1	.5	17	29	.2	.8	12	29	.1	.8
4-Book	12	113	.2	.5	8	72	.1	.7	8	26	.1	.6	17	40	.2	.9	15	23	.2	1.1
WKXW-FM																				
SU '97	24	242	.3	.9	6	106	.1	.5	4	27	.1	.3	13	46	.1	.6				
4-Book	20	230	.2	.8	7	132	.1	.6	6	28	.1	.5	12	54	.1	.6	7	25	.1	.5
WPST-FM																				
SU '97	26	477	.3	1.0	12	297	.1	.9	2	16	.1	.1	22	93	.2	1.0	15	62	.2	1.0
4-Book	32	470	.3	1.2	10	262	.1	.9	9	38	.1	.7	19	97	.2	1.0	14	70	.2	1.0
WRDR-FM																				
SU '97		17			1	8		.1					5	8	.1	.2				
4-Book	2	29		.1	1	16		.1	1	4		.1	3	8		.1				
WSTW-FM																				
SU '97	12	244	.1	.5	9	158	.1	.7	6	28	.1	.4	2	25	.1	.1	12	28	.1	.8
4-Book	19	237	.2	.7	8	154	.1	.6	7	24	.1	.5	13	69	.1	.7	12	39	.2	.9
TOTALS																				
SU '97	2593	8888	28.1		1278	7570	13.9		1360	3508	14.7		2142	4820	23.2		1479	3635	16.0	
4-Book	2645	8919	28.7		1201	7514	13.1		1284	3587	13.9		2007	4792	21.8		1431	3569	15.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYV -AM																				
SU '97	23	188	.2	2.4	101	516	1.1	11.1	26	239	.3	1.8	23	167	.2	2.0	30	194	.3	4.1
4-Book	20	148	.2	2.3	90	428	1.0	10.3	33	229	.4	2.5	25	167	.3	2.3	22	164	.2	3.2
WBEB-FM																				
SU '97	22	100	.2	2.3	45	143	.5	5.0	72	169	.8	5.1	57	182	.6	4.9	29	105	.3	4.0
4-Book	24	94	.3	2.9	24	94	.3	2.8	43	151	.5	3.2	36	121	.4	3.3	18	85	.2	2.6
WDAS-AM																				
SU '97	1	8		.1	19	43	.2	2.1	14	26	.2	1.0	9	17	.1	.8	15	17	.2	2.1
4-Book		2			30	68	.3	3.4	19	55	.2	1.4	7	18	.1	.7	6	9	.1	.8
WDAS-FM																				
SU '97	84	182	.9	8.6	37	82	.4	4.1	53	138	.6	3.7	47	109	.5	4.0	128	215	1.4	17.5
4-Book	70	187	.7	8.3	38	109	.4	4.4	53	166	.6	3.9	44	119	.5	4.1	117	210	1.3	16.7
WFLN-FM																				
SU '97	6	35	.1	.6	18	78	.2	2.0	39	119	.4	2.8	19	57	.2	1.6	17	58	.2	2.3
4-Book	11	48	.1	1.3	13	53	.2	1.5	36	114	.4	2.7	27	74	.3	2.5	13	60	.2	1.9
WHAT-AM																				
SU '97	2	9		.2	5	12	.1	.6		5										
4-Book	2	6		.2	10	24	.1	1.2	6	18	.1	.4	1	2		.1		3		
WIOQ-FM																				
SU '97	35	152	.4	3.6	26	88	.3	2.9	45	148	.5	3.2	34	147	.4	2.9	60	155	.7	8.2
4-Book	45	161	.5	5.4	19	73	.2	2.2	36	141	.4	2.6	30	139	.4	2.8	35	121	.4	5.0
WIP -AM																				
SU '97	33	116	.4	3.4	46	177	.5	5.1	82	328	.9	5.8	68	232	.7	5.8	35	149	.4	4.8
4-Book	43	168	.5	5.1	48	168	.5	5.5	70	307	.8	5.1	63	255	.7	5.9	37	164	.4	5.3
WJZ-FM																				
SU '97	82	251	.9	8.4	47	132	.5	5.2	108	271	1.2	7.6	82	180	.9	7.0	64	158	.7	8.8
4-Book	57	188	.6	6.6	29	110	.3	3.3	67	214	.7	4.9	64	153	.7	6.0	43	119	.5	6.1
WMGK-FM																				
SU '97	81	240	.9	8.3	15	109	.2	1.7	96	341	1.0	6.8	76	276	.8	6.5	34	163	.4	4.7
4-Book	58	214	.7	6.8	32	139	.4	3.8	102	342	1.1	7.5	71	244	.8	6.7	36	139	.4	5.1
WMMR-FM																				
SU '97	52	223	.6	5.3	62	250	.7	6.8	114	391	1.2	8.1	85	306	.9	7.3	26	117	.3	3.6
4-Book	43	185	.5	5.1	63	224	.7	7.3	110	370	1.2	8.1	67	261	.7	6.3	33	154	.4	4.8
WNAP-AM																				
SU '97					*								2	8		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '97	63	190	.7	6.5	103	268	1.1	11.4	82	244	.9	5.8	88	230	1.0	7.5	21	62	.2	2.9
4-Book	64	200	.7	7.5	67	174	.8	7.7	69	236	.7	5.0	70	202	.8	6.5	37	119	.4	5.3
WPEN-AM																				
SU '97	12	34	.1	1.2	1	10		.1	2	19		.1	13	42	.1	1.1	15	34	.2	2.1
4-Book	7	23	.1	.8	3	19		.4	8	27	.1	.6	11	29	.1	1.0	7	15	.1	1.0
+WPHI-FM																				
SU '97	41	126	.4	4.2	2	8		.2	25	102	.3	1.8	45	118	.5	3.9	13	56	.1	1.8
4-Book	36	121	.4	4.3	7	26	.1	.8	25	89	.3	1.9	37	107	.4	3.5	14	58	.2	2.1
+WPHT-AM																				
SU '97	12	45	.1	1.2	20	54	.2	2.2	26	69	.3	1.8	14	71	.2	1.2	4	9		.5
4-Book	5	26	.1	.6	11	35	.1	1.2	13	51	.2	1.0	10	46	.1	.9	3	14		.5
WPLY-FM																				
SU '97	20	109	.2	2.1	16	76	.2	1.8	41	210	.4	2.9	71	248	.8	6.1	36	167	.4	4.9
4-Book	25	114	.3	2.9	18	63	.2	2.0	44	199	.5	3.3	38	154	.4	3.5	22	110	.3	3.1

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

Target Listener Estimates

Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	7 **	.2 **		**	**	**	**	* **	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	10 **	15 **	.1 **	1.1 **	3 **	19 **	.2 **		3 **	10 **	.3 **		**	**	**	**
WUSL-FM SU '97 4-Book	67 67	129 170	.7 .7	6.9 8.0	24 37	65 117	.3 .4	2.6 4.3	46 56	138 171	.5 .6	3.3 4.1	23 40	59 96	.2 .4	2.0 3.8	32 42	77 116	.3 .5	4.4 6.1
WWDB-FM SU '97 4-Book	41 21	102 56	.4 .2	4.2 2.4	36 36	146 129	.4 .4	4.0 4.2	101 94	196 196	1.1 1.0	7.1 7.0	14 19	34 43	.2 .2	1.2 1.8	18 24	68 73	.2 .3	2.5 3.4
WWJZ-AM SU '97 4-Book	**	**	**	**	3 **	9 **	.3 **		**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	15 21	94 95	.2 .2	1.5 2.5	33 39	102 108	.4 .4	3.6 4.5	88 88	185 189	1.0 .8	6.2 4.9	61 52	178 140	.7 .6	5.2 4.9	16 23	67 89	.2 .3	2.2 3.3
WYSP-FM SU '97 4-Book	67 48	238 190	.7 .5	6.9 5.5	36 37	128 106	.4 .4	4.0 4.2	102 132	396 441	1.1 1.4	7.2 9.6	139 133	421 388	1.5 1.5	11.9 12.3	29 38	157 148	.3 .4	4.0 5.4
WYXR-FM SU '97 4-Book	36 22	163 118	.4 .2	3.7 2.5	31 24	74 84	.3 .3	3.4 2.7	25 36	87 149	.3 .4	1.8 2.6	37 31	147 115	.4 .3	3.2 2.9	16 16	79 86	.2 .2	2.2 2.3
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	2 **	18 **	.2 **	.2 **	6 **	17 **	.1 **	.7 **	2 **	16 **	.1 **	.1 **	1 **	8 **	.1 **	.1 **	2 **	8 **	.3 **	.3 **
WFMZ-FM SU '97 4-Book	1 1	8 7	.1 .1	.1 .1	2 5	17 15	.1 .1	.2 .5	10 4	17 13	.1 .1	.7 .3	5 3	26 15	.1 .1	.4 .3	2 2	8 13	.3 .3	.3 .3
WJBR-FM SU '97 4-Book	4 6	16 20	.1 .1	.4 .8	2 2	9 9	.2 .2		2 7	25 28	.1 .1	.1 .5	2 5	17 17	.1 .1	.2 .5	2 1	17 7	.3 .2	.3 .2
WKXV-FM SU '97 4-Book	3 1	16 6	.3 .1	.3 .1	11 7	35 28	.1 .1	1.2 .8	11 10	34 46	.1 .1	.8 .8	2 3	18 17	.2 .3	.2 .3	3 3	26 26	.4 .4	.4 .4
WPST-FM SU '97 4-Book	3 8	46 62	.1 .1	.3 1.0	5 6	46 43	.1 .1	.6 .8	17 10	44 58	.2 .1	1.2 .8	22 10	87 58	.2 .1	1.9 .9	11 7	52 45	.1 .1	1.5 .9
WRDR-FM SU '97 4-Book	1	4	.1			2											1	5	.2	
WSTV-FM SU '97 4-Book	5 4	27 22	.1 .1	.5 .4	14 7	46 26	.2 .1	1.5 .7	14 7	32 29	.2 .1	1.0 .5	15 7	61 32	.2 .1	1.3 .6	3 5	18 22	.4 .7	.4 .7
TOTALS SU '97 4-Book	972 846	2708 2510	10.5 9.2		906 873	2582 2571	9.8 9.5		1415 1362	3591 3669	15.3 14.8		1167 1066	3001 2797	12.7 11.6		731 699	2171 2060	7.9 7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	102	3274	1.0	4.9	257	2194	2.4	8.0	93	1079	.9	3.1	105	1645	1.0	4.2	40	679	.4	4.4
SP '97	108	3177	1.0	5.0	300	2335	2.8	8.8	87	986	.8	2.8	124	1421	1.2	4.9	31	591	.3	3.5
WI '97	126	3671	1.2	6.0	360	2553	3.4	10.7	85	1139	.8	2.9	131	1757	1.2	5.1	46	934	.4	5.2
FA '96	110	3506	1.0	5.1	297	2464	2.8	9.0	87	1169	.8	2.7	131	1723	1.2	5.0	41	914	.4	4.5
4-Book	112	3407	1.1	5.3	304	2387	2.9	9.1	88	1093	.8	2.9	123	1637	1.2	4.8	40	780	.4	4.4
SU '96	116	3390	1.1	5.5	282	2379	2.7	8.9	109	1205	1.0	3.4	126	1576	1.2	5.0	44	813	.4	4.6
VBEB-FM																				
SU '97	75	1188	.7	3.6	101	536	1.0	3.2	129	586	1.2	4.3	72	580	.7	2.9	20	330	.2	2.2
SP '97	59	1160	.6	2.8	92	613	.9	2.7	96	459	.9	3.1	74	585	.7	2.9	22	338	.2	2.5
WI '97	91	1360	.9	4.4	118	598	1.1	3.5	175	597	1.7	5.9	119	802	1.1	4.6	26	373	.2	3.0
FA '96	69	1083	.7	3.2	94	607	.9	2.8	132	540	1.3	4.2	82	546	.8	3.1	24	307	.2	2.6
4-Book	74	1198	.7	3.5	101	589	1.0	3.1	133	546	1.3	4.4	87	628	.8	3.4	23	337	.2	2.6
SU '96	77	1213	.7	3.6	100	610	1.0	3.2	129	665	1.2	4.1	107	681	1.0	4.2	27	344	.3	2.8
WDAS-AM																				
SU '97	7	117	.1	.3	7	35	.1	.2	7	23	.1	.2	4	27	.2	.2	2	17	.2	.2
SP '97	7	133	.1	.3	2	36	.1	.1	17	51	.2	.5	5	45	.2	.2	2	17	.2	.2
WI '97	8	204	.1	.4	8	57	.1	.2	7	55	.1	.2	6	75	.1	.2	2	17	.2	.2
FA '96	12	200	.1	.6	17	96	.2	.5	13	36	.1	.4	12	58	.1	.5	9	19	.1	1.0
4-Book	9	164	.1	.4	9	56	.1	.3	11	41	.1	.3	7	51	.1	.3	4	18	.4	.4
SU '96	13	208	.1	.6	22	111	.2	.7	9	57	.1	.3	6	31	.1	.2	2	6	.2	.2
WDAS-FM																				
SU '97	115	1232	1.1	5.5	146	610	1.4	4.6	147	621	1.4	4.9	116	606	1.1	4.7	99	589	.9	10.8
SP '97	122	1216	1.2	5.7	167	703	1.6	4.9	161	685	1.5	5.2	130	695	1.2	5.1	85	550	.8	9.7
WI '97	131	1278	1.2	6.3	178	779	1.7	5.3	175	716	1.7	5.9	169	745	1.6	6.6	83	563	.8	9.4
FA '96	126	1184	1.2	5.9	154	639	1.5	4.7	154	665	1.5	4.8	159	725	1.5	6.1	105	612	1.0	11.4
4-Book	124	1228	1.2	5.9	161	683	1.6	4.9	159	672	1.5	5.2	144	693	1.4	5.6	93	579	.9	10.3
SU '96	125	1312	1.2	5.9	137	683	1.3	4.3	180	693	1.7	5.7	140	706	1.3	5.5	77	501	.7	8.0
WFLN-FM																				
SU '97	38	682	.4	1.8	44	325	.4	1.4	64	265	.6	2.1	51	407	.5	2.1	19	160	.2	2.1
SP '97	34	637	.3	1.6	42	289	.4	1.2	61	219	.6	2.0	52	346	.5	2.0	11	147	.1	1.3
WI '97	43	713	.4	2.1	49	331	.5	1.5	70	349	.7	2.4	51	419	.5	2.0	20	279	.2	2.3
FA '96	44	787	.4	2.1	62	399	.6	1.9	61	376	.6	1.9	41	422	.4	1.6	31	283	.3	3.4
4-Book	40	705	.4	1.9	49	336	.5	1.5	64	302	.6	2.1	49	399	.5	1.9	20	217	.2	2.3
SU '96	41	624	.4	1.9	42	259	.4	1.3	78	294	.7	2.5	52	368	.5	2.0	30	234	.3	3.1
WHAT-AM																				
SU '97	10	110	.1	.5	9	42	.1	.3	14	65	.1	.5	16	67	.2	.6	7	35	.1	.8
SP '97	9	146	.1	.4	25	68	.2	.7	12	88	.1	.4	4	45	.2	.2	3	35	.3	.3
WI '97	18	187	.2	.9	41	85	.4	1.2	27	84	.3	.9	16	53	.2	.6	7	46	.1	.8
FA '96	7	150	.1	.3	21	85	.2	.6	6	48	.1	.2	5	20	.2	.2	2	6	.2	.2
4-Book	11	148	.1	.5	24	70	.2	.7	15	71	.2	.5	10	46	.1	.4	5	31	.1	.5
SU '96	15	159	.1	.7	19	60	.2	.6	19	61	.2	.6	15	61	.1	.6	12	26	.1	1.3
W100-FM																				
SU '97	61	1324	.6	2.9	70	454	.7	2.2	93	619	.9	3.1	67	590	.6	2.7	27	430	.3	2.9
SP '97	49	1079	.5	2.3	50	373	.5	1.5	72	492	.7	2.3	58	539	.5	2.3	28	369	.3	3.2
WI '97	55	1244	.5	2.6	61	422	.6	1.8	81	581	.8	2.7	61	580	.6	2.4	37	404	.4	4.2
FA '96	53	1353	.5	2.5	62	476	.6	1.9	75	644	.7	2.4	59	715	.6	2.2	36	518	.3	3.9
4-Book	55	1250	.5	2.6	61	431	.6	1.9	80	584	.8	2.6	61	606	.6	2.4	32	430	.3	3.6
SU '96	53	1139	.5	2.5	53	360	.5	1.7	85	572	.8	2.7	64	597	.6	2.5	37	453	.4	3.9
WIP -AM																				
SU '97	156	2280	1.5	7.4	271	1575	2.6	8.5	216	1326	2.0	7.1	240	1684	2.3	9.7	51	673	.5	5.6
SP '97	140	2376	1.3	6.5	242	1270	2.3	7.1	172	1035	1.6	5.5	205	1484	1.9	8.1	72	849	.7	8.2
WI '97	149	2540	1.4	7.1	252	1554	2.4	7.5	238	1169	2.3	8.0	185	1645	1.8	7.2	59	853	.6	6.7
FA '96	165	2469	1.6	7.7	272	1516	2.6	8.2	257	1315	2.4	8.1	250	1678	2.4	9.5	50	746	.5	5.4
4-Book	153	2416	1.5	7.2	259	1479	2.5	7.8	221	1211	2.1	7.2	220	1623	2.1	8.6	58	780	.6	6.5
SU '96	133	1978	1.3	6.3	248	1328	2.4	7.8	186	1047	1.8	5.9	191	1215	1.8	7.5	58	648	.6	6.0

Target Listener Trends - Men 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZ-FM																				
SU '97	132	1546	1.3	6.3	151	772	1.4	4.7	197	799	1.9	6.5	150	914	1.4	6.0	85	673	.8	9.3
SP '97	94	1200	.9	4.4	114	576	1.1	3.3	140	647	1.3	4.5	125	753	1.2	4.9	54	475	.5	6.2
WI '97	103	1417	1.0	4.9	99	584	.9	2.9	155	601	1.5	5.2	150	813	1.4	5.9	58	645	.5	6.6
FA '96	95	1408	.9	4.4	108	675	1.0	3.3	156	665	1.5	4.9	131	837	1.2	5.0	54	650	.5	5.9
4-Book	106	1393	1.0	5.0	118	652	1.1	3.6	162	678	1.6	5.3	139	829	1.3	5.5	63	611	.6	7.0
SU '96	114	1362	1.1	5.4	122	662	1.2	3.8	167	675	1.6	5.3	140	855	1.3	5.5	81	679	.8	8.4
WMGK-FM																				
SU '97	145	2279	1.4	6.9	175	1057	1.7	5.5	249	1224	2.4	8.2	205	1399	1.9	8.3	47	675	.4	5.1
SP '97	153	2287	1.5	7.1	183	1197	1.7	5.3	258	1165	2.4	8.3	191	1409	1.8	7.5	50	745	.5	5.7
WI '97	138	2034	1.3	6.6	186	932	1.8	5.5	248	1051	2.4	8.3	162	1342	1.5	6.3	53	675	.5	6.0
FA '96	158	1891	1.5	7.4	193	1061	1.8	5.8	301	1031	2.9	9.5	188	1222	1.8	7.2	77	725	.7	8.4
4-Book	149	2123	1.4	7.0	184	1062	1.8	5.5	264	1118	2.5	8.6	187	1343	1.8	7.3	57	705	.5	6.3
SU '96	152	1980	1.4	7.2	176	964	1.7	5.6	259	986	2.5	8.2	223	1352	2.1	8.8	58	641	.6	6.0
WMMR-FM																				
SU '97	154	2207	1.5	7.3	209	1099	2.0	6.5	273	1194	2.6	9.0	190	1323	1.8	7.7	50	658	.5	5.4
SP '97	199	2505	1.9	9.3	306	1395	2.9	8.9	357	1378	3.4	11.5	207	1624	2.0	8.1	62	775	.6	7.1
WI '97	124	2141	1.2	5.9	161	997	1.5	4.8	219	1016	2.1	7.4	158	1239	1.5	6.2	41	578	.4	4.7
FA '96	149	2325	1.4	7.0	209	1234	2.0	6.3	265	1133	2.5	8.3	199	1498	1.9	7.6	57	676	.5	6.2
4-Book	157	2295	1.5	7.4	221	1181	2.1	6.6	279	1180	2.7	9.1	189	1421	1.8	7.4	53	672	.5	5.9
SU '96	146	2170	1.4	6.9	189	981	1.8	6.0	260	1032	2.5	8.2	197	1318	1.9	7.8	50	621	.5	5.2
WNAP-AM																				
SU '97	* 2	44	.1	.1	* 1	17	.1	.1	2	15	.1	.1	4	31	.2	.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	43	.1	.1	1	22	.1	.1	1	22	.1	.1	1	9	.1	.1	**	**	**	**
FA '96	8	71	.1	.4	12	43	.1	.4	9	35	.1	.3	7	37	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	86	.2	.2	1	16	.1	.1	3	8	.1	.1	4	29	.2	.2	**	**	**	**
VOGL-FM																				
SU '97	123	2127	1.2	5.9	154	995	1.5	4.8	180	1121	1.7	5.9	151	1288	1.4	6.1	53	653	.5	5.8
SP '97	126	1923	1.2	5.9	132	836	1.3	3.9	184	826	1.7	5.9	136	1080	1.3	5.3	48	667	.5	5.5
WI '97	118	1976	1.1	5.7	171	1050	1.6	5.1	180	811	1.7	6.0	129	1050	1.2	5.0	43	529	.4	4.9
FA '96	121	1861	1.1	5.7	160	883	1.5	4.8	182	792	1.7	5.7	153	1113	1.5	5.8	53	572	.5	5.8
4-Book	122	1972	1.2	5.8	154	941	1.5	4.7	182	888	1.7	5.9	142	1133	1.4	5.6	49	605	.5	5.5
SU '96	115	1849	1.1	5.4	136	929	1.3	4.3	182	900	1.7	5.8	138	1017	1.3	5.4	44	583	.4	4.6
WPEN-AM																				
SU '97	26	283	.2	1.2	35	142	.3	1.1	33	145	.3	1.1	27	168	.3	1.1	18	85	.2	2.0
SP '97	7	218	.1	.3	7	65	.1	.2	8	110	.1	.3	9	70	.1	.4	1	27	.1	.1
WI '97	9	255	.1	.4	9	79	.1	.3	8	50	.1	.3	5	104	.2	.2	9	60	.1	1.0
FA '96	8	230	.1	.4	14	116	.1	.4	11	92	.1	.3	5	45	.2	.3	3	28	.1	.3
4-Book	13	247	.1	.6	16	101	.2	.5	15	99	.2	.5	12	97	.1	.5	8	50	.1	.9
SU '96	9	172	.1	.4	16	89	.2	.5	8	73	.1	.3	14	132	.1	.6	5	53	.1	.5
+VPH1-FM																				
SU '97	65	797	.6	3.1	70	420	.7	2.2	97	417	.9	3.2	89	542	.8	3.6	43	355	.4	4.7
SP '97	44	706	.4	2.1	42	290	.4	1.2	59	388	.6	1.9	67	433	.6	2.6	32	303	.3	3.6
WI '97	49	757	.5	2.4	51	282	.5	1.5	62	320	.6	2.1	62	452	.6	2.4	35	269	.3	4.0
FA '96	42	927	.4	2.0	38	353	.4	1.1	63	334	.6	2.0	74	612	.7	2.8	17	363	.2	1.8
4-Book	50	797	.5	2.4	50	336	.5	1.5	70	365	.7	2.3	73	510	.7	2.9	32	323	.3	3.5
SU '96	36	816	.3	1.7	35	355	.3	1.1	64	357	.6	2.0	58	458	.6	2.3	16	256	.2	1.7
+VPHT-AM																				
SU '97	16	617	.2	.8	23	164	.2	.7	10	168	.1	.3	14	198	.1	.6	23	278	.2	2.5
SP '97	16	680	.2	.7	31	259	.3	.9	12	102	.1	.4	14	147	.1	.5	17	239	.2	1.9
WI '97	16	470	.2	.8	41	221	.4	1.2	17	155	.2	.6	19	249	.2	.7	6	78	.1	.7
FA '96	11	291	.1	.5	31	148	.3	.9	11	98	.1	.3	10	113	.1	.4	6	62	.1	.7
4-Book	15	515	.2	.7	32	198	.3	.9	13	131	.1	.4	14	177	.1	.6	13	164	.2	1.5
SU '96	15	667	.1	.7	21	205	.2	.7	11	147	.1	.3	10	166	.1	.4	13	211	.1	1.4

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	64	1356	.6	3.0	108	615	1.0	3.4	91	533	.9	3.0	71	826	.7	2.9	31	487	.3	3.4
SP '97	55	1270	.5	2.6	80	571	.8	2.3	88	564	.8	2.8	63	644	.6	2.5	21	399	.2	2.4
WI '97	65	1312	.6	3.1	79	581	.7	2.3	97	584	.9	3.3	93	818	.9	3.6	34	370	.3	3.9
FA '96	46	1215	.4	2.2	64	573	.6	1.9	67	366	.6	2.1	63	615	.6	2.4	23	435	.2	2.5
4-Book	58	1288	.5	2.7	83	585	.8	2.5	86	512	.8	2.8	73	726	.7	2.9	27	423	.3	3.1
SU '96	45	1042	.4	2.1	56	524	.5	1.8	58	434	.6	1.8	51	495	.5	2.0	15	291	.1	1.6
WTEL-AM																				
SU '97	* 3	55		.1	* 4	36		.1	3	42		.1	* 1	24						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	4	93		.2	8	43	.1	.2	4	40		.1	5	56		.2	1	9		.1
SP '97	6	114	.1	.3	12	61	.1	.4	6	39	.1	.2	11	88	.1	.4	2	33		.2
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	58	959	.5	2.8	58	495	.5	1.8	97	568	.9	3.2	58	480	.5	2.3	37	328	.4	4.0
SP '97	82	1007	.8	3.8	94	525	.9	2.7	123	580	1.2	4.0	99	497	.9	3.9	55	399	.5	6.3
WI '97	85	1163	.8	4.1	79	544	.7	2.3	88	563	.8	3.0	139	682	1.3	5.4	88	469	.8	10.0
FA '96	96	1235	.9	4.5	110	553	1.0	3.3	142	690	1.3	4.5	115	683	1.1	4.4	61	546	.6	6.6
4-Book	80	1091	.8	3.8	85	529	.8	2.5	113	600	1.1	3.7	103	586	1.0	4.0	60	436	.6	6.7
SU '96	98	1074	.9	4.6	109	572	1.0	3.4	140	664	1.3	4.4	122	649	1.2	4.8	58	488	.6	6.0
WWDB-FM																				
SU '97	68	1275	.6	3.2	55	422	.5	1.7	124	540	1.2	4.1	84	518	.8	3.4	25	285	.2	2.7
SP '97	73	1221	.7	3.4	110	449	1.0	3.2	125	561	1.2	4.0	89	620	.8	3.5	19	266	.2	2.2
WI '97	80	1279	.8	3.8	77	489	.7	2.3	155	678	1.5	5.2	121	772	1.1	4.7	20	278	.2	2.3
FA '96	79	1131	.7	3.7	87	432	.8	2.6	165	631	1.6	5.2	90	593	.9	3.4	34	336	.3	3.7
4-Book	75	1227	.7	3.5	82	448	.8	2.5	142	603	1.4	4.6	96	626	.9	3.8	25	291	.2	2.7
SU '96	88	1251	.8	4.2	106	467	1.0	3.3	182	724	1.7	5.8	93	578	.9	3.7	34	342	.3	3.5
WWJZ-AM																				
SU '97	3	65		.1	5	32		.2	7	31	.1	.2	4	41		.2	1	7		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	4	17		.2	2	17		.1	8	17	.1	.3	6	17	.1	.2	2	8		.2
WXTU-FM																				
SU '97	89	1100	.8	4.2	117	618	1.1	3.7	131	532	1.2	4.3	116	704	1.1	4.7	34	301	.3	3.7
SP '97	93	1009	.9	4.3	126	707	1.2	3.7	147	559	1.4	4.7	106	647	1.0	4.2	32	316	.3	3.6
WI '97	90	1069	.9	4.3	131	581	1.2	3.9	147	609	1.4	4.9	100	726	.9	3.9	32	286	.3	3.6
FA '96	85	984	.8	4.0	120	586	1.1	3.6	123	576	1.2	3.9	110	728	1.0	4.2	26	339	.2	2.8
4-Book	89	1041	.9	4.2	124	623	1.2	3.7	137	569	1.3	4.5	108	701	1.0	4.3	31	311	.3	3.4
SU '96	94	1015	.9	4.4	131	562	1.2	4.1	147	525	1.4	4.6	124	758	1.2	4.9	47	381	.4	4.9
WYSP-FM																				
SU '97	205	3184	1.9	9.8	632	2093	6.0	19.7	223	1443	2.1	7.4	154	1188	1.5	6.2	55	674	.5	6.0
SP '97	264	3046	2.5	12.3	708	2128	6.7	20.7	399	1715	3.8	12.8	246	1463	2.3	9.7	50	655	.5	5.7
WI '97	221	3118	2.1	10.6	707	2287	6.7	20.9	259	1419	2.5	8.7	181	1230	1.7	7.1	48	626	.5	5.5
FA '96	208	3262	2.0	9.7	586	1946	5.6	17.7	227	1381	2.2	7.1	170	1383	1.6	6.5	41	667	.4	4.5
4-Book	225	3153	2.1	10.6	658	2114	6.3	19.8	277	1490	2.7	9.0	188	1316	1.8	7.4	49	656	.5	5.4
SU '96	209	2934	2.0	9.9	640	2058	6.1	20.2	275	1413	2.6	8.7	146	1044	1.4	5.8	38	456	.4	4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '97	55	1202	.5	2.6	59	381	.6	1.8	91	453	.9	3.0	55	574	.5	2.2	25	319	.2	2.7
SP '97	48	1073	.5	2.2	77	529	.7	2.2	69	366	.7	2.2	59	584	.6	2.3	20	309	.2	2.3
WI '97	39	1051	.4	1.9	47	423	.4	1.4	57	329	.5	1.9	52	500	.5	2.0	16	310	.2	1.8
FA '96	63	1102	.6	2.9	88	454	.8	2.7	84	462	.8	2.6	88	649	.8	3.3	25	337	.2	2.7
4-Book	51	1107	.5	2.4	68	447	.6	2.0	75	403	.7	2.4	64	577	.6	2.5	22	319	.2	2.4
SU '96	47	1255	.4	2.2	65	492	.6	2.0	69	534	.7	2.2	56	594	.5	2.2	24	388	.2	2.5
WZZD-AM																				
SU '97	3	73	.1	.1	7	56	.1	.2	4	35	.1	.1	3	32	.1	.1	2	24	.1	.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	9	162	.1	.4	16	100	.2	.5	20	101	.2	.7	9	77	.1	.4	2	41	.1	.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	5	137	.1	.2	7	111	.1	.2	4	56	.1	.1	5	65	.1	.2	5	40	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	7	137	.1	.3	9	40	.1	.3	10	43	.1	.3	6	71	.1	.2	2	30	.1	.2
SP '97	4	83	.1	.2	7	26	.1	.2	8	17	.1	.3	6	49	.1	.2	1	19	.1	.1
WI '97	7	167	.1	.3	6	80	.1	.2	8	69	.1	.3	7	90	.1	.3	4	61	.1	.5
FA '96	9	101	.1	.4	11	64	.1	.3	13	47	.1	.4	15	64	.1	.6	2	26	.1	.2
4-Book	7	122	.1	.3	8	53	.1	.3	10	44	.1	.3	9	69	.1	.3	2	34	.1	.3
SU '96	3	111	.1	.1	4	62	.1	.1	4	51	.1	.1	3	48	.1	.1	1	35	.1	.1
WJBR-FM																				
SU '97	7	189	.1	.3	7	77	.1	.2	8	60	.1	.3	9	69	.1	.4	6	51	.1	.7
SP '97	9	173	.1	.4	15	86	.1	.4	16	61	.2	.5	11	65	.1	.4	2	24	.1	.2
WI '97	11	205	.1	.5	14	81	.1	.4	22	74	.2	.7	17	99	.2	.7	2	61	.1	.2
FA '96	23	215	.2	1.1	20	118	.2	.6	38	107	.4	1.2	25	153	.2	1.0	10	54	.1	1.1
4-Book	13	196	.1	.6	14	91	.1	.4	21	76	.2	.7	16	97	.2	.6	5	48	.1	.6
SU '96	6	156	.1	.3	7	66	.1	.2	10	58	.1	.3	8	80	.1	.3	2	67	.1	.2
WKXW-FM																				
SU '97	16	368	.2	.8	12	115	.1	.4	30	183	.3	1.0	32	213	.3	1.3	5	78	.1	.5
SP '97	10	366	.1	.5	10	135	.1	.3	16	122	.2	.5	16	165	.2	.6	3	61	.1	.3
WI '97	19	438	.2	.9	36	184	.3	1.1	35	169	.3	1.2	21	181	.2	.8	2	58	.1	.2
FA '96	20	267	.2	.9	36	146	.3	1.1	37	140	.4	1.2	17	172	.2	.6	7	83	.1	.8
4-Book	16	360	.2	.8	24	145	.2	.7	30	154	.3	1.0	22	183	.2	.8	4	70	.1	.5
SU '96	20	390	.2	.9	20	175	.2	.6	34	178	.3	1.1	29	223	.3	1.1	14	100	.1	1.5
WPST-FM																				
SU '97	19	669	.2	.9	23	188	.2	.7	28	187	.3	.9	28	375	.3	1.1	7	139	.1	.8
SP '97	20	592	.2	.9	27	218	.3	.8	36	232	.3	1.2	32	376	.3	1.3	7	153	.1	.8
WI '97	21	509	.2	1.0	29	183	.3	.9	35	170	.3	1.2	32	304	.3	1.2	10	157	.1	1.1
FA '96	25	688	.2	1.2	29	252	.3	.9	51	277	.5	1.6	31	388	.3	1.2	8	237	.1	.9
4-Book	21	615	.2	1.0	27	210	.3	.8	38	217	.4	1.2	31	361	.3	1.2	8	172	.1	.9
SU '96	16	490	.2	.8	27	251	.3	.9	23	239	.2	.7	24	244	.2	.9	6	130	.1	.6
WRDR-FM																				
SU '97	4	57	.1	.2	4	38	.1	.1	8	41	.1	.3	4	40	.1	.2	1	29	.1	.1
SP '97	3	79	.1	.1	3	43	.1	.1	6	10	.1	.2	4	45	.1	.2	1	29	.1	.1
WI '97	2	58	.1	.1	1	24	.1	.1	1	12	.1	.1	6	43	.1	.2	2	17	.1	.2
FA '96	2	39	.1	.1	1	15	.1	.1	3	14	.1	.1	4	22	.1	.2	1	17	.1	.2
4-Book	3	58	.1	.1	2	30	.1	.1	4	19	.1	.2	5	38	.1	.2	1	12	.1	.1
SU '96	3	79	.1	.1	1	15	.1	.1	3	31	.1	.1	4	48	.1	.2	1	7	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

VSTV-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	10	330	.1	.5	13	91	.1	.4	12	110	.1	.4	16	176	.2	.6	4	77		.4
SP '97	9	307	.1	.4	13	149	.1	.4	12	124	.1	.4	10	136	.1	.4	4	90		.5
WI '97	15	298	.1	.7	22	124	.2	.7	33	125	.3	1.1	16	151	.2	.6	2	61		.2
FA '96	17	366	.2	.8	21	141	.2	.6	36	148	.3	1.1	19	170	.2	.7	3	66		.3
4-Book	13	325	.1	.6	17	126	.2	.5	23	127	.2	.8	15	158	.2	.6	3	74		.4
SU '96	5	214		.2	7	91	.1	.2	3	44		.1	7	93	.1	.3	2	44		.2
TOTALS																				
SU '97	2099	10353	19.9		3204	9325	30.4		3030	7988	28.7		2481	9251	23.5		918	5970	8.7	
SP '97	2141	10318	20.3		3423	9537	32.5		3113	7996	29.5		2546	9123	24.1		878	6190	8.3	
WI '97	2085	10310	19.8		3376	9485	32.0		2978	7803	28.2		2564	9197	24.3		879	6191	8.3	
FA '96	2138	10322	20.3		3307	9379	31.4		3176	7968	30.1		2627	9088	24.9		919	6323	8.7	
4-Book	2116	10326	20.1		3328	9432	31.6		3074	7939	29.1		2555	9165	24.2		899	6169	8.5	
SU '96	2115	10112	20.1		3171	9214	30.2		3165	7811	30.1		2539	8958	24.2		959	6186	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	147	2983	1.4	5.0	65	1576	.6	4.5	165	699	1.6	10.6	65	386	.6	2.7	37	257	.4	2.2
4-Book	165	3082	1.6	5.5	66	1615	.6	4.8	174	794	1.7	11.6	74	407	.7	3.3	45	268	.5	2.8
WBEB-FM																				
SU '97	103	933	1.0	3.5	64	687	.6	4.4	68	222	.6	4.4	112	290	1.1	4.7	63	201	.6	3.8
4-Book	109	949	1.0	3.6	45	606	.4	3.3	47	161	.4	3.1	80	247	.8	3.5	58	188	.6	3.6
WDAS-AM																				
SU '97	6	48	.1	.2	11	98	.1	.8	1	5	.1		5	18	.2			5		
4-Book	9	89	.1	.3	11	129	.1	.8	5	23	.4		10	22	.1	.4	2	9	.1	
WDAS-FM																				
SU '97	137	922	1.3	4.7	87	761	.8	6.0	75	201	.7	4.8	123	289	1.2	5.1	77	202	.7	4.6
4-Book	155	1027	1.5	5.2	89	785	.8	6.5	88	232	.8	5.8	138	327	1.3	6.1	113	263	1.1	7.0
WFLN-FM																				
SU '97	54	546	.5	1.9	22	320	.2	1.5	19	81	.2	1.2	27	84	.3	1.1	12	67	.1	.7
4-Book	55	561	.5	1.9	26	332	.3	2.0	17	74	.2	1.2	39	133	.4	1.7	27	98	.3	1.7
WHAT-AM																				
SU '97	13	83	.1	.4	7	69	.1	.5	11	26	.1	.7	27	49	.3	1.1	11	33	.1	.7
4-Book	16	106	.2	.5	7	84	.1	.5	10	27	.1	.7	16	41	.2	.7	5	12	.1	.3
W100-FM																				
SU '97	78	950	.7	2.7	52	705	.5	3.6	50	177	.5	3.2	81	258	.8	3.4	85	211	.8	5.1
4-Book	69	927	.7	2.3	44	672	.4	3.2	37	135	.4	2.4	75	277	.7	3.3	67	228	.6	4.1
WIP -AM																				
SU '97	240	2212	2.3	8.2	75	1063	.7	5.2	127	428	1.2	8.1	123	429	1.2	5.1	77	343	.7	4.6
4-Book	233	2184	2.2	7.8	74	1150	.7	5.4	99	358	1.0	6.6	115	418	1.1	5.0	77	272	.7	4.8
WJJZ-FM																				
SU '97	169	1253	1.6	5.8	97	959	.9	6.7	86	244	.8	5.5	152	377	1.4	6.4	126	385	1.2	7.6
4-Book	141	1123	1.4	4.8	71	802	.7	5.2	62	209	.6	4.1	118	334	1.1	5.2	92	275	.9	5.7
WMGK-FM																				
SU '97	213	1902	2.0	7.3	92	1187	.9	6.4	91	251	.9	5.8	183	510	1.7	7.7	133	352	1.3	8.0
4-Book	216	1788	2.0	7.2	91	1183	.9	6.7	85	303	.8	5.6	189	548	1.8	8.2	140	438	1.3	8.6
WMMR-FM																				
SU '97	228	1847	2.2	7.8	92	1179	.9	6.4	94	284	.9	6.0	175	489	1.7	7.3	123	367	1.2	7.4
4-Book	233	1932	2.2	7.8	90	1206	.9	6.6	101	327	1.0	6.7	183	573	1.8	7.9	114	376	1.1	7.0
WNAP-AM																				
SU '97	* 2	39		.1	* 1	27		.1	* **	**	**	**	2	5		.1	2	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	163	1774	1.5	5.6	100	1204	.9	6.9	105	367	1.0	6.7	136	476	1.3	5.7	105	322	1.0	6.3
4-Book	161	1553	1.5	5.4	103	1171	1.0	7.5	106	348	1.0	7.0	185	514	1.8	8.1	120	372	1.2	7.5
WPEN-AM																				
SU '97	32	218	.3	1.1	21	177	.2	1.5	23	53	.2	1.5	32	66	.3	1.3	31	47	.3	1.9
4-Book	14	183	.2	.5	12	122	.1	.9	11	34	.1	.7	19	44	.2	.8	15	34	.2	.9
+WPHI-FM																				
SU '97	87	695	.8	3.0	42	406	.4	2.9	37	119	.4	2.4	105	216	1.0	4.4	58	139	.5	3.5
4-Book	65	663	.6	2.2	35	416	.4	2.6	30	95	.3	2.0	75	215	.7	3.3	53	153	.5	3.3
+WPHT-AM																				
SU '97	15	400	.1	.5	13	243	.1	.9	5	18		.3	7	33	.1	.3	11	43	.1	.7
4-Book	19	351	.2	.6	9	188	.1	.7	8	28	.1	.6	8	40	.1	.4	5	26		.3
WPLY-FM																				
SU '97	90	1160	.9	3.1	41	693	.4	2.8	22	130	.2	1.4	72	286	.7	3.0	47	209	.4	2.8
4-Book	81	1078	.8	2.7	38	646	.4	2.7	33	131	.3	2.2	71	260	.7	3.1	46	179	.4	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

	Men 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 3 **	48 **	.1 **	.1 **	* 2 **	15 **	.1 **	.1 **	* 2 **	7 **	.1 **	.1 **	7 **	7 **	.1 **	.3 **	* 1 **	8 **	.1 **	.1 **
WURD-AM SU '97 4-Book	6 **	75 **	.1 **	.2 **	4 **	45 **	.3 **	.3 **	7 **	25 **	.1 **	.4 **	11 **	30 **	.1 **	.5 **	1 **	6 **	.1 **	.1 **
WUSL-FM SU '97 4-Book	73 101	774 912	.7 1.0	2.5 3.4	46 57	478 609	.4 .5	3.2 4.2	45 43	132 129	.4 .4	2.9 2.9	84 94	217 251	.8 .9	3.5 4.2	31 62	110 170	.3 .6	1.9 3.9
WVDB-FM SU '97 4-Book	90 109	941 969	.9 1.0	3.1 3.7	56 48	635 590	.5 .5	3.9 3.5	57 60	185 188	.5 .6	3.6 4.0	47 49	137 146	.4 .5	2.0 2.1	35 21	90 60	.3 .2	2.1 1.3
WWJZ-AM SU '97 4-Book	6 **	57 **	.1 **	.2 **	1 **	24 **	.1 **	.1 **	6 **	16 **	.1 **	.4 **	** **	** **	** **	** **	1 **	8 **	.1 **	.1 **
WXTU-FM SU '97 4-Book	122 124	940 913	1.2 1.2	4.2 4.2	68 67	651 644	.6 .6	4.7 4.9	69 81	247 236	.7 .8	4.4 5.4	145 127	345 316	1.4 1.2	6.1 5.5	89 89	235 250	.8 .9	5.4 5.6
WYSP-FM SU '97 4-Book	328 367	2695 2755	3.1 3.5	11.3 12.3	86 90	1261 1257	.8 .9	6.0 6.5	73 85	234 256	.7 .8	4.7 5.6	142 139	501 481	1.3 1.3	5.9 6.0	104 96	320 324	1.0 .9	6.3 5.9
WYXR-FM SU '97 4-Book	70 70	819 818	.7 .7	2.4 2.3	50 39	673 595	.5 .4	3.5 2.8	68 49	130 157	.6 .5	4.4 3.2	104 71	289 238	1.0 .7	4.3 3.1	60 44	218 180	.6 .4	3.6 2.7
WZZD-AM SU '97 4-Book	5 **	73 **	.2 **	.2 **	** **	15 **	** **	** **	** **	** **	** **	** **	1 **	7 **	** **	** **	** **	** **	** **	** **
WCHR-FM SU '97 4-Book	16 **	127 **	.2 **	.5 **	3 **	77 **	.2 **	.2 **	1 **	8 **	.1 **	.1 **	4 **	44 **	.2 **	.2 **	6 **	24 **	.1 **	.4 **
WFMZ-FM SU '97 4-Book	9 9	81 85	.1 .1	.3 .3	6 6	105 82	.1 .1	.4 .4	8 9	8 22	.1 .1	.5 .6	11 9	37 28	.1 .1	.5 .4	5 5	18 17	.3 .3	.3 .3
WJBR-FM SU '97 4-Book	8 17	138 142	.1 .2	.3 .6	7 10	93 105	.1 .1	.5 .8	7 10	20 38	.1 .1	.4 .7	17 22	29 48	.2 .2	.7 1.0	13 20	36 39	.1 .2	.8 1.3
WKXW-FM SU '97 4-Book	25 25	280 270	.2 .2	.9 .9	7 8	130 151	.1 .1	.5 .6	5 7	34 34	.1 .1	.3 .5	17 14	53 59	.2 .2	.7 .6	5 11	18 35	.1 .1	.3 .7
WPST-FM SU '97 4-Book	26 32	495 483	.2 .3	.9 1.1	13 11	322 273	.1 .1	.9 .8	2 9	16 38	.1 .1	.6 .6	22 19	100 101	.2 .2	.9 .9	15 14	62 70	.1 .1	.9 .9
WRDR-FM SU '97 4-Book	5 4	49 48	.2 .1	.2 .1	5 2	36 26	.3 .2	.3 .2	11 4	18 9	.1 .1	.7 .2	21 7	36 15	.2 .1	.9 .3	8 2	21 5	.1 .1	.5 .1
WSTW-FM SU '97 4-Book	14 19	252 243	.1 .2	.5 .7	9 8	158 156	.1 .1	.6 .6	6 9	28 27	.1 .1	.4 .6	2 15	25 71	.1 .2	.7 .7	12 13	28 42	.1 .1	.7 .8
TOTALS SU '97 4-Book	2915 2993	10099 10175	27.6 28.4		1444 1371	8647 8617	13.7 13.0		1562 1516	4092 4230	14.8 14.4		2392 2291	5461 5496	22.7 21.8		1657 1612	4080 4053	15.7 15.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	28	237	.3	2.6	137	651	1.3	12.6	43	303	.4	2.7	27	197	.3	2.1	38	240	.4	4.6
4-Book	26	196	.2	2.8	124	564	1.2	11.8	45	292	.4	2.9	28	187	.3	2.4	31	208	.3	3.9
WBEB-FM																				
SU '97	27	112	.3	2.5	50	169	.5	4.6	84	216	.8	5.2	69	201	.7	5.3	35	138	.3	4.2
4-Book	30	109	.3	3.2	28	112	.3	2.6	49	174	.5	3.1	41	135	.4	3.4	23	105	.2	3.0
WDAS-AM																				
SU '97	1	8		.1	37	63	.4	3.4	20	36	.2	1.2	9	17	.1	.7	15	17	.1	1.8
4-Book		2			36	78	.4	3.4	22	65	.2	1.4	7	18	.1	.6	6	12		.8
WDAS-FM																				
SU '97	93	212	.9	8.8	39	92	.4	3.6	64	158	.6	4.0	54	119	.5	4.1	149	245	1.4	18.0
4-Book	77	210	.7	8.3	43	124	.4	4.1	61	184	.6	3.9	48	127	.5	4.1	129	228	1.2	16.5
WFLN-FM																				
SU '97	8	42	.1	.8	19	93	.2	1.7	43	142	.4	2.7	28	87	.3	2.1	21	73	.2	2.5
4-Book	14	60	.1	1.6	15	61	.1	1.4	45	144	.4	2.9	32	88	.3	2.7	19	76	.2	2.4
WHAT-AM																				
SU '97	2	9		.2	5	12		.5		5										
4-Book	2	6		.2	13	32	.1	1.2	7	25	.1	.4	1	2		.1		3		
W100-FM																				
SU '97	35	152	.3	3.3	26	88	.2	2.4	45	148	.4	2.8	34	147	.3	2.6	60	155	.6	7.2
4-Book	45	163	.4	4.9	21	81	.2	2.0	37	149	.4	2.4	30	141	.3	2.5	36	123	.4	4.5
WIP -AM																				
SU '97	37	127	.4	3.5	49	192	.5	4.5	90	368	.9	5.6	68	240	.6	5.2	35	149	.3	4.2
4-Book	51	198	.5	5.5	58	197	.6	5.5	83	360	.8	5.3	74	289	.7	6.3	38	171	.4	4.9
WJJ2-FM																				
SU '97	85	266	.8	8.0	47	132	.4	4.3	117	298	1.1	7.2	90	207	.9	6.9	67	181	.6	8.1
4-Book	63	206	.6	6.7	32	127	.3	3.1	80	259	.8	5.1	70	187	.7	5.9	45	135	.4	5.8
WMGK-FM																				
SU '97	81	240	.8	7.6	19	124	.2	1.7	104	377	1.0	6.4	85	301	.8	6.5	34	172	.3	4.1
4-Book	59	222	.6	6.4	36	148	.4	3.4	106	356	1.0	6.8	75	255	.7	6.3	36	141	.4	4.6
WMMR-FM																				
SU '97	52	223	.5	4.9	65	266	.6	6.0	114	391	1.1	7.1	89	314	.8	6.8	27	134	.3	3.3
4-Book	43	187	.4	4.6	65	233	.6	6.2	112	376	1.1	7.2	69	268	.6	5.8	35	160	.4	4.5
WNAP-AM																				
SU '97	**	**	**	**	* 2	5		.2		**	**	**	**	2	8		.2		**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '97	71	254	.7	6.7	138	388	1.3	12.7	96	307	.9	5.9	115	291	1.1	8.8	44	113	.4	5.3
4-Book	73	247	.7	7.9	93	262	.9	8.9	98	343	.9	6.2	93	272	.9	7.9	53	164	.5	6.8
WPEN-AM																				
SU '97	21	49	.2	2.0	6	28	.1	.6	12	44	.1	.7	20	57	.2	1.5	24	48	.2	2.9
4-Book	9	27	.1	.9	7	34	.1	.6	14	45	.2	.9	13	34	.2	1.1	10	21	.1	1.2
+WPHI-FM																				
SU '97	46	131	.4	4.3	2	8		.2	25	102	.2	1.5	45	118	.4	3.4	13	56	.1	1.6
4-Book	38	122	.4	4.0	7	26	.1	.7	26	91	.2	1.6	37	107	.4	3.1	14	58	.2	1.9
+WPHT-AM																				
SU '97	12	45	.1	1.1	24	73	.2	2.2	29	84	.3	1.8	14	71	.1	1.1	4	9		.5
4-Book	5	26	.1	.5	15	43	.1	1.4	18	68	.2	1.1	11	49	.1	.9	4	18		.5
WPLY-FM																				
SU '97	20	109	.2	1.9	16	76	.2	1.5	41	210	.4	2.5	71	248	.7	5.4	36	167	.3	4.3
4-Book	25	116	.2	2.7	18	67	.2	1.7	44	201	.4	2.8	39	158	.4	3.2	23	112	.2	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	7	.2	.2	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	10 **	15	.1	.9	3 **	19	.2	.2	3 **	10	.2	.2	**	**	**	**
WUSL-FM SU '97 4-Book	67 67	129 172	.6 .6	6.3 7.3	24 37	65 119	.2 .3	2.2 3.6	46 58	138 181	.4 .5	2.8 3.7	23 40	59 96	.2 .4	1.8 3.4	32 44	77 122	.3 .4	3.9 5.7
WVDB-FM SU '97 4-Book	52 26	133 74	.5 .3	4.9 2.7	49 52	200 171	.5 .5	4.5 4.9	149 119	285 245	1.4 1.1	9.2 7.6	23 23	64 58	.2 .2	1.8 2.0	21 27	76 85	.2 .3	2.5 3.4
WWJZ-AM SU '97 4-Book	1 **	7 **	.1 **	.1 **	3 **	9	.3	.3	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	18 26	118 124	.2 .3	1.7 2.8	38 46	126 134	.4 .5	3.5 4.4	95 79	217 218	.9 .8	5.9 5.1	67 61	203 171	.6 .6	5.1 5.2	19 26	82 100	.2 .3	2.3 3.3
WYSP-FM SU '97 4-Book	67 48	238 192	.6 .5	6.3 5.1	36 38	128 109	.3 .4	3.3 3.6	102 136	396 459	1.0 1.3	6.3 8.7	139 136	421 398	1.3 1.3	10.6 11.3	29 39	157 150	.3 .4	3.5 5.1
WYXR-FM SU '97 4-Book	37 22	170 120	.4 .2	3.5 2.3	38 30	96 100	.4 .3	3.5 2.8	29 43	102 167	.3 .4	1.8 2.8	50 39	203 137	.5 .4	3.8 3.2	16 16	86 88	.2 .2	1.9 2.0
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	1 **	15 **	.1 **	.1 **	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	2 **	18 **	.2 **	.2 **	7 **	32	.1	.6	2 **	16	.1	.1	1 **	8	.1	.1	2 **	8	.2 **	.2 **
WFMZ-FM SU '97 4-Book	3 2	23 13	.3 .2	.3 .2	4 10	25 27	.1	.9	10 7	17 22	.1 .1	.6 .4	8 6	33 23	.1 .1	.6 .5	1 3	16 17	.1 .3	.1 .3
WJBR-FM SU '97 4-Book	4 8	16 29	.4 .1	.4 .9	1 2	7 11	.1	.2	10 9	52 37	.1 .1	.6 .6	2 7	17 21	.2 .1	.2 .6	4 3	24 12	.5 .3	.5 .3
WKXV-FM SU '97 4-Book	3 2	16 8	.3 .2	.3 .2	11 9	35 32	.1 .1	1.0 .8	12 13	41 50	.1 .1	.7 .8	3 4	25 21	.2 .4	.2 .4	5	28	.1	.6
WPST-FM SU '97 4-Book	4 8	53 64	.4 .1	.4 .9	5 6	46 43	.5 .6	.5 .6	17 10	44 61	.2 .1	1.1 .7	25 11	97 62	.2 .1	1.9 .9	11 7	52 45	.1 .1	1.3 .8
WRDR-FM SU '97 4-Book	1	4	.1	.1	1	5	.1	.1									2	6	.2	.2
WSTV-FM SU '97 4-Book	5 4	27 22	.5 .4	.5 .4	14 7	46 26	.1 .1	1.3 .6	14 7	32 29	.1 .1	.9 .4	15 7	61 32	.1 .1	1.1 .6	3 5	18 22	.4 .6	.4 .6
TOTALS SU '97 4-Book	1059 926	3036 2820	10.0 8.8		1086 1053	3119 3096	10.3 10.0		1615 1564	4147 4253	15.3 14.8		1312 1187	3387 3130	12.4 11.2		828 779	2464 2324	7.9 7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	134	3437	1.5	7.8	316	2469	3.6	12.1	131	1438	1.5	5.4	130	1830	1.5	6.5	59	922	.7	7.5
SP '97	134	3316	1.5	7.7	347	2357	3.9	12.1	124	1103	1.4	5.1	155	1567	1.8	7.6	34	603	.4	4.9
WI '97	144	3660	1.6	8.3	381	2668	4.3	13.3	98	1192	1.1	4.1	165	1865	1.9	7.9	52	856	.6	7.8
FA '96	137	3488	1.5	7.9	353	2513	4.0	12.8	120	1305	1.4	4.7	153	1824	1.7	7.4	57	909	.6	8.0
4-Book	137	3475	1.5	7.9	349	2502	4.0	12.6	118	1260	1.4	4.8	151	1772	1.7	7.4	51	823	.6	7.1
SU '96	139	3561	1.6	8.1	335	2571	3.8	12.9	121	1459	1.4	4.9	149	1797	1.7	7.3	48	864	.5	6.1
WBEB-FM																				
SU '97	86	1162	1.0	5.0	119	601	1.3	4.6	143	606	1.6	5.9	87	624	1.0	4.3	29	347	.3	3.7
SP '97	64	1103	.7	3.7	91	573	1.0	3.2	115	478	1.3	4.7	78	590	.9	3.8	21	312	.2	3.0
WI '97	101	1269	1.1	5.8	142	610	1.6	4.9	182	587	2.1	7.5	113	752	1.3	5.4	36	349	.4	5.4
FA '96	58	920	.7	3.3	92	537	1.0	3.3	106	447	1.2	4.2	64	494	.7	3.1	16	217	.2	2.3
4-Book	77	1114	.9	4.5	111	580	1.2	4.0	137	530	1.6	5.6	86	615	1.0	4.2	26	306	.3	3.6
SU '96	66	1002	.8	3.8	91	523	1.0	3.5	113	558	1.3	4.6	97	590	1.1	4.8	20	316	.2	2.5
WDAS-AM																				
SU '97	9	141	.1	.5	11	53	.1	.4	9	33	.1	.4	4	28		.2	1	18		.1
SP '97	7	142	.1	.4	7	68	.1	.2	15	34	.2	.6	3	28		.1		9		
WI '97	13	246	.1	.8	23	86	.3	.8	16	75	.2	.7	6	76	.1	.3	2	18		.3
FA '96	13	200	.1	.7	19	108	.2	.7	12	28	.1	.5	12	57	.1	.6	9	19	.1	1.3
4-Book	11	182	.1	.6	15	79	.2	.5	13	43	.2	.6	6	47	.1	.3	3	16		.4
SU '96	13	203	.1	.8	24	92	.3	.9	9	46	.1	.4	8	40	.1	.4	2	6		.3
WDAS-FM																				
SU '97	95	886	1.1	5.5	125	454	1.4	4.8	113	492	1.3	4.7	81	468	.9	4.0	93	469	1.1	11.8
SP '97	94	902	1.1	5.4	132	535	1.5	4.6	123	500	1.4	5.1	103	520	1.2	5.1	62	425	.7	8.9
WI '97	97	953	1.1	5.6	140	544	1.6	4.9	119	540	1.3	4.9	129	536	1.5	6.2	61	435	.7	9.2
FA '96	95	797	1.1	5.5	118	439	1.3	4.3	124	478	1.4	4.9	110	501	1.2	5.3	62	400	.7	8.7
4-Book	95	885	1.1	5.5	129	493	1.5	4.7	120	503	1.4	4.9	106	506	1.2	5.2	70	432	.8	9.7
SU '96	91	975	1.0	5.3	110	542	1.3	4.2	134	513	1.5	5.4	99	523	1.1	4.9	55	377	.6	7.0
WFLN-FM																				
SU '97	46	726	.5	2.7	54	371	.6	2.1	83	375	.9	3.4	65	473	.7	3.2	20	172	.2	2.5
SP '97	62	784	.7	3.5	79	387	.9	2.8	92	353	1.0	3.8	77	456	.9	3.8	27	226	.3	3.9
WI '97	60	844	.7	3.5	68	405	.8	2.4	93	421	1.1	3.8	68	473	.8	3.2	28	290	.3	4.2
FA '96	66	907	.7	3.8	93	494	1.1	3.4	99	446	1.1	3.9	71	538	.8	3.4	38	307	.4	5.3
4-Book	59	815	.7	3.4	74	414	.9	2.7	92	399	1.0	3.7	70	485	.8	3.4	28	249	.3	4.0
SU '96	61	819	.7	3.5	72	387	.8	2.8	112	450	1.3	4.5	81	512	.9	4.0	38	313	.4	4.8
WHAT-AM																				
SU '97	13	164	.1	.8	8	44	.1	.3	21	100	.2	.9	16	92	.2	.8	5	36	.1	.6
SP '97	13	179	.1	.7	30	99	.3	1.0	19	110	.2	.8	4	50		.2	5	35	.1	.7
WI '97	21	238	.2	1.2	40	116	.5	1.4	28	77	.3	1.2	19	83	.2	.9	8	46	.1	1.2
FA '96	17	158	.2	1.0	41	84	.5	1.5	13	67	.1	.5	7	39	.1	.3	15	55	.2	2.1
4-Book	16	185	.2	.9	30	86	.4	1.1	20	89	.2	.9	12	66	.1	.6	8	43	.1	1.2
SU '96	27	219	.3	1.6	39	94	.4	1.5	37	88	.4	1.5	28	106	.3	1.4	13	35	.1	1.6
WIOQ-FM																				
SU '97	35	762	.4	2.0	40	275	.5	1.5	60	348	.7	2.5	36	381	.4	1.8	14	221	.2	1.8
SP '97	19	625	.2	1.1	17	147	.2	.6	20	237	.2	.8	18	286	.2	.9	20	207	.2	2.9
WI '97	23	658	.3	1.3	34	239	.4	1.2	30	290	.3	1.2	28	252	.3	1.3	15	171	.2	2.3
FA '96	29	677	.3	1.7	40	217	.5	1.4	51	320	.6	2.0	29	344	.3	1.4	8	216	.1	1.1
4-Book	27	681	.3	1.5	33	220	.4	1.2	40	299	.5	1.6	28	316	.3	1.4	14	204	.2	2.0
SU '96	25	629	.3	1.4	24	195	.3	.9	41	285	.5	1.7	26	306	.3	1.3	19	209	.2	2.4
WIP -AM																				
SU '97	121	1786	1.4	7.0	224	1249	2.5	8.6	166	1025	1.9	6.9	189	1320	2.1	9.4	38	481	.4	4.8
SP '97	122	2016	1.4	7.0	220	1130	2.5	7.7	141	946	1.6	5.8	170	1280	1.9	8.3	65	706	.7	9.4
WI '97	127	1961	1.4	7.3	234	1270	2.6	8.2	187	925	2.1	7.7	175	1328	2.0	8.3	42	603	.5	6.3
FA '96	127	1960	1.4	7.3	229	1311	2.6	8.3	191	1037	2.2	7.6	180	1253	2.0	8.7	36	584	.4	5.1
4-Book	124	1931	1.4	7.2	227	1240	2.6	8.2	171	983	2.0	7.0	179	1295	2.0	8.7	45	594	.5	6.4
SU '96	109	1606	1.2	6.3	227	1132	2.6	8.8	146	915	1.7	5.9	127	954	1.5	6.3	42	467	.5	5.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-FM																				
SU '97	129	1385	1.5	7.5	145	743	1.6	5.6	211	794	2.4	8.8	153	874	1.7	7.6	79	611	.9	10.0
SP '97	91	1229	1.0	5.2	97	585	1.1	3.4	126	636	1.4	5.2	130	822	1.5	6.4	52	452	.6	7.5
WI '97	103	1293	1.2	5.9	107	577	1.2	3.7	158	561	1.8	6.5	147	745	1.7	7.0	59	602	.7	8.9
FA '96	91	1261	1.0	5.2	103	600	1.2	3.7	153	634	1.7	6.1	120	739	1.4	5.8	52	488	.6	7.3
4-Book	104	1292	1.2	6.0	113	626	1.3	4.1	162	656	1.8	6.7	138	795	1.6	6.7	61	538	.7	8.4
SU '96	105	1196	1.2	6.1	112	606	1.3	4.3	156	620	1.8	6.3	134	779	1.5	6.6	68	576	.8	8.6
WMGK-FM																				
SU '97	78	1440	.9	4.5	102	670	1.2	3.9	137	722	1.5	5.7	99	836	1.1	4.9	21	374	.2	2.7
SP '97	99	1474	1.1	5.7	111	783	1.3	3.9	165	799	1.9	6.8	127	873	1.4	6.2	28	460	.3	4.0
WI '97	88	1183	1.0	5.1	129	599	1.5	4.5	147	615	1.7	6.1	120	821	1.4	5.7	27	372	.3	4.1
FA '96	93	1062	1.1	5.4	114	633	1.3	4.1	179	600	2.0	7.1	124	790	1.4	6.0	43	455	.5	6.0
4-Book	90	1290	1.0	5.2	114	671	1.3	4.1	157	684	1.8	6.4	118	830	1.3	5.7	30	415	.3	4.2
SU '96	107	1288	1.2	6.2	131	664	1.5	5.1	183	657	2.1	7.4	143	852	1.6	7.0	40	406	.5	5.1
WMMR-FM																				
SU '97	83	1184	.9	4.8	109	549	1.2	4.2	126	587	1.4	5.2	112	792	1.3	5.6	34	381	.4	4.3
SP '97	105	1339	1.2	6.0	184	668	2.1	6.4	195	745	2.2	8.0	102	849	1.2	5.0	21	303	.2	3.0
WI '97	69	1143	.8	4.0	102	606	1.2	3.6	108	514	1.2	4.5	72	628	.8	3.4	21	316	.2	3.2
FA '96	85	1254	1.0	4.9	133	654	1.5	4.8	151	635	1.7	6.0	107	806	1.2	5.2	22	398	.2	3.1
4-Book	86	1230	1.0	4.9	132	619	1.5	4.8	145	620	1.6	5.9	98	769	1.1	4.8	25	350	.3	3.4
SU '96	80	1232	.9	4.6	115	619	1.3	4.4	128	549	1.5	5.2	105	744	1.2	5.2	27	312	.3	3.4
WNAP-AM																				
SU '97	* 2	52	.1	.1	* 3	14	.1	.1	2	15	.1	.1	4	41	.2	.2	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	44	.1	.1	1	12	.1	.1	1	22	.1	.1	1	9	.1	.1	**	**	**	**
FA '96	3	44	.2	.2	2	17	.1	.1	4	17	.2	.2	3	8	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	8	108	.1	.5	3	26	.1	.1	10	18	.1	.4	8	39	.1	.4	**	**	**	**
WGL-FM																				
SU '97	153	2218	1.7	8.9	191	1098	2.2	7.3	216	1230	2.4	9.0	186	1377	2.1	9.3	70	695	.8	8.9
SP '97	157	2106	1.8	9.0	175	984	2.0	6.1	222	950	2.5	9.1	176	1176	2.0	8.6	66	719	.7	9.5
WI '97	131	2073	1.5	7.6	183	1081	2.1	6.4	203	923	2.3	8.4	146	1135	1.6	7.0	49	536	.6	7.4
FA '96	140	1974	1.6	8.1	169	961	1.9	6.1	214	965	2.4	8.5	170	1198	1.9	8.2	73	643	.8	10.3
4-Book	145	2093	1.7	8.4	180	1031	2.1	6.5	214	1017	2.4	8.8	170	1222	1.9	8.3	65	648	.7	9.0
SU '96	150	2022	1.7	8.7	174	1018	2.0	6.7	241	1057	2.8	9.7	174	1187	2.0	8.6	56	643	.6	7.1
WPEN-AM																				
SU '97	57	567	.6	3.3	80	336	.9	3.1	78	390	.9	3.2	61	343	.7	3.0	32	167	.4	4.1
SP '97	30	430	.3	1.7	44	209	.5	1.5	46	248	.5	1.9	34	213	.4	1.7	8	83	.1	1.2
WI '97	33	515	.4	1.9	45	184	.5	1.6	51	247	.6	2.1	28	208	.3	1.3	20	116	.2	3.0
FA '96	42	476	.5	2.4	70	284	.8	2.5	67	249	.8	2.7	43	221	.5	2.1	8	83	.1	1.1
4-Book	41	497	.5	2.3	60	253	.7	2.2	61	284	.7	2.5	42	246	.5	2.0	17	112	.2	2.4
SU '96	37	485	.4	2.1	59	260	.7	2.3	41	214	.5	1.7	39	267	.4	1.9	20	179	.2	2.5
+WPH1-FM																				
SU '97	15	256	.2	.9	15	75	.2	.6	20	127	.2	.8	17	143	.2	.8	11	96	.1	1.4
SP '97	12	302	.1	.7	13	104	.1	.5	12	133	.1	.5	14	135	.2	.7	9	119	.1	1.3
WI '97	15	255	.2	.9	19	85	.2	.7	9	87	.1	.4	15	174	.2	.7	12	65	.1	1.8
FA '96	14	293	.2	.8	17	129	.2	.6	20	68	.2	.8	23	172	.3	1.1	3	93	.1	.4
4-Book	14	277	.2	.8	16	98	.2	.6	15	104	.2	.6	17	156	.2	.8	9	93	.1	1.2
SU '96	13	314	.1	.8	17	166	.2	.7	21	128	.2	.8	16	158	.2	.8	6	89	.1	.8
+WPHT-AM																				
SU '97	22	645	.2	1.3	39	236	.4	1.5	21	193	.2	.9	18	217	.2	.9	26	295	.3	3.3
SP '97	21	755	.2	1.2	35	294	.4	1.2	22	155	.2	.9	19	213	.2	.9	23	256	.3	3.3
WI '97	19	536	.2	1.1	51	320	.6	1.8	20	180	.2	.8	18	236	.2	.9	7	70	.1	1.1
FA '96	12	357	.1	.7	31	185	.4	1.1	9	117	.1	.4	12	117	.1	.6	6	66	.1	.8
4-Book	19	573	.2	1.1	39	259	.5	1.4	18	161	.2	.8	17	196	.2	.8	16	172	.2	2.1
SU '96	20	696	.2	1.2	42	260	.5	1.6	12	180	.1	.5	11	198	.1	.5	15	189	.2	1.9

