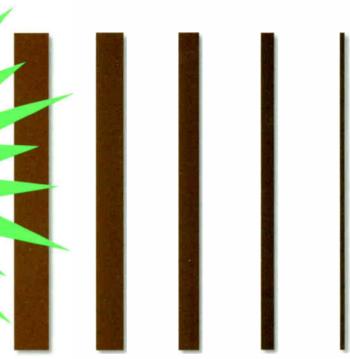
Spring 1998
Delivery Schedule
Inside!







Radio Market Report

Accredited by Media Rating Council®

Philadelphia

Includes Instant Qualitative Profile with Scarborough qualitative information

ARBITRO

Winter 1998 January 8 - April 1

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

188 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, Spring 1998 sample increase markets!

40% sample increase

Ann Arbor, MI
Biloxi-GulfportPascagoula, MS
Bluefield, WV
Brunswick, GA
Laurel-Hattiesburg, MS
Marion-Carbondale
(Southern Illinois)
Peoria, IL
South Bend, IN

70% sample increase

Johnson City-Kingsport-Bristol, TN-VA

^{*} Sample target increases based on Fall 1993 sample targets.

Radio Market Report

Spring '98 Delivery Schedule Including Phase 1 & Phase 2 Arbitrends: One page in from the back of the report

1998-99 Survey Schedule

Winter 1998 January 8 - April 1

> Spring 1998 April 2 - June 24

Summer 1998 July 2 - September 23

Fall 1998 September 24 - December 16

> Winter 1999 January 7 - March 31



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 Winter 1998 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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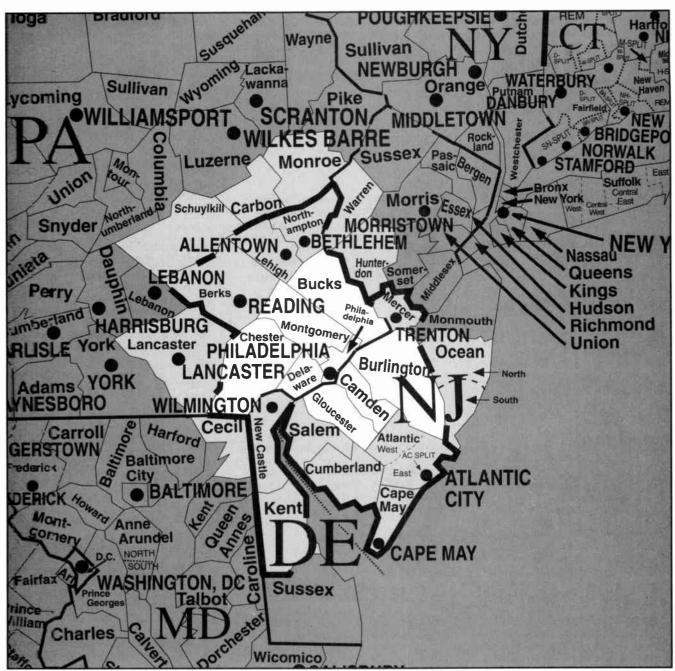
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Instant Qualitative Profile

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.

Q1

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

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WIOQ-FM	WIP-AM WPHI-FM
WJJZ-FM WPHT-AM	WMGK-FM WPLY-FM	WMMR-FM WUSL-FM	WOGL-FM WWDB-FM	WPEN-AM WXTU-FM	WYHI-FM WXXM-FM
WYSP-FM	***	WOOL TW	***************************************	***************************************	***************************************

^{*} Station subscribers as of release to print.

stimated P12+ Population	in-Tab	Area	County/ Split County	ST	HO. Bik. /		Estimated P12+ Population	in-Tab	Area	County/ Split County	ST	HO Bik. /	
344,700	370	М	BURLINGTON	NJ	В		347,600	420	M	CHESTER	PA		
412,800	533	М	CAMDEN	NJ	B B	Н	456,300	498	M	DELAWARE	PA	В	
204,100	227	М	GLOUCESTER	NJ			604,100	728	M	MONTGOMERY	PA		
484,100	492	М	BUCKS	PA			1,219,400	1,435	M	PHILADELPHIA	PA	В	Н

HDA - High-Density Area (Black or Hispanic)

	Black/Hispanic						
	Total		Ethnic				
Combined	in-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+			
HDBA	926	712,600	667	523,700			

D - DMA County

M - Metro County T - TSA County

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

These population estimates are based on 1990 Census data, updated and projected to January 1, 1998, by Market Statistics, producers of the Survey of Buying Power, a division of Bill Communications.

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

the Survey of Buying Power, a division of Bill Communications.

Effective with the Fall 1997 survey, population estimates for this report are based on Market Statistics 1/1/98 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Censusbased).

Men 12-24 18-24 25-34 35-44 45-49 50-54	Est. Pop. 408,600 212,700 362,500 384,500	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
12-24 18-24 25-34 35-44 45-49 50-54	212,700 362,500 384,500	5.2		11.0	
18-24 25-34 35-44 45-49 50-54	212,700 362,500 384,500	5.2		11.0	
25-34 35-44 15-49 60-54	362,500 384,500	1000000	266		10.0
35-44 45-49 50-54	384,500	8.9		5.7	5.2
45-49 50-54			412	8.8	8.9
50-54	+00 000	9.4	439	9.3	9.4
	168,600	4.1	206	4.4	4.1
	138,900	3.4	167	3.6	3.4
55-64	207,800	5.1	193	4.1	5.1
35+	259,800	6.4	243	5.2	6.4
18+	1,734,800	42.6	1,926	41.0	42.6
Momen					
12-24	400,000	9.8	512	10.9	9.8
18-24	212,900	5.2	220	4.7	5.2
25-34	365,800	9.0	458	9.7	9.0
35-44	407,000	10.0	480	10.2	10.0
45-49	182,700	4.5	262	5.6	4.5
50-54	150,900	3.7	183	3.9	3.7
55-64	232,600	5.7	268	5.7	5.7
65+	403,400	9.9	361	7,7	9.9
18+	1,955,300	48,0	2,232	47.5	48.0
P18+	3,690,100	90,6	4,158	88.4	90.6
Teens 12-17	383,000	9,4	545	11.6	9.4
Black P12+	769,700	18.9	961	20.4	18.9
Hispanic P124	162,500	4.0	152	3,2	4.0

	Metro
LST - Est, Usable Households in Sample	2,606
UNL - Est. Usable Households in Sample	2,782
TOT - Est. Usable Households in Sample	5,388
LST - Est. Persons in Usable Households	5,729
UNL - Est. Persons in Usable Households	6,664
TOT - Est. Persons in Usable Households	12,393
LST - Contacted Households	2,496
UNL - Contacted Households	2,551
TOT - Contacted Households	5,047
LST - Households Accepting Diaries	1,997
UNL - Households Accepting Diaries	1,890
TOT - Households Accepting Diaries	3,887
LST - Persons Sent Diaries	4,416
UNL - Persons Sent Diaries	4,573
TOT - Persons Sent Diaries	8,989
LST - Diaries In-Tab	2,429
UNL - Diaries In-Tab	2,274
TOT - Diaries In-Tab	4,703
Sample Target	4,630
Metro In-Tab/Target Index	102

These population estimates are based on 1990 Census data, updated and projected to January 1, 1998, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

the Survey of Buying Power, a division of Bill Communications.

Effective with the Fall 1997 survey, population estimates for this report are based on Market Statistics 1/1/98 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Censusbased).

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 Mail F Philadelphia, PA 19106

(215) 238-4971 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/Spllt Co.: Philadelphia, PA Power Day/Night (watts): 50,000/50,000

(s) WDAS-FM 105.3

23 West City Line Ave Bala Cynwyd, PA 19004

(610) 617-8500 Fax: (610) 617-8501 Format: Urban Adult Contemporary Sales Rep: Eastman Radio, Inc.

Nétwork: ABC City of Lic./Alt City ID: Philadelphia, PA County/Spitt Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 16,500/266

(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/Spllt Co.: Philadelphia, PA Power Day/Night (watts): 5,000/5,000

(s) WMMR-FM 93.3

One Bala Plaza #424 Bala Cynwyd, PA 19004

(610) 771-0933 Fax: (610) 771-9710 Format: Album Oriented Rock Sales Rep: McGavren Guild

Network: IND

City of Lic./Alt City ID: Philadelphia, PA County/Spllt Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 18,000/252

(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/Split Co.: Montgomery, PA ERP (watts) / HAAT (meters): 340/305

(s) WBEB-FM 101.1

10 Presidential Rivd 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

WHAT-AM 1340

2471 N 54th St

Philadelphia, PA 19131

(215) 581-5161 Fax: (215) 581-5185 News Talk Information Format:

Sales Rep: In House Network: IND

City of Lic./Alt City ID: Philadelphia, PA County/Spllt Co.: Philadelphia, PA Power Day/Night (watts): 1,000/1,000

(s) WJJZ-FM 106.1

One Bala Plz Ste 243 Bala Cynwyd, PA 19004

(610) 667-3939 Fax: (610) 664-2931 Format: New AC (NAC)/Smooth Jazz

Sales Reo: Christal Radio Network: IND

City of Lic./Alt City ID: Philadelphia, PA County/Split Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 22,500/226

(s) WOGL-FM 98.1

City Line + Monument Aves Philadelphia, PA 19131

(610) 668-5940 Fax: (610) 667-1904

Format: Oldles

Sales Rep: CBS Radio Representatives Network: CBS

City of Lic./Alt City ID: Philadelphia, PA County/Spltt Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 12,500/305

(s) WPHT-AM 1210

City Line And Monument Rd Philadelphia, PA 19131

(610) 668-5881 Fax: (610) 668-5888

Format: Talk/Personality Sales Rep: Interep Network: CBS

City of Lic./Alt City ID: Philadelphia, PA County/Spllt Co.: Philadelphia, PA Power Day/Night (watts): 50,000/50,000

(s) WDAS-AM 1480

23 West City Line Ave Bala Cynwyd, PA 19004

(610) 617-8500 Fax: (610) 617-8501

Religious Sales Rep: Eastman Radio, Inc. Network: AURN

City of Lic./Alt City ID: Philadelphia, PA County/Spllt Co.: Philadelphia, PA Power Day/Night (watts): 5.000/1.000

(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/Spllt Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 27,000/204

(s) WMGK-FM 102.9

3rd FI 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/Spllt Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 8,500/360

(s) WPEN-AM 950

3rd Fl W 1 Bala Cynwyd Plz Bala Cynwyd, PA 19004

(610) 667-8500 Fax: (610) 664-9610

Adult Standards Format: Sales Rep: McGavren Guild Network: WESTWD

City of Lic./Alt City ID: Philadelphia, PA County/Spllt Co.: Philadelphia, PA

Power Day/Night (watts): 5,000/5,000

(s) WPLY-FM 100.3

1003 Baltimore Pike

Media, PA 19063

(610) 565-8900 Fax: (610) 565-7823

Format: Alternative 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

continued...

(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.

Network Affiliation Abbreviations

ABC: ABC Radio Networks

AMFM: AMFM Radio Network

APNET: Associated Press Radio Network AURN: American Urban Radio Network

BNN: Business News Network CAR: Cadena Caracol Network

CBS: CBS Radio Networks CNN: Westwood One CNN Plus Radio Network

ESPN: ESPN Radio Network

SBUSA: Sports Byline USA SOURCE: Westwood One Source Radio Network SRN: Salem Radio Network

IRN: Jones Radio Network

TALKNT: Talknet

TARN: Talk America Radio Network UBN: United Broadcasting Network UNICA: Radio Unica 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.

ARBITRON

Station Information (continued)

For Stations Listed in This Report

Home to Arbitron Radio Metro Area (continued)

WURD-AM 900

333 Sylvan Ave #304 Englewood Cliffs, NJ 07632 (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, N.I.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) WYSP-FM 94.1

101 S Independence Mail East Philadelphia, PA 19106

(215) 625-9460 Fax: (215) 625-6555

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

Outside Arbitron Radio Metro Area

WJBR-FM 99.5

3001 Philadelphia Pike Claymont, DE 19703

(302) 791-4110 Fax: (302) 791-9669

Format: Adult Contemporary Sales Rep: Interep Network: APNET, WESTWD

City of Lic./Alt City ID: Wilmington, DE County/Spllt Co.: New Castle, DE ERP (watts) / HAAT (meters): 50,000/152

WDR-AM

1440 Broadway New York NY 10018

(212) 642-4538 Fax: (212) 642-4486 Format: News Talk Information

Sales Rep: McGavren Guild Network: ABC, WESTWD City of Lic./Alt City ID: New York, NY

County/Split Co.: New York, NY Power Day/Night (watts): 50,000/50,000

(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.

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(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) 617-1607

Format: Country Sales Rep: D & R Network: IND

City of Lic./Alt City ID: Philadelphia, PA County/Spllt Co.: Philadelphia, PA

ERP (watts) / HAAT (meters): 15.500/274

WYXR-FM 104.5

One Bala Plz

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

WKXW-FM 101.5

218 Ewingville Rd Trenton, NJ 08638

(609) 882-4600 Fax: (609) 883-6684

Talk/Personality Format: 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

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/Philadiphia, NJ

County/Split Co.: Mercer, NJ

ERP (watts) / HAAT (meters): 50,000/131

(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) WXXM-FM 95.7

8200 Ridge Ave Philadelphia PA 10128

(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/Spltt Co.: Philadelphia, PA ERP (watts) / HAAT (meters): 50.000/153

WLEV-FM 100.7

P O Box 81

Easton, PA 18044

(610) 250-9600 Fax: (610) 250-9674

Format: Adult Contemporary

Sales Rep: McGavren Guild

Network: IND

City of Lic./Alt City ID: Allentown, PA County/Sollt Co.: Lehigh. PA

ERP (watts) / HAAT (meters): 11,000/327

WRDR-FM 104.9

P 0 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

continued...

Network Affiliation Abbreviations

ABC: ABC Radio Networks

AMFM: AMFM Radio Network APNET: Associated Press Radio Network

AURN: American Urban Radio Network BNN: Business News Network CAR: Cadena Caracol Network

CBS: CBS Radio Networks CNN: Westwood One CNN Plus Radio Network

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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 UNICA: Radio Unica 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.

Station Information (continued)

For Stations Listed in This Report

Outside Arbitron Radio Metro Area (continued)

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/Spilt Co.: New Castle, DE ERP (watts) / HAAT (meters): 50,000/149

- (s) Station subscribers as of release to print
- Station subscribers us by resease to primitive simulasting 10%-50%, Mon-Sun, 6AM-Midnight Simulasting 51%-90%, Mon-Sun, 6AM-Midnight
- \$ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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SRN: Salem Radio Network

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TARN: Talk America Radio Network UBN: United Broadcasting Network UNICA: Radio Unica 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.)

	Ho	ousehold	Data		
	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,802,200	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	147,407	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	187,874	10.4	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,560	9.9	High school grad	1,042,876	32.9
\$30,000-39,999	180,987	10.0	College 1-3 yrs	641,096	20.2
\$40,000-49,999	170,065	9.4	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,237	20.2	,		
\$75,000-99,999	247,980	13.8	Colleges & Universities	78	
\$100,000+	327,090	18.1	Total enrollment	250,865	100.0
Median income: \$52,240			Full-time enrollment	139,174	55.5
Value of Owner-Occupied H	ousing Units		Occupation	-	
Less than \$50,000	201,618	11.3	Managerial	681,585	29.5
\$50,000-74,999	139,974	7.9	Technical	807,405	35.0
\$75,000-99,999	192,871	10.9	Service worker	274,871	11.9
\$100,000-149,999	265,061	14.9	Farm worker	23,038	1.0
\$150,000-249,999	206,424	11.6	Precision production	237,616	10.3
\$250,000+	72,872	4.1	Operator	283,042	12.3
Median value: \$100,800				10.111	
Monthly Gross Rent			Farm Population	10,441	
Less than \$200	36,209	2.0	Transportation to Work		
\$200-349	60,202	3.4	Public	265,207	11.6
\$350-499	143.904	8.1	Driving to work	1,545,143	67.8
\$500-649	144.950	8.2	Carpool	271,619	11.9
\$650-749	55,375	3.1	Other	198,590	8.7
\$750+	76,408	4.3		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Median rent: \$516	,		Average Travel Time		
			to Work (Min.)	25	
Household Size 1 Person	461 200	25.6	Car Ownership by House	hald	
	461,200	30.8	O Cars		18.7
2 Persons	555,800			337,300	
3-4 Persons	572,200	31.8	1 Car 2 Cars	648,300	36.0
5+ Persons	213,000	11.8	2 Cars 3+ Cars	598,200	33.2 12.1
			0+ Udis	218,400	12.