Target Listener Trends - Men 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '97	24	450	.3	1.4	38	221	.4	1.5	40	180	.5	1.7	22	279	.2	1.1	7	163	.1	.9
SP '97	23	560	.3	1.3	26	199	.3	.9	43	268	.5	1.8	28	262	.3	1.4	8	141	.1	1.2
WI '97	15	504	.2	.9	14	176	.2	.5	21	205	.2	.9	29	309	.3	1.4	12	118	.1	1.8
FA '96	13	474	.1	.7	19	224	.2	.7	12	117	.1	.5	21	227	.2	1.0	8	133	.1	1.1
4-Book	19	497	.2	1.1	24	205	.3	.9	29	193	.3	1.2	25	269	.3	1.2	9	139	.1	1.3
SU '96	18	345	.2	1.0	19	158	.2	.7	23	148	.3	.9	17	140	.2	.8	5	83	.1	.6
WTEL-AM																				
SU '97	* 2	45		.1	* 2	26		.1	2	32		.1	* 1	14						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	3	55		.2	3	14		.1	6	31	.1	.2	2	31		.1	1	9		.1
SP '97	6	104	.1	.3	11	55	.1	.4	7	50	.1	.3	8	67	.1	.4	3	28		.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	20	462	.2	1.2	23	205	.3	.9	31	278	.4	1.3	22	192	.2	1.1	14	123	.2	1.8
SP '97	29	561	.3	1.7	43	260	.5	1.5	43	246	.5	1.8	35	260	.4	1.7	12	147	.1	1.7
WI '97	27	594	.3	1.6	23	192	.3	.8	28	263	.3	1.2	50	283	.6	2.4	24	177	.3	3.6
FA '96	36	603	.4	2.1	43	256	.5	1.6	59	304	.7	2.3	47	308	.5	2.3	19	214	.2	2.7
4-Book	28	555	.3	1.7	33	228	.4	1.2	40	273	.5	1.7	39	261	.4	1.9	17	165	.2	2.5
SU '96	25	532	.3	1.4	28	206	.3	1.1	38	308	.4	1.5	32	272	.4	1.6	14	145	.2	1.8
WWDB-FM																				
SU '97	85	1379	1.0	4.9	91	588	1.0	3.5	151	649	1.7	6.3	107	669	1.2	5.3	34	392	.4	4.3
SP '97	95	1374	1.1	5.4	146	587	1.6	5.1	165	747	1.9	6.8	112	710	1.3	5.5	27	319	.3	3.9
WI '97	107	1452	1.2	6.2	124	606	1.4	4.3	195	827	2.2	8.1	135	865	1.5	6.4	33	425	.4	5.0
FA '96	92	1260	1.0	5.3	104	513	1.2	3.8	183	750	2.1	7.2	109	705	1.2	5.3	40	383	.5	5.6
4-Book	95	1366	1.1	5.5	116	574	1.3	4.2	174	743	2.0	7.1	116	737	1.3	5.6	34	380	.4	4.7
SU '96	108	1337	1.2	6.3	143	631	1.6	5.5	208	823	2.4	8.4	119	684	1.4	5.9	51	424	.6	6.5
WWJZ-AM																				
SU '97	8	77	.1	.5	6	52	.1	.2	14	41	.2	.6	13	53	.1	.6	2	28		.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	21		.1					2	10		.1		10						
FA '96	4	51		.2	8	15	.1	.3	9	22	.1	.4	4	24		.2	1	12		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	5	39	.1	.3	3	24		.1	9	31	.1	.4	7	32	.1	.3	2	15		.3
WXTU-FM																				
SU '97	98	1115	1.1	5.7	128	658	1.4	4.9	145	582	1.6	6.0	135	770	1.5	6.7	38	307	.4	4.8
SP '97	98	1023	1.1	5.6	134	648	1.5	4.7	152	628	1.7	6.3	118	655	1.3	5.8	32	346	.4	4.6
WI '97	99	1092	1.1	5.7	154	613	1.7	5.4	167	579	1.9	6.9	112	717	1.3	5.3	21	240	.2	3.2
FA '96	85	1011	1.0	4.9	135	627	1.5	4.9	121	607	1.4	4.8	100	748	1.1	4.8	22	332	.2	3.1
4-Book	95	1060	1.1	5.5	138	637	1.5	5.0	146	599	1.7	6.0	116	723	1.3	5.7	28	306	.3	3.9
SU '96	82	1076	.9	4.8	111	569	1.3	4.3	107	585	1.2	4.3	112	725	1.3	5.5	47	387	.5	6.0
WYSP-FM																				
SU '97	77	1680	.9	4.5	274	1002	3.1	10.5	61	571	.7	2.5	38	438	.4	1.9	27	328	.3	3.4
SP '97	115	1533	1.3	6.6	382	1067	4.3	13.3	153	809	1.7	6.3	73	580	.8	3.6	17	279	.2	2.5
WI '97	104	1538	1.2	6.0	360	1138	4.1	12.5	117	625	1.3	4.8	75	522	.8	3.6	20	216	.2	3.0
FA '96	96	1822	1.1	5.5	285	969	3.2	10.3	91	615	1.0	3.6	70	577	.8	3.4	13	211	.1	1.8
4-Book	98	1643	1.1	5.7	325	1044	3.7	11.7	106	655	1.2	4.3	64	529	.7	3.1	19	259	.2	2.7
SU '96	84	1440	1.0	4.9	278	963	3.2	10.7	84	601	1.0	3.4	55	433	.6	2.7	22	188	.3	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	42	866	.5	2.4	49	316	.6	1.9	69	316	.8	2.9	45	412	.5	2.2	17	183	.2	2.2
SP '97	36	813	.4	2.1	64	399	.7	2.2	46	276	.5	1.9	43	431	.5	2.1	14	221	.2	2.0
WI '97	25	665	.3	1.4	37	263	.4	1.3	33	208	.4	1.4	31	333	.4	1.5	11	227	.1	1.7
FA '96	32	637	.4	1.8	53	244	.6	1.9	34	210	.4	1.3	40	351	.5	1.9	13	187	.1	1.8
4-Book	34	745	.4	1.9	51	306	.6	1.8	46	253	.5	1.9	40	382	.5	1.9	14	205	.2	1.9
SU '96	34	835	.4	2.0	47	322	.5	1.8	52	370	.6	2.1	42	363	.5	2.1	14	268	.2	1.8
WZZD-AM																				
SU '97	5	112	.1	.3	7	68	.1	.3	4	35		.2	9	60	.1	.4	7	43	.1	.9
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	9	170	.1	.5	12	92	.1	.5	20	93	.2	.8	14	94	.2	.7	2	50		.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	150	.1	.3	10	124	.1	.4	6	41	.1	.2	7	64	.1	.3	5	35	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	8	188	.1	.5	9	47	.1	.3	11	63	.1	.5	6	78	.1	.3	2	38		.3
SP '97	7	140	.1	.4	9	45	.1	.3	9	47	.1	.4	10	78	.1	.5	3	48		.4
WI '97	11	200	.1	.6	10	117	.1	.3	18	86	.2	.7	14	104	.2	.7	4	59		.6
FA '96	9	126	.1	.5	12	69	.1	.4	11	60	.1	.4	15	69	.2	.7	3	34		.4
4-Book	9	164	.1	.5	10	70	.1	.3	12	64	.1	.5	11	82	.2	.6	3	45		.4
SU '96	6	107	.1	.3	10	66	.1	.4	13	58	.1	.5	4	55		.2	1	26		.1
WJBR-FM																				
SU '97	6	127	.1	.3	6	59	.1	.2	7	45	.1	.3	8	44	.1	.4	4	25		.5
SP '97	7	134	.1	.4	11	62	.1	.4	14	43	.2	.6	9	44	.1	.4	1	19		.1
WI '97	11	149	.1	.6	13	79	.1	.5	23	62	.3	1.0	18	87	.2	.9	1	35		.2
FA '96	21	215	.2	1.2	24	99	.3	.9	40	100	.5	1.6	20	142	.2	1.0	4	35		.6
4-Book	11	156	.1	.6	14	75	.2	.5	21	63	.3	.9	14	79	.2	.7	3	29		.4
SU '96	9	157	.1	.5	11	73	.1	.4	17	83	.2	.7	13	90	.1	.6	2	58		.3
WKXV-FM																				
SU '97	17	333	.2	1.0	26	164	.3	1.0	30	196	.3	1.2	25	179	.3	1.2	5	58	.1	.6
SP '97	8	290	.1	.5	9	114	.1	.3	14	112	.2	.6	14	133	.2	.7	3	48		.4
WI '97	20	414	.2	1.2	32	206	.4	1.1	33	158	.4	1.4	26	164	.3	1.2	3	56		.5
FA '96	24	297	.3	1.4	36	163	.4	1.3	43	159	.5	1.7	24	199	.3	1.2	9	85	.1	1.3
4-Book	17	334	.2	1.0	26	162	.3	.9	30	156	.4	1.2	22	169	.3	1.1	5	62	.1	.7
SU '96	17	365	.2	1.0	22	191	.3	.8	30	163	.3	1.2	21	201	.2	1.0	8	85	.1	1.0
WPST-FM																				
SU '97	7	285	.1	.4	9	77	.1	.3	4	71		.2	7	144	.1	.3	3	75		.4
SP '97	5	259	.1	.3	9	70	.1	.3	7	99	.1	.3	7	152	.1	.3	3	62		.4
WI '97	9	235	.1	.5	16	82	.2	.6	16	43	.2	.7	12	135	.1	.6	2	70		.3
FA '96	13	267	.1	.7	24	119	.3	.9	25	102	.3	1.0	11	145	.1	.5	2	69		.3
4-Book	9	262	.1	.5	15	87	.2	.5	13	79	.2	.6	9	144	.1	.4	3	69		.4
SU '96	6	194	.1	.3	8	100	.1	.3	9	116	.1	.4	8	76	.1	.4	1	28		.1
WRDR-FM																				
SU '97	7	124	.1	.4	7	59	.1	.3	11	50	.1	.5	9	80	.1	.4	2	16		.3
SP '97	14	176	.2	.8	12	84	.1	.4	24	75	.3	1.0	14	84	.2	.7	5	59	.1	.7
WI '97	6	109	.1	.3	6	44	.1	.2	2	42		.1	11	75	.1	.5	5	29	.1	.8
FA '96	9	123	.1	.5	9	52	.1	.3	9	41	.1	.4	12	60	.1	.6	4	33		.6
4-Book	9	133	.1	.5	9	60	.1	.3	12	52	.1	.5	12	75	.1	.6	4	34	.1	.6
SU '96	5	116	.1	.3	6	29	.1	.2	4	33		.2	4	50		.2	2	15		.3

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '97	6	139	.1	.3	11	47	.1	.4	7	49	.1	.3	10	73	.1	.5	3	58		.4
SP '97	5	166	.1	.3	9	81	.1	.3	9	66	.1	.4	7	85	.1	.3	1	27		.1
WI '97	4	138		.2	7	79	.1	.2	6	46	.1	.2	6	52	.1	.3	1	27		.2
FA '96	9	183	.1	.5	11	86	.1	.4	17	61	.2	.7	14	104	.2	.7	2	35		.3
4-Book	6	157	.1	.3	10	73	.1	.3	10	56	.1	.4	9	79	.1	.5	2	37		.3
SU '96	3	97		.2	5	44	.1	.2	3	35		.1	4	59		.2				
TOTALS																				
SU '97	1720	8662	19.4		2610	7854	29.5		2411	6749	27.2		2006	7659	22.7		787	4952	8.9	
SP '97	1747	8669	19.7		2867	8033	32.4		2432	6630	27.5		2039	7695	23.0		693	4983	7.8	
WI '97	1733	8614	19.6		2869	7956	32.4		2419	6525	27.3		2097	7653	23.7		665	4736	7.5	
FA '96	1735	8603	19.6		2763	7842	31.2		2528	6668	28.6		2062	7502	23.3		711	4956	8.0	
4-Book	1734	8637	19.6		2777	7921	31.4		2448	6643	27.7		2051	7627	23.2		714	4907	8.1	
SU '96	1725	8408	19.8		2592	7612	29.7		2481	6613	28.4		2032	7476	23.3		788	5019	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	188	3172	2.1	8.0	89	1912	1.0	7.2	228	1002	2.6	16.5	86	490	1.0	4.4	44	314	.5	3.1
4-Book	200	3169	2.3	8.2	85	1828	1.0	7.2	225	975	2.6	15.6	94	480	1.1	4.8	58	318	.7	4.5
WBEB-FM																				
SU '97	118	951	1.3	5.0	69	705	.8	5.6	72	239	.8	5.2	117	332	1.3	6.0	69	243	.8	4.9
4-Book	113	911	1.3	4.6	49	615	.6	4.1	55	181	.6	3.8	83	249	1.0	4.3	54	191	.6	4.1
WDAS-AM																				
SU '97	8	58	.1	.3	15	122	.2	1.2	6	14	.1	.4	7	27	.1	.4	6	14	.1	.4
4-Book	12	103	.2	.5	14	145	.2	1.2	9	29	.1	.7	12	25	.1	.6	3	8	.1	.2
WDAS-FM																				
SU '97	107	684	1.2	4.6	75	582	.8	6.1	58	130	.7	4.2	89	244	1.0	4.6	76	144	.9	5.4
4-Book	118	750	1.3	4.9	72	571	.8	6.1	72	177	.8	5.0	112	246	1.3	5.8	94	199	1.1	7.1
WFLN-FM																				
SU '97	68	606	.8	2.9	23	339	.3	1.9	19	64	.2	1.4	31	106	.4	1.6	14	69	.2	1.0
4-Book	79	663	.9	3.3	41	420	.5	3.5	27	96	.3	1.9	68	188	.8	3.5	44	140	.5	3.4
WHAT-AM																				
SU '97	15	127	.2	.6	13	107	.1	1.1	13	36	.1	.9	28	50	.3	1.4	22	61	.2	1.6
4-Book	20	136	.2	.8	13	113	.2	1.1	18	44	.2	1.2	21	52	.2	1.1	8	26	.1	.6
W100-FM																				
SU '97	47	545	.5	2.0	31	410	.4	2.5	21	77	.2	1.5	45	133	.5	2.3	49	123	.6	3.5
4-Book	35	495	.4	1.5	22	345	.3	1.9	16	64	.2	1.1	41	146	.5	2.1	35	133	.4	2.6
WIP -AM																				
SU '97	191	1710	2.2	8.1	54	908	.6	4.4	98	388	1.1	7.1	77	331	.9	4.0	55	272	.6	3.9
4-Book	191	1751	2.2	7.8	60	949	.7	5.1	84	325	1.0	5.9	93	358	1.1	4.8	62	225	.7	4.8
WJJZ-FM																				
SU '97	173	1172	2.0	7.4	84	886	.9	6.8	63	166	.7	4.6	144	351	1.6	7.4	110	335	1.2	7.8
4-Book	139	1064	1.6	5.8	68	756	.8	5.7	57	179	.7	4.0	113	319	1.3	5.8	90	265	1.0	6.7
WMGK-FM																				
SU '97	114	1179	1.3	4.9	52	747	.6	4.2	68	159	.8	4.9	114	318	1.3	5.9	50	174	.6	3.5
4-Book	132	1094	1.5	5.4	55	722	.6	4.6	60	182	.7	4.1	117	338	1.3	6.0	82	269	.9	6.1
WMMR-FM																				
SU '97	117	975	1.3	5.0	57	664	.6	4.6	57	154	.6	4.1	120	260	1.4	6.2	95	258	1.1	6.7
4-Book	127	1030	1.4	5.3	53	695	.6	4.5	70	210	.8	4.8	113	332	1.3	5.8	62	203	.7	4.6
WNAP-AM																				
SU '97	* 3	47	.1	.1	* 1	19	.1	.1	* **	**	**	**	2	5	.1	.1	2	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '97	199	1874	2.2	8.5	129	1354	1.5	10.5	128	414	1.4	9.3	203	599	2.3	10.5	127	384	1.4	9.0
4-Book	190	1683	2.1	7.8	121	1285	1.4	10.2	125	385	1.4	8.6	220	590	2.5	11.3	133	392	1.5	10.0
WPEN-AM																				
SU '97	73	458	.8	3.1	46	349	.5	3.7	57	127	.6	4.1	75	171	.8	3.9	60	150	.7	4.3
4-Book	54	391	.6	2.2	32	299	.4	2.6	45	118	.5	3.1	59	139	.7	3.1	39	103	.5	2.9
+WPHI-FM																				
SU '97	17	199	.2	.7	13	114	.1	1.1	21	50	.2	1.5	34	58	.4	1.8	16	32	.2	1.1
4-Book	16	211	.2	.7	14	148	.1	1.2	16	44	.2	1.1	29	83	.3	1.5	25	67	.3	2.0
+WPHT-AM																				
SU '97	25	461	.3	1.1	15	257	.2	1.2	19	58	.2	1.4	10	59	.1	.5	12	51	.1	.9
4-Book	24	418	.3	1.0	12	210	.2	1.0	14	47	.2	.9	13	54	.1	.7	6	26	.1	.4
WPLY-FM																				
SU '97	34	370	.4	1.4	17	233	.2	1.4	5	34	.1	.4	29	80	.3	1.5	23	88	.3	1.6
4-Book	26	405	.3	1.1	12	231	.2	1.0	12	46	.2	.9	22	75	.2	1.1	17	58	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 2 **	38 **	.1 **	.1 **	* 2 **	15 **	.2 **	.2 **	* 2 **	7 **	.1 **	.1 **	7 **	7 **	.1 **	.4 **	* 1 **	8 **	.1 **	.1 **
WURD-AM SU '97 4-Book	4 **	37 **	.2 **	.2 **	3 **	38 **	.2 **	.2 **	6 **	12 **	.1 **	.4 **	11 **	32 **	.1 **	.6 **	1 **	6 **	.1 **	.1 **
WUSL-FM SU '97 4-Book	26 37	387 451	.3 .5	1.1 1.5	14 19	205 263	.2 .2	1.1 1.6	13 12	60 45	.1 .1	.9 .8	26 39	98 114	.3 .4	1.3 2.0	15 24	44 69	.2 .3	1.1 1.9
WVDB-FM SU '97 4-Book	119 138	1064 1098	1.3 1.6	5.1 5.7	59 59	760 705	.7 .7	4.8 5.0	75 79	274 246	.8 .9	5.4 5.4	67 70	214 217	.8 .8	3.5 3.6	48 34	139 97	.5 .4	3.4 2.6
WWJZ-AM SU '97 4-Book	11 **	69 **	.1 **	.5 **	6 **	45 **	.1 **	.5 **	8 **	37 **	.1 **	.6 **	5 **	21 **	.1 **	.3 **	11 **	18 **	.1 **	.8 **
WXTU-FM SU '97 4-Book	137 135	985 945	1.5 1.5	5.8 5.5	70 70	664 668	.8 .8	5.7 6.0	71 90	246 269	.8 1.0	5.2 6.2	148 140	338 325	1.7 1.6	7.6 7.2	93 92	223 269	1.1 1.1	6.6 7.0
WYSP-FM SU '97 4-Book	119 160	1267 1332	1.3 1.8	5.1 6.6	34 40	599 617	.4 .5	2.8 3.4	13 30	84 105	.1 .3	.9 2.0	36 56	154 189	.4 .6	1.9 2.9	42 41	164 155	.5 .5	3.0 3.1
WYXR-FM SU '97 4-Book	55 46	613 561	.6 .5	2.3 1.9	34 26	464 405	.4 .3	2.8 2.2	40 29	66 100	.5 .4	2.9 2.0	70 49	182 172	.8 .6	3.6 2.5	44 28	135 103	.5 .3	3.1 2.1
WZZD-AM SU '97 4-Book	6 **	112 **	.1 **	.3 **	**	26 **	**	**	**	**	**	**	1 **	7 **	.1 **	.1 **	**	**	**	**
VCHR-FM SU '97 4-Book	16 **	135 **	.2 **	.7 **	3 **	76 **	.2 **	.2 **	1 **	8 **	.1 **	.1 **	4 **	44 **	.2 **	.2 **	8 **	33 **	.1 **	.6 **
WFMZ-FM SU '97 4-Book	9 12	98 116	.1 .1	.4 .5	9 8	135 111	.1 .1	.7 .6	8 10	8 28	.1 .1	.6 .7	11 11	34 36	.1 .1	.6 .6	11 9	29 28	.1 .1	.8 .6
WJBR-FM SU '97 4-Book	7 16	104 116	.1 .2	.3 .7	5 8	68 92	.1 .1	.4 .7	4 8	16 30	.3 .1	.3 .6	8 20	8 37	.1 .2	.4 1.0	11 16	33 38	.1 .2	.8 1.2
WKXV-FM SU '97 4-Book	27 26	272 261	.3 .3	1.2 1.1	8 10	126 151	.1 .1	.6 .8	14 12	30 43	.2 .1	1.0 .8	13 18	32 52	.1 .2	.7 .9	7 13	33 35	.1 .2	.5 1.0
WPST-FM SU '97 4-Book	6 13	195 191	.1 .2	.3 .5	10 5	152 122	.1 .1	.8 .5	1 5	8 19	.1 .1	.1 .3	17 11	56 48	.2 .2	.9 .6	10 5	33 24	.1 .1	.7 .4
WRDR-FM SU '97 4-Book	9 11	88 96	.1 .1	.4 .4	7 10	81 81	.1 .1	.6 .8	13 13	27 28	.1 .2	.9 .9	22 20	47 42	.2 .2	1.1 1.0	9 13	29 39	.1 .2	.6 1.0
WSTV-FM SU '97 4-Book	9 10	96 120	.1 .1	.4 .4	2 3	73 62	.2 .2	.2 .2	2 5	8 13	.1 .1	.4 .4	1 5	16 25	.1 .1	.3 .3	3 3	16 16	.2 .2	.2 .2
TOTALS SU '97 4-Book	2347 2427	8434 8503	26.5 27.4		1232 1185	7284 7316	13.9 13.4		1378 1447	3744 3968	15.6 16.4		1937 1942	4618 4682	21.9 22.0		1409 1324	3562 3417	15.9 15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
KYW -AM																				
SU '97	38	281	.4	4.6	189	848	2.1	17.0	71	373	.8	5.0	48	268	.5	4.3	40	317	.5	6.0
4-Book	30	219	.3	4.4	169	741	1.9	15.3	59	341	.7	4.2	42	231	.5	4.3	33	232	.4	5.4
WBEB-FM																				
SU '97	39	144	.4	4.7	41	152	.5	3.7	88	258	1.0	6.2	79	222	.9	7.0	40	160	.5	6.0
4-Book	27	98	.3	3.9	32	124	.4	2.9	62	206	.7	4.5	51	170	.6	5.1	24	109	.3	4.0
WDAS-AM																				
SU '97	3	18	.4		46	77	.5	4.1	36	68	.4	2.5	8	17	.1	.7	9	18	.1	1.4
4-Book	1	5	.1		47	92	.5	4.2	29	74	.3	2.1	7	16	.1	.7	6	17	.1	1.1
WDAS-FM																				
SU '97	66	152	.7	8.0	22	59	.2	2.0	58	140	.7	4.1	57	120	.6	5.1	159	260	1.8	24.0
4-Book	57	155	.6	8.4	31	91	.4	2.8	46	141	.5	3.3	44	101	.5	4.4	109	187	1.2	17.6
WFLN-FM																				
SU '97	12	53	.1	1.5	18	84	.2	1.6	40	154	.5	2.8	26	99	.3	2.3	24	85	.3	3.6
4-Book	19	69	.2	2.9	27	89	.3	2.4	67	186	.8	4.8	46	117	.5	4.7	27	99	.3	4.4
WHAT-AM																				
SU '97	4	18	.5		19	31	.2	1.7	8	42	.1	.6	9	9	.1	.8	2	9		.3
4-Book	4	14	.7		29	55	.3	2.6	19	51	.2	1.4	7	11	.1	.7	3	12		.5
WIOQ-FM																				
SU '97	27	111	.3	3.3	22	79	.2	2.0	34	109	.4	2.4	25	91	.3	2.2	20	53	.2	3.0
4-Book	18	78	.2	2.6	13	51	.1	1.2	22	85	.3	1.6	17	72	.2	1.7	13	46	.1	2.1
WIP -AM																				
SU '97	30	115	.3	3.6	53	211	.6	4.8	49	261	.6	3.4	59	241	.7	5.3	20	107	.2	3.0
4-Book	42	162	.5	6.2	53	183	.6	4.9	58	280	.7	4.2	66	253	.8	6.7	28	132	.3	4.6
WJJZ-FM																				
SU '97	76	238	.9	9.2	42	133	.5	3.8	83	237	.9	5.8	78	175	.9	7.0	68	184	.8	10.3
4-Book	60	193	.7	8.7	34	120	.4	3.1	82	255	.9	5.9	65	184	.7	6.5	42	119	.5	6.6
WMGK-FM																				
SU '97	25	132	.3	3.0	15	108	.2	1.4	55	218	.6	3.9	69	214	.8	6.2	16	76	.2	2.4
4-Book	30	142	.3	4.3	28	117	.3	2.6	60	206	.7	4.3	46	153	.5	4.6	18	73	.2	2.9
WMMR-FM																				
SU '97	23	116	.3	2.8	43	173	.5	3.9	63	249	.7	4.4	53	176	.6	4.7	8	46	.1	1.2
4-Book	17	82	.2	2.4	41	152	.5	3.7	64	214	.7	4.6	39	169	.5	3.9	18	75	.2	2.9
WNAP-AM																				
SU '97					* 2	5		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	105	327	1.2	12.7	151	458	1.7	13.6	133	405	1.5	9.3	138	333	1.6	12.3	54	155	.6	8.2
4-Book	86	275	1.0	12.5	112	332	1.3	10.2	121	392	1.4	8.6	107	311	1.2	10.8	64	190	.7	10.2
WPEN-AM																				
SU '97	25	80	.3	3.0	21	71	.2	1.9	44	129	.5	3.1	45	114	.5	4.0	38	90	.4	5.7
4-Book	15	47	.2	2.0	15	68	.2	1.4	35	104	.4	2.6	27	65	.3	2.7	16	44	.2	2.5
+WPHI-FM																				
SU '97	21	49	.2	2.5					5	14	.1	.4	5	10	.1	.4	1	5		.2
4-Book	17	34	.2	2.4	4	14		.4	11	37	.2	.8	9	23	.1	.9	3	7		.5
+WPHT-AM																				
SU '97	6	36	.1	.7	29	82	.3	2.6	27	75	.3	1.9	11	44	.1	1.0	4	9		.6
4-Book	5	26	.1	.7	18	49	.2	1.6	22	77	.3	1.6	13	47	.2	1.3	5	28	.1	.9
WPLY-FM																				
SU '97	7	40	.1	.8	6	24	.1	.5	22	93	.2	1.5	35	113	.4	3.1	10	53	.1	1.5
4-Book	5	32	.1	.6	6	28	.1	.6	14	66	.1	1.0	17	74	.2	1.6	6	35	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	7 **	.2 **	.2 **	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	4 **	6 **	.4 **	.4 **	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM SU '97 4-Book	23 14	44 41	.3 .2	2.8 2.0	10 14	19 55	.1 .2	.9 1.3	13 23	54 80	.1 .3	.9 1.7	2 8	20 30	.2 .1	.2 .9	3 16	10 48	.2 .2	.5 2.7
WVDB-FM SU '97 4-Book	56 35	192 111	.6 .4	6.8 4.9	51 69	216 226	.6 .8	4.6 6.2	125 130	294 276	1.4 1.5	8.8 9.4	27 22	85 65	.3 .3	2.4 2.2	19 27	68 106	.2 .3	2.9 4.6
WVJZ-AM SU '97 4-Book	2 **	18 **	.2 **	.2 **	3 **	9 **	.3 **	.3 **	4 **	10 **	.3 **	.3 **	10 **	10 **	.1 **	.9 **	4 **	10 **	.6 **	.6 **
WXTU-FM SU '97 4-Book	22 26	129 129	.2 .3	2.7 3.9	46 60	166 172	.5 .7	4.1 5.4	105 84	275 237	1.2 1.0	7.4 6.1	62 55	188 166	.7 .6	5.5 5.5	14 20	75 94	.2 .3	2.1 3.3
WYSP-FM SU '97 4-Book	17 13	86 53	.2 .1	2.1 1.9	19 15	83 64	.2 .2	1.7 1.4	76 83	240 259	.9 .9	5.3 6.0	62 66	194 212	.7 .8	5.5 6.8	6 11	50 49	.1 .1	.9 1.9
WYXR-FM SU '97 4-Book	19 11	78 55	.2 .1	2.3 1.6	38 25	96 72	.4 .3	3.4 2.2	24 31	103 126	.3 .4	1.7 2.2	36 28	146 89	.4 .3	3.2 2.8	8 10	40 53	.1 .1	1.2 1.7
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	1 **	26 **	.1 **	.1 **	1 **	11 **	.1 **	.1 **	**	**	**	**
VCHR-FM SU '97 4-Book	1 **	8 **	.1 **	.1 **	7 **	32 **	.1 **	.6 **	2 **	16 **	.1 **	.1 **	1 **	8 **	.1 **	.1 **	2 **	8 **	.3 **	.3 **
WFMZ-FM SU '97 4-Book	5 3	33 20	.1 .4	.6 .4	15 13	65 39	.2 .2	1.4 1.2	16 8	29 26	.2 .1	1.1 .6	7 7	24 27	.1 .1	.6 .7	2 2	26 16	.3 .4	.3 .4
WJBR-FM SU '97 4-Book	3 5	8 24	.4 .8	.4 .8	1 2	7 11	.1 .2	.1 .2	10 9	43 32	.1 .1	.7 .6	1 6	8 18	.1 .1	.1 .7	2 1	15 7	.3 .2	.3 .2
WKXV-FM SU '97 4-Book	1 3	13 12	.1 .4	.1 .4	12 13	36 42	.1 .1	1.1 1.2	14 15	49 51	.2 .2	1.0 1.1	2 2	16 15	.2 .3	.2 .3	2 5	9 19	.3 .8	.3 .8
WPST-FM SU '97 4-Book	3 2	26 17	.4 .3	.4 .3	3 3	28 18	.3 .3	.3 .3	16 7	35 24	.2 .1	1.1 .5	21 8	63 39	.2 .1	1.9 .8	5 2	17 15	.1 .4	.8 .4
WRDR-FM SU '97 4-Book	5 7	25 25	.1 .1	.6 1.1	3 8	17 23	.3 .1	.3 .7	3 9	17 22	.2 .1	.2 .6	5 5	16 16	.1 .1	.6 .6	2 4	8 14	.3 .1	.3 .7
WSTV-FM SU '97 4-Book	2 2	9 11	.2 .3	.2 .3	2 1	18 9	.2 .1	.2 .1	5 2	23 12	.1 .2	.4 .2	5 3	26 15	.1 .3	.4 .3	2 1	8 2	.3 .1	.3 .1
TOTALS SU '97 4-Book	825 684	2598 2213	9.3 7.7		1110 1106	3272 3185	12.5 12.5		1424 1393	3785 3726	16.1 15.7		1121 986	2831 2660	12.7 11.2		662 613	2025 1901	7.5 6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	6	294	.1	.9	13	159	.3	2.1	10	73	.2	1.2	7	101	.2	.8	1	40		.2
SP '97	9	341	.2	1.4	25	210	.6	3.6	11	81	.3	1.7	8	95	.2	1.0	3	73	.1	.5
WI '97	8	505	.2	1.4	25	329	.6	4.0	7	119	.2	1.3	5	108	.1	.6	3	88	.1	.5
FA '96	7	323	.2	1.1	26	218	.6	3.4	4	35	.1	.6	5	73	.1	.6	2	45		.4
4-Book	8	366	.2	1.2	22	229	.5	3.3	8	77	.2	1.2	6	94	.2	.8	2	62	.1	.4
SU '96	6	404	.1	.9	14	215	.3	2.2	5	114	.1	.6	6	110	.1	.8	3	87	.1	.6
WBEB-FM																				
SU '97	33	804	.8	4.9	24	255	.6	4.0	37	307	.9	4.5	43	370	1.1	5.1	25	295	.6	4.3
SP '97	44	881	1.1	7.0	35	325	.9	5.1	66	316	1.6	10.5	62	417	1.5	7.6	33	444	.8	5.8
WI '97	42	859	1.0	7.2	27	287	.7	4.3	39	264	1.0	7.4	66	373	1.6	8.5	52	464	1.3	9.1
FA '96	42	867	1.0	6.6	41	374	1.0	5.4	68	251	1.7	10.6	56	433	1.4	6.6	29	391	.7	5.5
4-Book	40	853	1.0	6.4	32	310	.8	4.7	53	285	1.3	8.3	57	398	1.4	7.0	35	399	.9	6.2
SU '96	31	756	.8	4.8	26	197	.6	4.1	53	385	1.3	6.4	29	311	.7	3.8	34	332	.8	6.5
WDAS-AM																				
SU '97	6	93	.1	.9	13	52	.3	2.1	9	46	.2	1.1	6	54	.1	.7	1	28		.2
SP '97	2	68		.3	2	22		.3	2	8		.3	1	6		.1		8		
WI '97	3	71	.1	.5	3	20	.1	.5	3	17	.1	.6	1	15		.1				
FA '96	1	50		.2	1	6		.1	1	12		.2	2	12		.2	1	6		.2
4-Book	3	71	.1	.5	5	25	.1	.8	4	21	.1	.6	3	22		.3	1	11		.1
SU '96	4	52	.1	.6	5	25	.1	.8	4	13	.1	.5	3	13	.1	.4	2	13		.4
WDAS-FM																				
SU '97	27	381	.7	4.0	29	198	.7	4.8	39	174	1.0	4.8	35	206	.9	4.2	17	173	.4	2.9
SP '97	17	376	.4	2.7	21	123	.5	3.0	23	169	.6	3.6	22	202	.5	2.7	16	163	.4	2.8
WI '97	21	438	.5	3.6	27	162	.7	4.3	35	174	.9	6.6	23	178	.6	3.0	12	179	.3	2.1
FA '96	14	421	.3	2.2	12	183	.3	1.6	14	153	.3	2.2	14	179	.3	1.7	13	145	.3	2.5
4-Book	20	404	.5	3.1	22	167	.6	3.4	28	168	.7	4.3	24	191	.6	2.9	15	165	.4	2.6
SU '96	22	453	.5	3.4	23	220	.6	3.6	27	268	.7	3.3	23	247	.6	3.0	17	156	.4	3.3
WFLN-FM																				
SU '97	3	138	.1	.4	4	75	.1	.7	1	21		.1	5	93	.1	.6	2	61		.3
SP '97	1	61		.2		13			1	24		.2	2	36		.2	1	28		.2
WI '97	4	109	.1	.7	4	41	.1	.6	7	38	.2	1.3	7	58	.2	.9	3	46	.1	.5
FA '96	3	82	.1	.5	2	32		.3	3	29	.1	.5	4	38	.1	.5	6	64	.1	1.1
4-Book	3	98	.1	.5	3	40	.1	.4	3	28	.1	.5	5	56	.1	.6	3	50	.1	.5
SU '96	2	77		.3	2	22		.3	2	33		.2	3	23	.1	.4	1	31		.2
WHAT-AM																				
SU '97	1	25		.1	3	19	.1	.5	1	12		.1	1	13		.1		6		
SP '97	1	32		.2		8				10										
WI '97		22			1	22		.2		7										
FA '96	1	33		.2	2	24		.3												
4-Book	1	28		.1	2	18		.3		7				3				2		
SU '96	1	20		.2	5	13	.1	.8												
W100-FM																				
SU '97	86	1728	2.1	12.8	60	770	1.5	9.9	105	1009	2.6	12.8	116	1189	2.9	13.8	80	954	2.0	13.9
SP '97	67	1737	1.7	10.6	68	852	1.7	9.8	56	866	1.4	8.9	98	1132	2.4	12.0	66	824	1.6	11.7
WI '97	103	1889	2.6	17.7	103	886	2.6	16.4	73	829	1.8	13.9	149	1283	3.7	19.2	102	1048	2.5	17.8
FA '96	122	2232	3.0	19.1	134	1193	3.3	17.6	103	1034	2.6	16.1	168	1540	4.2	19.9	111	1259	2.8	21.2
4-Book	95	1897	2.4	15.1	91	925	2.3	13.4	84	935	2.1	12.9	133	1286	3.3	16.2	90	1021	2.2	16.2
SU '96	100	2087	2.5	15.5	96	851	2.4	15.0	131	1263	3.2	15.9	135	1273	3.3	17.6	81	1100	2.0	15.6
WIP -AM																				
SU '97	2	96		.3	6	47	.1	1.0	1	27		.1	2	34		.2	1	28		.2
SP '97	2	147		.3	4	29	.1	.6	1	17		.2	2	32		.2	2	48		.4
WI '97	2	84		.3	4	48	.1	.6	2	17		.4	2	26		.3	1	7		.2
FA '96	1	87		.2	3	38	.1	.4		17							1	13		.2
4-Book	2	104		.3	4	41	.1	.7	1	20		.2	2	23		.2	1	24		.3
SU '96	1	74		.2	2	34		.3		8			2	24		.3	1	23		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZZ-FM																				
SU '97	5	178	.1	.7	3	64	.1	.5	8	87	.2	1.0	8	88	.2	1.0	3	70	.1	.5
SP '97	7	200	.2	1.1	8	51	.2	1.2	9	53	.2	1.4	9	88	.2	1.1	4	51	.1	.7
WI '97	11	218	.3	1.9	7	61	.2	1.1	16	63	.4	3.0	22	95	.5	2.8	11	109	.3	1.9
FA '96	5	184	.1	.8	3	43	.1	.4	9	46	.2	1.4	8	85	.2	.9	3	64	.1	.6
4-Book	7	195	.2	1.1	5	55	.2	.8	11	62	.3	1.7	12	89	.3	1.5	5	74	.2	.9
SU '96	9	163	.2	1.4	4	35	.1	.6	18	59	.4	2.2	7	67	.2	.9	6	65	.1	1.2
WMGK-FM																				
SU '97	23	568	.6	3.4	20	205	.5	3.3	34	249	.8	4.1	32	324	.8	3.8	17	242	.4	2.9
SP '97	30	640	.7	4.8	24	203	.6	3.5	44	321	1.1	7.0	32	392	.8	3.9	26	253	.6	4.6
WI '97	21	426	.5	3.6	23	180	.6	3.7	47	256	1.2	8.9	26	235	.6	3.4	5	106	.1	.9
FA '96	33	591	.8	5.2	30	236	.7	3.9	55	301	1.4	8.6	53	351	1.3	6.3	17	283	.4	3.3
4-Book	27	556	.7	4.3	24	206	.6	3.6	45	282	1.1	7.2	36	326	.9	4.4	16	221	.4	2.9
SU '96	34	651	.8	5.3	25	282	.6	3.9	60	398	1.5	7.3	44	413	1.1	5.7	24	305	.6	4.6
WMMR-FM																				
SU '97	17	528	.4	2.5	15	147	.4	2.5	22	228	.5	2.7	23	312	.6	2.7	13	195	.3	2.3
SP '97	10	537	.2	1.6	5	134	.1	.7	11	219	.3	1.7	11	286	.3	1.3	5	157	.1	.9
WI '97	8	473	.2	1.4	11	128	.3	1.8	7	145	.2	1.3	12	255	.3	1.5	5	151	.1	.9
FA '96	15	433	.4	2.3	21	163	.5	2.8	22	184	.5	3.4	23	207	.6	2.7	7	113	.2	1.3
4-Book	13	493	.3	2.0	13	143	.3	2.0	16	194	.4	2.3	17	265	.5	2.1	8	154	.2	1.4
SU '96	19	574	.5	3.0	21	181	.5	3.3	41	332	1.0	5.0	20	219	.5	2.6	5	109	.1	1.0
WNAP-AM																				
SU '97	*	18			*								1	18		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	13		.2																
FA '96		20																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	1	33		.2	3	7	.1	.5	1	7		.1		12			**	**	**	**
WOGL-FM																				
SU '97	14	482	.3	2.1	9	126	.2	1.5	23	175	.6	2.8	18	222	.4	2.1	6	113	.1	1.0
SP '97	6	302	.1	1.0	11	122	.3	1.6	4	90	.1	.6	4	102	.1	.5	2	65		.4
WI '97	6	306	.1	1.0	6	91	.1	1.0	4	80	.1	.8	10	146	.2	1.3	4	75	.1	.7
FA '96	8	489	.2	1.3	9	176	.2	1.2	4	101	.1	.6	15	191	.4	1.8	4	128	.1	.8
4-Book	9	395	.2	1.4	9	129	.2	1.3	9	112	.2	1.2	12	165	.3	1.4	4	95	.1	.7
SU '96	12	501	.3	1.9	10	171	.2	1.6	16	209	.4	1.9	19	208	.5	2.5	8	114	.2	1.5
WPEN-AM																				
SU '97	1	29		.1										7						
SP '97	2	24		.3	1	17		.1	3	15	.1	.5	1	15		.1	1	7		.2
WI '97	2	32		.3					2	10		.4	4	17		.5	1	23		.2
FA '96		16							1	6		.2		10				10		
4-Book	1	25		.2		4			2	8		.3	1	12			1	10		.1
SU '96		17			1	17		.2	1	9		.1								
+WPHI-FM																				
SU '97	107	1500	2.7	15.9	87	680	2.2	14.3	116	1001	2.9	14.1	133	1074	3.3	15.8	111	948	2.8	19.2
SP '97	111	1504	2.8	17.6	99	892	2.5	14.3	90	804	2.2	14.3	153	1042	3.8	18.8	119	956	3.0	21.0
WI '97	50	1101	1.2	8.6	35	396	.9	5.6	36	414	.9	6.8	80	651	2.0	10.3	63	653	1.6	11.0
FA '96	35	769	.9	5.5	32	335	.8	4.2	34	320	.8	5.3	53	495	1.3	6.3	32	375	.8	6.1
4-Book	76	1219	1.9	11.9	63	576	1.6	9.6	69	635	1.7	10.1	105	816	2.6	12.8	81	733	2.1	14.3
SU '96	25	737	.6	3.9	17	243	.4	2.7	28	388	.7	3.4	31	412	.8	4.0	23	341	.6	4.4
+WPHT-AM																				
SU '97		21			2	7		.3						7				6		
SP '97	1	29		.2						9			3	18	.1	.4	1	19		.2
WI '97		6				6				6										
FA '96		21												10				10		
4-Book		19		.1	1	3		.1		4			1	9		.1		9		.1
SU '96		32											1	7		.1		16		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	68	1366	1.7	10.1	59	605	1.5	9.7	89	762	2.2	10.9	96	979	2.4	11.4	51	705	1.3	8.8
SP '97	47	1119	1.2	7.4	71	576	1.8	10.3	35	522	.9	5.5	54	695	1.3	6.6	35	504	.9	6.2
WI '97	47	1357	1.2	8.1	78	729	1.9	12.4	40	566	1.0	7.6	54	882	1.3	7.0	36	621	.9	6.3
FA '96	49	1366	1.2	7.7	68	733	1.7	8.9	36	564	.9	5.6	59	789	1.5	7.0	40	612	1.0	7.6
4-Book	53	1302	1.3	8.3	69	661	1.7	10.3	50	604	1.3	7.4	66	836	1.6	8.0	41	611	1.0	7.2
SU '96	56	1441	1.4	8.7	61	632	1.5	9.6	70	786	1.7	8.5	64	830	1.6	8.3	45	717	1.1	8.7
WTEL-AM																				
SU '97	* 12	50	.3	1.8	* 13	37	.3	2.1	19	50	.5	2.3	* 19	50	.5	2.3				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	8	75	.2	1.2	8	40	.2	1.3	15	60	.4	1.8	8	35	.2	1.0		7		
SP '97	3	43	.1	.5	5	18	.1	.7	1	10		.2	1	23		.1		9		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	75	1371	1.9	11.1	70	573	1.7	11.5	78	739	1.9	9.5	76	790	1.9	9.0	84	677	2.1	14.6
SP '97	111	1583	2.8	17.6	107	961	2.7	15.5	91	814	2.3	14.4	153	1043	3.8	18.8	118	905	2.9	20.8
WI '97	123	1467	3.1	21.1	120	874	3.0	19.1	86	608	2.1	16.3	158	1017	3.9	20.4	146	953	3.6	25.5
FA '96	136	1491	3.4	21.3	158	1032	3.9	20.8	105	756	2.6	16.4	178	1099	4.4	21.1	133	964	3.3	25.4
4-Book	111	1478	2.8	17.8	114	860	2.8	16.7	90	729	2.2	14.2	141	987	3.5	17.3	120	875	3.0	21.6
SU '96	145	1467	3.6	22.5	129	790	3.2	20.2	146	964	3.6	17.7	185	1045	4.6	24.1	139	895	3.4	26.7
WVDB-FM																				
SU '97	2	89		.3	2	14		.3	5	27	.1	.6	1	42		.1	1	14		.2
SP '97	4	124	.1	.6		9			1	45		.2	11	62	.3	1.3	2	17		.4
WI '97	2	82		.3	1	27		.2	2	20		.4	4	26	.1	.5		8		
FA '96	5	97	.1	.8	10	33	.2	1.3	11	55	.3	1.7	5	47	.1	.6		5		
4-Book	3	98	.1	.5	3	21	.1	.5	5	37	.1	.7	5	44	.1	.6	1	11		.2
SU '96	3	107	.1	.5	2	28		.3	2	28		.2	1	29		.1	3	32	.1	.6
WWJZ-AM																				
SU '97	2	7		.3					2	7		.2	4	7	.1	.5	1	7		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	16	279	.4	2.4	15	133	.4	2.5	17	197	.4	2.1	20	150	.5	2.4	10	113	.2	1.7
SP '97	14	293	.3	2.2	16	103	.4	2.3	14	137	.3	2.2	15	196	.4	1.8	12	123	.3	2.1
WI '97	17	191	.4	2.9	19	120	.5	3.0	19	125	.5	3.6	14	101	.3	1.8	16	118	.4	2.8
FA '96	19	275	.5	3.0	17	175	.4	2.2	21	129	.5	3.3	26	164	.6	3.1	17	160	.4	3.3
4-Book	17	260	.4	2.6	17	133	.4	2.5	18	147	.4	2.8	19	153	.5	2.3	14	129	.3	2.5
SU '96	11	227	.3	1.7	16	105	.4	2.5	15	94	.4	1.8	13	146	.3	1.7	4	82	.1	.8
WYSP-FM																				
SU '97	25	687	.6	3.7	62	369	1.5	10.2	22	252	.5	2.7	23	285	.6	2.7	12	197	.3	2.1
SP '97	29	736	.7	4.6	91	362	2.3	13.2	21	281	.5	3.3	27	377	.7	3.3	14	233	.3	2.5
WI '97	15	564	.4	2.6	44	297	1.1	7.0	10	191	.2	1.9	12	236	.3	1.5	7	150	.2	1.2
FA '96	22	557	.5	3.4	55	258	1.4	7.2	29	256	.7	4.5	21	239	.5	2.5	7	157	.2	1.3
4-Book	23	636	.6	3.6	63	322	1.6	9.4	21	245	.5	3.1	21	284	.5	2.5	10	184	.3	1.8
SU '96	29	716	.7	4.5	72	341	1.8	11.3	32	341	.8	3.9	24	308	.6	3.1	8	181	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	58	1271	1.4	8.6	35	384	.9	5.8	75	577	1.9	9.1	64	602	1.6	7.6	71	722	1.8	12.3
SP '97	40	1211	1.0	6.3	30	389	.7	4.3	51	494	1.3	8.1	49	622	1.2	6.0	51	572	1.3	9.0
WI '97	26	1035	.6	4.5	20	302	.5	3.2	21	315	.5	4.0	31	457	.8	4.0	43	545	1.1	7.5
FA '96	47	1205	1.2	7.4	45	419	1.1	5.9	56	413	1.4	8.7	59	634	1.5	7.0	48	565	1.2	9.2
4-Book	43	1181	1.1	6.7	33	374	.8	4.8	51	450	1.3	7.5	51	579	1.3	6.2	53	601	1.4	9.5
SU '96	56	1233	1.4	8.7	35	373	.9	5.5	81	541	2.0	9.8	65	530	1.6	8.5	55	573	1.4	10.6
WZZD-AM																				
SU '97	3	53	.1	.4	6	29	.1	1.0	2	7		.2	1	13		.1	5	31	.1	.9
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97		6				6														
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		8				8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97		14								7				7						
SP '97	2	28		.3	2	19		.3	4	9	.1	.6	3	18	.1	.4				
WI '97		8				8														
FA '96		25								11				9						
4-Book	1	19		.1	1	7		.1	1	7		.2	1	9		.1				
SU '96		23			1	7		.2		16										
WJBR-FM																				
SU '97	4	133	.1	.6	3	25	.1	.5	3	39	.1	.4	4	42	.1	.5	7	42	.2	1.2
SP '97	5	181	.1	.8	3	53	.1	.4	8	69	.2	1.3	3	50	.1	.4	7	112	.2	1.2
WI '97	4	112	.1	.7	5	33	.1	.8	7	42	.2	1.3	6	74	.1	.8	3	61	.1	.5
FA '96	3	159	.1	.5	6	72	.1	.8	1	45		.2	2	38		.2	3	62	.1	.6
4-Book	4	146	.1	.7	4	46	.1	.6	5	49	.1	.8	4	51	.1	.5	5	69	.2	.9
SU '96	4	176	.1	.6		15			4	68	.1	.5	5	57	.1	.7	12	100	.3	2.3
WKXV-FM																				
SU '97	1	36		.1		7				16			1	21		.1	1	14		.2
SP '97	1	71		.2	2	34		.3	1	19		.2	1	19		.1	1	18		.2
WI '97	1	70		.2					3	10	.1	.6	3	42	.1	.4		10		
FA '96	2	104		.3	2	34		.3	1	19		.2	6	47	.1	.7	1	37		.2
4-Book	1	70		.2	1	19		.2	1	16		.3	3	32	.1	.3	1	20		.2
SU '96	1	47		.2	1	15		.2	2	35		.2	2	26		.3		17		
WPST-FM																				
SU '97	31	988	.8	4.6	19	342	.5	3.1	40	514	1.0	4.9	45	594	1.1	5.3	27	489	.7	4.7
SP '97	25	920	.6	4.0	24	410	.6	3.5	20	412	.5	3.2	32	561	.8	3.9	26	415	.6	4.6
WI '97	28	924	.7	4.8	30	360	.7	4.8	24	297	.6	4.6	37	572	.9	4.8	29	415	.7	5.1
FA '96	29	835	.7	4.5	43	390	1.1	5.7	18	259	.4	2.8	31	489	.8	3.7	25	414	.6	4.8
4-Book	28	917	.7	4.5	29	376	.7	4.3	26	371	.6	3.9	36	554	.9	4.4	27	433	.7	4.8
SU '96	29	1056	.7	4.5	28	383	.7	4.4	38	567	.9	4.6	36	541	.9	4.7	19	368	.5	3.7
WRDR-FM																				
SU '97																				
SP '97																				
WI '97		8												8						
FA '96																				
4-Book		2												2						
SU '96		21																		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

WSTV-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	3	196	.1	.4	1	43		.2	4	73	.1	.5	5	83	.1	.6	2	85		.3
SP '97	1	140		.2		28				35			3	79	.1	.4	2	43		.4
WI '97	2	160		.3	1	34		.2	1	45		.2	2	52		.3	3	60		.5
FA '96	6	126	.1	.9	7	71	.2	.9	9	21	.2	1.4	8	61	.2	.9	5	55	.1	1.0
4-Book	3	156	.1	.5	2	44	.1	.3	4	44	.1	.5	5	69	.1	.6	3	61	.1	.6
SU '96	4	223	.1	.6	1	37		.2	4	82	.1	.5	7	93	.2	.9	3	89	.1	.6
TOTALS																				
SU '97	673	3941	16.8		607	2978	15.1		820	3215	20.4		842	3571	21.0		577	3177	14.4	
SP '97	631	3908	15.7		691	3316	17.2		631	2857	15.7		816	3548	20.3		566	3139	14.1	
WI '97	583	3929	14.5		627	3208	15.6		527	2548	13.1		775	3446	19.3		573	3121	14.3	
FA '96	639	3961	15.9		761	3347	19.0		641	2752	16.0		843	3536	21.0		523	3216	13.0	
4-Book	632	3935	15.7		672	3212	16.7		655	2843	16.3		819	3525	20.4		560	3163	14.0	
SU '96	644	3960	15.8		638	3155	15.7		825	3297	20.3		769	3431	18.9		520	3063	12.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	
KYW -AM																						
SU '97		10	249	.2	1.3	3	117	.1	.5	9	35	.2	2.7	1	15	.1	.1	1	9			
4-Book		12	305	.3	1.7	4	143	.1	.7	9	46	.2	2.7	4	34	.1	.5	1	5			
WBEB-FM																						
SU '97		35	607	.9	4.6	34	413	.8	6.0	20	71	.5	6.1	56	172	1.4	6.2	39	116	1.0	4.6	
4-Book		47	630	1.2	6.7	31	430	.8	5.8	21	76	.5	6.1	50	154	1.3	6.0	44	108	1.1	6.3	
WDAS-AM																						
SU '97		9	79	.2	1.2	4	48	.1	.7					4	14	.1	.4	2	7			
4-Book		4	39	.1	.5	4	44	.1	.7	2	5		.4	3	7	.1	.3	1	4			
WDAS-FM																						
SU '97		35	314	.9	4.6	20	203	.5	3.5	27	59	.7	8.2	32	63	.8	3.5	22	57	.5	2.6	
4-Book		25	309	.6	3.5	15	190	.4	2.8	11	31	.3	3.2	22	57	.6	2.6	12	33	.3	1.6	
WFLN-FM																						
SU '97		3	118	.1	.4	4	63	.1	.7	2	7		.6	7	22	.2	.8	5	21	.1	.6	
4-Book		3	77	.1	.5	3	36	.1	.5	2	7	.1	.7	3	8	.1	.4	3	13	.1	.5	
WHAT-AM																						
SU '97		1	25		.1	2	12		.4	2	6		.6					3	6		.4	
4-Book		1	22		.1	2	16		.3	1	2		.2		2			1	2		.1	
WIOQ-FM																						
SU '97		95	1518	2.4	12.5	75	1154	1.9	13.2	44	177	1.1	13.3	124	551	3.1	13.7	99	396	2.5	11.7	
4-Book		102	1672	2.5	14.4	85	1263	2.1	16.1	46	210	1.1	13.7	139	599	3.5	17.2	117	450	2.9	17.0	
WIP -AM																						
SU '97		3	89	.1	.4	1	13		.2					3	7	.1	.3					
4-Book		2	64	.1	.3	1	42		.3	2	4		.4	3	8	.1	.3	2	5		.3	
WJZZ-FM																						
SU '97		7	143	.2	.9	3	78	.1	.5	3	12	.1	.9	7	21	.2	.8	4	14	.1	.5	
4-Book		10	134	.3	1.4	4	76	.1	.7	4	15	.1	1.2	9	22	.2	1.0	4	18	.1	.6	
WMGK-FM																						
SU '97		29	442	.7	3.8	15	273	.4	2.6	3	7	.1	.9	23	93	.6	2.5	28	106	.7	3.3	
4-Book		36	458	.9	5.1	17	311	.4	3.2	12	33	.3	3.3	32	116	.8	3.8	30	114	.8	4.2	
WMNR-FM																						
SU '97		20	441	.5	2.6	14	269	.3	2.5	14	42	.3	4.2	22	92	.5	2.4	13	67	.3	1.5	
4-Book		15	389	.4	2.1	11	236	.3	2.1	7	31	.2	2.0	17	77	.4	2.0	14	71	.4	2.0	
WNAP-AM																						
SU '97	*	**	18	**	**	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																						
SU '97		17	333	.4	2.2	12	201	.3	2.1	9	20	.2	2.7	21	85	.5	2.3	15	54	.4	1.8	
4-Book		10	274	.2	1.3	9	201	.2	1.7	5	22	.1	1.5	15	60	.4	1.8	12	52	.3	1.6	
WPEN-AM																						
SU '97			7			2	29		.4	1	7		.3		7			8	15		.2	
4-Book		1	16		.2	2	18		.3	1	4		.2	4	8		.5	3	6		.1	
+WPHI-FM																						
SU '97		112	1394	2.8	14.7	97	982	2.4	17.1	43	146	1.1	13.0	162	462	4.0	17.9	168	460	4.2	19.9	
4-Book		78	1071	2.0	10.9	69	826	1.7	12.7	34	131	.9	9.9	108	376	2.7	12.7	100	325	2.5	13.4	
+WPHT-AM																						
SU '97		1	14		.1																	
4-Book		1	12		.1																	
WPLY-FM																						
SU '97		82	1251	2.0	10.8	54	897	1.3	9.5	19	131	.5	5.8	98	442	2.4	10.8	91	381	2.3	10.8	
4-Book		61	1128	1.5	8.6	46	855	1.1	8.5	25	133	.6	7.5	82	379	2.0	10.0	60	283	1.5	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM SU '97 4-Book	* 17 **	50 **	.4 **	2.2 **	* **	7 **	**	**	**	**	**	**	1 **	7 **	.1 **	* **	**	**	**	
WURD-AM SU '97 4-Book	11 **	60 **	.3 **	1.4 **	7 **	63 **	.2 **	1.2 **	6 **	18 **	.1 **	1.8 **	27 **	40 **	.7 **	3.0 **	2 **	7 **	.2 **	
WUSL-FM SU '97 4-Book	75 113	1185 1314	1.9 2.9	9.9 16.1	67 101	821 972	1.7 2.5	11.8 19.1	28 64	82 216	.7 1.6	8.5 19.1	79 146	312 467	2.0 3.6	8.7 18.1	114 143	351 410	2.8 3.6	13.5 20.5
WWDB-FM SU '97 4-Book	3 5	54 82	.1 .1	.4 .6	1 2	34 38	.2 .4	.2 .4	1 1	4 4	.3 .3	.3 .3	2 2	7 7	.1 .1	.3 .3	1 1	5 5	.2 .2	.2 .2
WWJZ-AM SU '97 4-Book	2 **	7 **	.3 **	.3 **	2 **	7 **	.4 **	.4 **	** **	** **	** **	** **	1 **	7 **	.1 **	.1 **	7 **	7 **	.2 **	.8 **
WXTU-FM SU '97 4-Book	17 18	250 236	.4 .4	2.2 2.5	16 15	172 155	.4 .4	2.8 2.9	9 15	29 43	.2 .4	2.7 4.6	26 17	75 60	.6 .4	2.9 2.0	16 14	35 45	.4 .3	1.9 1.9
WYSP-FM SU '97 4-Book	34 34	596 532	.8 .8	4.5 4.7	16 12	323 262	.4 .3	2.8 2.3	7 6	22 27	.2 .2	2.1 1.8	22 15	92 66	.5 .4	2.4 1.8	17 13	86 66	.4 .3	2.0 1.8
WYXR-FM SU '97 4-Book	59 45	920 852	1.5 1.1	7.8 6.3	48 32	767 639	1.2 .8	8.5 6.0	23 17	125 80	.6 .5	7.0 5.2	62 50	205 209	1.5 1.2	6.8 6.1	66 37	186 144	1.6 .9	7.8 5.1
WZZD-AM SU '97 4-Book	3 **	42 **	.1 **	.4 **	2 **	39 **	.4 **	.4 **	6 **	15 **	.1 **	1.8 **	** **	4 **	** **	** **	5 **	11 **	.1 **	.6 **
WCHR-FM SU '97 4-Book	** **	6 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WFMZ-FM SU '97 4-Book	1 1	14 18	.1 .1	.1 .1	4 4	4 4	.1 .1	.1 .1	1 1	7 9	.3 .2	.3 .2	3 1	21 8	.1 .1	.3 .1	10 5	13 13	.2 .1	1.2 .6
WJBR-FM SU '97 4-Book	4 5	78 90	.1 .1	.5 .6	2 3	54 74	.4 .1	.4 .5	1 1	7 9	.3 .2	.3 .2	3 1	21 8	.1 .1	.3 .1	10 5	13 13	.2 .1	1.2 .6
WKXV-FM SU '97 4-Book	2 2	30 55	.3 .3	.3 .3	14 17	14 17	.3 .3	.3 .3	1 1	4 4	.3 .3	.3 .3	1 1	6 3	.1 .1	.1 .1	2 1	14 7	.2 .1	.2 .1
WPST-FM SU '97 4-Book	35 30	831 751	.9 .7	4.6 4.2	27 27	535 523	.7 .7	4.8 5.0	22 19	83 82	.5 .5	6.7 5.7	44 41	180 207	1.1 1.0	4.9 5.0	41 38	212 173	1.0 .9	4.8 5.3
WRDR-FM SU '97 4-Book	2 2	2 2	.2 .2	.2 .2	2 2	2 2	.2 .2	.2 .2	2 2	2 2	.2 .2	.2 .2	2 2	2 2	.2 .2	.2 .2	2 2	2 2	.2 .2	.2 .2
WSTW-FM SU '97 4-Book	4 4	125 107	.1 .1	.5 .5	2 2	74 67	.4 .4	.4 .4	2 1	6 4	.6 .2	.6 .2	6 3	19 19	.1 .1	.7 .4	2 3	21 20	.2 .1	.2 .4
TOTALS SU '97 4-Book	761 711	3903 3897	19.0 17.7	19.0 17.7	568 535	3501 3486	14.2 13.4	14.2 13.4	330 334	998 1057	8.2 8.3	8.2 8.3	907 824	2229 2186	22.6 20.5	22.6 20.5	846 714	2050 1842	21.1 17.8	21.1 17.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
SU '97				6 18 .1 2.3				4 35 .1 .7				1 13 .2				2 14 .5			
4-Book				7 39 .1 2.5				4 31 .1 .8				1 13 .3				2 18 .5			
WBEB-FM																			
SU '97				17 39 .4 6.5				43 101 1.1 7.4				41 72 1.0 7.2				27 119 .7 6.5			
4-Book				13 47 .3 4.9				26 97 .7 4.5				33 90 .8 6.0				27 124 .7 6.5			
WDAS-AM																			
SU '97				17 42 .4 6.5				10 34 .2 1.7				2 7 .4							
4-Book				13 35 .3 4.9				11 30 .3 1.9				1 3 .2				2 .1			
WDAS-FM																			
SU '97				2 7 .8				7 17 .2 1.2				22 39 .5 3.9				24 53 .6 5.8			
4-Book				7 15 .2 2.7				13 40 .3 2.2				16 32 .4 2.8				19 43 .5 4.7			
WFLN-FM																			
SU '97				4 28 .1 .7				6 22 .1 1.1				2 13 .5							
4-Book				2 14 .1 .4				2 7 .3				2 10 .5							
WHAT-AM																			
SU '97				5 12 .1 1.9				2 6 .3											
4-Book				5 12 .1 1.7				2 7 .3				2 2 .3				1 2 .1			
WIOQ-FM																			
SU '97				25 107 .6 9.5				87 381 2.2 15.0				71 262 1.8 12.5				51 254 1.3 12.2			
4-Book				29 147 .7 11.0				96 446 2.4 16.5				91 356 2.3 16.7				52 239 1.3 12.5			
WIP -AM																			
SU '97				2 7 .8				1 7 .2				1 7 .2				1 7 .2			
4-Book				1 2 .2				1 7 .2				1 9 .2				1 7 .2			
WJJZ-FM																			
SU '97				5 7 .1 1.9				5 24 .1 .9				2 17 .4				1 6 .2			
4-Book				2 3 .6				5 21 .1 .8				2 6 .1 .4				4 19 .1 1.1			
WMGK-FM																			
SU '97				4 42 .1 1.5				20 81 .5 3.4				17 66 .4 3.0				11 56 .3 2.6			
4-Book				3 23 .1 1.0				16 71 .4 2.8				19 70 .5 3.4				12 52 .3 3.0			
WMMR-FM																			
SU '97				10 21 .2 3.8				23 80 .6 4.0				17 94 .4 3.0				6 42 .1 1.4			
4-Book				6 23 .1 2.4				17 60 .4 3.0				12 60 .3 2.1				7 33 .1 1.5			
WNAP-AM																			
SU '97				** ** ** *				** ** ** **				** ** ** **				** ** ** **			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WQGL-FM																			
SU '97				5 22 .1 1.9				21 43 .5 3.6				15 36 .4 2.7				5 20 .1 1.2			
4-Book				12 41 .3 4.6				15 65 .4 2.5				8 34 .2 1.5				4 23 .1 1.0			
WPEN-AM																			
SU '97				3 8 .1 .5				2 7 .3				3 7 .1 .5							
4-Book				1 4 .2				3 6 .1 .6				2 6 .1 .4				1 4 .2			
+WPHI-FM																			
SU '97				127 349 3.2 21.9				35 138 .9 13.4				76 277 1.9 13.1				84 268 2.1 14.8			
4-Book				89 271 2.2 16.4				27 106 .7 10.0				72 275 1.8 12.3				64 237 1.6 11.7			
+WPHT-AM																			
SU '97																			
4-Book																			
WPLY-FM																			
SU '97				53 248 1.3 9.2				12 88 .3 4.6				61 280 1.5 10.5				45 241 1.1 8.0			
4-Book				35 199 .9 6.5				16 102 .4 6.2				56 299 1.4 9.6				55 276 1.4 10.0			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VTEL-AM																				
SU '97					*								*							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97					5	10	.1	1.9	12	17	.3	2.1	1	7	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	82	257	2.0	14.2	43	144	1.1	16.4	65	258	1.6	11.2	80	222	2.0	14.1	47	176	1.2	11.3
4-Book	110	360	2.7	20.7	50	160	1.2	18.9	97	358	2.4	16.7	95	263	2.4	17.4	96	276	2.4	23.1
WVDB-FM																				
SU '97	1	7		.2	4	28	.1	1.5	4	21	.1	.7	1	7		.2		6		
4-Book		2		.1	2	11		.6	10	24	.2	1.7	3	11	.1	.6		2		
WVJZ-AM																				
SU '97		7							2	7		.3	7	7	.2	1.2	3	7	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	11	36	.3	1.9	3	17	.1	1.1	20	61	.5	3.4	35	65	.9	6.2	8	35	.2	1.9
4-Book	10	40	.3	1.8	7	26	.2	2.6	25	74	.6	4.3	21	55	.5	3.9	12	35	.3	2.9
WYSP-FM																				
SU '97	12	64	.3	2.1	19	59	.5	7.3	19	74	.5	3.3	20	89	.5	3.5	10	42	.2	2.4
4-Book	16	77	.4	2.9	9	39	.2	3.5	13	64	.3	2.2	17	62	.4	3.1	8	35	.2	2.0
WYXR-FM																				
SU '97	62	201	1.5	10.7	15	52	.4	5.7	32	122	.8	5.5	29	124	.7	5.1	81	292	2.0	19.4
4-Book	32	139	.8	5.9	14	67	.3	5.1	27	144	.7	4.6	28	138	.7	5.1	46	187	1.2	11.0
VZZD-AM																				
SU '97	4	15	.1	.7	2	8		.8	1	5		.2	2	13		.4	2	15		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VCHR-FM																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97						2		.1										1		
4-Book																				
WJBR-FM																				
SU '97	2	13		.3					1	8		.2	1	8		.2	1	12		.2
4-Book	4	20	.1	.8	1	10		.4	3	15	.1	.6	3	18	.1	.5	4	19	.1	1.0
WKXV-FM																				
SU '97						5		.1						2		.1		3		
4-Book																				
WPST-FM																				
SU '97	34	198	.8	5.9	13	81	.3	5.0	19	112	.5	3.3	30	144	.7	5.3	13	86	.3	3.1
4-Book	26	148	.6	4.8	10	59	.3	3.8	25	142	.6	4.4	35	150	.8	6.3	18	93	.4	4.2
WRDR-FM																				
SU '97														2		.1				
4-Book																				
WSTV-FM																				
SU '97	2	13		.3					3	20	.1	.5					1	13		.2
4-Book	2	15		.3					3	21	.1	.4	2	9	.1	.3	1	8		.2
TOTALS																				
SU '97	579	1616	14.4		262	870	6.5		580	1772	14.4		566	1456	14.1		417	1324	10.4	
4-Book	537	1602	13.4		263	906	6.6		581	1793	14.5		548	1452	13.7		415	1279	10.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	22	853	.4	2.0	58	550	1.0	4.2	17	175	.3	1.0	22	358	.4	1.6	5	122	.1	.8
SP '97	25	878	.4	2.3	74	603	1.3	5.2	21	244	.4	1.4	27	348	.5	2.0	4	100	.1	.6
WI '97	20	1016	.3	2.0	65	665	1.1	4.8	12	263	.2	.8	17	306	.3	1.3	5	155	.1	.9
FA '96	21	951	.4	2.0	58	655	1.0	4.0	21	302	.4	1.4	21	333	.4	1.6	7	190	.1	1.2
4-Book	22	925	.4	2.1	64	618	1.1	4.6	18	246	.3	1.2	22	336	.4	1.6	5	142	.1	.9
SU '96	21	1022	.3	1.9	60	648	1.0	4.3	14	287	.2	.8	24	375	.4	1.8	5	130	.1	.9
WBEB-FM																				
SU '97	75	1173	1.3	6.7	84	556	1.4	6.1	149	614	2.5	9.2	102	694	1.7	7.3	30	333	.5	4.6
SP '97	88	1340	1.5	8.0	90	739	1.5	6.3	157	729	2.7	10.3	117	811	2.0	8.8	49	544	.8	7.4
WI '97	90	1321	1.5	8.8	96	541	1.6	7.1	146	605	2.5	10.0	125	701	2.1	9.6	54	534	.9	9.9
FA '96	98	1395	1.7	9.2	119	739	2.0	8.2	183	680	3.1	12.2	119	819	2.0	8.9	48	487	.8	8.3
4-Book	88	1307	1.5	8.2	97	644	1.6	6.9	159	657	2.7	10.4	116	756	2.0	8.7	45	475	.8	7.6
SU '96	100	1275	1.7	9.1	104	524	1.7	7.4	215	830	3.6	13.0	117	746	1.9	9.0	43	431	.7	7.4
WDAS-AM																				
SU '97	11	139	.2	1.0	22	101	.4	1.6	13	73	.2	.8	12	80	.2	.9	2	30		.3
SP '97	3	87	.1	.3	4	37	.1	.3	2	15		.1	2	9		.2	1	17		.2
WI '97	2	75		.2	5	15	.1	.4		9			1	15		.1	1	7		.2
FA '96	6	111	.1	.6	5	49	.1	.3	6	39	.1	.4	6	33	.1	.4	3	31	.1	.5
4-Book	6	103	.1	.5	9	51	.2	.7	5	34	.1	.3	5	34	.1	.4	2	21		.3
SU '96	7	121	.1	.6	5	37	.1	.4	10	46	.2	.6	9	46	.1	.7	2	19		.3
WDAS-FM																				
SU '97	83	889	1.4	7.4	104	528	1.8	7.6	118	462	2.0	7.3	102	603	1.7	7.3	64	450	1.1	9.9
SP '97	70	899	1.2	6.3	92	478	1.6	6.5	97	444	1.6	6.4	74	502	1.3	5.6	53	332	.9	8.0
WI '97	85	888	1.4	8.3	107	465	1.8	7.9	141	457	2.4	9.6	103	470	1.7	7.9	50	454	.8	9.1
FA '96	73	959	1.2	6.8	87	505	1.5	6.0	95	510	1.6	6.3	85	569	1.4	6.4	56	426	.9	9.6
4-Book	78	909	1.3	7.2	98	494	1.7	7.0	113	468	1.9	7.4	91	536	1.5	6.8	56	416	.9	9.2
SU '96	77	850	1.3	7.0	92	464	1.5	6.5	99	478	1.6	6.0	81	531	1.3	6.2	60	394	1.0	10.4
WFLN-FM																				
SU '97	11	238	.2	1.0	11	103	.2	.8	24	98	.4	1.5	14	138	.2	1.0	2	56		.3
SP '97	9	160	.2	.8	12	45	.2	.8	14	70	.2	.9	12	70	.2	.9	5	52	.1	.8
WI '97	9	242	.2	.9	9	82	.2	.7	19	133	.3	1.3	11	139	.2	.8	3	38	.1	.5
FA '96	7	259	.1	.7	6	63	.1	.4	7	83	.1	.5	9	116	.2	.7	6	79	.1	1.0
4-Book	9	225	.2	.9	10	73	.2	.7	16	96	.3	1.1	12	116	.2	.9	4	56	.1	.7
SU '96	8	169	.1	.7	11	77	.2	.8	17	83	.3	1.0	14	90	.2	1.1	2	46		.3
WHAT-AM																				
SU '97	2	44		.2	6	44	.1	.4		4				7				4		
SP '97	6	74	.1	.5	11	31	.2	.8	9	41	.2	.6	7	25	.1	.5	1	19		.2
WI '97		15								7				7						
FA '96	4	33	.1	.4	4	16	.1	.3	8	24	.1	.5	5	24	.1	.4	3	16	.1	.5
4-Book	3	42	.1	.3	5	23	.1	.4	4	19	.1	.3	3	16	.1	.2	1	10		.2
SU '96	2	45		.2	7	13	.1	.5	1	6		.1								
W100-FM																				
SU '97	96	1851	1.6	8.6	94	851	1.6	6.9	141	1046	2.4	8.7	126	1135	2.1	9.0	58	808	1.0	9.0
SP '97	82	1793	1.4	7.4	89	848	1.5	6.3	115	1080	2.0	7.5	103	1179	1.7	7.8	55	704	.9	8.3
WI '97	109	1826	1.8	10.7	118	802	2.0	8.8	138	986	2.3	9.4	152	1127	2.6	11.7	71	777	1.2	13.0
FA '96	99	2015	1.7	9.3	106	926	1.8	7.3	144	1138	2.4	9.6	130	1245	2.2	9.7	56	768	.9	9.6
4-Book	97	1871	1.6	9.0	102	857	1.7	7.3	135	1063	2.3	8.8	128	1172	2.2	9.6	60	764	1.0	10.0
SU '96	108	2042	1.8	9.9	122	868	2.0	8.7	171	1205	2.8	10.3	142	1200	2.4	10.9	56	804	.9	9.7
WIP -AM																				
SU '97	8	234	.1	.7	14	110	.2	1.0	10	40	.2	.6	13	90	.2	.9	1	30		.2
SP '97	5	281	.1	.5	9	56	.2	.6	4	35	.1	.3	2	48		.2	4	99	.1	.6
WI '97	8	357	.1	.8	18	178	.3	1.3	7	66	.1	.5	10	124	.2	.8	6	75	.1	1.1
FA '96	7	204	.1	.7	16	62	.3	1.1	8	65	.1	.5	9	91	.2	.7	2	44		.3
4-Book	7	269	.1	.7	14	102	.3	1.0	7	52	.1	.5	9	88	.2	.7	3	62	.1	.6
SU '96	4	173	.1	.4	10	99	.2	.7	3	34		.2	5	80	.1	.4	2	31		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VJZZ-FM																				
SU '97	30	483	.5	2.7	22	171	.4	1.6	63	290	1.1	3.9	42	289	.7	3.0	11	143	.2	1.7
SP '97	34	567	.6	3.1	28	233	.5	2.0	51	263	.9	3.3	43	279	.7	3.2	30	214	.5	4.5
WI '97	22	582	.4	2.2	12	192	.2	.9	38	246	.6	2.6	35	221	.6	2.7	21	225	.4	3.8
FA '96	39	630	.7	3.6	45	252	.8	3.1	63	280	1.1	4.2	55	394	.9	4.1	21	235	.4	3.6
4-Book	31	566	.6	2.9	27	212	.5	1.9	54	270	.9	3.5	44	296	.7	3.3	21	204	.4	3.4
SU '96	35	518	.6	3.2	28	205	.5	2.0	55	194	.9	3.3	40	243	.7	3.1	25	208	.4	4.3
WMGK-FM																				
SU '97	81	1435	1.4	7.2	82	660	1.4	6.0	137	777	2.3	8.4	102	942	1.7	7.3	44	501	.7	6.8
SP '97	75	1443	1.3	6.8	75	630	1.3	5.3	125	719	2.1	8.2	100	979	1.7	7.5	39	496	.7	5.9
WI '97	71	1223	1.2	7.0	80	557	1.4	5.9	144	706	2.4	9.8	100	800	1.7	7.7	17	387	.3	3.1
FA '96	72	1296	1.2	6.7	96	603	1.6	6.6	144	811	2.4	9.6	89	744	1.5	6.7	21	398	.4	3.6
4-Book	75	1349	1.3	6.9	83	613	1.4	6.0	138	753	2.3	9.0	98	866	1.7	7.3	30	446	.5	4.9
SU '96	76	1330	1.3	6.9	69	641	1.1	4.9	138	814	2.3	8.3	107	889	1.8	8.2	38	498	.6	6.6
VMMR-FM																				
SU '97	49	1174	.8	4.4	48	453	.8	3.5	84	464	1.4	5.2	67	688	1.1	4.8	20	372	.3	3.1
SP '97	46	1135	.8	4.2	54	436	.9	3.8	68	509	1.2	4.5	55	646	.9	4.2	22	336	.4	3.3
WI '97	41	1058	.7	4.0	72	544	1.2	5.3	67	491	1.1	4.6	48	539	.8	3.7	12	255	.2	2.2
FA '96	32	1040	.5	3.0	41	413	.7	2.8	50	528	.8	3.3	50	550	.8	3.7	12	270	.2	2.1
4-Book	42	1102	.7	3.9	54	462	.9	3.9	67	498	1.1	4.4	55	606	.9	4.1	17	308	.3	2.7
SU '96	37	1066	.6	3.4	47	396	.8	3.3	67	543	1.1	4.0	47	505	.8	3.6	9	202	.1	1.6
WNAP-AM																				
SU '97	* 1	53		.1	* 1	9		.1	2	18		.1	2	27		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	41		.1						6							**	**	**	**
FA '96	3	29	.1	.3	2	8		.1	3	16	.1	.2	2	8		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	3	79		.3	7	34	.1	.5	2	22		.1	2	38		.2	**	**	**	**
WOGL-FM																				
SU '97	31	730	.5	2.8	30	260	.5	2.2	54	355	.9	3.3	41	416	.7	2.9	12	163	.2	1.9
SP '97	39	660	.7	3.5	44	287	.7	3.1	56	267	.9	3.7	40	270	.7	3.0	18	176	.3	2.7
WI '97	14	556	.2	1.4	12	167	.2	.9	17	209	.3	1.2	18	221	.3	1.4	12	119	.2	2.2
FA '96	21	691	.4	2.0	26	285	.4	1.8	32	277	.5	2.1	32	284	.5	2.4	3	147	.1	.5
4-Book	26	659	.5	2.4	28	250	.5	2.0	40	277	.7	2.6	33	298	.6	2.4	11	151	.2	1.8
SU '96	24	716	.4	2.2	23	280	.4	1.6	36	281	.6	2.2	34	318	.6	2.6	11	140	.2	1.9
VPEN-AM																				
SU '97	1	39		.1	1	9		.1	1	8		.1		7						
SP '97	2	42		.2		9			2	26		.1	1	16		.1	1	16		.2
WI '97	7	57	.1	.7	7	29	.1	.5	8	28	.1	.5	8	19	.1	.6	6	19	.1	1.1
FA '96	2	59		.2		11		.1	1	21		.1	3	21	.1	.2	5	43	.1	.9
4-Book	3	49		.3	2	15		.2	3	21		.2	3	16		.2	3	20		.6
SU '96	1	51		.1	2	28		.1	1	19		.1		9						
+WPHI-FM																				
SU '97	78	1159	1.3	7.0	76	561	1.3	5.6	78	708	1.3	4.8	103	819	1.7	7.4	73	685	1.2	11.3
SP '97	71	1215	1.2	6.4	72	634	1.2	5.1	61	633	1.0	4.0	96	793	1.6	7.2	67	687	1.1	10.1
WI '97	47	1118	.8	4.6	35	382	.6	2.6	61	594	1.0	4.2	66	624	1.1	5.1	38	466	.6	6.9
FA '96	41	953	.7	3.8	49	420	.8	3.4	55	488	.9	3.7	60	613	1.0	4.5	27	442	.5	4.6
4-Book	59	1111	1.0	5.5	58	499	1.0	4.2	64	606	1.1	4.2	81	712	1.4	6.1	51	570	.9	8.2
SU '96	28	870	.5	2.6	25	347	.4	1.8	40	430	.7	2.4	43	455	.7	3.3	16	340	.3	2.8
+WPHT-AM																				
SU '97	2	69		.2	5	35	.1	.4					1	25		.1	3	18	.1	.5
SP '97	4	78	.1	.4	2	24		.1	4	19	.1	.3	7	45	.1	.5	4	45	.1	.6
WI '97		46			1	10		.1					1	29		.1	1	10		.2
FA '96	1	40		.1					1	19		.1		19		.1	1	30		.2
4-Book	2	58		.2	2	17		.2	1	10		.1	2	30		.2	2	26		.4
SU '96		47				6				8			1	16		.1	1	25		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	75	1579	1.3	6.7	83	814	1.4	6.1	111	813	1.9	6.8	104	1063	1.8	7.5	38	689	.6	5.9
SP '97	52	1328	.9	4.7	83	762	1.4	5.8	61	667	1.0	4.0	66	850	1.1	5.0	26	420	.4	3.9
WI '97	64	1676	1.1	6.3	109	858	1.8	8.1	84	775	1.4	5.7	82	1083	1.4	6.3	21	538	.4	3.8
FA '96	66	1648	1.1	6.2	112	976	1.9	7.7	67	819	1.1	4.5	85	1048	1.4	6.4	32	510	.5	5.5
4-Book	64	1558	1.1	6.0	97	853	1.6	6.9	81	769	1.4	5.3	84	1011	1.4	6.3	29	539	.5	4.8
SU '96	74	1502	1.2	6.8	111	805	1.8	7.9	124	886	2.1	7.5	87	924	1.4	6.7	35	508	.6	6.0
WTEL-AM																				
SU '97	* 12	70	.2	1.1	* 13	63	.2	1.0	19	51	.3	1.2	* 15	38	.3	1.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	11	114	.2	1.0	20	78	.3	1.5	18	83	.3	1.1	9	46	.2	.6		7		
SP '97	15	110	.3	1.4	27	74	.5	1.9	14	77	.2	.9	11	50	.2	.8	9	35	.2	1.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	91	1233	1.5	8.1	102	693	1.7	7.5	100	672	1.7	6.2	86	716	1.5	6.2	85	603	1.4	13.1
SP '97	109	1499	1.8	9.9	120	890	2.0	8.4	116	774	2.0	7.6	115	869	2.0	8.7	97	752	1.6	14.6
WI '97	133	1394	2.3	13.1	154	846	2.6	11.4	150	787	2.5	10.3	141	892	2.4	10.8	117	807	2.0	21.4
FA '96	141	1366	2.4	13.2	171	888	2.9	11.8	164	885	2.8	10.9	177	915	3.0	13.2	104	734	1.8	17.9
4-Book	119	1373	2.0	11.1	137	829	2.3	9.8	133	780	2.3	8.8	130	848	2.2	9.7	101	724	1.7	16.8
SU '96	121	1319	2.0	11.1	147	811	2.4	10.5	130	787	2.2	7.8	124	815	2.1	9.5	104	715	1.7	18.0
WWDB-FM																				
SU '97	11	259	.2	1.0	12	58	.2	.9	19	92	.3	1.2	12	132	.2	.9	8	76	.1	1.2
SP '97	7	255	.1	.6	1	33	.1	.1	6	91	.1	.4	23	155	.4	1.7	4	37	.1	.6
WI '97	7	290	.1	.7	6	61	.1	.4	7	80	.1	.5	18	134	.3	1.4	1	36	.1	.2
FA '96	15	317	.3	1.4	17	91	.3	1.2	27	170	.5	1.8	22	168	.4	1.6	3	85	.1	.5
4-Book	10	280	.2	.9	9	61	.2	.7	15	108	.3	1.0	19	147	.3	1.4	4	59	.1	.6
SU '96	9	269	.1	.8	8	61	.1	.6	12	83	.2	.7	3	73	.2	.2	8	81	.1	1.4
WWJZ-AM																				
SU '97	2	18		.2					2	7		.1	4	18	.1	.3	1	7		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	47	641	.8	4.2	48	374	.8	3.5	85	444	1.4	5.2	64	419	1.1	4.6	21	248	.4	3.2
SP '97	38	675	.6	3.4	43	297	.7	3.0	48	340	.8	3.1	46	412	.8	3.5	20	225	.3	3.0
WI '97	38	519	.6	3.7	57	346	1.0	4.2	66	337	1.1	4.5	38	345	.6	2.9	12	189	.2	2.2
FA '96	35	608	.6	3.3	42	373	.7	2.9	40	283	.7	2.7	55	394	.9	4.1	20	218	.3	3.4
4-Book	40	611	.7	3.7	48	348	.8	3.4	60	351	1.0	3.9	51	393	.9	3.8	18	220	.3	3.0
SU '96	44	552	.7	4.0	55	295	.9	3.9	67	319	1.1	4.0	52	408	.9	4.0	18	223	.3	3.1
WYSP-FM																				
SU '97	56	1382	.9	5.0	177	845	3.0	13.0	58	499	1.0	3.6	39	480	.7	2.8	13	298	.2	2.0
SP '97	64	1479	1.1	5.8	213	928	3.6	15.0	55	551	.9	3.6	48	613	.8	3.6	18	321	.3	2.7
WI '97	43	1349	.7	4.2	137	809	2.3	10.2	38	514	.6	2.6	37	552	.6	2.8	8	173	.1	1.5
FA '96	55	1355	.9	5.1	166	757	2.8	11.4	56	522	.9	3.7	49	505	.8	3.7	13	263	.2	2.2
4-Book	55	1391	.9	5.0	173	835	2.9	12.4	52	522	.9	3.4	43	538	.7	3.2	13	264	.2	2.1
SU '96	59	1275	1.0	5.4	181	719	3.0	12.9	64	621	1.1	3.9	43	487	.7	3.3	13	257	.2	2.2

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	97	1854	1.6	8.7	91	845	1.5	6.7	151	912	2.6	9.3	127	1131	2.2	9.1	76	766	1.3	11.7
SP '97	82	1678	1.4	7.4	88	832	1.5	6.2	141	933	2.4	9.2	110	972	1.9	8.3	51	589	.9	7.7
WI '97	60	1496	1.0	5.9	74	665	1.3	5.5	96	675	1.6	6.6	82	818	1.4	6.3	30	597	.5	5.5
FA '96	85	1744	1.4	8.0	87	860	1.5	6.0	128	911	2.2	8.5	112	999	1.9	8.4	59	766	1.0	10.2
4-Book	81	1693	1.4	7.5	85	801	1.5	6.1	129	858	2.2	8.4	108	980	1.9	8.0	54	680	.9	8.8
SU '96	102	1905	1.7	9.3	87	799	1.4	6.2	172	1011	2.9	10.4	131	988	2.2	10.0	57	658	.9	9.8
WZZD-AM																				
SU '97	4	94	.1	.4	9	58	.2	.7	4	44	.1	.2	1	28		.1	6	47	.1	.9
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97		8								8										
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	2	26		.2	1	17		.1	3	20	.1	.2	2	17		.1	1	11		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	3	67	.1	.3	1	17		.1	7	25	.1	.4	4	49	.1	.3	1	26		.2
SP '97	3	62	.1	.3	4	36	.1	.3	6	26	.1	.4	3	18	.1	.2				
WI '97	6	68	.1	.6	4	10	.1	.3	11	37	.2	.8	10	57	.2	.8	4	28	.1	.7
FA '96	1	73		.1	1	31		.1	1	22		.1		9						
4-Book	3	68	.1	.3	3	24	.1	.2	6	28	.1	.4	4	33	.1	.3	1	14		.2
SU '96	6	56	.1	.5	9	25	.1	.6	15	49	.2	.9	9	33	.1	.7				
WJBR-FM																				
SU '97	5	156	.1	.4	6	57	.1	.4	7	40	.1	.4	9	66	.2	.6	5	41	.1	.8
SP '97	9	218	.2	.8	10	83	.2	.7	19	106	.3	1.2	8	83	.1	.6	5	121	.1	.8
WI '97	7	178	.1	.7	11	93	.2	.8	11	82	.2	.8	7	86	.1	.5	3	67	.1	.5
FA '96	8	343	.1	.7	6	126	.1	.4	14	167	.2	.9	11	119	.2	.8	4	86	.1	.7
4-Book	7	224	.1	.7	8	90	.2	.6	13	99	.2	.8	9	89	.2	.6	4	79	.1	.7
SU '96	5	260	.1	.5	8	64	.1	.6	5	79	.1	.3	6	123	.1	.5	5	97	.1	.9
WKXW-FM																				
SU '97	5	204	.1	.4	6	67	.1	.4	3	78	.1	.2	8	100	.1	.6	2	61		.3
SP '97	9	240	.2	.8	9	78	.2	.6	12	115	.2	.8	20	142	.3	1.5	2	50		.3
WI '97	6	230	.1	.6	4	28	.1	.3	11	75	.2	.8	12	127	.2	.9	1	37		.2
FA '96	4	255	.1	.4	5	112	.1	.3	3	89	.1	.2	6	91	.1	.4	4	108	.1	.7
4-Book	6	232	.1	.6	6	71	.1	.4	7	89	.2	.5	12	115	.2	.9	2	64		.4
SU '96	4	223	.1	.4	5	80	.1	.4	8	89	.1	.5	7	116	.1	.5	2	64		.3
WPST-FM																				
SU '97	39	1197	.7	3.5	39	515	.7	2.9	50	545	.8	3.1	57	741	1.0	4.1	24	482	.4	3.7
SP '97	31	912	.5	2.8	30	403	.5	2.1	44	514	.7	2.9	40	502	.7	3.0	23	332	.4	3.5
WI '97	31	855	.5	3.0	37	342	.6	2.7	52	405	.9	3.6	42	569	.7	3.2	13	238	.2	2.4
FA '96	33	861	.6	3.1	51	437	.9	3.5	54	393	.9	3.6	40	471	.7	3.0	13	327	.2	2.2
4-Book	34	956	.6	3.1	39	424	.7	2.8	50	464	.8	3.3	45	571	.8	3.3	18	345	.3	3.0
SU '96	19	973	.3	1.7	24	331	.4	1.7	31	443	.5	1.9	26	462	.4	2.0	8	273	.1	1.4
WRDR-FM																				
SU '97		23				8														
SP '97	1	15		.1	2	15		.1	5	15	.1	.3	1	7		.1				
WI '97		29												20				20		
FA '96																				
4-Book		17			1	6			1	4		.1	1	7		.1		5		
SU '96	1	25		.1					1	12		.1		12						

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

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

Target Listener Trends

Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTW-FM																				
SU '97	6	379	.1	.5	3	90	.1	.2	8	151	.1	.5	11	173	.2	.8	3	102	.1	.5
SP '97	12	343	.2	1.1	13	131	.2	.9	24	85	.4	1.6	20	204	.3	1.5	2	65		.3
WI '97	15	358	.3	1.5	24	169	.4	1.8	33	102	.6	2.3	19	153	.3	1.5	3	86	.1	.5
FA '96	9	297	.2	.8	13	122	.2	.9	10	66	.2	.7	11	147	.2	.8	7	105	.1	1.2
4-Book	11	344	.2	1.0	13	128	.2	1.0	19	101	.3	1.3	15	169	.3	1.2	4	90	.1	.6
SU '96	8	302	.1	.7	8	123	.1	.6	13	134	.2	.8	10	146	.2	.8	3	118		.5
TOTALS																				
SU '97	1120	5769	19.0		1366	4955	23.2		1624	4812	27.5		1394	5236	23.6		647	4019	11.0	
SP '97	1106	5792	18.8		1424	5051	24.2		1527	4663	25.9		1325	5145	22.5		663	4020	11.2	
WI '97	1019	5768	17.3		1346	4915	22.8		1462	4676	24.8		1302	5036	22.1		548	3697	9.3	
FA '96	1069	5804	18.1		1450	5095	24.6		1503	4802	25.5		1338	5145	22.7		581	3921	9.9	
4-Book	1079	5783	18.3		1397	5004	23.7		1529	4738	25.9		1340	5141	22.7		610	3914	10.4	
SU '96	1095	5901	18.2		1405	5163	23.3		1658	4972	27.5		1307	5088	21.7		579	3887	9.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	31	778	.5	2.1	16	343	.3	2.0	37	119	.6	6.0	13	59	.2	.9	11	34	.2	1.0
4-Book	33	824	.6	2.3	14	393	.3	1.8	31	152	.5	5.1	14	103	.3	1.1	11	52	.2	1.2
WBEB-FM																				
SU '97	114	1026	1.9	7.7	36	466	.6	4.5	30	98	.5	4.9	84	225	1.4	6.1	54	125	.9	5.1
4-Book	127	1102	2.1	8.9	48	590	.8	6.3	44	146	.7	7.2	93	236	1.6	7.1	65	171	1.1	6.7
WDAS-AM																				
SU '97	15	125	.3	1.0	11	104	.2	1.4					15	32	.3	1.1	9	16	.2	.8
4-Book	6	64	.1	.4	8	79	.2	1.0	4	14	.1	.7	5	14	.1	.4	3	6	.1	.3
WDAS-FM																				
SU '97	109	808	1.8	7.4	49	478	.8	6.2	46	126	.8	7.5	86	175	1.5	6.2	54	144	.9	5.1
4-Book	102	760	1.7	7.1	50	510	.8	6.5	35	104	.6	5.8	86	199	1.5	6.7	55	143	.9	5.7
WFLN-FM																				
SU '97	17	204	.3	1.2	6	100	.1	.8	5	23	.1	.8	14	52	.2	1.0	5	29	.1	.5
4-Book	13	171	.2	.9	7	110	.1	.9	7	23	.1	1.2	12	40	.2	.9	8	31	.1	.8
WHAT-AM																				
SU '97	2	44	.1	.4	3	15	.1	.4					5	9	.1	.4				
4-Book	4	33	.1	.3	3	23	.1	.4	2	4	.1	.3	4	7	.1	.3	2	5		.2
WIOQ-FM																				
SU '97	122	1589	2.1	8.3	76	1118	1.3	9.5	59	229	1.0	9.6	148	604	2.5	10.7	89	308	1.5	8.3
4-Book	123	1626	2.1	8.6	75	1141	1.3	9.9	45	202	.8	7.4	148	559	2.5	11.5	101	374	1.7	10.5
WIP -AM																				
SU '97	12	190	.2	.8	4	66	.1	.5					6	25	.1	.4	5	18	.1	.5
4-Book	10	172	.2	.7	4	115	.1	.6	4	11	.1	.6	5	21	.1	.4	5	20	.1	.5
WJZ-FM																				
SU '97	44	400	.7	3.0	18	270	.3	2.3	6	22	.1	1.0	19	66	.3	1.4	23	77	.4	2.2
4-Book	43	438	.7	3.0	18	263	.3	2.4	14	50	.2	2.3	32	92	.5	2.5	24	75	.4	2.4
WMGK-FM																				
SU '97	109	1199	1.8	7.4	57	842	1.0	7.2	26	132	.4	4.2	115	428	2.0	8.3	101	308	1.7	9.5
4-Book	109	1147	1.8	7.6	45	758	.8	5.8	31	131	.5	5.0	94	357	1.6	7.2	72	253	1.2	7.1
WMMR-FM																				
SU '97	68	942	1.2	4.6	34	627	.6	4.3	30	111	.5	4.9	47	266	.8	3.4	42	228	.7	3.9
4-Book	60	917	1.0	4.2	27	545	.5	3.5	29	117	.5	4.6	49	223	.8	3.7	34	177	.6	3.4
WNAP-AM																				
SU '97	* 2	44	.1	.4	* 1	26	.1	.4	* **	**	**	**	2	9	.1	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	43	572	.7	2.9	22	287	.4	2.8	30	51	.5	4.9	33	122	.6	2.4	35	91	.6	3.3
4-Book	34	492	.6	2.4	22	300	.4	2.8	18	53	.3	2.9	40	129	.7	3.0	30	96	.5	3.0
WPEN-AM																				
SU '97	1	24	.1	.4	2	22	.1	.4	1	7	.1	.5		7			5	8	.1	.5
4-Book	3	35	.2	.8	3	23	.1	.4	3	7	.1	.5	6	10	.1	.4	3	6	.1	.2
+WPHI-FM																				
SU '97	85	1047	1.4	5.8	67	720	1.1	8.4	40	125	.7	6.5	94	309	1.6	6.8	103	261	1.7	9.7
4-Book	67	958	1.1	4.7	51	696	.9	6.6	34	123	.6	5.4	78	290	1.3	5.9	74	243	1.2	7.3
+WPHT-AM																				
SU '97	2	60	.1	.4	1	18	.1	.4	5	10	.1	.8		2			3	7	.1	.2
4-Book	2	45	.1	.3	1	13	.1	.2	2	5	.1	.3	1							
WPLY-FM																				
SU '97	100	1422	1.7	6.8	55	905	.9	6.9	23	115	.4	3.7	111	453	1.9	8.0	77	346	1.3	7.2
4-Book	87	1394	1.5	6.1	48	891	.8	6.3	36	162	.6	6.0	93	414	1.6	7.2	63	280	1.1	6.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM SU '97 4-Book	* 16 **	70 **	.3 **	1.1 **	* 2 **	20 **	.3 **	.3 **	* **	**	**	**	**	6 **	20 **	.1 **	.4 **	* 6 **	13 **	.1 **	.6 **
WURD-AM SU '97 4-Book	16 **	99 **	.3 **	1.1 **	11 **	91 **	.2 **	1.4 **	16 **	36 **	.3 **	2.6 **	35 **	68 **	.6 **	2.5 **	2 **	7 **	.2 **	.2 **	
WUSL-FM SU '97 4-Book	96 133	1085 1202	1.6 2.3	6.5 9.3	84 105	850 938	1.4 1.8	10.6 13.8	53 72	117 209	.9 1.2	8.6 11.8	97 155	351 447	1.6 2.6	7.0 12.1	124 132	331 356	2.1 2.2	11.6 13.6	
WVDB-FM SU '97 4-Book	15 15	183 210	.3 .3	1.0 1.0	7 7	85 122	.1 .1	.9 .9	8 3	18 8	.1 .1	1.3 .5	4	17	.1	.3	3	9	.1	.3	
WWJZ-AM SU '97 4-Book	2 **	18 **	.1 **	.1 **	2 **	7 **	.3 **	.3 **	**	**	**	**	1 **	7 **	.1 **	.1 **	7 **	7 **	.1 **	.7 **	
WXTU-FM SU '97 4-Book	67 53	593 555	1.1 .9	4.5 3.7	28 30	369 361	.5 .5	3.5 3.9	21 28	83 104	.4 .5	3.4 4.5	47 48	198 166	.8 .8	3.4 3.7	33 42	119 146	.6 .8	3.1 4.3	
WYSP-FM SU '97 4-Book	89 87	1166 1184	1.5 1.5	6.0 6.0	28 26	586 560	.5 .5	3.5 3.3	15 17	48 64	.3 .3	2.4 2.7	50 36	207 191	.8 .6	3.6 2.7	38 37	135 159	.6 .6	3.6 3.7	
WYXR-FM SU '97 4-Book	125 109	1553 1400	2.1 1.9	8.5 7.6	60 49	957 875	1.0 .8	7.5 6.4	54 39	211 177	.9 .7	8.8 6.5	119 94	370 351	2.0 1.6	8.6 7.2	81 69	251 260	1.4 1.2	7.6 7.0	
WZZD-AM SU '97 4-Book	5 **	82 **	.1 **	.3 **	2 **	42 **	.3 **	.3 **	6 **	15 **	.1 **	1.0 **	**	4 **	**	**	5 **	19 **	.1 **	.5 **	
WCHR-FM SU '97 4-Book	**	8 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFMZ-FM SU '97 4-Book	4 4	49 58	.1 .1	.3 .3	1 2	35 27	.1 .3	.1 .3	3 3	3 3	.1 .1	.4 .4	2	5	.2	.2	2	5	.2	.2	
WJBR-FM SU '97 4-Book	8 10	124 176	.1 .2	.5 .7	2 4	47 92	.1 .1	.3 .5	2 2	13 13	.3 .3	.3 .3	8 9	16 26	.1 .2	.6 .8	6 8	15 24	.1 .1	.6 .8	
WKXV-FM SU '97 4-Book	6 9	154 187	.1 .2	.4 .6	7 4	113 74	.1 .1	.9 .5	9 4	18 16	.2 .1	1.5 .7	12 7	35 22	.2 .1	.9 .5	2 8	17 25	.2 .1	.2 .7	
WPST-FM SU '97 4-Book	49 45	1033 815	.8 .8	3.3 3.2	32 23	594 493	.5 .4	4.0 3.0	25 17	151 91	.4 .3	4.1 2.7	75 47	277 210	1.3 .8	5.4 3.5	42 31	195 145	.7 .5	3.9 3.1	
WRDR-FM SU '97 4-Book	1 1	8 11	.1 .1	.1 .1	1 1	15 4	.1 .1	.1 .1	1 1	6 2	.1 .1	.1 .1	1 1	6 2	.1 .1	.1 .1	2 1	8 2	.2 .1	.2 .1	
WSTV-FM SU '97 4-Book	7 16	252 261	.1 .3	.5 1.1	5 5	150 144	.1 .1	.6 .7	3 6	25 29	.1 .1	.5 1.0	12 7	60 52	.2 .1	.9 .6	12 7	27 27	.2 .1	1.1 .7	
TOTALS SU '97 4-Book	1475 1430	5740 5735	25.0 24.3		796 764	5027 5012	13.5 13.0		614 612	1688 1789	10.4 10.4		1380 1300	3279 3282	23.4 22.1		1067 986	2648 2574	18.1 16.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	6	42	.1	.9	23	90	.4	5.3	10	59	.2	1.1	15	44	.3	2.0	13	61	.2	2.5
4-Book	6	34	.1	.9	20	99	.4	4.8	11	62	.2	1.2	9	44	.2	1.2	7	49	.1	1.5
WBEB-FM																				
SU '97	24	94	.4	3.5	3	11	.1	.7	38	122	.6	4.3	35	78	.6	4.8	20	90	.3	3.9
4-Book	44	157	.7	6.8	20	69	.4	4.9	42	154	.7	4.8	45	134	.8	6.5	28	126	.5	5.6
WDAS-AM																				
SU '97	5	9	.1	.7	36	87	.6	8.3	14	55	.2	1.6	9	16	.2	1.2				
4-Book	2	4		.3	20	58	.4	4.6	16	46	.3	1.8	6	15	.1	.8	3	8	.1	.6
WDAS-FM																				
SU '97	39	153	.7	5.8	10	45	.2	2.3	32	114	.5	3.6	33	82	.6	4.5	82	209	1.4	16.1
4-Book	46	147	.8	7.2	17	50	.3	4.1	36	127	.6	4.1	40	102	.7	5.7	71	161	1.2	14.4
WFLN-FM																				
SU '97					7	28	.1	1.6	11	33	.2	1.2	6	22	.1	.8				
4-Book	3	18	.1	.5	7	26	.1	1.5	10	42	.2	1.2	5	15	.1	.7	2	12	.1	.4
WHAT-AM																				
SU '97					3	9	.1	.7	12	15	.2	1.4	2	6		.3				
4-Book	2	4		.3	4	12	.1	.8	5	12	.1	.5	3	5		.4	1	2		.1
WIOQ-FM																				
SU '97	72	273	1.2	10.6	17	49	.3	3.9	89	346	1.5	10.1	78	259	1.3	10.6	41	183	.7	8.0
4-Book	87	325	1.5	13.7	17	69	.3	4.1	81	373	1.4	9.3	65	266	1.1	9.2	43	194	.7	8.8
WIP -AM																				
SU '97	1	8		.1	3	23	.1	.7	8	33	.1	.9	3	16	.1	.4	3	18	.1	.6
4-Book	4	31	.1	.6	4	15	.1	1.0	6	32	.1	.7	5	20	.1	.6	4	21	.1	.8
WJJZ-FM																				
SU '97	10	26	.2	1.5	10	26	.2	2.3	42	107	.7	4.8	28	80	.5	3.8	2	24		.4
4-Book	14	49	.3	2.1	9	27	.2	2.1	24	80	.4	2.8	16	57	.3	2.2	10	50	.2	2.1
WMGK-FM																				
SU '97	54	172	.9	8.0	15	69	.3	3.5	62	258	1.1	7.0	52	155	.9	7.1	27	113	.5	5.3
4-Book	29	124	.5	4.5	12	73	.2	2.7	49	211	.9	5.5	44	161	.8	6.1	26	106	.5	5.3
WMMR-FM																				
SU '97	31	129	.5	4.6	16	59	.3	3.7	54	163	.9	6.1	33	137	.6	4.5	16	66	.3	3.1
4-Book	15	87	.2	2.3	14	60	.3	3.3	38	164	.6	4.3	26	119	.5	3.6	14	65	.3	2.7
WNAP-AM																				
SU '97					* 3	9	.1	.7	1	9		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	6	26	.1	.9	27	59	.5	6.3	23	47	.4	2.6	15	67	.3	2.0	14	49	.2	2.7
4-Book	11	27	.2	1.7	22	62	.4	5.0	24	98	.4	2.6	20	71	.4	2.8	13	39	.2	2.7
WPEN-AM																				
SU '97	3	8	.1	.4					2	7		.2	3	7	.1	.4				
4-Book	2	4	.1	.3		2		.1	3	8	.1	.3	4	8	.1	.5	2	5		.5
+WPHI-FM																				
SU '97	91	239	1.5	13.4	24	76	.4	5.6	62	251	1.1	7.0	68	209	1.2	9.2	50	147	.8	9.8
4-Book	65	201	1.1	10.1	22	69	.4	5.1	51	225	.9	5.8	50	182	.9	7.0	29	113	.5	5.9
+WPHT-AM																				
SU '97	1	10		.1	2	10		.5	1	8		.1	4	8	.1	.5				
4-Book		3			1	3		.1	2	8		.2	2	6	.1	.3		2		.1
WPLY-FM																				
SU '97	53	273	.9	7.8	17	89	.3	3.9	69	297	1.2	7.8	50	243	.8	6.8	27	181	.5	5.3
4-Book	40	186	.7	6.2	17	83	.3	4.1	59	301	1.0	6.8	53	256	.9	7.5	19	123	.3	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	14	21	.2	3.2	17	35	.3	1.9	3	14	.1	.4	**	**	**	**
WUSL-FM SU '97 4-Book	109	300	1.8	16.1	58	199	1.0	13.4	72	297	1.2	8.1	95	252	1.6	12.9	61	194	1.0	12.0
	112	333	1.9	17.6	60	176	1.0	14.2	110	333	1.9	12.6	94	222	1.6	13.4	92	227	1.6	18.7
WWDB-FM SU '97 4-Book	9	26	.2	1.3	15	76	.3	3.5	22	67	.4	2.5	1	7	.1	.1	3	9	.1	.6
	3	10	.1	.4	9	50	.2	2.2	29	70	.5	3.3	5	23	.1	.7	1	5	.1	.2
WWJZ-AM SU '97 4-Book	**	7	**	**	**	**	**	**	2	7	.2	**	7	7	.1	1.0	3	7	.1	.6
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	14	49	.2	2.1	8	52	.1	1.9	41	155	.7	4.6	49	110	.8	6.7	13	56	.2	2.5
	17	91	.3	2.7	16	71	.3	3.8	44	153	.7	5.0	26	73	.4	3.8	14	46	.2	2.9
WYSP-FM SU '97 4-Book	15	90	.3	2.2	16	39	.3	3.7	41	228	.7	4.6	38	154	.6	5.2	13	69	.2	2.5
	24	119	.4	3.8	13	47	.2	3.1	31	185	.5	3.5	35	142	.6	4.9	15	64	.3	2.9
WYXR-FM SU '97 4-Book	63	178	1.1	9.3	21	57	.4	4.9	41	209	.7	4.6	37	169	.6	5.0	57	233	1.0	11.2
	33	150	.6	5.1	20	102	.4	4.7	51	247	.9	5.9	47	194	.8	6.6	34	173	.6	6.8
WZZD-AM SU '97 4-Book	4	15	.1	.6	2	8	**	.5	1	8	**	.1	**	8	**	**	2	15	**	.4
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM SU '97 4-Book	2	4		.2	2	10		.5	1	8		.1	1	8		.1	3	8		.6
					1	9		.3	1	7		.1	4	9		.6	3	9		.7
WJBR-FM SU '97 4-Book	4	19	.1	.6	2	8		.5	2	16		.2	2	16		.3	2	17		.5
					2	15		.5	3	17		.4	1	14		.2	2	17		.5
WKXW-FM SU '97 4-Book	2	7	.1	.3	13	35	.2	3.0	16	60	.3	1.8	1	8		.1	1	5		.2
					4	11	.1	.8	5	22	.1	.5	4	14	.1	.6	1	5		.2
WPST-FM SU '97 4-Book	28	165	.5	4.1	11	71	.2	2.5	28	128	.5	3.2	26	111	.4	3.5	17	74	.3	3.3
	18	110	.3	2.9	10	60	.2	2.5	27	140	.5	3.0	23	109	.4	3.2	9	61	.2	1.8
WRDR-FM SU '97 4-Book					2	6		.5	3	8		.3								
					1	2		.1	1	2		.1								
WSTW-FM SU '97 4-Book	8	41	.1	1.2	1	11		.2	4	32	.1	.5	1	19		.1	2	7		.4
	4	35	.1	.7	6	17	.1	1.4	7	35	.1	.7	6	31	.1	.8	2	10		.4
TOTALS SU '97 4-Book	677	1898	11.5		432	1281	7.3		884	2594	15.0		736	1873	12.5		510	1557	8.6	
	640	1928	10.9		423	1348	7.2		878	2546	14.9		708	1874	12.0		491	1446	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	74	2581	.6	3.4	209	1743	1.8	7.2	53	769	.5	1.7	74	1128	.6	2.9	22	488	.2	2.0
SP '97	81	2751	.7	3.7	271	1919	2.3	8.8	47	741	.4	1.5	66	1051	.6	2.5	17	419	.1	1.6
WI '97	84	3015	.7	4.1	277	2114	2.4	9.4	46	777	.4	1.6	80	1125	.7	3.2	18	481	.2	2.0
FA '96	85	2932	.7	4.1	274	2207	2.3	9.0	52	800	.4	1.7	80	1211	.7	3.1	25	545	.2	2.6
4-Book	81	2820	.7	3.8	258	1996	2.2	8.6	50	772	.4	1.6	75	1129	.7	2.9	21	483	.2	2.1
SU '96	81	2870	.7	3.8	255	2066	2.1	8.9	59	918	.5	1.8	75	1162	.6	3.0	19	495	.2	1.9
WBEB-FM																				
SU '97	183	2619	1.6	8.5	229	1395	1.9	7.9	366	1439	3.1	11.6	234	1563	2.0	9.1	54	749	.5	5.0
SP '97	202	2716	1.7	9.3	258	1595	2.2	8.4	371	1516	3.2	11.9	256	1704	2.2	9.9	77	1004	.7	7.2
WI '97	194	2680	1.6	9.6	235	1397	2.0	8.0	354	1411	3.0	12.3	258	1593	2.2	10.2	75	921	.6	8.2
FA '96	216	2905	1.8	10.3	293	1783	2.5	9.6	421	1586	3.6	13.9	264	1837	2.2	10.4	82	922	.7	8.6
4-Book	199	2730	1.7	9.4	254	1543	2.2	8.5	378	1488	3.2	12.4	253	1674	2.2	9.9	72	899	.6	7.3
SU '96	200	2653	1.7	9.4	217	1329	1.8	7.6	427	1701	3.6	13.3	244	1624	2.1	9.8	74	858	.6	7.3
WDAS-AM																				
SU '97	24	313	.2	1.1	42	173	.4	1.4	28	109	.2	.9	21	127	.2	.8	3	60	.1	.3
SP '97	17	326	.1	.8	22	153	.2	.7	17	85	.1	.5	16	86	.1	.6	4	68	.1	.4
WI '97	18	224	.2	.9	29	94	.2	1.0	28	79	.2	1.0	12	88	.1	.5	4	35	.1	.4
FA '96	19	312	.2	.9	30	143	.3	1.0	18	108	.2	.6	14	110	.1	.5	3	45	.1	.3
4-Book	20	294	.2	.9	31	141	.3	1.0	23	95	.2	.8	16	103	.1	.6	4	52	.1	.4
SU '96	16	333	.1	.8	26	140	.2	.9	14	77	.1	.4	13	105	.1	.5	8	55	.1	.8
WDAS-FM																				
SU '97	202	1755	1.7	9.4	266	1056	2.3	9.2	287	942	2.4	9.1	233	1191	2.0	9.0	138	927	1.2	12.8
SP '97	165	1744	1.4	7.6	224	967	1.9	7.3	226	957	1.9	7.2	177	1045	1.5	6.8	118	707	1.0	11.0
WI '97	186	1817	1.6	9.2	243	1044	2.1	8.3	273	990	2.3	9.5	222	1096	1.9	8.8	110	880	.9	12.0
FA '96	170	1827	1.4	8.1	220	1034	1.9	7.2	231	980	2.0	7.6	187	1135	1.6	7.3	108	831	.9	11.3
4-Book	181	1786	1.5	8.6	238	1025	2.1	8.0	254	967	2.2	8.4	205	1117	1.8	8.0	119	836	1.0	11.8
SU '96	168	1676	1.4	7.9	202	953	1.7	7.1	217	976	1.8	6.8	184	995	1.5	7.4	118	772	1.0	11.6
WFLN-FM																				
SU '97	37	611	.3	1.7	33	269	.3	1.1	67	294	.6	2.1	63	374	.5	2.4	14	176	.1	1.3
SP '97	29	611	.2	1.3	39	290	.3	1.3	42	258	.4	1.3	35	307	.3	1.3	16	189	.1	1.5
WI '97	37	767	.3	1.8	41	359	.3	1.4	62	348	.5	2.2	44	407	.4	1.7	19	164	.2	2.1
FA '96	34	771	.3	1.6	38	296	.3	1.2	42	339	.4	1.4	44	455	.4	1.7	21	241	.2	2.2
4-Book	34	690	.3	1.6	38	304	.3	1.3	53	310	.5	1.8	47	386	.4	1.8	18	193	.2	1.8
SU '96	30	597	.3	1.4	37	279	.3	1.3	52	323	.4	1.6	37	333	.3	1.5	18	176	.2	1.8
WHAT-AM																				
SU '97	12	147	.1	.6	27	103	.2	.9	10	50	.1	.3	8	54	.1	.3	6	27	.1	.6
SP '97	19	245	.2	.9	43	123	.4	1.4	20	88	.2	.6	14	68	.1	.5	7	57	.1	.7
WI '97	4	155	.2	.9	7	38	.1	.2	2	38	.1	.2	2	37	.1	.2	7	7	.1	.2
FA '96	17	139	.1	.8	44	95	.4	1.4	20	73	.2	.7	10	60	.1	.4	6	43	.1	.6
4-Book	13	172	.1	.6	30	90	.3	1.0	13	62	.1	.4	9	55	.1	.3	5	34	.1	.5
SU '96	14	160	.1	.7	34	86	.3	1.2	19	50	.2	.6	9	45	.1	.4	4	21	.1	.4
W100-FM																				
SU '97	137	2903	1.2	6.3	141	1278	1.2	4.9	205	1582	1.7	6.5	176	1715	1.5	6.8	74	1100	.6	6.9
SP '97	122	2579	1.0	5.6	147	1266	1.2	4.8	185	1564	1.6	5.9	158	1625	1.3	6.1	64	943	.5	6.0
WI '97	157	2869	1.3	7.7	186	1315	1.6	6.3	208	1453	1.8	7.2	214	1798	1.8	8.5	95	1139	.8	10.3
FA '96	137	2922	1.2	6.5	157	1356	1.3	5.1	204	1557	1.7	6.8	187	1801	1.6	7.3	70	1032	.6	7.3
4-Book	138	2818	1.2	6.5	158	1304	1.3	5.3	201	1539	1.7	6.6	184	1735	1.6	7.2	76	1054	.6	7.6
SU '96	144	2906	1.2	6.8	166	1237	1.4	5.8	229	1676	1.9	7.1	193	1709	1.6	7.7	74	1094	.6	7.3
WIP -AM																				
SU '97	17	444	.1	.8	47	257	.4	1.6	23	134	.2	.7	18	143	.2	.7	2	53	.1	.2
SP '97	23	614	.2	1.1	46	215	.4	1.5	30	115	.3	1.0	21	191	.2	.8	10	198	.1	.9
WI '97	19	647	.2	.9	48	333	.4	1.6	15	123	.1	.5	22	240	.2	.9	8	117	.1	.9
FA '96	13	466	.1	.6	25	158	.2	.8	15	159	.1	.5	20	190	.2	.8	4	98	.1	.4
4-Book	18	543	.2	.9	42	241	.4	1.4	21	133	.2	.7	20	191	.2	.8	6	117	.1	.6
SU '96	7	283	.1	.3	20	162	.2	.7	4	42	.1	.1	9	132	.1	.4	2	38	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
SU '97	100	1385	.8	4.6	98	572	.8	3.4	173	742	1.5	5.5	133	827	1.1	5.1	55	462	.5	5.1
SP '97	111	1594	.9	5.1	110	784	.9	3.6	181	830	1.5	5.8	157	915	1.3	6.0	66	632	.6	6.2
WI '97	84	1514	.7	4.1	89	650	.8	3.0	137	641	1.2	4.8	123	739	1.0	4.9	49	551	.4	5.3
FA '96	126	1731	1.1	6.0	136	761	1.2	4.5	216	822	1.8	7.2	148	1040	1.3	5.8	70	585	.6	7.3
4-Book	105	1556	.9	5.0	108	692	.9	3.6	177	759	1.5	5.8	140	880	1.2	5.5	60	558	.5	6.0
SU '96	98	1346	.8	4.6	88	591	.7	3.1	178	684	1.5	5.5	116	692	1.0	4.6	57	480	.5	5.6
WMGK-FM																				
SU '97	135	2619	1.1	6.3	150	1253	1.3	5.2	222	1420	1.9	7.0	179	1702	1.5	6.9	61	861	.5	5.7
SP '97	127	2538	1.1	5.9	123	1169	1.0	4.0	211	1324	1.8	6.7	170	1627	1.4	6.5	61	871	.5	5.7
WI '97	115	2149	1.0	5.7	135	1042	1.1	4.6	218	1156	1.9	7.6	156	1329	1.3	6.2	30	678	.3	3.3
FA '96	132	2348	1.1	6.3	173	1175	1.5	5.7	269	1344	2.3	8.9	159	1340	1.4	6.2	36	693	.3	3.8
4-Book	127	2414	1.1	6.1	145	1160	1.2	4.9	230	1311	2.0	7.6	166	1500	1.4	6.5	47	776	.4	4.6
SU '96	141	2338	1.2	6.6	148	1195	1.2	5.2	252	1409	2.1	7.9	194	1546	1.6	7.8	59	842	.5	5.8
WMMR-FM																				
SU '97	80	1909	.7	3.7	85	746	.7	2.9	159	790	1.4	5.0	102	1075	.9	3.9	24	515	.2	2.2
SP '97	95	1946	.8	4.4	138	909	1.2	4.5	158	940	1.3	5.1	117	1135	1.0	4.5	35	565	.3	3.3
WI '97	86	1787	.7	4.2	129	928	1.1	4.4	150	903	1.3	5.2	104	1029	.9	4.1	27	489	.2	2.9
FA '96	80	1766	.7	3.8	114	855	1.0	3.7	141	929	1.2	4.7	113	981	1.0	4.4	17	449	.1	1.8
4-Book	85	1852	.7	4.0	117	860	1.0	3.9	152	891	1.3	5.0	109	1055	1.0	4.2	26	505	.2	2.6
SU '96	74	1885	.6	3.5	106	808	.9	3.7	122	976	1.0	3.8	82	917	.7	3.3	18	439	.2	1.8
WNAP-AM																				
SU '97	* 14	122	.1	.6	* 13	47	.1	.4	17	70	.1	.5	14	52	.1	.5	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	5	96	.2	.4	4	29	.1	.1	2	38	.1	.1	2	26	.1	.1	**	**	**	**
FA '96	5	87	.2	.2	7	47	.1	.2	6	48	.1	.2	3	26	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	11	161	.1	.5	13	71	.1	.5	16	61	.1	.5	8	76	.1	.3	**	**	**	**
WVGL-FM																				
SU '97	110	2308	.9	5.1	114	1063	1.0	3.9	179	1202	1.5	5.7	138	1349	1.2	5.3	45	645	.4	4.2
SP '97	118	2077	1.0	5.4	142	1032	1.2	4.6	188	998	1.6	6.0	126	1004	1.1	4.9	52	624	.4	4.9
WI '97	82	1943	.7	4.0	95	858	.8	3.2	126	885	1.1	4.4	107	1074	.9	4.2	36	483	.3	3.9
FA '96	103	2121	.9	4.9	139	1042	1.2	4.6	162	1045	1.4	5.4	132	1165	1.1	5.2	37	596	.3	3.9
4-Book	103	2112	.9	4.9	123	999	1.1	4.1	164	1033	1.4	5.4	126	1148	1.1	4.9	43	587	.4	4.2
SU '96	137	2333	1.2	6.5	149	1120	1.3	5.2	207	1178	1.7	6.4	179	1215	1.5	7.2	52	619	.4	5.1
WPEN-AM																				
SU '97	8	182	.1	.4	9	66	.1	.3	10	62	.1	.3	7	47	.1	.3	3	47	.1	.3
SP '97	8	164	.1	.4	9	67	.1	.3	13	83	.1	.4	7	75	.1	.3	2	32	.1	.2
WI '97	12	165	.1	.6	14	66	.1	.5	15	92	.1	.5	14	61	.1	.6	8	53	.1	.9
FA '96	8	251	.1	.4	6	108	.1	.2	14	114	.1	.5	9	94	.1	.4	7	73	.1	.7
4-Book	9	191	.1	.5	10	77	.1	.3	13	88	.1	.4	9	69	.1	.4	5	51	.1	.5
SU '96	13	173	.1	.6	20	99	.2	.7	15	91	.1	.5	12	81	.1	.5	4	56	.1	.4
+WPHI-FM																				
SU '97	90	1470	.8	4.2	85	683	.7	2.9	86	827	.7	2.7	116	969	1.0	4.5	84	817	.7	7.8
SP '97	84	1535	.7	3.9	85	756	.7	2.8	80	768	.7	2.6	116	949	1.0	4.5	76	790	.6	7.1
WI '97	60	1382	.5	3.0	44	457	.4	1.5	78	692	.7	2.7	81	757	.7	3.2	46	576	.4	5.0
FA '96	48	1191	.4	2.3	55	512	.5	1.8	63	584	.5	2.1	70	763	.6	2.7	30	508	.3	3.1
4-Book	71	1395	.6	3.4	67	602	.6	2.3	77	718	.7	2.5	96	860	.8	3.7	59	673	.5	5.8
SU '96	36	1169	.3	1.7	38	476	.3	1.3	51	572	.4	1.6	52	589	.4	2.1	20	442	.2	2.0
+WPHT-AM																				
SU '97	5	200	.1	.2	6	60	.1	.2	6	59	.1	.2	4	108	.1	.2	4	44	.1	.4
SP '97	7	234	.1	.3	6	59	.1	.2	12	100	.1	.4	11	90	.1	.4	5	71	.1	.5
WI '97	3	126	.1	.1	6	36	.1	.2	1	27	.1	.1	8	88	.1	.3	3	17	.1	.3
FA '96	2	109	.1	.1	2	39	.1	.1	3	43	.1	.1	1	35	.1	.1	2	45	.1	.2
4-Book	4	167	.1	.2	5	49	.1	.2	6	57	.1	.2	6	80	.1	.2	4	44	.1	.4
SU '96	5	189	.1	.2	6	46	.1	.2	6	32	.1	.2	6	57	.1	.2	5	100	.1	.5

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	93	2166	.8	4.3	113	1064	1.0	3.9	134	1072	1.1	4.2	126	1364	1.1	4.9	45	846	.4	4.2
SP '97	60	1676	.5	2.8	102	909	.9	3.3	71	779	.6	2.3	73	963	.6	2.8	28	476	.2	2.6
WI '97	76	2118	.6	3.7	136	1099	1.2	4.6	92	895	.8	3.2	97	1307	.8	3.8	24	641	.2	2.6
FA '96	84	2181	.7	4.0	148	1249	1.3	4.9	87	1009	.7	2.9	105	1308	.9	4.1	40	625	.3	4.2
4-Book	78	2035	.7	3.7	125	1080	1.1	4.2	96	939	.8	3.2	100	1236	.9	3.9	34	647	.3	3.4
SU '96	98	2093	.8	4.6	134	1027	1.1	4.7	169	1201	1.4	5.3	121	1329	1.0	4.8	43	686	.4	4.2
WTEL-AM																				
SU '97	* 13	91	.1	.6	* 13	63	.1	.4	19	59	.2	.6	* 15	38	.1	.6				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	12	129	.1	.6	22	93	.2	.8	18	83	.2	.6	10	55	.1	.4		7		
SP '97	23	190	.2	1.1	40	117	.3	1.3	25	123	.2	.8	20	104	.2	.8	14	93	.1	1.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	125	1892	1.1	5.8	144	977	1.2	5.0	139	947	1.2	4.4	125	1059	1.1	4.8	107	878	.9	9.9
SP '97	138	2017	1.2	6.4	162	1159	1.4	5.3	158	999	1.3	5.1	143	1105	1.2	5.5	114	911	1.0	10.7
WI '97	168	2086	1.4	8.3	189	1190	1.6	6.4	183	1075	1.6	6.4	190	1253	1.6	7.5	143	1086	1.2	15.6
FA '96	182	2088	1.5	8.7	217	1249	1.8	7.1	219	1260	1.9	7.3	228	1256	1.9	8.9	125	955	1.1	13.1
4-Book	153	2021	1.3	7.3	178	1144	1.5	6.0	175	1070	1.5	5.8	172	1168	1.5	6.7	122	958	1.1	12.3
SU '96	164	1918	1.4	7.7	186	1123	1.6	6.5	190	1136	1.6	5.9	171	1151	1.4	6.8	134	957	1.1	13.2
WWDB-FM																				
SU '97	37	806	.3	1.7	51	320	.4	1.8	58	359	.5	1.8	39	363	.3	1.5	21	224	.2	1.9
SP '97	34	852	.3	1.6	25	239	.2	.8	33	260	.3	1.1	90	592	.8	3.5	16	230	.1	1.5
WI '97	47	922	.4	2.3	58	310	.5	2.0	55	360	.5	1.9	81	500	.7	3.2	17	224	.1	1.8
FA '96	35	811	.3	1.7	36	270	.3	1.2	58	369	.5	1.9	52	396	.4	2.0	13	187	.1	1.4
4-Book	38	848	.3	1.8	43	285	.4	1.5	51	337	.5	1.7	66	463	.6	2.6	17	216	.1	1.7
SU '96	26	681	.2	1.2	35	200	.3	1.2	38	255	.3	1.2	16	196	.1	.6	18	191	.2	1.8
WWJZ-AM																				
SU '97	2	26		.1					2	16		.1	4	18		.2	1	7		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7								7				7						
FA '96	1	28			1	8			4	19		.1	2	17		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96		15				6				9										
WXTU-FM																				
SU '97	92	1329	.8	4.3	113	753	1.0	3.9	141	828	1.2	4.5	121	866	1.0	4.7	43	482	.4	4.0
SP '97	87	1243	.7	4.0	110	624	.9	3.6	111	645	.9	3.6	104	779	.9	4.0	38	387	.3	3.6
WI '97	101	1200	.9	5.0	157	764	1.3	5.3	149	772	1.3	5.2	108	819	.9	4.3	29	451	.2	3.2
FA '96	69	1142	.6	3.3	94	723	.8	3.1	81	570	.7	2.7	108	764	.9	4.2	31	372	.3	3.2
4-Book	87	1229	.8	4.2	119	716	1.0	4.0	121	704	1.0	4.0	110	807	.9	4.3	35	423	.3	3.5
SU '96	87	1183	.7	4.1	114	620	1.0	4.0	123	617	1.0	3.8	108	781	.9	4.3	42	444	.4	4.1
WYSP-FM																				
SU '97	86	2150	.7	4.0	299	1345	2.5	10.3	89	841	.8	2.8	51	652	.4	2.0	16	358	.1	1.5
SP '97	96	2141	.8	4.4	318	1353	2.7	10.3	85	812	.7	2.7	71	839	.6	2.7	33	428	.3	3.1
WI '97	69	1955	.6	3.4	249	1256	2.1	8.5	59	737	.5	2.1	47	709	.4	1.9	11	266	.1	1.2
FA '96	76	2035	.6	3.6	222	1064	1.9	7.3	78	700	.7	2.6	68	669	.6	2.7	18	380	.2	1.9
4-Book	82	2070	.7	3.9	272	1255	2.3	9.1	78	773	.7	2.6	59	717	.5	2.3	20	358	.2	1.9
SU '96	83	1939	.7	3.9	265	1183	2.2	9.3	92	885	.8	2.9	56	632	.5	2.2	18	316	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '97	159	3075	1.4	7.4	176	1497	1.5	6.1	235	1579	2.0	7.4	204	1946	1.7	7.9	104	1205	.9	9.7
SP '97	157	2822	1.3	7.2	199	1468	1.7	6.5	273	1557	2.3	8.7	219	1699	1.9	8.4	71	993	.6	6.6
WI '97	110	2533	.9	5.4	149	1188	1.3	5.1	175	1213	1.5	6.1	135	1407	1.1	5.3	49	958	.4	5.3
FA '96	147	2899	1.2	7.0	169	1533	1.4	5.5	224	1576	1.9	7.4	200	1855	1.7	7.8	82	1159	.7	8.6
4-Book	143	2832	1.2	6.8	173	1422	1.5	5.8	227	1481	1.9	7.4	190	1727	1.6	7.4	77	1079	.7	7.6
SU '96	172	3096	1.4	8.1	178	1495	1.5	6.2	294	1693	2.5	9.2	222	1703	1.9	8.9	85	1091	.7	8.3
WZZD-AM																				
SU '97	10	210	.1	.5	18	119	.2	.6	16	122	.1	.5	5	60	.2	.2	8	74	.1	.7
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	3	120	**	.1	8	74	.1	.3	2	41	**	.1	5	70	**	.2	1	42	**	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	138	.1	.3	17	83	.1	.6	8	70	.1	.3	7	58	.1	.3	3	53	**	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	6	179	.1	.3	4	75	.1	.1	14	101	.1	.4	8	131	.1	.3	3	63	.3	.3
SP '97	8	135	.1	.4	11	76	.1	.4	21	71	.2	.7	8	61	.1	.3	3	15	.3	.3
WI '97	15	201	.1	.7	15	72	.1	.5	30	90	.3	1.0	21	124	.2	.8	5	64	.5	.5
FA '96	4	133	.2	.2	6	63	.1	.2	8	67	.1	.3	4	48	.2	.2	2	19	.2	.2
4-Book	8	162	.1	.4	9	72	.1	.3	18	82	.2	.6	10	91	.1	.4	2	39	.2	.2
SU '96	11	126	.1	.5	14	56	.1	.5	27	87	.2	.8	17	78	.1	.7	1	24	.1	.1
WJBR-FM																				
SU '97	15	316	.1	.7	24	111	.2	.8	27	119	.2	.9	19	164	.2	.7	6	82	.1	.6
SP '97	22	444	.2	1.0	28	187	.2	.9	45	197	.4	1.4	25	184	.2	1.0	7	157	.1	.7
WI '97	15	343	.1	.7	21	174	.2	.7	33	181	.3	1.1	20	165	.2	.8	5	115	.5	.5
FA '96	15	551	.1	.7	18	241	.2	.6	21	248	.2	.7	21	237	.2	.8	5	118	.5	.5
4-Book	17	414	.1	.8	23	178	.2	.8	32	186	.3	1.0	21	188	.2	.8	6	118	.1	.6
SU '96	23	494	.2	1.1	21	189	.2	.7	28	222	.2	.9	31	250	.3	1.2	20	203	.2	2.0
WKXW-FM																				
SU '97	18	529	.2	.8	25	224	.2	.9	24	216	.2	.8	25	268	.2	1.0	6	156	.1	.6
SP '97	20	550	.2	.9	25	233	.2	.8	32	258	.3	1.0	33	301	.3	1.3	5	115	.5	.5
WI '97	12	468	.1	.6	14	140	.1	.5	18	162	.2	.6	22	260	.2	.9	2	65	.2	.2
FA '96	14	461	.1	.7	26	193	.2	.9	21	189	.2	.7	19	220	.2	.7	5	139	.5	.5
4-Book	16	502	.2	.8	23	198	.2	.8	24	206	.2	.8	25	262	.2	1.0	5	119	.5	.5
SU '96	11	481	.1	.5	15	201	.1	.5	18	182	.2	.6	19	249	.2	.8	5	151	.5	.5
WPST-FM																				
SU '97	49	1555	.4	2.3	45	619	.4	1.5	71	754	.6	2.2	65	897	.6	2.5	25	535	.2	2.3
SP '97	36	1138	.3	1.7	41	508	.3	1.3	51	614	.4	1.6	46	622	.4	1.8	25	385	.2	2.3
WI '97	36	1117	.3	1.8	46	486	.4	1.6	60	530	.5	2.1	51	713	.4	2.0	15	302	.1	1.6
FA '96	44	1152	.4	2.1	68	565	.6	2.2	73	483	.6	2.4	57	631	.5	2.2	16	368	.1	1.7
4-Book	41	1241	.4	2.0	50	545	.4	1.7	64	595	.5	2.1	55	716	.5	2.1	20	398	.2	2.0
SU '96	30	1309	.3	1.4	41	443	.3	1.4	51	629	.4	1.6	38	675	.3	1.5	11	352	.1	1.1
WRDR-FM																				
SU '97	2	58	.1	.1	1	15	.1	.1	2	15	.1	.1	1	17	.1	.1	1	4	.1	.1
SP '97	4	70	.2	.2	4	39	.1	.1	10	45	.1	.3	3	31	.1	.1	1	16	.1	.1
WI '97	1	75	.1	.1	2	32	.1	.1	1	7	.1	.1	2	42	.1	.1	1	29	.1	.1
FA '96	1	53	.1	.1	1	16	.1	.1	1	31	.1	.1	3	23	.1	.1	1	22	.1	.1
4-Book	2	64	.1	.1	2	26	.1	.1	3	25	.1	.1	2	28	.1	.1	1	18	.1	.1
SU '96	1	42	.1	.1	1	15	.1	.1	2	19	.1	.1	1	19	.1	.1	1	8	.1	.1