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 1	2+	1,500	.0	33,800	.8	85,000	2.1
Teens 12-	17	0	.0	1,100	.3	3,100	.8
Men	18-24	600	.3	13,100	6.2	9,100	4.3
	25-34	500	.1	1,700	.5	9,100	2.5
	35-44	100	.0	400	.1	6,600	1.7
	45-49	0	.0	0	.0	2,000	1.2
	50-54	0	.0	0	.0	1,500	1.1
	55-64	0	.0	0	.0	2,400	1.2
	65+	0	.0	0	.0	10,000	3.8
Women	18-24	200	.1	16,000	7.5	2,600	1.2
	25-34	100	.0	600	.2	1,800	.5
	35-44	0	.0	100	.0	1,700	.4
	45-49	0	.0	100	.1	1,000	.5
	50-54	0	.0	100	.1	900	.6
	55-64	0	.0	100	.0	2,000	.9
	65+	0	.0	500	.1	31,200	7.7

Group Quarters 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.

Hispanic persons may be of any race (White; Black; Native Amercian; 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.

updated by Market Statistics to 1/1/98.

Ethnic Population Estimates

Population Estimates		Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons	12+	769,700	100.0	18.9	162,500	100.0	4.0
Teens 12	-17	84,300	11.0	22.0	22,800	14.0	6.0
Men	18-24	48,800	6.3	22.9	11,700	7.2	5.5
	25-34	68,900	9.0	19.0	19,900	12.2	5.5
	35-44	66,400	8.6	17.3	17,700	10.9	4.6
	45-49	28,000	3.6	16.6	6,500	4.0	3.9
	50-54	23,000	3.0	16.6	4,200	2.6	3.0
	55-64	34,900	4.5	16.8	5.600	3.4	2.7
	65+	37,400	4.9	14.4	4,400	2.7	1.7
Women	18-24	48,400	6.3	22.7	12,000	7.4	5.6
	25-34	76,000	9.9	20.8	18,400	11.3	5.0
	35-44	81,500	10.6	20.0	17,000	10.5	4.2
	45-49	35,600	4.6	19.5	6,100	3.8	3.3
	50-54	28,700	3.7	19.0	4,300	2.6	2.8
	55-64	45,000	5.8	19.3	5.800	3.6	2.5
	65+	62,800	8.2	15.6	6,100	3.8	1.5

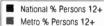
Area Lifestyle Profile

by PRIZM® Groups

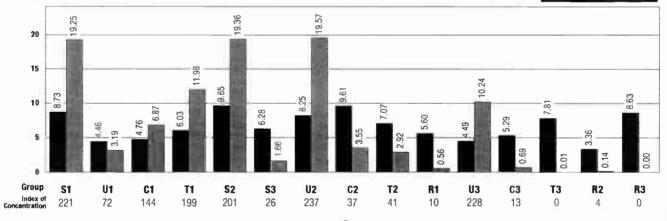
PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers, and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

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.)



Percent



PRIZM® Groups

- S1 Elite Suburbs superrich, executive, upscale whitecollar couples, empty-nesters
- U1 Urban Uptown elite, upscale, bohemian singles & couples; established immigrant families
- 2nd City Society upscale executive & young upscale white-collar: affluent retirees
- T1 Landed Gentry elite exurban, small-town executive & young, mid-class town families
- \$2 The Affluentials upwardly mobile young singles & couples; white-collar suburban families
- \$3 Inner Suburbs empty-nesters, mobile city singles, bluecollar 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; midincome 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-/bluecollar, kids, farm families
- U3 Urban Cores ethnically mixed singles; Hisp. sngls. & families; Inner-city solo-parent families
- C3 2nd City Blues low-inc. older sngls., 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 1997 publication of Survey of Buying Power (1/1/97 estimates) for the Metro.

Metro Income*			
Total Income (\$000)	\$121,790,939		
Median Household Income	\$52,240		
Income per Household	\$67,579		

^{*} 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	\$46,677,163
Retail Expenditures per Household (\$)	\$25,900
Food Stores	\$7,389,609
Supermarkets	\$6,760,273
Eating & Drinking Places	\$3,725,879
General Merchandise Stores	\$4,455,509
Department Stores	\$3,616,822
Apparel and Accessories Stores	\$2,716,418
Automotive Dealers	\$12,042,724
Building Materials & Hardware Stores	\$1,918,438
Drugstores	\$2,340,142
Furniture and Appliance Stores	\$732,952
Radio, TV & Music Stores	\$1,061,093

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	9.4
Ford Motor Company	14.3
General Motors Corporation	26.7
Honda	11.4
Mazda	2.6
Mitsubishi	2.6
Nissan	6.9
Toyota	10.3
Other	15.8

* Note: Figures are shown for January through June of the 1997 model year.

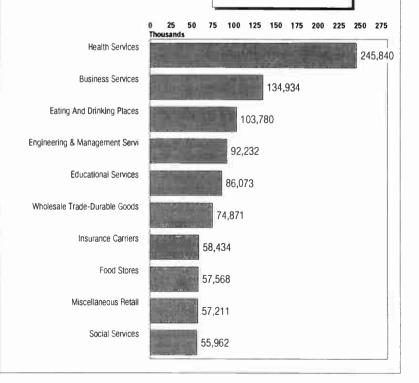
Top Ten Employer Industries

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

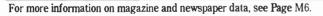
Total Employees 1.855,552

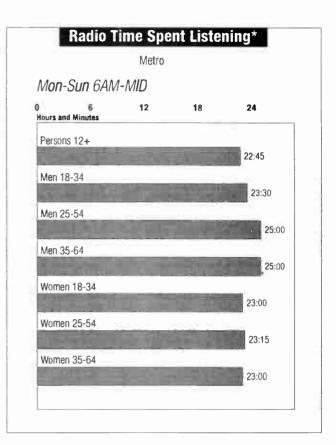
Top 1D Total Employees 966,905 52.1% of Total

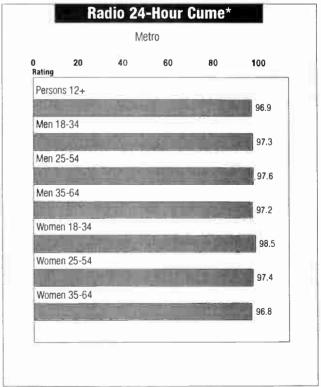


		waga	azines		
Magazine	Circulation	%	Magazine	Circulation	9
MODR MATUR	454,092	25.3	NATL ENQR	42,109	2.
TV GUIDE	282,174	15.7	US NWS&WR	41,886	2.
RDRS DIGST	248,497	13.8	YM	41,669	2.
BTR HOME	128,840	7.2	PARENTS	36,290	2.
NAT GEO	118,807	6.6	COOKING LT	31,353	1.
FAMLY CRCL	100,481	5.6	MENS HLTH	30,850	1.
TIME	100,131	5.6	SP OP DGST	30,811	1.
GD HSEKPNG	91,492	5.1	LIFE	30,799	1.
LS HOME JN	86,792	4.8	GOLF DIGST	30,790	1.
WOMANS DAY	81,986	4.6	ROLLING STN	30,728	1.
MCCALLS	78,943	4.4	CTRY LIVING	30,392	1.
NEWSWEEK	71,397	4.0	POP SCIENC	29,208	1.
SPORTS ILS	70,219	3.9	TEEN	28,393	1.
PREVENTION	67,320	3.7	ENTERTNMNT	28,066	1.
PEOPLE	63,132	3.5	KIPLINGERS	25,324	1.
COSMOPLTAN	61,152	3.4	MADEMOSELL	24,575	1.
EBONY	60,865	3.4	BOYS LIFE	24,096	1.
PLAYB0Y	52,83 5	2.9	SELF	24,026	1.
REDBOOK	52,049	2.9	GOLF MGZNE	23,903	1.
STAR	50,090	2.8	POP MECHAN	22,426	1.
MONEY	49,029	2.7	NEW WOMAN	22,087	1.
SMTHSONIAN	48,050	2.7	FIELD STRM	19,599	1.
GLAMOUR	47,942	2.7	OUTOR LIFE	14,555	0.
MARTHA STW	45,581	2.5	SOU LIVING	-	
SEVENTEEN	44,094	2.5	SUNSET		

Paper	Circulation	%
	Circulation	^
PHILADELPHIA INQUIRER	392,585	22
PHILADELPHIA DAILY NEWS	163,374	9
CAMDEN COURIER PDST	88,742	
BUCKS COUNTY COURIER TIMES	69,8 95	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
NDRRISTOWN TIMES HERALD	25,245	
POTTSTOWN MERCURY	22,327	
LANSDALE REPORTER	19,640	
TRENTONIAN	13,666	
TRENTON TIMES	12,114	1
ALLENTOWN 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	





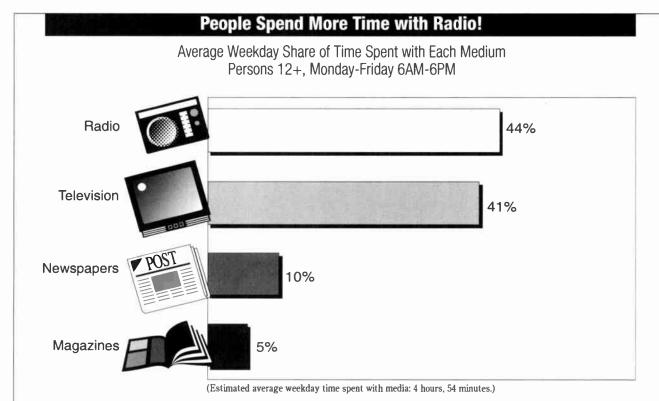


^{*} Based on Arbitron's Winter 1998 radio survey.

Media Targeting 2000[™]

A National Study of Consumers and Media





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.

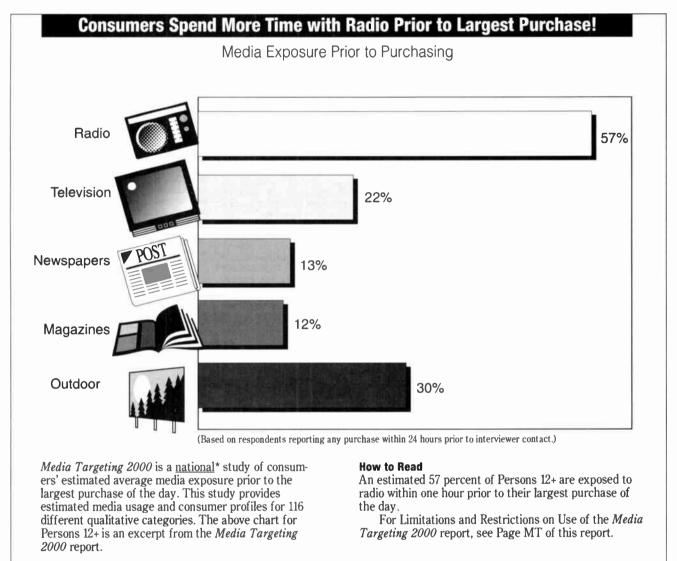
This Service is Not Accredited by the MRC/This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC), and Arbitron has not requested accreditation. Arbitron does provide syndicated services which are accredited by the MRC.

Media Targeting 2000st

A National Study of Consumers and Media

*Within the U.S. 48 contiguous states.





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

Rating Distortion Violations

Rating Distortion Violations may result in: 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 delistment 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 (known as "below-theline" 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 diary keepers to a current or future survey, or which may affect the way in which diary keepers 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 criteris 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 (DST) are used in this Metro Survey Area. All Metro counties, including HDBA 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.

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.

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.

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

High Density Area/ Effective with the Fall 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	Counties	Counties
Period	Added	Deleted
Fall 1997	Camden, NJ	(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
WLEV-FM	WFMZ-FM	SU97 SP97 WI97	09/15/97
WPHI-FM	WDRE-FM	WI97	04/18/97
WXXM-FM	WFLN-FM	SU97 SP97 WI97	10/02/97

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.

							0		LIC	,										
										rson										
	М	londay-9		у	M	londay-l 6AM-1				10AM-			N	onday- 3PM-7	РМ			onday-l 7PM-N	AID	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQ Sh
YW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	527 489 462 460 485 511	11919 11786 11439 11416 11640 12768	1.3 1.2 1.1 1.1 1.2 1.3	7.4 6.8 6.3 6.3 6.7 7.1	1332 1248 1156 1218 1239 1359	8487 8141 8010 8227 8216 8846	3.1 2.8 3.0 3.1	12.3 11.6 11.2 11.2 11.6 12.6	450 414 416 365 411 410	4570 4802 4677 4191 4560 4846	1.1 1.0 1.0 .9 1.0	4.8 4.2 4.0 3.7 4.2 4.3	485 480 425 425 454 487	5231 5528 5381 4741 5220 5569	1.2 1.2 1.0 1.0 1.1	5.8 5.7 5.1 5.0 5.4 5.8	205 156 159 143 166 175	2511 2343 2483 2256 2398 2792	.5 .4 .4 .4	5. 4. 4. 4. 5.
### SEB-FM ### '98 FA '97 SU '97 SP '97 4-Book ### '97	413 430 418 440 425 446	6603 6247 6105 6142 6274 6304	1.0 1.1 1.0 1.1 1.1	5.8 5.9 5.7 6.0 5.9 6.2	585 562 505 576 557 564	3327 3341 2999 3389 3264 3073	1.4 1.4 1.2 1.4 1.4	5.4 5.2 4.9 5.3 5.2 5.2	772 789 781 809 788 775	3275 3179 3271 3133 3215 3081	1.9 1.9 1.9 2.0 1.9	8.2 8.0 7.6 8.2 8.0 8.1	482 524 501 537 511 540	3471 3517 3379 3561 3482 3526	1.2 1.3 1.2 1.3 1.3	5.8 6.2 6.0 6.3 6.1 6.4	138 143 129 151 140 183	1747 1804 1771 1992 1829 1965	.3 .4 .3 .4 .4	3 4 3 4 3 5
AS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	91 89 71 91 86 79	1225 1024 991 1189 1107 1031	.2 .2 .2 .2 .2	1.3 1.2 1.0 1.2 1.2	161 153 130 136 145 146	587 485 504 554 533 458	.4 .3 .3 .4	1.5 1.4 1.3 1.2 1.4 1.3	87 97 77 113 94 84	450 390 349 442 408 395	.2 .2 .3 .2 .2	.9 1.0 .7 1.1 .9	75 87 47 63 68 44	370 388 363 297 355 321	.2 .1 .2 .2 .1	.9 1.0 .6 .7 .8	36 38 11 16 25 21	272 245 169 213 225 134	.1	1
AS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	454 399 402 356 403 388	4360 4389 3953 3928 4158 4329	1.1 1.0 1.0 .9 1.0	6.4 5.5 5.5 4.9 5.6 5.4	636 561 516 467 545 508	2630 2336 2128 2100 2299 2332	1.6 1.4 1.3 1.1 1.4	5.9 5.2 5.0 4.3 5.1 4.7	539 522 540 464 516 551	2155 2105 2089 2120 2117 2216	1.3 1.3 1.3 1.1 1.3	5.7 5.3 5.3 4.7 5.3 5.7	485 430 441 388 436 470	2491 2362 2303 2241 2349 2496	1.2 1.1 1.1 1.0 1.1	5.8 5.1 5.3 4.5 5.6	370 275 301 257 301 223	2052 1891 1889 1680 1878 1808	.9 .7 .7 .6	10 7 8 7 8 6
AT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	75 69 63 118 81 73	907 950 769 1067 <i>923</i> 1001	.2 .2 .2 .3 .2	1.1 1.0 .9 1.6 1.2	97 109 104 288 150 172	463 411 424 742 510 493	.2 .3 .3 .7 .4	.9 1.0 1.0 2.6 1.4	125 106 76 116 106 73	469 433 364 476 436 351	.3 .2 .3	1.3 1.1 .7 1.2 1.1	76 54 50 72 63 46	353 252 269 317 298 287	.2 .1 .1 .2 .2 .1	.9 .6 .8 .7	21 15 29 51 29 23	167 190 167 243 192	.1	1
OQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	264 235 301 266 267 319	6008 5525 6656 5918 <i>6027</i> 6634	.6 .6 .7 .7	3.7 3.2 4.1 3.6 3. 7 4.5	341 275 274 273 291 359	2900 2289 2582 2542 2578 2922	.8 .7 .7 .7	3.1 2.5 2.7 2.5 2.7 3.3	305 301 426 342 344 360	2658 2629 3502 2975 2941 2905	.7 1.0 .8 .8	3.2 3.1 4.1 3.5 3. 5 3.8	366 294 379 366 351 431	3643 3119 3818 3548 3532 3942	.9 .7 .9 .9	4.4 3.5 4.5 4.3 4.2 5.1	165 167 193 186 178 242	2333 2036 2633 2240 2311 2884	. 4 . 4 . 5 . 5	4 4 5 5 7
P -AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	245 270 268 247 258 262	4461 4627 4316 4809 4553 4779	.6 .7	3.7 3.7 3.4 3.6	455 514 527 431 482 485	2507 2822 2806 2339 2619 2776	1.1 1.3 1.3 1.1 1.2	4.2 4.8 5.1 4.0 4.5 4.5	303 353 346 289 323 352	2061 1999 2322 1842 2056 1960	.7 .9 .7 .8	3.4 2.9 3.3	349 372 355 325 350 331	2721 2632 2426	.9 .8 . 9	4.2 3.8 4.2	106 92 96 142 109 125	1391 1398 1138 1637 1391 1410	.3 .2 .3 .3	3
JZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	359 306 309 282 314 295	4258 4134 4096 4303	. 8 . 8	4.2 3.9 4.3	385 305 322 306 330 295	2197 1932 1843 1955 1982 1807	.9 .7 .8 .8		529 495 502 418 486 444	2222 2085 2250 2100 2164 1967	1.0	5.0 4.9 4.2 4.9	489 451 389 386 429 409	2797 2633 2437 2395 2566 2270	1.1 1.0 .9	5.3 4.6 4.5	186 173 180 158 174 173	1516 1608	.4	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.