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

WSTW-FM
 SU '97
 SP '97
 WI '97
 FA '96
4-Book
 SU '96

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	11	580	.1	.5	11	170	.1	.4	18	233	.2	.6	16	250	.1	.6	4	137		.4
SP '97	13	437	.1	.6	13	155	.1	.4	25	124	.2	.8	23	243	.2	.9	3	89		.3
WI '97	19	468	.2	.9	32	220	.3	1.1	42	160	.4	1.5	22	211	.2	.9	5	130		.5
FA '96	11	384	.1	.5	17	176	.1	.6	14	103	.1	.5	13	187	.1	.5	7	112	.1	.7
4-Book	14	467	.1	.6	18	180	.2	.6	25	155	.2	.9	19	223	.2	.7	5	117		.5
SU '96	14	456	.1	.7	16	223	.1	.6	27	217	.2	.8	17	225	.1	.7	4	166		.4
TOTALS																				
SU '97	2159	11523	18.3		2906	10108	24.7		3158	9579	26.8		2583	10373	21.9		1077	7531	9.1	
SP '97	2170	11538	18.4		3083	10288	26.2		3126	9165	26.6		2597	10195	22.1		1070	7361	9.1	
WI '97	2027	11448	17.2		2942	10059	25.0		2873	8992	24.4		2525	10020	21.5		919	6905	7.8	
FA '96	2092	11545	17.8		3050	10305	25.9		3020	9303	25.7		2548	10283	21.6		954	7145	8.1	
4-Book	2112	11514	17.9		2995	10190	25.5		3044	9260	25.9		2563	10218	21.8		1005	7236	8.5	
SU '96	2121	11632	17.9		2857	10266	24.1		3210	9726	27.0		2498	9977	21.0		1018	7190	8.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM SU '97 4-Book	108 122	2368 2566	.9 1.0	3.7 4.2	50 51	1249 1330	.4 .4	3.2 3.4	107 124	478 579	.9 1.1	8.5 9.2	62 60	337 343	.5 .5	2.3 2.4	34 38	180 206	.3 .3	1.7 2.1
WBEB-FM SU '97 4-Book	283 301	2264 2358	2.4 2.6	9.7 10.4	90 102	1147 1293	.8 .9	5.8 6.9	73 95	261 339	.6 .8	5.8 7.1	180 198	544 578	1.5 1.7	6.7 7.9	136 135	363 421	1.2 1.2	6.8 7.2
WDAS-AM SU '97 4-Book	30 23	219 175	.3 .2	1.0 .8	27 24	254 245	.2 .2	1.7 1.6	8 17	16 40	.1 .2	.6 1.3	31 16	56 33	.3 .1	1.2 .6	12 9	24 23	.1 .1	.6 .5
WDAS-FM SU '97 4-Book	264 234	1555 1535	2.2 2.0	9.1 8.2	135 128	1031 1096	1.1 1.1	8.7 8.6	93 96	293 277	.8 .8	7.4 7.2	226 206	459 466	1.9 1.7	8.4 8.2	171 156	391 380	1.5 1.4	8.6 8.4
WFLN-FM SU '97 4-Book	55 46	538 557	.5 .4	1.9 1.6	19 24	265 342	.2 .2	1.2 1.6	22 25	102 93	.2 .2	1.8 1.9	38 37	113 129	.3 .3	1.4 1.5	23 30	63 95	.2 .3	1.2 1.7
WHAT-AM SU '97 4-Book	14 17	107 119	.1 .1	.5 .6	12 12	91 115	.1 .1	.8 .8	8 13	26 32	.1 .1	.6 1.0	16 12	30 28	.1 .1	.6 .5	2 5	8 16	.1 .1	.1 .3
WIOQ-FM SU '97 4-Book	176 182	2432 2434	1.5 1.6	6.1 6.4	110 104	1643 1610	.9 .9	7.1 7.0	85 67	333 296	.7 .6	6.8 5.0	211 208	809 772	1.8 1.8	7.9 8.3	137 146	486 561	1.2 1.2	6.9 7.9
WIP -AM SU '97 4-Book	29 27	368 373	.2 .2	1.0 1.0	8 11	120 221	.1 .1	.5 .7	6 11	21 34	.1 .1	.5 .8	15 14	42 50	.1 .1	.6 .6	13 13	26 47	.1 .1	.7 .7
WJJZ-FM SU '97 4-Book	138 145	1156 1227	1.2 1.3	4.8 5.0	65 66	762 804	.6 .6	4.2 4.5	31 55	107 191	.3 .5	2.5 4.1	95 108	286 317	.8 .9	3.5 4.3	65 89	196 230	.6 .8	3.3 4.8
WMGK-FM SU '97 4-Book	187 184	2265 2064	1.6 1.6	6.4 6.4	95 81	1476 1307	.8 .7	6.1 5.4	43 64	189 248	.4 .5	3.4 4.8	200 170	758 626	1.7 1.5	7.5 6.7	152 116	479 428	1.3 1.0	7.6 6.1
WMMR-FM SU '97 4-Book	119 128	1531 1564	1.0 1.1	4.1 4.5	47 49	934 922	.4 .4	3.0 3.3	34 47	126 190	.3 .4	2.7 3.5	67 93	357 381	.6 .8	2.5 3.7	62 69	329 305	.5 .6	3.1 3.7
WNAP-AM SU '97 4-Book	* 15 **	109 **	.1 **	.5 **	* 11 **	57 **	.1 **	.7 **	* 9 **	15 **	.1 **	.7 **	19 **	35 **	.2 **	.7 **	12 **	19 **	.1 **	.6 **
WUGL-FM SU '97 4-Book	146 140	1933 1708	1.2 1.2	5.0 4.9	88 81	1147 1103	.7 .7	5.7 5.4	84 64	273 227	.7 .6	6.7 4.8	136 143	500 476	1.2 1.2	5.1 5.7	122 105	391 354	1.0 .9	6.1 5.6
WPEN-AM SU '97 4-Book	9 11	120 146	.1 .1	.3 .4	10 8	121 105	.1 .1	.6 .6	3 6	17 18	.2 .4	.2 .4	20 17	41 46	.2 .2	.7 .7	15 12	26 33	.1 .1	.8 .7
+WPHI-FM SU '97 4-Book	95 80	1277 1174	.8 .7	3.3 2.8	87 62	901 849	.7 .5	5.6 4.2	56 41	165 146	.5 .4	4.5 3.1	138 103	420 361	1.2 .9	5.1 4.1	131 90	324 290	1.1 .8	6.6 4.8
+WPHT-AM SU '97 4-Book	6 6	158 130	.1 .1	.2 .2	3 3	48 51	.2 .2	.2 .2	12 4	19 10	.1 .1	1.0 .3	3 3	12 12	.1 .1	.1 .1	4 4	15 15	.1 .1	.2 .2
WPLY-FM SU '97 4-Book	125 106	1895 1778	1.1 .9	4.3 3.7	68 59	1175 1133	.6 .5	4.4 4.0	29 43	154 205	.2 .4	2.3 3.2	137 112	565 508	1.2 1.0	5.1 4.5	91 75	395 340	.8 .7	4.6 4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	* 16 **	78 **	.1 **	.6 **	* 4 **	40 **	.3 **	.3 **	* 2 **	13 **	.2 **	.2 **	11 **	26 **	.1 **	.4 **	* 6 **	13 **	.1 **	.3 **
WURD-AM SU '97 4-Book	17 **	114 **	.1 **	.6 **	12 **	99 **	.1 **	.8 **	16 **	36 **	.1 **	1.3 **	35 **	68 **	.3 **	1.3 **	2 **	7 **	.1 **	.1 **
WUSL-FM SU '97 4-Book	136 175	1579 1726	1.2 1.5	4.7 6.1	115 135	1222 1290	1.0 1.2	7.4 9.2	74 92	211 285	.6 .8	5.9 6.8	141 212	548 620	1.2 1.8	5.3 8.6	175 175	448 470	1.5 1.5	8.8 9.5
WVDB-FM SU '97 4-Book	50 53	618 659	.4 .4	1.7 1.8	24 27	297 372	.2 .2	1.5 1.8	29 25	96 88	.2 .2	2.3 1.9	26 26	54 83	.2 .2	1.0 1.1	8 14	27 49	.1 .1	.4 .8
WWJZ-AM SU '97 4-Book	2 **	26 **	.1 **	.1 **	2 **	7 **	.1 **	.1 **	** **	** **	** **	** **	1 **	7 **	** **	** **	7 **	7 **	.1 **	.4 **
WXTU-FM SU '97 4-Book	126 117	1181 1085	1.1 1.0	4.3 4.1	66 71	783 771	.6 .6	4.3 4.8	52 67	193 223	.4 .6	4.2 5.0	138 128	418 381	1.2 1.1	5.1 5.1	90 88	283 302	.8 .8	4.5 4.7
WYSP-FM SU '97 4-Book	142 132	1827 1738	1.2 1.1	4.9 4.6	36 35	811 790	.3 .3	2.3 2.4	24 26	73 108	.2 .2	1.9 1.9	74 55	288 271	.6 .5	2.8 2.2	50 53	199 229	.4 .4	2.5 2.8
WYXR-FM SU '97 4-Book	207 199	2656 2406	1.8 1.7	7.1 6.9	108 89	1649 1492	.9 .8	7.0 6.0	104 75	403 329	.9 .7	8.3 5.7	204 169	659 607	1.7 1.4	7.6 6.7	152 128	531 498	1.3 1.1	7.6 6.8
WZZD-AM SU '97 4-Book	13 **	198 **	.1 **	.4 **	6 **	90 **	.1 **	.4 **	6 **	15 **	.1 **	.5 **	4 **	28 **	.1 **	.1 **	5 **	19 **	.1 **	.3 **
WCHR-FM SU '97 4-Book	5 **	120 **	.2 **	.2 **	2 **	33 **	.1 **	.1 **	3 **	9 **	.2 **	.2 **	5 **	26 **	.2 **	.2 **	1 **	7 **	.1 **	.1 **
WFMZ-FM SU '97 4-Book	9 13	161 144	.1 .1	.3 .5	2 4	58 62	.1 .3	.1 .3	5 5	8 8	.3 .3	.3 .3	2 6	7 19	.1 .1	.1 .3	2 2	8 8	.1 .1	.1 .1
WJBR-FM SU '97 4-Book	24 26	245 323	.2 .2	.8 .9	5 8	126 180	.1 .1	.3 .6	3 6	16 31	.1 .1	.2 .4	10 15	35 54	.1 .1	.4 .6	9 12	30 45	.1 .1	.5 .7
WKXW-FM SU '97 4-Book	25 24	422 409	.2 .2	.9 .8	14 10	228 178	.1 .1	.9 .6	15 13	44 47	.1 .1	1.2 1.0	32 20	78 63	.3 .2	1.2 .8	6 12	34 47	.1 .1	.3 .7
WPST-FM SU '97 4-Book	61 57	1329 1055	.5 .5	2.1 2.0	44 28	808 624	.4 .3	2.8 1.9	26 19	160 107	.2 .2	2.1 1.4	100 56	380 264	.8 .5	3.7 2.2	57 39	272 193	.5 .3	2.9 2.1
WRDR-FM SU '97 4-Book	1 3	33 46	.1 .1	.1 .1	2 2	35 27	.1 .1	.1 .1	1 1	9 8	.1 .1	.1 .1	1 2	6 16	.1 .1	.1 .1	4 3	15 10	.2 .1	.2 .1
WSTV-FM SU '97 4-Book	15 21	406 352	.1 .2	.5 .7	7 7	234 192	.1 .1	.5 .5	3 8	25 35	.2 .1	.2 .6	14 9	86 64	.1 .1	.5 .3	12 8	27 33	.1 .1	.6 .4
TOTALS SU '97 4-Book	2904 2881	11430 11401	24.7 24.5		1549 1484	9923 9896	13.2 12.6		1252 1342	3666 3974	10.6 11.4		2680 2510	6364 6337	22.8 21.3		1993 1870	5000 4968	16.9 15.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-49

Target Listener Estimates

Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	23	175	.2	2.0	90	418	.8	8.4	33	245	.3	1.9	42	192	.4	3.0	25	174	.2	2.6
4-Book	18	130	.2	1.6	99	450	.9	9.6	36	236	.3	2.1	27	157	.2	2.0	21	140	.2	2.4
WBEB-FM																				
SU '97	57	230	.5	5.0	48	180	.4	4.5	102	321	.9	5.7	76	197	.6	5.4	42	179	.4	4.4
4-Book	68	288	.6	6.5	62	233	.5	6.0	108	407	1.0	6.2	99	312	.8	7.3	46	221	.4	5.2
WDAS-AM																				
SU '97	5	9	.4	.4	85	197	.7	8.0	56	151	.5	3.2	13	24	.1	.9	5	7	.1	.5
4-Book	5	15	.1	.5	70	177	.6	6.8	53	141	.5	3.1	19	47	.2	1.4	6	21	.1	.7
WDAS-FM																				
SU '97	123	320	1.0	10.8	67	162	.6	6.3	71	243	.6	4.0	103	224	.9	7.3	203	452	1.7	21.4
4-Book	111	317	.9	10.6	58	148	.5	5.7	83	272	.7	4.8	94	230	.8	7.0	199	383	1.7	22.3
WFLN-FM																				
SU '97	9	26	.1	.8	10	53	.1	.9	27	102	.2	1.5	18	45	.2	1.3	3	14	.1	.3
4-Book	14	58	.1	1.4	19	73	.2	1.8	33	134	.3	1.9	26	76	.2	1.9	7	37	.1	.8
WHAT-AM																				
SU '97	2	8	.2	.2	23	44	.2	2.2	26	82	.2	1.5	12	39	.1	.8	8	8	.1	.8
4-Book	8	22	.1	.7	22	56	.2	2.2	18	60	.2	1.0	11	24	.1	.7	5	17	.1	.6
WIOQ-FM																				
SU '97	87	343	.7	7.6	41	159	.3	3.8	129	510	1.1	7.3	114	382	1.0	8.1	65	250	.6	6.9
4-Book	103	390	.9	9.8	30	127	.3	2.8	113	526	1.0	6.6	93	387	.8	6.9	54	249	.5	6.2
WIP -AM																				
SU '97	3	16	.3	.3	4	33	.4	.4	10	54	.1	.6	4	30	.3	.3	4	25	.4	.4
4-Book	6	41	.1	.6	7	27	.1	.7	12	66	.1	.7	14	59	.1	1.0	6	36	.7	.7
WJJZ-FM																				
SU '97	65	187	.6	5.7	29	97	.2	2.7	105	242	.9	5.9	84	236	.7	5.9	34	117	.3	3.6
4-Book	57	176	.5	5.4	33	115	.3	3.2	81	246	.7	4.6	68	207	.6	5.0	36	145	.3	4.0
WMGK-FM																				
SU '97	82	289	.7	7.2	27	162	.2	2.5	100	460	.8	5.6	95	330	.8	6.7	46	201	.4	4.9
4-Book	50	227	.4	4.7	31	151	.3	3.0	89	404	.7	5.1	78	296	.7	5.7	40	190	.4	4.6
WMMR-FM																				
SU '97	36	168	.3	3.1	26	96	.2	2.4	68	258	.6	3.8	54	226	.5	3.8	25	119	.2	2.6
4-Book	25	131	.2	2.4	32	128	.3	3.1	61	288	.5	3.5	46	208	.4	3.4	22	117	.2	2.4
WNAP-AM																				
SU '97	**	**	**	**	* 18	32	.2	1.7	7	32	.1	.4	5	7	.4	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQGL-FM																				
SU '97	67	241	.6	5.9	71	244	.6	6.7	109	365	.9	6.1	61	260	.5	4.3	53	178	.5	5.6
4-Book	67	231	.6	6.4	55	192	.5	5.3	94	365	.8	5.4	71	257	.6	5.2	42	158	.4	4.8
WPHI-AM																				
SU '97	105	277	.9	9.2	33	91	.3	3.1	74	281	.6	4.2	89	256	.8	6.3	60	177	.5	6.3
4-Book	73	232	.6	6.9	26	83	.2	2.5	62	271	.5	3.6	62	218	.6	4.5	36	135	.3	4.1
WPHT-AM																				
SU '97	3	15	.3	.3	6	17	.1	.6	2	16	.1	.6	4	8	.3	.3	2	8	.2	.2
4-Book	1	10	.1	.1	2	4	.2	.2	4	16	.2	.2	2	8	.2	.2	2	8	.2	.2
WPLY-FM																				
SU '97	56	308	.5	4.9	27	154	.2	2.5	85	395	.7	4.8	72	333	.6	5.1	38	233	.3	4.0
4-Book	43	214	.4	4.0	25	126	.2	2.4	75	377	.7	4.3	68	326	.6	5.0	25	157	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	2	8	**	.1	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	14	21	.1	1.3	20	44	.2	1.1	5	23		.4	**	**	**	**
WUSL-FM SU '97 4-Book	129	386	1.1	11.3	77	274	.7	7.2	108	405	.9	6.1	144	369	1.2	10.2	75	241	.6	7.9
	131	409	1.1	12.6	75	226	.6	7.3	142	429	1.2	8.3	124	304	1.0	9.2	112	274	1.0	12.5
WWDB-FM SU '97 4-Book	12	51	.1	1.0	42	159	.4	3.9	62	150	.5	3.5	4	30		.3	7	24	.1	.7
	8	39	.1	.7	34	133	.3	3.3	75	164	.7	4.4	18	65	.2	1.4	7	39	.1	.8
WWJZ-AM SU '97 4-Book	**	7	**	**	**	**	**	**	2	7	**	.1	**	7	.1	.5	3	7	**	.3
WXTU-FM SU '97 4-Book	33	95	.3	2.9	30	120	.3	2.8	74	283	.6	4.2	78	211	.7	5.5	27	127	.2	2.8
	35	166	.3	3.4	47	164	.4	4.5	104	341	.9	6.1	68	209	.6	5.0	28	115	.2	3.2
WYSP-FM SU '97 4-Book	23	129	.2	2.0	17	55	.1	1.6	43	267	.4	2.4	41	184	.3	2.9	14	100	.1	1.5
	28	144	.3	2.7	15	61	.1	1.5	40	238	.4	2.3	45	191	.4	3.4	18	94	.1	2.0
WYXR-FM SU '97 4-Book	81	275	.7	7.1	45	184	.4	4.2	109	490	.9	6.1	82	366	.7	5.8	78	350	.7	8.2
	48	242	.4	4.5	42	209	.4	4.1	110	488	.9	6.4	84	364	.7	6.2	53	265	.5	5.8
WZZD-AM SU '97 4-Book	4	15	**	.3	17	37	.1	1.6	1	8	**	.1	6	21	.1	.4	10	34	.1	1.1
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	**	**	**	**	5	9	**	.5	1	10	**	.1	2	7	**	.1	2	10	**	.2
VFZM-FM SU '97 4-Book	2	12		.2	2	10		.2	4	32		.2	2	16		.1	3	8		.3
	2	12		.2	6	19		.6	5	24		.3	5	18		.4	3	11		.4
WJBR-FM SU '97 4-Book	1	7		.1	3	22		.3	8	40		.5	2	23		.1	1	7		.1
	6	32		.5	5	29		.5	9	40		.6	6	30		.4	7	34		.7
WKXW-FM SU '97 4-Book	1	15		.1	20	69		.2	31	108		1.7	4	27		.3	3	17		.3
	3	18		.3	8	34		.8	13	52		.7	7	29		.5	3	17		.3
WPST-FM SU '97 4-Book	31	198	.3	2.7	22	132	.2	2.1	55	239	.5	3.1	37	171	.3	2.6	17	74	.1	1.8
	20	124	.2	1.9	15	87	.2	1.5	35	178	.3	2.0	27	133	.2	2.0	11	71	.1	1.3
WRDR-FM SU '97 4-Book	2	4		.2	2	6		.2	6	15		.3					1	4		.2
	1	3		.1	1	7		.1	2	6		.1								.2
WSTV-FM SU '97 4-Book	11	52	.1	1.0	2	28		.2	9	57		.5	5	35		.4	2	14		.2
	5	39		.5	6	21		.6	8	49		.5	8	40		.6	3	20		.4
TOTALS SU '97 4-Book	1144	3423	9.7		1066	3203	9.1		1777	5074	15.1		1416	3729	12.0		948	2840	8.1	
	1051	3355	8.9		1030	3205	8.8		1731	5063	14.7		1358	3739	11.5		892	2694	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	69	2379	.7	4.0	199	1623	2.1	8.0	44	720	.5	1.7	68	1041	.7	3.3	22	467	.2	2.9
SP '97	75	2538	.8	4.2	254	1793	2.6	9.6	37	674	.4	1.4	60	977	.6	2.8	15	367	.2	1.9
WI '97	79	2740	.8	4.7	261	1936	2.7	10.2	42	703	.4	1.7	77	1063	.8	3.7	17	439	.2	2.7
FA '96	81	2739	.8	4.8	258	2063	2.7	10.1	51	771	.5	2.1	76	1160	.8	3.7	23	515	.2	3.4
4-Book	76	2599	.8	4.4	243	1854	2.5	9.5	44	717	.5	1.7	70	1060	.7	3.4	19	447	.2	2.7
SU '96	78	2631	.8	4.5	247	1934	2.6	10.3	54	833	.6	2.0	72	1118	.7	3.5	18	459	.2	2.4
WBEB-FM																				
SU '97	159	2212	1.7	9.1	210	1225	2.2	8.5	333	1245	3.5	12.6	204	1353	2.1	9.9	39	620	.4	5.1
SP '97	167	2184	1.7	9.3	229	1372	2.4	8.7	308	1277	3.2	11.7	212	1432	2.2	10.0	59	749	.6	7.5
WI '97	169	2231	1.8	10.1	215	1258	2.2	8.4	325	1223	3.4	13.4	216	1417	2.2	10.4	49	704	.5	7.7
FA '96	185	2384	1.9	11.0	257	1514	2.7	10.1	357	1377	3.7	14.4	223	1571	2.3	11.0	69	746	.7	10.1
4-Book	170	2253	1.8	9.9	228	1342	2.4	8.9	331	1281	3.5	13.0	214	1443	2.2	10.3	54	705	.6	7.6
SU '96	175	2247	1.8	10.1	196	1188	2.0	8.2	382	1468	3.9	14.3	223	1464	2.3	10.8	49	685	.5	6.5
WDAS-AM																				
SU '97	19	255	.2	1.1	33	144	.3	1.3	22	80	.2	.8	16	91	.2	.8	2	39	.1	.3
SP '97	17	278	.2	.9	21	138	.2	.8	17	85	.2	.6	16	86	.2	.8	4	60	.1	.5
WI '97	17	186	.2	1.0	27	87	.3	1.1	27	69	.3	1.1	12	81	.1	.6	4	35	.1	.6
FA '96	18	295	.2	1.1	30	143	.3	1.2	18	108	.2	.7	14	110	.1	.7	3	45	.1	.4
4-Book	18	254	.2	1.0	28	128	.3	1.1	21	86	.2	.8	15	92	.2	.7	3	45	.1	.5
SU '96	13	305	.1	.7	23	125	.2	1.0	11	69	.1	.4	10	98	.1	.5	6	48	.1	.8
WDAS-FM																				
SU '97	180	1484	1.9	10.3	239	892	2.5	9.6	253	824	2.6	9.6	204	1045	2.1	9.9	124	777	1.3	16.3
SP '97	152	1468	1.6	8.5	206	856	2.1	7.8	207	832	2.1	7.8	160	893	1.7	7.5	107	613	1.1	13.6
WI '97	170	1539	1.8	10.2	225	945	2.3	8.8	243	879	2.5	10.0	205	999	2.1	9.9	101	749	1.0	15.8
FA '96	159	1538	1.7	9.4	211	895	2.2	8.3	218	873	2.3	8.8	175	1009	1.8	8.6	99	729	1.0	14.5
4-Book	165	1507	1.8	9.6	220	897	2.3	8.6	230	852	2.4	9.1	186	987	1.9	9.0	108	717	1.1	15.1
SU '96	153	1435	1.6	8.8	184	802	1.9	7.7	200	816	2.1	7.5	168	844	1.7	8.2	107	685	1.1	14.1
WFLN-FM																				
SU '97	35	553	.4	2.0	32	255	.3	1.3	66	280	.7	2.5	60	323	.6	2.9	14	162	.1	1.8
SP '97	29	586	.3	1.6	39	290	.4	1.5	42	242	.4	1.6	34	292	.4	1.6	15	182	.2	1.9
WI '97	34	726	.4	2.0	39	348	.4	1.5	56	318	.6	2.3	41	387	.4	2.0	19	154	.2	3.0
FA '96	32	734	.3	1.9	36	280	.4	1.4	39	323	.4	1.6	41	439	.4	2.0	20	215	.2	2.9
4-Book	33	650	.4	1.9	37	293	.4	1.4	51	291	.5	2.0	44	360	.5	2.1	17	178	.2	2.4
SU '96	28	544	.3	1.6	35	264	.4	1.5	50	297	.5	1.9	34	311	.4	1.6	18	161	.2	2.4
WHAT-AM																				
SU '97	12	140	.1	.7	26	96	.3	1.0	10	50	.1	.4	7	47	.1	.3	6	27	.1	.8
SP '97	19	219	.2	1.1	43	115	.4	1.6	20	78	.2	.8	14	68	.1	.7	7	57	.1	.9
WI '97	4	155	.2	.2	7	38	.1	.3	2	38	.1	.3	2	37	.1	.3	7	7	.1	.3
FA '96	17	130	.2	1.0	44	95	.5	1.7	20	73	.2	.8	10	60	.1	.5	6	43	.1	.9
4-Book	13	161	.1	.8	30	86	.3	1.2	13	60	.1	.5	8	53	.1	.4	5	34	.1	.7
SU '96	13	146	.1	.7	29	79	.3	1.2	19	50	.2	.7	9	45	.1	.4	4	21	.1	.5
WIOO-FM																				
SU '97	94	2074	1.0	5.4	108	888	1.1	4.4	150	1085	1.6	5.7	117	1166	1.2	5.7	35	649	.4	4.6
SP '97	84	1691	.9	4.7	108	843	1.1	4.1	144	1019	1.5	5.5	108	1007	1.1	5.1	27	501	.3	3.4
WI '97	97	1906	1.0	5.8	129	929	1.3	5.0	149	898	1.5	6.1	130	1150	1.4	6.3	42	661	.4	6.6
FA '96	81	1892	.8	4.8	93	858	1.0	3.6	126	967	1.3	5.1	113	1149	1.2	5.6	36	581	.4	5.3
4-Book	89	1891	.9	5.2	110	880	1.1	4.3	142	992	1.5	5.6	117	1118	1.2	5.7	35	598	.4	5.0
SU '96	92	1845	1.0	5.3	105	796	1.1	4.4	149	1049	1.5	5.6	129	1124	1.3	6.3	41	627	.4	5.4
WIP -AM																				
SU '97	15	368	.2	.9	41	209	.4	1.7	22	119	.2	.8	15	115	.2	.7	1	31	.1	.1
SP '97	21	487	.2	1.2	42	186	.4	1.6	28	98	.3	1.1	19	166	.2	.9	8	150	.1	1.0
WI '97	18	600	.2	1.1	46	306	.5	1.8	15	113	.2	.6	21	221	.2	1.0	8	117	.1	1.3
FA '96	12	410	.1	.7	24	143	.2	.9	15	149	.2	.6	20	190	.2	1.0	4	92	.1	.6
4-Book	17	466	.2	1.0	38	211	.4	1.5	20	120	.2	.8	19	173	.2	.9	5	98	.1	.8
SU '96	6	249	.1	.3	18	137	.2	.7	4	42	.1	.2	7	116	.1	.3	2	31	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
SU '97	97	1292	1.0	5.6	97	545	1.0	3.9	167	689	1.7	6.3	126	763	1.3	6.1	53	416	.6	7.0
SP '97	106	1455	1.1	5.9	103	746	1.1	3.9	172	785	1.8	6.5	149	850	1.5	7.0	64	601	.7	8.1
WI '97	74	1332	.8	4.4	82	596	.9	3.2	122	578	1.3	5.0	102	659	1.1	4.9	38	455	.4	5.9
FA '96	121	1615	1.3	7.2	133	727	1.4	5.2	208	781	2.2	8.4	141	966	1.5	6.9	67	543	.7	9.8
4-Book	100	1424	1.1	5.8	104	654	1.1	4.1	167	708	1.8	6.6	130	810	1.4	6.2	56	504	.6	7.7
SU '96	93	1253	1.0	5.3	84	564	.9	3.5	166	648	1.7	6.2	111	652	1.1	5.4	54	451	.6	7.1
WMGK-FM																				
SU '97	116	2264	1.2	6.6	133	1106	1.4	5.4	192	1266	2.0	7.3	152	1479	1.6	7.4	48	719	.5	6.3
SP '97	102	2064	1.1	5.7	101	1003	1.0	3.8	169	1066	1.8	6.4	143	1303	1.5	6.7	41	692	.4	5.2
WI '97	97	1873	1.0	5.8	116	924	1.2	4.5	172	952	1.8	7.1	133	1156	1.4	6.4	29	609	.3	4.5
FA '96	104	1905	1.1	6.2	145	963	1.5	5.7	216	1072	2.2	8.7	119	1064	1.2	5.9	24	484	.2	3.5
4-Book	105	2027	1.1	6.1	124	999	1.3	4.9	187	1089	2.0	7.4	137	1251	1.4	6.6	36	626	.4	4.9
SU '96	114	1894	1.2	6.6	127	978	1.3	5.3	201	1116	2.1	7.5	160	1247	1.7	7.8	41	632	.4	5.4
WMMR-FM																				
SU '97	66	1532	.7	3.8	71	619	.7	2.9	142	661	1.5	5.4	84	837	.9	4.1	15	374	.2	2.0
SP '97	88	1544	.9	4.9	135	805	1.4	5.1	148	774	1.5	5.6	107	894	1.1	5.0	31	454	.3	3.9
WI '97	80	1469	.8	4.8	121	827	1.3	4.7	144	784	1.5	5.9	96	832	1.0	4.6	23	372	.2	3.6
FA '96	67	1433	.7	4.0	97	723	1.0	3.8	120	758	1.2	4.9	92	831	1.0	4.5	12	370	.1	1.8
4-Book	75	1495	.8	4.4	106	744	1.1	4.1	139	744	1.4	5.5	95	819	1.0	4.6	20	393	.2	2.8
SU '96	61	1472	.6	3.5	91	674	.9	3.8	91	717	.9	3.4	71	772	.7	3.4	16	387	.2	2.1
WNAP-AM																				
SU '97	* 13	104	.1	.7	* 13	47	.1	.5	17	70	.2	.6	13	34	.1	.6				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	83	.2	.2	4	29	.2	.2	2	38	.1	.1	2	26	.1	.1	**	**	**	**
FA '96	5	82	.1	.3	7	47	.1	.3	6	48	.1	.2	3	26	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	10	140	.1	.6	10	64	.1	.4	15	54	.2	.6	8	76	.1	.4	**	**	**	**
WOGL-FM																				
SU '97	99	2029	1.0	5.7	107	985	1.1	4.3	159	1091	1.7	6.0	124	1196	1.3	6.0	40	573	.4	5.3
SP '97	114	1908	1.2	6.4	135	968	1.4	5.1	185	960	1.9	7.0	123	948	1.3	5.8	50	566	.5	6.3
WI '97	79	1775	.8	4.7	93	820	1.0	3.6	122	820	1.3	5.0	103	1000	1.1	5.0	34	458	.4	5.3
FA '96	100	1924	1.0	5.9	133	951	1.4	5.2	159	992	1.7	6.4	128	1121	1.3	6.3	36	566	.4	5.3
4-Book	98	1909	1.0	5.7	117	931	1.2	4.6	156	966	1.7	6.1	120	1066	1.3	5.8	40	541	.4	5.6
SU '96	131	2065	1.4	7.5	141	982	1.5	5.9	198	1057	2.0	7.4	170	1107	1.8	8.2	49	560	.5	6.5
WPEN-AM																				
SU '97	7	160	.1	.4	9	66	.1	.4	10	62	.1	.4	7	39	.1	.3	3	47	.1	.4
SP '97	6	147	.1	.3	9	57	.1	.3	13	75	.1	.5	7	67	.1	.3	2	32	.1	.3
WI '97	10	146	.1	.6	14	66	.1	.5	13	83	.1	.5	11	51	.1	.5	7	44	.1	1.1
FA '96	8	241	.1	.5	6	108	.1	.2	14	114	.1	.6	9	84	.1	.4	7	63	.1	1.0
4-Book	8	174	.1	.5	10	74	.1	.4	13	84	.1	.5	9	60	.1	.4	5	47	.1	.7
SU '96	13	156	.1	.7	19	82	.2	.8	15	82	.2	.6	12	81	.1	.6	4	56	.1	.5
+WPH1-FM																				
SU '97	46	829	.5	2.6	43	393	.4	1.7	44	414	.5	1.7	63	481	.7	3.1	41	411	.4	5.4
SP '97	40	829	.4	2.2	47	371	.5	1.8	40	375	.4	1.5	55	488	.6	2.6	36	380	.4	4.6
WI '97	35	775	.4	2.1	30	305	.3	1.2	47	391	.5	1.9	44	430	.5	2.1	17	237	.2	2.7
FA '96	27	783	.3	1.6	34	367	.4	1.3	32	359	.3	1.3	40	477	.4	2.0	14	312	.1	2.0
4-Book	37	804	.4	2.1	39	359	.4	1.5	41	385	.4	1.6	51	469	.6	2.5	27	335	.3	3.7
SU '96	24	724	.2	1.4	27	326	.3	1.1	36	336	.4	1.4	36	359	.4	1.7	13	253	.1	1.7
+WPHT-AM																				
SU '97	4	186	.1	.2	4	53	.1	.2	6	59	.1	.2	4	101	.1	.2	4	44	.1	.5
SP '97	6	206	.1	.3	6	59	.1	.2	11	90	.1	.4	8	72	.1	.4	3	51	.1	.4
WI '97	3	126	.1	.2	6	36	.1	.2	1	27	.1	.2	8	88	.1	.4	3	17	.1	.5
FA '96	2	89	.1	.1	2	39	.1	.1	3	43	.1	.1	1	24	.1	.1	1	35	.1	.1
4-Book	4	152	.1	.2	5	47	.1	.2	5	55	.1	.2	5	71	.1	.3	3	37	.1	.4
SU '96	5	173	.1	.3	6	46	.1	.2	6	32	.1	.2	5	50	.1	.2	5	92	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '97	53	1392	.6	3.0	70	707	.7	2.8	79	677	.8	3.0	69	803	.7	3.3	21	481	.2	2.8
SP '97	34	1048	.4	1.9	63	603	.7	2.4	44	435	.5	1.7	42	589	.4	2.0	13	252	.1	1.6
WI '97	47	1316	.5	2.8	88	681	.9	3.4	58	468	.6	2.4	66	783	.7	3.2	10	293	.1	1.6
FA '96	54	1445	.6	3.2	101	793	1.0	4.0	60	634	.6	2.4	67	831	.7	3.3	18	353	.2	2.6
4-Book	47	1300	.5	2.7	81	696	.8	3.2	60	554	.6	2.4	61	752	.6	3.0	16	345	.2	2.2
SU '96	64	1295	.7	3.7	91	651	.9	3.8	122	692	1.3	4.6	81	852	.8	3.9	23	357	.2	3.0
WTEL-AM																				
SU '97	* 3	52		.2	* 5	31	.1	.2	4	20		.2	*							
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	5	66	.1	.3	14	59	.1	.6	4	34		.2	3	32		.1				
SP '97	21	169	.2	1.2	39	112	.4	1.5	24	113	.2	.9	20	99	.2	.9	14	93	.1	1.8
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	78	1291	.8	4.5	94	673	1.0	3.8	92	634	1.0	3.5	83	724	.9	4.0	58	572	.6	7.6
SP '97	87	1225	.9	4.9	117	698	1.2	4.4	98	568	1.0	3.7	76	607	.8	3.6	70	500	.7	8.9
WI '97	101	1374	1.0	6.0	127	800	1.3	5.0	114	686	1.2	4.7	120	794	1.2	5.8	72	626	.7	11.3
FA '96	103	1383	1.1	6.1	135	765	1.4	5.3	137	794	1.4	5.5	125	711	1.3	6.2	53	507	.6	7.7
4-Book	92	1318	1.0	5.4	118	734	1.2	4.6	110	671	1.2	4.4	101	709	1.1	4.9	63	551	.7	8.9
SU '96	98	1270	1.0	5.6	115	729	1.2	4.8	127	752	1.3	4.8	98	712	1.0	4.8	70	584	.7	9.2
WVDB-FM																				
SU '97	35	742	.4	2.0	49	307	.5	2.0	54	338	.6	2.0	38	328	.4	1.8	21	210	.2	2.8
SP '97	31	766	.3	1.7	25	230	.3	.9	33	230	.3	1.2	80	545	.8	3.8	14	221	.1	1.8
WI '97	45	854	.5	2.7	57	290	.6	2.2	53	340	.6	2.2	78	481	.8	3.8	17	216	.2	2.7
FA '96	30	731	.3	1.8	26	244	.3	1.0	47	315	.5	1.9	48	357	.5	2.4	13	182	.1	1.9
4-Book	35	773	.4	2.1	39	268	.4	1.5	47	306	.5	1.8	61	428	.6	3.0	16	207	.2	2.3
SU '96	25	604	.3	1.4	34	188	.4	1.4	37	241	.4	1.4	15	167	.2	.7	18	175	.2	2.4
WVJZ-AM																				
SU '97		19								9				11						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7								7				7						
FA '96	1	28		.1	1	8			4	19		.2	2	17		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96		15				6				9										
WXTU-FM																				
SU '97	82	1133	.9	4.7	105	672	1.1	4.2	131	695	1.4	5.0	108	767	1.1	5.2	37	414	.4	4.9
SP '97	76	1046	.8	4.2	98	550	1.0	3.7	100	535	1.0	3.8	94	657	1.0	4.4	27	317	.3	3.4
WI '97	90	1083	.9	5.4	142	696	1.5	5.5	131	683	1.4	5.4	100	753	1.0	4.8	24	377	.2	3.8
FA '96	54	930	.6	3.2	81	573	.8	3.2	62	457	.6	2.5	86	644	.9	4.2	17	244	.2	2.5
4-Book	76	1048	.8	4.4	107	623	1.1	4.2	106	593	1.1	4.2	97	705	1.0	4.7	26	338	.3	3.7
SU '96	77	1003	.8	4.4	98	523	1.0	4.1	110	544	1.1	4.1	96	643	1.0	4.7	38	387	.4	5.0
WYSP-FM																				
SU '97	67	1662	.7	3.8	245	1056	2.5	9.9	69	661	.7	2.6	33	454	.3	1.6	10	254	.1	1.3
SP '97	70	1577	.7	3.9	231	1021	2.4	8.7	66	598	.7	2.5	49	574	.5	2.3	23	262	.2	2.9
WI '97	58	1511	.6	3.5	217	994	2.3	8.5	50	568	.5	2.1	38	522	.4	1.8	8	171	.1	1.3
FA '96	55	1598	.6	3.3	169	838	1.8	6.6	50	461	.5	2.0	50	486	.5	2.5	13	272	.1	1.9
4-Book	63	1587	.7	3.6	216	977	2.3	8.4	59	572	.6	2.3	43	509	.4	2.1	14	240	.1	1.9
SU '96	57	1404	.6	3.3	197	899	2.0	8.2	62	607	.6	2.3	36	393	.4	1.7	11	166	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WYXR-FM																			
SU '97	120	2355	1.2	6.9	149	1251	1.5	6.0	180	1243	1.9	6.8	154	1571	1.6	7.5	61	826	.6	8.0
SP '97	130	2150	1.4	7.3	179	1222	1.9	6.8	230	1222	2.4	8.7	182	1333	1.9	8.6	42	704	.4	5.3
WI '97	94	1960	1.0	5.6	136	1004	1.4	5.3	156	984	1.6	6.4	113	1117	1.2	5.4	29	629	.3	4.5
FA '96	112	2214	1.2	6.6	137	1249	1.4	5.4	175	1272	1.8	7.1	158	1493	1.6	7.8	48	840	.5	7.0
4-Book	114	2170	1.2	6.6	150	1182	1.6	5.9	185	1180	1.9	7.3	152	1379	1.6	7.3	45	750	.5	6.2
SU '96	128	2370	1.3	7.4	147	1234	1.5	6.1	223	1368	2.3	8.4	165	1361	1.7	8.0	50	761	.5	6.6
WZZD-AM																				
SU '97	7	169	.1	.4	12	90	.1	.5	14	114	.1	.5	4	53		.2	3	48		.4
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	3	120		.2	8	74	.1	.3	2	41		.1	5	70	.1	.2	1	42		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	138	.1	.4	17	83	.2	.7	8	70	.1	.3	7	58	.1	.3	3	53		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	6	172	.1	.3	4	75		.2	14	101	.1	.5	8	124	.1	.4	3	63		.4
SP '97	6	107	.1	.3	9	58	.1	.3	18	62	.2	.7	5	43	.1	.2		15		
WI '97	15	201	.2	.9	15	72	.2	.6	30	90	.3	1.2	21	124	.2	1.0	5	64	.1	.8
FA '96	4	113		.2	6	63	.1	.2	7	57	.1	.3	4	39		.2		14		
4-Book	8	148	.1	.4	9	67	.1	.3	17	78	.2	.7	10	83	.1	.5	2	39		.3
SU '96	11	118	.1	.6	14	56	.1	.6	26	79	.3	1.0	17	78	.2	.8	1	24		.1
WJBR-FM																				
SU '97	13	260	.1	.7	22	97	.2	.9	27	111	.3	1.0	18	140	.2	.9	2	56		.3
SP '97	19	340	.2	1.1	27	148	.3	1.0	39	149	.4	1.5	23	156	.2	1.1	3	91		.4
WI '97	12	296	.1	.7	16	156	.2	.6	26	153	.3	1.1	15	128	.2	.7	5	105	.1	.8
FA '96	13	432	.1	.8	17	190	.2	.7	21	207	.2	.8	20	203	.2	1.0	3	71		.4
4-Book	14	332	.1	.8	21	148	.2	.8	28	155	.3	1.1	19	157	.2	.9	3	81		.5
SU '96	22	394	.2	1.3	21	180	.2	.9	28	185	.3	1.1	30	214	.3	1.5	18	167	.2	2.4
WKXV-FM																				
SU '97	18	513	.2	1.0	25	224	.3	1.0	24	208	.2	.9	25	260	.3	1.2	5	149	.1	.7
SP '97	19	494	.2	1.1	23	206	.2	.9	31	238	.3	1.2	32	281	.3	1.5	4	97		.5
WI '97	11	405	.1	.7	14	140	.1	.5	15	152	.2	.6	20	225	.2	1.0	2	56		.3
FA '96	13	400	.1	.8	25	167	.3	1.0	21	178	.2	.8	17	195	.2	.8	4	115		.6
4-Book	15	453	.2	.9	22	184	.2	.9	23	194	.2	.9	24	240	.3	1.1	4	104		.5
SU '96	10	434	.1	.6	15	186	.2	.6	15	147	.2	.6	17	223	.2	.8	4	134		.5
WPST-FM																				
SU '97	33	1035	.3	1.9	33	430	.3	1.3	53	508	.6	2.0	38	564	.4	1.8	10	276	.1	1.3
SP '97	22	628	.2	1.2	28	301	.3	1.1	35	355	.4	1.3	31	345	.3	1.5	12	170	.1	1.5
WI '97	21	675	.2	1.3	29	338	.3	1.1	39	319	.4	1.6	32	409	.3	1.5	4	130		.6
FA '96	31	785	.3	1.8	45	362	.5	1.8	60	343	.6	2.4	42	409	.4	2.1	9	198	.1	1.3
4-Book	27	781	.3	1.6	34	358	.4	1.3	47	381	.5	1.8	36	432	.4	1.7	9	194	.1	1.2
SU '96	20	732	.2	1.2	30	252	.3	1.2	37	367	.4	1.4	25	405	.3	1.2	6	198	.1	.8
WRDR-FM																				
SU '97	2	58		.1	1	15			2	15		.1	1	17			1	4		.1
SP '97	4	70		.2	4	39		.2	10	45	.1	.4	3	31		.1	1	16		.1
WI '97	1	75		.1	2	32		.1		7			2	42		.1	1	29		.2
FA '96	1	53		.1		16			1	31			3	23		.1	1	22		.1
4-Book	2	64		.1	2	26		.1	3	25		.1	2	28		.1	1	18		.1
SU '96	1	29		.1					2	19		.1	1	19				8		

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

WSTV-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	8	430	.1	.5	10	146	.1	.4	15	174	.2	.6	11	179	.1	.5	2	77		.3
SP '97	13	357	.1	.7	13	127	.1	.5	25	118	.3	.9	22	201	.2	1.0	3	83		.4
WI '97	18	349	.2	1.1	30	186	.3	1.2	41	134	.4	1.7	20	172	.2	1.0	2	84		.3
FA '96	5	281	.1	.3	11	114	.1	.4	6	82	.1	.2	5	126	.1	.2	3	72		.4
4-Book	11	354	.1	.7	16	143	.2	.6	22	127	.3	.9	15	170	.2	.7	3	79		.4
SU '96	12	330	.1	.7	15	186	.2	.6	25	165	.3	.9	13	186	.1	.6	2	108		.3
TOTALS																				
SU '97	1746	9418	18.1		2477	8351	25.7		2640	7855	27.4		2061	8466	21.4		759	5869	7.9	
SP '97	1791	9443	18.6		2647	8538	27.5		2642	7460	27.4		2127	8289	22.1		789	5725	8.2	
WI '97	1670	9362	17.3		2559	8385	26.6		2423	7295	25.2		2078	8187	21.6		639	5338	6.6	
FA '96	1688	9433	17.5		2554	8546	26.5		2473	7543	25.7		2030	8386	21.1		685	5562	7.1	
4-Book	1724	9414	17.9		2559	8455	26.6		2545	7538	26.4		2074	8332	21.6		718	5624	7.5	
SU '96	1739	9466	18.0		2402	8407	24.8		2665	7870	27.5		2061	8141	21.3		758	5619	7.8	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	99	2191	1.0	4.1	48	1167	.5	3.9	100	450	1.0	9.6	61	330	.6	2.8	33	171	.3	2.1
4-Book	113	2373	1.2	4.7	49	1244	.5	4.1	119	554	1.3	10.3	57	320	.6	2.8	38	201	.4	2.6
WBEB-FM																				
SU '97	255	1929	2.6	10.6	70	964	.7	5.7	59	225	.6	5.7	141	432	1.5	6.5	109	312	1.1	7.1
4-Book	263	1985	2.7	11.0	84	1066	.9	7.1	82	293	.9	7.2	165	490	1.7	8.1	105	367	1.1	7.2
WDAS-AM																				
SU '97	24	176	.2	1.0	23	218	.2	1.9	8	16	.1	.8	27	42	.3	1.3	10	16	.1	.6
4-Book	22	156	.2	.9	22	221	.2	1.8	16	38	.2	1.4	15	30	.1	.7	8	21	.1	.6
WDAS-FM																				
SU '97	234	1339	2.4	9.7	123	876	1.3	10.0	70	247	.7	6.8	211	426	2.2	9.8	159	353	1.7	10.3
4-Book	214	1323	2.2	8.9	117	965	1.2	9.9	88	256	.9	7.7	191	428	2.0	9.4	150	361	1.6	10.2
WFLN-FM																				
SU '97	54	487	.6	2.2	16	229	.2	1.3	20	95	.2	1.9	32	98	.3	1.5	18	42	.2	1.2
4-Book	44	526	.5	1.9	22	321	.2	1.8	23	86	.3	2.0	34	123	.4	1.7	28	85	.3	1.9
WHAT-AM																				
SU '97	14	100	.1	.6	12	91	.1	1.0	8	26	.1	.8	16	30	.2	.7	2	8	.1	.1
4-Book	17	113	.2	.7	11	109	.1	.9	13	32	.2	1.2	12	28	.2	.6	5	16	.1	.4
WIOO-FM																				
SU '97	127	1729	1.3	5.3	76	1094	.8	6.2	63	239	.7	6.1	143	506	1.5	6.6	96	314	1.0	6.2
4-Book	125	1621	1.3	5.2	63	1012	.7	5.3	46	206	.5	4.1	140	488	1.5	6.9	88	353	.9	6.0
WIP -AM																				
SU '97	26	292	.3	1.1	7	107	.1	.6	6	21	.1	.6	12	35	.1	.6	13	26	.1	.8
4-Book	25	325	.3	1.1	10	190	.1	.8	9	30	.1	.8	12	43	.1	.6	12	44	.1	.8
WJJZ-FM																				
SU '97	133	1081	1.4	5.5	62	713	.6	5.1	29	101	.3	2.8	90	272	.9	4.2	62	189	.6	4.0
4-Book	136	1129	1.4	5.7	64	757	.7	5.4	52	183	.6	4.5	102	302	1.0	5.0	86	215	.9	5.9
WMGK-FM																				
SU '97	161	1982	1.7	6.7	83	1331	.9	6.8	40	182	.4	3.9	182	700	1.9	8.4	135	428	1.4	8.7
4-Book	152	1730	1.6	6.3	68	1101	.7	5.7	54	220	.6	4.7	148	551	1.5	7.2	94	353	1.0	6.3
WMMR-FM																				
SU '97	102	1215	1.1	4.2	35	751	.4	2.9	22	98	.2	2.1	50	285	.5	2.3	53	276	.6	3.4
4-Book	115	1271	1.2	4.8	42	756	.4	3.5	41	165	.5	3.5	81	327	.9	4.0	59	256	.6	4.0
WNAP-AM																				
SU '97	* 15	91	.2	.6	* 11	57	.1	.9	* 9	15	.1	.9	19	35	.2	.9	12	19	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	132	1737	1.4	5.5	80	1034	.8	6.5	76	259	.8	7.3	121	448	1.3	5.6	109	357	1.1	7.1
4-Book	133	1564	1.4	5.5	76	1002	.8	6.3	60	214	.6	5.3	137	448	1.4	6.7	97	326	1.0	6.6
WPEN-AM																				
SU '97	9	113	.1	.4	8	99	.1	.7	2	9		.2	19	34	.2	.9	11	18	.1	.7
4-Book	11	135	.1	.5	7	90	.1	.6	5	14		.4	13	40	.2	.7	11	29	.1	.7
+VPHI-FM																				
SU '97	49	657	.5	2.0	42	487	.4	3.4	38	123	.4	3.7	78	242	.8	3.6	61	172	.6	4.0
4-Book	43	659	.5	1.8	33	463	.3	2.7	28	95	.3	2.5	63	213	.7	3.1	43	148	.5	3.0
+VPHT-AM																				
SU '97	5	144	.1	.2	3	48		.2	12	19	.1	1.2					4	15	.1	.3
4-Book	5	119	.1	.2	3	51		.2	4	10		.4	3	12		.2				
WPLY-FM																				
SU '97	73	1186	.8	3.0	38	659	.4	3.1	18	89	.2	1.7	84	307	.9	3.9	44	182	.5	2.9
4-Book	67	1125	.7	2.8	34	660	.3	2.9	27	133	.3	2.3	62	297	.6	3.0	40	192	.4	2.7

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

Target Listener Estimates

Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VTCL-AM																				
SU '97	* 3	39		.1	* 4	33		.3	* 2	13		.2	11	19	.1	.5	* 6	13	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	7	66	.1	.3	5	36	.1	.4	10	18	.1	1.0	8	28	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	90	1069	.9	3.7	72	806	.7	5.9	53	166	.6	5.1	90	371	.9	4.2	105	259	1.1	6.8
4-Book	110	1110	1.1	4.6	81	818	.8	6.8	58	183	.6	5.1	128	385	1.3	6.4	101	269	1.1	6.9
WWDB-FM																				
SU '97	47	577	.5	1.9	23	276	.2	1.9	29	96	.3	2.8	26	54	.3	1.2	8	27	.1	.5
4-Book	49	595	.5	2.0	24	342	.2	2.1	24	84	.3	2.1	24	77	.3	1.2	14	47	.2	.9
WWJZ-AM																				
SU '97		19																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	116	1008	1.2	4.8	54	668	.6	4.4	46	177	.5	4.4	119	361	1.2	5.5	77	259	.8	5.0
4-Book	104	923	1.1	4.3	60	664	.6	5.0	57	196	.6	5.0	115	336	1.2	5.6	77	267	.8	5.3
WYSP-FM																				
SU '97	112	1378	1.2	4.6	24	608	.2	2.0	17	57	.2	1.6	60	243	.6	2.8	37	146	.4	2.4
4-Book	102	1317	1.1	4.2	25	596	.3	2.1	20	86	.2	1.8	44	224	.5	2.2	42	178	.4	2.8
WYXR-FM																				
SU '97	162	2101	1.7	6.7	83	1225	.9	6.8	89	332	.9	8.6	166	541	1.7	7.7	118	451	1.2	7.6
4-Book	164	1896	1.7	6.8	72	1153	.8	6.0	65	281	.7	5.8	140	497	1.5	6.8	106	422	1.1	7.2
WZZD-AM																				
SU '97	10	161	.1	.4	4	64		.3					3	24		.1		8		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	5	120	.1	.2	2	33		.2	3	9		.3	5	26	.1	.2	1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	9	154	.1	.4	2	58		.2					2	7		.1				
4-Book	12	130	.1	.5	4	60		.4	5	8		.4	6	19	.1	.3	1	6		.1
WJBR-FM																				
SU '97	23	205	.2	1.0	4	111		.3	3	16		.3	9	27	.1	.4	5	23	.1	.3
4-Book	23	266	.2	1.0	7	141	.1	.6	5	23	.1	.5	14	50	.2	.7	9	35	.1	.6
WKXV-FM																				
SU '97	25	406	.3	1.0	14	220	.1	1.1	15	44	.2	1.4	32	78	.3	1.5	6	26	.1	.4
4-Book	23	367	.3	1.0	10	169	.1	.8	12	45	.1	1.1	20	63	.2	1.0	12	45	.2	.8
WPST-FM																				
SU '97	42	906	.4	1.7	32	541	.3	2.6	13	97	.1	1.3	75	275	.8	3.5	37	174	.4	2.4
4-Book	40	673	.4	1.6	17	376	.2	1.4	10	64	.1	.9	33	166	.3	1.6	21	119	.2	1.4
WRDR-FM																				
SU '97	1	33			2	35		.2	1	9		.1	1	6		.1	4	15		.3
4-Book	3	46		.1	2	27		.2	1	8		.1	2	16		.1	3	10		.2
WSTW-FM																				
SU '97	12	307	.1	.5	6	186	.1	.5	2	18		.2	9	73	.1	.4	11	18	.1	.7
4-Book	18	269	.2	.7	5	147	.1	.5	8	31	.1	.6	6	49	.1	.3	6	23	.1	.4
TOTALS																				
SU '97	2412	9341	25.1		1224	8027	12.7		1037	3081	10.8		2156	5153	22.4		1543	3972	16.0	
4-Book	2404	9313	25.0		1188	8032	12.3		1145	3395	11.9		2036	5166	21.2		1468	3997	15.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	23	175	.2	2.8	85	400	.9	9.4	31	218	.3	2.1	41	185	.4	3.8	23	167	.2	3.2
4-Book	17	125	.2	2.2	96	432	1.0	10.7	34	217	.4	2.4	26	148	.3	2.5	20	129	.2	2.9
WBEB-FM																				
SU '97	47	195	.5	5.8	45	169	.5	5.0	81	273	.8	5.6	46	146	.5	4.2	28	121	.3	3.9
4-Book	48	224	.5	6.5	58	214	.6	6.5	97	358	1.0	6.8	77	255	.8	7.3	34	156	.4	4.9
WDAS-AM																				
SU '97	5	9	.1	.6	70	161	.7	7.7	51	129	.5	3.5	10	16	.1	.9	5	7	.1	.7
4-Book	5	15	.1	.7	63	157	.7	7.0	48	124	.5	3.4	18	45	.2	1.7	6	21	.1	.9
WDAS-FM																				
SU '97	110	271	1.1	13.5	65	154	.7	7.2	67	232	.7	4.6	92	206	1.0	8.5	188	412	2.0	26.2
4-Book	99	283	1.0	13.2	53	138	.6	5.9	73	244	.8	5.2	83	210	.9	7.9	183	351	1.9	26.6
WFLN-FM																				
SU '97	9	26	.1	1.1	10	53	.1	1.1	24	87	.2	1.7	12	23	.1	1.1	3	14	.1	.4
4-Book	14	56	.2	1.8	17	68	.2	1.9	32	125	.3	2.2	24	71	.3	2.3	7	34	.1	1.0
WHAT-AM																				
SU '97	2	8	.1	.2	23	44	.2	2.5	26	82	.3	1.8	12	39	.1	1.1	8	8	.1	1.1
4-Book	8	22	.1	1.0	21	51	.2	2.4	18	58	.2	1.3	9	22	.1	.8	5	15	.1	.7
WIOQ-FM																				
SU '97	36	190	.4	4.4	34	130	.4	3.8	98	366	1.0	6.8	84	253	.9	7.7	44	146	.5	6.1
4-Book	42	183	.4	5.6	21	85	.2	2.3	74	336	.8	5.2	51	219	.5	4.9	32	139	.4	4.6
WIP -AM																				
SU '97	3	16	.1	.4	2	27	.1	.2	9	47	.1	.6	3	23	.1	.3	4	25	.1	.6
4-Book	4	27	.1	.6	6	25	.1	.7	12	63	.1	.8	14	54	.2	1.3	6	31	.1	.8
WJJZ-FM																				
SU '97	65	187	.7	8.0	24	90	.2	2.7	101	228	1.0	7.0	83	225	.9	7.6	34	117	.4	4.7
4-Book	57	175	.6	7.5	31	113	.3	3.5	77	230	.8	5.4	67	204	.7	6.4	35	139	.4	5.0
WMGK-FM																				
SU '97	70	253	.7	8.6	23	126	.2	2.5	82	418	.9	5.7	83	310	.9	7.6	38	164	.4	5.3
4-Book	41	194	.4	5.3	29	135	.3	3.3	77	362	.8	5.5	64	255	.7	6.0	32	159	.3	4.7
WMMR-FM																				
SU '97	28	124	.3	3.4	16	80	.2	1.8	47	190	.5	3.2	41	185	.4	3.8	21	104	.2	2.9
4-Book	20	99	.2	2.7	27	113	.3	3.1	49	241	.5	3.4	38	173	.4	3.6	17	96	.2	2.4
WNAP-AM																				
SU '97	**	**	**	**	* 18	32	.2	2.0	7	32	.1	.5	5	7	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '97	62	224	.6	7.6	65	223	.7	7.2	96	336	1.0	6.6	54	238	.6	5.0	53	171	.6	7.4
4-Book	64	224	.7	8.5	44	164	.5	4.9	87	335	.9	6.1	67	240	.7	6.4	41	149	.4	5.9
WPEN-AM																				
SU '97	2	9	.1	.2	11	43	.1	1.2	10	38	.1	.7	6	16	.1	.6	2	9	.1	.3
4-Book	3	10	.1	.4	6	22	.1	.6	6	24	.1	.4	6	18	.1	.6	4	8	.1	.6
+WPHI-FM																				
SU '97	54	141	.6	6.7	17	39	.2	1.9	28	115	.3	1.9	35	107	.4	3.2	22	79	.2	3.1
4-Book	34	117	.4	4.5	17	47	.2	1.9	30	141	.3	2.1	28	100	.3	2.6	16	56	.2	2.4
+WPHT-AM																				
SU '97	3	15	.1	.4	6	17	.1	.7	2	16	.1	.7	4	8	.1	.4	2	8	.1	.3
4-Book	1	10	.1	.2	2	4	.1	.2	4	16	.1	.3	2	8	.1	.2	2	8	.1	.3
WPLY-FM																				
SU '97	23	142	.2	2.8	19	98	.2	2.1	51	249	.5	3.5	44	213	.5	4.1	17	92	.2	2.4
4-Book	22	105	.2	2.9	18	84	.2	2.0	49	221	.5	3.4	38	178	.4	3.6	13	71	.2	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	**	2	8	.1	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	9	11	.1	1.0	8	27	.1	.6	4	16	.4	.4	**	**	**	**
WUSL-FM SU '97 4-Book	72	230	.7	8.9	51	196	.5	5.6	74	264	.8	5.1	90	242	.9	8.3	42	120	.4	5.9
	73	229	.8	9.9	50	154	.5	5.6	94	263	1.0	6.6	73	182	.8	7.0	60	129	.6	8.8
WVDB-FM SU '97 4-Book	11	44	.1	1.4	40	138	.4	4.4	58	129	.6	4.0	3	23	.3	.3	7	24	.1	1.0
	8	37	.1	1.0	33	126	.4	3.7	68	144	.7	4.8	16	56	.2	1.6	7	39	.1	1.1
WWJZ-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	24	72	.2	3.0	27	102	.3	3.0	61	242	.6	4.2	57	179	.6	5.3	20	98	.2	2.8
	26	133	.3	3.6	41	144	.4	4.6	86	289	.9	6.1	54	179	.6	5.1	19	93	.2	2.9
WYSP-FM SU '97 4-Book	17	92	.2	2.1	1	16	.1	.1	27	212	.3	1.9	25	115	.3	2.3	6	71	.1	.8
	16	84	.2	2.2	8	32	.1	.8	30	191	.3	2.1	31	140	.3	3.0	11	70	.1	1.6
WYXR-FM SU '97 4-Book	40	177	.4	4.9	36	160	.4	4.0	98	436	1.0	6.8	74	322	.8	6.8	38	214	.4	5.3
	30	180	.3	4.0	36	176	.4	4.1	96	415	1.0	6.8	67	293	.7	6.5	31	174	.3	4.6
WZZD-AM SU '97 4-Book	**	**	**	**	15	30	.2	1.7	1	8	.1	.1	6	21	.1	.6	8	19	.1	1.1
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM SU '97 4-Book	**	**	**	**	5	9	.1	.6	1	10	.1	.1	2	7	.2	.2	2	10	.3	.3
WFMZ-FM SU '97 4-Book	2	12	.3	.3	2	10	.1	.2	4	32	.3	.3	2	16	.2	.2	3	8	.4	.4
					6	16	.1	.6	5	24	.1	.3	5	18	.5	.5	3	11	.5	.5
WJBR-FM SU '97 4-Book	1	7	.1	.1	3	22	.3	.3	7	32	.1	.5	1	15	.1	.1	1	7	.1	.1
	4	23	.5	.5	4	21	.4	.4	7	31	.1	.5	5	23	.1	.4	6	25	.1	.8
WKXW-FM SU '97 4-Book	1	15	.1	.1	20	69	.2	2.2	31	108	.3	2.1	4	27	.4	.4	3	14	.4	.4
	3	18	.3	.3	7	32	.1	.8	13	52	.1	.9	7	29	.1	.7	3	14	.4	.4
WPST-FM SU '97 4-Book	17	103	.2	2.1	16	85	.2	1.8	50	193	.5	3.4	26	126	.3	2.4	13	35	.1	1.8
	11	61	.1	1.4	10	56	.1	1.2	24	114	.3	1.6	12	69	.1	1.1	8	40	.1	1.1
WRDR-FM SU '97 4-Book	2	4	.2	.2	2	6	.2	.2	6	15	.1	.4					1	4	.2	.2
	1	3	.1	.1	1	7	.1	.1	2	6	.1	.1								
WSTV-FM SU '97 4-Book	9	45	.1	1.1	2	28	.2	.2	6	43	.1	.4	5	35	.1	.5	1	7	.1	.1
	4	28	.4	.4	6	21	.1	.7	6	34	.1	.4	6	31	.1	.6	3	16	.4	.4
TOTALS SU '97 4-Book	812	2607	8.4	8.4	905	2715	9.4	9.4	1451	4102	15.1	15.1	1085	2961	11.3	11.3	717	2127	7.4	7.4
	749	2511	7.8	7.8	894	2760	9.3	9.3	1423	4129	14.8	14.8	1050	2981	10.9	10.9	686	2073	7.1	7.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																					
SU '97	87	2847	.8	4.4	243	1986	2.2	8.5	57	899	.5	1.9	87	1272	.8	3.7	31	540	.3	3.6	
SP '97	93	2983	.8	4.5	306	2128	2.8	9.9	48	852	.4	1.6	75	1147	.7	3.0	23	446	.2	2.5	
WI '97	106	3347	1.0	5.5	343	2383	3.1	11.6	59	942	.5	2.1	100	1341	.9	4.2	27	586	.2	3.7	
FA '96	105	3315	.9	5.4	312	2506	2.8	10.5	74	1004	.7	2.6	104	1439	.9	4.5	29	619	.3	3.6	
4-Book	98	3123	.9	5.0	301	2251	2.7	10.1	60	924	.5	2.1	92	1300	.8	3.9	28	548	.3	3.4	
SU '96	99	3142	.9	5.0	311	2294	2.8	11.2	73	1020	.7	2.4	89	1277	.8	3.8	23	542	.2	2.7	
WBEB-FM																					
SU '97	189	2550	1.7	9.5	246	1387	2.2	8.6	397	1471	3.6	13.2	247	1574	2.2	10.5	46	729	.4	5.3	
SP '97	210	2563	1.9	10.1	289	1632	2.6	9.3	401	1506	3.6	13.1	270	1734	2.4	10.9	69	852	.6	7.6	
WI '97	193	2494	1.7	10.0	244	1430	2.2	8.3	384	1375	3.5	13.8	251	1582	2.3	10.6	51	727	.5	7.0	
FA '96	214	2707	1.9	11.0	312	1764	2.8	10.5	411	1560	3.7	14.4	255	1756	2.3	11.0	82	831	.7	10.3	
4-Book	202	2579	1.8	10.2	273	1553	2.5	9.2	398	1478	3.6	13.6	256	1662	2.3	10.8	62	785	.6	7.6	
SU '96	202	2507	1.8	10.2	229	1341	2.1	8.2	436	1651	4.0	14.4	260	1633	2.4	11.1	56	770	.5	6.6	
WDAS-AM																					
SU '97	24	324	.2	1.2	37	172	.3	1.3	32	108	.3	1.1	19	111	.2	.8	3	45	.1	.3	
SP '97	35	379	.3	1.7	50	206	.5	1.6	42	157	.4	1.4	29	121	.3	1.2	8	89	.1	.9	
WI '97	22	234	.2	1.1	37	121	.3	1.3	34	91	.3	1.2	13	89	.1	.5	4	35	.1	.6	
FA '96	23	368	.2	1.2	41	190	.4	1.4	21	129	.2	.7	14	124	.1	.6	3	45	.1	.4	
4-Book	26	326	.2	1.3	41	172	.4	1.4	32	121	.3	1.1	19	111	.2	.8	5	54	.1	.6	
SU '96	21	380	.2	1.1	35	165	.3	1.3	22	108	.2	.7	19	126	.2	.8	7	59	.1	.8	
WDAS-FM																					
SU '97	198	1614	1.8	9.9	264	982	2.4	9.3	273	894	2.5	9.1	227	1127	2.1	9.6	135	838	1.2	15.7	
SP '97	167	1628	1.5	8.0	223	939	2.0	7.2	222	917	2.0	7.3	186	992	1.7	7.5	117	692	1.1	12.8	
WI '97	188	1690	1.7	9.8	251	1040	2.3	8.5	272	946	2.5	9.8	225	1104	2.0	9.5	107	806	1.0	14.8	
FA '96	175	1711	1.6	9.0	224	987	2.0	7.5	238	981	2.2	8.3	198	1104	1.8	8.5	113	819	1.0	14.2	
4-Book	182	1661	1.7	9.2	241	987	2.2	8.1	251	935	2.3	8.6	209	1082	1.9	8.8	118	789	1.1	14.4	
SU '96	163	1567	1.5	8.2	198	837	1.8	7.1	216	887	2.0	7.1	172	877	1.6	7.4	114	737	1.0	13.3	
WFLN-FM																					
SU '97	45	685	.4	2.3	46	321	.4	1.6	82	338	.7	2.7	75	412	.7	3.2	15	190	.1	1.7	
SP '97	38	747	.3	1.8	48	373	.4	1.5	61	319	.6	2.0	43	383	.4	1.7	21	235	.2	2.3	
WI '97	45	869	.4	2.3	53	439	.5	1.8	70	394	.6	2.5	53	471	.5	2.2	24	200	.2	3.3	
FA '96	47	943	.4	2.4	61	421	.6	2.1	61	464	.6	2.1	52	537	.5	2.2	29	291	.3	3.6	
4-Book	44	811	.4	2.2	52	389	.5	1.8	69	379	.6	2.3	56	451	.5	2.3	22	229	.2	2.7	
SU '96	39	708	.4	2.0	43	334	.4	1.5	70	385	.6	2.3	54	403	.5	2.3	23	224	.2	2.7	
WHAT-AM																					
SU '97	13	172	.1	.7	26	96	.2	.9	10	55	.1	.3	7	52	.1	.3	7	34	.1	.8	
SP '97	34	286	.3	1.6	63	162	.6	2.0	36	110	.3	1.2	27	102	.2	1.1	16	78	.1	1.8	
WI '97	10	239	.1	.5	24	74	.2	.8	7	61	.1	.3	7	73	.1	.3	1	15	.1	.1	
FA '96	19	162	.2	1.0	50	113	.5	1.7	22	86	.2	.8	12	71	.1	.5	6	43	.1	.8	
4-Book	19	215	.2	1.0	41	111	.4	1.4	19	78	.2	.7	13	75	.1	.6	8	43	.1	.9	
SU '96	17	162	.2	.9	35	86	.3	1.3	27	66	.2	.9	17	60	.2	.7	6	29	.1	.7	
W10Q-FM																					
SU '97	99	2181	.9	5.0	109	923	1.0	3.8	154	1128	1.4	5.1	131	1229	1.2	5.6	38	677	.3	4.4	
SP '97	86	1761	.8	4.1	112	883	1.0	3.6	148	1056	1.3	4.8	110	1049	1.0	4.5	27	507	.2	3.0	
WI '97	101	2004	.9	5.2	133	975	1.2	4.5	153	933	1.4	5.5	136	1190	1.2	5.7	44	689	.4	6.1	
FA '96	85	1963	.8	4.4	98	900	.9	3.3	134	1009	1.2	4.7	116	1169	1.0	5.0	38	589	.3	4.8	
4-Book	93	1977	.9	4.7	113	920	1.0	3.8	147	1032	1.3	5.0	123	1159	1.1	5.2	37	616	.3	4.6	
SU '96	94	1886	.9	4.7	110	814	1.0	4.0	152	1060	1.4	5.0	130	1140	1.2	5.6	41	627	.4	4.8	
WIP -AM																					
SU '97	18	461	.2	.9	52	280	.5	1.8	23	141	.2	.8	17	122	.2	.7	1	38	.1	.1	
SP '97	24	576	.2	1.2	47	224	.4	1.5	31	117	.3	1.0	21	179	.2	.9	9	169	.1	1.0	
WI '97	20	668	.2	1.0	52	352	.5	1.8	16	143	.1	.6	24	251	.2	1.0	9	140	.1	1.2	
FA '96	15	503	.1	.8	33	189	.3	1.1	15	156	.1	.5	21	225	.2	.9	5	107	.1	.6	
4-Book	19	552	.2	1.0	46	261	.4	1.6	21	139	.2	.7	21	194	.2	.9	6	114	.1	.7	
SU '96	9	312	.1	.5	23	163	.2	.8	9	85	.1	.3	9	135	.1	.4	3	50	.1	.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 25-54

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJZZ-FM																				
SU '97	115	1497	1.0	5.8	122	653	1.1	4.3	200	817	1.8	6.6	143	913	1.3	6.1	60	479	.5	7.0
SP '97	122	1701	1.1	5.9	126	884	1.1	4.1	192	918	1.7	6.3	168	982	1.5	6.8	75	690	.7	8.2
WI '97	96	1574	.9	5.0	106	740	1.0	3.6	156	699	1.4	5.6	126	785	1.1	5.3	48	518	.4	6.6
FA '96	142	1817	1.3	7.3	155	843	1.4	5.2	254	914	2.3	8.9	164	1074	1.5	7.0	77	639	.7	9.7
4-Book	119	1647	1.1	6.0	127	780	1.2	4.3	201	837	1.8	6.9	150	939	1.4	6.3	65	582	.6	7.9
SU '96	116	1450	1.1	5.8	106	664	1.0	3.8	198	776	1.8	6.5	139	794	1.3	6.0	70	550	.6	8.2
WMGK-FM																				
SU '97	121	2350	1.1	6.1	135	1121	1.2	4.7	203	1324	1.8	6.7	158	1528	1.4	6.7	48	733	.4	5.6
SP '97	107	2168	1.0	5.1	106	1053	1.0	3.4	180	1145	1.6	5.9	149	1362	1.3	6.0	42	704	.4	4.6
WI '97	102	1967	.9	5.3	122	955	1.1	4.1	179	984	1.6	6.4	141	1203	1.3	5.9	30	648	.3	4.1
FA '96	109	2025	1.0	5.6	152	1029	1.4	5.1	226	1113	2.0	7.9	125	1136	1.1	5.4	24	501	.2	3.0
4-Book	110	2128	1.0	5.5	129	1040	1.2	4.3	197	1142	1.8	6.7	143	1307	1.3	6.0	36	647	.3	4.3
SU '96	117	1974	1.1	5.9	133	1028	1.2	4.8	204	1157	1.8	6.7	164	1254	1.5	7.0	42	657	.4	4.9
WMMR-FM																				
SU '97	67	1555	.6	3.4	75	627	.7	2.6	142	677	1.3	4.7	86	852	.8	3.6	15	374	.1	1.7
SP '97	90	1601	.8	4.3	137	822	1.2	4.4	152	797	1.4	5.0	108	915	1.0	4.4	31	475	.3	3.4
WI '97	82	1540	.7	4.3	127	865	1.1	4.3	145	807	1.3	5.2	98	854	.9	4.1	23	388	.2	3.2
FA '96	70	1479	.6	3.6	97	730	.9	3.3	128	773	1.2	4.5	94	854	.8	4.0	12	370	.1	1.5
4-Book	77	1544	.7	3.9	109	761	1.0	3.7	142	764	1.3	4.9	97	869	.9	4.0	20	402	.2	2.5
SU '96	65	1527	.6	3.3	98	705	.9	3.5	102	741	.9	3.4	73	795	.7	3.1	17	402	.2	2.0
WNAP-AM																				
SU '97	* 18	138	.2	.9	* 17	74	.2	.6	24	90	.2	.8	16	47	.1	.7	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	8	106	.1	.4	5	37	.1	.2	6	53	.1	.2	8	41	.1	.3	**	**	**	**
FA '96	6	95	.1	.3	8	55	.1	.3	6	56	.1	.2	3	26	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	10	148	.1	.5	10	64	.1	.4	15	62	.1	.5	9	84	.1	.4	**	**	**	**
WGL-FM																				
SU '97	133	2586	1.2	6.7	156	1276	1.4	5.5	220	1448	2.0	7.3	157	1569	1.4	6.7	51	745	.5	5.9
SP '97	152	2396	1.4	7.3	183	1216	1.7	5.9	249	1185	2.2	8.1	170	1319	1.5	6.9	60	734	.5	6.6
WI '97	102	2229	.9	5.3	119	1079	1.1	4.0	151	971	1.4	5.4	135	1271	1.2	5.7	43	564	.4	5.9
FA '96	132	2336	1.2	6.8	172	1211	1.6	5.8	205	1257	1.9	7.2	163	1398	1.5	7.0	49	727	.4	6.1
4-Book	130	2387	1.2	6.5	158	1196	1.5	5.3	206	1215	1.9	7.0	156	1389	1.4	6.6	51	693	.5	6.1
SU '96	169	2514	1.5	8.5	188	1236	1.7	6.8	262	1317	2.4	8.6	209	1379	1.9	9.0	62	716	.6	7.3
WPEN-AM																				
SU '97	15	270	.1	.8	19	117	.2	.7	12	91	.1	.4	16	77	.1	.7	11	70	.1	1.3
SP '97	12	238	.1	.6	19	100	.2	.6	16	118	.1	.5	12	103	.1	.5	4	73	.1	.4
WI '97	19	256	.2	1.0	33	133	.3	1.1	23	155	.2	.8	21	115	.2	.9	9	59	.1	1.2
FA '96	15	350	.1	.8	16	184	.1	.5	20	166	.2	.7	17	135	.2	.7	8	84	.1	1.0
4-Book	15	279	.1	.8	22	134	.2	.7	18	133	.2	.6	17	108	.2	.7	8	72	.1	1.0
SU '96	18	239	.2	.9	28	142	.3	1.0	18	97	.2	.6	19	125	.2	.8	8	85	.1	.9
+WPHI-FM																				
SU '97	47	860	.4	2.4	44	404	.4	1.5	44	417	.4	1.5	67	492	.6	2.8	44	428	.4	5.1
SP '97	41	863	.4	2.0	48	385	.4	1.5	42	389	.4	1.4	55	488	.5	2.2	38	392	.3	4.2
WI '97	35	775	.3	1.8	30	305	.3	1.0	47	391	.4	1.7	44	430	.4	1.9	17	237	.2	2.3
FA '96	27	783	.2	1.4	34	367	.3	1.1	32	359	.3	1.1	40	477	.4	1.7	14	312	.1	1.8
4-Book	38	820	.3	1.9	39	365	.4	1.3	41	389	.4	1.4	52	472	.5	2.2	28	342	.3	3.4
SU '96	24	741	.2	1.2	27	326	.2	1.0	36	336	.3	1.2	38	377	.3	1.6	13	253	.1	1.5
+WPHT-AM																				
SU '97	6	293	.1	.3	5	81	.1	.2	10	95	.1	.3	7	131	.1	.3	4	66	.1	.5
SP '97	7	238	.1	.3	7	66	.1	.2	11	90	.1	.4	8	72	.1	.3	3	58	.1	.3
WI '97	4	172	.1	.2	8	66	.1	.3	1	42	.1	.1	9	111	.1	.4	4	24	.1	.6
FA '96	3	154	.1	.2	4	87	.1	.1	3	50	.1	.1	5	41	.1	.2	1	35	.1	.1
4-Book	5	214	.1	.3	6	75	.1	.2	6	69	.1	.2	7	89	.1	.3	3	46	.1	.4
SU '96	6	219	.1	.3	6	46	.1	.2	6	48	.1	.2	5	50	.1	.2	8	114	.1	.9

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	54	1465	.5	2.7	73	737	.7	2.6	80	706	.7	2.7	70	831	.6	3.0	22	488	.2	2.6
SP '97	36	1094	.3	1.7	64	623	.6	2.1	46	443	.4	1.5	43	604	.4	1.7	13	252	.1	1.4
WI '97	49	1402	.4	2.5	94	736	.8	3.2	59	491	.5	2.1	67	806	.6	2.8	10	301	.1	1.4
FA '96	54	1478	.5	2.8	102	811	.9	3.4	60	644	.5	2.1	67	839	.6	2.9	19	360	.2	2.4
4-Book	48	1360	.4	2.4	83	727	.8	2.8	61	571	.5	2.1	62	770	.6	2.6	16	350	.2	2.0
SU '96	66	1352	.6	3.3	94	677	.9	3.4	124	699	1.1	4.1	82	862	.7	3.5	24	367	.2	2.8
WTEL-AM																				
SU '97	* 4	67		.2	* 6	38	.1	.2	4	20		.1	*							
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	8	87	.1	.4	17	80	.2	.6	11	56	.1	.4	5	46		.2	2	7		.2
SP '97	25	194	.2	1.2	41	125	.4	1.3	30	126	.3	1.0	25	124	.2	1.0	15	105	.1	1.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	82	1358	.7	4.1	99	694	.9	3.5	96	655	.9	3.2	88	763	.8	3.7	61	607	.6	7.1
SP '97	89	1293	.8	4.3	119	725	1.1	3.8	100	589	.9	3.3	78	633	.7	3.2	72	520	.7	7.9
WI '97	109	1472	1.0	5.7	138	857	1.2	4.7	127	722	1.1	4.6	127	843	1.1	5.3	75	654	.7	10.4
FA '96	107	1463	1.0	5.5	143	838	1.3	4.8	142	828	1.3	5.0	130	744	1.2	5.6	53	521	.5	6.6
4-Book	97	1397	.9	4.9	125	779	1.1	4.2	116	699	1.1	4.0	106	746	1.0	4.5	65	576	.6	8.0
SU '96	103	1362	.9	5.2	118	780	1.1	4.2	131	777	1.2	4.3	104	741	.9	4.5	74	624	.7	8.7
WVDB-FM																				
SU '97	48	1019	.4	2.4	66	404	.6	2.3	69	453	.6	2.3	51	411	.5	2.2	28	284	.3	3.3
SP '97	45	981	.4	2.2	47	309	.4	1.5	49	326	.4	1.6	94	661	.8	3.8	23	295	.2	2.5
WI '97	63	1092	.6	3.3	86	421	.8	2.9	78	484	.7	2.8	102	613	.9	4.3	22	256	.2	3.0
FA '96	44	939	.4	2.3	49	321	.4	1.6	63	406	.6	2.2	73	471	.7	3.1	18	220	.2	2.3
4-Book	50	1008	.5	2.6	62	364	.6	2.1	65	417	.6	2.2	80	539	.7	3.4	23	264	.2	2.8
SU '96	35	789	.3	1.8	50	263	.5	1.8	51	334	.5	1.7	24	259	.2	1.0	26	265	.2	3.0
WWJZ-AM																				
SU '97	4	34		.2	2	15		.1	5	23		.2	8	25	.1	.3	2	15		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7								7				7						
FA '96	1	35		.1	1	8			4	19		.1	2	24		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96		15				6				9										
WXTU-FM																				
SU '97	104	1381	.9	5.2	138	826	1.2	4.8	165	819	1.5	5.5	133	942	1.2	5.6	41	500	.4	4.8
SP '97	98	1272	.9	4.7	136	713	1.2	4.4	132	679	1.2	4.3	121	844	1.1	4.9	35	425	.3	3.8
WI '97	98	1203	.9	5.1	158	786	1.4	5.3	139	742	1.3	5.0	107	829	1.0	4.5	25	407	.2	3.5
FA '96	71	1149	.6	3.6	109	695	1.0	3.7	89	563	.8	3.1	109	790	1.0	4.7	21	315	.2	2.6
4-Book	93	1251	.8	4.7	135	755	1.2	4.6	131	701	1.2	4.5	118	851	1.1	4.9	31	412	.3	3.7
SU '96	102	1254	.9	5.1	132	662	1.2	4.8	157	688	1.4	5.2	125	809	1.1	5.4	43	453	.4	5.0
WYSP-FM																				
SU '97	69	1742	.6	3.5	260	1120	2.3	9.1	70	676	.6	2.3	33	461	.3	1.4	10	261	.1	1.2
SP '97	74	1666	.7	3.6	255	1103	2.3	8.2	67	612	.6	2.2	49	586	.4	2.0	23	268	.2	2.5
WI '97	60	1573	.5	3.1	219	1041	2.0	7.4	52	590	.5	1.9	40	536	.4	1.7	8	178	.1	1.1
FA '96	57	1668	.5	2.9	177	878	1.6	6.0	54	485	.5	1.9	50	497	.5	2.1	13	272	.1	1.6
4-Book	65	1662	.6	3.3	228	1036	2.1	7.7	61	591	.6	2.1	43	520	.4	1.8	14	245	.1	1.6
SU '96	60	1473	.5	3.0	210	952	1.9	7.6	63	623	.6	2.1	37	408	.3	1.6	11	166	.1	1.3

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '97	126	2496	1.1	6.3	157	1305	1.4	5.5	192	1315	1.7	6.4	162	1649	1.5	6.9	65	853	.6	7.6
SP '97	139	2288	1.3	6.7	191	1311	1.7	6.2	246	1316	2.2	8.0	197	1452	1.8	8.0	45	751	.4	4.9
WI '97	96	2063	.9	5.0	140	1054	1.3	4.7	157	1013	1.4	5.6	116	1182	1.0	4.9	31	659	.3	4.3
FA '96	125	2363	1.1	6.4	157	1364	1.4	5.3	199	1348	1.8	7.0	175	1595	1.6	7.5	50	877	.5	6.3
4-Book	122	2303	1.1	6.1	161	1259	1.5	5.4	199	1248	1.8	6.8	163	1470	1.5	6.8	48	785	.5	5.8
SU '96	133	2499	1.2	6.7	159	1322	1.4	5.7	228	1417	2.1	7.5	168	1406	1.5	7.2	50	778	.5	5.9
WZZD-AM																				
SU '97	7	184	.1	.4	12	90	.1	.4	16	129	.1	.5	5	61	.2	.2	3	56	.3	.3
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	3	126	.2	.2	8	74	.1	.3	2	48	.1	.1	5	70	.2	.2	1	42	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	8	158	.1	.4	18	91	.2	.6	9	91	.1	.3	7	58	.1	.3	3	53	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	8	209	.1	.4	7	97	.1	.2	20	130	.2	.7	10	146	.1	.4	3	63	.3	.3
SP '97	8	132	.1	.4	12	69	.1	.4	20	68	.2	.7	7	61	.1	.3	2	27	.2	.2
WI '97	20	259	.2	1.0	20	100	.2	.7	40	119	.4	1.4	29	161	.3	1.2	6	71	.1	.8
FA '96	10	158	.1	.5	13	85	.1	.4	18	72	.2	.6	13	69	.1	.6	1	29	.1	.1
4-Book	12	190	.1	.6	13	88	.1	.4	25	97	.3	.9	15	109	.2	.6	3	48	.4	.4
SU '96	12	155	.1	.6	15	63	.1	.5	26	79	.2	.9	18	94	.2	.8	1	32	.1	.1
WJBR-FM																				
SU '97	15	296	.1	.8	25	119	.2	.9	29	127	.3	1.0	19	161	.2	.8	2	63	.2	.2
SP '97	20	375	.2	1.0	27	167	.2	.9	39	165	.4	1.3	24	185	.2	1.0	3	91	.3	.3
WI '97	15	358	.1	.8	16	163	.1	.5	26	161	.2	.9	19	152	.2	.8	9	129	.1	1.2
FA '96	17	469	.2	.9	24	221	.2	.8	29	222	.3	1.0	23	225	.2	1.0	4	78	.5	.5
4-Book	17	375	.2	.9	23	168	.2	.8	31	169	.3	1.1	21	181	.2	.9	5	90	.6	.6
SU '96	28	455	.3	1.4	24	195	.2	.9	36	216	.3	1.2	38	229	.3	1.6	22	182	.2	2.6
WKXW-FM																				
SU '97	22	558	.2	1.1	32	255	.3	1.1	30	246	.3	1.0	28	305	.3	1.2	5	156	.6	.6
SP '97	25	567	.2	1.2	36	242	.3	1.2	40	268	.4	1.3	37	340	.3	1.5	8	121	.1	.9
WI '97	18	528	.2	.9	19	177	.2	.6	24	205	.2	.9	26	299	.2	1.1	6	86	.1	.8
FA '96	15	453	.1	.8	30	187	.3	1.0	25	214	.2	.9	20	221	.2	.9	4	123	.5	.5
4-Book	20	527	.2	1.0	29	215	.3	1.0	30	233	.3	1.0	28	291	.3	1.2	6	122	.1	.7
SU '96	12	465	.1	.6	19	218	.2	.7	17	162	.2	.6	20	247	.2	.9	4	134	.5	.5
WPST-FM																				
SU '97	34	1093	.3	1.7	33	438	.3	1.2	55	523	.5	1.8	41	578	.4	1.7	11	290	.1	1.3
SP '97	24	680	.2	1.2	29	320	.3	.9	37	377	.3	1.2	34	372	.3	1.4	14	183	.1	1.5
WI '97	23	690	.2	1.2	33	345	.3	1.1	45	326	.4	1.6	34	416	.3	1.4	4	138	.6	.6
FA '96	31	807	.3	1.6	45	369	.4	1.5	60	343	.5	2.1	42	417	.4	1.8	10	206	.1	1.3
4-Book	28	818	.3	1.4	35	368	.3	1.2	49	392	.4	1.7	38	446	.4	1.6	10	204	.1	1.2
SU '96	22	756	.2	1.1	31	260	.3	1.1	42	391	.4	1.4	29	430	.3	1.2	6	198	.1	.7
WRDR-FM																				
SU '97	2	73	.1	.1	2	22	.1	.1	2	15	.1	.1	1	24	.1	.1	1	12	.1	.1
SP '97	6	104	.1	.3	5	63	.2	.2	15	73	.1	.5	7	60	.1	.3	1	26	.1	.1
WI '97	3	101	.2	.2	3	40	.1	.1	4	7	.1	.1	6	60	.1	.3	4	38	.6	.6
FA '96	2	73	.1	.1	2	26	.1	.1	4	41	.1	.1	4	33	.2	.2	1	22	.1	.1
4-Book	3	88	.2	.2	3	38	.1	.1	5	34	.2	.2	5	44	.1	.2	2	25	.2	.2
SU '96	1	44	.1	.1	2	27	.1	.1	2	27	.1	.1	1	27	.1	.1	1	8	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

WSTW-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '97	9	444	.1	.5	11	153	.1	.4	15	181	.1	.5	11	186	.1	.5	2	77		.2
SP '97	14	366	.1	.7	13	127	.1	.4	27	128	.2	.9	24	210	.2	1.0	3	93		.3
WI '97	18	364	.2	.9	32	193	.3	1.1	41	134	.4	1.5	21	187	.2	.9	2	91		.3
FA '96	6	288	.1	.3	11	122	.1	.4	6	90	.1	.2	6	134	.1	.3	3	80		.4
4-Book	12	366	.1	.6	17	149	.2	.6	22	133	.2	.8	16	179	.2	.7	3	85		.3
SU '96	13	338	.1	.7	16	195	.1	.6	27	173	.2	.9	14	194	.1	.6	3	116		.4
TOTALS																				
SU '97	2000	10800	18.1		2847	9610	25.7		3012	8987	27.2		2359	9664	21.3		860	6636	7.8	
SP '97	2083	10862	18.8		3102	9850	28.0		3056	8581	27.6		2466	9579	22.3		913	6591	8.2	
WI '97	1925	10769	17.4		2956	9676	26.7		2781	8362	25.1		2375	9368	21.5		724	6000	6.5	
FA '96	1953	10829	17.6		2970	9867	26.8		2860	8746	25.8		2327	9607	21.0		797	6296	7.2	
4-Book	1990	10815	18.0		2969	9751	26.8		2927	8669	26.4		2382	9555	21.5		824	6381	7.4	
SU '96	1987	10775	18.0		2777	9578	25.2		3038	8941	27.5		2335	9236	21.2		854	6289	7.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	124	2616	1.1	4.5	59	1403	.5	4.2	130	578	1.2	10.6	75	402	.7	3.0	38	207	.3	2.2
4-Book	144	2855	1.3	5.2	63	1528	.6	4.6	152	703	1.4	11.2	73	402	.7	3.1	48	256	.4	3.0
WBEB-FM																				
SU '97	304	2222	2.7	11.0	82	1144	.7	5.8	67	247	.6	5.5	171	514	1.5	6.8	118	342	1.1	6.9
4-Book	316	2280	2.8	11.4	93	1216	.8	6.8	95	331	.8	6.9	185	559	1.7	7.8	112	397	1.0	6.8
WDAS-AM																				
SU '97	29	210	.3	1.1	29	273	.3	2.1	9	23	.1	.7	30	49	.3	1.2	12	23	.1	.7
4-Book	31	208	.3	1.1	32	285	.3	2.3	24	57	.2	1.7	24	48	.2	1.0	12	29	.1	.7
WDAS-FM																				
SU '97	256	1455	2.3	9.3	139	971	1.3	9.9	77	273	.7	6.3	249	493	2.2	9.9	182	399	1.6	10.6
4-Book	235	1451	2.1	8.5	131	1074	1.2	9.5	98	291	.9	7.2	221	488	2.0	9.3	168	401	1.5	10.1
WFLN-FM																				
SU '97	68	591	.6	2.5	23	308	.2	1.6	22	110	.2	1.8	46	141	.4	1.8	24	63	.2	1.4
4-Book	59	658	.5	2.2	30	404	.3	2.2	28	109	.3	2.1	45	153	.4	1.9	39	111	.4	2.4
WHAT-AM																				
SU '97	14	104	.1	.5	14	111	.1	1.0	10	33	.1	.8	18	37	.2	.7	2	8	.1	.1
4-Book	24	142	.2	.9	18	149	.2	1.3	21	44	.2	1.5	22	43	.2	.9	9	19	.1	.5
W100-FM																				
SU '97	133	1814	1.2	4.8	80	1152	.7	5.7	63	239	.6	5.1	155	535	1.4	6.2	106	351	1.0	6.2
4-Book	129	1688	1.2	4.7	66	1053	.6	4.8	48	212	.4	3.5	146	505	1.3	6.2	92	372	.9	5.6
WIP -AM																				
SU '97	30	370	.3	1.1	9	150	.1	.6	11	43	.1	.9	16	49	.1	.6	14	33	.1	.8
4-Book	29	387	.3	1.0	12	233	.1	.9	12	43	.1	.9	17	59	.2	.7	13	49	.1	.8
WJJZ-FM																				
SU '97	158	1259	1.4	5.7	75	820	.7	5.3	34	123	.3	2.8	108	301	1.0	4.3	84	231	.8	4.9
4-Book	162	1315	1.5	5.9	76	872	.7	5.5	64	217	.6	4.7	124	351	1.1	5.3	99	250	.9	6.0
WMGK-FM																				
SU '97	168	2053	1.5	6.1	86	1373	.8	6.1	42	190	.4	3.4	191	716	1.7	7.6	136	440	1.2	7.9
4-Book	160	1812	1.5	5.8	71	1155	.7	5.1	56	229	.5	4.1	156	574	1.4	6.5	97	364	.9	5.8
WMMR-FM																				
SU '97	104	1231	.9	3.8	37	775	.3	2.6	28	113	.3	2.3	55	308	.5	2.2	53	276	.5	3.1
4-Book	118	1305	1.1	4.3	44	785	.4	3.1	46	179	.5	3.4	85	341	.8	3.6	59	258	.6	3.6
WNAP-AM																				
SU '97	* 20	125	.2	.7	* 13	70	.1	.9	* 11	22	.1	.9	22	42	.2	.9	14	26	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '97	181	2220	1.6	6.6	104	1347	.9	7.4	94	317	.8	7.7	163	571	1.5	6.5	142	496	1.3	8.2
4-Book	176	1973	1.6	6.4	101	1288	.9	7.3	75	282	.7	5.6	183	578	1.7	7.8	130	434	1.2	7.8
WPEN-AM																				
SU '97	15	186	.1	.5	18	195	.2	1.3	19	62	.2	1.5	37	78	.3	1.5	16	34	.1	.9
4-Book	19	213	.2	.7	15	168	.1	1.1	17	51	.2	1.3	25	76	.2	1.1	15	46	.1	.9
+WPHI-FM																				
SU '97	51	674	.5	1.8	43	497	.4	3.1	38	123	.3	3.1	85	249	.8	3.4	61	172	.6	3.5
4-Book	44	668	.4	1.6	33	467	.3	2.4	29	97	.3	2.1	65	217	.6	2.7	43	148	.4	2.6
+WPHT-AM																				
SU '97	7	201	.1	.3	5	91	.1	.4	14	26	.1	1.1	3	14	.1	.3	4	17	.1	.2
4-Book	7	159	.1	.2	4	72	.1	.3	4	11	.1	.3	3	14	.1	.3	4	17	.1	.2
WPLY-FM																				
SU '97	75	1258	.7	2.7	38	659	.3	2.7	18	89	.2	1.5	84	307	.8	3.4	44	182	.4	2.6
4-Book	68	1173	.7	2.5	35	682	.3	2.5	27	138	.3	2.0	64	309	.6	2.7	40	193	.4	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

Women 25-54																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VTEL-AM																			
SU '97	* 3	46	.1	* 5	41	.4	* 6	21	.1	.5	12	27	.1	.5	* 6	13	.1	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																			
SU '97	11	87	.1	8	58	.1	.6	15	33	.1	1.2	13	42	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SU '97	95	1115	.9	75	846	.7	5.3	53	166	.5	4.3	97	392	.9	3.9	107	267	1.0	6.2
4-Book	116	1171	1.1	85	858	.8	6.1	61	198	.6	4.5	138	404	1.3	5.9	104	279	.9	6.4
WVDB-FM																			
SU '97	63	752	.6	35	423	.3	2.5	35	135	.3	2.9	37	86	.3	1.5	18	66	.2	1.0
4-Book	69	777	.7	35	460	.3	2.6	36	117	.3	2.7	37	114	.3	1.6	22	72	.2	1.3
WVJZ-AM																			
SU '97	5	34	.2	4	15	.3		6	7	.1	.5	9	15	.1	.4	9	15	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																			
SU '97	147	1235	1.3	69	813	.6	4.9	63	219	.6	5.1	154	456	1.4	6.1	88	295	.8	5.1
4-Book	128	1116	1.2	72	774	.7	5.2	73	242	.7	5.3	141	404	1.3	5.9	88	301	.8	5.3
WYSP-FM																			
SU '97	117	1458	1.1	24	608	.2	1.7	17	57	.2	1.4	60	243	.5	2.4	37	146	.3	2.1
4-Book	107	1383	1.0	26	613	.3	1.9	22	91	.2	1.6	44	228	.4	1.9	43	184	.4	2.6
WYXR-FM																			
SU '97	172	2220	1.6	84	1243	.8	6.0	94	343	.8	7.7	166	541	1.5	6.6	119	455	1.1	6.9
4-Book	176	2011	1.6	75	1205	.7	5.4	69	297	.6	5.2	144	517	1.3	6.1	110	438	1.0	6.6
WZZD-AM																			
SU '97	11	176	.1	4	64	.3						3	24	.1		**	8	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																			
SU '97	5	126	.2	2	33	.1		3	9	.2		5	26	.2		1	7	**	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																			
SU '97	13	183	.1	3	80	.2		7	7	.1		4	15	.2		3	12		.2
4-Book	18	160	.2	6	86	.1	.4	7	19	.1	.5	11	30	.1	.5	3	12		.2
WJBR-FM																			
SU '97	25	241	.2	7	133	.1	.5	10	38	.1	.8	16	49	.1	.6	5	23		.3
4-Book	26	297	.2	9	165	.1	.6	8	36	.1	.6	17	59	.1	.7	10	40	.1	.6
WKXV-FM																			
SU '97	30	451	.3	19	243	.2	1.3	24	60	.2	2.0	47	101	.4	1.9	10	49	.1	.6
4-Book	29	426	.3	14	205	.1	1.0	17	55	.2	1.3	28	78	.2	1.2	16	58	.2	1.0
WPST-FM																			
SU '97	44	928	.4	33	585	.3	2.3	14	105	.1	1.1	81	290	.7	3.2	37	174	.3	2.1
4-Book	42	695	.4	17	392	.2	1.2	10	67	.1	.8	35	172	.3	1.4	21	122	.2	1.3
WRDR-FM																			
SU '97	2	47	.1	2	35	.1		1	9	.1		1	6			4	15		.2
4-Book	4	68	.2	2	38	.2		2	9	.1		3	19	.1		4	17		.2
WSTW-FM																			
SU '97	13	322	.1	6	193	.1	.4	2	18	.2		10	80	.1	.4	12	26	.1	.7
4-Book	19	281	.2	6	152	.1	.4	9	34	.1	.6	6	52	.1	.3	7	29	.1	.4
TOTALS																			
SU '97	2761	10723	24.9	1408	9135	12.7		1227	3613	11.1		2506	5943	22.6		1722	4504	15.6	
4-Book	2772	10702	25.1	1382	9200	12.5		1358	3991	12.3		2366	5933	21.4		1656	4511	15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	26	211	.2	2.9	116	522	1.0	10.4	37	261	.3	2.2	44	206	.4	3.6	27	181	.2	3.3
4-Book	24	164	.2	2.8	130	560	1.2	11.9	44	262	.4	2.7	33	185	.3	2.7	26	154	.2	3.2
WBEB-FM																				
SU '97	51	210	.5	5.7	53	201	.5	4.7	102	347	.9	6.1	51	168	.5	4.2	35	150	.3	4.2
4-Book	55	244	.5	6.5	65	243	.6	5.9	111	404	1.0	6.7	82	277	.8	6.7	38	175	.4	4.7
WDAS-AM																				
SU '97	5	9	.1	.6	91	209	.8	8.1	66	170	.6	4.0	13	23	.1	1.1	5	7	.1	.6
4-Book	6	18	.1	.7	91	212	.8	8.2	69	169	.6	4.1	27	57	.2	2.2	10	33	.1	1.2
WDAS-FM																				
SU '97	112	289	1.0	12.6	73	169	.7	6.5	73	253	.7	4.4	109	225	1.0	9.0	211	444	1.9	25.5
4-Book	106	304	1.0	12.5	62	163	.6	5.6	84	266	.8	5.1	90	224	.8	7.5	200	378	1.8	25.1
WFLN-FM																				
SU '97	12	48	.1	1.3	15	83	.1	1.3	36	131	.3	2.2	18	59	.2	1.5	6	29	.1	.7
4-Book	17	70	.2	2.0	23	92	.2	2.1	44	164	.4	2.7	33	104	.3	2.8	12	52	.2	1.5
WHAT-AM																				
SU '97	2	8	.1	.2	24	51	.2	2.1	33	96	.3	2.0	15	46	.1	1.2	8	8	.1	1.0
4-Book	11	27	.1	1.2	32	76	.3	2.9	26	77	.2	1.6	19	36	.2	1.4	9	20	.1	1.1
WIOQ-FM																				
SU '97	40	211	.4	4.5	34	130	.3	3.0	104	381	.9	6.3	92	281	.8	7.6	44	146	.4	5.3
4-Book	44	193	.4	5.2	21	88	.2	1.9	79	354	.7	4.8	56	231	.5	4.6	33	143	.3	4.1
VIP -AM																				
SU '97	3	16	.1	.3	5	42	.1	.4	14	54	.1	.8	3	23	.1	.2	4	25	.1	.5
4-Book	6	32	.1	.7	9	37	.1	.8	15	73	.1	.9	16	60	.1	1.3	6	31	.1	.7
WJJZ-FM																				
SU '97	77	222	.7	8.6	31	104	.3	2.8	117	264	1.1	7.0	89	239	.8	7.3	45	145	.4	5.4
4-Book	65	201	.6	7.5	39	136	.4	3.6	93	272	.9	5.6	77	228	.7	6.4	43	161	.4	5.4
WMGK-FM																				
SU '97	70	253	.6	7.8	23	126	.2	2.1	87	426	.8	5.2	91	325	.8	7.5	39	171	.4	4.7
4-Book	43	206	.4	5.0	30	137	.3	2.7	82	374	.7	4.9	68	269	.6	5.6	32	162	.3	4.1
WMMR-FM																				
SU '97	28	124	.3	3.1	20	88	.2	1.8	47	190	.4	2.8	41	185	.4	3.4	21	104	.2	2.5
4-Book	21	101	.2	2.5	31	122	.3	2.9	50	248	.5	3.0	39	181	.4	3.3	17	96	.2	2.1
WNAP-AM																				
SU '97	**	**	**	**	* 18	32	.2	1.6	9	38	.1	.5	5	7	.1	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '97	79	308	.7	8.9	107	320	1.0	9.6	107	401	1.0	6.4	66	288	.6	5.4	70	234	.6	8.5
4-Book	79	282	.7	9.3	68	238	.6	6.2	118	446	1.1	7.1	87	308	.8	7.1	60	204	.5	7.5
WPEN-AM																				
SU '97	9	33	.1	1.0	15	50	.1	1.3	22	75	.2	1.3	14	40	.1	1.2	9	32	.1	1.1
4-Book	6	22	.1	.7	10	37	.1	.9	19	59	.2	1.1	15	34	.1	1.2	9	24	.1	1.1
+WPHI-FM																				
SU '97	54	141	.5	6.1	18	42	.2	1.6	28	115	.3	1.7	36	111	.3	3.0	22	79	.2	2.7
4-Book	34	117	.3	4.0	17	47	.2	1.5	30	141	.3	1.8	28	101	.3	2.3	16	56	.2	2.1
+WPHT-AM																				
SU '97	5	22	.1	.6	8	25	.1	.7	8	38	.1	.5	6	23	.1	.5	3	15	.1	.4
4-Book	2	14	.1	.2	2	6	.1	.2	5	22	.1	.3	6	19	.1	.5	3	12	.1	.4
WPLY-FM																				
SU '97	23	142	.2	2.6	19	98	.2	1.7	51	249	.5	3.1	44	213	.4	3.6	17	92	.2	2.1
4-Book	22	105	.2	2.6	20	91	.2	1.8	51	224	.5	3.1	39	181	.4	3.3	13	76	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	8 **	.2 **	.2 **	2 **	8 **	.1 **	.1 **	* **	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	4 **	7 **	.4 **	.4 **	13 **	26 **	.1 **	1.2 **	14 **	49 **	.1 **	.8 **	4 **	16 **	.3 **	.3 **	3 **	7 **	.4 **	.4 **
WUSL-FM SU '97 4-Book	73 77	237 240	.7 .7	8.2 9.2	53 53	200 163	.5 .5	4.7 4.9	74 96	264 271	.7 .9	4.5 5.8	90 74	242 187	.8 .7	7.4 6.2	52 63	134 132	.5 .6	6.3 7.9
WWDB-FM SU '97 4-Book	22 14	74 60	.2 .2	2.5 1.6	52 43	182 153	.5 .4	4.7 3.9	86 87	202 194	.8 .8	5.2 5.2	11 23	46 74	.1 .2	.9 2.0	13 16	46 61	.1 .1	1.6 2.0
WVJZ-AM SU '97 4-Book	1 **	7 **	.1 **	.1 **	**	**	**	**	2 **	7 **	.1 **	.1 **	7 **	7 **	.1 **	.6 **	3 **	7 **	.4 **	.4 **
WXTU-FM SU '97 4-Book	26 31	86 153	.2 .3	2.9 3.7	46 52	147 176	.4 .5	4.1 4.7	77 98	314 332	.7 .9	4.6 5.9	68 63	222 212	.6 .6	5.6 5.2	24 22	119 104	.2 .2	2.9 2.8
WYSP-FM SU '97 4-Book	17 16	92 84	.2 .2	1.9 1.9	1 8	16 32	.1 .1	.7 .7	27 31	212 196	.2 .3	1.6 1.9	25 32	115 144	.2 .3	2.1 2.7	6 11	71 72	.1 .1	.7 1.4
WYXR-FM SU '97 4-Book	43 32	184 185	.4 .3	4.8 3.7	36 38	164 184	.3 .4	3.2 3.4	98 101	436 434	.9 .9	5.9 6.1	74 71	322 309	.7 .7	6.1 5.9	39 33	218 182	.4 .3	4.7 4.2
WZZD-AM SU '97 4-Book	**	**	**	**	15 **	30 **	.1 **	1.3 **	1 **	8 **	.1 **	.1 **	6 **	21 **	.1 **	.5 **	8 **	19 **	.1 **	1.0 **
WCHR-FM SU '97 4-Book	**	**	**	**	5 **	9 **	.4 **	.4 **	1 **	10 **	.1 **	.1 **	2 **	7 **	.2 **	.2 **	2 **	10 **	.2 **	.2 **
WFNZ-FM SU '97 4-Book	3	14	.3	.3	7 9	24 29	.1 .1	.6 .9	4 6	32 31	.2 .4	.2 .4	5 7	23 23	.4 .5	.4 .5	3 3	8 13	.4 .5	.4 .5
WJBR-FM SU '97 4-Book	1 6	7 27	.1 .1	.1 .7	4 4	30 25	.4 .1	.4 .4	10 11	47 44	.1 .1	.6 .7	2 6	22 29	.2 .1	.2 .5	6 7	14 29	.1 .1	.7 .9
WKXV-FM SU '97 4-Book	1 5	15 25	.1 .1	.6 .6	29 11	85 41	.3 .1	2.6 1.0	33 17	116 65	.3 .2	2.0 1.0	7 11	34 40	.1 .1	.6 .9	5 5	7 22	.1 .1	.7 .7
WPST-FM SU '97 4-Book	19 11	117 65	.2 .1	2.1 1.3	16 10	85 56	.1 .1	1.4 .9	52 24	214 119	.5 .2	3.1 1.4	26 12	126 69	.2 .1	2.1 .9	13 8	35 40	.1 .1	1.6 1.0
WRDR-FM SU '97 4-Book	2 1	4 4	.2 .1	.2 .1	2 2	6 9	.2 .2	.2 .2	6 2	15 6	.1 .1	.4 .1	1 1	5 5	.1 .1	.1 .1	3 3	9 9	.4 .4	.4 .4
WSTV-FM SU '97 4-Book	9 4	45 28	.1 .1	1.0 .4	2 6	28 21	.2 .1	.2 .5	6 7	43 36	.1 .1	.4 .4	5 6	35 31	.4 .5	.4 .5	1 3	7 18	.1 .3	.1 .3
TOTALS SU '97 4-Book	892 850	2959 2842	8.1 7.7	8.1 7.7	1117 1099	3256 3301	10.1 9.9	10.1 9.9	1660 1662	4702 4778	15.0 15.0	15.0 15.0	1212 1208	3311 3393	11.0 10.9	11.0 10.9	827 796	2444 2371	7.5 7.2	7.5 7.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	113	3118	1.2	6.6	325	2293	3.4	12.7	77	1143	.8	3.1	110	1361	1.1	5.6	34	598	.4	5.0
SP '97	111	3181	1.2	6.4	346	2262	3.6	12.5	60	1007	.6	2.4	90	1264	.9	4.5	34	611	.4	5.0
WI '97	135	3561	1.4	8.1	420	2614	4.4	15.9	80	1110	.8	3.4	123	1427	1.3	6.4	40	673	.4	6.7
FA '96	143	3489	1.5	8.3	401	2675	4.2	14.8	99	1163	1.0	4.0	137	1608	1.4	6.9	46	708	.5	7.0
4-Book	126	3337	1.3	7.4	373	2461	3.9	14.0	79	1106	.8	3.2	115	1415	1.2	5.9	39	648	.4	5.9
SU '96	125	3304	1.3	7.3	368	2455	3.9	15.0	101	1233	1.1	3.9	108	1380	1.1	5.6	30	648	.3	4.3
WBEB-FM																				
SU '97	184	2238	1.9	10.7	234	1283	2.4	9.2	371	1342	3.9	14.8	236	1400	2.5	12.0	39	626	.4	5.7
SP '97	189	2169	2.0	10.9	270	1359	2.8	9.7	372	1252	3.9	14.9	228	1445	2.4	11.4	43	632	.4	6.4
WI '97	162	1975	1.7	9.7	219	1211	2.3	8.3	339	1236	3.5	14.5	199	1253	2.1	10.3	28	484	.3	4.7
FA '96	189	2198	2.0	11.0	288	1515	3.0	10.7	368	1344	3.8	14.7	229	1441	2.4	11.6	63	651	.7	9.6
4-Book	181	2145	1.9	10.6	253	1342	2.6	9.5	363	1294	3.8	14.7	223	1385	2.4	11.3	43	598	.5	6.6
SU '96	159	2016	1.7	9.3	182	1163	1.9	7.4	336	1299	3.5	13.0	203	1268	2.1	10.4	47	611	.5	6.7
WDAS-AM																				
SU '97	25	340	.3	1.5	38	149	.4	1.5	34	125	.4	1.4	18	109	.2	.9	2	44	.1	.3
SP '97	51	528	.5	2.9	84	294	.9	3.0	61	249	.6	2.4	36	173	.4	1.8	10	106	.1	1.5
WI '97	33	352	.3	2.0	60	185	.6	2.3	48	163	.5	2.1	18	140	.2	.9	5	58	.1	.8
FA '96	24	404	.3	1.4	54	214	.6	2.0	20	132	.2	.8	12	118	.1	.6	1	29	.1	.2
4-Book	33	406	.4	2.0	59	211	.6	2.2	41	167	.4	1.7	21	135	.2	1.1	5	59	.1	.7
SU '96	25	423	.3	1.5	51	218	.5	2.1	25	132	.3	1.0	16	113	.2	.8	8	67	.1	1.1
WDAS-FM																				
SU '97	159	1169	1.7	9.2	221	734	2.3	8.7	211	655	2.2	8.4	172	774	1.8	8.7	105	612	1.1	15.4
SP '97	124	1211	1.3	7.1	160	640	1.7	5.8	154	720	1.6	6.2	145	766	1.5	7.3	89	555	.9	13.2
WI '97	136	1317	1.4	8.1	182	776	1.9	6.9	192	696	2.0	8.2	152	825	1.6	7.9	71	540	.7	11.9
FA '96	125	1147	1.3	7.2	159	683	1.7	5.9	172	623	1.8	6.9	140	729	1.5	7.1	75	539	.8	11.5
4-Book	136	1211	1.4	7.9	181	708	1.9	6.8	182	674	1.9	7.4	152	774	1.6	7.8	85	562	.9	13.0
SU '96	121	1180	1.3	7.1	148	632	1.6	6.0	163	679	1.7	6.3	128	588	1.4	6.6	76	509	.8	10.9
WFLN-FM																				
SU '97	53	762	.6	3.1	60	362	.6	2.4	86	402	.9	3.4	82	482	.9	4.2	21	234	.2	3.1
SP '97	48	935	.5	2.8	63	496	.7	2.3	76	472	.8	3.0	58	485	.6	2.9	23	264	.2	3.4
WI '97	64	1004	.7	3.8	83	561	.9	3.1	96	474	1.0	4.1	73	584	.8	3.8	33	289	.3	5.5
FA '96	66	1077	.7	3.8	86	528	.9	3.2	90	543	.9	3.6	70	615	.7	3.5	34	338	.4	5.2
4-Book	58	945	.6	3.4	73	487	.8	2.8	87	473	.9	3.5	71	542	.8	3.6	28	281	.3	4.3
SU '96	48	852	.5	2.8	50	383	.5	2.0	75	453	.8	2.9	67	502	.7	3.4	30	286	.3	4.3
WHAT-AM																				
SU '97	26	242	.3	1.5	33	120	.3	1.3	31	120	.3	1.2	23	105	.2	1.2	15	76	.2	2.2
SP '97	53	403	.6	3.0	115	256	1.2	4.1	44	165	.5	1.8	37	147	.4	1.9	30	134	.3	4.5
WI '97	24	362	.3	1.4	63	170	.7	2.4	12	99	.1	.5	13	111	.1	.7	9	36	.1	1.5
FA '96	32	266	.3	1.9	77	195	.8	2.8	37	130	.4	1.5	21	107	.2	1.1	11	72	.1	1.7
4-Book	34	318	.4	2.0	72	185	.8	2.7	31	129	.3	1.3	24	118	.2	1.2	16	80	.2	2.5
SU '96	34	239	.4	2.0	62	146	.7	2.5	45	135	.5	1.7	38	125	.4	2.0	14	75	.1	2.0
W100-FM																				
SU '97	48	1221	.5	2.8	49	474	.5	1.9	70	605	.7	2.8	65	664	.7	3.3	18	320	.2	2.6
SP '97	45	943	.5	2.6	66	481	.7	2.4	76	571	.8	3.0	58	512	.6	2.9	11	272	.1	1.6
WI '97	54	1187	.6	3.2	74	577	.8	2.8	77	522	.8	3.3	68	728	.7	3.5	26	406	.3	4.3
FA '96	47	1048	.5	2.7	62	494	.6	2.3	75	475	.8	3.0	65	612	.7	3.3	16	289	.2	2.4
4-Book	49	1100	.5	2.8	63	507	.7	2.4	75	543	.8	3.0	64	629	.7	3.3	18	322	.2	2.7
SU '96	42	999	.4	2.5	55	418	.6	2.2	68	539	.7	2.6	57	564	.6	2.9	21	312	.2	3.0
WIP -AM																				
SU '97	18	425	.2	1.0	58	278	.6	2.3	19	178	.2	.8	8	93	.1	.4	5	61	.1	.7
SP '97	28	659	.3	1.6	60	298	.6	2.2	35	199	.4	1.4	28	237	.3	1.4	10	175	.1	1.5
WI '97	20	544	.2	1.2	44	277	.5	1.7	18	167	.2	.8	32	244	.3	1.7	5	95	.1	.8
FA '96	14	454	.1	.8	32	197	.3	1.2	12	158	.1	.5	16	175	.2	.8	4	93	.1	.6
4-Book	20	521	.2	1.2	49	263	.5	1.9	21	176	.2	.9	21	187	.2	1.1	6	106	.1	.9
SU '96	13	297	.1	.8	34	190	.4	1.4	12	105	.1	.5	13	131	.1	.7	5	70	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																				
SU '97	109	1421	1.1	6.3	113	621	1.2	4.4	173	775	1.8	6.9	151	900	1.6	7.7	64	531	.7	9.4
SP '97	110	1531	1.1	6.3	120	821	1.3	4.3	174	819	1.8	7.0	156	911	1.6	7.8	56	609	.6	8.3
WI '97	99	1420	1.0	5.9	108	657	1.1	4.1	158	658	1.6	6.8	136	802	1.4	7.1	46	448	.5	7.7
FA '96	126	1505	1.3	7.3	135	729	1.4	5.0	228	801	2.4	9.1	134	900	1.4	6.8	68	531	.7	10.4
4-Book	111	1469	1.1	6.5	119	707	1.3	4.5	183	763	1.9	7.5	144	878	1.5	7.4	59	530	.6	9.0
SU '96	110	1264	1.2	6.4	106	588	1.1	4.3	195	754	2.1	7.5	134	753	1.4	6.9	55	474	.6	7.9
WMGK-FM																				
SU '97	66	1379	.7	3.8	71	616	.7	2.8	115	759	1.2	4.6	92	873	1.0	4.7	24	410	.3	3.5
SP '97	59	1262	.6	3.4	57	627	.6	2.1	98	715	1.0	3.9	80	736	.8	4.0	25	417	.3	3.7
WI '97	50	1108	.5	3.0	63	555	.7	2.4	81	511	.8	3.5	65	586	.7	3.4	17	340	.2	2.8
FA '96	66	1203	.7	3.8	85	663	.9	3.1	135	582	1.4	5.4	77	668	.8	3.9	16	313	.2	2.4
4-Book	60	1238	.6	3.5	69	615	.7	2.6	107	642	1.1	4.4	79	716	.8	4.0	21	370	.3	3.1
SU '96	73	1179	.8	4.3	87	631	.9	3.5	128	694	1.4	5.0	98	715	1.0	5.0	23	402	.2	3.3
WMMR-FM																				
SU '97	34	790	.4	2.0	42	310	.4	1.6	80	358	.8	3.2	39	427	.4	2.0	5	143	.1	.7
SP '97	52	912	.5	3.0	90	499	.9	3.2	96	472	1.0	3.8	64	519	.7	3.2	13	250	.1	1.9
WI '97	49	866	.5	2.9	67	452	.7	2.5	86	463	.9	3.7	58	522	.6	3.0	15	260	.2	2.5
FA '96	51	801	.5	3.0	73	457	.8	2.7	101	429	1.1	4.0	65	461	.7	3.3	5	188	.1	.8
4-Book	47	842	.5	2.7	68	430	.7	2.5	91	431	1.0	3.7	57	482	.6	2.9	10	210	.1	1.5
SU '96	44	937	.5	2.6	70	474	.7	2.8	73	488	.8	2.8	40	472	.4	2.1	11	268	.1	1.6
WNAP-AM																				
SU '97	* 18	127	.2	1.0	* 17	78	.2	.7	23	80	.2	.9	17	43	.2	.9	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	11	116	.1	.7	9	55	.1	.3	9	60	.1	.4	14	61	.1	.7	**	**	**	**
FA '96	5	107	.1	.3	6	54	.1	.2	3	40	.1	.1	1	18	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	16	139	.2	.9	10	68	.1	.4	23	83	.2	.9	17	70	.2	.9	**	**	**	**
WGL-FM																				
SU '97	139	2471	1.4	8.1	166	1277	1.7	6.5	235	1389	2.5	9.4	155	1474	1.6	7.9	52	717	.5	7.6
SP '97	144	2295	1.5	8.3	190	1223	2.0	6.9	230	1115	2.4	9.2	157	1314	1.6	7.9	54	714	.6	8.0
WI '97	127	2229	1.3	7.6	165	1189	1.7	6.3	208	1060	2.2	8.9	157	1382	1.6	8.1	39	569	.4	6.5
FA '96	142	2253	1.5	8.2	179	1231	1.9	6.6	208	1287	2.2	8.3	169	1390	1.8	8.6	60	725	.6	9.2
4-Book	138	2312	1.4	8.1	175	1230	1.8	6.6	220	1213	2.3	9.0	160	1390	1.7	8.1	51	681	.5	7.8
SU '96	194	2473	2.0	11.4	217	1345	2.3	8.8	305	1429	3.2	11.8	241	1428	2.5	12.4	72	737	.8	10.3
WPEN-AM																				
SU '97	52	649	.5	3.0	78	401	.8	3.1	56	309	.6	2.2	73	336	.8	3.7	22	177	.2	3.2
SP '97	43	640	.4	2.5	95	360	1.0	3.4	54	355	.6	2.2	37	297	.4	1.9	8	153	.1	1.2
WI '97	43	616	.4	2.6	65	347	.7	2.5	70	381	.7	3.0	44	320	.5	2.3	9	117	.1	1.5
FA '96	61	673	.6	3.5	78	377	.8	2.9	108	447	1.1	4.3	72	373	.8	3.6	18	177	.2	2.8
4-Book	50	645	.5	2.9	79	371	.8	3.0	72	373	.8	2.9	57	332	.6	2.9	14	156	.2	2.2
SU '96	60	652	.6	3.5	96	358	1.0	3.9	91	361	1.0	3.5	58	359	.6	3.0	18	205	.2	2.6
+WPHT-FM																				
SU '97	16	389	.2	.9	12	144	.1	.5	9	133	.1	.4	18	165	.2	.9	15	166	.2	2.2
SP '97	19	402	.2	1.1	21	157	.2	.8	31	185	.3	1.2	26	191	.3	1.3	13	136	.1	1.9
WI '97	13	278	.1	.8	10	83	.1	.4	17	107	.2	.7	16	148	.2	.8	9	119	.1	1.5
FA '96	7	258	.1	.4	6	103	.1	.2	9	105	.1	.4	10	150	.1	.5	3	66	.1	.5
4-Book	14	332	.2	.8	12	122	.1	.5	17	133	.2	.7	18	164	.2	.9	10	122	.1	1.5
SU '96	9	339	.1	.5	13	128	.1	.5	11	150	.1	.4	11	158	.1	.6	5	102	.1	.7
+WPHT-AM																				
SU '97	10	334	.1	.6	6	80	.1	.2	17	120	.2	.7	14	165	.1	.7	7	88	.1	1.0
SP '97	8	280	.1	.5	5	56	.1	.2	12	116	.1	.5	6	60	.1	.3	9	80	.1	1.3
WI '97	7	186	.1	.4	10	86	.1	.4	4	72	.2	.2	18	92	.2	.9	5	34	.1	.8
FA '96	6	226	.1	.3	15	104	.2	.6	3	56	.1	.1	6	60	.1	.3	3	48	.1	.5
4-Book	8	257	.1	.5	9	82	.1	.4	9	91	.1	.4	11	94	.1	.6	6	63	.1	.9
SU '96	10	269	.1	.6	9	55	.1	.4	10	71	.1	.4	10	76	.1	.5	16	134	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	19	699	.2	1.1	33	285	.3	1.3	25	313	.3	1.0	23	345	.2	1.2	8	164	.1	1.2
SP '97	10	436	.1	.6	21	185	.2	.8	13	136	.1	.5	8	136	.1	.4	2	57		.3
WI '97	14	538	.1	.8	33	296	.3	1.3	9	143	.1	.4	17	247	.2	.9	4	112		.7
FA '96	19	615	.2	1.1	39	314	.4	1.4	22	216	.2	.9	22	292	.2	1.1	8	122	.1	1.2
4-Book	16	572	.2	.9	32	270	.3	1.2	17	202	.2	.7	18	255	.2	.9	6	114	.1	.9
SU '96	26	709	.3	1.5	27	254	.3	1.1	49	361	.5	1.9	34	415	.4	1.7	10	202	.1	1.4
WTEL-AM																				
SU '97	* 7	55	.1	.4	* 11	26	.1	.4	7	27	.1	.3	* 7	10	.1	.4				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97	7	68	.1	.4	8	47	.1	.3	9	41	.1	.4	2	33		.1	2	7		.3
SP '97	12	105	.1	.7	16	56	.2	.6	16	60	.2	.6	14	80	.1	.7	5	70	.1	.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	42	837	.4	2.4	53	335	.6	2.1	47	324	.5	1.9	47	418	.5	2.4	28	347	.3	4.1
SP '97	35	660	.4	2.0	49	329	.5	1.8	55	295	.6	2.2	36	323	.4	1.8	21	192	.2	3.1
WI '97	48	922	.5	2.9	52	434	.5	2.0	54	389	.6	2.3	63	473	.7	3.3	33	358	.3	5.5
FA '96	49	899	.5	2.8	58	467	.6	2.1	64	449	.7	2.6	62	406	.6	3.1	23	261	.2	3.5
4-Book	44	830	.5	2.5	53	391	.6	2.0	55	364	.6	2.3	52	405	.6	2.7	26	290	.3	4.1
SU '96	57	839	.6	3.3	49	417	.5	2.0	75	455	.8	2.9	63	421	.7	3.2	46	335	.5	6.6
WWDB-FM																				
SU '97	74	1273	.8	4.3	109	609	1.1	4.3	104	632	1.1	4.1	73	501	.8	3.7	35	347	.4	5.1
SP '97	71	1165	.7	4.1	99	491	1.0	3.6	80	476	.8	3.2	118	768	1.2	5.9	33	375	.3	4.9
WI '97	100	1398	1.0	6.0	132	627	1.4	5.0	126	666	1.3	5.4	140	778	1.5	7.3	46	398	.5	7.7
FA '96	81	1250	.8	4.7	119	613	1.2	4.4	97	555	1.0	3.9	111	670	1.2	5.6	36	313	.4	5.5
4-Book	82	1272	.8	4.8	115	585	1.2	4.3	102	582	1.1	4.2	111	679	1.2	5.6	38	358	.4	5.8
SU '96	58	973	.6	3.4	81	402	.9	3.3	88	505	.9	3.4	59	409	.6	3.0	32	361	.3	4.6
WWJZ-AM																				
SU '97	5	55	.1	.3	2	30		.1	5	23	.1	.2	9	30	.1	.5	3	21		.4
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	27		.1						7				18						
FA '96	3	65		.2	2	24		.1	5	32	.1	.2	3	40		.2		10		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	3	54		.2	1	8			9	40	.1	.3	3	29		.2		7		
WXTU-FM																				
SU '97	96	1263	1.0	5.6	133	724	1.4	5.2	139	686	1.4	5.5	120	845	1.3	6.1	32	396	.3	4.7
SP '97	98	1078	1.0	5.6	144	657	1.5	5.2	135	666	1.4	5.4	121	774	1.3	6.1	32	370	.3	4.7
WI '97	96	1151	1.0	5.7	150	689	1.6	5.7	119	648	1.2	5.1	108	771	1.1	5.6	30	409	.3	5.0
FA '96	78	1059	.8	4.5	118	650	1.2	4.4	100	592	1.0	4.0	105	693	1.1	5.3	21	326	.2	3.2
4-Book	92	1138	1.0	5.4	136	680	1.4	5.1	123	648	1.3	5.0	114	771	1.2	5.8	29	375	.3	4.4
SU '96	97	1185	1.0	5.7	145	705	1.5	5.9	147	612	1.6	5.7	112	739	1.2	5.8	36	358	.4	5.1
WYSP-FM																				
SU '97	34	898	.4	2.0	139	583	1.4	5.4	31	357	.3	1.2	13	194	.1	.7	4	81		.6
SP '97	39	833	.4	2.2	143	562	1.5	5.2	32	297	.3	1.3	25	247	.3	1.3	16	121	.2	2.4
WI '97	28	715	.3	1.7	116	521	1.2	4.4	23	264	.2	1.0	12	189	.1	.6	4	100		.7
FA '96	24	830	.3	1.4	66	370	.7	2.4	27	228	.3	1.1	19	174	.2	1.0	5	124	.1	.8
4-Book	31	819	.4	1.8	116	509	1.2	4.4	28	287	.3	1.2	17	201	.2	.9	7	107	.1	1.1
SU '96	29	787	.3	1.7	101	549	1.1	4.1	29	280	.3	1.1	14	166	.1	.7	6	67	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	73	1479	.8	4.2	97	758	1.0	3.8	105	798	1.1	4.2	93	956	1.0	4.7	35	500	.4	5.1
SP '97	90	1422	.9	5.2	130	788	1.4	4.7	156	773	1.6	6.2	128	890	1.3	6.4	22	467	.2	3.3
WI '97	57	1259	.6	3.4	85	616	.9	3.2	87	625	.9	3.7	63	712	.7	3.3	22	408	.2	3.7
FA '96	76	1370	.8	4.4	104	811	1.1	3.8	122	772	1.3	4.9	106	969	1.1	5.4	25	443	.3	3.8
4-Book	74	1383	.8	4.3	104	743	1.1	3.9	118	742	1.2	4.8	98	882	1.0	5.0	26	455	.3	4.0
SU '96	81	1439	.9	4.7	117	830	1.2	4.8	139	794	1.5	5.4	99	818	1.0	5.1	29	468	.3	4.1
WZZD-AM																				
SU '97	8	184	.1	.5	9	61	.1	.4	18	120	.2	.7	5	66	.1	.3	3	42		.4
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97	6	151	.1	.3	11	90	.1	.4	9	64	.1	.4	8	94	.1	.4	1	50		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	158	.1	.4	20	99	.2	.7	6	78	.1	.2	6	58	.1	.3	3	50		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97	16	249	.2	.9	20	147	.2	.8	33	164	.3	1.3	16	157	.2	.8	2	37		.3
SP '97	15	181	.2	.9	18	103	.2	.6	30	84	.3	1.2	17	102	.2	.9	4	52		.6
WI '97	24	260	.3	1.4	29	130	.3	1.1	54	142	.6	2.3	27	153	.3	1.4	4	62		.7
FA '96	24	208	.3	1.4	30	127	.3	1.1	50	154	.5	2.0	25	126	.3	1.3	3	45		.5
4-Book	20	225	.3	1.2	24	127	.3	.9	42	136	.4	1.7	21	135	.3	1.1	3	49		.5
SU '96	10	148	.1	.6	15	47	.2	.6	21	47	.2	.8	14	78	.1	.7	1	32		.1
WJBR-FM																				
SU '97	13	225	.1	.8	24	85	.3	.9	27	115	.3	1.1	12	127	.1	.6	2	47		.3
SP '97	15	313	.2	.9	22	155	.2	.8	28	130	.3	1.1	19	139	.2	1.0	1	36		1.1
WI '97	11	245	.1	.7	10	87	.1	.4	21	107	.2	.9	17	103	.2	.9	6	81		1.0
FA '96	15	287	.2	.9	32	180	.3	1.2	26	106	.3	1.0	16	159	.2	.8	2	48		.3
4-Book	14	268	.2	.8	22	127	.2	.8	26	115	.3	1.0	16	132	.2	.8	3	53		.4
SU '96	25	348	.3	1.5	18	155	.2	.7	34	197	.4	1.3	36	165	.4	1.9	20	146		2.9
WKXV-FM																				
SU '97	23	531	.2	1.3	36	245	.4	1.4	37	250	.4	1.5	27	299	.3	1.4	6	134		.9
SP '97	19	452	.2	1.1	31	213	.3	1.1	32	210	.3	1.3	22	254	.2	1.1	8	99		1.2
WI '97	23	444	.2	1.4	36	222	.4	1.4	28	203	.3	1.2	28	270	.3	1.5	6	68		1.0
FA '96	16	343	.2	.9	38	120	.4	1.4	27	199	.3	1.1	21	180	.2	1.1	1	40		.2
4-Book	20	443	.2	1.2	35	200	.4	1.3	31	216	.3	1.3	25	251	.3	1.3	5	85		.8
SU '96	12	406	.1	.7	20	214	.2	.8	17	172	.2	.7	19	220	.2	1.0	5	136		.7
WPST-FM																				
SU '97	12	451	.1	.7	10	128	.1	.4	22	250	.2	.9	11	179	.1	.6	2	67		.3
SP '97	7	303	.1	.4	12	131	.1	.4	11	138	.1	.4	10	156	.1	.5	3	66		.4
WI '97	8	287	.1	.5	12	152	.1	.5	13	132	.1	.6	12	161	.1	.6	2	72		.3
FA '96	11	340	.1	.6	17	135	.2	.6	19	90	.2	.8	18	178	.2	.9	3	57		.5
4-Book	10	345	.1	.6	13	137	.1	.5	16	153	.2	.7	13	169	.1	.7	3	66		.4
SU '96	14	384	.1	.8	22	136	.2	.9	26	219	.3	1.0	17	238	.2	.9	3	78		.4
WRDR-FM																				
SU '97	6	126	.1	.3	7	50	.1	.3	11	76	.1	.4	5	68	.1	.3	3	40		.4
SP '97	15	216	.2	.9	17	113	.2	.6	23	136	.2	.9	16	134	.2	.8	4	49		.6
WI '97	7	117	.1	.4	13	58	.1	.5	6	34	.1	.3	7	76	.1	.4	5	27		.8
FA '96	5	147	.1	.3	3	36		.1	6	70	.1	.2	6	62	.1	.3	2	32		.3
4-Book	8	152	.1	.5	10	64	.1	.4	12	79	.1	.5	9	85	.1	.5	4	37		.5
SU '96	6	99	.1	.4	11	20	.1	.4	9	60	.1	.3	2	30		.1	1	21		.1