									Pe	rson	s 12	2+	177							
	N	onday- 6AM-		у		donday- 6AM-1			M	londay-l 10AM-:			N	onday- 3PM-7		′	N	onday-l 7PM-N		
	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	278 339 328 318 316 291	5262 5696 6154 5889 5750 5099	.7 .8 .8 .8	3.9 4.7 4.5 4.4 4.4	321 362 362 337 346 357	2233 2844 2710 2747 2634 2254	.8 .9 .8 .9	3.0 3.4 3.5 3.1 3.3 3.3	450 560 562 517 522 523	2516 2864 3276 2976 2908 2583	1.1 1.4 1.4 1.3 1.3	4.8 5.7 5.5 5.2 5.3 5.5	367 476 447 406 424 380	3209 3497 3749 3542 3499 3100	.9 1.2 1.1 1.0 1.1	4.4 5.6 5.3 4.7 5.0 4.5	119 152 132 139 136 105	1642 1820 1900 2014 1844 1680	.3 .4 .3 .3 .3	3.4 4.3 3.6 3.9 3.8 3.0
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	220 228 283 331 266 249	4598 4996 5267 5571 5108 5037	.5 .6 .7 .8 .7	3.1 3.2 3.9 4.5 3.7 3.5	301 340 346 490 369 342	1921 2431 2197 2695 2311 2352	.7 .8 .9 1.2	2.8 3.2 3.4 4.5 3.5 3.2	355 368 516 574 453 421	1976 2344 2468 2767 2389 2402	.9 1.3 1.4 1.1	3.8 3.8 5.0 5.8 4.6 4.4	262 281 362 369 319 305	2586 2755 2986 3317 2911 2727	.6 .7 .9 .9	3.1 3.3 4.3 4.3 3.8 3.6	83 95 108 116 101 85	1246 1289 1535 1695 1441 1343	.2 .3 .3 .3	2.4 2.7 2.9 3.2 2.8 2.5
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	324 365 397 398 371 324	5806 6421 6807 6393 6357 6061	.8 .9 1.0 1.0	4.6 5.0 5.4 5.5 5.1 4.5	442 473 479 479 468 417	2725 2865 3108 3067 2941 2887	1.1 1.2 1.2 1.2 1.2	4.1 4.4 4.6 4.4 4.4 3.9	465 555 634 578 558 507	2573 2995 3644 2877 3022 2630	1.1 1.4 1.6 1.4 1.4	4.9 5.7 6.2 5.8 5 .7 5.3	369 418 461 434 421 385	3105 3415 3922 3356 3450 3279	.9 1.0 1.1 1.1 1.0	4.4 4.9 5.5 5.1 5.0 4.6	98 135 163 172 142 117	1488 1879 1920 1955 1811 1494	.2 .3 .4 .4 .3	2,8 3.8 4.4 4,8 4,0 3.4
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	270 260 345 294 292 357	3281 3151 3479 3156 3267 3432	.7 .6 .8 .7	3.8 3.6 4.7 4.0 4.0 5.0	431 390 504 462 447 542	1838 1728 2013 1752 1833 2066	1.1 1.0 1.2 1.1 1.1	4.0 3.6 4.9 4.2 4.2 5.0	395 404 478 445 431 530	2133 2002 2267 2091 2123 2260	1.0 1.0 1.2 1.1 1.1	4.2 4.1 4.7 4.5 4.4 5.5	294 261 415 315 321 369	1690 1542 2011 1674 1729 2009	.7 .6 1.0 .8 .8	3.5 3.1 4.9 3.7 3.8 4.4	88 81 138 65 93 121	839 726 900 611 769 772	.2 .2 .3 .2 .2	2.5 2.3 3.7 1.8 2.6 3.5
+WPH1-FM WI '98 FA '97 SU '97 SP '97 4-800k WI '97	250 254 303 285 273 195	4623 4262 4510 4503 4475 3666	.6 .6 .7 .7	3.5 3.5 4.2 3.9 3.8 2.7	267 258 277 252 264 176	2137 1985 2039 2141 2076 1479	.7 .6 .7 .6	2.5 2.4 2.7 2.3 2.5 1.6	202 203 347 257 252 204	1963 1939 2564 2225 2173 1583	.5 .9 .6 .6	2.1 2.1 3.4 2.6 2.6 2.1	375 336 398 417 382 268	2922 2612 2954 2866 2839 2246	.9 .8 1.0 1.0 .9	4.5 4.0 4.7 4.9 4.5 3.2	236 281 296 285 275 178	2124 2235 2566 2452 2344 1748	.6 .7 .7 .7 .7	6.7 7.9 8.0 7.9 7.6 5.2
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-8ook WI '97	76 50 59 61 62 40	1811 1593 1934 1966 1826 1262	.2 .1 .1 .2 .2	1,1 .7 .8 .8 .9	168 63 74 68 93 93	714 514 529 602 5 90 642	.4 .2 .2 .2 .2	1.5 .6 .7 .6	86 74 53 62 69 39	818 499 577 589 621 451	.2 .1 .2 .2	.9 .8 .5 .6	89 52 54 64 65 50	759 495 668 514 609 491	.2 .1 .1 .2 .2	1.1 .6 .6 .7 .8	27 29 80 78 54 17	360 420 711 705 549 224	.1 .1 .2 .2 .2	.8 2.2 2.2 1.5
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-800k WI '97	159 188 240 199 197 198	4846 4919 5529 4961 5064 5269	.4 .5 .6 .5 .5 .5	2.6 3.3 2.7 2.7	240 226 284 292 261 292	2233 2232 2473 2363 2325 2550	.6 .6 .7 .7	2.1 2.8 2.7 2.5	153 190 321 239 226 238	1721 2076 2621 2168 2147 2135	.4 .5 .8 .6	1.9 3.1 2.4 2.3	216 263 305 249 258 271	2624 2822 3414 2781 2910 3177	.5 .6 .8 .6	3.1 3.6 2.9 3.1	108 154 167 117 137 106	1857 2005 2336 1695 1973 1737	.3 .4 .4 .3 .4	3.1 4.3 4.5 3.3 3.8 3.1
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	32 44 27 37 3 5 **	431 440 374 406 413 **	.1 .1 .1 .1	.56 .4 .55 .**	36 82 37 59 54	216 283 197 225 230	.1 .1 .1 .1	.3 .8 .4 .5 .5 .**	50 59 44 38 48 **	294 312 230 196 258 **	.1 .1 .1 .1	.5 .6 .4 .5	39 37 18 40 34 **	267 297 158 260 246 **	.1	.5 .4 .2 .5 .4	7 18 5 20 13	72 184 49 171 119	**	.2 .5 .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.

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		6AM-	MID	_		fonday- 6AM-10	MAC	_	AOH	10AM-	3РМ			Jonday- 3PM-7	РМ			fonday-l		AOH
	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	303 341 333 365 336 442	5466 5467 5296 5533 5441 5912	.7 .8 .9 .8	4.3 4.7 4.6 5.0 4.7 6.2	382 372 340 393 372 476	2637 2759 2522 2872 2698 3223	.9 .9 .8 1.0 .9	3.5 3.4 3.3 3.6 3.5 4.4	287 312 412 398 352 422	2302 2463 2824 2762 2588 2792	.7 .8 1.0 1.0 .9	3.0 3.2 4.0 4.0 3.6 4.4	369 454 368 453 411 588	3037 3087 2957 3175 3064 3696	.9 1.1 .9 1.1 1.0	4.4 5.4 4.4 5.3 4.9 7.0	257 332 284 339 303 449	2290 2521 2418 2600 2457 3054	.6 .8 .7 .8 .7	7.3 9.4 7.7 9.4 8.5
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	363 332 342 365 351 381	4722 4322 4970 4918 4733 5147	.9 .8 .9 .9	5.1 4.6 4.7 5.0 4.9 5.3	394 551 481 554 495 501	2056 2156 2131 2267 2153 2191	1.0 1.4 1.2 1.4 1.3	3.6 5.1 4.7 5.1 4.6 4.6	650 479 507 517 538 551	2726 2268 2460 2544 2500 2627	1.6 1.2 1.2 1.3 1.3	6.9 4.9 5.2 5.5 5.7	350 282 342 474 362 469	2031 1706 2153 2781 2168 2746	.9 .7 .8 1.2 .9	4.2 3.3 4.1 5.5 4.3 5.5	180 164 176 157 169 151	1255 1395 1537 1366 1388 1414	. 4 . 4 . 4 . 4	5.1 4.6 4.8 4.4 4.7 4.4
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	24 31 28 ** **	416 507 420 ** **	.1 .1 .1 **	.3 .4 .4 **	37 42 30 ** ** 26	226 274 189 ** **	.1 .1 .1 **	.3 .4 .3 ** **	35 47 43 ** **	245 309 219 ** ** 227	.1 .1 **	.4 .5 .4 **	35 36 36 ** **	240 245 207 ** ** 191	.1 .1 .1 **	.4 .4 .4 ** **	1 4 8 ** **	20 63 100 ** **	**	.1 .2 **
WXTU-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	302 271 308 292 293 317	3977 3877 4138 3780 3943 3782	.7 .7 .8 .7 .7	4.2 3.7 4.2 4.0 4.0	391 399 391 397 395 460	2243 2125 2304 2170 2211 2180	1.0 1.0 1.0 1.0 1.0	3.6 3.7 3.8 3.6 3.7 4.3	435 377 476 430 430 484	2368 2046 2382 2112 2227 2192	1.1 .9 1.2 1.1 1.1	4.6 3.8 4.6 4.3 4.3 5.0	392 291 392 352 357 353	2663 2299 2617 2459 2510 2481	1.0 .7 1.0 .9 .9	4.7 3.4 4.7 4.1 4.2 4.2	125 103 113 107 112 111	1319 1154 1243 1261 1244 1208	.3 .3 .3 .3 .3	3.6 2.9 3.1 3.0 3.2 3.2
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	158 118 178 187 160 230	4082 3053 2609 3030 3194 3388	.4 .3 .4 .5 .4	2.2 1.6 2.4 2.6 2.2 3.2	181 109 193 221 176 236	1854 1291 1240 1480 1466 1557	.4 .3 .5 .5	1.7 1.0 1.9 2.0 1.7 2.2	193 150 287 275 226 344	1707 1232 1365 1488 1448 1782	.5 .4 .7 .7	2.0 1.5 2.8 2.8 2.3 3.6	219 168 244 225 214 253	2473 1829 1621 1637 1890 1937	.5 .4 .6 .6 .5	2.6 2.0 2.9 2.6 2.5 3.0	93 73 83 96 86 135	1527 1206 827 964 1131 1218	.2 .2 .2 .2 .2	2.6 2.1 2.3 2.7 2.4 3.9
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	382 454 385 461 421 391	6637 7909 7318 7010 7219 6677	.9 1.1 .9 1.1 1.0	5.4 6.3 5.3 6.3 5.8 5.5	1245 1266 1181 1279 1243 1199	4722 4777 4551 4665 4679 4603	3.1 2.9 3.1 3.1	11.5 11.7 11.5 11.7 11.6	453 568 428 608 514 430	3026 3278 3113 3329 3187 2907	1.1 1.4 1.1 1.5 1.3	4.8 5.8 4.2 6.1 5.2 4.5	267 310 281 419 319 310	2337 2554 2672 3173 2684 2625	.7 .8 .7 1.0 .8	3.2 3.7 3.3 4.9 3.8 3.7	92 94 111 122 105 108	1405 1338 1654 1644 1510 1419	.2 .2 .3 .3 .3	2.6 2.7 3.0 3.4 2.9 3.1
WYXR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	224 217 265 252 240 183	5061 4885 5795 5301 5261 4979	.5 .5 .6 .5	3.2 3.0 3.6 3.5 3.3 2.6	278 280 267 321 287 236	2162 2180 2290 2441 2268 2035	.7 .7 .7 .8 .7	2.6 2.6 2.6 2.9 2 .7 2.2	307 332 392 395 357 265	2103 1841 2723 2414 2270 1989	.8 1.0 1.0 .9	3.4 3.8	269 294 318 332 303 224	2459 2422 3174 2967 2756 2419	.7 .8 .8	3.2 3.5 3.8 3.9 3.6 2.6	150 118 185 129 146	1737 1706 2141 1857 1860 1801	.4 .3 .5 .3 .4	4.3 3.3 5.0 3.6 4.1 3.0
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	29 28 31 45 33 37	838 863 721 920 836 829	.1	. 4 . 4 . 6 . 5	36 40 45 58 45 39	332 327 254 384 324 330	.1 .1 .1 .1	.3 .4 .4 .5 .4	54 36 51 83 56 69	339 287 278 415 330 328	.1 .1 .2 .1 .2 .1 .2	.6 .4 .5 .8 .6	32 36 35 52 39 48	347 375 294 368 346 390		. 4 . 4 . 6 . 5	13 18 15 14 15	261 213 165 264 226 279		.4 .5 .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.