** Station(s) not reported this survey.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '97	5	222	.1	.3	8	87	.1	.3	10	89	.1	.4	5	85	.1	.3	1	36		.1
SP '97	2	112		.1	1	24			3	48		.1	6	58		.1	1	33		.1
WI '97	5	163	.1	.3	9	58	.1	.3	10	76	.1	.4	4	93	.2	.2	2	51		.3
FA '96	3	112		.2	5	62	.1	.2	5	52	.1	.2	3	57		.2	1	15		.2
4-Book	4	152	.1	.2	6	58	.1	.2	7	66	.1	.3	5	73	.1	.3	1	34		.2
SU '96	8	193	.1	.5	11	116	.1	.4	18	98	.2	.7	9	111	.1	.5	2	55		.3
TOTALS																				
SU '97	1722	9343	18.0		2551	8418	26.6		2510	7723	26.2		1968	8202	20.5		682	5404	7.1	
SP '97	1740	9418	18.1		2773	8592	28.9		2500	7364	26.1		2000	8173	20.9		674	5363	7.0	
WI '97	1670	9282	17.4		2638	8404	27.5		2340	7056	24.4		1929	7986	20.1		598	4891	6.2	
FA '96	1726	9327	18.0		2702	8522	28.2		2500	7486	26.1		1975	8151	20.6		654	5149	6.8	
4-Book	1715	9343	17.9		2666	8484	27.8		2463	7407	25.7		1968	8128	20.5		652	5202	6.8	
SU '96	1708	9234	18.0		2457	8217	26.0		2585	7662	27.3		1944	7914	20.5		700	5096	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '97	163	2894	1.7	6.9	78	1727	.8	6.1	210	876	2.2	16.5	88	479	.9	4.0	49	272	.5	3.3
4-Book	181	3072	1.9	7.6	87	1812	.9	7.0	227	926	2.4	16.2	92	468	1.0	4.4	64	325	.7	4.5
WBEB-FM																				
SU '97	287	1962	3.0	12.2	98	1131	1.0	7.6	87	295	.9	6.8	201	537	2.1	9.2	136	376	1.4	9.3
4-Book	286	1908	3.0	12.0	87	1073	.9	6.9	94	315	1.0	6.7	174	520	1.8	8.3	101	347	1.1	7.1
WDAS-AM																				
SU '97	30	197	.3	1.3	32	287	.3	2.5	9	23	.1	.7	23	39	.2	1.1	12	30	.1	.8
4-Book	40	267	.4	1.7	41	351	.4	3.3	31	72	.4	2.1	29	61	.3	1.4	14	35	.2	1.0
WDAS-FM																				
SU '97	202	1024	2.1	8.6	119	770	1.2	9.2	72	228	.8	5.7	199	407	2.1	9.1	156	329	1.6	10.6
4-Book	173	1050	1.8	7.3	106	807	1.1	8.4	83	241	.9	5.9	172	374	1.8	8.2	137	315	1.4	9.7
WFLN-FM																				
SU '97	77	662	.8	3.3	32	396	.3	2.5	28	118	.3	2.2	67	211	.7	3.1	36	105	.4	2.5
4-Book	78	793	.8	3.3	43	501	.4	3.4	35	134	.4	2.5	70	218	.7	3.3	57	161	.6	4.1
WHAT-AM																				
SU '97	29	160	.3	1.2	28	177	.3	2.2	25	71	.3	2.0	32	51	.3	1.5	12	24	.1	.8
4-Book	41	232	.5	1.7	32	218	.3	2.6	39	82	.4	2.7	42	76	.5	2.0	16	31	.2	1.1
W100-FM																				
SU '97	62	962	.6	2.6	42	623	.4	3.3	31	126	.3	2.4	80	244	.8	3.7	58	220	.6	4.0
4-Book	68	920	.7	2.9	35	543	.4	2.8	28	114	.3	2.0	71	241	.7	3.4	54	216	.6	3.9
WIP -AM																				
SU '97	28	350	.3	1.2	10	167	.1	.8	20	68	.2	1.6	18	56	.2	.8	14	43	.1	1.0
4-Book	30	387	.3	1.2	12	227	.1	1.0	17	58	.2	1.2	20	62	.2	1.0	14	50	.2	1.0
WJJZ-FM																				
SU '97	148	1211	1.5	6.3	71	737	.7	5.5	39	130	.4	3.1	99	289	1.0	4.5	80	218	.8	5.5
4-Book	152	1191	1.6	6.4	74	800	.8	5.9	65	210	.7	4.6	121	340	1.3	5.8	100	250	1.0	7.1
WMGK-FM																				
SU '97	94	1222	1.0	4.0	44	731	.5	3.4	19	66	.2	1.5	104	385	1.1	4.8	58	200	.6	4.0
4-Book	87	1056	.9	3.7	41	641	.5	3.3	37	129	.4	2.6	89	310	1.0	4.2	50	194	.5	3.6
WMMR-FM																				
SU '97	56	630	.6	2.4	15	337	.2	1.2	9	31	.1	.7	25	114	.3	1.1	19	101	.2	1.3
4-Book	73	708	.8	3.1	25	430	.3	2.0	25	93	.3	1.8	51	180	.6	2.4	35	133	.4	2.5
WNAP-AM																				
SU '97	* 19	111	.2	.8	* 14	68	.1	1.1	* 12	29	.1	.9	25	54	.3	1.1	14	26	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGGL-FM																				
SU '97	189	2108	2.0	8.0	108	1374	1.1	8.4	90	339	.9	7.1	173	572	1.8	7.9	137	477	1.4	9.4
4-Book	188	1944	2.0	7.9	109	1321	1.1	8.6	89	315	.9	6.4	196	583	2.1	9.4	132	434	1.4	9.4
WPEN-AM																				
SU '97	68	545	.7	2.9	45	435	.5	3.5	59	174	.6	4.6	90	241	.9	4.1	65	162	.7	4.4
4-Book	70	546	.7	2.9	39	390	.4	3.1	56	159	.6	4.0	89	229	.9	4.2	52	145	.6	3.7
+PHI-FM																				
SU '97	13	270	.1	.6	22	214	.2	1.7	18	48	.2	1.4	54	126	.6	2.5	30	71	.3	2.0
4-Book	16	249	.2	.7	13	174	.1	1.1	11	33	.1	.8	28	82	.3	1.4	18	54	.2	1.3
+PHT-AM																				
SU '97	12	225	.1	.5	7	119	.1	.5	12	25	.1	.9	5	24	.1	.2	7	15	.1	.5
4-Book	9	176	.1	.4	5	102	.1	.4	6	14	.1	.4	5	25	.1	.2	4	16	.1	.3
WPLY-FM																				
SU '97	27	577	.3	1.1	14	278	.1	1.1	5	38	.1	.4	26	112	.3	1.2	15	57	.2	1.0
4-Book	22	460	.2	.9	12	271	.1	1.0	7	50	.1	.5	21	108	.3	1.0	13	64	.2	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM																				
SU '97	* 8	34	.1	.3	* 3	29	.2	* 6	21	.1	.5	7	14	.1	.3	*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WURD-AM																				
SU '97	7	56	.1	.3	10	62	.1	.8	18	34	.2	1.4	25	46	.3	1.1	2	10	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
SU '97	49	611	.5	2.1	41	477	.4	3.2	22	97	.2	1.7	54	222	.6	2.5	52	125	.5	3.5
4-Book	53	665	.6	2.2	39	439	.4	3.1	27	100	.3	1.9	75	210	.8	3.5	48	127	.5	3.4
WVDB-FM																				
SU '97	96	961	1.0	4.1	62	697	.6	4.8	65	210	.7	5.1	72	194	.8	3.3	45	125	.5	3.1
4-Book	108	1017	1.1	4.6	63	704	.7	5.0	81	232	.9	5.8	83	240	.9	4.0	41	131	.4	2.9
WWJZ-AM																				
SU '97	5	55	.1	.2	7	30	.1	.5	10	14	.1	.8	16	30	.2	.7	14	21	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
SU '97	131	1107	1.4	5.6	78	752	.8	6.1	70	217	.7	5.5	160	386	1.7	7.3	97	289	1.0	6.6
4-Book	124	991	1.3	5.3	78	729	.8	6.2	84	249	.9	5.9	148	395	1.6	7.0	90	276	1.0	6.4
WYSP-FM																				
SU '97	59	765	.6	2.5	9	248	.1	.7	9	24	.1	.7	24	86	.3	1.1	14	69	.1	1.0
4-Book	52	659	.6	2.2	11	276	.1	.9	12	51	.1	.8	19	87	.2	.9	20	81	.2	1.4
WYXR-FM																				
SU '97	98	1330	1.0	4.2	53	767	.6	4.1	56	212	.6	4.4	98	322	1.0	4.5	75	298	.8	5.1
4-Book	107	1206	1.1	4.5	48	726	.5	3.8	42	180	.5	3.1	89	296	.9	4.3	66	264	.7	4.7
WZZD-AM																				
SU '97	11	176	.1	.5	5	71	.1	.4					5	40	.1	.2	1	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCHR-FM																				
SU '97	9	151	.1	.4	3	50	.2		7	17	.1	.5	5	26	.1	.2	1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFMZ-FM																				
SU '97	24	218	.3	1.0	10	128	.1	.8	9	42	.1	.7	19	65	.2	.9	11	15	.1	.8
4-Book	30	193	.3	1.3	12	121	.1	1.0	14	44	.2	1.0	29	65	.3	1.4	11	32	.1	.8
WJBR-FM																				
SU '97	22	186	.2	.9	5	110	.1	.4	10	38	.1	.8	8	41	.1	.4	4	24		.3
4-Book	22	203	.3	.9	7	127	.1	.6	9	35	.1	.7	8	42	.1	.4	6	31		.4
WKXW-FM																				
SU '97	33	452	.3	1.4	17	215	.2	1.3	21	48	.2	1.6	42	80	.4	1.9	19	68	.2	1.3
4-Book	30	370	.3	1.3	14	178	.2	1.1	19	50	.2	1.4	25	66	.2	1.2	15	49	.2	1.1
WPST-FM																				
SU '97	15	353	.2	.6	13	258	.1	1.0	2	17		.2	31	119	.3	1.4	14	76	.1	1.0
4-Book	14	282	.2	.6	6	152		.5	3	20		.2	12	63	.1	.6	9	54	.1	.7
WRDR-FM																				
SU '97	8	105	.1	.3	6	78	.1	.5	7	36	.1	.5	10	28	.1	.5	7	25	.1	.5
4-Book	10	123	.1	.4	9	98	.1	.7	11	33	.1	.8	17	46	.2	.8	13	43	.2	1.0
WSTW-FM																				
SU '97	8	168	.1	.3	2	98		.2					3	39		.1	1	13		.1
4-Book	6	117	.1	.2	2	63		.2	3	12		.2	3	20		.1	2	13		.2
TOTALS																				
SU '97	2356	9258	24.6		1287	7991	13.4		1273	3650	13.3		2179	5093	22.7		1465	3764	15.3	
4-Book	2373	9240	24.8		1256	7988	13.1		1408	3947	14.7		2103	5093	21.9		1407	3763	14.7	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM SU '97 4-Book	29 31	236 209	.3 .3	4.0 4.6	175 185	789 789	1.8 1.9	14.2 15.5	44 54	318 330	.5 .6	2.8 3.6	42 44	203 215	.4 .5	3.7 4.1	23 35	182 203	.2 .4	3.3 5.4
WBEB-FM SU '97 4-Book	55 39	195 183	.6 .4	7.5 5.7	61 68	219 236	.6 .7	4.9 5.6	118 109	386 385	1.2 1.1	7.6 7.3	79 78	243 255	.8 .8	7.0 7.1	42 29	182 146	.4 .3	6.1 4.5
WDAS-AM SU '97 4-Book	6	17	.1	.8	110 128	226 268	1.1 1.3	8.9 10.8	91 87	205 215	.9 .9	5.8 5.8	9 29	29 62	.1 .3	.8 2.6	7 11	14 35	.1 .1	1.0 1.7
WDAS-FM SU '97 4-Book	113 87	231 216	1.2 .9	15.5 12.8	74 58	163 150	.8 .6	6.0 4.8	57 65	198 197	.6 .7	3.7 4.3	106 70	188 163	1.1 .8	9.4 6.4	160 158	305 273	1.7 1.7	23.2 24.3
WFLN-FM SU '97 4-Book	18 23	75 83	.2 .3	2.5 3.4	17 31	81 122	.2 .3	1.4 2.7	43 62	155 209	.4 .6	2.8 4.1	29 48	95 154	.3 .5	2.6 4.5	12 17	65 65	.1 .2	1.7 2.5
WHAT-AM SU '97 4-Book	3 16	16 42	.4 .2	2.4	48 62	88 121	.5 .7	3.9 5.1	43 39	128 118	.4 .4	2.8 2.6	42 33	75 55	.4 .3	3.7 2.9	21 15	36 35	.2 .2	3.0 2.3
WIOQ-FM SU '97 4-Book	20 18	101 82	.2 .2	2.7 2.7	25 14	122 66	.3 .2	2.0 1.1	53 43	194 182	.6 .5	3.4 2.9	46 34	161 140	.5 .4	4.1 3.2	24 15	67 65	.3 .2	3.5 2.3
WIP -AM SU '97 4-Book	2 6	8 23	.3 .1	.8	7 9	49 41	.1 .1	.6 .8	14 14	52 64	.1 .1	.9 1.0	4 17	32 64	.4 .2	1.6	2 4	16 22	.3 .6	
WJJZ-FM SU '97 4-Book	73 59	229 181	.8 .6	10.0 8.6	35 36	118 130	.4 .4	2.8 3.0	95 88	218 256	1.0 .9	6.1 5.8	88 81	221 215	.9 .9	7.8 7.5	50 41	148 147	.5 .4	7.3 6.3
WMGK-FM SU '97 4-Book	32 25	136 122	.3 .3	4.4 3.7	12 20	92 83	.1 .2	1.0 1.7	45 46	226 213	.5 .5	2.9 3.0	57 41	209 158	.6 .4	5.1 3.8	20 17	96 93	.2 .2	2.9 2.7
WMMR-FM SU '97 4-Book	7 11	47 50	.1 .1	1.0 1.7	14 23	45 78	.1 .2	1.1 1.9	14 25	95 136	.1 .3	.9 1.6	21 21	89 96	.2 .2	1.9 2.0	10 9	53 52	.1 .1	1.5 1.3
WNAP-AM SU '97 4-Book	**	**	**	**	* **	17 **	.2 **	1.4 **	11 **	38 **	.1 **	.7 **	7 **	15 **	.1 **	.6 **	**	**	**	**
WGL-FM SU '97 4-Book	82 80	319 289	.9 .8	11.2 11.8	111 85	352 282	1.2 .9	9.0 7.1	113 124	431 449	1.2 1.3	7.3 8.3	93 97	301 311	1.0 1.1	8.3 9.0	63 60	223 212	.7 .6	9.1 9.1
WPEN-AM SU '97 4-Book	15 13	60 41	.2 .2	2.1 2.0	26 17	82 62	.3 .2	2.1 1.4	50 39	155 118	.5 .4	3.2 2.6	45 35	98 84	.5 .4	4.0 3.2	15 12	56 48	.2 .1	2.2 1.9
+WPHI-FM SU '97 4-Book	17 10	46 35	.2 .1	2.3 1.4	10 5	19 19	.1 .1	.8 .4	12 13	30 50	.1 .1	.8 .9	21 12	51 37	.2 .1	1.9 1.1	13 8	38 24	.1 .1	1.9 1.2
+WPHT-AM SU '97 4-Book	6 6	22 23	.1 .1	.8 .9	6 5	19 14	.1 .1	.5 .4	9 6	39 26	.1 .1	.6 .4	3 5	15 17	.3 .1	.5	4 3	25 15	.6 .5	
WPLY-FM SU '97 4-Book	3 3	35 28	.4 .5		10 9	65 50	.1 .1	.8 .8	17 18	98 79	.2 .2	1.1 1.2	23 17	90 73	.2 .2	2.0 1.6	11 6	52 39	.1 .1	1.6 1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	* 2 **	8 **	.2 **	.2 **	2 **	8 **	.1 **	.1 **	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	4 **	7 **	.5 **	.5 **	15 **	34 **	.2 **	1.2 **	11 **	40 **	.1 **	.7 **	2 **	9 **	.2 **	.2 **	3 **	7 **	.4 **	.4 **
WUSL-FM SU '97 4-Book	30 30	109 99	.3 .3	4.1 4.5	35 23	103 68	.4 .3	2.8 1.9	43 40	123 116	.4 .4	2.8 2.6	55 35	133 94	.6 .4	4.9 3.3	36 28	72 57	.4 .3	5.2 4.3
WVDB-FM SU '97 4-Book	42 34	139 132	.4 .4	5.8 5.0	67 69	227 222	.7 .7	5.4 5.7	151 124	322 268	1.6 1.3	9.7 8.2	25 36	90 111	.3 .4	2.2 3.4	19 32	81 118	.2 .3	2.8 5.1
WVJZ-AM SU '97 4-Book	1 **	7 **	.1 **	.1 **	**	**	**	**	4 **	17 **	.3 **	.3 **	7 **	7 **	.1 **	.6 **	3 **	7 **	.4 **	.4 **
WXTU-FM SU '97 4-Book	26 28	85 128	.3 .3	3.6 4.2	66 61	183 192	.7 .7	5.4 5.1	107 114	309 346	1.1 1.2	6.9 7.5	65 70	201 219	.7 .8	5.8 6.5	30 25	136 116	.3 .3	4.4 3.9
WYSP-FM SU '97 4-Book	7 4	39 28	.1 .1	1.0 .6	1 2	16 14	.1 .2	.1 .2	6 14	48 74	.1 .2	.4 .9	8 13	49 62	.1 .2	.7 1.2	2 4	40 35	.3 .5	.3 .5
WYXR-FM SU '97 4-Book	22 18	113 104	.2 .2	3.0 2.7	27 26	140 124	.3 .3	2.2 2.2	76 71	314 291	.8 .8	4.9 4.7	45 43	197 196	.5 .5	4.0 4.0	22 23	121 108	.2 .2	3.2 3.5
WZZD-AM SU '97 4-Book	1 **	8 **	.1 **	.1 **	15 **	30 **	.2 **	1.2 **	**	**	**	**	5 **	13 **	.1 **	.4 **	10 **	27 **	.1 **	1.5 **
WCHR-FM SU '97 4-Book	**	**	**	**	5 **	9 **	.1 **	.4 **	1 **	10 **	.1 **	.1 **	2 **	7 **	.2 **	.2 **	5 **	19 **	.1 **	.7 **
WFMZ-FM SU '97 4-Book	4 3	9 16	.5 .4	.5 .4	21 15	55 43	.2 .2	1.7 1.3	16 18	50 50	.2 .2	1.0 1.2	4 7	24 29	.4 .6	.4 .6	4 4	4 4	.1 .1	.1 .1
WJBR-FM SU '97 4-Book	1 4	7 20	.1 .1	.6 .6	2 3	22 17	.2 .2	.2 .2	9 11	39 39	.1 .1	.6 .8	2 8	14 25	.2 .7	.2 .7	6 7	14 22	.1 .1	.9 1.0
WKXV-FM SU '97 4-Book	4 5	28 27	.5 .1	.8 .8	16 12	56 45	.2 .2	1.3 1.0	21 17	71 57	.2 .2	1.3 1.1	8 9	32 33	.1 .1	.7 .8	3 5	14 22	.1 .1	.4 .8
WPST-FM SU '97 4-Book	5 2	48 20	.1 .3	.7 .3	11 5	60 29	.1 .1	.9 .5	29 9	133 45	.3 .1	1.9 .6	11 4	60 24	.1 .4	1.0 .4	2 2	10 10	.3 .3	.3 .3
WRDR-FM SU '97 4-Book	4 6	10 20	.5 .1	.8 .8	4 9	6 20	.1 .1	.7 .7	5 9	20 26	.1 .1	.3 .6	7 6	25 24	.1 .1	.6 .6	2 4	9 15	.1 .1	.3 .6
WSTV-FM SU '97 4-Book	3 1	11 8	.4 .2	.4 .2	1 4	16 4	.1 .1	.1 .1	5 2	24 18	.1 .2	.3 .2	4 3	16 13	.4 .3	.4 .3	1 1	7 11	.1 .1	.1 .1
TOTALS SU '97 4-Book	730 675	2452 2284	7.6 7.0	7.6 7.0	1233 1199	3462 3439	12.9 12.5	12.9 12.5	1558 1511	4217 4240	16.2 15.8	16.2 15.8	1127 1081	2907 2961	11.8 11.3	11.8 11.3	689 650	2086 2012	7.2 6.8	7.2 6.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '97	3	216	.1	.6	8	87	.2	2.2	3	64	.1	.6	1	50	.2	.2	2	28	.1	.5
SP '97	4	278	.1	.9	15	185	.4	3.2	1	14	.1	.4	2	58	.1	.3	1	28	.1	.2
WI '97	6	460	.2	1.5	20	300	.5	4.3	3	84	.1	2.1	5	134	.1	.9	4	88	.1	.8
FA '96	7	271	.2	1.7	23	158	.6	4.9	4	15	.1	2.3	2	47	.1	.3	1	34	.1	.2
4-Book	5	306	.2	1.2	17	183	.4	3.7	3	44	.1	1.4	3	72	.1	.4	2	45	.1	.4
SU '96	4	346	.1	.9	10	169	.3	2.7	2	68	.1	.4	4	91	.1	.7	2	74	.1	.4
WBEB-FM																				
SU '97	14	584	.4	3.0	9	165	.2	2.4	11	174	.3	2.1	18	206	.5	3.0	13	225	.3	3.0
SP '97	12	498	.3	2.8	13	184	.3	2.8	4	87	.1	1.7	20	192	.5	3.2	16	213	.4	3.2
WI '97	20	575	.5	5.1	10	224	.3	2.1	10	94	.3	7.1	27	255	.7	4.8	31	304	.8	6.2
FA '96	13	530	.3	3.1	6	120	.2	1.3	4	75	.1	2.3	19	227	.5	3.2	20	261	.5	4.2
4-Book	15	547	.4	3.5	10	173	.3	2.2	7	108	.2	3.3	21	220	.6	3.6	20	251	.5	4.2
SU '96	11	481	.3	2.4	7	76	.2	1.9	12	229	.3	2.4	15	221	.4	2.5	14	217	.4	3.0
WDAS-AM																				
SU '97	2	35	.1	.4	4	23	.1	1.1	3	17	.1	.6	1	18	.2	.2				
SP '97	1	30	.1	.2	1	6	.1	.2	2	8	.1	.9	1	6	.2	.2				
WI '97	2	49	.1	.5	1	22	.2	.2	2	7	.1	1.4	1	7	.2	.2				
FA '96	2	49	.1	.5	1	13	.2	.2	1	12	.1	.6	2	12	.1	.3	3	15	.1	.6
4-Book	2	41	.1	.4	2	16	.4	.4	2	11	.1	.9	1	11	.2	.2	1	5	.1	.2
SU '96	2	30	.1	.4	3	18	.1	.8	1	5	.2	.2	2	12	.1	.3		6		
WDAS-FM																				
SU '97	7	164	.2	1.5	3	51	.1	.8	6	77	.2	1.1	9	90	.2	1.5	6	61	.2	1.4
SP '97	10	188	.3	2.3	12	78	.3	2.6	8	68	.2	3.5	10	94	.3	1.6	8	95	.2	1.6
WI '97	8	278	.2	2.0	11	95	.3	2.4	6	84	.2	4.3	10	129	.3	1.8	6	103	.2	1.2
FA '96	8	260	.2	1.9	9	85	.2	1.9	5	91	.1	2.9	6	105	.2	1.0	11	112	.3	2.3
4-Book	8	223	.2	1.9	9	77	.2	1.9	6	80	.2	3.0	9	105	.3	1.5	8	93	.2	1.6
SU '96	14	386	.4	3.0	8	120	.2	2.1	15	163	.4	3.0	14	167	.4	2.4	12	140	.3	2.6
WFLN-FM																				
SU '97	3	108	.1	.6	5	71	.1	1.4	2	18	.1	.4	3	53	.1	.5	2	46	.1	.5
SP '97		45				13			1	7		.4	1	21		.2		22		
WI '97	3	111	.1	.8	3	46	.1	.6	1	24		.7	4	45	.1	.7	4	44	.1	.8
FA '96	5	72	.1	1.2	4	34	.1	.8	1	31		.6	4	49	.1	.7	8	55	.2	1.7
4-Book	3	84	.1	.7	3	41	.1	.7	1	20		.5	3	42	.1	.5	4	42	.1	.8
SU '96	1	31		.2	1	15		.3		7			1	8		.2	1	24		.2
WHAT-AM																				
SU '97	2	23	.1	.4	5	17	.1	1.4	1	12		.2		6				6		
SP '97		6								7										
WI '97	1	30		.3	1	22		.2												
FA '96	2	40	.1	.5	3	31	.1	.6	2	16	.1	1.2	3	9	.1	.5		2		
4-Book	1	25	.1	.3	2	18	.1	.6	1	9		.4	1	4		.1				
SU '96		6			1	6		.3												
WIOQ-FM																				
SU '97	61	1473	1.6	13.1	39	556	1.0	10.5	71	786	1.9	13.4	73	927	1.9	12.3	62	712	1.6	14.4
SP '97	42	1315	1.1	9.7	44	592	1.1	9.5	21	449	.5	9.2	69	765	1.8	11.1	44	569	1.1	8.9
WI '97	66	1608	1.7	16.7	75	824	2.0	16.1	21	435	.5	14.9	103	1052	2.7	18.4	78	962	2.0	15.7
FA '96	104	1857	2.7	24.7	108	1023	2.8	22.8	49	667	1.3	28.5	151	1305	3.9	25.7	124	1216	3.2	26.3
4-Book	68	1563	1.8	16.1	67	749	1.7	14.7	41	584	1.1	16.5	99	1012	2.6	16.9	77	865	2.0	16.3
SU '96	77	1679	2.0	16.5	61	664	1.6	16.3	76	969	2.0	15.3	112	1063	2.9	19.0	81	961	2.1	17.3
WIP -AM																				
SU '97	9	203	.2	1.9	16	113	.4	4.3	11	105	.3	2.1	11	102	.3	1.9	3	56	.1	.7
SP '97	6	250	.2	1.4	4	51	.1	.9	2	18	.1	.9	3	67	.1	.5	11	119	.3	2.2
WI '97	6	199	.2	1.5	9	98	.2	1.9	5	52	.1	3.5	5	66	.1	.9	9	97	.2	1.8
FA '96	6	210	.2	1.4	10	108	.3	2.1	1	30		.6	4	46	.1	.7	8	107	.2	1.7
4-Book	7	216	.2	1.6	10	93	.3	2.3	5	51	.1	1.8	6	70	.2	1.0	8	95	.2	1.6
SU '96	10	199	.3	2.1	23	81	.6	6.1	10	67	.3	2.0	7	51	.2	1.2	6	57	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJJZ-FM																				
SU '97	3	126	.1	.6	3	54	.1	.8	5	52	.1	.9	3	51	.1	.5	1	41	.2	
SP '97	2	95	.1	.5	1	22	.2	.2		7			2	32	.1	.3	2	27	.1	
WI '97	1	93		.3	1	15		.2		8			1	40		.2		13		
FA '96	1	99		.2	1	9		.2		6			2	20	.1	.3	2	44	.1	
4-Book	2	103	.1	.4	2	25	.1	.4	1	18	.2	.2	2	36	.1	.3	1	31	.1	
SU '96	7	185	.2	1.5	4	35	.1	1.1	9	57	.2	1.8	5	53	.1	.8	4	78	.1	
WMGK-FM																				
SU '97	12	433	.3	2.6	7	114	.2	1.9	16	206	.4	3.0	13	218	.3	2.2	8	176	.2	
SP '97	11	369	.3	2.5	5	88	.1	1.1	8	123	.2	3.5	12	138	.3	1.9	13	141	.3	
WI '97	6	275	.2	1.5	6	121	.2	1.3	2	96	.1	1.4	11	127	.3	2.0	6	87	.2	
FA '96	10	294	.3	2.4	8	118	.2	1.7	4	79	.1	2.3	19	160	.5	3.2	12	163	.3	
4-Book	10	343	.3	2.3	7	110	.2	1.5	8	126	.2	2.6	14	161	.4	2.3	10	142	.3	
SU '96	17	387	.4	3.6	11	119	.3	2.9	21	198	.5	4.2	23	227	.6	3.9	11	151	.3	
WMMR-FM																				
SU '97	10	409	.3	2.2	3	70	.1	.8	18	198	.5	3.4	17	181	.4	2.9	8	124	.2	
SP '97	5	323	.1	1.1	5	98	.1	1.1	3	96	.1	1.3	5	115	.1	.8	3	88	.1	
WI '97	5	359	.1	1.3	9	117	.2	1.9	2	70	.1	1.4	7	137	.2	1.2	2	74	.1	
FA '96	6	247	.2	1.4	9	79	.2	1.9	2	49	.1	1.2	7	140	.2	1.2	3	89	.1	
4-Book	7	335	.2	1.5	7	91	.2	1.4	6	103	.2	1.8	9	143	.2	1.5	4	94	.1	
SU '96	12	370	.3	2.6	12	94	.3	3.2	22	176	.6	4.4	15	208	.4	2.5	9	162	.2	
WNAP-AM																				
SU '97	*				*															
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97																				
FA '96	1	24		.2					1	9		.6	2	9	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '96		12												12						
VOGL-FM																				
SU '97	6	351	.2	1.3	5	96	.1	1.4	7	108	.2	1.3	5	111	.1	.8	3	69	.1	
SP '97	7	292	.2	1.6	17	149	.4	3.7	2	68	.1	.9	6	89	.2	1.0	2	49	.1	
WI '97	4	286	.1	1.0	5	103	.1	1.1	1	23		.7	6	96	.2	1.1	4	107	.1	
FA '96	8	401	.2	1.9	8	119	.2	1.7	1	48		.6	19	212	.5	3.2	7	131	.2	
4-Book	6	333	.2	1.5	9	117	.2	2.0	3	62	.1	.9	9	127	.3	1.5	4	89	.1	
SU '96	16	355	.4	3.4	6	74	.2	1.6	25	154	.7	5.0	27	193	.7	4.6	9	97	.2	
WPEN-AM																				
SU '97		8																		
SP '97	1	17		.2	1	17		.2	2	7	.1	.9		7			1	7	.2	
WI '97		22				9												1	13	.2
FA '96		6							1	6		.6	1	16		.2				
4-Book		13		.1		7		.1	1	3		.4		6		.1	1	5	.1	
SU '96		7												6			1	7	.2	
+WPHI-FM																				
SU '97	92	1439	2.4	19.8	77	614	2.0	20.8	104	903	2.7	19.7	119	899	3.1	20.1	100	856	2.6	
SP '97	109	1497	2.8	25.1	92	817	2.4	19.9	69	692	1.8	30.1	161	1018	4.2	25.8	130	982	3.4	
WI '97	47	933	1.2	11.9	46	492	1.2	9.9	15	246	.4	10.6	75	607	2.0	13.4	58	588	1.5	
FA '96	22	682	.6	5.2	22	316	.6	4.7	5	163	.1	2.9	32	374	.8	5.5	23	307	.6	
4-Book	68	1138	1.8	15.5	59	560	1.6	13.8	48	501	1.3	15.8	97	725	2.5	16.2	78	683	2.0	
SU '96	27	639	.7	5.8	11	142	.3	2.9	27	316	.7	5.4	31	381	.8	5.3	32	348	.8	
+WPHT-AM																				
SU '97	1	31		.2														4	20	.1
SP '97		42																1	34	.2
WI '97		14			1	14		.2		6										
FA '96		7			1	7		.2												
4-Book		24		.1	1	5		.1		2							1	14	.3	
SU '96	2	61	.1	.4		7			2	15	.1	.4	2	30	.1	.3	4	30	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '97	53	1108	1.4	11.4	31	452	.8	8.4	54	625	1.4	10.2	73	721	1.9	12.3	63	619	1.6	14.6
SP '97	44	1104	1.1	10.1	60	525	1.6	13.0	19	368	.5	8.3	65	641	1.7	10.4	45	530	1.2	9.1
WI '97	32	1077	.8	8.1	49	557	1.3	10.5	8	243	.2	5.7	47	642	1.2	8.4	37	523	1.0	7.4
FA '96	29	1065	.8	6.9	33	454	.9	7.0	13	286	.3	7.6	40	576	1.0	6.8	34	590	.9	7.2
4-Book	40	1089	1.0	9.1	43	497	1.2	9.7	24	381	.6	8.0	56	645	1.5	9.5	45	566	1.2	9.6
SU '96	42	1251	1.1	9.0	40	545	1.0	10.7	47	542	1.2	9.5	56	643	1.5	9.5	44	698	1.2	9.4
WTEL-AM																				
SU '97	* 3	17	.1	.6	* 4	11	.1	1.1	4	12	.1	.8	* 4	17	.1	.7				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WURD-AM																				
SU '97		17				6			1	17		.2		17		.2				
SP '97	2	39	.1	.5	4	23	.1	.9					1	25		.2		16		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '97	71	1460	1.9	15.3	57	566	1.5	15.4	75	740	2.0	14.2	99	877	2.6	16.7	63	670	1.6	14.6
SP '97	95	1451	2.5	21.8	94	837	2.5	20.3	43	634	1.1	18.8	151	1008	3.9	24.2	123	866	3.2	24.9
WI '97	102	1515	2.7	25.8	119	988	3.1	25.5	40	507	1.0	28.4	154	1079	4.0	27.5	131	971	3.4	26.4
FA '96	116	1542	3.0	27.6	130	909	3.4	27.5	44	528	1.1	25.6	170	1044	4.4	29.0	131	1012	3.4	27.8
4-Book	96	1492	2.5	22.6	100	825	2.6	22.2	51	602	1.3	21.8	144	1002	3.7	24.4	112	880	2.9	23.4
SU '96	123	1421	3.2	26.3	96	613	2.5	25.6	123	936	3.2	24.8	160	943	4.2	27.1	135	921	3.5	28.9
WWDB-FM																				
SU '97		52							1	15		.2		7				17		
SP '97	2	110	.1	.5	1	26		.2	4	25	.1	1.7	2	23	.1	.3	5	17	.1	1.0
WI '97	1	65		.3		7				8			1	24		.2		7		
FA '96	1	61		.2	1	17		.2					2	36	.1	.3	2	27	.1	.4
4-Book	1	72		.3	1	13		.1	1	12		.5	1	23	.1	.2	2	17	.1	.4
SU '96	3	63	.1	.6	6	33	.2	1.6	3	47	.1	.6	1	17		.2	2	16	.1	.4
WWJZ-AM																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SU '97	12	207	.3	2.6	14	123	.4	3.8	15	171	.4	2.8	15	108	.4	2.5	7	68	.2	1.6
SP '97	6	188	.2	1.4	10	92	.3	2.2	4	37	.1	1.7	8	114	.2	1.3	3	70	.1	.6
WI '97	9	131	.2	2.3	7	69	.2	1.5	1	45		.7	11	68	.3	2.0	12	77	.3	2.4
FA '96	6	129	.2	1.4	7	43	.2	1.5	3	17	.1	1.7	9	78	.2	1.5	8	74	.2	1.7
4-Book	8	164	.2	1.9	10	82	.3	2.3	6	68	.2	1.7	11	92	.3	1.8	8	72	.2	1.6
SU '96	5	116	.1	1.1	2	25	.1	.5	4	48	.1	.8	6	36	.2	1.0	6	52	.2	1.3
WYSP-FM																				
SU '97	20	675	.5	4.3	33	249	.9	8.9	21	268	.5	4.0	25	326	.7	4.2	14	248	.4	3.2
SP '97	18	565	.5	4.1	33	308	.9	7.1	9	188	.2	3.9	31	326	.8	5.0	14	247	.4	2.8
WI '97	18	470	.5	4.5	38	259	1.0	8.1	8	140	.2	5.7	16	218	.4	2.9	21	231	.5	4.2
FA '96	10	418	.3	2.4	21	178	.5	4.4	3	55	.1	1.7	10	194	.3	1.7	6	129	.2	1.3
4-Book	17	532	.5	3.8	31	249	.8	7.1	10	163	.3	3.8	21	266	.6	3.5	14	214	.4	2.9
SU '96	13	454	.3	2.8	18	131	.5	4.8	14	198	.4	2.8	17	181	.4	2.9	6	133	.2	1.3

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Teens 12-17																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WYXR-FM																				
SU '97	24	789	.6	5.2	11	201	.3	3.0	27	363	.7	5.1	23	314	.6	3.9	31	399	.8	7.2
SP '97	18	715	.5	4.1	13	186	.3	2.8	8	200	.2	3.5	18	323	.5	2.9	27	380	.7	5.5
WI '97	14	687	.4	3.5	11	167	.3	2.4	4	119	.1	2.8	15	215	.4	2.7	29	345	.8	5.8
FA '96	16	709	.4	3.8	18	223	.5	3.8	8	145	.2	4.7	23	355	.6	3.9	18	289	.5	3.8
4-Book	18	725	.5	4.2	13	194	.4	3.0	12	207	.3	4.0	20	302	.5	3.4	26	353	.7	5.6
SU '96	16	664	.4	3.4	9	163	.2	2.4	13	279	.3	2.6	15	258	.4	2.5	24	288	.6	5.1
WZZD-AM																				
SU '97		29											1	14		.2		5		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCHR-FM																				
SU '97		15				6							1	9		.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		8				8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM																				
SU '97		7								7										
SP '97																				
WI '97		8				8														
FA '96		13																9		
4-Book	**	7	**	**	**	2	**	**	**	2	**	**	**	**	**	**	**	2	**	**
SU '96		30			1	7		.3		15								7		
WJBR-FM																				
SU '97	2	110	.1	.4	2	27	.1	.5	3	31	.1	.6	2	17	.1	.3	2	17	.1	.5
SP '97	2	101	.1	.5	1	23		.2	2	30	.1	.9	2	38	.1	.3	4	55	.1	.8
WI '97	1	82		.3	1	15		.2		15			1	45		.2	3	59	.1	.6
FA '96	2	40	.1	.5	5	21	.1	1.1		5				3			1	14		.2
4-Book	2	83	.1	.4	2	22	.1	.5	1	20	.1	.4	1	26	.1	.2	3	36	.1	.5
SU '96	6	102	.2	1.3	1	17		.3	4	38	.1	.8	7	29	.2	1.2	13	70	.3	2.8
WKXW-FM																				
SU '97	1	50		.2	1	18		.3	1	16		.2	2	36	.1	.3		6		
SP '97		43				14				7			1	21		.2		7		
WI '97		25				9							1	16		.2				
FA '96	1	58		.2	1	8		.2	1	15		.6	3	30	.1	.5	1	22		.2
4-Book	1	44	**	.1	1	12	**	.1	1	10	**	.2	2	26	.1	.3	1	9	**	.1
SU '96																				
WPST-FM																				
SU '97	26	758	.7	5.6	13	219	.3	3.5	35	398	.9	6.6	36	406	.9	6.1	18	354	.5	4.2
SP '97	16	630	.4	3.7	19	297	.5	4.1	5	199	.1	2.2	22	370	.6	3.5	18	279	.5	3.7
WI '97	23	793	.6	5.8	20	338	.5	4.3	4	162	.1	2.8	35	427	.9	6.2	33	421	.9	6.6
FA '96	24	755	.6	5.7	25	249	.7	5.3	7	176	.2	4.1	28	432	.7	4.8	34	354	.9	7.2
4-Book	22	734	.6	5.2	19	276	.5	4.3	13	234	.3	3.9	30	409	.8	5.2	26	352	.7	5.4
SU '96	28	790	.7	6.0	23	275	.6	6.1	31	425	.8	6.3	33	400	.9	5.6	22	357	.6	4.7
WRDR-FM																				
SU '97																				
SP '97																				
WI '97		26				9							2	26	.1	.4				
FA '96		9																9		
4-Book	**	9	**	**	**	2	**	**	**	**	**	**	**	7	**	.1	**	2	**	**
SU '96		8											1							

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

WSTV-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
SU '97	1	72		.2	1	20		.3		13			1	22		.2	2	52		.1	.5
SP '97	1	76		.2					30				2	52	.1	.3	2	38		.1	.4
WI '97	1	116		.3	1	36		.2	29				1	34		.2	1	38			.2
FA '96		31				8												15			
4-Book	1	74		.2	1	16		.1		18			1	27		.2	1	36		.1	.3
SU '96	2	135	.1	.4					2	38	.1	.4	4	70	.1	.7	1	39			.2
TOTALS																					
SU '97	464	3679	12.1		370	2473	9.7		529	2887	13.8		592	3077	15.5		432	2748	11.3		
SP '97	435	3669	11.4		462	2925	12.1		229	1982	6.0		624	3064	16.3		493	2842	12.9		
WI '97	396	3700	10.3		467	2961	12.2		141	1518	3.7		561	3112	14.7		497	2926	13.0		
FA '96	421	3689	11.0		473	2932	12.4		172	1672	4.5		587	3095	15.3		471	3034	12.3		
4-Book	429	3684	11.2		443	2823	11.6		268	2015	7.0		591	3087	15.5		473	2888	12.4		
SU '96	468	3592	12.3		375	2369	9.8		496	2692	13.0		590	2964	15.4		467	2810	12.2		

** Station(s) not reported this survey.

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

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

Target Listener Trends - Teens 12-17

Target Listener Estimates

Teens 12-17																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
SU '97	4	169	.1	.8	2	77	.1	.5	5	24	.1	2.3	2	16	.1	.3	1	9	.2
4-Book	7	240	.2	1.7	4	124	.1	1.0	9	48	.2	3.2	5	21	.2	.8	2	7	.4
WBEB-FM																			
SU '97	12	398	.3	2.4	17	291	.4	4.0	7	43	.2	3.3	25	86	.7	3.8	12	65	.3
4-Book	12	372	.3	3.0	16	274	.4	3.8	10	46	.3	3.8	25	95	.7	4.1	15	68	.4
WDAS-AM																			
SU '97	3	35	.1	.6	1	12	.1	.2											
4-Book	2	24	.1	.4	3	26	.1	.7	1	3	.1	.4	2	4	.1	.3		2	.1
WDAS-FM																			
SU '97	6	127	.2	1.2	8	56	.2	1.9	4	13	.1	1.9	17	30	.4	2.6	10	19	.3
4-Book	8	162	.2	2.0	8	107	.2	2.0	5	18	.2	2.2	16	38	.4	2.5	7	26	.2
WFLN-FM																			
SU '97	3	78	.1	.6	4	54	.1	1.0					5	23	.1	.8	8	11	.2
4-Book	3	62	.1	.6	4	37	.1	.9	5	7	.1	1.5	2	10	.1	.3	4	11	.7
WHAT-AM																			
SU '97	2	23	.1	.4	2	17	.1	.5	2	6	.1	.9					3	6	.5
4-Book	1	21	.1	.2	2	15	.1	.4	1	2	.1	.2		2			1	2	.1
WIOQ-FM																			
SU '97	62	1281	1.6	12.4	57	951	1.5	13.6	36	118	.9	16.9	82	350	2.1	12.4	82	304	2.1
4-Book	67	1337	1.7	16.1	65	1022	1.7	15.9	38	176	1.0	14.5	105	460	2.7	17.1	88	359	2.3
WIP -AM																			
SU '97	13	179	.3	2.6	7	69	.2	1.7	10	26	.3	4.7	9	26	.2	1.4	6	17	.2
4-Book	7	143	.2	1.6	6	109	.2	1.5	4	20	.1	1.8	7	28	.2	1.1	6	18	1.1
WJJZ-FM																			
SU '97	4	96	.1	.8	4	52	.1	1.0	1	11	.1	.5	3	7	.1	.5	1	7	.2
4-Book	2	61	.1	.4	3	43	.1	.6	1	8	.1	.5	3	9	.1	.5	1	5	.2
WMGK-FM																			
SU '97	13	328	.3	2.6	12	257	.3	2.9	3	18	.1	1.4	19	86	.5	2.9	18	71	.5
4-Book	9	253	.3	2.2	11	211	.3	2.6	5	26	.1	1.7	16	78	.4	2.5	15	67	.4
WMMR-FM																			
SU '97	13	305	.3	2.6	8	194	.2	1.9	5	33	.1	2.3	8	40	.2	1.2	11	47	.3
4-Book	7	237	.2	1.7	7	159	.2	1.7	3	21	.1	1.2	12	62	.3	1.9	10	45	.3
WNAP-AM																			
SU '97	*				*				*										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQGL-FM																			
SU '97	6	235	.2	1.2	8	170	.2	1.9	1	6	.1	.5	15	61	.4	2.3	4	38	.1
4-Book	7	221	.2	1.6	7	171	.2	1.8	3	17	.1	1.4	17	55	.4	2.7	7	39	.2
WPEN-AM																			
SU '97						8												3	8
4-Book		10		.1		4		.1					1	2		.1	1	2	.1
+WPH1-FM																			
SU '97	100	1262	2.6	20.0	72	848	1.9	17.1	39	150	1.0	18.3	141	413	3.7	21.3	122	391	3.2
4-Book	67	982	1.7	15.3	62	723	1.6	15.1	31	120	.8	13.5	106	359	2.8	16.9	93	288	2.4
+WPHT-AM																			
SU '97					1	11		.2											
4-Book		5				5		.1					1	2		.1			
WPLY-FM																			
SU '97	53	1002	1.4	10.6	45	697	1.2	10.7	14	117	.4	6.6	72	306	1.9	10.9	73	248	1.9
4-Book	40	905	1.1	9.3	36	679	1.0	8.7	17	105	.4	6.8	52	279	1.4	8.3	42	211	1.1

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WTEL-AM SU '97 4-Book	* 4 **	17 **	.1 **	.8 **	* **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WURD-AM SU '97 4-Book	1 **	17 **	**	.2 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM SU '97 4-Book	77 94	1235 1323	2.0 2.5	15.4 22.9	68 88	846 930	1.8 2.3	16.2 21.3	17 54	79 190	.4 1.4	8.0 21.6	100 132	355 455	2.6 3.5	15.1 21.7	104 125	309 370	2.7 3.3	16.8 23.6
WVDB-FM SU '97 4-Book	1 1	22 47		.3 .	1 1	13 27		.3 .	2 2	9 9	.1 .1	.7 .	1 1	4 4		.2 .	1 1	7 7		.2 .
WVJZ-AM SU '97 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WXTU-FM SU '97 4-Book	15 9	192 140	.4 .3	3.0 2.0	10 8	121 101	.3 .2	2.4 2.0	6 8	29 26	.2 .2	2.8 3.4	23 12	48 38	.6 .3	3.5 2.0	13 9	29 29	.3 .2	2.1 1.7
WYSP-FM SU '97 4-Book	26 20	563 426	.7 .5	5.2 4.7	14 13	328 255	.4 .3	3.3 3.1	13 8	43 29	.3 .2	6.1 3.3	23 22	107 90	.6 .6	3.5 3.5	21 20	95 71	.5 .5	3.4 3.7
WYXR-FM SU '97 4-Book	21 15	540 471	.5 .4	4.2 3.5	25 19	431 400	.7 .5	6.0 4.6	10 10	72 52	.3 .3	4.7 4.0	31 26	113 131	.8 .7	4.7 4.2	38 19	140 90	1.0 .5	6.1 3.3
WZZD-AM SU '97 4-Book	** **	14 **	** **	** **	1 **	21 **	** **	.2 **	2 **	8 **	.1 **	.9 **	** **	** **	** **	** **	** **	** **	** **	** **
VCHR-FM SU '97 4-Book	** **	15 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WFMZ-FM SU '97 4-Book		7 4				1														
WJBR-FM SU '97 4-Book	2 2	54 43	.1 .1	.4 .4	2 2	63 43	.1 .1	.5 .4	2 1	14 4	.1 .1	.9 .2	2 1	13 3	.1 .1	.3 .1	7 2	14 5	.2 .1	1.1 .4
WKXV-FM SU '97 4-Book	1 1	44 34		.2 .3		6 14		.1 .		2		.1 .	1 1	6 3		.2 .1	1 1	6 7		.2 .2
WPST-FM SU '97 4-Book	29 20	644 582	.8 .6	5.8 4.8	26 23	392 404	.7 .6	6.2 5.6	11 17	25 60	.3 .4	5.2 6.6	40 30	141 153	1.0 .8	6.1 4.9	38 28	153 129	1.0 .7	6.1 5.1
WRDR-FM SU '97 4-Book		7		.1		2														
WSTW-FM SU '97 4-Book	1 1	36 46		.2 .2	1 1	25 29		.2 .1		2		.1 .	2 1	6 10	.1 .1	.3 .1	1 2	12 13		.2 .3
TOTALS SU '97 4-Book	499 421	3613 3574	13.0 11.0		420 410	3073 3088	11.0 10.7		213 248	720 863	5.6 6.5		661 617	1812 1805	17.3 16.1		620 536	1601 1494	16.2 14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYV -AM																					
SU '97				1	8		.5	3	16	.1	.7		6			3	25	.1	.9		
4-Book	4			5	36	.1	2.2	5	23	.2	1.1	3	14	.1	.6	4	27	.1	1.2		
VBEB-FM																					
SU '97	21	97	.5	5.4	14	36	.4	7.3	22	53	.6	4.9	11	21	.3	2.5	15	79	.4	4.3	
4-Book	14	65	.4	3.5	9	31	.3	4.2	16	52	.4	3.6	14	44	.4	3.3	16	73	.4	5.0	
WDAS-AM																					
SU '97				1	6		.5	5	12	.1	1.1										
4-Book	1	6		.2	6	16	.2	2.9	9	17	.2	2.1	4	6	.1	.8	1	4		.2	
WDAS-FM																					
SU '97	7	14	.2	1.8				2	6	.1	.4		12	29	.3	2.7	9	13	.2	2.6	
4-Book	12	32	.3	2.9	4	9	.1	1.6	6	18	.2	1.3	9	21	.2	1.9	7	19	.2	2.0	
WFLN-FM																					
SU '97	1	14		.3				5	32	.1	1.1		11	19	.3	2.5	2	13	.1	.6	
4-Book	2	12	.1	.5	1	9		.3	5	17	.1	1.0	8	14	.2	2.0	4	16	.1	1.3	
WHAT-AM																					
SU '97	2	6	.1	.5	5	17	.1	2.6	2	6	.1	.4									
4-Book	1	2		.1	7	14	.2	3.1	2	7	.1	.5									
WIOO-FM																					
SU '97	55	239	1.4	14.1	23	87	.6	12.0	69	284	1.8	15.2	52	188	1.4	11.8	54	208	1.4	15.5	
4-Book	66	284	1.7	16.6	25	133	.7	11.5	75	340	2.0	16.9	70	270	1.8	16.3	49	200	1.3	14.2	
WIP -AM																					
SU '97				3	17	.1	1.6	8	35	.2	1.8		14	25	.4	3.2	5	8	.1	1.4	
4-Book	3	22	.1	.8	3	21	.1	1.3	10	38	.3	2.1	10	32	.3	2.3	8	28	.2	2.5	
WJZ-FM																					
SU '97				5	10	.1	2.6	12	19	.3	2.6		6	16	.2	1.4	4	15	.1	1.1	
4-Book	2	7	.1	.4	2	6		.9	4	8	.1	.8	3	6	.1	.7	5	18	.1	1.4	
VMGK-FM																					
SU '97	5	21	.1	1.3	13	40	.3	6.8	15	70	.4	3.3	9	63	.2	2.1	11	62	.3	3.2	
4-Book	6	35	.2	1.5	8	25	.2	3.6	11	55	.3	2.5	13	48	.3	2.8	12	53	.3	3.4	
VMMR-FM																					
SU '97	3	31	.1	.8		6			13	50	.3	2.9	17	91	.4	3.9	2	43	.1	.6	
4-Book	5	21	.1	1.3	4	16	.1	1.8	10	38	.3	2.3	11	53	.3	2.5	2	20	.1	.7	
WNAP-AM																					
SU '97				*																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WOGL-FM																					
SU '97	9	50	.2	2.3	8	18	.2	4.2	8	22	.2	1.8	9	23	.2	2.1	5	21	.1	1.4	
4-Book	4	33	.1	1.1	6	25	.2	2.6	9	43	.2	2.1	6	20	.2	1.2	5	22	.1	1.3	
WPEN-AM																					
SU '97																					
4-Book	1	2		.1				.1	1	2		.2						1	2		.1
+VPHI-FM																					
SU '97	97	303	2.5	24.9	24	106	.6	12.5	45	167	1.2	9.9	54	208	1.4	12.3	42	186	1.1	12.0	
4-Book	74	249	2.0	18.8	27	106	.7	13.1	56	211	1.5	12.8	55	206	1.4	12.5	45	161	1.2	12.6	
+VPHT-AM																					
SU '97	3	11	.1	.8					1	11		.2		1	11		.2				
4-Book	1	3		.2					3			.1		3		.1					
WPLY-FM																					
SU '97	33	181	.9	8.5	20	95	.5	10.4	60	239	1.6	13.2	42	209	1.1	9.6	42	196	1.1	12.0	
4-Book	26	166	.7	6.6	21	118	.6	9.9	48	225	1.3	10.8	43	196	1.1	9.8	32	177	.8	9.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WTEL-AM SU '97 4-Book	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
WURD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM SU '97 4-Book	63 99	226 345	1.6 2.6	16.2 24.5	41 42	126 139	1.1 1.1	21.4 19.7	71 83	230 292	1.9 2.2	15.7 18.7	77 86	244 254	2.0 2.2	17.5 19.8	62 69	209 239	1.6 1.8	17.8 20.2
WWDB-FM SU '97 4-Book					2 1	7 6	.1 .6	1.0 .5	3	11	.1	.6	1	2		.3		6 4		.1
WWJZ-AM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM SU '97 4-Book	5 4	35 23	.1 .1	1.3 1.1	2 4	13 23	.1 .1	1.0 1.6	9 12	37 45	.2 .3	2.0 2.9	13 9	33 29	.3 .2	3.0 2.1	5 6	28 21	.1 .1	1.4 1.6
WYSP-FM SU '97 4-Book	17 13	61 48	.4 .3	4.4 3.1	3 4	28 23	.1 .1	1.6 2.0	10 11	58 68	.3 .3	2.2 2.4	14 13	62 45	.4 .4	3.2 3.0	8 10	58 46	.2 .3	2.3 2.8
WYXR-FM SU '97 4-Book	23 18	111 88	.6 .5	5.9 4.5	7 10	37 48	.2 .3	3.6 4.6	23 16	79 81	.6 .4	5.1 3.5	23 17	89 85	.6 .5	5.2 3.7	42 32	164 117	1.1 .8	12.0 9.0
WZZD-AM SU '97 4-Book	**	**	**	**	**	**	**	**	1 **	5 **		.2 **	2 **	13 **	.1 **	.5 **	**	**	**	**
WCHR-FM SU '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFMZ-FM SU '97 4-Book																		1		
WJBR-FM SU '97 4-Book	2 3	13 11	.1 .1	.5 .6		2		.1	1	5		.1	2	13	.1	.4	2 4	21 15	.1 .1	.6 1.0
WKXW-FM SU '97 4-Book						2				4		.1	1	3		.3		2		.1
WPST-FM SU '97 4-Book	22 25	124 119	.6 .7	5.6 6.1	9 8	39 47	.2 .2	4.7 3.8	33 22	115 111	.9 .6	7.3 5.1	35 31	149 126	.9 .8	8.0 7.3	22 22	100 97	.6 .6	6.3 6.5
WRDR-FM SU '97 4-Book														2		.1				
WSTV-FM SU '97 4-Book	1 1	7 3		.3 .1					1 1	7 6		.2 .1		2		.1	1 1	6 4		.3 .2
TOTALS SU '97 4-Book	390 400	1307 1323	10.2 10.4		192 216	664 786	5.0 5.6		453 441	1380 1425	11.8 11.5		439 435	1229 1214	11.5 11.4		349 345	1141 1142	9.1 9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	462	3	224	4	18	33	51	50	67	235	5	16	26	45	43	100
(%)	100	1	48	1	4	7	11	11	15	51	1	4	6	10	9	22
Rating	1.1	.1	1.3	.2	.5	.9	1.7	2.5	2.6	1.2	.2	.4	.6	1.4	1.9	2.5
Share	6.3	.6	6.8	1.0	2.3	4.4	9.0	12.6	16.3	6.7	1.2	2.3	3.7	7.7	10.0	14.8
WBEB-FM	418	14	124	9	17	36	22	29	11	281	23	52	77	60	47	22
(%)	100	3	30	2	4	9	5	7	3	67	6	13	18	14	11	5
Rating	1.0	.4	.7	.4	.5	.9	.7	1.4	.4	1.4	1.1	1.4	1.9	1.8	2.1	.5
Share	5.7	3.0	3.7	2.2	2.2	4.8	3.9	7.3	2.7	8.0	5.6	7.4	10.9	10.2	10.9	3.2
WDAS-AM	71	2	13		1	1	4	3	3	56	5	7	10	7	8	20
(%)	100	2	18		2	2	5	5	4	79	7	10	15	10	11	28
Rating	.2	.1	.1		.1	.1	.1	.1	.1	.3	.2	.2	.2	.2	.4	.5
Share	1.0	.4	.4		.1	.1	.7	.8	.7	1.6	1.2	1.0	1.4	1.2	1.9	3.0
WDAS-FM	402	7	148	10	36	44	35	16	7	248	22	61	73	64	21	6
(%)	100	2	37	2	9	11	9	4	2	62	5	15	18	16	5	2
Rating	1.0	.2	.9	.5	1.0	1.1	1.2	.8	.3	1.3	1.0	1.6	1.8	2.0	.9	.1
Share	5.5	1.5	4.5	2.5	4.6	5.8	6.2	4.0	1.7	7.0	5.3	8.6	10.3	10.9	4.9	.9
WFLN-FM	178	3	79	1	4	12	22	12	28	96	1	9	17	19	17	32
(%)	100	2	45	1	2	7	12	7	16	54	1	5	10	10	10	18
Rating	.4	.1	.5		.1	.3	.7	.6	1.1	.5	.2	.4	.6	.7	.8	.8
Share	2.4	.6	2.4	.2	.5	1.6	3.9	3.0	6.8	2.7	.2	1.3	2.4	3.2	4.0	4.7
WHAT-AM	63	2	18		3	5	2	5	3	43		2	5	6	15	15
(%)	100	2	29		4	9	3	8	4	69		3	8	9	24	25
Rating	.2	.1	.1		.1	.1	.1	.2	.1	.2		.1	.1	.2	.7	.4
Share	.9	.4	.5		.4	.7	.4	1.3	.7	1.2		.3	.7	1.0	3.5	2.2
WIOQ-FM	301	61	95	32	28	22	11	2		145	43	53	36	10	1	2
(%)	100	20	32	11	9	7	4	1		48	14	18	12	3		1
Rating	.7	1.6	.5	1.5	.8	.6	.4	.1		.7	2.0	1.4	.9	.3		
Share	4.1	13.1	2.9	7.9	3.6	2.9	1.9	.5		4.1	10.4	7.5	5.1	1.7	.2	.3
WIP -AM	268	9	221	19	57	49	49	23	24	37	2	6	6	6	5	12
(%)	100	3	83	7	21	18	18	9	9	14	1	2	2	2	2	4
Rating	.7	.2	1.3	.9	1.5	1.3	1.6	1.1	.9	.2	.1	.2	.1	.2	.2	.3
Share	3.7	1.9	6.7	4.7	7.3	6.5	8.6	5.8	5.9	1.1	.5	.8	.8	1.0	1.2	1.8
WJJZ-FM	309	3	157	1	16	55	60	13	11	148	4	27	36	52	21	8
(%)	100	1	51		5	18	20	4	4	48	1	9	12	17	7	3
Rating	.8	.1	.9		.4	1.4	2.0	.6	.4	.8	.2	.7	.9	1.6	.9	.2
Share	4.2	.6	4.7	.2	2.1	7.3	10.6	3.3	2.7	4.2	1.0	3.8	5.1	8.9	4.9	1.2
WMGK-FM	328	12	166	15	71	59	15	4	2	150	19	62	40	19	8	2
(%)	100	4	51	5	22	18	5	1		46	6	19	12	6	2	1
Rating	.8	.3	1.0	.7	1.9	1.5	.5	.2	.1	.8	.9	1.7	1.0	.6	.4	
Share	4.5	2.6	5.0	3.7	9.1	7.8	2.6	1.0	.5	4.3	4.6	8.8	5.7	3.2	1.9	.3
WMMR-FM	283	10	189	32	72	60	22	1	2	84	14	35	28	4	1	1
(%)	100	4	67	11	25	21	8		1	30	5	12	10	1	1	
Rating	.7	.3	1.1	1.5	1.9	1.6	.7		.1	.4	.7	.9	.7	.1		
Share	3.9	2.2	5.7	7.9	9.3	7.9	3.9	.3	.5	2.4	3.4	5.0	4.0	.7	.2	.1
WVAP-AM	30		2				2	1		28		1	6	11	1	9
(%)	100		8				5	2		92		4	19	36	4	29
Rating	.1						.1			.1		.1	.3		.2	
Share	.4		.1				.4	.3		.8		.1	.8	1.9	.2	1.3
WOGL-FM	397	6	202	12	22	49	52	52	15	189	11	20	37	76	26	20
(%)	100	1	51	3	5	12	13	13	4	48	3	5	9	19	6	5
Rating	1.0	.2	1.2	.6	.6	1.3	1.7	2.6	.6	1.0	.5	.5	.9	2.3	1.1	.5
Share	5.4	1.3	6.1	3.0	2.8	6.5	9.2	13.1	3.7	5.4	2.7	2.8	5.2	13.0	6.0	3.0
WPEN-AM	345		139	2	1	3	22	32	78	207	1		2	13	38	153
(%)	100		40	1		1	6	9	23	60			1	4	11	44
Rating	.8		.8	.1		.1	.7	1.6	3.0	1.1			.4	1.7	3.8	
Share	4.7		4.2	.5	.1	.4	3.9	8.1	19.0	5.9	.2		.3	2.2	8.8	22.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	11439	216	5689	205	839	1117	1318	1001	1208	5535	202	651	1085	1111	922	1563
(%)	100	2	50	2	7	10	12	9	11	48	2	6	9	10	8	14
Rating	28.1	5.6	32.9	9.5	22.6	29.1	44.0	49.5	46.6	28.4	9.4	17.3	26.7	34.2	40.5	38.8
VBEF-FM	6105	584	1815	187	333	449	406	307	133	3706	407	766	1033	751	454	295
(%)	100	10	30	3	5	7	7	5	2	61	7	13	17	12	7	5
Rating	15.0	15.3	10.5	8.7	9.0	11.7	13.5	15.2	5.1	19.0	19.0	20.4	25.4	23.1	20.0	7.3
WDAS-AM	991	35	221		25	41	51	49	55	735	58	82	112	130	98	255
(%)	100	4	22		3	4	5	5	6	74	6	8	11	13	10	26
Rating	2.4	.9	1.3		.7	1.1	1.7	2.4	2.1	3.8	2.7	2.2	2.8	4.0	4.3	6.3
WDAS-FM	3953	164	1639	212	447	448	337	101	94	2149	271	618	604	392	172	91
(%)	100	4	41	5	11	11	9	3	2	54	7	16	15	10	4	2
Rating	9.7	4.3	9.5	9.8	12.0	11.7	11.2	5.0	3.6	11.0	12.6	16.5	14.9	12.1	7.6	2.3
WFLN-FM	2609	108	1174	46	144	235	303	188	259	1327	58	180	230	275	257	327
(%)	100	4	45	2	6	9	12	7	10	51	2	7	9	11	10	13
Rating	6.4	2.8	6.8	2.1	3.9	6.1	10.1	9.3	10.0	6.8	2.7	4.8	5.7	8.5	11.3	8.1
WHAT-AM	769	23	248		17	53	40	71	67	498	7	37	42	93	107	212
(%)	100	3	32		2	7	5	9	9	65	1	5	5	12	14	28
Rating	1.9	.6	1.4		.5	1.4	1.3	3.5	2.6	2.6	.3	1.0	1.0	2.9	4.7	5.3
W100-FM	6656	1473	2055	649	626	493	204	65	18	3128	829	1022	801	358	63	56
(%)	100	22	31	10	9	7	3	1		47	12	15	12	5	1	1
Rating	16.4	38.5	11.9	30.1	16.9	12.9	6.8	3.2	.7	16.0	38.7	27.2	19.7	11.0	2.8	1.4
WIP -AM	4316	203	3267	311	820	714	746	327	349	846	76	158	166	137	123	186
(%)	100	5	76	7	19	17	17	8	8	20	2	4	4	3	3	4
Rating	10.6	5.3	18.9	14.4	22.1	18.6	24.9	16.2	13.5	4.3	3.5	4.2	4.1	4.2	5.4	4.6
WJZ-FM	4134	126	1953	34	356	590	600	195	178	2055	93	390	643	465	314	151
(%)	100	3	47	1	9	14	15	5	4	50	2	9	16	11	8	4
Rating	10.2	3.3	11.3	1.6	9.6	15.4	20.0	9.6	6.9	10.5	4.3	10.4	15.8	14.3	13.8	3.7
WMGK-FM	6154	433	2814	389	959	974	347	120	26	2907	355	1080	928	342	108	93
(%)	100	7	46	6	16	16	6	2		47	6	18	15	6	2	2
Rating	15.1	11.3	16.3	18.1	25.8	25.4	11.6	5.9	1.0	14.9	16.6	28.8	22.8	10.5	4.7	2.3
WMMR-FM	5267	409	2844	537	1070	874	262	48	52	2015	377	797	598	160	33	50
(%)	100	8	54	10	20	17	5	1	1	38	7	15	11	3	1	1
Rating	13.0	10.7	16.4	24.9	28.8	22.8	8.7	2.4	2.0	10.3	17.6	21.2	14.7	4.9	1.5	1.2
*WNAP-AM	288		65	5	8	8	28	16		223	18	35	53	50	24	43
(%)	100		23	2	3	3	10	5		77	6	12	18	17	8	15
Rating	.7		.4	.2	.2	.2	.9	.8		1.1	.8	.9	1.3	1.5	1.1	1.1
WUGL-FM	6807	351	2942	188	370	736	1020	462	166	3513	279	451	956	1179	336	312
(%)	100	5	43	3	5	11	15	7	2	52	4	7	14	17	5	5
Rating	16.7	9.2	17.0	8.7	10.0	19.2	34.0	22.9	6.4	18.0	13.0	12.0	23.5	36.3	14.8	7.7
WPEN-AM	3479	8	1447	41	34	54	195	317	806	2024	22	17	97	156	395	1336
(%)	100		42	1	1	2	6	9	23	58	1		3	4	11	38
Rating	8.6	.2	8.4	1.9	.9	1.4	6.5	15.7	31.1	10.4	1.0	.5	2.4	4.8	17.4	33.2

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPHI-FM	303	92	117	52	50	14	1			94	45	33	11	4	1	
(%)	100	30	39	17	17	5				31	15	11	4	1		
Rating	.7	2.4	.7	2.4	1.3	.4				.5	2.1	.9	.3	.1		
Share	4.2	19.8	3.5	12.8	6.4	1.9	.2			2.7	10.9	4.7	1.6	.7	.2	
WPHT-AM	59	1	38	1	3	4	8	10	11	20		2	1	3	5	9
(%)	100	2	64	2	6	7	14	17	19	34	1	3	2	5	8	15
Rating	.1		.2		.1	.1	.3	.5	.4	.1		.1	.1	.1	.2	.2
Share	.8	.2	1.1	.2	.4	.5	1.4	2.5	2.7	.6		.3	.1	.5	1.2	1.3
WPLY-FM	240	53	93	28	41	22	2			95	40	35	16	3		1
(%)	100	22	39	11	17	9	1			39	17	15	7	1		
Rating	.6	1.4	.5	1.3	1.1	.6	.1			.5	1.9	.9	.4	.1		
Share	3.3	11.4	2.8	6.9	5.3	2.9	.4			2.7	9.7	5.0	2.3	.5		.1
*WTEL-AM	29	3	4	1	1	2			1	22	9	3	1	1	6	3
(%)	100	10	14	2	3	6	1		2	77	33	9	2	2	20	11
Rating	.1	.1				.1				.1	.4	.1			.3	.1
Share	.4	.6	.1	.2	.1	.3			.2	.6	2.2	.4	.1	.2	1.4	.4
WURD-AM	27		6		2	2		1		20	7	4	1	3	3	2
(%)	100	2	22	1	9	6	1	4	1	76	27	16	2	13	10	8
Rating	.1				.1	.1				.1	.3	.1		.1	.1	
Share	.4		.2		.3	.3		.3		.6	1.7	.6	.1	.5	.7	.3
WUSL-FM	333	71	128	67	40	15	2	2	1	134	46	44	28	10	4	1
(%)	100	21	38	20	12	5	1	1		40	14	13	8	3	1	
Rating	.8	1.9	.7	3.1	1.1	.4	.1	.1		.7	2.1	1.2	.7	.3	.2	
Share	4.6	15.3	3.9	16.5	5.2	2.0	.4	.5	.2	3.8	11.2	6.2	4.0	1.7	.9	.1
WWDB-FM	342		144	2	15	26	27	33	41	198	2	9	17	22	36	113
(%)	100		42	1	4	8	8	10	12	58	1	3	5	6	10	33
Rating	.8		.8		.4	.7	.9	1.6	1.6	1.0	.1	.2	.4	.7	1.6	2.8
Share	4.7		4.3	.5	1.9	3.4	4.8	8.3	10.0	5.6	.5	1.3	2.4	3.8	8.4	16.7
WWJZ-AM	28		14			1	2	5	6	14	2			4	1	7
(%)	100		49		1	3	8	16	21	51	7			15	4	25
Rating	.1		.1				.1	.2	.2	.1	.1			.1		.2
Share	.4		.4			.1	.4	1.3	1.5	.4	.5			.7	.2	1.0
WXTU-FM	308	12	138	9	23	42	25	32	9	157	10	37	36	30	30	14
(%)	100	4	45	3	7	14	8	10	3	51	3	12	12	10	10	5
Rating	.8	.3	.8	.4	.6	1.1	.8	1.6	.3	.8	.5	1.0	.9	.9	1.3	.3
Share	4.2	2.6	4.2	2.2	3.0	5.6	4.4	8.1	2.2	4.5	2.4	5.2	5.1	5.1	7.0	2.1
WYSP-FM	385	20	275	63	133	58	14	5	2	91	20	36	24	9	1	
(%)	100	5	71	16	35	15	4	1		24	5	9	6	2		
Rating	.9	.5	1.6	2.9	3.6	1.5	.5	.2	.1	.5	.9	1.0	.6	.3		
Share	5.3	4.3	8.3	15.5	17.1	7.7	2.5	1.3	.5	2.6	4.9	5.1	3.4	1.5	.2	
WYXR-FM	265	24	69	11	16	22	17	2	1	172	39	58	49	19	5	3
(%)	100	9	26	4	6	8	6	1		65	15	22	18	7	2	1
Rating	.7	.6	.4	.5	.4	.6	.6	.1		.9	1.8	1.5	1.2	.6	.2	.1
Share	3.6	5.2	2.1	2.7	2.1	2.9	3.0	.5	.2	4.9	9.5	8.2	6.9	3.2	1.2	.4
WZZD-AM	21		7		1	1	1	3	1	14	3	1	3	4	1	2
(%)	100	2	31	1	3	6	5	12	4	67	14	6	13	17	7	11
Rating	.1							.1		.1	.1		.1	.1		
Share	.3		.2		.1	.1	.2	.8	.2	.4	.7	.1	.4	.7	.2	.3
VCHR-FM	21		12		2	1	6	2		8			3	1	3	2
(%)	100	1	58	1	11	4	30	11	1	41			13	3	12	12
Rating	.1		.1		.1		.2	.1					.1		.1	
Share	.3		.4		.3	.1	1.1	.5		.2			.4	.2	.7	.3
WFMZ-FM	36		12		1	5	1	2	3	24		3	3	2	10	5
(%)	100		34	1	3	13	2	6	9	66		7	9	7	29	15
Rating	.1		.1			.1		.1	.1	.1		.1	.1	.1	.4	.1
Share	.5		.4		.1	.7	.2	.5	.7	.7		.4	.4	.3	2.3	.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPHI-FM	4510	1439	1508	696	546	219	31	5	11	1563	641	518	265	78	47	15
(%)	100	32	33	15	12	5	1			35	14	11	6	2	1	
Rating	11.1	37.6	8.7	32.3	14.7	5.7	1.0	.2	.4	8.0	29.9	13.8	6.5	2.4	2.1	.4
WPHT-AM	1934	31	1157	48	147	179	291	175	317	746	14	54	60	179	95	343
(%)	100	2	60	3	8	9	15	9	16	39	1	3	3	9	5	18
Rating	4.8	.8	6.7	2.2	4.0	4.7	9.7	8.7	12.2	3.8	.7	1.4	1.5	5.5	4.2	8.5
WPLY-FM	5529	1108	2097	704	927	327	103	20	17	2324	774	806	477	182	40	45
(%)	100	20	38	13	17	6	2			42	14	15	9	3	1	1
Rating	13.6	28.9	12.1	32.7	25.0	8.5	3.4	1.0	.7	11.9	36.1	21.5	11.7	5.6	1.8	1.1
*WTEL-AM	332	17	121	40	10	37	8		26	194	38	31	21	15	19	69
(%)	100	5	36	12	3	11	2		8	58	12	9	6	4	6	21
Rating	.8	.4	.7	1.9	.3	1.0	.3		1.0	1.0	1.8	.8	.5	.5	.8	1.7
WURD-AM	374	17	127	15	49	27	16	11	8	230	63	50	15	22	32	48
(%)	100	5	34	4	13	7	4	3	2	61	17	13	4	6	8	13
Rating	.9	.4	.7	.7	1.3	.7	.5	.5	.3	1.2	2.9	1.3	.4	.7	1.4	1.2
WUSL-FM	5296	1460	1745	692	548	289	123	50	44	2091	601	633	485	240	112	21
(%)	100	28	33	13	10	5	2	1	1	39	11	12	9	5	2	
Rating	13.0	38.1	10.1	32.1	14.8	7.5	4.1	2.5	1.7	10.7	28.0	16.9	11.9	7.4	4.9	.5
WVDB-FM	4970	52	2338	47	361	434	480	465	550	2581	63	196	338	485	450	1048
(%)	100	1	47	1	7	9	10	9	11	52	1	4	7	10	9	21
Rating	12.2	1.4	13.5	2.2	9.7	11.3	16.0	23.0	21.2	13.2	2.9	5.2	8.3	14.9	19.8	26.0
WVJZ-AM	420		204		17	9	39	29	110	216	7	11		23	31	144
(%)	100		49		4	2	9	7	26	51	2	3		6	7	34
Rating	1.0		1.2		.5	.2	1.3	1.4	4.2	1.1	.3	.3		.7	1.4	3.6
WXTU-FM	4138	207	1803	180	302	419	380	316	206	2127	196	445	531	405	327	223
(%)	100	5	44	4	7	10	9	8	5	51	5	11	13	10	8	5
Rating	10.2	5.4	10.4	8.4	8.1	10.9	12.7	15.6	7.9	10.9	9.1	11.9	13.1	12.5	14.4	5.5
WYSP-FM	7318	675	4305	858	1687	1096	401	183	80	2337	488	894	588	260	50	57
(%)	100	9	59	12	23	15	5	2	1	32	7	12	8	4	1	1
Rating	18.0	17.6	24.9	39.8	45.4	28.6	13.4	9.1	3.1	12.0	22.8	23.8	14.5	8.0	2.2	1.4
WYXR-FM	5795	789	1597	270	426	509	267	90	34	3409	720	1134	933	429	118	76
(%)	100	14	28	5	7	9	5	2	1	59	12	20	16	7	2	1
Rating	14.3	20.6	9.2	12.5	11.5	13.3	8.9	4.5	1.3	17.5	33.6	30.2	23.0	13.2	5.2	1.9
WZZD-AM	570	29	180	8	9	16	47	48	52	360	40	53	64	67	53	83
(%)	100	5	32	1	2	3	8	8	9	63	7	9	11	12	9	15
Rating	1.4	.8	1.0	.4	.2	.4	1.6	2.4	2.0	1.8	1.9	1.4	1.6	2.1	2.3	2.1
WCHR-FM	462	15	230	16	27	33	102	35	17	218		8	86	33	33	58
(%)	100	3	50	3	6	7	22	8	4	47		2	19	7	7	12
Rating	1.1	.4	1.3	.7	.7	.9	3.4	1.7	.7	1.1		.2	2.1	1.0	1.5	1.4
WFMZ-FM	649	7	276	23	40	40	57	91	25	366	7	60	87	62	100	50
(%)	100	1	43	4	6	6	9	14	4	56	1	9	13	10	15	8
Rating	1.6	.2	1.6	1.1	1.1	1.0	1.9	4.5	1.0	1.9	.3	1.6	2.1	1.9	4.4	1.2