		Monday-	Sunda	у	N	Monday-	Friday		_	rson Monday			ı	Monday-	Frida	/		Monday-	Fridav	
	AQH	6AM-	AQH	AQH	AQH	6AM-1	AQH	AQH	AQH	10AM- Cume	3PM AQH	AQH	AQH	3PM-7	AOH	AQH	AQH	7PM-N	AQH	AQH
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	72 68 60 41 60 63	1499 1367 1392 1223 1370 1411	.2 .2 .1 .1	1.0 .9 .8 .6	86 101 85 52 81 99	657 616 569 485 582 570	.2 .2 .2 .1 .2	.8 .9 .8 .5 .8	81, 93, 103, 64, 85, 90	559 605 660 529 588 582	.2 .2 .3 .2 .2	.9 .9 1.0 .9	129 122 80 60 98 85	824 854 739 599 754 754	.3 .3 .2 .1 .2	1.5 1.4 1.0 .7 1.2	41 37 16 14 27	405 372 321 222 330 200	.1 .1	1.2 1.0 .4 .4
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	37 41 36 38 38 64	444 591 649 503 547 859	.1 .1 .1 .1	565559	38 38 49 47 43 68	235 211 281 254 24 5 394	.1 .1 .1 .1 .1 .1 .2	. 4 . 4 . 5 . 4 . 4	55 84 66 61 67 122	192 285 305 224 252 423	.1 .2 .2 .2 .2 .2 .3	.6 .9 .6 .6 .7	44 56 32 47 45 69	209 288 332 276 276 482	.1	.5 .7 .4 .5 .5	24 17 7 11 15 24	214 201 144 129 172 232	.1	.7 .5 .2 .3 .4
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	21 24 ** ** **	374 306 ** ** 432	,1 ,1 ** **	.3 ** ** ** .3	37 26 ** ** ** 36	125 107 ** ** 175	. 1 . 1 ** ** **	.3 .2 ** ** **	26 40 ** ** 27	155 163 ** ** 192	.1 .1 ** ** **	.3 .4 ** ** **	23 22 ** ** ** 33	117 119 ** ** 91	.1 .1 ** ** **	.3 .3 ** ** **	10 14 ** **	48 78 ** ** 31	**	.3 .4 ** ** **
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	89 83 113 91 94 97	3035 2843 3459 2910 3062 2834	.2 .2 .3 .2 .2 .2	1.3 1.1 1.5 1.2 1.3	106 95 95 108 101 120	1259 1197 1157 1215 1207 1123	.3 .2 .3 .3	1.0 .9 .9 1.0 1.1	99 103 163 117 121 123	1025 1051 1541 1318 1234 1016	.2 .3 .4 .3 .3	1.0 1.0 1.6 1.2 1.2	124 105 152 128 127 142	1550 1531 1899 1677 1664 1682	.3 .4 .3 .3 .3	1.5 1.2 1.8 1.5 1.5	64 61 61 66 63	1065 1223 1217 1028 1133 984	.2 .1 .2 .2 .2	1.8 1.7 1.7 1.8 1.8
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	47 55 32 53 47 29	912 891 564 760 782 503	.1 .1 .1 .1	.7 .8 .4 .7 .7	36 65 42 57 50 43	372 374 245 407 350 232	.1 .2 .1 .1	.3 .6 .4 .5 .5 .4	66 92 54 102 79 35	533 558 315 490 474 261	.2 .1 .3 .2	.7 .9 .5 1.0	68 79 27 58 58 30	509 540 291 429 442 351	.2 .1 .1 .2	.8 .9 .3 .7	23 9 10 12 14	241 207 95 177 180 143	. 1	.7 .3 .3 .3 .4
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	24 *** 24 25 **	927 ** 1116 896 ** 963	.1	.3 ** .3 ** .5	29 ** 26 27 ** 57	323 ** 302 318 ** 396	.1 ** .1 .1 **	.3 ** .3 .2 **	42 ** 33 40 ** 77	362 ** 411 301 ** 343	.1 ** .1 .1 **	.4	27 ** 36 38 **	427 ** 482 490 **	.1 .1 .1 .1	.3 ** .4 .4 **	13 ** 12 9 ** 8	225 ** 300 235 ** 236	**	.4 ** .3 .3 **
TOTALS WI '98 FA '97 SU '97 4-Book WI '97	7109 7231 7295 7299 7234 7161	39206	17.8 17.9 18.0 17.8		10843 10789 10310 10888 10708 10817	34934 34875 33823 34899 34633 34589	26.5 25.4 26.8 26.3		9431 9811 10279 9892 9853 9591	29645 29912 31869 30393 30455 29498	24.1 25.3 24.3 24.2		8363 8471 8396 8586 8448 8458	33431 33235 33917 33581 33541 33703	20.8 20.7 21.1 20.8		3518 3541 3696 3585 3454	22964 23122 23822 23799 23427 22959	8.7 9.1 8.8 8.8	

^{* *} 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.

						11 6			Pe	rson	s 12	2+							_	
	٨	donday- 6AM-7				Weeke 6AM-N				Saturo 6AM-1				Sature 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	732 679	11123 10695	1.8	7.7 7.0	379 356	6274 6420	.9 . 9	7.3 6.7	847 848	3228 3352	2.1	14.7 14.6	405: 385	1821 1856	1.0	4.8 4.5	287 247	1317 1168	.7	4.8 4.0
WBEB-FM WI '98 4-Book	625 632	5358 5177	1.5	6.6 6.6	221 251	3248 3190	.5 .6	4.3 4.8	216 254	756 843	.5 .6	3.7 4.4	426 488	1546 1451	1.0	5.0 5.6	321 326	1149 1029	. 8 . 8	5.4 5.4
WDAS-AM WI '98 4-Book	106 101	792 723	.3 . 3	1.1	101 98	947 864	. 2 . 2	1.9	78 67	189 147	. 2 . 2	1.4 1.1	73 81	211 177	. 2	.9 1.0	23 32	63 81	.1	. 4 . 5
WDAS-FM WI '98 4-Book	552 500	3681 3429	1.4	5.8 5.2	336 298	2693 2484	. 8	6.5 5.6	296 245	788 665	.7	5.1 4.2	486 464	1110 1045	1.2	5.7 5.4	327 357	897 865	.8 .9	5.5 5.9
WHAT-AM WI '98 4-Book	101 106	706 719	. 2	1.1	66 74	532 579	.2	1.3	72 79	168 198	. 2	1.2 1.4	116 107	226 213	.3 . 3	1.4	47 54	126 125	.1	. 8 . <i>9</i>
W10Q-FM W1 '98 4-Book	335 330	5154 5025	.8	3.5 3.4	203 213	3338 3349	.5	3.9 4.0	204 162	719 <i>639</i>	.5	3.5 2.8	409 38 5	1513 1470	1.0	4.8 4.5	254 285	1029 1050	.6 .7	4.2 4.6
WIP -AM WI '98 4-Book	364 380	3840 3887	. 9 . 9	3.8 3.9	127 139	2025 213 4	.3	2.4 2.6	145 190	569 662	. 4 . 5	2.5 3.3	202 201	782 771	.5 .5	2.4 2.3	163 137	634 517	. 4	2.7
WJJZ-FM WI '98 4-Book	473 421	3767 3495	1.2	5.0 4.4	275 219	2856 2434	.7	5.3	258 178	788 585	. 6 . 5	4.5 3.1	439 368	1173 1020	1.1	5.2 4.3	345 294	1040 837	.8	5.8 4.8
WMGK-FM WI '98 4-Book	385 438	4344 4794	.9	4.0 4.5	195 220	2823 3094	. 5 . 5	3.8 4.2	201 192	711 696	.5 .5	3.5 3.3	418 467	1289 1449	1.0	4.9 5.4	275 320	1102 1102	.7 .8	4.6 5.2
VMMR-FM WI '98 4-Book	310 386	3779 420 0	.8 1.0	3.3	153 163	2553 2587	.4	2.9	152 175	551 619	. 4	2.6 3.0	268 310	1111 1105	.7	3.1 3.6	185 201	785 778	.5 . 5	3.1 3.3
WOGL-FM WI '98 4-Book	428 488	4602 5046	1.1	4.5 5.0	291 318	3270 3637	.7	5.6 6.0	266 292	951 963	.7 .7	4.6 5.1	501 569	1368 1593	1.2	5.9 6.6	330 371	1176 1183	.8 . 9	5.5 6.1
WPEN-AM WI '98 4-Book	375 402	2927 2831	.9 1.0	3.9 4.2	208 234	2194 2221	.5	4.0	302 372	867 967	.7 .9		408 457	1097 1177	1.0		290 29 7	823 810	.7	4.8 4.8
+WPHI-FM WI '98 4-Book	275 296		.7	2.9 3.1	213 231	2794 269 6		4.1 4.3	157 156	445 510	. 4		356 378	1255 1218			320 334	986 989	.8 . 8	
WPHT-AM WI '98 4-Book	112 75	1450 1259	.3 .2	1.2	44 44	691 737	. 1	. 8 . 8	49 53	183 156	.1	.8	60 50	218 198		.7 .6	57 36	159 116	.1	1.0
WPLY-FM WI '98 4-Book	199 246	3994 4284	.5 .6	2.1 2.5	121 148	2659 2768	.3	2.3 2.8	97 96	447 488	.2		218 255	1142 1134	.5 .6		150 20 6	832 861	. 4	
WURD-AM WI '98 4-Book	42 45	401 374	.1	. 4	31 32	230 251		.6 . 6	31 37	67 94	.1	.5	74 68	186 157		.9	13 26	48 73	.1	. 2
WUSL-FM WI '98 4-Book	342 377	4481 4578	.8 .9	3.6 3.9	265 285	3306 3236		5.1 5.4	174 194	562 <i>627</i>	. 4 . 5		393 432	1308 1395			339 366		.8 .9	5.7 6.0
	* * C*a*i	on(s) not	rance	and	* I int	anar arti	mates	adiusto	ed for	▲ Cèn	tion(s)	Achara	ed call	4. D	ook.	Ava of	Gurrant	nd president	0.00 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.

									Pe	rson	s 12	2+									
	N	londay- 6AM-		/		Week				Sature 6AM-1				Saturo 10AM-				Saturd 3PM-7			. 1
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WWDB-FM WI '98 4-Book	479 471	3800 3773		5.0 4.9	279 259	2658 2693	.7	5.4 4.9	429 405	1168 1052	1.1	7.4 7.0	317 299	937 851	.8	3.7 3.4	224 181	525 497	.5	3.7 2.9	get
WWJZ-AM Wl '98 4-Book	36 **	366	.1	. 4 **	18	239	**	.3 **	25 **	84 **	. 1 **	. 4 **	24 **	104	. h	.3 **	11 **	31 **	**	.2	Listene
WXTU-FM W1 '98 <i>4-Book</i>	408 397	3465 3443			234 233	2427 2385	.6 .6	4.5 4.4	282 261	819 812	.7 .7	4.9 4.5	459 449	1313 1231	1.1	5.4 5.2	296 280	926 857	.7	4.9 4.6	r H
+WXXM-FM W1 '98 4-Book	198 207	3412 2656	.5 . 5		132 128	2469 1 821	.3 . 3	2.5 2.4	101 99	394 387	. 2 . 3	1.8	204 224	961 785	.5 .6	2.4 2.6	220 160	997 629	.5 .4	3.7 2.6	stimates
WYSP-FM W1 '98 4-Book	639 <i>679</i>	5979 6147			117 174	2290 2901	.3	2.3 3.3	107 137	417 465	.3 .4	1.9 2.4	229 252	940 947	.6 . 6	2.7 2.9	156 191	627 751	. 4 . 5	2.6 3.1	١
WYXR-FM WI '98 <i>4~Book</i>	287 319	3878 41 00		3.0 3.3	163 162	2723 2723	. 4 . 4	3.1 3.1	148 145	559 563	. 4 . 4	2.6 2.6	320 297	1175 1059	.8	3.8 3.4	192 209	7 5 9 811	. 5 . 5	3.2 3.4	- Persons
WJBR-FM W1 '98 4-Book	42 48	602 599	.1	. 4	17 21	350 388		.3	17 23	59 78	. 1	.3	26 36	115 137	· 1	.3 .4	17 26	111 102	. 1	.3	l
WKXW-FM WI '98 4-Book	98 88	1232 1143	. 2 . 2	1.0 .9	46 33	618 518	.1	.9	41 36	193 127	. 1 . 1	. 7 . 6	82 63	242 190	. 2 . 2	1.0	51 47	178 150	. 1	.9	12+
+WLEV-FM WI '98 4-Book	46 53	332 405	.1	.5 .5	30 28	224 304	.1	.6 . 6	27 31	102 <i>88</i>	.1	.5 .6	45 43	108 125	.1	.5 .5	36 33	90 91	.1	.6 .5	
WOR -AM WI '98 4-Book	28	265	. 1	.3	17	264	**	.3 **	36 **	77 **	.1	.6 **	18 **	65 **	**	.2 **	5 **	21	**	.1	
WPST-FM WI '98 4-Book	109 117	2421 2494	.3		71 75	1549 1547	. 2 . 2	1.4	50 46	222 224	. 1 . 1	. 9 . 8	107 133	553 604	. 3 . 3	1.3	90 1 03	453 521	. 2 . 2	1.5	
WRDR-FM W1 '98 4-Book	57 64	758 647	. 1		46 40	593 488	.1	.9	33 39	136 123	.1	. 6 . 7	113 77	267 207	. 3 . 2		80 57	231 174	. 2	1.3 .9	
WSTW-FM Wl '98 4-Book	33	754 **	.1	.3 **	16 **	340	**	.3	17 **	70 **	##	.3	35 **	127	.1	. 4 **	29 **	176	.1	.5	
TOTALS WI '98 4-800k	9536 9685				5200 5312	33525 33459			5767 5790				8519	21724 21259			5989 6117	16382 16010			

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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.

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		Saturo	day			Sund	ay		Pe	rson Sund	ay	2 T		Sund				Sund		
	AQH	7PM-N	MIĎ AQH	AQH	AQH	6AM-10 Cume	AQH	AQH	AQH	10AM- Cume	3 ÝM AQH	AQH	АОН	3PM-7	PM AQH	AQH	AQH	7PM-N	AOH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
KYW -AM WI '98 4-Book	133 138	691 766	.3 .4	3.9 3.9	760 7 21	2849 2866		16.2 15.9	325 291	1481 1442	.8	5.5 4.8	245 197	955 880	. 6 . 5	5.7 4.3	152 135	774 778	. 4	5.3 4.6
WBEB-FM WI '98 4-Book	124 144	627 607	.3 .4	3.6 4.0	141 169	570 598	.3	3.0 3 .7	255 298	976 1018	.6 .7	4.3 4.9	166 227	634 726	. 4	3.8 4.8	113 101	441 481	.3 .3	3.9 3 .5
WDAS-AM WI '98 4-Book	21 17	59 43	.1 .1	.6 .5	333 30 7	681 623	.8	7.1 6.8	202 203	532 508	.5 .5	3.4 3.3	72 66	156 153	. 2 . 2	1.7	24 30	73 80	.1	.8 1.0
WDAS-FM WI '98 4-Book	285 248	700 668	. 7 . 6	8.4 7.0	252 171	549 417	.6 .4	5.4 3.8	236 204	773 602	.6 .5	4.0 3.3	295 233	611 516	.7	6.8 5.0	478 424	893 812		16.5 14.5
WHAT-AM WI '98 4-Book	27 27	63 80	. 1	. 8 . 8	129 142	269 284	.3	2.8 3.1	81 97	225 281	. 2 . 3	1.4	47 71	122 133	. 1	1.1 1.5	13 24	43 69	.1	. 4
V10Q-FM WI '98 4-Book	176 211	903 844	. 4 . 5	5.2 6.0	82 76	393 333	. 2	1.8 1.7	203 232	981 1007	.5 .6	3.4 3.8	164 186	724 73 6	. 4 . 5	3.8 4.0	109 139	560 564	.3 .4	3.8 4.8
WIP -AM WI '98 4-Book	49 82	234 3 11	. 1	1.4	131 125	399 457	.3 . 3	2.8 2.8	152 162	526 649	. 4 . 4	2.6 2.7	117 148	367 496	.3	2.7 3.2	65 74	263 33 5	. 2	2.2 2.5
WJJZ-FM WI '98 4-Book	221 179	687 560	.5 .5	6.5 5.1	160 1 20	542 433	. 4	3.4 2.6	340 263	1090 813	. 8 . 6	5.8 4.3	241 201	676 559	.6 .5	5.6 4.3	178 132	581 433	. 4 . 3	6.2 4.5
₩MGK-FM WI '98 4-Book	112 1 3 5	458 5 35	. 3 . 3	3.3 3.8	67 74	273 334	. 2 . 2	1.4	188 240	814 958	.5 .6	3.2 3.9	191 219	672 783	.5 .5	4.4 4.7	102 102	434 441	.3 . 3	3.5 3. 5
WMMR-FM W1 '98 4-Book	107 92	401 412	.3 .2	3.1 2.6	87 110	357 398	. 2 . 3	1.9	203 20 5	857 804	.5 .5	3.4 3.3	143 133	463 507	. 4 . 4	3.3 2.9	73 69	283 314	. 2 . 2	2.5 2.4
WOGL-FM WI '98 4-Book	166 194	599 680	. 4 . 5	4.9 5.4	335 3 15	909 891	. 8 . 8	7.2 7.0	329 358	1123 1181	.8 .9	5.6 5.9	251 278	765 824	.6 .7	5.8 6.0	154 164	515 533	. 4	5.3 5.6
WPEN-AM WI '98 4-Book	58 <i>86</i>	259 336		1.7	115 124	419 441	.3 . 3		229 233	790 7 33	.6 .6	3.9 3.8	182 231	513 553	. 4 . 6	4.2 4.9	90 87	302 29 5	.2 .2	3.1 3.0
+WPH1-FM WI '98 4-Book	299 295	1052 908	.7 .7	8.8 8.3	83 <i>86</i>	300 309	. 2 . 2	1.8 1.9	159 198	689 736	. 4 . 5		173 229	594 70 0			133 147	519 5 31		
₩PHT-AM ₩1 '98 4-Book	12 31	59 117	.1	. 4 . 9	31 46	114 147	. 1 . 1		74 70	283 262	. 2 . 2	1.3	31 46	84 167	.1		33 17	112 60	.1	1.1
₩PLY-FM WI '98 4-Book	88 1 09	480 568		2.6 3.1	63 <i>67</i>	358 348	. 2 . 2		142 184	864 882	.3 .5	2.4 3.0	133 161	619 711	.3	3.1 3. 5	71 90	490 503		
WURD-AM WI '98 4-Book	6	22		. 2	11 26	33 58	.1	. 2	70 48	150 123	. 2	1.2	34 2 7	85 73			5 10	21 29		.2 .4
WUSL-FM WI '98 4-Book	314 320	997 980	. 8 . 8	9.2 9.0	211 194	678 613	.5 .5		290 294	1030 <i>973</i>	. 7 . 7	4.9 4.8	205 244	626 684		4.7 5.2	167 20 7	586 633		5.8 7.1
		on(s) not				ener esti	,	d:	16.		A:		ed call				current a			

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

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		Sature 7PM-I	day MID			Sund 6AM-10				Sund 10AM-				Sunda 3PM-7		_ 0		Sunda 7PM-N	ay IID	h I
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM WI '98 4-Book	168 172	501 575	. 4 . 4	4.9 4.8	288 310	880 944	.7	6.1 6.8	520 432	1027 988	1.3	8.8 7.1	123 117	345 343	. 3 . 3	2.8 2.5	155 151	479 513	. 4	5.4 5.2
WWJZ-AM WI '98 <i>4-Boo</i> k	2	5 **	**	.1 **	22 **	49 **	.1	.5	43 **	130	.1	.7 **	14 **	34	**	.3 ##	6	33 **	**	. 2
WXTU-FM WI '98 <i>4-Boo</i> k	104 92	507 425	.3 .2	3.1 2,6	143 187	588 623	. 4	3.1 4.1	268 305	875 916	. 7	4.5 5.0	203 201	656 644	.5 .5	4.7 4.3	112 88	438 368	.3	3.9 3.0
+WXXM-FM WI '98 4-Book	105 81	541 386	.3 .2	3.1 2.3	58 70	259 292	. 1	1.2	152 164	765 <i>659</i>	. 4 . 4	2.6 2.7	145 158	614 499	. 4	3.4 3.4	72 64	380 306	.2	2.5 2.2
WYSP-FM WI '98 4-Book	78 106	387 440	. 2 . 3	2.3 3. 0	57 63	230 232	. 1	1.2	125 301	702 1166	.3	2.1 4.8	123 257	567 922	. 3 . 6	2.8 5.4	55 76	234 366	. 1	1.9 2.6
WYXR-FM WI '98 4-Book	116 117	535 534	.3 . 3	3.4 3.3	88 85	365 350	. 2	1.9	195 173	824 76 7	.5 .4	3.3 2.8	140 140	568 598	.3	3.2 3.0	91 116	429 514	. 2	3.1 4.0
WJBR-FM WI '98 4-Book	14 11	78 66		. 4	14 14	69 60		.3	17 23	76 104	. 1	.3	11 17	86 74	. 1	.3	15 16	62 73		.5
VKXV-FM WL '98 4-Book	30 17	131 75	.1	.9 . 5	52 33	184 127	. 1	1.1	52 37	198 155	.1	.9 .6	47 26	153 94	. 1	1.1	13 9	67 47		. 4 . 3
+WLEV-FM WI '98 4-Book	41 19	106 72	.1	1.2	20 29	78 100	. 1	. 4	25 37	86 102	.1	. 4	39 27	114 100	. 1	.9 .6	8 10	35 43		.3
VOR -AM WI '98 4-Book	12	38	**	. 4	32 **	66	.1	.7 **	7 **	40 **	**	.1	16 **	31 **	**	.4	16 **	49 **	**	.6
WPST-FM WI '98 4-Book	60 57	366 351	.1	1.8 1.6	37 32	179 182	.1	.8 .7	106 92	483 459	.3	1.8 1.5	73 84	336 376	. 2		36- 43	275 248	.1	1.2
WRDR-FM WI '98 4-Book	43 24		.1	1.3	9 20	60 80		.2	47 47	183 162	.1	.8 .8	26 40	94 125	.1	.6 .8	6 11	25 43		. 2
WSTW-FM WI '98 4-Book	6	65 **	**	.2 **	7: **	46 **	**	.1	15 **	67	**	.3	15 **	68	**	.3 **	6 **	47 **	**	.2
TDTALS WI '98 4-Book	3406 3549				4684 4539				5909 6130				4321 4677	12028 12394			2893 2918		7.1 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.

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										sons		_	70							
	M	onday-9 6AM-1		У	N	onday-l 6AM-10		_		londay-l	BPM			londay- 3PM-7	РМ			10nday-1 7PM-N	IID	
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	16 15 12 13 14 18	761 884 623 632 725 999	.2 .2 .1 .2 .2	1.4 1.3 .9 1.1 1.2	49 49 29 38 41	555 521 343 394 453 619	.6 .6 .4 .5 .5	3.5 3.6 2.2 2.8 3.0 3.6	6 7 17 12 11	127 177 155 124 146 261	.1 .1 .1 .1	.6 .6 1.0 1.0 .8	14 18 11 9 13	247 230 178 159 204 273	.2 .1 .1 .2	.9 1.2 .7 .6 .9	9 3 4 4 5 7	88 82 83 89 86 200	. 1	.9 .3 .4 .4 .5
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	50 53 46 52 50 55	1125 1114 1178 1184 1150 1234	.6 .7 .6 .6	4.4 4.4 3.6 4.4 4.2 4.9	54 53 39 46 48 46	400 426 427 458 428 432	.7 .7 .5 .6	3.9 3.9 3.0 3.4 3.6 3.5	74 81. 57 79 73 56	338 456 442 369 401 377	.9 1.0 .7 1.0 .9	6.9 7.1 3.5 6.5 6.0 5.0	60 70 52 71 63 77	518 563 479 514 519 519	.7 .9 .6 .9	4.0 4.6 3.3 4.5 4.1 5.2	37 38 33 35 36 60	441 421 429 499 448 569	.5 .4 .4 .5	3.6 3.4 3.1 3.3 3.4 5.7
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 7 6 2 6 3	132 82 93 93 100 94	.1	.6 .6 .5 .2 .5	12 9 13 2 9 4	50 26 52 30 40 29	.1 .1 .2	.9 .7 1.0 .1 .7	3 9 9 2 6 3	28 20 46 8 26 17	.1	.3 .8 .6 .2 .5	3 7 6 1 4	22 30 54 6 28 15	.1	.2 .5 .4 .1 .3	2 2 1	12 17 28 8 16		. 2 . 2 . 1
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	50 43 38 33 41 32	768 777 647 620 703 768	.6 .5 .5 .4	4.4 3.6 3.0 2.8 3.5 2.8	64 36 42 40 46	323 283 301 246 288 290	.8 .4 .5 .5	4.6. 2.7 3.2 3.0 3.4 3.2	56 43 53 41 48 41	243 235 270 266 254 249	.7 .5 .7 .5	5.2 3.8 3.2 3.4 3.9 3.7	58 44 49 36 47 36	343 299 313 297 313 327	.7 .5 .6 .4	3.9 2.9 3.1 2.3 3.1 2.5	52 42 29 30 38 19	416 369 314 248 337 271	.6 .5 .4 .4 .5	5.1 3.7 2.7 2.8 3.6 1.8
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 2 1 1	8 42 30 37 29 40		.1 .2 .1 .1	6 2 3	25 8 8	. 1	.5	1	8 12 10 8 7		. 1	1 1	10 13 5 7		.1	1	34 6 10		. 1
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	96 108 136 124 116 155	2645 2649 2950 2844 2772 3141	1.3 1.7 1.5 1.4	9.1 10.6 10.4	113 101 91 105 103 157	1226 1045 1147 1248 1167 1422	1.4 1.2 1.1 1.3 1.3	8.1 7.5 6.9 7.8 7.6 12.1	72 87 170 113 111 118	1040 1062 1653 1314 1267 1294	.9 1.1 2.1 1.4 1.4	6.7 7.6 10.4 9.3 8.5 10.6	138 150 175 193 164 225	1660 1561 1898 1860 1745 2068	1.7 1.9 2.2 2.4 2.1 2.8	9.2 9.8 11.1 12.2 10.6 15.3	89 113 127 123 113 155	1173 1225 1478 1318 1299 1711		12.0 11.6 10.6
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	17 26 30 19 23 20	603 590 673 567	.3 .4 .2	2.2 2.3 1.6 1.9	34 37 63 26 40 37	229 363 350 206 287 290	.5 .8 .3	2.4 2.7 4.8 1.9 3.0 2.8	9 25 40 15 22 20	118 187 302 129 184 150	.1 .3 .5 .2	2.5 1.2	24 40 35 17 29 23	367 282 181 250		2.6 2.2 1.1 1.9	10 13 10 25 15 19	210 150 282 201	.2 .1 .3	1.2 .9 2.4 1.4
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	23 10 8 14 14	305 253 305 319	. 1 . 1 . 2	.8 .6 1.2	15 12 4 19 13 8	119 9 1	.1	.9 .3 1.4	43 13 12 14 21 19	164 140 122 92 130 96	.5 .2 .1 .2 .3	1.1 .7 1.2 1.8	34 11 10 15 18 27	194 140 115 124 143 133	.1 .1 .2	.7 .6 1.0	12 13 5 6 9 17	114 103 104 82 101 147	.2 .1 .1	1.2 .5 .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.

						1	0		Per	sons	12	24					-				
	N	londay-9 6AM-l		У	A	londay- 6AM-1		/		londay- 10AM-	Friday		, A	londay-l 3PM-7	Friday PM		N	londay-l 7PM-N			
	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	Tar
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	35 66 46 52 50 45	858 1169 1177 1251 1114 875	.4 .8 .6 .6	3.1 5.5 3.6 4.4 4.2 4.0	31 55 41 41 42 43	305 481 439 409 409 308	.4 .7 .5 .5	2.2 4.1 3.1 3.0 3.1 3.3	42 91 77 67 69 91	319 508 558 560 486 466	.5 1.1 .9 .8 .8	3.9 8.0 4.7 5.5 5.5 8.2	46 102 68 59 69 67	463 658 675 692 622 491	.6 1.3 .8 .7 .9	3.1 6.6 4.3 3.7 4.4 4.6	28 45 29 46 37 18	320 437 422 507 422 314	.3 .6 .4 .5	2.7 4.0 2.7 4.3 3.4 1.7	arget Listener
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	41 30 56 36 41 34	1254 1008 1322 1291 1219 1133	.5 .4 .7 .4 .5	3.6 2.5 4.4 3.0 3.4 3.0	34 38 55 38 41 37	450 367 406 419 411 381	.4 .5 .7 .5 .5	2.8 4.2 2.8 3.1	52 37 93 52 59 50	468 387 544 516 479 509	.6 .5 1.1 .6 .7	4.9 3.2 5.7 4.3 4.5 4.5	52 37 81 48 55 44	641 462 743 712 640 545	.6 .5 1.0 .6 .7	3.5 2.4 5.1 3.0 3. 5 3.0	30 28 36 22 29 17	454 307 457 414 408 328	.4	2.9 2.5 3.4 2.1 2.7 1.6	er Trends
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	19 17 29 20 21 9	640 790 819 712 740 575	.4 .2 .3	1.7 1.4 2.3 1.7 1.8	20 17 27 33 24 8	164 245 239 280 232 171	.2 .3 .4 .3	1.4 1.3 2.1 2.4 1.8	19 17 54 14 26 9	201 269 302 181 238 152	.2 .2 .7 .2 .3	1.8 1.5 3.3 1.2 2.0	24 23 32 19 25 15	272 335 365 267 310 218	.3 .4 .2 .3	1.6 1.5 2.0 1.2 1.6 1.0	13 14 12 15 14 7	194 224 220 181 205 149	.2 .1 .2 .2 .1	1.3 1.2 1.1 1.4 1.3	- Persons
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 3 4 4 2	54 22 70 43 47 62	. 1	.6 .2 .3 .3	10 2 2 4	19 8 26 13 9	.1	.7 .2 .1 .3	12 7 5 6 4	40 7 16 25 22 20	.1	1.1 .4 .4 .5	12 4 7 6 4	37 15 25 19 26	.1	.8	1 2 1	6 15 17 10 23		.1	ıs 12-24
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	163 175 189 192 180	2871 2763 2775 2787 2799 2080	2.2 2.3 2.4 2.2	14.3 14.7 14.7 16.1 15.0 9.8	159 173 160 153 161	1338 1355 1193 1401 1322 862	2.1 2.0 1.9	11.3 12.8 12.2 11.3 11.9 7.2	116 121 204 146 147 93	1216 1179 1714 1400 1377 845	1.5 2.5 1.8	10.8 10.6 12.5 12.0 11.5 8.3	244 240 241 288 253 159	1924 1789 1902 1873 1872 1341	3.0 3.0 3.5 3 .1	16.3 15.6 15.2 18.3 16.4 10.8	177 205 208 210 200 125	1566 1594 1762 1692 1654 1222	2.5 2.6 2.6 2.5	17.3 18.2 19.7 19.8 18.8 11.9	
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 2 2 2 2	36 42 94 106 70 25		.1 .1 .2 .2 .2	1 1 2 2 2 2 3	5 18 7 9 10 25		.1 .2 .1 .1 .2	1 2 1	13 10 9 35 17 6		.1	1 4 1	14 15 27 14		.1	1 5 3 2	9 7 28 62 27	. 1	.1 .5 .3	
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	88 99 120 106 103 83	2488 2400 2585 2469 2486 2501	1.2 1.5 1.3	8.3 9.4 8.9 8.6	115 104 102 147 117	1135 1094 1089 1143 1115 1198	1.5	7.7 7.8 10.9 8.7	79 79 148 104 103 82	964 960 1339 1145 1102	1.0 1.8 1.3	9.1	122 134 162 139 139 110	1534 1510 1724 1468 1559	1.7 2.0 1.7 1.7	10.2 8.8 9.0	81 104 111 83 <i>95</i>	1195 1222 1333 1024 1194 1057	1.3 1.4 1.0	9.2 10.5 7.8 8.9	
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	11 5 8 4 7	154 113 95 67 107	.1	.4	15. 5. 9. 5. 9.	94 42 55 28 55 **	.2 .1 .1 .1 .1 .1	.4 .7 .4	10) 4 15 1 8 **	95 58 65 10 <i>57</i>	.2	.9 .4 .9 .1 .6 **	15 7 8 3 8	111 89 40 37 69 **	.1	1.0 .5 .5 .2 .6	5 5 1 1 3	45 70 22 23 40	.1	.5 .4 .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.