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WJBR-FM	31	2	11		2	4	1		3	19	2	4	6	6	1	
(%)	100	7	34		6	13	4	1	9	59	6	12	19	18	5	1
Rating	.1	.1	.1		.1	.1			.1	.1	.1	.1	.1	.2		
Share	.4	.4	.3		.3	.5	.2		.7	.5	.5	.6	.8	1.0	.2	
WKXV-FM	60	1	28	3	6	7	3	7	2	31		5	10	7	6	3
(%)	100	1	47	5	9	12	5	12	4	52	1	8	17	12	10	4
Rating	.1		.2	.1	.2	.2	.1	.3	.1	.2		.1	.2	.2	.3	.1
Share	.8	.2	.8	.7	.8	.9	.5	1.8	.5	.9		.7	1.4	1.2	1.4	.4
WPST-FM	113	26	36	17	12	4	2	1		51	16	23	8	3	1	
(%)	100	23	32	15	11	3	2			45	14	20	7	3	1	
Rating	.3	.7	.2	.8	.3	.1	.1			.3	.7	.6	.2	.1		
Share	1.5	5.6	1.1	4.2	1.5	.5	.4	.3		1.4	3.9	3.3	1.1	.5	.2	
WRDR-FM	32		21				4	3	14	11			1	1	5	4
(%)	100		66				13	10	43	34		1	3	2	15	13
Rating	.1		.1				.1	.1	.5	.1					.2	.1
Share	.4		.6				.7	.8	3.4	.3			.1	.2	1.2	.6
WSTV-FM	24	1	12	1	4	5	1			11	2	4	4	1		
(%)	100	3	50	5	18	21	5	1		47	10	15	17	5		1
Rating	.1		.1		.1	.1				.1	.1	.1	.1			
Share	.3	.2	.4	.2	.5	.7	.2			.3	.5	.6	.6	.2		
TOTALS	7295	464	3312	406	776	756	567	397	410	3519	412	707	706	586	430	677
(%)	100	6	45	6	11	10	8	5	6	48	6	10	10	8	6	9
Rating	17.9	12.1	19.1	18.8	20.9	19.7	18.9	19.6	15.8	18.0	19.2	18.8	17.4	18.0	18.9	16.8

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WJBR-FM	721	110	220	7	78	40	70	16	8	391	56	100	109	87	29	10
(%)	100	15	31	1	11	6	10	2	1	54	8	14	15	12	4	1
Rating	1.8	2.9	1.3	.3	2.1	1.0	2.3	.8	.3	2.0	2.6	2.7	2.7	2.7	1.3	.2
WKXW-FM	1392	50	552	32	155	103	110	121	32	789	16	188	223	147	161	54
(%)	100	4	40	2	11	7	8	9	2	57	1	13	16	11	12	4
Rating	3.4	1.3	3.2	1.5	4.2	2.7	3.7	6.0	1.2	4.0	.7	5.0	5.5	4.5	7.1	1.3
WPST-FM	3459	758	1043	345	404	156	109	20	9	1658	520	677	242	174	35	10
(%)	100	22	30	10	12	5	3	1	.3	48	15	20	7	5	1	.2
Rating	8.5	19.8	6.0	16.0	10.9	4.1	3.6	1.0	.3	8.5	24.3	18.0	6.0	5.4	1.5	.2
WRDR-FM	564		288		9		48	76	155	276		23	22	28	76	128
(%)	100		51		2		8	13	27	49		4	4	5	13	23
Rating	1.4		1.7		.2		1.6	3.8	6.0	1.4		.6	.5	.9	3.3	3.2
WSTW-FM	1116	72	433	93	202	105	24	10		610	150	228	158	57	6	9
(%)	100	6	39	8	18	9	2	1		55	13	20	14	5	1	1
Rating	2.7	1.9	2.5	4.3	5.4	2.7	.8	.5		3.1	7.0	6.1	3.9	1.8	.3	.2
TOTALS	39318	3679	16793	2087	3652	3758	2944	1960	2392	18846	2105	3664	4012	3124	2207	3734
(%)	100	9	43	5	9	10	7	5	6	48	5	9	10	8	6	9
Rating	96.7	96.1	97.0	96.9	98.3	98.0	98.2	97.0	92.3	96.6	98.2	97.6	98.8	96.1	97.1	92.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listening Locations

	Persons 18+															
	AQH (00)															
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KYW -AM (%)	525 67	235 30	25 3	1	215 52	143 35	54 13	1	177 65	82 30	13 5	1	307 67	129 28	22 5	1
WBEB-FM (%)	123 25	114 23	248 51	5 1	139 18	85 11	536 70	11 1	168 48	88 25	76 22	21 6	112 28	79 19	205 51	8 2
WDAS-AM (%)	64 75	10 12	11 13		41 55	7 10	24 32	2 3	82 90	7 8	2 2		53 77	7 10	9 12	1 1
WDAS-FM (%)	210 45	93 20	161 34	7 1	153 29	55 10	313 59	12 2	211 70	45 15	36 12	8 3	202 51	57 14	129 33	8 2
WFLN-FM (%)	102 48	55 26	56 26	1	109 38	43 15	131 46	1	138 81	29 17	4 2		95 54	35 20	45 26	1 1
WHAT-AM (%)	60 80	6 8	8 11	1 1	54 72	7 9	12 16	2 2	54 77	6 9	9 12	2 2	49 80	5 8	6 11	1 1
WIOQ-FM (%)	68 25	110 41	80 30	14 5	85 24	82 23	168 47	20 6	122 46	88 33	31 12	24 9	74 31	80 33	70 29	16 7
WIP -AM (%)	179 42	188 44	59 14	2 1	91 27	110 33	129 39	5 1	84 54	57 37	11 7	5 3	108 42	100 39	48 18	2 1
WJJZ-FM (%)	121 34	84 24	139 39	9 3	101 20	80 16	306 62	10 2	152 56	62 23	46 17	12 4	114 37	64 21	119 39	9 3
WMGK-FM (%)	57 14	141 36	191 48	6 1	57 10	101 19	379 69	9 2	114 39	109 37	43 15	25 9	59 19	96 30	153 48	9 3
WMMR-FM (%)	52 15	112 33	172 50	7 2	62 13	82 16	350 70	4 1	85 40	75 35	32 15	19 9	55 20	74 27	135 49	9 3
WNAP-AM (%)	18 57	3 9	8 25	3 10	18 51	2 7	14 38	1 4	21 77	4 14	1 5	1 5	18 60	3 9	7 25	2 6
WOGL-FM (%)	113 24	179 38	168 36	6 1	124 20	141 22	348 55	15 2	162 44	146 40	45 12	15 4	116 30	126 32	139 36	10 3
WPEN-AM (%)	369 80	51 11	37 8	2 1	320 67	89 19	68 14	1	285 79	63 17	9 2	6 2	269 78	46 13	27 8	3 1
WPHI-FM (%)	99 41	70 29	57 24	14 6	88 36	46 19	98 40	11 4	112 53	48 23	24 12	28 13	96 46	53 25	45 22	17 8
WPHT-AM (%)	38 60	22 35	3 4		22 41	26 49	4 8	1 2	29 60	16 33	1 2	2 4	36 61	19 32	3 4	1 3
WPLY-FM (%)	51 21	120 50	67 28	4 1	48 18	64 24	144 54	10 4	73 41	77 43	21 11	10 5	48 26	76 41	57 30	6 3
WTEL-AM (%)	16 59	1 5	9 35		20 57	2 6	12 36	1	14 82	3 18			16 63	2 7	8 30	1
WURD-AM (%)	17 63	6 24	3 13	1	30 70	2 5	11 25		25 72	6 16	4 12	1	19 71	4 13	4 14	1
WUSL-FM (%)	135 49	64 23	61 22	16 6	114 34	63 19	135 40	26 8	157 62	59 23	22 9	17 7	132 50	54 21	56 21	19 7
WWDB-FM (%)	257 63	99 24	51 12	4 1	241 48	118 23	143 28	4 1	202 73	62 22	13 5	1	219 64	72 21	48 14	3 1
WWJZ-AM (%)	26 78	6 17	1 3	1	32 74	6 14	5 12		30 93	2 7			23 81	4 14	1 5	
WXTU-FM (%)	114 30	149 40	109 29	5 1	117 25	122 27	214 46	7 2	158 49	107 33	37 12	17 5	102 34	100 34	87 29	7 2
WYSP-FM (%)	199 28	276 39	220 31	8 1	66 16	102 25	235 58	4 1	72 35	83 40	30 15	22 11	99 27	132 36	127 35	8 2

* Listener estimates adjusted for reported broadcast schedule.

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

NOTE: Demographic estimates here may not sum to like demographics in other sections of the report due to rounding.

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WYXR-FM (%)	62 23	94 34	116 42	3 1	36 10	64 18	263 72	3 1	84 37	90 40	43 19	9 4	65 27	69 29	102 42	5 2
WZZD-AM (%)	9 39	10 44	3 14	1 3	18 56	8 25	6 19		8 75	3 25			12 57	6 31	2 11	1 1
WCHR-FM (%)	13 42	9 31	8 27	1 1	11 29	5 15	20 55	1 1	1 15	6 82		3 3	8 39	6 27	7 33	1 1
WFMZ-FM (%)	10 25	10 25	20 49	1 1	15 24	7 11	43 66		24 66	6 17	3 8	4 10	12 34	7 19	16 45	2 2
WJBR-FM (%)	13 34	9 24	16 41		9 20	5 11	31 66	2 4	14 59	6 23	4 18		10 35	6 20	13 44	2 2
WKXW-FM (%)	25 31	31 39	24 30	1 1	20 20	26 26	55 54	1 1	15 33	15 34	12 28	2 5	16 27	20 34	22 38	1 1
WPST-FM (%)	26 26	46 46	25 26	2 2	29 23	32 25	59 46	8 6	50 44	41 35	15 13	9 8	27 31	33 37	23 27	5 5
WRDR-FM (%)	15 43	14 42	3 10	2 6	20 38	24 44	7 13	3 6	16 41	18 45	4 10	2 4	14 43	13 41	3 10	2 5
WSTW-FM (%)	5 15	11 38	14 46	1 1	7 21	5 17	19 59	1 4	10 41	13 55	1 4		5 24	8 35	9 40	2 2
TOTALS (%)	3628 41	2756 31	2341 26	147 2	2830 29	2010 21	4705 48	205 2	3408 56	1742 28	656 11	318 5	2954 43	1806 26	1891 28	179 3

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

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

NOTE: Demographic estimates here may not sum to like demographics in other sections of the report due to rounding.

ARBITRON

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYW -AM										
SU '97	5:00	3:00	4:00	4:45	2:45	4:00	5:00	3:15	3:45	4:30
SP '97	5:00	3:30	4:00	4:45	3:15	4:15	5:00	3:45	4:00	4:30
WI '97	5:00	3:00	4:15	4:45	3:30	4:15	5:00	2:30	4:00	4:45
FA '96	5:15	3:00	4:00	5:00	3:00	4:00	5:00	2:45	4:00	5:15
4-Book	5:00	3:15	4:00	4:45	3:15	4:15	5:00	3:00	4:00	4:45
SU '96	5:15	3:15	4:15	4:45	3:45	4:15	5:00	2:45	4:00	4:45
WBEB-FM										
SU '97	8:45	7:30	9:00	10:00	6:30	8:00	9:15	8:00	9:15	10:15
SP '97	9:00	7:45	9:00	9:45	6:00	6:30	7:15	8:15	10:15	11:00
WI '97	9:00	8:00	9:15	10:15	6:15	8:30	10:00	8:30	9:45	10:15
FA '96	8:30	8:00	9:30	10:00	6:30	8:00	8:00	8:45	10:00	10:45
4-Book	8:45	7:45	9:15	10:00	6:15	7:45	8:45	8:30	9:45	10:30
SU '96	8:45	9:15	9:30	9:30	8:15	8:00	8:15	10:00	10:15	10:00
WDAS-AM										
SU '97	9:00	9:45	8:45	8:45	7:15	7:15	7:45	10:15	9:15	9:15
SP '97	9:45	4:00	10:30	10:45	3:45	6:45	6:00	4:15	11:45	12:00
WI '97	9:30	5:15	8:30	9:45	8:00	4:45	6:45	3:45	12:00	11:45
FA '96	7:30	5:15	7:30	7:45	1:45	7:15	8:30	7:00	7:45	7:30
4-Book	9:00	6:00	8:45	9:15	5:15	6:30	7:15	6:15	10:15	10:15
SU '96	7:45	6:15	7:00	7:45	5:15	7:30	8:00	7:00	6:45	7:30
WDAS-FM										
SU '97	12:45	10:30	14:00	15:30	8:45	11:45	13:30	11:45	15:30	17:15
SP '97	11:30	10:00	12:45	13:00	10:30	12:45	13:15	9:45	13:00	13:00
WI '97	11:15	11:00	13:30	13:00	9:30	13:00	12:45	12:00	14:00	13:00
FA '96	11:30	10:00	13:00	14:15	10:30	13:30	15:00	9:45	13:00	13:45
4-Book	11:45	10:30	13:15	14:00	9:45	12:45	13:45	10:45	14:00	14:15
SU '96	11:00	11:00	12:30	12:30	10:30	12:00	11:45	11:30	13:00	13:00
WFLN-FM										
SU '97	8:30	4:45	7:45	8:30	3:45	7:00	8:00	5:30	8:15	8:45
SP '97	7:45	5:45	6:30	8:00	4:15	6:45	10:00	7:30	6:15	6:30
WI '97	8:30	5:00	7:00	8:30	5:15	7:30	9:00	4:45	6:30	8:00
FA '96	8:30	4:45	6:45	8:15	6:00	7:00	9:15	3:30	6:15	7:45
4-Book	8:15	5:00	7:00	8:15	4:45	7:00	9:00	5:15	6:45	7:45
SU '96	8:30	6:30	7:30	8:15	7:00	8:15	9:30	6:15	7:00	7:00
WHAT-AM										
SU '97	10:15	9:45	10:15	12:00	20:15	11:45	9:30	5:45	9:30	13:30
SP '97	14:00	10:15	12:30	14:15	10:00	7:45	9:00	10:30	14:45	16:45
WI '97	9:15	12:45	8:30	9:30	16:15	12:15	11:15	2:15	5:30	8:15
FA '96	13:45	11:30	10:45	14:30	9:00	6:00	13:45	17:00	14:45	15:00
4-Book	11:45	11:00	10:30	12:30	14:00	9:30	11:00	9:00	11:15	13:30
SU '96	14:45	8:00	12:45	16:45	10:30	12:00	15:30	5:15	13:30	17:45
W100-FM										
SU '97	5:45	6:15	5:45	5:15	6:00	5:45	5:45	6:30	5:45	5:00
SP '97	5:45	6:45	6:00	5:15	8:15	5:45	3:45	5:45	6:15	6:00
WI '97	6:00	7:00	6:00	5:15	6:30	5:30	4:30	7:30	6:30	5:45
FA '96	6:15	6:00	5:15	5:30	5:45	5:00	5:30	6:15	5:30	5:45
4-Book	6:00	6:30	5:45	5:15	6:45	5:30	5:00	6:30	6:00	5:45
SU '96	6:15	7:00	6:15	5:15	7:30	6:00	5:00	6:45	6:15	5:15
WIP -AM										
SU '97	7:45	7:45	8:00	8:00	8:30	8:30	8:30	4:00	5:00	5:15
SP '97	6:30	5:45	7:00	7:00	6:45	7:30	7:30	2:30	5:15	5:30
WI '97	7:00	6:00	6:45	7:30	6:45	7:30	8:15	2:45	3:45	4:30
FA '96	7:15	7:30	7:45	7:15	8:00	8:30	8:15	4:15	3:45	3:45
4-Book	7:15	6:45	7:30	7:30	7:30	8:00	8:15	3:30	4:30	4:45
SU '96	7:30	6:30	7:45	8:00	7:15	8:30	8:30	3:00	3:45	5:30
WJZ-FM										
SU '97	9:30	6:45	10:15	10:45	5:30	10:45	11:45	7:45	9:45	9:45
SP '97	8:45	8:30	9:15	9:15	10:00	9:45	9:15	7:30	9:00	9:00
WI '97	8:30	6:00	8:15	9:30	8:00	9:15	10:00	4:45	7:45	8:45
FA '96	9:00	7:00	9:15	9:45	5:45	8:30	9:00	7:45	9:45	10:30
4-Book	9:00	7:00	9:15	9:45	7:15	9:30	10:00	7:00	9:00	9:30
SU '96	9:30	8:30	10:15	11:00	8:30	10:30	11:00	8:30	10:00	11:00

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WMGK-FM										
SU '97	6:45	7:30	7:15	6:30	8:00	8:00	6:45	7:15	6:30	6:00
SP '97	6:45	6:45	7:15	7:15	7:00	8:30	8:30	6:30	6:15	6:00
WI '97	7:15	7:30	7:30	7:30	7:45	8:30	9:15	7:15	6:30	5:45
FA '96	8:15	8:00	8:30	9:00	9:00	10:30	11:00	7:00	6:45	7:00
4-Book	7:15	7:30	7:45	7:30	8:00	9:00	9:00	7:00	6:30	6:15
SU '96	8:00	7:45	8:30	9:15	8:15	9:45	10:30	7:15	7:30	7:45
WMMR-FM										
SU '97	6:45	7:00	7:30	7:30	8:15	8:45	8:45	5:15	5:30	5:30
SP '97	7:30	7:00	8:45	8:45	8:30	10:00	9:45	5:00	7:00	7:15
WI '97	6:15	6:00	7:00	7:30	6:45	7:15	7:30	4:45	6:45	7:15
FA '96	6:30	5:30	7:15	8:15	6:30	8:00	8:30	3:45	6:00	8:00
4-Book	6:45	6:30	7:45	8:00	7:30	8:30	8:45	4:45	6:15	7:00
SU '96	6:30	6:15	7:15	7:15	7:30	8:30	8:15	4:30	5:15	6:00
*WNAP-AM										
SU '97	9:15	2:00	9:30	10:00	1:30	3:45	4:00	2:15	11:30	12:30
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	7:00	2:00	4:00	5:00	0:45	1:30	1:30	2:30	5:00	6:15
FA '96	5:45	7:15	5:30	3:15	8:00	7:15	4:15	6:00	4:15	3:00
4-Book	**	**	**	**	**	**	**	**	**	**
SU '96	7:45	4:45	5:30	8:45	14:15	4:00	7:00	3:00	6:15	10:15
WGL-FM										
SU '97	7:15	6:15	6:45	7:45	7:45	7:15	8:45	5:15	6:30	7:00
SP '97	7:45	6:30	8:00	8:30	5:15	8:15	9:30	7:30	8:00	8:00
WI '97	6:45	4:00	6:30	7:30	5:30	7:30	8:00	3:00	5:45	7:15
FA '96	7:30	5:30	7:30	8:30	7:30	8:15	9:00	3:45	7:00	8:00
4-Book	7:15	5:30	7:15	8:00	6:30	7:45	8:45	5:00	6:45	7:30
SU '96	8:30	4:00	8:15	9:45	3:45	7:45	9:15	4:15	8:30	9:45
WPEN-AM										
SU '97	12:30	4:15	9:15	11:15	5:15	11:30	12:45	2:30	7:00	10:15
SP '97	11:45	7:15	5:00	8:30	9:45	3:45	8:45	5:30	6:15	8:30
WI '97	13:00	8:30	7:00	8:30	3:15	4:30	8:00	14:30	9:30	8:45
FA '96	13:15	6:00	5:00	11:15	7:45	4:30	11:00	4:00	5:15	11:30
4-Book	12:45	6:30	6:30	10:00	6:30	6:00	10:15	6:45	7:00	9:45
SU '96	12:15	2:00	8:15	10:45	2:00	6:45	9:30	2:15	9:15	11:30
+WPHI-FM										
SU '97	8:30	9:30	8:30	6:00	10:15	10:15	7:30	8:30	7:00	5:00
SP '97	8:00	8:00	6:45	5:30	9:00	7:45	5:00	7:30	6:00	6:00
WI '97	6:45	6:45	6:45	6:45	8:30	8:15	7:30	5:15	5:30	6:00
FA '96	5:15	5:30	5:00	4:45	5:45	5:45	6:00	5:30	4:15	3:30
4-Book	7:15	7:30	6:45	5:45	8:30	8:00	6:30	6:45	5:45	5:15
SU '96	5:00	5:15	5:00	4:15	6:30	5:30	5:15	4:00	4:15	3:15
+WPHT-AM										
SU '97	3:45	3:00	3:00	4:15	2:45	3:15	4:30	3:30	2:45	3:45
SP '97	4:00	2:45	3:00	3:30	1:45	3:00	3:30	5:45	3:30	3:30
WI '97	4:00	1:45	4:00	4:30	2:00	4:30	4:30	1:15	2:45	4:45
FA '96	4:00	5:30	4:00	3:45	8:15	4:45	4:15	2:15	2:30	3:15
4-Book	4:00	3:15	3:30	4:00	3:45	4:00	4:15	3:15	3:00	3:45
SU '96	4:30	2:30	3:00	3:45	2:45	2:45	3:30	1:15	3:15	4:45
WPLY-FM										
SU '97	5:30	5:30	5:15	4:45	5:15	6:00	6:45	6:00	4:45	3:30
SP '97	5:00	5:30	4:45	4:15	5:45	5:30	5:15	5:00	4:15	3:00
WI '97	4:45	5:30	5:15	3:30	6:30	6:15	3:45	4:45	4:30	3:15
FA '96	4:30	5:15	4:45	3:45	5:15	4:45	3:30	5:00	4:30	4:00
4-Book	5:00	5:30	5:00	4:00	5:45	5:45	4:45	5:15	4:30	3:30
SU '96	5:15	6:00	5:45	5:15	5:45	5:30	6:30	6:15	6:15	4:45
*WTEL-AM										
SU '97	7:15	9:15	4:30	7:30	2:15	4:15	3:45	14:30	4:45	10:30
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WURD-AM										
SU '97	9:00	9:45	9:00	10:00	5:15	6:00	7:00	12:30	12:00	12:30
SP '97	11:30	14:30	12:45	10:45	7:00	6:45	7:30	17:15	16:15	14:00
WI '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**
WUSL-FM										
SU '97	8:00	10:00	7:30	6:00	10:45	7:30	5:30	9:15	7:45	6:30
SP '97	8:15	9:30	9:15	6:45	9:45	10:15	6:30	9:15	8:45	6:45
WI '97	9:30	12:00	9:15	6:15	12:00	9:15	5:45	12:00	9:15	6:30
FA '96	10:00	11:45	9:30	7:15	10:30	9:45	7:30	13:00	9:15	7:00
4-Book	9:00	10:45	9:00	6:30	10:45	9:15	6:15	11:00	8:45	6:45
SU '96	10:30	12:00	10:30	7:30	12:15	11:30	6:00	11:30	9:30	8:45
WWDB-FM										
SU '97	8:45	5:15	6:15	7:30	5:15	6:45	7:45	5:30	6:00	7:15
SP '97	9:15	5:00	6:45	8:15	6:00	7:30	8:45	3:30	5:45	7:45
WI '97	9:15	5:30	7:30	9:15	7:00	8:00	9:15	3:15	7:15	9:00
FA '96	9:15	5:30	7:30	8:45	5:15	8:45	9:15	6:00	6:00	8:15
4-Book	9:15	5:15	7:00	8:30	6:00	7:45	8:45	4:30	6:15	8:00
SU '96	9:45	6:15	7:30	9:00	7:45	8:45	10:15	4:00	5:30	7:30
WWJZ-AM										
SU '97	8:30	7:45	9:45	12:30	1:30	6:30	12:45	13:45	15:45	12:15
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	10:30	0:00	0:45	6:00	0:00	0:00	5:30	0:00	0:45	6:15
FA '96	12:00	0:30	4:00	7:30	0:00	2:15	10:45	0:30	5:15	5:00
4-Book	**	**	**	**	**	**	**	**	**	**
SU '96	9:45	1:00	16:15	10:15	0:00	29:15	15:30	1:00	2:00	6:30
WXTU-FM										
SU '97	9:15	8:45	9:45	10:15	8:15	10:15	11:00	9:15	9:30	9:30
SP '97	9:45	7:45	10:30	11:45	8:45	11:30	12:00	7:00	9:45	11:30
WI '97	10:30	10:00	10:30	11:00	10:45	10:30	11:30	9:15	10:15	10:30
FA '96	9:00	9:00	9:15	10:00	11:15	10:45	10:30	7:15	7:45	9:15
4-Book	9:45	9:00	10:00	10:45	9:45	10:45	11:15	8:15	9:15	10:15
SU '96	10:15	11:30	10:45	10:00	13:30	11:45	9:45	10:00	10:15	10:15
WYSP-FM										
SU '97	6:45	8:00	7:00	5:30	9:45	8:00	5:45	5:15	5:00	4:45
SP '97	8:15	9:00	9:00	8:15	11:00	11:00	9:30	5:30	5:30	6:00
WI '97	7:15	7:45	7:30	7:30	9:45	9:00	8:30	4:00	4:45	5:00
FA '96	6:15	7:00	6:45	5:45	8:00	8:00	6:30	5:00	4:15	3:45
4-Book	7:15	8:00	7:30	6:45	9:45	9:00	7:30	5:00	5:00	5:00
SU '96	7:30	8:45	7:45	6:30	10:30	9:00	7:15	5:45	5:15	4:30
WYXR-FM										
SU '97	5:45	6:00	6:15	6:15	4:45	5:45	6:00	6:30	6:15	6:15
SP '97	6:00	6:00	7:00	7:00	5:15	5:45	5:30	6:15	7:45	8:00
WI '97	4:45	4:45	5:30	5:30	3:45	4:30	4:45	5:00	6:00	5:45
FA '96	6:00	6:15	6:45	6:45	6:45	7:15	6:15	6:15	6:45	7:00
4-Book	5:45	5:45	6:30	6:30	5:15	5:45	5:45	6:00	6:45	6:45
SU '96	6:00	6:15	6:00	6:30	4:30	4:45	5:15	6:45	6:45	7:00
WZZD-AM										
SU '97	4:45	6:00	5:00	5:15	7:15	5:00	5:15	5:45	5:00	5:15
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**
WCHR-FM										
SU '97	5:30	5:45	5:30	6:00	6:45	7:15	7:00	0:30	3:30	5:00
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
FA '96	8:15	4:45	5:30	5:45	3:00	4:45	5:30	7:45	6:15	6:00
4-Book	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WFMZ-FM										
SU '97	7:00	3:45	5:15	6:45	2:30	6:00	5:15	4:45	4:45	8:00
SP '97	9:30	5:45	7:30	8:30	0:00	6:45	6:15	5:45	8:00	10:15
WI '97	9:30	7:45	7:45	9:30	3:30	5:15	6:45	11:45	9:30	11:45
FA '96	9:30	2:15	9:15	12:30	5:45	11:15	9:15	1:00	8:00	14:30
4-Book	9:00	5:00	7:30	9:15	3:00	7:15	7:00	5:45	7:30	11:15
SU '96	7:30	8:00	6:45	7:45	1:30	3:00	6:45	13:15	9:30	8:45
WJBR-FM										
SU '97	5:30	3:45	5:45	6:45	3:00	5:00	5:45	4:30	6:30	7:15
SP '97	6:00	5:15	6:30	6:15	5:30	6:45	7:00	5:00	6:30	6:00
WI '97	5:45	3:45	5:45	7:00	2:00	6:45	9:15	4:45	5:00	5:45
FA '96	7:30	4:45	7:15	9:15	11:00	13:15	12:30	3:00	4:45	6:45
4-Book	6:15	4:30	6:15	7:15	5:30	8:00	8:45	4:15	5:45	6:30
SU '96	6:15	2:45	7:00	8:30	3:15	4:30	7:00	2:30	7:45	9:00
WKXW-FM										
SU '97	5:30	4:30	5:15	6:00	5:45	5:30	6:30	3:15	5:00	5:30
SP '97	4:15	4:00	4:45	4:30	2:45	3:30	3:30	4:45	5:30	5:15
WI '97	5:45	4:15	4:45	6:15	6:00	5:15	6:15	3:15	4:30	6:30
FA '96	6:00	4:00	6:00	8:00	16:00	9:15	10:00	1:45	4:15	6:00
4-Book	5:30	4:15	5:15	6:15	7:45	6:00	6:30	3:15	4:45	5:45
SU '96	5:00	5:15	4:45	4:45	10:30	6:30	5:45	2:30	3:15	3:45
WPST-FM										
SU '97	4:15	4:30	3:45	3:15	5:00	3:30	3:00	4:00	4:00	3:30
SP '97	4:00	4:45	4:15	2:30	5:30	4:15	2:15	4:15	4:15	2:45
WI '97	4:15	4:45	4:45	4:00	5:15	5:15	4:45	4:30	4:15	3:30
FA '96	4:30	4:30	4:45	5:00	4:00	4:30	6:15	4:45	4:45	4:00
4-Book	4:15	4:45	4:30	3:45	5:00	4:30	4:00	4:30	4:15	3:30
SU '96	3:45	3:00	3:45	4:15	4:00	4:15	3:45	2:30	3:45	4:30
WRDR-FM										
SU '97	7:15	1:30	5:45	7:00	0:45	9:30	7:30	1:45	3:00	6:15
SP '97	8:45	10:15	6:00	9:30	10:00	4:30	10:00	11:00	7:15	9:00
WI '97	7:15	1:00	3:30	7:30	0:00	4:15	7:15	1:00	3:15	8:00
FA '96	6:30	5:30	4:30	6:45	5:30	5:15	9:00	0:00	4:00	4:45
4-Book	7:30	4:30	5:00	7:45	4:00	6:00	8:30	3:30	4:30	7:00
SU '96	6:15	2:45	4:00	6:00	2:15	4:30	5:00	3:30	3:00	7:00
WSTW-FM										
SU '97	2:45	2:15	3:00	4:00	2:30	4:00	5:45	2:00	2:30	3:00
SP '97	3:30	3:45	4:15	3:30	2:45	3:30	4:00	4:30	4:45	2:15
WI '97	4:45	6:15	6:30	3:45	8:00	6:30	3:30	5:15	6:15	4:00
FA '96	5:00	5:15	4:15	5:00	6:45	5:45	6:15	3:45	2:30	3:15
4-Book	4:00	4:30	4:30	4:00	5:00	5:00	5:00	4:00	4:00	3:15
SU '96	3:15	3:00	4:00	4:45	2:30	2:45	4:15	3:15	4:45	5:00

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYW - AM	WBEB - FM	WDAS - AM	WDAS - FM	WFLN - FM	WHAT - AM	WIOQ - FM	WIP - AM	WJJZ - FM	WMGK - FM	WMMR - FM	WNAP - AM	WOGL - FM	WPEN - AM	WPHI - FM	WPHT - AM	WPLY - FM	WTEL - AM	WURD - AM	WUSL - FM	WVDB - FM
Cume Pers. (00)	11439	6105	991	3953	2609	769	6656	4316	4134	6154	5267	288	6807	3479	4510	1934	5529	332	374	5296	4970
KYW - AM	100	29	39	21	49	51	18	41	34	25	22	46	31	46	9	57	21	20	19	12	38
WBEB - FM	15	100	2	8	16	9	26	13	18	20	12	6	22	8	13	9	16	20	16	11	13
WDAS - AM	3		100	11	1	33		3	6			35	1	1	3	1			6	5	1
WDAS - FM	7	5	44	100	3	33	6	7	30	6	2	29	5	2	31	3	2	6	13	37	3
WFLN - FM	11	7	4	2	100	9	4	5	8	6	8	4	7	8	2	12	7	10	6	1	9
WHAT - AM	3	1	25	6	3	100		2	4			18	1	2	1	4				3	3
WIOQ - FM	11	28	2	10	10	4	100	15	11	26	23	10	19	4	32	8	33	25	23	27	6
WIP - AM	15	9	11	7	8	14	10	100	12	12	13	2	12	11	7	35	12	5	4	5	15
WJJZ - FM	12	12	27	32	12	19	7	12	100	10	7	26	9	7	12	8	4	10	10	14	12
WMGK - FM	13	20	1	9	14	4	24	16	15	100	42	3	23	5	12	11	28	2	2	11	11
WMMR - FM	10	10		3	15		18	16	9	36	100	1	15	2	6	9	33	5	7	4	10
WNAP - AM	1		10	2		7			2			100		1							
WOGL - FM	19	25	7	9	19	5	19	19	15	25	20	10	100	16	6	20	16	11	6	7	17
WPEN - AM	14	5	4	2	11	7	2	9	6	3	1	11	8	100	1	23	1	19	7	1	19
WPHI - FM	4	9	13	36	3	6	21	7	13	9	5	3	4	1	100	2	11	16	18	58	1
WPHT - AM	10	3	3	2	9	11	2	16	4	3	3	2	6	13	1	100	3	4	6	1	14
WPLY - FM	10	15		2	14		28	16	6	25	35		13	1	14	7	100	3		9	9
WTEL - AM	1	1		1	1		1	1	1				1	2	1	1		100	43	1	1
WURD - AM	1	1	2	1	1		1	1	1				1	1	1	1		48	100	1	1
WUSL - FM	6	10	26	49	2	18	22	6	18	9	4	8	6	2	68	3	9	20	17	100	2
WVDB - FM	16	11	5	3	17	16	4	17	15	9	9	3	13	27	1	35	8	11	2	2	100
WVJZ - AM	2				3			1	2				1	5	1						2
WXTU - FM	9	12	2	2	7		10	8	7	12	11		15	6	3	8	10	5	2	4	10
WYSP - FM	16	14	1	5	17	3	22	32	12	39	56	4	19	4	11	18	47	3	3	9	19
WYXR - FM	10	34		13	8	4	38	9	17	26	17		23	4	19	9	23	18	12	15	8
WZZD - AM	3	1	8	2	2	10		1	2			14	1	2	1	2		3	10		2
WCHR - FM	1	1		1	1		1	1	2	1	1		1	1			1				2
WFMZ - FM	3	2		3			1	1	3	2	1		1	1		1	1				2
WJBR - FM	2	5		2		1	3	1	2	3	1		4	1	2	2	3			2	2
WKXV - FM	3	8	1	2	2	1	3	2	3	7	4		7	2	2	5	4	2	2	2	4
WPST - FM	6	11		1	10	1	21	6	5	17	21		11	1	10	8	28			6	5
WRDR - FM	2	1	1		1			2		1			2	6		6					3
WSTV - FM	3	5		1	3	1	7	3	2	9	9		4	1	3	2	10			2	2

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

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

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)	(00)	%	AQH (00)	Cume (00)	Cume (00)	
	KYW -AM	872	8	171	2708		11693	WNAP-AM					288	WXTU-FM	496	12	41
WBEB-FM	341	6	34	722	6174	WVGL-FM	494	7	57	790	6873	WYSP-FM	276	4	28	844	7342
WDAS-AM	80	8	6	109	991	WPEN-AM	516	15	60	556	3504	WYXR-FM	175	3	45	770	5864
WDAS-FM	225	6	101	1038	3992	WPHI-FM	245	5	80	1051	4551	WZZD-AM	18	3	10	83	570
WFLN-FM	89	3	16	321	2626	WPHT-AM	19	1	21	200	1975	WCHR-FM	46	10	3	54	469
WHAT-AM	65	8	21	139	779	WPLY-FM	172	3	30	672	5558	WFMZ-FM	36	6	2	75	673
WIOQ-FM	191	3	38	974	6689	WTEL-AM	9	3			332	WJBR-FM	23	3	4	84	741
WIP -AM	147	3	49	753	4341	WURD-AM	49	13	13	58	378	WKXV-FM	20	1	7	166	1400
WJJZ-FM	213	5	59	759	4237	WUSL-FM	333	6	109	1239	5330	WPST-FM	80	2	18	410	3507
WMGK-FM	108	2	41	657	6194	WVDB-FM	344	7	170	1064	4994	WRDR-FM	38	7	4	67	564
WMMR-FM	75	1	26	577	5304	WVJZ-AM	44	11	3	30	420	WSTV-FM	8	1	1	57	1116
												TOTALS			1395	13618	39376



Exclusive & Overnight Listening

* Listener estimates adjusted for reported broadcast schedule.

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

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KYW -AM							WPHT-AM						
Total	462	100	1.1	11439	100	28.1	Total	59	100	.1	1934	100	4.8
Black	103	22	1.4	1740	15	23.1	Black	2	4		125	6	1.7
Hispanic	6	1	.4	238	2	15.4	Hispanic	2	3	.1	61	3	4.0
WBEB-FM							WPLY-FM						
Total	418	100	1.0	6105	100	15.0	Total	240	100	.6	5529	100	13.6
Black	31	8	.4	444	7	5.9	Black	3	1		100	2	1.3
Hispanic	27	6	1.8	300	5	19.5	Hispanic	2	1	.1	110	2	7.1
WDAS-AM							*WTEL-AM						
Total	71	100	.2	991	100	2.4	Total	29	100	.1	332	100	.8
Black	68	97	.9	936	94	12.4	Black						
Hispanic	1	2	.1	32	3	2.1	Hispanic	23	80	1.5	206	62	13.4
WDAS-FM							WURD-AM						
Total	402	100	1.0	3953	100	9.7	Total	27	100	.1	374	100	.9
Black	360	90	4.8	3285	83	43.6	Black	1	5		22	6	.3
Hispanic	8	2	.5	93	2	6.0	Hispanic	24	91	1.6	299	80	19.4
WFLN-FM							WUSL-FM						
Total	178	100	.4	2609	100	6.4	Total	333	100	.8	5296	100	13.0
Black	9	5	.1	185	7	2.5	Black	263	79	3.5	3313	63	44.0
Hispanic	4	2	.3	69	3	4.5	Hispanic	18	5	1.2	328	6	21.3
WHAT-AM							WWDB-FM						
Total	63	100	.2	769	100	1.9	Total	342	100	.8	4970	100	12.2
Black	50	80	.7	618	80	8.2	Black	17	5	.2	298	6	4.0
Hispanic	3	5	.2	38	5	2.5	Hispanic	3	1	.2	82	2	5.3
WIOQ-FM							WWJZ-AM						
Total	301	100	.7	6656	100	16.4	Total	28	100	.1	420	100	1.0
Black	18	6	.2	547	8	7.3	Black		1		5	1	.1
Hispanic	25	8	1.6	500	8	32.4	Hispanic						
WIP -AM							WXTU-FM						
Total	268	100	.7	4316	100	10.6	Total	308	100	.8	4138	100	10.2
Black	34	13	.5	513	12	6.8	Black	9	3	.1	143	3	1.9
Hispanic	7	3	.5	90	2	5.8	Hispanic	2	1	.1	22	1	1.4
WJJZ-FM							WYSP-FM						
Total	309	100	.8	4134	100	10.2	Total	385	100	.9	7318	100	18.0
Black	157	51	2.1	1822	44	24.2	Black	7	2	.1	182	2	2.4
Hispanic	12	4	.8	169	4	11.0	Hispanic	14	4	.9	200	3	13.0
WMGK-FM							WYXR-FM						
Total	328	100	.8	6154	100	15.1	Total	265	100	.7	5795	100	14.3
Black	9	3	.1	274	4	3.6	Black	15	6	.2	426	7	5.7
Hispanic	12	4	.8	200	3	13.0	Hispanic	8	3	.5	241	4	15.6
WMMR-FM							WZZD-AM						
Total	283	100	.7	5267	100	13.0	Total	21	100	.1	570	100	1.4
Black	9	3	.1	163	3	2.2	Black	8	38	.1	224	39	3.0
Hispanic	4	1	.3	100	2	6.5	Hispanic	3	16	.2	83	14	5.4
*WNAP-AM							WCHR-FM						
Total	30	100	.1	288	100	.7	Total	21	100	.1	462	100	1.1
Black	29	98	.4	254	88	3.4	Black	4	18	.1	76	16	1.0
Hispanic							Hispanic						
WGL-FM							WFMZ-FM						
Total	397	100	1.0	6807	100	16.7	Total	36	100	.1	649	100	1.6
Black	34	9	.5	458	7	6.1	Black						
Hispanic	8	2	.5	165	2	10.7	Hispanic						
WPEN-AM							WJBR-FM						
Total	345	100	.8	3479	100	8.6	Total	31	100	.1	721	100	1.8
Black	9	3	.1	203	6	2.7	Black	3	9		104	14	1.4
Hispanic	16	5	1.0	104	3	6.7	Hispanic						
WPHI-FM													
Total	303	100	.7	4510	100	11.1							
Black	225	74	3.0	2526	56	33.5							
Hispanic	16	5	1.0	272	6	17.7							

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WKXW-FM							WRDR-FM						
Total	60	100	.1	1392	100	3.4	Total	32	100	.1	564	100	1.4
Black	9	15	.1	100	7	1.3	Black	1	1		20	4	.3
Hispanic	5	9	.3	82	6	5.3	Hispanic	1	4	.1	23	4	1.5
WPST-FM							WSTV-FM						
Total	113	100	.3	3459	100	8.5	Total	24	100	.1	1116	100	2.7
Black	1	1		37	1	.5	Black	1	3		6	1	.1
Hispanic	2	1	.1	81	2	5.3	Hispanic	1	5	.1	57	5	3.7
							TOTALS						
							Total	7295	100	17.9	39318	100	96.7
							Black	1631	22	21.7	7365	19	97.8
							Hispanic	297	4	19.3	1466	4	95.1

Ethnic Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Notations

Notations

Notations

Notations

Arbitron Radio Reliability Tables

Table A																					
RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.78		
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.78	40.2	49.02	45.2	49.77		
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78		
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79		
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80		
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81		
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81		
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82		
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83		
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84		
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85		
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86		
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86		
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87		
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88		
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88		
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89		
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90		
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90		
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91		
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92		
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.93		
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.92		
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93		
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94		
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94		
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95		
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95		
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96		
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96		
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96		
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97		
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97		
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97		
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98		
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98		
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98		
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99		
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99		
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99		
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99		
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99		
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00		
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00		
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00		
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00		
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00		
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00		
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00		
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00		

Note: When a rating is greater than 50.0, use the value given for a rating equal to 100.0 minus the original rating. For example, if the rating were 87.3, use the value shown for a rating of 12.7 (100.0 - 87.3).

Instructions

Estimating the Reliability of Audience Ratings Estimates/The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M5, Paragraph 14, for further information.)

Confidence intervals can be obtained for any rating in the "Listener Estimates" section in this report in two steps: (1) determine an estimated standard error and (2) use this estimated standard error to construct a confidence interval around the rating.

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 3.7 rating is 18.88. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

b. For AQH ratings, select the demographic group (down the side) and the daypart (across the top) for the corresponding Table B value. For Cume ratings, select the demographic group (down the side) for the corresponding Table B value in the first column.

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 18+, Mon-Fri 6AM-7PM might be 55.00.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $18.88 \div 55.00 = 0.34$.

2. Use the estimated standard error to construct a confidence interval around the rating:

a. The rating +/- one standard error will yield a 68% confidence interval. In the above example, 3.7 ± 0.34 yields a confidence interval of 3.36-4.04. Interpretation: The user can be 68% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.4 and 4.0.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $3.7 \pm (1.64 \times 0.34)$ yields a confidence interval of 3.14-4.26. Interpretation: The user can be 90% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.1 and 4.3.

c. The rating +/- (1.96 x the standard error) yields a 95% confidence interval (compute as in (b) above), and the rating +/- (2.58 x the standard error) yields a 99% confidence interval (compute as in (b) above).

Estimating Reliability for Projected Numbers of Persons/To estimate standard error (and construct confidence intervals) for Persons estimates rather

than ratings: (1) Convert the Persons estimate into a rating. ($[\text{Persons} \div \text{the population}] \times 100$). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ($[\text{Standard error} \times \text{the population}] + 100$). (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

Estimating Effective Sample Base (ESB) Sizes/

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M18+, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 55.00 would be 55.00 squared, or 3025. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

Please refer to the *Arbitron Radio Description of Methodology* and *Arbitron Replication II: A Study of the Reliability of Radio Ratings* for further discussion of the above and a discussion of more complex applications.

Limitations

Although Arbitron believes the above-described procedures provide report users with useful estimates of standard errors, the reader should note the limitations described in Paragraphs 14-16 and 18-21 herein on Pages M5-M6.

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A		Sat 10A-3P		Mon-Fri	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Sun MID-6A	Mon-Sun 6A-MID	
		Sat 3P-7P	Weekend 10A-7P	Sat 7P-MID	Sun 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P		Mon-Fri 6A-10A + 3P-7P			Mon-Fri 6A-7P
		Sun 6A-10A		Sun 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID						
Persons 12+	56.98	85.67	104.43	84.79	106.32	107.32	125.56	125.86	116.91	129.51	135.01	
Persons 18+	*****	*****	99.92	*****	*****	98.96	*****	120.69	*****	*****	129.46	
Men												
18+	41.50	*****	*****	*****	*****	*****	*****	*****	*****	*****	100.41	
18-24	14.50	*****	*****	*****	*****	*****	*****	*****	*****	*****	42.29	
25-34	19.09	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.64	
35-44	20.70	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.97	
45-54	17.72	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.90	
55-64	14.34	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.69	
65+	17.15	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.40	
12-24	20.70	36.46	*****	35.49	45.96	43.29	53.86	*****	48.53	*****	58.04	
18-34	24.29	38.10	46.68	36.78	49.72	46.63	56.45	56.39	54.72	*****	63.95	
18-49	34.19	53.06	61.92	51.41	67.27	61.69	74.89	74.80	72.58	*****	84.83	
25-49	31.46	47.64	*****	46.95	60.02	55.47	70.63	*****	61.55	*****	75.90	
25-54	33.35	49.81	61.06	49.51	63.05	58.00	73.84	68.63	64.35	*****	79.36	
35-64	30.99	45.29	57.19	46.25	58.74	54.49	69.17	64.28	60.28	*****	74.33	
Women												
18+	45.80	*****	*****	*****	*****	*****	*****	*****	*****	*****	105.28	
18-24	16.37	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.38	
25-34	20.02	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.30	
35-44	22.23	*****	*****	*****	*****	*****	*****	*****	*****	*****	57.32	
45-54	19.46	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.20	
55-64	16.83	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.17	
65+	20.84	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.17	
12-24	23.07	37.79	*****	37.36	46.23	46.99	56.68	*****	50.38	*****	59.02	
18-34	26.06	40.16	49.58	38.78	50.72	49.13	60.21	56.29	53.85	*****	65.33	
18-49	35.85	54.97	66.25	53.69	68.53	65.74	80.45	75.21	71.95	*****	87.29	
25-49	33.21	49.29	*****	49.18	62.49	59.45	73.87	*****	67.70	*****	79.80	
25-54	35.90	52.70	64.83	52.64	66.98	63.04	78.74	75.48	72.17	*****	85.06	
35-64	34.37	49.78	60.20	49.85	62.67	59.81	73.11	70.09	67.01	*****	78.98	
Persons												
12-24	29.16	47.64	*****	46.99	59.07	57.33	69.75	*****	64.48	*****	75.00	
18-34	33.39	51.53	64.07	49.86	65.70	63.50	77.20	77.38	71.37	*****	83.01	
18-49	45.98	70.14	85.31	68.26	87.44	82.83	102.79	103.04	95.03	*****	110.53	
25-49	41.64	62.43	*****	61.88	78.37	74.04	92.08	*****	85.13	*****	99.01	
25-54	44.37	65.74	81.31	65.56	82.91	78.20	97.97	98.21	90.57	*****	105.35	
35-64	42.13	60.82	75.96	61.48	77.95	74.23	91.53	91.75	84.62	*****	98.42	
Teens	12-17	20.44	33.48	*****	34.12	45.77	50.60	52.02	*****	55.34	*****	60.35
Black	P12+	24.27	*****	*****	*****	*****	*****	*****	*****	*****	*****	57.50
Hispanic	P12+	10.24	*****	*****	*****	*****	*****	*****	*****	*****	*****	24.26

***** Report does not include data for this demographic group

Description of Methodology

Introduction

The following Description of Methodology is applicable to the data and estimates contained in the "Listener Estimates" section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* and in other associated relevant documents, made available by Arbitron to all Arbitron syndicated Radio Report subscribers. In the event that the separate publication titled *Arbitron Radio Description of Methodology* conflicts with the "Description of Methodology" printed herein, the latter is considered the more current Description of Methodology.

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of sampling units. A sampling unit generally consists of a single county, but may also consist of an independent city or a split county. Split counties are defined as one or more zip codes within a county and are based on zip code information from 1990 Census data, as updated annually by Market Statistics.

a. Metro Survey Area (Metro)

The Metro Survey Area is the primary reporting area of local radio. Arbitron Radio Metros generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A radio Metro may deviate from its respective OMB definition due to topographical, sampling, or other considerations.

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county (ies) of the majority of the local area stations' city(ies) of license.

The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data. At that time, Arbitron reviews all Radio Metro definitions for possible adoption of the applicable OMB definitions. In the review process, Arbitron considers such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

Changes to an existing Metro definition between the 10-year OMB review cycles will be considered by Arbitron if a formal written proposal, which presents in detail the rationale and benefits of the proposed Metro, is submitted to Arbitron within established deadlines; widespread subscriber support for the change is generally required as well.

b. Total Survey Area (TSA)

The TSA of an Arbitron Radio Market is designed to provide a comprehensive measure of listening to Metro-licensed radio stations. The TSA is composed of the Metro and any additional counties (or geographically split counties) which meet certain criteria for inclusion.

TSA definitions are based on historical radio listening patterns and are updated biennially based on the syndicated diary data used for the most recent County Coverage study [excluding any extra sample used for Custom Survey Area Reports (CSARs)]. The specific criteria for adding, retaining or deleting non-Metro TSA counties are outlined in a separate publication titled *Arbitron Radio*

Description of Methodology and in other associated relevant documents.

c. Designated Market Area (DMA®)

The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Sampling & Measurement Techniques

2. Sampling Methodology/Survey sample targets are established for the Metro and, if applicable, the non-Metro TSA and/or the DMA. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the respective survey area subject to minimum sample requirements for Radio County Coverage. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of response based on previous survey(s) sample performance and other factors.

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Metromail Corporation. These qualifying hundred blocks comprise the sample frame for each sampling unit. Known non-residential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

If a need for additional sample arises after the original sample has been selected by the computer, then such additional sample is generally selected in the same manner and from the same sample frame as the original sample.

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying monetary amounts are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/Initial contact with listed sample households is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Initial contact with unlisted sample households is by telephone, when an interviewer calls to request participation in the survey.

Arbitron interviewers call selected telephone numbers to ascertain the possibility of a media affiliation, to gain consent for participation in the survey, to determine the number of Persons 12+ living in the household at the time of the placement call and, where applicable, to determine the race/ethnicity and demographics of the household. Households with more than nine persons 12 years of age and older and media-affiliated households are ineligible for survey participation.

Interviewers are instructed to make a number of attempts to reach every telephone number in the sample. These attempts are made at different hours of the day and evening. Arbitron then sends diaries directly to consenting sample households.

In addition to follow-up by mail from Arbitron, the interviewers are directed to make further contact(s) with consenting sample households by telephone: to make sure the diaries have been received; to assist members of the household in understanding the diaries' purpose; to answer any questions; to remind the diarykeepers to return their diaries after the survey week; and to thank them for their participation in the survey.

Explicit instructions are provided to each interviewer, and validation checks are regularly conducted to help ensure that instructions are being properly followed.

Processing Techniques

5. Processing of Diaries/Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those which are unusable are diaries which Arbitron determines: are incomplete; are postmarked and/or arrive before or after established dates; or which otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

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

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., counties, split counties or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a

station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

c. Computing Average Quarter-Hour (AQH) Persons Estimates

Station AQH Persons estimates are computed by multiplying, for each diary, the number of quarter-hours of listening to a station for the time the station is on the air within a daypart by that diary's PPDV. The result of this multiplication is summed for all diaries within the particular demographic group, then divided by the number of quarter-hours the station is on the air within the same daypart, then rounded to hundreds.

d. Computing 4-Book and 2-Book Averages

4-Book and 2-Book Averages are applicable to Continuous Measurement and Fall/Spring markets, respectively. 4-Book and 2-Book Averages are averages of rounded audience estimates computed for the total demographic group and daypart for each applicable survey. A 4-Book or 2-Book Average is computed for a station, if the station is reported in the applicable Radio Market Report for each survey included in the average. A zero value is used for survey (s) for which an estimate did not appear for a station reported in the Radio Market Report. A 4-Book or 2-Book Average is not shown, if a station is not reported for one of the surveys to be averaged.

e. Rounding of Calculations

Rounding occurs at various stages in the calculation of audience estimates at demographic and daypart summation levels.

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart (s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time as soon as they occur but no later than the day after the last day of the survey.

g. Technical Difficulties

Generally, no adjustments are made to either diary entries or published audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 13 is to assist users of this report in making their own evaluation of the audience estimates. Arbitron will accept information on technical difficulties up to the day after the last day of the survey.

Criteria for Reporting Stations

7. Criteria for Reporting Stations/To be listed in an Arbitron report, a radio station must engage in systematic regular commercial broadcasting pursuant to the authority of the Federal Communications Commission (FCC) or other appropriate governmental authority. Call letter designations exceeding four characters are shortened to four characters. Generally, reported call letters are the FCC-authorized call letters in effect on the last day of the survey as reported to Arbitron. In the event a station has changed call letters during the survey period, the first call letters listed in the report are those in effect on the last day of the survey, with the station's previous call letters noted immediately below them.

Arbitron maintains a call letter history based on information provided by radio stations, the FCC and other sources. In the event of exchanges of frequencies between stations in a market, the call letters under which audience estimates are published in this report are based on Arbitron's verification and interpretation of information from various relevant sources, which include the FCC and the affected stations. Specifics regarding the above are listed on Page 13 of this report.

Audience estimates for a station which does not meet Minimum Reporting Standards (MRS) cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the MRS as described in Paragraphs 8 and 9. Noncommercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron.

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station which does not simulcast with another station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro or, if applicable, the DMA among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market:

- The station must have received five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), and,
- The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), and,
- The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

9. Minimum Reporting Standards (MRS) for Simulcast Stations/MRS for simulcast stations are generally based on the percent of quarter-hours in the Monday-Sunday 6AM-Midnight daypart (when both stations are on the air simultaneously) that the two stations simulcast for every week of the current survey:

- 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)

- 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.

- 90.50 percent or greater – If the combined audience of the two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

10. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. However, if two stations are partially or totally simulcast and one of the two stations is a home station, both may be treated as home stations. A station can be home to only one Metro, unless a station is licensed to a Metro which is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

11. Station Information/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed on the Station Information page in alphabetical order within Home/Outside reporting classifications (see Paragraph 10) with their simulcast partner noted in parentheses next to their call letters. Simulcast partners are further distinguished with the following indicators: * denotes 10 to 50 percent simulcasting; † denotes 51 to 90 percent simulcasting; ‡ denotes 91 to 100 percent simulcasting.

12. Special Notices/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed in Special Notices on Page 13 of this report, along with an indication of the dayparts for which they simulcast 100 percent.

13. Station Lineup/If two stations simulcast for 9.50 percent or more during the total Monday-Sunday 6AM-Midnight daypart, the stations are reported in the following order for all dayparts: (1) For AM/FM simulcast partners, the AM station is listed in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10) with its FM simulcast partner listed immediately below it; (2) For same-band simulcast partners, the stations are listed together in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10), based on the alphabetical position of the first simulcast partner.

Statistical Reliability

14. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special

Notices and Paragraph 16. Approximations of the sampling error can be developed by use of Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 16, the accuracy of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

15. Effective Sample Base (ESB)/Estimates of the Effective Sample Base indicate the size of a simple random sample (in which all diaries have equal value) that would be required to provide the same degree of reliability as the in-tab sample actually used to produce the audience estimates in the "Listener Estimates" section in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Statistical reliability is also affected by factors described in Paragraph 16. Approximations of ESBs may be determined by squaring the values in Table B of this report. The Arbitron formula for estimating ESBs is based upon the empirical study referenced in Paragraph 14. This formula takes into account overlapping Metro sample designs (Embedded Metros) and differences in return rates among sampling units, the individual sex-age categories and race/ethnic groups, where applicable. As a general rule, ESBs for all Cume estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

Limitations

16. Limitations/In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; group quarters residences containing ten or more individuals. Additionally, all possible telephone listings may not be included in the directories available to Metromail Corporation when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.
- b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call.
- c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent marketing research suppliers are used by Arbitron.

- d. Nonresponding persons may have listening habits which differ from those of respondents.
- e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.
- f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits which differ from other persons.
- g. The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.
- h. Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations which are inherent in Arbitron estimates based thereon.
- i. Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.
- j. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.
- k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.
- l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.
- m. Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.
- n. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately pro-

- grammed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.
- p. Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.
- q. Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.
- r. Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

17. Retention Schedule/In-tab Arbitron diaries used for the compilation of the most current estimates published in this report are retained in the form of electronic images for one year from the date on which this report was first mailed to subscribers by Arbitron. Unusable diaries and other survey materials are retained in paper format or electronic image for one year from the date on which this report was first mailed to subscribers by Arbitron. After such time, all diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

Special Notices

18. Special Notices/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the Special Notices on Page 13 of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

Reservation of Rights

19. Reservation of Rights/Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties

20. Disclaimer of Warranties/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing Arbitron data or estimates; or the Arbitron data or estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on

behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report.

Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Summer 1997, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

A subscriber to any particular report may not use the demographic data or audience estimates printed in the "Target Listener Trends" section which reference a market report to which they did not subscribe.

Neither this report, the map contained herein nor any audience estimate may be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Metro Market Profile Sources

PRIZM®

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers and profile markets and audiences by lifestyle. Claritas analyzes key demographic characteristics from the U.S. Census and hundreds of millions of actual consumer purchase records to classify each neighborhood in the U.S. into one of 62 distinct PRIZM clusters. Among the characteristics analyzed are income, value and type of housing, marital status, presence and ages of children in a household, ethnicity, urban-suburban-town-rural location, age, sex, occupation, level of education, as well as new car registrations, magazine subscriptions, real estate transactions, and financial data. Claritas updates PRIZM annually.

The 62 unique PRIZM clusters are organized into 15 broader social groups. Each group is identified by a group code which denotes a basic neighborhood type. (U1-U3 groups are Metro Urban; C1-C3 groups are 2nd City; S1-S3 groups are Metro Suburb; T1-T3 groups are Small Town; and R1-R3 groups are Rural.) When linked to market and radio measurement data, this geodemographic model produces descriptive audience information.

Each PRIZM group's composition in this Metro for Persons 12+ is compared to the group's national composition. The Index of Concentration compares the Metro's composition with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. An index of 200 means that the Metro's composition is twice that of the nation.

For more information about PRIZM, please call (703) 812-2700. PRIZM is a registered trademark of Claritas, Inc.

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Summer 1997 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/97.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro household (1990 Census-based, updated to 1/1/97).

3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/97.

6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the metro (1990 Census).

8. Colleges and Universities enrollment is taken from the most current available survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/97 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 6, 1997, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1997, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (810) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Selected Arbitron Terms

Average Quarter-Hour Persons/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening in the total number of quarter-hours the station was on the air during a reported daypart. This estimate, expressed in hundreds (00), is reported for the Metro, TSA and DMA, where applicable.

Average Quarter-Hour Rating/The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro and, where applicable, the DMA.

Average Quarter-Hour Share/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. This estimate is reported for the Metro only.

Cume Duplication/The percentage of estimated Cume Persons for one station that also listened to a second station. This estimate is reported for the Metro only.

Cume Persons/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.) This estimate, expressed in hundreds (00), is reported for the Metro, TSA and DMA where applicable.

Cume Rating/The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro only.

Daypart/A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 10AM-7PM).

Designated Market Area (DMA®)/Nielsen Media Research's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county or sampling unit in the United States is assigned exclusively to one DMA®.

Diary Mentions/The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and who is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab for the Metro.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit which may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 10.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listed Sample/Sample telephone numbers for which names and mailable addresses are known prior to diary placement calling.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals/DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Pars. 8-9.)

Outside Station/A station which is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county, county equivalent, split county, or independent city for which sample is separately selected and monitored.

Share/(See "Average Quarter-Hour Share.")

Simulcast/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

Split County/A portion of a county, consisting of one or more zip codes, which is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties.