						201	0		والسلا					, I I (
									Pers	sons	12	24						lond-1	. د ام زو	
		onday-S 6AM-N	AID			fonday-1	MAC	_		10AM-	3PM	_	1	3PM-7	PM			fonday-l 7PM-N	IID	
	AQH (00)	(00)	AQH Rìg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	152 185 185 180 176 232	2843 2974 2752 2876 2861 2935	2.3 2.3 2.2 2.2	13.3 15.5 14.4 15.1 14.6 20.6	178 176 171 162 172 237	1418 1541 1244 1512 1429 1675	2.2 2.1 2.0 2.1	12.7 13.0 13.0 12.0 12.7 18.2	106 132 210 148 149 187	1120 1210 1490 1405 1306 1316	1.3 1.6 2.6 1.8 1.8	9.9 11.6 12.9 12.2 11.7 16.8	194 255 216 261 232 306	1782 1784 1653 1895 1779 2007	3.2 2.7 3.2 2.9	12.9 16.6 13.6 16.5 14.9 20.8	165 227 182 203 194 272	1504 1712 1421 1603 1560 1807	2.8 2.2 2.5 2.4	17.2 19.2
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 2 4 7 6 7	149 96 162 252 165 213	.1	.8 .2 .3 .6 .5	6 3 2 3 4 1	64 14 14 52 36 27	. 1	. 4 . 2 . 2 . 3 . 1	18 1 9 8 9	66 17 60 87 58	.2 .1 .1	1.7 .1 .6 .7 .8 1.1	15 1 3 17 9	53 25 57 87 56 93	.2	1.0 .1 .2 1.1 .6	3 4 2 2 7	37 18 55 17 32 56	.1	.3 .4 .2 .2
WWJZ-AM W1 '98 FA '97 SU '97 SP '97 4-BOOK W1 '97	2 ** **	5 7 **	**	.2 **	**	**	**	**	2° ** **	5 7 **	**	.1 ** **	1 4 **	5 7 **	**	.1 .3 **	1 ** **	7 ** **	**	. 1 **
WXTU-FM Wi '98 FA '97 SU '97 SP '97 4-Book WI '97	27 13 30 23 23 27	456 342 583 495 469 346	.3 .2 .4 .3	1.1 2.3 1.9 1.9	32 20 31 25 27 26	232 149 274 199 214 197	.4 .2 .4 .3 .3 .3	2.3 1.5 2.4 1.9 2.0 2.0	26 18 45 23 28 30	246 139 399 186 243 198	.3 .2 .6 .3 .4	2.4 1.6 2.8 1.9 2.2 2.7	31 16 39 22 27 27	306 196 318 281 275 194	.2 .5 .3	1.4	21 7 17 21 17 25	266 156 207 200 207 215	.3 .1 .2 .3	1.6 2.0 1.6
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	70 48 6 3 32 8	1863 1379 211 129 896 211	. 1	4.0 .5 .3 2.7	79 45 8 1 33 8	850 605 101 30 397 86	.6 .1	3.3 .6 .1	72 43 5 2 31 10	780 503 56 41 345 74	.9 .5 .1	3.8 .3 .2	102 67 8 3 45 8	1132 908 127 45 553 82	.8	4.4 .5 .2	54 46 3 3 27 7	76	.3	2.
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	87 109 103 113 103 101	1818 1932 2021 2080 1963 1747	1.3 1.3 1.4 1.3	9.1 8.0 9.5 8.6	212 251 262 276 250 235	1105 1202 1151 1282 1185 1124	3.1 3.2 3.4 3.1		101 129 127 133 123 110	802 811 912 924 862 774	1.2 1.6 1.6 1.6	11.3 7.8 11.0 9.9	85 94 89 120 97 86	794 824 952 1090 91 5 799	1.2 1.1 1.5 1.2	5.6 7.6 6.3	40 43 41 47 43 50	454 639 684 <i>620</i>	. 5	3.8 3.9 4.4
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	33 48 74 53 52 35	1425 1779 1557 153 5	.7	4.0 5.8 4.4 4.3	18 50 43 40 38 27	313 504 492 471 445 434	.6 .5 .5	3.7 3.3 3.0	22 58 93 67 <i>60</i> 34	399 798 620 538	1.1	5.1 5.7 5.5 4.6			1.1 1.1 5 .8	2.9 5.6 4.2 3.7	66 58 85 59 67 53	730 881 737 748	1.0 1.7 .7	5. 8. 5.
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book	3 3 4 7 4 5	161 173 234 191	.1	.4	4	44 23 41 81 47 42		.1 .1 .3 .3 .2	2 1 4 12 5 8	98		. 4		84 42 74	. 1	.3 .3	4 4 7 9 6	54 42 138	.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.

						1	0		Pers	sons	12	24									
	N	onday-9 6AM-1	Sunda	у	N	londay- 6AM-1	Friday 0AM	′		londay- 10AM-	Friday 3PM		N	londay-l 3PM-7	riday PM		N	londay-F 7PM-M			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	ar
WKXW-FM W1 '98 FA '97 SU '97 SP '97 4-Book WI '97	3 6 4 2 4 2	101 176 98 132 127 109	. 1	.3 .5 .3 .2 .3	2 5 1 3 3	34 57 18 41 38 9	. 1	.1 .4 .1 .2 .2	3 11 12 3 7 4	45 71 48 47 53	.1 .1	.3 1.0 .7 .2 .6	4 17 6 2 7 4	43 127 60 41 68 51	.2	.3 1.1 .4 .1 .5	4 2 2 1 1 2	51 54 30 25 40		.4 .2 .2 .1 .2	Target Listener
+VLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 1 2 2	42 62 37 28 42 29	.1	.5 .1 .2 .2	2 3 1	17, 18 19 1 4 29	7.4	.6 .1 .1	14 1 4 5	23 19 15 9 17	.1	1.3	7 1 1 3 3	30 26 15 18 22	. 1	.5 .1 .1 .2	1 1	13 33		.1 .1	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	** ** **	** ** **	**	**	** ** &*	** **	** ** #*	**	** ** ¢¢	** ** &¢	** ** &#</th><th>**</th><th>## ## ##</th><th>** ** &*</th><th>** ** ##</th><th>**</th><th>** ** **</th><th>** ** ¢*</th><th>**</th><th>** ** **</th><th>- Persons</th></tr><tr><th>WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97</th><th>44 38 59 46 47</th><th>1497 1262 1623 1526 1477 1582</th><th>.5 .5 .7 .6 .6</th><th>3.8 3.2 4.6 3.9 3.9 4.2</th><th>47 42 32 50 43 48</th><th>655 555 484 662 589 573</th><th>.6 .5 .4 .6 .5</th><th>3.4 3.1 2.4 3.7 3.2 3.7</th><th>32 31 80 42 46 32</th><th>475 412 787 666 585 498</th><th>.4 1.0 .5 .6</th><th>3.0 2.7 4.9 3.5 3.5 2.9</th><th>63 42 82 61 62 72</th><th>852 738 927 880 849 931</th><th>.8 .0 .8 .8</th><th>4.2 2.7 5.2 3.9 4.0 4.9</th><th>48 42 44 45 45 49</th><th>678 698 779 682 709 689</th><th>.6 .5 .6 .6</th><th>4.7 3.7 4.2 4.2 4.2 4.7</th><th>s 12-24</th></tr><tr><th>WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97</th><th></th><th>25 21 12 26</th><th></th><th></th><th></th><th>9</th><th></th><th></th><th></th><th>8 2</th><th></th><th></th><th>2</th><th>3 26</th><th></th><th>.1</th><th></th><th>16</th><th></th><th>.1</th><th></th></tr><tr><th>WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97</th><th>8 ** 4 2 **</th><th>**</th><th>. 1 **</th><th>.7 ** .3 .2 **</th><th>7 ** 2 1 **</th><th>64 ** 58 33 **</th><th>**</th><th>.5</th><th>12 ** 5 1 **</th><th>91 ** 110 49 ** 65</th><th>.1 ** .1</th><th>1.1 ** .3 .1 **</th><th>6 ** 8 4 **</th><th>127 ** 110 135 ** 73</th><th>.1</th><th>.4 ** .5 .3 **</th><th>8 ** 5 2 ** 3</th><th>131 ** 136 52 ** 84</th><th>.1 ## .1</th><th>.8 ** .5 .2 **</th><th></th></tr><tr><th>TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97</th><th>1143 1193 1282 1192 1203 1126</th><th>7797 7872 7836 7827</th><th>14.1 14.8 15.8 14.7 14.9 13.9</th><th></th><th>1402 1349 1312 1349 1353 1300</th><th>6344 5958 6315 <i>6267</i></th><th>17.3 16.7 16.1 16.6 16.7 16.0</th><th></th><th>1070 1140 1632 1212 1264 1116</th><th>5011 6255 5290 5327</th><th>13.2 14.1 10.1 14.9 15.6 13.7</th><th></th><th>1500 1538 1538 1578 1550 1469</th><th>6656 6784 6745 <i>6726</i></th><th>18.6 19.0 19.5 19.4 19.1 18.1</th><th></th><th>1024 1125 1056 1059 1066 1051</th><th>5913 5945 5915 5924</th><th>12.7 13.9 13.0 13.0 13.2 12.9</th><th></th><th></th></tr></tbody></table>										

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

ĺ						118		i		sons			Stii							
j.	N.	londay- 6AM-7	Friday 'PM			Weeke 6AM-N			12.1	Saturo 6AM-10	lay			Sature 10AM-	day 3PM			Saturd 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rig	AQH Shr	AOH (00)	Cume (00)	AOH Rig	AOH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	22 21	720 636	. 3	1.7	9 8	205 243	.1	1.0	18 18	66 88	. 2	2.9 2.8	3 6	33 48	.1	. 2 . 4	1 2	15 22		.1
WBEB-FM WI '98 4-Book	64 62	827 852	. 8 . 8	4.9 4.6	35 39	480 529	. 4	3.7 3 .9	14 27	56 97	.2	2.3 4.3	56 68	197 203	. 7 . 8	3.9 4.5	53 53	144 133	.7	4.4
WDAS-AM WI '98 4-Book	6 6	66 57	.1	.5 .5	12 7	95 62	.1	1.3	6	15 7	.1	1.0	4 3	7 8		.3	1	4		.1
WDAS-FM WI '98 4-Book	59 47	524 490	.7 .6	4.5 3.4	33 33	422 357	. 4 . 4	3.5 3.4	30 27	99 69	. 4	4.9 4.3	49 45	118 110	.6 .6	3.4 3.0	31 30	93 7 9	.4 .4	2.6 2.3
₩HAT-AM WI '98 4-Book	1	18			2 2	8 18		.2	1	3		.1	1	1		.1	2	4		.2
VIOQ-FM WI '98 4-Boo k	105 125	2297 2333	1.3	8.1 9.0	83 102	1555 1690	1.0	8.9 10.4	51 60	249 271	.6 .7	8.3 9.5	148 168	637 711	1.8 2.1	10.3 11.0	109 135	513 540	1.3	
WIP -AM WI '98 : 4-Book	21 30	294 438	.3 .4	1.6 2.1	13 17	172 243	.2	1.4	10 14	39 49	. 1 . 2	1.6 2.3	9 22	45 72	. 1 . 3	.6 1.5	16 16	51 46	.2	1.3
₩JJZ-FM ₩1 '98 4- Book	32 17	265 223	. 4 . 2	2.5 1.3	15 11	218 151	. 2 . 2	1.6	7 6	28 25	. 1	1 . 1 . <i>9</i>	19 21	39 43	. 2 . 2	1.3	22 12	69 37	.3 .2	1.8
WMGK-FM WI '98 4-Book	40 61	682 873	.5 .8	3.1 4.4	30 39	443 6 05	. 4	3.2 4.0	14 19	81 88	.2°	2.3 2.9	50 75	175 251	.6 .9	3.5 5.0	44 58	180 206	.5 .7	3.7 4.4
VMMR~FM WI '98 4-Book	47 52	1020 957	.6 .7	3.6 3 .7	39 29	666 577	.5 .4	4.2 3.0	26 28	82 107	.3	4.2 4.5	73 52	278 211	.9 .6	5.1 3.4	51 45	188 178	.6 . 6	
WOGL-FM WI '98 4-Book	21 25	454 521	.3 .3	1.6	18 20	305 341	. 2 . 3	1.9 2.1	8 14	36 54	. 1 . 2	1.3 2.3	17 3 7	54 111	.2	1.2 2.5	28 24	104 89	.3 . 3	
₩PEN-AM ₩1 '98 4-Book	11 5	54 32	-1	.8	3 3	12 24		.3 . 3	11 3	12 5	. 1	1.8 .5	6 4	12 <i>9</i>		.4 .3	5 4	12 9	.1 .1	
+WPHI-FM WI '98 4-Book	168 184		2.1 2.3		143 157	1838 1789		15.3 16.2	104 97			17.0 15.2	241 245			16.8 16.2	205 231			17.1 17.7
WPHT-AM WI '98 4-Book	1 2	27 35		.1	1 1	9 17		.1 .1					1	4		.1	2	4		.1
WPLY-FM WI '98 4-Book	104 119		1.3		63 82	1401 1475	.8 1.0		34 4 0	182 223		5.5 6.3	99 1 27	578 586			79 121			6.6 9.2
WURD-AM W1 '98 4-Book	13 8	145 96		1.0	11 8	84 62	.1		13 6	37 23	.2	2.1	20 17	47 36			4 5	19 19		.3
WUSL-FM WI '98 4-Book	155 181	2443 2477		11.9 13.2	137 152	1792 1766		14.7 15.6	95 99	298 323		15.5 15.5	197 230	687 772		13.7 15.2	173 215			14.4
					* I ist															

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Pers	sons	12	24							_		
	•	Monday- 6AM-1		/		Weeke 6AM-l				Saturo 6AM-10	day DAM			Saturo 10AM-	јау 3Рм		4.7	Saturd 3PM-7			
5	AQH (00)	Cume (00)	AOH Rìg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	Tar
₩DB-FM WI '98 <i>4-Book</i>	13 7	124 119	.2	1.0 .5	4 5	64 71		. 4 . 5	10 4	17 11	. 1	1.6 .6	5 2	25 9	. 1	.3	6	11	. 1	.5 .3	arget Li
WWJZ-AM WI '98 4-Book	1	5 **	**	.1 ##	**	5 **	**	**	**	##	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM W '98 <i>4-Book</i>	30 28	391 396	. 4 . 4	2.3 2.0	26 20	293 242	.3 .3	2.8 2.1	6 12	42 56	. 1	1.0	34 32	124 102	. 4 . 4	2.4	39 29	145 81	.5	3.2 2.2	Ħ
+WXXM-FM WI '98 4-Book	83 36	1591 755	1.0	6.4	59 29	1160 543	.7 .4	6.3 3.0	32 16	138 77	. 4	5.2 2.5	80 46	382 194	1.0	5.6 3.1	77 42	397 198	1.0	6.4 3.4	stimates
WYSP-FM Wl '98 4-Book	130 154	1551 1707		10.0 11.2	40 53	874 893	.5 .7	4.3 5.4	12 34	81 118	. 1	2.0 5.3	69 74	302 279	.9 1.0	4.8 4.9	65 64	267 273	.8 .8	5.4 4.9	ates
WYXR-FM WI '98 4-Book	24 5 <i>2</i>	827 1029	.3		27 41	614 783	.3 .5	2.9 4.1	12 21	46 94	. 1 . 3	2.0 3.4	40 53	173 232	.5 . 7	2.8 3.5	31 49	170 194	. 4 . 6	2.6 3.7	- Per
₩JBR-FM ₩1 '98 4-Book	2 4	104 110		. 2 . 3	3 3	88 89		.3 .3	2	11		.2	2	7 20		.1	2 6	25 23	.1	.2	Persons
VKXV-FM W1 '98 <i>4-Book</i>	3 6	79 105	. 1	.2 .4	3 1	42 41		.3	1 2	7 10		. 2	5 2	25 10	. 1	.3 .1	7	20 10	. 1	6 . 2	12-24
+VLEV-FM W1 '98 4-Book	10 4	36 32	. 1	.8 . 3		7 17								5			1	7 9		.1	44
WOR -AM WI '98 4-Book	**	**	##	**	**	**	**	**	**	**	##	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	46 50	1253 1210	. 6 . 6		38 43	801 807	.5 . 5	4.1	20 26	99 113	. 2 . 3	3.3 4.0	58 70	321 319	. 7 . 9	4.0 4.6	46 58	223 271	. 6 . 7	3.8 4.4	
₩RDR~FM ₩1 '98 <i>4-Book</i>		18 5				5															
WSTW-FM WI '98 4-Book	9	199 ##	. 1 **	.7 **	7 **	104	.1	.7	7 **	18	. 1	1.1	17	49 **	.2	1.2	15. **	58 **	. 2	1.2	
TOTALS WI '98 4-Book	1304 1380		16.1		934 <i>9</i> 73		11.6		613 634	1821 1926	7.6 7.8		1438 1515		17.8 18.7		1 202 1 305		14.9		

^{**} 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.

						11 6			Per	sons			Jt1.				-			
		Saturo 7PM-N				Sund 6AM-1				Sund 10AM-				Sund 3PM-7				Sund 7PM-N	ay MD	
	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	6 2	9	- jle	.6 .2	25 19	97 85	.3 .2	5.0 4.0	5 8	38 57	. 1	.5 .8	4 7	25 32	.1	.5 .7	14 7	52 38	.2	1.8
WBEB-FM WI '98 4-800K	19 33	100 142	. 2	1.8 3.3	24 23	58 60	. 3 . 3	4.8 4.7	40 39	132 129	. 5 . 5	4.2 3.9	40 38	119 115	.5 .5	4.7 3.9	29 24	126 127	. 4	3.8 3.3
WDAS-AM WI '98 4-Book	6	7. 2	. 1	. 6 . 2	41 24	61 43	.5 .3	8.2 4.9	29 14	66 41	. 4	3.1 1.5	7 6	13 10	.1	.8 .6	1 2	5 8		.1
WDAS-FM WI '98 4-Book	26 34	102 104	.3 .4	2.5 3.4	9	31 28	. 1	1.8	19 26	69 74	. 2	2.0	21 31	33 66	.3 .4	2.5 3.1	71 49	170 110	.9 .6	9.3 6.6
WHAT-AM WI '98 4-Book	1	2		.1	2 4	8 13	. 1	. 4 . 8	8 4	8 8	. 1	.8 .4	2 2	8 4		.2	1	2		.1
WIOQ-FM WI '98 4-Book	108 125	536 488		10.5 12.4	31 32	210 170	. 4 . 4	6.2 6.8	80 108	449 501	1.0		78 101	374 399	1.0	9.2 10.2	49 69	244 29 1	.6 . 9	6.4 9.3
WIP -AM WI '98 4-Book	9 15	50 57	. 1	.9 1.5	18 11	38 36	.2	3.6 2.3	7 21	15 68	. 1 . 3	.7 2.0	20 21	41 54	. 2 . 3	2.3 2.1	18 14	61 54	. 2 . 2	2.4
WJJZ-FM WI '98 4-Book	6 <i>6</i>	18 16	.1	.6 .6	4 5	24 18		.8 1.1	27 19	77 52	.3	2.9 1.9	27 11	46 23	.3	3.2	11 7	33 24	.1	1.4
₩MGK-FM ₩1 '98 4-Book	31 29	97 120	. 4 . 4	3.0 2.9	10 11	36 58	. 1	2.0	30 41	115 163	. 4 . 5	3.2 4.1	30 47	132 163	. 4 . 6	3.5 4.7	27 26	111	.3 .3	3.6 3.6
WMMR-FM WI '98 4-Book	29 21	132 121	. 4	2.8 2.1	16 12	60 49	. 2 . 2	3.2 2.5	47 33	220 1 39	. 6 . 4	5.0 3.3	37 26	84 98	.5 .3	4.3 2.7	28 15	62 69	.3 .2	3.7
WOGL-FM WI '98 4-Book	29 20	107 87	. 4	2.8 2.0	8 13	36 42	. 1	1.6 2.9	10 20	56 86	. 1 . 3	1.1	22 18	61 <i>57</i>	.3	2.6 1.9	23 14	70 55	.3	3.0
WPEN-AM WI '98 4-Book	2	5		. 2	1	3		.1	4	9	. 1	.4	6 7	12 12	.1	.7 .7	1	2		. 1
+WPHI-FM WI '98 4-Book	216 205		2.7	21.0 20.3	58 60	197 223		11.6 12.8	95 134	439 501		10.0 13.1	112 161		1.4		96 110	401 398	1.2	12.6 14.9
₩PHT-AM ₩1 '98 4-Book	4	9 9		. 4					2	9		. 2	1	7		.1	6 2	9	. 1	. 8 , 2
WPLY-FM WI '98 4-Book	58 75	289 376		5.6 7.4	30 35	198 196		6.0 7.5	76 101	493 480		8.0 9.8	65 87	329 389			55 61	350 338	.7	
WURD-AM WI '98 4-Book	2	9		. 2	8	21 13		1.6	26 13	69 32	.3	2.7	13 8	38 22	. 2	1.5 .8	5 3	21 10	.1	.7
WUSL-FM WI '98 4-Book	187 173		2.3		86 82	254 265		17.2 17.2	128 133	467 477		13.5 13.1	115 140	387 421	1.4	13.5 14.1	102 127	403 429		13.4 17.3
	* Statio	7 (2) 7 (2)			# \$ i.e.			د بناه	160	, 6	:,	-1.	ed call							

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						Ĭ			Per	sons	12	24								
		Satur 7PM-	day MID			Sund 6AM-10				Sund 10AM-	ay BPM			Sund: 3PM-7				Sunda 7PM-M	ay IID	
,	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM WI '98 4-Book	2 2	14		. 2 . 2	1 3	6 22		. 2	11 15	19 37	. 1 . 2	1.2	4	15		. 4	2	10		. 2
WWJZ-AM WI '98 4-Book	2	5 **		.2 **	##	# #	**	**	**	**	**	**	**	##	**	**	**	**	##	**
#XTU-FM WI '98 4-Book	24 15	89 63		2.3 1.5	19 16	76 67	. 2 . 2		31 24	122 94	. 4	3.3 2.4	24 20	94 67	.3 . 3	2.8 2.1	28 15	112 59	.3 .2	3.7 2.0
/XXM-FM Wl '98 <i>4-Book</i>	67 26	306 143		6.5 2.5	22 1 2	92 54	. 3 . 2	4.4	72 32	370 172	. 9 . 4	7.6 3.3	70 36	297 149	. 9 . 5	8.2 3.9	45. 21	216 112	. 6 . 3	5.9 2.8
VYSP-FM WI '98 4-Book	39 52			3.8 5.2	14 20	80 7 <i>8</i>	. 2 . 3	2.8 4.2	63 75	315 309	. 8 . 9	6.7 7.4	36 <i>67</i>	208 256	. 4 . 8	4.2 6.6	18 33	90 149	. 2 . 4	2.4 4.4
₩YXR-FM ₩1 '98 4-Book	36 47	166 193		3.5 4.6	5 16	26 69	. 1 . 2	1.0	25 34	107 160	.3 .4	2.6 3.3	14 34	94 165	. 2	1.6 3.4	42 62	180 242	.5 .8	5.5 8.3
WJBR-FM W1 '98 4-Book	6 4			.6 .4	4 2	15 8		.8	6	31 21	. 1	.6 .4	1 3	17 18		. 1	4 5	25 25		.5 .6
WKXW-FM WI '98 4-Book	2	20 5		.2		4			1	10 16		.1	9	18 8	.1	1.1	1 1	10 4		.1
WLEV-FM WI '98 4-Book		3			1	7		. 2	1	5		.1	2	7		.2		2		
WOR -AM WI '98 4-Book	**	**	**	ŔŔ	##	**	**	**	**	**	**	**	**	ŔŔ	**	**	**	**	**	**
WPST-FM WI '98 4-Book	50 42				17 17	104 97	. 2 . 2		43 45	236 232	.5 .6	4.5 4.4	41 52	203 220	.5 .7	4.8 5.2	26 31	197 174	.3	3.4 4.2
WRDR-FM WI '98 4-Book					1	2		. 2		2				3						
WSTW-FM WI '98 4-Book	2			.2	**	7 **	**	**	4 **	26 **	**	.4	6 **	34 **		.7	3	15 **	**	.4
TOTALS WI '98	1030	3085	5 12.7		501	1577	6.2		947	3050	11.7		852	2504	10.5		760	2441	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.

						LUI	0	Ct		Jic	11/	-1	TI		λU					
	N	londay-		у		Monday-	Friday			SONS	Friday			Monday-	Friday	,	A	Monday-l		
	AQH (00)	GAM-I Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	7PM-N Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	59 41 44 49 48 52	2318 1890 1897 1786 1973 2227	.5 .4 .4 .4	2.8 1.9 1.9 2.1 2.2 2.4	199 116 119 147 145 163	1636 1091 1193 1314 1309 1400	1.7 1.0 1.0 1.2 1.2	6.5 3.9 3.9 4.8 4.8 5.5	38 30 33 34 34 37	582 598 398 503 520 648	.3 .3 .3 .3	1.3 1.0 1.0 1.0 1.1	56 47 48 51 51 52	922 693 804 672 773 765	.5 .4 .4 .4	2.2 1.7 1.7 1.8 1.9	21 12 12 14 15	311 296 326 283 304 511	.2 .1 .1 .1 .1 .2	1.8 1.0 .9 1.1 1.2
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	125 109 102 113 112	1837 1897 1693 1851 1820 1951	1.1 .9 .9 1.0 1.0	6.0 5.0 4.4 4.9 5.1 5.7	165 121 115 122 131 141	902 933 782 968 896 778	1.4 1.0 1.0 1.0 1.1	5.4 4.0 3.7 4.0 4.3 4.8	252 195 190 205 211 205	863 899 846 943 888 872	2.2 1.7 1.6 1.7 1.8 1.7	8.8 6.2 5.6 6.2 6.7 6.6	149 142 122 149 141 155	981 974 895 1029 970 970	1.3 1.2 1.0 1.3 1.2	5.8 5.3 4.4 5.3 5.2 5.7	44 53 40 59 49 65	549 596 493 673 <i>578</i> 708	.4 .5 .5 .4	3.9 4.4 3.2 4.5 4.0 5.4
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20 17 13 5 14	290 198 165 142 199 118	.2	1.0 .8 .6 .2 .7	26 27 22 4 20 5	138 99 101 45 <i>96</i> 15	.2	.8 .9 .7 .1	21 18 13 4 14 3	100 73 73 32 70 19	.2 .1 .1	.7 .6 .4 .5	20 17 13 3 13 3	80 96 89 26 73 24	.2	.8 .6 .5 .1 .5	12 10 4 2 7 3	43 71 39 25 45	.1	1.1 .8 .3 .2 .6
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	171 140 129 120 140 132	1671 1701 1548 1504 1606 1521	1.5 1.2 1.1 1.0 1.2	8.2 6.4 5.6 5.2 6.4 6.1	227 186 157 153 181 164	997 801 820 788 <i>852</i> 825	2.0 1.6 1.3 1.3 1.6 1.4	7.4 6.2 5.1 5.0 5.9 5.5	233 199 188 1 7 0 198 209	927 800 747 795 817 738	2.0 1.7 1.6 1.4 1.7	8.1 6.3 5.5 5.2 6.3 6.7	191 145 161 124 155 161	952 892 880 812 884 840	1.1	7.5 5.4 5.8 4.4 5.8 6.0	136 106 92 93 107 81	798 776 707 574 714 669	1.2 .9 .8 .8 .9	12.0 8.8 7.3 7.1 8.8 6.7
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	635866	97 64 61 93 79 60	.1	.3 .1 .2 .3 .2	5 5 11 12 8 14	54 22 61 39 44 28	.1 .1 .1 .1	. 2 . 2 . 4 . 4 . 3	10 3 1 12 7	50 18 13 50 33 36	.1 .1 .1	.3 .1 .4 .2	3 7 5 8 6 2	42 19 24 39 31	.1	.1 .3 .2 .3	2 1 4 3 3	18 33 21 27 25 9		. 2 . 1 . 3 . 2 . 2
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	132 129 156 160 144 171	2936 2732 3126 2978 2943 3043	1.1 1.1 1.3 1.4 1.2	6.3 5.9 6.8 7.0 6.5 7.9	164 136 145 146 148 173	1284 1163 1251 1313 1253 1239	1.4 1.2 1.2 1.2 1.3 1.5	5.3 4.5 4.7 4.8 4.8 5.8	173 187 224 223 202 228	1465 1536 1734 1690 1606 1603	1.5 1.6 1.9 1.9	6.0 5.9 6.6 6.8 6.3 7.3	171 157 202 220 188 226	1803 1557 1811 1956 1782 1855	1.4 1.7 1.9	6.7 5.8 7.2 7.9 6.9 8.4	81 93 99 112 96 120	1121 1031 1342 1191 1171 1303	.7 .8 .8 1.0	7.1 7.7 7.8 8.6 7.8 10.0
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	71 85 84 63 76 73	1260 1518 1366 1360 1376 1542	.6 .7 .7 .5 .6	3.9 3.6 2.7 3.4	126 144 143 100 128 113	701 905 807 536 737 831	1.1 1.2 1.2 .9 1.1		90 119 116 82 102 109	508 699 678 420 576 564	.8 1.0 1.0 .7 .9	3.8 3.4 2.5 3.2	115 135 119 93 116 92	709 946 842 610 777 800	1.2 1.0 .8 1.0	4.5 5.0 4.3 3.3 4.3 3.4	34 24 30 34 31 45	449 430 374 480 433 491	.3 .3 .3	2.0 2.4 2.6 2.5
WJJZ-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	59 76 47 60 61 46	1031 976 873 884 941 970	.5 .7 .4 .5 .5	2.8 3.5 2.0 2.6 2. 7 2.1	59 61 37 67 56 31	417 387 289 389 371 308	.5 .5 .6 .5 .3	2.2	101 140 82 94 104 67	445 532 426 420 456 413	.9 1.2 .7 .8 .9	2.4 2.9 3.3	75 122 58 70 81 69	495 592 440 416 486 410	.5 .6 .7	2.9 4.5 2.1 2.5 3.0 2.6	31 48 23 39 35 42	304 448 281 352 346 386	.3 .4 .2 .3 .3 .4	4.0 1.8 3.0 2.9
												0								
	** Static	n(s) not	report	od .	* Liete	ner estir	nates :	diucto	d for	± C+2	tion(c)	chano	ed call	4 - R	nole: A	. uo of	current a	nd provi	2103	