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Methodology: Arbitron 1997 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 97	SPRING 97	SUMMER 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	SUMMER 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	SUMMER 97	FALL 97
223	Abilene, TX		C		C	261	Great Falls, MT		C		C	125	Pensacola				
67	Akron					181	Green Bay					135	Peoria				
245	Albany, GA		C		C	41	Greensboro-Winston Salem-High Point					5	Philadelphia				
57	Albany-Schenectady-Troy					80	Greenville-New Bern-Jacksonville					18	Phoenix				
71	Albuquerque					59	Greenville-Spartanburg					20	Pittsburgh				
200	Alexandria, LA		C		C							162	Portland, ME				
65	Allentown-Belehem					159	Hagerstown-Chambersburg-Waynesboro, MD-PA					24	Portland, OR				
236	Altoona					73	Harrisburg-Lebanon-Carlisle					117	Portsmouth-Dover-Rochester				
189	Amarillo, TX					255	Harrisonburg, VA					160	Poughkeepsie, NY				
165	Anchorage					42	Hartford-New Britain-Middletown					31	Providence-Warwick-Pawtucket				
147	Ann Arbor					58	Honolulu					238	Pueblo				
138	Appleton-Oshkosh					9	Houston-Galveston					132	Quad Cities (Davenport-Rock Island-Moline)				
176	Asheville					139	Huntington-Ashland					48	Raleigh-Durham				
12	Atlanta					115	Huntsville					250	Rapid City, SD				
136	Atlantic City-Cape May					36	Indianapolis					130	Reading, PA				
111	Augusta, GA					254	Ithaca, NY					210	Redding, CA				
243	Augusta-Waterville, ME					118	Jackson, MS					131	Reno				
51	Austin					259	Jackson, TN					56	Richmond				
86	Bakersfield					53	Jacksonville					26	Riverside-San Bernardino				
19	Baltimore					94	Johnson City-Kingsport-Bristol					102	Roanoke-Lynchburg				
260	Bangor, ME					166	Johnstown					247	Rochester, MN				
81	Baton Rouge					224	Joplin, MO					46	Rochester, NY				
230	Battle Creek, MI					171	Kalamazoo					149	Rockford				
128	Beaumont-Port Arthur, TX					27	Kansas City					28	Sacramento				
262	Beckley, WV					143	Killeen-Temple, TX					124	Saginaw-Bay City-Midland				
240	Billings, MT					68	Knoxville					214	St. Cloud, MN				
133	Biloxi-Gulfport-Pascagoula, MS					251	La Crosse, WI					17	St. Louis				
161	Binghamton					231	Lafayette, IN					154	Salisbury-Ocean City				
55	Birmingham					98	Lafayette, LA					35	Salt Lake City-Ogden-Provo				
258	Bismarck, ND					203	Lake Charles, LA					252	San Angelo, TX				
207	Blacksburg-Christiansburg-Radford-Pulaski, VA					104	Lakeland-Winter Haven					34	San Antonio				
228	Bloomington					110	Lancaster					14	San Diego				
129	Boise					113	Lansing-East Lansing					4	San Francisco				
10	Boston					211	Laredo, TX					30	San Jose				
112	Bridgeport					45	Las Vegas					168	San Luis Obispo, CA				
235	Bryan-College Station, TX					204	Laurel-Hattiesburg, MS					184	Santa Barbara, CA				
40	Buffalo-Niagara Falls					248	Lawton, OK					233	Santa Fe, NM				
221	Burlington, VT					105	Lexington-Fayette					196	Santa Maria-Lompoc, CA				
120	Canton					220	Lima, OH					114	Santa Rosa				
182	Cape Cod, MA					169	Lincoln					79	Sarasota-Bradenton				
265	Casper, WY					2	Little Rock					153	Savannah				
198	Cedar Rapids					82	Los Angeles					13	Seattle-Tacoma				
212	Champaign, IL					2	Los Angeles					127	Shreveport				
91	Charleston, SC					50	Louisville					244	Sioux City, IA				
156	Charleston, WV					172	Lubbock					209	Sioux Falls				
37	Charlotte-Gastonia-Rock Hill					148	Macon					157	South Bend				
222	Charlottesville, VA					121	Madison					87	Spokane				
100	Chattanooga					193	Manchester					192	Springfield, IL				
263	Cheyenne, WY					205	Manion-Carbondale (Southern Illinois)					77	Springfield, MA				
3	Chicago					63	McAllen-Brownsville-Harlingen					145	Springfield, MO				
186	Chico, CA					202	Medford-Ashland, OR					134	Stamford-Norwalk, CT				
25	Cincinnati					96	Melbourne-Titusville-Cocoa					234	State College, PA				
22	Cleveland					43	Memphis					85	Stockton				
95	Colorado Springs					188	Merced, CA					232	Sussex, NJ				
239	Columbia, MO					264	Meridian, MS					70	Syracuse				
88	Columbia, SC					11	Miami-Ft. Lauderdale-Hollywood					167	Tallahassee				
164	Columbus, GA					29	Milwaukee-Racine					21	Tampa-St. Petersburg-Clearwater				
32	Columbus, OH					16	Minneapolis-St. Paul					182	Terre Haute				
126	Corpus Christi					84	Mobile					241	Texarkana, TX-AR				
7	Dallas-Ft. Worth					122	Modesto					75	Toledo				
191	Danbury, CT					47	Monmouth-Ocean					177	Topeka				
257	Danville, IL					227	Monroe, LA					137	Trenton, NJ				
54	Dayton					78	Monterey-Salinas-Santa Cruz					201	Tri-Cities, WA (Richland-Kennewick-Pasco)				
93	Daytona Beach					140	Montgomery					60	Tucson				
23	Denver-Boulder					179	Morgantown-Clarksburg-Fairmont, WV					61	Tulsa				
88	Des Moines					101	Morrison, NJ					174	Tupelo, MS				
6	Detroit					185	Myrtle Beach, SC					213	Tuscaloosa, AL				
178	Dothan, AL					44	Nashville					144	Tyler-Longview, TX				
217	Dubuque, IA					15	Nassau-Suffolk (Long Island)					142	Utica-Rome				
215	Duluth-Superior					83	New Bedford-Fall River, MA					106	Visalia-Tulare-Hanford				
229	Eau Claire, WI					97	New Haven					190	Waco, TX				
194	Elmira-Corning, NY					163	New London, CT					8	Washington, DC				
69	El Paso					39	New Orleans					175	Waterbury, CT				
152	Erie					1	New York					225	Waterloo-Cedar Falls				
146	Eugene-Springfield					141	Newburgh-Middletown, NY (Mid-Hudson Valley)					246	Watertown, NY				
151	Evansville					33	Norfolk-Virginia Beach-Newport News					158	Wausau-Stevens Point, WI (Central WI)				
208	Fargo-Moorhead					195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)					49	West Palm Beach-Boca Raton				
123	Fayetteville, NC					173	Odessa-Midland, TX					216	Wheeling				
155	Fayetteville (Northwest Arkansas)					52	Oklahoma City					90	Wichita				
116	Flint					72	Omaha-Council Bluffs					237	Wichita Falls, TX				
197	Florence, SC					38	Orlando					62	Wilkes Barre-Scranton				
76	Ft. Myers-Naples-Marco Island					256	Owensboro, KY					242	Williamsport, PA				
119	Ft. Pierce-Stuart-Vero Beach					109	Oxnard-Ventura					74	Wilmington, DE				
170	Ft. Smith, AR					150	Palm Springs, CA					180	Wilmington, NC				
206	Ft. Walton Beach, FL					226	Panama City, FL					219	Winchester, VA				
99	Ft. Wayne					218	Parkersburg-Marietta, WV-OH					107	Worcester				
198	Frederick, MD											187	Yakima, WA				
64	Fresno											103	York				
108	Gainesville-Ocala											92	Youngstown-Warren				
253	Grand Forks, ND-MN																
249	Grand Junction, CO																
66	Grand Rapids																

NOTE/Metro ranks listed above are based on Summer 1997 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ within the United States, excluding Alaska and Hawaii. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium**, Monday-Friday, 6AM-6PM; and **Media Exposure**

Prior to Purchasing, within one hour prior to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

METHODOLOGY/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

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Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 244 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (141* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

* In Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.
RetailDirect® is a registered mark of The Arbitron Company.



Instant Qualitative Profile

Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, WAVE II 97 (Feb. 96 - Jan. 97). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Scarborough data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and retail shopping profiles of radio listeners. A description of Scarborough methodology is available to Arbitron subscribers upon request.

Users of this report should note that Scarborough survey periods and methodology differ from Arbitron survey periods and methodology. Therefore, Scarborough data and estimates may differ from Arbitron data and estimates.

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A subscriber to this Arbitron Radio Market Report may not use the Scarborough demographic data or estimates printed in a report to which they do not subscribe. This report may not be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of the Scarborough data and estimates provided herein are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

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This Service Is Not Accredited by the MRC.

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC), but Scarborough has requested accreditation. The Arbitron Company does provide syndicated services which are accredited by the MRC.

Special Notices



The Market

Metro Definition/ The geographic area surveyed by Scarborough for this market is defined as follows:

County/State

Burlington, NJ
Camden, NJ
Gloucester, NJ
Bucks, PA
Chester, PA
Delaware, PA
Montgomery, PA
Philadelphia, PA

Station Subscribers/ The following radio stations are Scarborough subscribers as of release to print:

WBEB-FM
WBUD-AM
WDAS-AM
WDAS-FM
WFLN-FM
WHYY-FM
WIOQ-FM
WIP -AM
WKXW-FM
WMGK-FM
WMMR-FM
WPEN-AM
WPHI-FM
WUSL-FM
WWDB-FM
WXPB-FM
WXTU-FM
WYSP-FM

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is 3,041.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through Arbitron's Maximizer 97 service (for radio stations), Media ProfessionalSM (for ad agencies) or MaxQualitativeSM. It's as easy as a few mouse clicks to do a customized report to identify target consumers. The IQP works with either the Scarborough

or RetailDirect[®] Qualitative Service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

In this report, we've provided profiles on five important consumer characteristics to get you started toward having a more in-depth understanding about this market's

consumers and their purchasing habits. For more information about the Instant Qualitative Profile or about any other Arbitron service, contact your Arbitron representative.

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀2
YOUR METRO
Scarborough, Oct96-Apr97

Gender

3▶

53.3 % Male	46.7 % Female
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Employment Status

4▶

Employed Full-Time	57.5%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	8.8%
A Student	3.0%
Retired	7.4%
Disabled	2.2%
Temporarily Laid Off	0.8%
Not Employed-Looking for Work	5.8%
Other	0.5%

Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	9.5%
Farming, Forestry and Fishing	0.0%
Handlers, Equip Clean Helpers & Laborers	2.4%
Machine Operators, Assemblers & Inspctr	2.7%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.7%
Sales	8.1%
Service	11.4%
Technicians & Related Support	3.1%
Transportation & Material Moving	3.1%

Education

5▶

11.8% Less Than 12th Grade	40.1% High School Graduate	23.1% Some College/Trade School	22.1% Completed College or More
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Demographic Breakout

6▶

Household Income

7▶

Presence of Children Under 12 in Household

8▶

None	49.2%
One	18.7%
Two	20.1%
Three or More	12.0%

Home Ownership

9▶

Own	56.9%
Rent	40.1%
Other	3.0%

This report is based on Persons 18+ in YOUR METRO
OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition
©1997 The Arbitron Company and Scarborough Research Corp./VNU

1▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.

2▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.

3▶ 53.3 percent of the target consumers are male.

4▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.

5▶ 22.1 percent of the target consumers in this market completed college.

6▶ The predominant age group among the target consumers is 25-34 (28.1%).

7▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.

8▶ 49.2 percent of the households in the target group do not have a child under age 12.

9▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 3,676,735 Target Intab: 3,041
 PHILADELPHIA
 Scarborough, Jan96-Feb97

Gender

47.2	% Male	52.8	% Female
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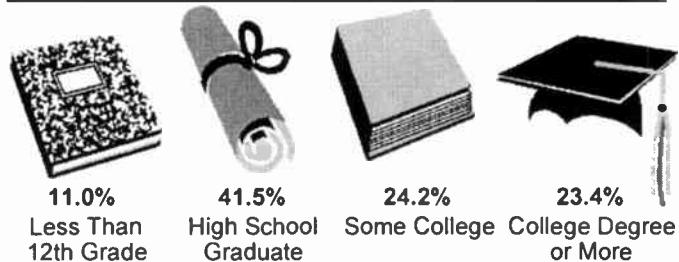
Employment Status

Employed Full-Time	54.2%
Employed Part-Time	12.3%
Not Employed	
A Homemaker	10.4%
A Student	2.6%
Retired	14.2%
Disabled	3.0%
Temporarily Laid-Off	0.8%
Not Employed-Looking for Work	2.2%
Other	0.3%

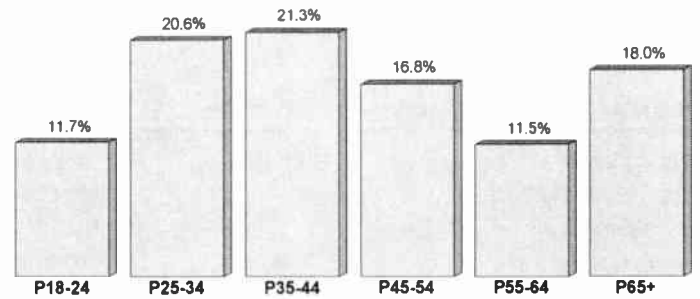
Occupation

Administrative Support	13.8%
Executive, Administrative & Managerial	9.0%
Farming, Forestry & Fishing	0.7%
Handlers, Eqp Clnrs, Helprs & Lborers	1.4%
Machine Operators, Assemblers & Inspctr	2.5%
Precision Production, Craft & Repair	4.6%
Professional Specialty	10.7%
Sales	7.6%
Service	9.4%
Technicians & Related Support	4.5%
Transportation & Material Moving	2.5%

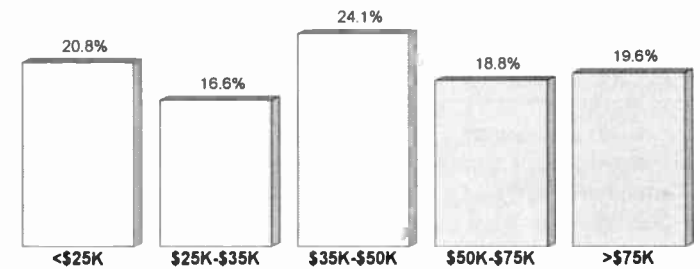
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	58.1%
One	17.3%
Two	14.6%
Three or More	10.0%

Home Ownership

Own	72.6%
Rent	24.2%
Other	3.1%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

MARKET PROFILE - PERSONS 18+ (Radio Metro Area is Philadelphia Arbitron Metro Area)

Estimates displayed are reported for % Composition.

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OWN/LEASE DOMESTIC VEHICLE

Target Persons: 2,579,540 Target Intab: 2,181
 PHILADELPHIA
 Scarborough, Jan96-Feb97

Gender

48.4	% Male	51.6	% Female
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Employment Status

Employed Full-Time	56.0%
Employed Part-Time	13.0%
Not Employed	
A Homemaker	10.1%
A Student	1.6%
Retired	13.6%
Disabled	2.8%
Temporarily Laid-Off	0.8%
Not Employed-Looking for Work	2.0%
Other	0.2%

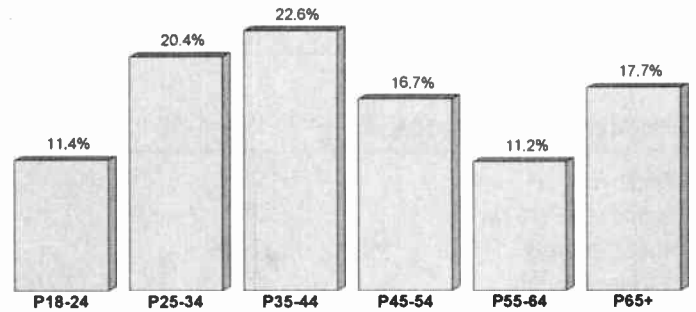
Occupation

Administrative Support	14.4%
Executive, Administrative & Managerial	9.6%
Farming, Forestry & Fishing	0.8%
Handlers, Eqp Clnrs, Helprs & Lborers	1.4%
Machine Operators, Assemblers & Inspctr	2.5%
Precision Production, Craft & Repair	4.3%
Professional Specialty	11.0%
Sales	8.4%
Service	9.4%
Technicians & Related Support	4.6%
Transportation & Material Moving	2.5%

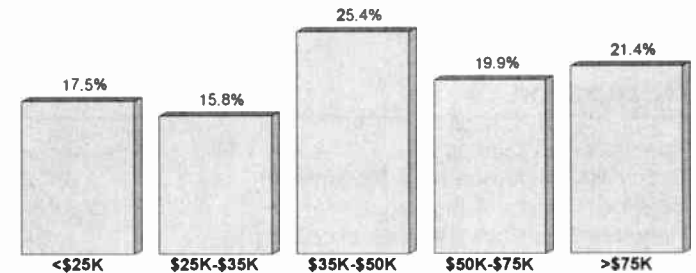
Education

			
10.9%	41.5%	23.9%	23.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	54.6%
One	17.9%
Two	16.3%
Three or More	11.2%

Home Ownership

Own	75.9%
Rent	21.0%
Other	3.1%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

OWN/LEASE DOMESTIC VEHICLE (Model of Any Domestic Vehicle Owned or Leased is Domestic Compact:Any Vehicle or Domestic Large:Any Vehicle or Domestic Luxury:Any Vehicl

Estimates displayed are reported for % Composition.
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OWN/LEASE FOREIGN VEHICLE

Target Persons: 1,257,375 Target Intab: 1,049
 PHILADELPHIA
 Scarborough, Jan96-Feb97

Gender

51.5	% Male	48.5	% Female
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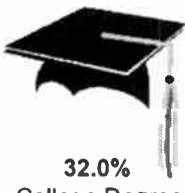
Employment Status

Employed Full-Time	60.0%
Employed Part-Time	12.2%
Not Employed	
A Homemaker	7.9%
A Student	1.9%
Retired	13.1%
Disabled	2.1%
Temporarily Laid-Off	1.2%
Not Employed-Looking for Work	1.6%
Other	0.1%

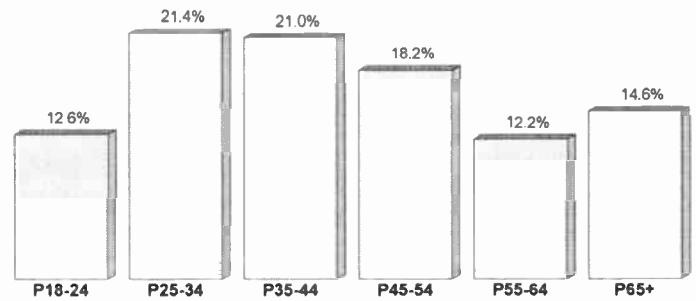
Occupation

Administrative Support	13.9%
Executive, Administrative & Managerial	10.5%
Farming, Forestry & Fishing	0.9%
Handlers, Eqp Clnrs, Helprs & Lborers	1.8%
Machine Operators, Assemblers & Inspctr	1.2%
Precision Production, Craft & Repair	5.5%
Professional Specialty	14.3%
Sales	8.0%
Service	8.7%
Technicians & Related Support	5.0%
Transportation & Material Moving	2.4%

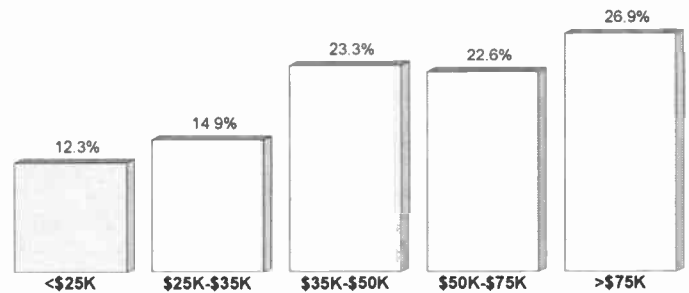
Education

			
7.0%	34.5%	26.5%	32.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	64.6%
One	15.2%
Two	13.5%
Three or More	6.7%

Home Ownership

Own	76.3%
Rent	20.4%
Other	3.4%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

Estimates displayed are reported for % Composition.
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OWN/LEASE FOREIGN VEHICLE (Model of Any Foreign Vehicle Owned or Leased is Foreign Compact:Any Vehicle or Foreign Large:Any Vehicle or Foreign Luxury:Any Vehicle or



BELONG TO HEALTH/EXERCISE CLUB

Target Persons: 508,970 Target Intab: 460
 PHILADELPHIA
 Scarborough, Jan96-Feb97

Gender

45.4	% Male	54.6	% Female
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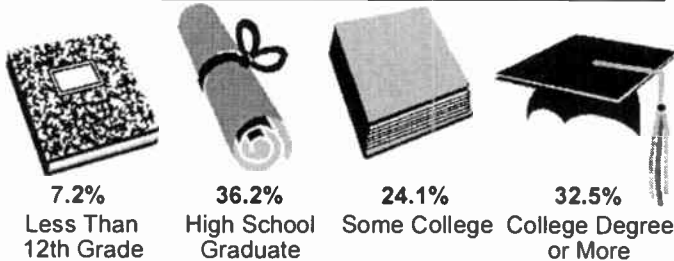
Employment Status

Employed Full-Time	62.9%
Employed Part-Time	13.3%
Not Employed	
A Homemaker	9.1%
A Student	2.8%
Retired	7.4%
Disabled	1.4%
Temporarily Laid-Off	0.8%
Not Employed-Looking for Work	2.0%
Other	0.3%

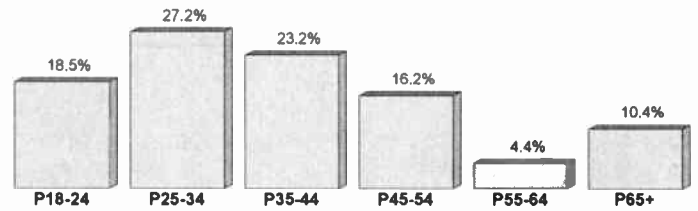
Occupation

Administrative Support	16.5%
Executive, Administrative & Managerial	9.8%
Farming, Forestry & Fishing	1.5%
Handlers, Eqp Clnrs, Helprs & Lborers	0.9%
Machine Operators, Assemblers & Inspctr	1.6%
Precision Production, Craft & Repair	4.6%
Professional Specialty	14.5%
Sales	7.3%
Service	11.9%
Technicians & Related Support	5.5%
Transportation & Material Moving	2.1%

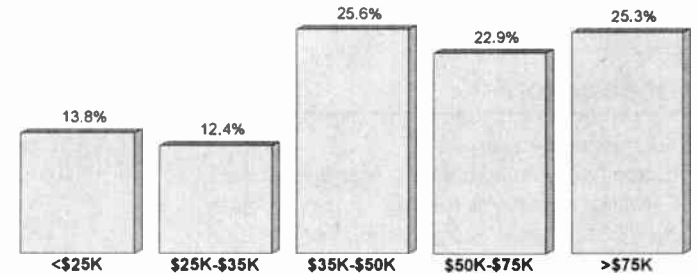
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	55.4%
One	21.3%
Two	13.0%
Three or More	10.3%

Home Ownership

Own	69.3%
Rent	25.5%
Other	5.2%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

Estimates displayed are reported for % Composition.

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BELONG TO HEALTH/EXERCISE CLUB (Belong to Health/Exercise Club is Yes)



COMPUTER OWNERS

Target Persons: 1,700,205 Target Intab: 1,494
 PHILADELPHIA
 Scarborough, Jan96-Feb97

Gender

51.7	% Male	48.3	% Female
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Employment Status

Employed Full-Time	63.6%
Employed Part-Time	13.6%
Not Employed	
A Homemaker	7.6%
A Student	3.1%
Retired	7.1%
Disabled	2.8%
Temporarily Laid-Off	0.6%
Not Employed-Looking for Work	1.6%
Other	0.1%

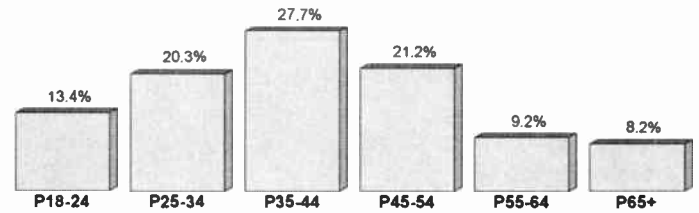
Occupation

Administrative Support	14.5%
Executive, Administrative & Managerial	12.1%
Farming, Forestry & Fishing	1.0%
Handlers, Eqp Clnrs, Helprs & Lborers	0.7%
Machine Operators, Assemblers & Inspctr	2.2%
Precision Production, Craft & Repair	5.0%
Professional Specialty	15.8%
Sales	8.3%
Service	9.0%
Technicians & Related Support	6.1%
Transportation & Material Moving	2.6%

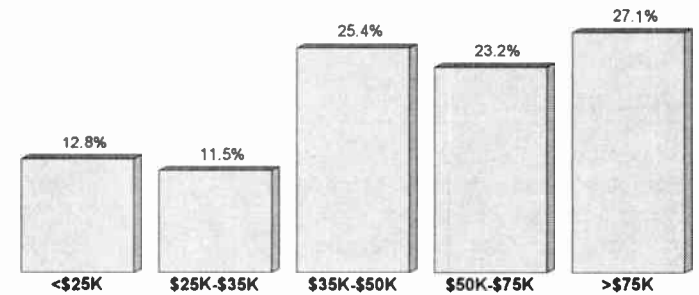
Education

			
6.0%	36.2%	26.8%	31.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	52.1%
One	19.1%
Two	16.2%
Three or More	12.5%

Home Ownership

Own	75.7%
Rent	20.5%
Other	3.8%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

COMPUTER OWNERS (Own Computer is Yes)

Estimates displayed are reported for % Composition.

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BOUGHT FINE JEWELRY

Target Persons: 747,025 Target Intab: 655
 PHILADELPHIA
 Scarborough, Jan96-Feb97

Gender

44.2	% Male	55.8	% Female
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Employment Status

Employed Full-Time	63.9%
Employed Part-Time	11.3%
Not Employed	
A Homemaker	7.6%
A Student	3.6%
Retired	8.4%
Disabled	2.3%
Temporarily Laid-Off	0.8%
Not Employed-Looking for Work	1.9%
Other	0.2%

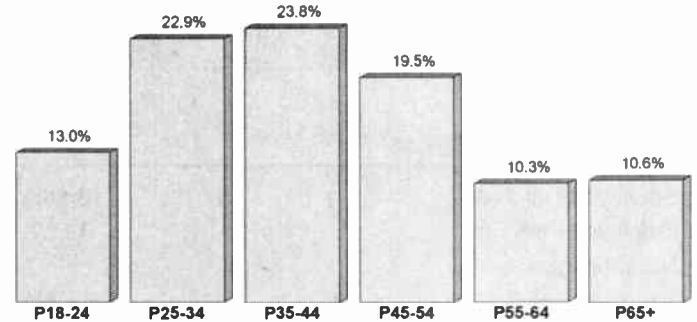
Occupation

Administrative Support	17.2%
Executive, Administrative & Managerial	10.9%
Farming, Forestry & Fishing	1.2%
Handlers, Eqp Clnrs, Helprs & Lborers	2.0%
Machine Operators, Assemblers & Inspctr	1.4%
Precision Production, Craft & Repair	5.5%
Professional Specialty	12.6%
Sales	6.7%
Service	9.9%
Technicians & Related Support	5.7%
Transportation & Material Moving	2.1%

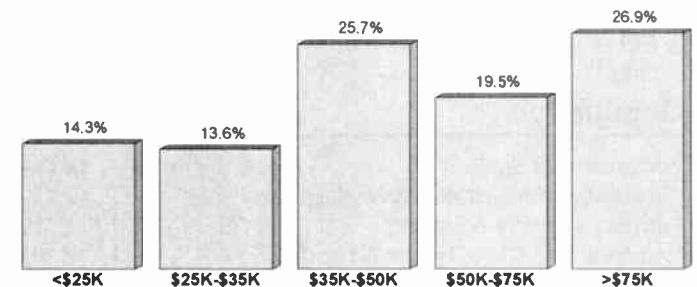
Education

			
5.6%	42.2%	30.2%	22.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	52.0%
One	19.6%
Two	17.1%
Three or More	11.3%

Home Ownership

Own	74.4%
Rent	21.5%
Other	4.0%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

BOUGHT FINE JEWELRY (Apparel Items Purchased Past Year is Fine Jewelry (Not Costume))

Estimates displayed are reported for % Composition.

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Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (you must be a subscriber to MaxiSer 97, Media ProfessionalSM, or MaxQualitativeSM). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

Vehicle Leased or Owned
Make and Model
New/Used/Leased
Amount Paid for Last Vehicle
Dealership Plan to Shop/Buy/Lease Vehicle
Plan to Buy/Lease Vehicle Next 12 Months
Providers of Auto Insurance
Amount Spent on Type of Repair
Stores Shopped for Auto Products
Gasoline Brands Used Past 30 Days
Gasoline Brand Loyalty

Financial

Types of Accounts
Types of Loans
IRA/Keogh Plan/401(k) Plan
Use Full-Service Broker
Use Discount Broker
Stock or Stock Option from Employer
Mutual Funds/Money Market Funds
Second Home or Real Estate Property
Homeowner's/Renter's Insurance

Beverages

Type/Brand of Soft Drinks
Juices/Iced Teas/Spring Water
Sports Drinks
Beer Domestic/Imported
Type and Brand Wine

Business Decision

Computer Hardware/Software
Telephone/Comm. Equipment/Services
Overnight/Next-Day Delivery Services
Temporary Personnel Services
Business Travel/Convention Arrangements
Office Equipment/Furniture/Supplies
Company Health Care Programs

Computers

Home Computer Ownership
On-line Services Home and Work
Access World Wide Web

Demographics

Sex/Age/Race
Marital Status
Level of Education
Employment Status/Industry/Occupation
Individual Employment Income*
Reason Not in Labor Force
Hispanic Origin
Primary Language in HH*

Language Preferred**
Household Size/Income
Number of Adults in HH
Presence of Children by Age*
Home Ownership/Market Value
Tenure in Current Residence
County of Residence
Zip Code

Drug/Grocery Store

Drugstores OTC Purchases
Prescription Purchases
Stores Shopped/Bought Past 7 Days
Store Where Most Groceries Purchased
Principal Food Shopper
Day Most Grocery Shopping Done
Amount Spent on Groceries
Coupon Usage - Frequency
How "Cents-Off" Coupons Are Obtained

Health Care

Hospital Use
Glasses or Contact Lenses
Weight Loss/Diet Clinic
Specialist
Type of Health Insurance

Home Improvement

Remodeled Bathroom/Family Room/Den
Added Bathroom/Deck
Maintenance Interior/Exterior Paint
New Carpeting/Floor Covering
Replaced/Repaired Roof
Landscaping

Household Shopping

Furniture Stores
Carpeting or Floor Covering Stores
Audio/Video Stores
Large Appliances
Hardware/Building/Paint Items
Lawn or Garden Items
Bedding/Furniture
Home Entertainment Center
Major Appliances
Second or Vacation Home

Lifestyles

Theater
Dance/Ballet Performance
Symphony/Concert/Opera
Sporting Events Attended
Art Gallery or Museum
Nightclub
Movies

Lottery Ticket Purchases
Types of Tobacco Usually Used
Health/Fitness Club
Sports
Pet Ownership

Media

Television Viewing
Cable TV Subscription
Cable Networks/Services Viewed
Pay Cable Stations HH Receives
Number Pay-Per-View Programs Watched
Purchased Items via TV/Cable
Satellite/Microwave Dish Connector
VCR/Video Ownership
VCR/Video Purchase
Amount Spent on VCR Purchase
Prerecorded Videocassettes
Video Game Systems
Radio Listening
Newspaper Readership
Magazines Number Read

Retail Shopping

Malls Shopped
Major Stores Shopped/Purchased
Specialty Stores Shopped/Purchased
Items Purchased
Number of Times Purchased

Telephone

Long-Distance Carrier
Amount Spent Last Month
Call Blocking/Forwarding/Waiting/Caller ID
Three-Way Calling/Voice Mail
Cellular Phone Carrier/Monthly Bill

Travel

U.S./Foreign Travel
Business/Pleasure
Airline Flown
Airport Used as Departure
Frequent Flyer Membership
Cruises
Hotels
Use of Travel Agent
Rental Car Companies
Current Passport
Attractions Visited

Voting

Presidential/Statewide/Local
Registered
Political Party

‡ Not all categories are available in all markets.

* Selected markets only.
** Hispanic markets only.

Qualitative 1997-1998 Survey Schedule

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Albuquerque	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Allentown-Bethlehem	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Atlanta	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Atlantic City-Cape May	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Austin	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Bakersfield	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Baltimore	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Baton Rouge	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Birmingham	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Boston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Buffalo-Niagara Falls	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Charleston, SC	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Charlotte-Gastonia-Rock Hill	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Chattanooga	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Chicago	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cincinnati	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cleveland	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Colorado Springs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Columbia, SC	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Columbus, OH	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Dallas-Ft. Worth	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Dayton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Denver-Boulder	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Des Moines	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Detroit	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	El Paso	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Evansville	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Flint	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Ft. Wayne	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Fresno	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Gainesville-Ocala	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Grand Rapids-Kalamazoo-Battle Creek	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Greensboro-Winston Salem-High Point	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Greenville-New Bern-Jacksonville	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Greenville-Spartanburg	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Harrisburg-Lebanon-Carlisle	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Hartford-New Britain-Middletown	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Honolulu	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Houston-Galveston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Huntsville	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
S	Indianapolis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Jackson, MS	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Jacksonville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Kansas City	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Lafayette, IN	Jul 97 - Aug 97	Feb 97 - Jul 97	Jul 98 - Aug 98	Feb 98 - Jul 98
RD	Lafayette, LA	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Las Vegas	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Little Rock	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Los Angeles	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Louisville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Lubbock	Sep 97 - Oct 97		Sep 98 - Oct 98	

RD = RetailDirect S = Scarborough

Qualitative 1997-1998 Survey Schedule

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
RD	Macon	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Madison	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Memphis	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Miami-Ft. Lauderdale-Hollywood	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Milwaukee-Racine	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Minneapolis-St. Paul	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Mobile	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Monterey-Salinas-Santa Cruz	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Montgomery	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Nashville	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	New Orleans	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	New York	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Norfolk-Virginia Beach-Newport News	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Oklahoma City	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Omaha-Council Bluffs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Orlando	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Palm Springs	Jan 97 - Feb 97		Jan 98 - Feb 98	
RD	Pensacola	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Peoria		Aug 97 - Sep 97		Aug 98 - Sep 98
S	Philadelphia	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Phoenix	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Pittsburgh	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Portland, OR	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Providence-New Bedford-Warwick	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Quad Cities (Davenport-Rock Island-Moline)	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Raleigh-Durham	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Richmond	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Roanoke-Lynchburg	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Rochester, NY	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Rockford	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Sacramento	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Saginaw-Bay City-Midland	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	St. Louis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Salt Lake City-Ogden-Provo	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Antonio	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Diego	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Francisco	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Santa Barbara	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Seattle-Tacoma	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Spokane	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Springfield, MA	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Syracuse	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tampa-St. Petersburg-Clearwater	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Toledo	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Tucson	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tulsa	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Washington, D.C.	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	West Palm Beach-Boca Raton	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wichita	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wilkes Barre-Scranton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Youngstown-Warren	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98

RD = RetailDirect S = Scarborough

Arbitron 1997 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings		MaximSer SM Media Professional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Abilene, TX (C)							Feb 03	10:45-11:00AM	Feb 04	Feb 05
Akron	Nov 11	11:30AM EST	Dec 11	11:30AM	Jan 14	1:00PM	Jan 14	4:00-4:15PM	Jan 15	Jan 16
Albany, GA (C)							Feb 02	1:00-1:30PM	Feb 03	Feb 04
Albany-Schenectady-Troy	Nov 18	10:00AM EST	Dec 18	10:00AM	Jan 23	10:00AM	Jan 23	1:00-1:15PM	Jan 26	Jan 27
Albuquerque	Nov 21	9:30AM MST	Dec 23	9:30AM	Jan 27	12:30PM	Jan 27	3:30-3:45PM	Jan 28	Jan 29
Alexandria, LA (C)							Feb 04	9:00-9:30AM	Feb 05	Feb 06
Allentown-Bethlehem	Nov 06	11:30AM EST	Dec 08	11:30AM	Jan 09	11:30AM	Jan 09	2:30-2:45PM	Jan 12	Jan 13
Altoona							Jan 19	10:00-10:15AM	Jan 20	Jan 21
Amarillo (C)							Feb 02	12:30-12:45PM	Feb 03	Feb 04
Anchorage							Feb 04	9:15-9:30AM	Feb 05	Feb 06
Ann Arbor, MI							Jan 12	3:00-3:30PM	Jan 13	Jan 14
Appleton-Oshkosh							Feb 03	11:00-11:15AM	Feb 04	Feb 05
Asheville							Jan 27	3:30-3:45PM	Jan 28	Jan 29
Atlanta	Nov 05	10:00AM EST	Dec 05	10:00AM	Jan 08	10:00AM	Jan 08	1:00-1:15PM	Jan 09	Jan 12
Atlantic City-Cape May							Jan 08	1:00-1:30PM	Jan 09	Jan 12
Augusta, GA							Jan 30	10:00-10:30AM	Feb 02	Feb 03
Augusta-Waterville, ME (C)							Feb 02	11:30-12:00PM	Feb 03	Feb 04
Austin	Nov 13	3:00PM CST	Dec 15	3:00PM	Jan 20	1:30PM	Jan 20	4:30-4:45PM	Jan 21	Jan 22
Bakersfield	Nov 06	10:00AM PST	Dec 08	10:00AM	Jan 09	10:00AM	Jan 09	1:00-1:15PM	Jan 12	Jan 13
Baltimore	Nov 10	1:00PM EST	Dec 10	1:00PM	Jan 13	1:00PM	Jan 13	4:00-4:15PM	Jan 14	Jan 15
Bangor, ME (C)							Feb 02	10:00-10:30AM	Feb 03	Feb 04
Baton Rouge	Nov 21	10:30AM CST	Dec 23	10:30AM	Jan 27	3:00PM	Jan 28	9:00-9:15AM	Jan 28	Jan 29
Battle Creek, MI (C)							Jan 27	1:30-1:45PM	Jan 28	Jan 29
Beaumont-Port Arthur, TX (C)							Jan 28	11:30-12:00PM	Jan 29	Jan 30
Beckley, WV (C)							Feb 02	11:15-11:30AM	Feb 03	Feb 04
Billings (C)							Feb 04	9:00-9:15AM	Feb 05	Feb 06
Biloxi-Gulfport Pascagoula, MS (C)							Jan 26	1:00-1:15PM	Jan 27	Jan 28
Binghamton							Jan 29	12:30-12:45PM	Jan 30	Feb 02
Birmingham	Nov 17	9:00AM CST	Dec 17	9:00AM	Jan 22	10:30AM	Jan 22	1:30-1:45PM	Jan 23	Jan 26
Bismarck, ND (C)							Feb 03	9:30-9:45AM	Feb 04	Feb 05
Blacksburg-Christiansburg-Radford, VA							Jan 28	1:30-1:45PM	Jan 29	Jan 30
Bloomington, IL							Jan 12	11:30-12:00PM	Jan 13	Jan 14
Boise							Feb 02	9:30-10:00AM	Feb 03	Feb 04
Boston	Nov 10	10:00AM EST	Dec 10	10:00AM	Jan 13	10:00AM	Jan 13	1:00-1:15PM	Jan 14	Jan 15
Bridgeport							Jan 07	1:00-1:30PM	Jan 08	Jan 09
Bryan-College Station, TX (C)							Jan 19	10:00-10:15AM	Jan 20	Jan 21
Buffalo-Niagara Falls	Nov 13	10:00AM EST	Dec 15	10:00AM	Jan 16	10:00AM	Jan 16	1:00-1:15PM	Jan 19	Jan 20
Burlington, VT (C)							Jan 30	12:30-1:00PM	Feb 02	Feb 03
Canton							Jan 16	3:30-3:45PM	Jan 19	Jan 20
Cape Cod, MA (C)							Jan 15	2:30-3:00PM	Jan 16	Jan 19
Casper, WY (C)							Feb 04	9:30-9:45AM	Feb 05	Feb 06
Cedar Rapids							Jan 29	11:30-11:45AM	Jan 30	Feb 02
Champaign, IL (C)							Jan 13	1:30-1:45PM	Jan 14	Jan 15
Charleston, SC	Nov 21	10:00AM EST	Dec 23	10:00AM	Jan 27	1:00PM	Jan 27	4:00-4:15PM	Jan 28	Jan 29
Charleston, WV							Jan 28	3:00-3:30PM	Jan 29	Jan 30
Charlotte-Gastonia-Rock Hill	Nov 14	11:30AM EST	Dec 16	11:30AM	Jan 21	11:30AM	Jan 21	2:30-2:45PM	Jan 22	Jan 23
Charlottesville, VA (C)							Feb 02	11:00-11:15AM	Feb 03	Feb 04
Chattanooga	Nov 20	10:00AM EST	Dec 22	10:00AM	Jan 27	10:00AM	Jan 27	1:00-1:15PM	Jan 28	Jan 29
Cheyenne, WY (C)							Jan 23	10:30-10:45AM	Jan 26	Jan 27
Chicago	Nov 05	10:30AM CST	Dec 05	10:30AM	Jan 08	10:30AM	Jan 08	1:30-1:45PM	Jan 09	Jan 12
Chico, CA (C)							Jan 16	12:00-12:30PM	Jan 19	Jan 20
Cincinnati	Nov 12	10:00AM EST	Dec 12	10:00AM	Jan 15	10:00AM	Jan 15	1:00-1:15PM	Jan 16	Jan 19

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Arbitron 1997 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings		MaximiSer [®] / MediaProfessional [™]	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Cleveland	Nov 11	10:00AM EST	Dec 11	10:00AM	Jan 14	11:30AM	Jan 14	2:30-2:45PM	Jan 15	Jan 16
Colorado Springs	Nov 14	11:00AM MST	Dec 16	11:00AM	Jan 21	11:00AM	Jan 21	2:00-2:15PM	Jan 22	Jan 23
Columbia, MO (C)							Jan 23	2:00-2:15PM	Jan 26	Jan 27
Columbia, SC	Nov 20	10:00AM EST	Dec 22	11:30AM	Jan 27	10:00AM	Jan 27	1:00-1:15PM	Jan 28	Jan 29
Columbus, GA							Jan 30	1:30-1:45PM	Feb 02	Feb 03
Columbus, OH	Nov 14	10:00AM EST	Dec 16	10:00AM	Jan 21	10:00AM	Jan 21	1:00-1:15PM	Jan 22	Jan 23
Cookville, TN (C)							Jan 27	3:30-3:45PM	Jan 28	Jan 29
Corpus Christi							Jan 29	12:00-12:15PM	Jan 30	Feb 02
Dallas-Ft. Worth	Nov 12	10:30AM CST	Dec 12	10:30AM	Jan 15	1:30PM	Jan 15	4:30-4:45PM	Jan 16	Jan 19
Danbury, CT (C)							Jan 07	2:00-2:15PM	Jan 08	Jan 09
Danville, IL (C)							Jan 12	2:30-3:00PM	Jan 13	Jan 14
Dayton	Nov 18	10:00AM EST	Dec 18	10:00AM	Jan 23	10:00AM	Jan 23	1:00-1:15PM	Jan 26	Jan 27
Daytona Beach							Jan 22	1:30-1:45PM	Jan 23	Jan 26
Denver-Boulder	Nov 14	2:00PM MST	Dec 16	2:00PM	Jan 21	12:30PM	Jan 21	3:30-3:45PM	Jan 22	Jan 23
Des Moines	Nov 20	10:30AM CST	Dec 22	12:00PM	Jan 26	1:30PM	Jan 26	4:30-4:45PM	Jan 27	Jan 28
Detroit	Nov 07	10:00AM EST	Dec 09	10:00AM	Jan 12	10:00AM	Jan 12	1:00-1:15PM	Jan 13	Jan 14
Dothan, AL (C)							Jan 29	12:30-1:00PM	Jan 30	Feb 02
Dubuque, IA (C)							Jan 30	10:00-10:15AM	Feb 02	Feb 03
Duluth-Superior							Feb 02	12:30-12:45PM	Feb 03	Feb 04
Eau Claire, WI (C)							Feb 03	12:15-12:30PM	Feb 04	Feb 05
El Paso	Nov 25	9:30AM MST	Dec 24	11:00AM	Jan 28	9:30AM	Jan 28	12:30-12:45PM	Jan 29	Jan 30
Elmira-Corning, NY (C)							Feb 02	11:00-11:15AM	Feb 03	Feb 04
Erie							Jan 29	11:00-11:30AM	Jan 30	Feb 02
Eugene-Springfield							Jan 26	10:30-10:45AM	Jan 27	Jan 28
Evansville							Jan 29	10:30-11:00AM	Jan 30	Feb 02
Fargo-Moorhead							Feb 03	10:30-10:45AM	Feb 04	Feb 05
Fayetteville, NC							Feb 02	12:30-1:00PM	Feb 03	Feb 04
Fayetteville (NW Arkansas), AR (C)							Feb 03	10:00-10:15AM	Feb 04	Feb 05
Flint							Jan 12	1:30-2:00PM	Jan 13	Jan 14
Florence, SC (C)							Jan 28	1:00-1:30PM	Jan 29	Jan 30
Frederick, MD (C)							Jan 13	4:00-4:15PM	Jan 14	Jan 15
Fresno	Nov 17	10:00AM PST	Dec 17	10:00AM	Jan 21	1:00PM	Jan 21	4:00-4:15PM	Jan 22	Jan 23
Ft. Collins-Greeley, CO (C)							Jan 23	11:30-11:45AM	Jan 26	Jan 27
Ft. Myers-Naples-Marco I., FL (C)							Jan 21	1:30-2:00PM	Jan 22	Jan 23
Ft. Pierce-Stuart-Vero Beach, FL (C)							Jan 21	2:00-2:30PM	Jan 22	Jan 23
Ft. Smith, AR (C)							Feb 04	9:30-9:45AM	Feb 05	Feb 06
Ft. Walton Beach, FL (C)							Jan 26	12:30-12:45PM	Jan 27	Jan 28
Ft. Wayne							Jan 23	2:00-2:30PM	Jan 26	Jan 27
Gainesville-Ocala, FL							Jan 23	1:00-1:30PM	Jan 26	Jan 27
Grand Forks, ND-MN (C)							Feb 03	9:00-9:30AM	Feb 04	Feb 05
Grand Junction, CO (C)							Feb 04	9:30-9:45AM	Feb 05	Feb 06
Grand Rapids	Nov 19	11:30AM EST	Dec 19	11:30AM	Jan 26	11:30AM	Jan 26	2:30-2:45PM	Jan 27	Jan 28
Great Falls, MT (C)							Feb 04	9:00-9:15AM	Feb 05	Feb 06
Green Bay							Feb 03	10:30-10:45AM	Feb 04	Feb 05
Greensboro-Winston Salem-High Point	Nov 07	11:30AM EST	Dec 09	11:30AM	Jan 12	11:30AM	Jan 12	2:30-2:45PM	Jan 13	Jan 14
Greenville-New Bern-Jacksonville, NC	Nov 25	10:00AM EST	Dec 24	1:00PM	Jan 28	10:00AM	Jan 28	1:00-1:15PM	Jan 29	Jan 30
Greenville-Spartanburg, SC	Nov 20	10:00AM EST	Dec 22	11:30AM	Jan 27	10:00AM	Jan 27	1:00-1:15PM	Jan 28	Jan 29
Hagerstown-Chambersburg-Waynesboro, MD-PA (C)							Jan 16	2:00-2:15PM	Jan 19	Jan 20
Harrisburg-Lebanon-Carlisle, PA	Nov 19	11:30AM EST	Dec 19	11:30AM	Jan 23	1:00PM	Jan 23	4:00-4:15PM	Jan 26	Jan 27
Harrisonburg, VA (C)							Feb 02	10:00-10:15AM	Feb 03	Feb 04
Hartford-New Britain-Middletown	Nov 11	10:00AM EST	Dec 11	10:00AM	Jan 14	11:30AM	Jan 14	2:30-2:45PM	Jan 15	Jan 16
Honolulu	Nov 17	11:00AM HST	Dec 17	11:00AM	Jan 22	11:00AM	Jan 22	2:00-2:15PM	Jan 23	Jan 26

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	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Houston-Galveston	Nov 12	12:00PM CST	Dec 12	12:00PM	Jan 15	10:30AM	Jan 15	1:30-1:45PM	Jan 16	Jan 19
Huntington-Ashland							Jan 29	11:00-11:15AM	Jan 30	Feb 02
Huntsville	Nov 26	9:00AM CST	Dec 24	12:00PM	Jan 29	9:00AM	Jan 29	12:00-12:15PM	Jan 30	Feb 02
Indianapolis	Nov 17	10:00AM EST	Dec 17	10:00AM	Jan 22	11:30AM	Jan 22	2:30-2:45PM	Jan 23	Jan 26
Ithaca, NY (C)							Jan 14	2:00-2:15PM	Jan 15	Jan 16
Jackson	Nov 21	10:30AM CST	Dec 23	10:30AM	Jan 27	1:30PM	Jan 27	4:30-4:45PM	Jan 28	Jan 29
Jackson, TN (C)							Jan 26	3:00-3:15PM	Jan 27	Jan 28
Jacksonville	Nov 18	1:00PM EST	Dec 18	1:00PM	Jan 26	1:00PM	Jan 26	4:00-4:15PM	Jan 27	Jan 28
Johnson City-Kingsport-Bristol							Jan 30	12:30-12:45PM	Feb 02	Feb 03
Johnstown							Jan 19	10:00-10:15AM	Jan 20	Jan 21
Joplin, MO (C)							Feb 02	1:00-1:15PM	Feb 03	Feb 04
Kalamazoo							Jan 26	2:30-2:45PM	Jan 27	Jan 28
Kansas City	Nov 17	1:30PM CST	Dec 17	1:30PM	Jan 22	1:30PM	Jan 22	4:30-4:45PM	Jan 23	Jan 26
Killeen-Temple, TX (C)							Jan 20	1:30-1:45PM	Jan 21	Jan 22
Knoxville	Nov 19	11:30AM EST	Dec 19	11:30AM	Jan 26	10:00AM	Jan 26	1:00-1:15PM	Jan 27	Jan 28
La Crosse, WI (C)							Feb 03	12:30-12:45PM	Feb 04	Feb 05
Lafayette, IN							Jan 21	2:00-2:30PM	Jan 22	Jan 23
Lafayette, LA							Jan 30	10:00-10:30AM	Feb 02	Feb 03
Lake Charles, LA (C)							Feb 03	12:00-12:15PM	Feb 04	Feb 05
Lakeland-Winter Haven							Jan 20	1:00-1:15PM	Jan 21	Jan 22
Lancaster							Jan 23	12:30-1:00PM	Jan 26	Jan 27
Lansing-East Lansing	Nov 19	1:00PM EST	Dec 19	1:00PM	Jan 26	1:00PM	Jan 26	4:00-4:15PM	Jan 27	Jan 28
Laredo, TX (C)							Jan 27	2:30-2:45PM	Jan 28	Jan 29
Las Vegas	Nov 11	10:00AM PST	Dec 11	10:00AM	Jan 15	10:00AM	Jan 15	1:00-1:15PM	Jan 16	Jan 19
Laurel-Hattiesburg, MS (C)							Jan 26	1:00-1:15PM	Jan 27	Jan 28
Lawton, OK (C)							Jan 27	3:30-3:45PM	Jan 28	Jan 29
Lewiston-Auburn, ME (C)							Jan 29	1:30-1:45PM	Jan 30	Feb 02
Lexington-Fayette							Jan 29	10:00-10:30AM	Jan 30	Feb 02
Lima, OH (C)							Feb 02	11:15-11:30AM	Feb 03	Feb 04
Lincoln							Jan 28	1:00-1:15PM	Jan 29	Jan 30
Little Rock	Nov 20	12:00PM CST	Dec 22	1:30PM	Jan 27	12:00PM	Jan 27	3:00-3:15PM	Jan 28	Jan 29
Los Angeles	Nov 05	10:00AM PST	Dec 05	10:00AM	Jan 08	10:00AM	Jan 08	1:00-1:15PM	Jan 09	Jan 12
Louisville	Nov 17	11:30AM EST	Dec 17	11:30AM	Jan 22	1:00PM	Jan 22	4:00-4:15PM	Jan 23	Jan 26
Lubbock							Jan 29	10:30-10:45AM	Jan 30	Feb 02
Macon							Jan 27	1:30-1:45PM	Jan 28	Jan 29
Madison	Nov 21	9:00AM CST	Dec 23	9:00AM	Jan 27	1:30PM	Jan 27	4:30-4:45PM	Jan 28	Jan 29
Manchester							Jan 15	2:00-2:30PM	Jan 16	Jan 19
Marion Carbondale(Southern Illinois)							Jan 23	2:30-2:45PM	Jan 26	Jan 27
McAllen-Brownsville- Harlingen	Nov 11	10:30AM CST	Dec 11	10:30AM	Jan 14	1:30PM	Jan 14	4:30-4:45PM	Jan 15	Jan 16
Medford-Ashland, OR (C)							Feb 04	10:00-10:15AM	Feb 05	Feb 06
Melbourne-Titusville-Cocoa							Jan 22	1:00-1:30PM	Jan 23	Jan 26
Memphis	Nov 19	1:30PM CST	Dec 22	9:00AM	Jan 26	1:30PM	Jan 26	4:30-4:45PM	Jan 27	Jan 28
Merced, CA (C)							Jan 13	12:00-12:15PM	Jan 14	Jan 15
Meridian, MS (C)							Feb 04	9:00-9:15AM	Feb 05	Feb 06
Miami-Ft. Lauderdale-Hollywood	Nov 13	1:00PM EST	Dec 15	1:00PM	Jan 20	11:30AM	Jan 20	2:30-2:45PM	Jan 21	Jan 22
Milwaukee-Racine	Nov 17	10:30AM CST	Dec 17	10:30AM	Jan 22	12:00PM	Jan 22	3:00-3:15PM	Jan 23	Jan 26
Minneapolis-St. Paul	Nov 13	1:30PM CST	Dec 15	1:30PM	Jan 20	12:00PM	Jan 20	3:00-3:15PM	Jan 21	Jan 22
Mobile	Nov 18	1:30PM CST	Dec 18	1:30PM	Jan 26	12:00PM	Jan 26	3:00-3:15PM	Jan 27	Jan 28
Modesto							Jan 14	10:30-11:00AM	Jan 15	Jan 16
Monmouth-Ocean, NJ							Jan 07	1:30-2:00PM	Jan 08	Jan 09
Monroe, LA (C)							Feb 03	12:00-12:15PM	Feb 04	Feb 05
Monterey-Salinas-Santa Cruz	Nov 07	11:30AM PST	Dec 09	11:30AM	Jan 13	11:30AM	Jan 13	2:30-2:45PM	Jan 14	Jan 15

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	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Montgomery							Jan 29	12:00-12:15PM	Jan 30	Feb 02
Morgantown-Clarksbg-Fairmont, WV (C)							Jan 28	1:30-1:45PM	Jan 29	Jan 30
Morristown (C)							Jan 07	2:30-2:45PM	Jan 08	Jan 09
Myrtle Beach, SC (C)							Jan 30	10:30-11:00AM	Feb 02	Feb 03
Nashville	Nov 19	12:00PM CST	Dec 22	9:00AM	Jan 26	1:30PM	Jan 26	4:30-4:45PM	Jan 27	Jan 28
Nassau-Suffolk (Long Island, NY)	Nov 04	11:30AM EST	Dec 04	11:30AM	Jan 07	11:30AM	Jan 07	2:30-2:45PM	Jan 08	Jan 09
New Bedford-Fall River, MA (C)							Jan 12	1:00-1:15PM	Jan 13	Jan 14
New Haven							Jan 14	1:30-2:00PM	Jan 15	Jan 16
New London, CT (C)							Jan 14	2:00-2:30PM	Jan 15	Jan 16
New Orleans	Nov 18	10:30AM CST	Dec 18	10:30AM	Jan 22	1:30PM	Jan 22	4:30-4:45PM	Jan 23	Jan 26
New York	Nov 04	10:00AM EST	Dec 04	10:00AM	Jan 07	10:00AM	Jan 07	1:00-1:15PM	Jan 08	Jan 09
Newburgh-Middletown, NY (Mid-Hudson Valley (C)							Jan 09	1:15-1:30PM	Jan 12	Jan 13
Norfolk-Virginia Beach-Newport News, VA	Nov 18	1:00PM EST	Dec 18	1:00PM	Jan 26	10:00AM	Jan 26	1:00-1:15PM	Jan 27	Jan 28
Northwest Michigan (C)							Feb 02	10:30-11:00AM	Feb 03	Feb 04
Odessa-Midland, TX (C)							Feb 03	9:00-9:30AM	Feb 04	Feb 05
Oklahoma City	Nov 20	10:30AM CST	Dec 22	12:00PM	Jan 27	10:30AM	Jan 27	1:30-1:45PM	Jan 28	Jan 29
Omaha-Council Bluffs	Nov 20	12:00PM CST	Dec 22	12:00PM	Jan 27	10:30AM	Jan 27	1:30-1:45PM	Jan 28	Jan 29
Orlando	Nov 14	2:30PM EST	Dec 16	2:30PM	Jan 22	10:00AM	Jan 22	1:00-1:15PM	Jan 23	Jan 26
Owensboro, KY (C)							Jan 30	1:00-1:15PM	Feb 02	Feb 03
Oxnard-Ventura							Jan 12	9:30-10:00AM	Jan 13	Jan 14
Palm Springs, CA (C)							Jan 09	11:00-11:15AM	Jan 12	Jan 13
Panama City, FL (C)							Jan 03	9:30-9:45AM	Feb 04	Feb 05
Parkersburg-Marietta, WV-OH (C)							Feb 02	10:30-10:45AM	Feb 03	Feb 04
Pensacola							Jan 22	1:00-1:30PM	Jan 23	Jan 26
Peoria							Jan 12	2:00-2:30PM	Jan 13	Jan 14
Philadelphia	Nov 06	10:00AM EST	Dec 08	10:00AM	Jan 09	10:00AM	Jan 09	1:00-1:15PM	Jan 12	Jan 13
Phoenix	Nov 12	12:30PM MST	Dec 12	12:30PM	Jan 15	2:00PM	Jan 16	9:00-9:15AM	Jan 16	Jan 19
Pittsburgh	Nov 11	11:30AM EST	Dec 11	11:30AM	Jan 14	10:00AM	Jan 14	1:00-1:15PM	Jan 15	Jan 16
Portland, ME							Jan 29	10:30-11:00AM	Jan 30	Feb 02
Portland, OR	Nov 06	10:00AM PST	Dec 08	10:00AM	Jan 09	10:00AM	Jan 09	1:00-1:15PM	Jan 12	Jan 13
Portsmouth-Dover-Rochester							Jan 16	1:00-1:30PM	Jan 19	Jan 20
Poughkeepsie, NY (C)							Jan 09	1:00-1:15PM	Jan 12	Jan 13
Providence-Warwick-Pawtucket	Nov 07	11:30AM EST	Dec 09	11:30AM	Jan 12	11:30AM	Jan 12	2:30-2:45PM	Jan 13	Jan 14
Pueblo							Jan 23	10:30-10:45AM	Jan 26	Jan 27
Quad Cities (Davenport-Rock I.-Moline)							Jan 08	12:30-1:00PM	Jan 09	Jan 12
Raleigh-Durham	Nov 19	10:00AM EST	Dec 19	10:00AM	Jan 26	11:30AM	Jan 26	3:00-3:15PM	Jan 27	Jan 28
Rapid City (C)							Feb 04	10:30-10:45AM	Feb 05	Feb 06
Reading, PA (C)							Jan 12	1:30-1:45PM	Jan 13	Jan 14
Redding, CA (C)							Jan 16	10:30-11:00AM	Jan 19	Jan 20
Reno							Feb 02	9:30-10:00AM	Feb 03	Feb 04
Richmond	Nov 18	11:30AM EST	Dec 18	11:30AM	Jan 23	1:00PM	Jan 23	4:00-4:15PM	Jan 26	Jan 27
Riverside-San Bernardino	Nov 04	10:00AM PST	Dec 04	10:00AM	Jan 07	10:00AM	Jan 07	1:00-1:15PM	Jan 08	Jan 09
Roanoke-Lynchburg							Jan 28	3:00-3:15PM	Jan 29	Jan 30
Rochester, MN (C)							Feb 03	11:00-11:15AM	Feb 04	Feb 05
Rochester, NY	Nov 18	11:30AM EST	Dec 18	11:30AM	Jan 23	11:30AM	Jan 23	2:30-2:45PM	Jan 26	Jan 27
Rockford							Jan 08	1:00-1:30PM	Jan 09	Jan 12
Sacramento	Nov 10	11:30AM PST	Dec 10	11:30AM	Jan 14	10:00AM	Jan 14	1:00-1:15PM	Jan 15	Jan 16
Saginaw-Bay City-Midland	Nov 20	11:30AM EST	Dec 22	11:30AM	Jan 27	11:30AM	Jan 27	2:30-2:45PM	Jan 28	Jan 29
Salisbury-Ocean City							Jan 19	10:30-11:00AM	Jan 20	Jan 21
Salt Lake City-Ogden-Provo	Nov 17	2:00PM MST	Dec 17	2:00PM	Jan 21	2:00PM	Jan 21	5:00-5:15PM	Jan 22	Jan 23
San Angelo, TX (C)							Feb 03	11:30-11:45AM	Feb 04	Feb 05
San Antonio	Nov 17	12:00PM CST	Dec 17	12:00PM	Jan 23	10:30AM	Jan 23	1:30-1:45PM	Jan 26	Jan 27

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San Diego	Nov 06	11:30AM PST	Dec 08	11:30AM	Jan 09	11:30AM	Jan 09	2:30-3:00PM	Jan 12	Jan 13
San Francisco	Nov 07	10:00AM PST	Dec 09	10:00AM	Jan 12	10:00AM	Jan 12	1:00-1:15PM	Jan 13	Jan 14
San Jose	Nov 07	11:30AM PST	Dec 09	11:30AM	Jan 12	11:30AM	Jan 12	2:30-2:45PM	Jan 13	Jan 14
San Luis Obispo, CA (C)							Jan 13	11:30-11:45AM	Jan 14	Jan 15
Santa Barbara, CA (C)							Jan 09	10:30-11:00AM	Jan 12	Jan 13
Santa Fe, NM (C)							Jan 30	11:30-11:45AM	Feb 02	Feb 03
Santa Maria-Lompoc, CA							Jan 13	12:30-12:45PM	Jan 14	Jan 15
Santa Rosa, CA							Jan 13	12:30-12:45PM	Jan 14	Jan 15
Sarasota-Bradenton							Jan 20	3:00-3:15PM	Jan 21	Jan 22
Savannah							Jan 30	1:00-1:30PM	Feb 02	Feb 03
Seattle-Tacoma	Nov 12	1:00PM PST	Dec 12	1:00PM	Jan 16	10:00AM	Jan 16	1:00-1:15PM	Jan 19	Jan 20
Shreveport	Nov 20	10:30AM CST	Dec 22	1:30PM	Jan 27	12:00PM	Jan 27	3:00-3:15PM	Jan 28	Jan 29
Sioux City, IA (C)							Feb 03	10:00-10:15AM	Feb 04	Feb 05
Sioux Falls							Feb 02	12:00-12:30PM	Feb 03	Feb 04
South Bend							Jan 12	2:30-3:00PM	Jan 13	Jan 14
Spokane	Nov 21	10:00AM PST	Dec 23	10:00AM	Jan 28	10:00AM	Jan 28	1:00-1:15PM	Jan 29	Jan 30
Springfield, IL (C)							Jan 19	10:00-10:15AM	Jan 20	Jan 21
Springfield, MA	Nov 11	1:00PM EST	Dec 11	1:00PM	Jan 14	10:00AM	Jan 14	1:00-1:15PM	Jan 15	Jan 16
Springfield, MD							Feb 02	1:00-1:15PM	Feb 03	Feb 04
St. Cloud, MN (C)							Jan 20	1:30-2:00PM	Jan 21	Jan 22
St. Louis	Nov 11	1:30PM CST	Dec 11	1:30PM	Jan 14	1:30PM	Jan 14	4:30-4:45PM	Jan 15	Jan 16
Stamford-Norwalk, CT (C)							Jan 07	2:00-2:15PM	Jan 08	Jan 09
State College, PA (C)							Jan 16	1:30-1:45PM	Jan 19	Jan 20
Stockton							Jan 14	10:30-11:00AM	Jan 15	Jan 16
Syracuse	Nov 19	10:00AM EST	Dec 19	10:00AM	Jan 26	10:00AM	Jan 26	1:00-1:15PM	Jan 27	Jan 28
Tallahassee							Jan 30	1:00-1:30PM	Feb 02	Feb 03
Tampa-St. Petersburg-Clearwater	Nov 13	11:30AM EST	Dec 15	11:30AM	Jan 20	10:00AM	Jan 20	1:00-1:15PM	Jan 21	Jan 22
Terre Haute (C)							Feb 02	2:00-2:15PM	Feb 03	Feb 04
Texarkana, TX-AR (C)							Jan 28	1:00-1:15PM	Jan 29	Jan 30
Toledo	Nov 14	10:00AM EST	Dec 16	10:00AM	Jan 21	10:00AM	Jan 21	1:00-1:15PM	Jan 22	Jan 23
Topeka							Jan 30	1:00-1:15PM	Feb 02	Feb 03
Trenton, NJ (C)							Jan 07	1:30-2:00PM	Jan 08	Jan 09
Tri-Cities (Richland-Kennebec-Pasco) (C)							Feb 04	10:15-10:30AM	Feb 05	Feb 06
Tucson	Nov 12	2:00PM MST	Dec 12	2:00PM	Jan 15	11:00AM	Jan 15	2:00-2:15PM	Jan 16	Jan 19
Tulsa	Nov 18	1:30PM CST	Dec 18	1:30PM	Jan 26	10:30AM	Jan 26	1:30-1:45PM	Jan 27	Jan 28
Tupelo, MS (C)							Feb 03	11:30-11:45AM	Feb 04	Feb 05
Tuscaloosa, AL (C)							Jan 23	2:00-2:15PM	Jan 26	Jan 27
Tyler-Longview, TX (C)							Jan 20	12:30-12:45PM	Jan 21	Jan 22
Utica-Rome							Jan 30	1:00-1:30PM	Feb 02	Feb 03
Visalia-Tulare-Hanford, CA							Jan 23	11:30-11:45AM	Jan 26	Jan 27
Waco, TX (C)							Jan 20	12:30-12:45PM	Jan 21	Jan 22
Washington, D.C.	Nov 10	11:30AM EST	Dec 10	11:30AM	Jan 13	11:30AM	Jan 13	2:30-2:45PM	Jan 14	Jan 15
Waterbury, CT (C)							Jan 07	3:00-3:15PM	Jan 08	Jan 09
Waterloo-Cedar Falls							Feb 03	10:45-11:00AM	Feb 04	Feb 05
Watertown, NY (C)							Jan 27	2:00-2:15PM	Jan 28	Jan 29
Wausau-Stevens Pt.-Central, WI (C)							Jan 28	1:30-1:45PM	Jan 29	Jan 30
West Palm Beach-Boca Raton	Nov 14	1:00PM EST	Dec 16	1:00PM	Jan 21	1:00PM	Jan 21	4:00-4:15PM	Jan 22	Jan 23
Wheeling							Jan 27	4:30-4:45PM	Jan 28	Jan 29
Wichita	Nov 20	12:00PM CST	Dec 22	10:30AM	Jan 27	12:00PM	Jan 27	3:00-3:15PM	Jan 28	Jan 29
Wichita Falls, TX (C)							Jan 26	3:00-3:15PM	Jan 27	Jan 28
Wilkes Barre-Scranton	Nov 19	1:00PM EST	Dec 19	1:00PM	Jan 23	1:00PM	Jan 23	4:00-4:15PM	Jan 26	Jan 27
Williamsport, PA (C)							Jan 27	3:00-3:15PM	Jan 28	Jan 29

* All times are local market times.

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ARBITRON

Arbitron 1997 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings		MaxiSer®/Media Professional™ Mail Date	Market Report Mail Date
	Date	Time *	Date	Time *	Date	Time *	Date	Time *		
Wilmington, DE							Jan 12	3:30-4:00PM	Jan 13	Jan 14
Wilmington, NC							Jan 30	11:30-12:00PM	Feb 02	Feb 03
Winchester, VA (C)							Jan 15	2:00-2:15PM	Jan 16	Jan 19
Worcester							Jan 13	3:00-3:15PM	Jan 14	Jan 15
Yakima, WA (C)							Feb 04	10:00-10:15AM	Feb 05	Feb 06
York	Nov 19	10:00AM EST	Dec 19	10:00AM	Jan 23	11:30AM	Jan 23	2:30-2:45PM	Jan 26	Jan 27
Youngstown-Warren							Jan 23	1:30-1:45PM	Jan 26	Jan 27

* All times are local market times.

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ARBITRON

1997-1998 Radio Survey Schedule

Who to call at Arbitron

SUMMER SURVEY

June 26 - September 17, 1997

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

JULY						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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

FALL SURVEY

September 18 - December 10, 1997

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

OCTOBER						
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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

DECEMBER						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

WINTER SURVEY

January 8 - April 1, 1998

JANUARY						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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

MARCH						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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

SPRING SURVEY

April 2 - June 24, 1998

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

MAY						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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

New York

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Tom O'Sullivan, Mgr., National Radio Sales
(212) 887-1368
Frank Stanitski, Mgr. (410) 312-8528
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Ruth Roman (212) 887-1326

Scarborough Training Specialist:
Debby Goldstein (212) 887-1367

Training Specialists:
Jenna Buiniskis (212) 887-1371
Chris Kiske (212) 887-1310

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:
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Joe Loiacono (212) 887-1471
Jerry Sacchetti (212) 887-1502

Client Service Representative:
Karla Eyerly (410) 312-8539

Training Specialist:
Kent Stephens (212) 887-1423

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Britt Alexander (312) 913-6231
Bethanie Buckingham (312) 913-6232
Mark Cody (312) 913-6236
Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:
Jennifer Thompson (312) 913-6238

Training Specialists:
Malou Watterson (312) 913-6233
Karen Young (312) 913-6240

Advertiser/Agency Services:

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Margaret Bustell (312) 913-6229
Alisa Joseph (312) 913-6228

Client Service Executive:
Megan Horen (312) 913-6227

Training Specialist:
Vicki Murphy (312) 913-6241

Atlanta

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

Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403
Julian Davis (770) 551-1419
Jim Remeny (770) 551-1418
Bill Soule (770) 551-1420
Jerry Wiese (770) 551-1422

Scarborough Training Specialist:
Mike Hoffman (770) 551-1428

Training Specialist:
Felicia Clem (770) 551-1405

Advertiser/Agency Services:

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Bill Bingham (770) 551-1410
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Marvin Korach (310) 824-6605
Paul LeFort (310) 824-6606
Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

Scarborough Training Specialist:
David Oglevee (310) 824-6607

Training Specialist:
Richard Tunkel (310) 824-6608
Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

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John Hegelmeyer (310) 824-6621

Client Service Representative:
Debbie Lahm (310) 824-6622

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Mike Holderte (972) 385-5391

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Advertiser/Agency Services:

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9705 Patuxent Woods Drive
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NOTE/The survey dates are subject to change.

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