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

- 1							O		Per	sons	18	34								
	M	londay- 6AM-		У	N.	londay- 6AM-10				londay-l 10AM-	Friday BPM		N	londay-l 3PM-7			Ň	fonday-l 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	112 154 168 147 145	2218 2680 2782 2723 2601 2458	1.3 1.4 1.2 1.2	7.1 7.3 6.4 6.6	121 149 178 162 153 158	959 1263 1289 1217 1182 969	1.3 1.5 1.4 1.3	3.9 5.0 5.8 5.3 5.0 5.3	182 272 284 241 245 291	990 1427 1520 1298 1309	1.6 2.4 2.4 2.0 2.1 2.5	6.4 8.6 8.4 7.3 7.7 9.4	157 233 238 183 203 183	1366 1631 1784 1764 1636 1534	1.4 2.0 2.0 1.6 1.8	6.2 8.6 8.5 6.5 7.5 6.8	56 73 79 74 71 54	762 888 929 988 892 868	.5 .6 .7 .6	4.9 6.0 6.2 5.7 4.5
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	97 113 152 165 132 123	2271 2556 2781 2926 2634 2581	.8 1.0 1.3 1.4 1.1	5.2 6.6 7.2 5.9	118 144 187 207 164 160	882 1157 1230 1400 1167		4.8 6.1 6.7 5.4	159 186 289 272 227 222	882 1265 1305 1424 1219 1323	1.4 1.6 2.5 2.3 2.0	5.6 5.9 8.5 8.3 7.1 7.1	112 158 192 194 164 165	1257 1402 1558 1806 1506 1400	1.0 1.4 1.6 1.6 1.4	4.4 5.9 6.9 6.9 6.1	31 51 56 79 54 45	636 641 849 1033 790 683	.3 .4 .5 .7 .5	2.7 4.2 4.4 6.0 4.3 3.7
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	35 36 65 64 50 33	946 1079 1289 1250 1141	.3	1.7 2.8 2.8 2.3	41 38 74 66 55 35	295 436 491 525 437 362	.4 .3 .6 .6 .5	1.3 2.4 2.2 1.8	53 65 125 84 82 54	387 490 614 495 497 406	.5 .6 1.1 .7 .7	1.9 2.1 3.7 2.5 2.6 1.7	44 48 76 69 59 40	493 496 714 599 576 449	. 4 . 6 . 6 . 5	1.7 1.8 2.7 2.5 2.2 1.5	16 17 20 38 23 18	242 302 329 372 311 228	.1 .2 .3 .2	1.4 1.4 1.6 2.9 1.8 1.5
WPEN-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	9 4 4 4 5 8	111 116 114 70 103		.4 .2 .2 .2 .3 .4	12 1 4 1 5 8	30 37 26 18 28 50		.1	14 10 8 4 9	42 35 41	.1 .1 .1 .1	.5 .3 .2 .1 .3	16 7 5 6 9	73 32 32 26 41 31	.1	.6 .3 .2 .2 .3	4 1 2 2 6	15	.1	.4 .1 .2 .2
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	133 128 179 143 146 118	2365 2123 2400 2236 2281 2169	1.1 1.5 1.2 1.3	5.9 7.8 6.2 6.6	131 140 173 124 142 100	1195 1019 1050	1.2 1.5 1.1 1.2	4.7 5.6 4.0 4.7	137 125 214 145 155 161	1271 1102 1401 1215 1247 1134	1.2 1.1 1.8 1.2 1.3	4.0	177 156 243 216 198 162	1485 1230 1733 1499 1487 1308	1.5 1.4 2.1 1.8 1.7	6.9 5.8 8.7 7.7 7.3 6.0	119 128 169 132 137 99	1040 1443 1189 1187	1.1	13.4 10.1 11.2
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 3 6 6 5 2	129 264 260 218	.1	. 3	6 7 9 5 7	54 62 54 58	.1	.2 .2 .3 .2 .2	5 4 2 6 4	38 47 63	. 1	.2	5 3 5 8 5 5	89 62 6 5	. 1	.2 .1 .2 .3 .2	3 8 8 5	8 91 118 <i>63</i>	.1	.3 .6 .6 .4
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	89 113 143 121 117 137	2769 3209 2822 2871	1.0 1.2 1.0 1.0	5.2 6.2 5.3 5.3	120 145 181 184 158 194	1263 1488 1445 1357	1.3 1.5 1.6 1.4	4.8 5.9 6.0	108 143 201 163 154 200	1330 1485 1396 1340	1.2 1.7 1.4 1.3	4.5 5.9 4.9 4.8	123 150 186 147 152 178	1595 2052 1714 1712	1.3 1.6 1.2 1.3	5.6 6.7 5.3	51 75 88 62 69 53	1049 1372 967 1114	.6 .7 .5	6.2 7.0 4.7 5.6
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 25 14 17 18	228 178 148 19	3 .2 3 .1 3 .1	1.1 .6 .7	12 42 25 29 27 **	171 122 90 123	.4	1.4 .8 .9	25 40 20 14 25	208 103 77 1 138	.3	1.3 .6 .4	19 22 13 17 18	174 76 89 121	.1	.8 .5 .6	1 11 6	56 22 58 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.

			_			L CL	O	Ct			11/	_1	116		AU					
									Per	sons	18	-34								
	N	londay-: 6AM-I		ıy	, N	fonday- 6AM-1		/	N	londay- 10AM-		/		Monday- 3PM-			N	Jonday- 7PM-1		/
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	156 169 197 203 181 255	2554 2560 2472 2699 2571 2680	1.4 1.5 1.7 1.7 1.6 2.2	7.7 8.6 8.8 8.2	185 176 202 204 192 265	1187 1310 1384 1410 1323 1496	1.6 1.5 1.7 1.7 1.6 2.3	6.0 5.9 6.6 6.3 8.9	173 196 256 249 219 288	1368 1331 1439 1495 1408 1507	1.5 1.7 2.2 2.1 1.9 2.4	6.0 6.2 7.5 7.6 6.8 9.3	190 197 200 229 204 313	1508 1397 1460 1567 1483 1768	1.6 1.7 1.7 1.9 1.7 2.7	7.5 7.3 7.2 8.2 7.6 11.6	116 156 180 181 158 250	1142 1256 1268 1363 1257 1476	1.4 1.5 1.5	13.8
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	33 17 28 23 25 29	582 444 667 575 567 675	.3 .1 .2 .2 .2	.8 1.2 1.0	25 17 19 18 20 17	106 172 129 126 133 136	.2 .2 .2 .1	.8	78 41 55 32 52 58	311 225 278 223 259 236	.7 .4 .5 .3	2.7 1.3 1.6 1.0 1.7	36 12 35 49 33 62	205 126 266 318 229 375	.3 .3 .4	1.4 .4 1.3 1.8 1.2 2.3	14 6 15 7 11	120 76 144 94 109 86	.1 .1 .1	1.2 .5 1.2 .5
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 **	5 35 **	**	.1	**	**	**	**	1 2 **	5 7***	**	. 1 ** **	5 ** **	5 35 **	**	. 2 ** **	1 **	7: **	**	. 1 **
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	66 55 79 68 <i>67</i> 75	1063 905 1123 1115 1052 954	.6 .5 .7 .6	2.5 3.4 3.0 3. 0	79 88 90 86 86 104	607 510 605 580 <i>576</i> 599	.7 .8 .7 .8	2.6 2.9 2.9 2.8 2.8 3.5	96 72 142 102 103 117	639 495 699 526 590 635	.8 .6 1.2 .9 .9	3.4 2.3 4.2 3.1 3.3 3.8	88 58 98 70 79 83	722 558 684 657 655 632	.8 .5 .8 .6 .7	3.5 2.1 3.5 2.5 2.9 3.1	33 27 28 32 30 41	413 388 392 368 390 396	.3 .2 .2 .3 .3	2.9 2.2 2.2 2.4 2.4 3.4
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	88 79 16 15 50	2308 1723 428 328 1197 434	.8 .7 .1 .1	4.2 3.6 .7 .7 2.3	100 64 19 14 49	977 681 189 80 482 165	.9 .6 .2 .1 .5	3.3 2.1 .6 .5 1.6	104 110 29 22 66 27	988 802 139 115 511 200	.9 1.0 .2 .2 .6	3.6 3.5 .9 .7 2.2	132 116 21 22 73 21	1498 1070 241 144 738 256	1.1 1.0 .2 .2 .6	5.2 4.3 .8 .8 2.8	50 48 5 9 28 11	946 730 107 101 471 146	.1	4.4 4.0 .4 .7 2.4
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	218 265 252 288 256 238	3594 4040 3927 4024 3896 3878	2.3 2.1 2.4 2.2	10.9 12.6	679 718 731 719 712 675	2550 2765 2646 2698 2665 2640	6.2 6.1 6.1	22.1 23.9 23.8 23.4 23.3 22.8	273 356 310 414 338 276	1704 2107 1875 2026 1928 1813	2.9	9.5 11.3 9.1 12.6 10.6 8.9	160 214 204 290 217 206	1409 1653 1705 2020 1697 1674	1.9	6.3 7.9 7.3 10.4 8.0 7.6	57 53 62 75 62 63	873 836 951 987 912 872	.5.5.6.5.5	5.0 4.4 4.9 5.7 5.0 5.2
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	97 102 123 105 107 83	2360 2281 2550 2229 2355 2264	.8 .9 1.0 .9 .7	4.7 5.3 4.6 4.8	96 124 107 112 110 97	914 1016 969 1037 984 939	.8 1.1 .9 1.0 1.0	3.1 4.1 3.5 3.6 3.6 3.3	143 157 186 180 167 138	1018 827 1182 1133 1040 996	1.2 1.4 1.6 1.5 1.4	5.0 5.0 5.5 5.5 5.3 4.4	123 137 153 141 139 110	1151 1089 1439 1268 1237 1107	1.1 1.2 1.3 1.2 1.2		58 66 101 64 72 41	820 941 1024 781 892 803	.5 .6 .9 .5 .6 .3	5.5 8.0 4.9 5.9
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book	6 6 7 12 8	299 247 242 294 271 274	.1 .1 .1 .1 .1 .1	.3 .3 .5 .4	8 7 7 15 9	82 87 75 127 93 114	.1 .1 .1 .1 .1 .1 .1	.3 .2 .2 .5 .3	6, 2 10 24 11	94 69 68 143 94	.1	. 2 . 1 . 3 . 7 . 3	7 6 11 11 9 9	106 73 97 111 97 121	.1 .1 .1 .1 .1 .1	.3 .2 .4 .4 .3	6 6 6 7 6	141 52 68 144 101 92	.1	.5 .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.

	N	fonday-		у	N	londay-l	Friday			SONS londay-	Friday		M	londay-F			N.	Monday-F			
	AQH (CO)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-10 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-70 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	Tai
WKXW-FM W1 '98 FA '97 SU '97 SP '97 4-BOOK W1 '97	18 18 14 12 16	436 409 391 392 407 367	.2 .2 .1 .1	.9 .8 .6 .5 .7	20 16 7 11 14 21	200 99 85 117 125 67	.2 .1 .1 .1 .1 .1 .2	.7 .5 .2 .4 .5	25 24 26 17 23 23	224 148 157 163 173 135	.2 .2 .1 .2 .2	.9 .8 .5 .5	36 43 25 23 32 16	285 281 208 190 241 184	.3 .4 .2 .2 .3	1.4 1.6 .9 .8 1.2	10 9 5 3 7 2	101 122 123 68 104 58	.1	.9 .7 .4 .2 .6	arget Listener
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 4 4 3 5 8	92 130 62 103	. 1	.4 .2 .2 .1 .2	10 4 4 4 6 5	50 18 30 36 34 43	. 1	.3 .1 .1 .2 .2	16 9 7 6 10	60 28 32 26 37 48	.1 .1 .1 .1	.6 .3 .2 .2 .3	12 7 5 3 7	66 46 70 18 50 92	.1	.5 .3 .2 .1 .3	4 2 2 7	42 17 48 27 59	. 1	.4 .2 .2	er Trends
WOR -AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	**	**	**	** ** ##	**	**	**	**	** ** **	**	**	**	** ** **	** **	**	**	** **	**	**	**	- Persons
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	47 37 68 63 54 57	1946 1659 1609	.5	1.7 3.0 2.7 2.4	58 46 63 68 59 71	707 555 725 710 674 540	.5 .6 .5 .6	1.9 1.5 2.1 2.2 1.9 2.4	70 67 101 93 83 88	575 559 803 863 700 668		2.4 2.1 3.0 2.8 2.6 2.8	57 41 97 88 71 83	770 628 1160 980 885 948	.5 .4 .8 .7 .6	2.2 1.5 3.5 3.1 2.6 3.1	30 19 37 42 32 26	587 462 712 611 593 421	.3 .2 .3 .4 .3	2.6 1.6 2.9 3.2 2.6 2.2	s 18-34
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 3	36 32 40		.1	1 5 2	17 30 14		.2	2 10 3	8 17 9 24 15	. 1	.1 .3 .1	3 2 1	7 18 33 15 20		.1	1	2 20		.1	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	11 ** 12 16 ** 27	673 532	.1	.5 .7	9 ** 5 17 ** 40	149 204 **	.1	.3	17 *** 15 27 ** 60	1	.1	**	10 ** 20 23 ** 30	215 ** 302 295 ** 251	.1	.4 ** .7 .8 **	8 ** 6 5 **	155 137	.1	.7 ** .5 .4 **	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2088 218 2300 229- 221- 215	1 11350 2 11500 4 1149 6 1141	2 18.3 5 18.9 6 19.0 9 19.1	5	3070 3001 3069 3065 3052	9942 9982 9999 99953	26.6 26.0 26.1 36.1 36.2 326.2		2864 3156 3398 3299 3179 3110	9074 9333 9166 907 905	24.8 1.27.4 2.28.5 2.8.0 7.26.4		2549 2700 2789 2798 2709 2699	9946 10347 10113 10057 10007	23.8 23.3 22.9		1138 1207 1265 1308 1233 1203	7449 7666 7776 7555	10.5 10.8 11.1 10.6 10.2		S.

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	12.00	-1-3-				31 2) -			sons			St11					1.00		
	N	donday- 6AM-7		. n.		Week				Sature 6AM-1	day			Sature 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	93 73	2185 1808	. 8 . 6	3.3 2.5	25 26	728 697	. 2 . 2	1.8 1.8	58 66	294 313	.5 .6	5.2 5.3	17 21	140 133	.1	.7	6 14	47 73	. 1	.3
WBEB-FM WI '98 4-Book	194 165	1485 1491	1.7 1.4	6.9 5.6	58 62	814 812	.5 .6	4.1 4.2	64 62	213 210	.6 .6	5.7 5.0	93 117	348 343	.8 1.0	3.9 4.6	75 8 5	251 234	.6 .7	4.2 4.5
WDAS-AM WI '98 4-Book	22 16	165 123	. 2	. 8 . 5	22 15	218 148	.2	1.6	16 11	41 20	.1	1.4	9 12	23 23	.1	. 4 . 5	6 5	8 13	.1	.3 . 3
WDAS-FM WI '98 4-Book	218 179	1429 1297	1.9	7.7 6.0	108 92	93 3 866	. 9 . 8	7.7 6.2	86 71	258 203	.7 .6	7.7 5.8	184 149	354 332	1.6 1.3	7.8 5.9	91 98	283 265	. 8 . 8	5.1 5.2
WHAT-AM WI '98 4-Book	6 7	61 58	.1	. 2 . 3	8 5	61 44	. 1	.6 .4	7 3	15 <i>9</i>	.1	.6 .3	11 10	28 18	.1	.5 .4	9 6	31 16	.1	.5 .3
VIOQ-FM WI '98 4-Book	169 181	2524 2488	1.5 1.6	6.0 6.0	101 112	1747 1710	.9 1.0	7.2 7.5	68 7 <i>8</i>	321 334	.6 .7	6.1 6.2	200 199	730 750		8.5 7.8	135 147	593 524	1.2	7.5 7.7
WIP -AM WI '98 4-Book	109 114	1065 1142	1.0	3.9 3.8	29 37	503 580	.3	2.1 2.5	19 3 7	113 143	. 2 . 3	1.7 3.0	39 59	172 211	.3	1.6 2.3	46 41	138 135	. 4 . 4	2.6
WJJZ-FM WI '98 4-Book	80 82	725 710	.7	2.8 2.8	41 39	543 491	. 4	2.9 2.7	25 28	109 116	.2	2.2 2.3	52 73	162 184	.5 .6	2.2 2.9	57 51	175 146	.5 .5	3.2 2.7
WMGK-FM WI '98 4-Book	156 204	1829 2192	1.4	5.5 6.8	71 93	1125 1 340	.6 .8	5.1 6.2	70 66	269 280	.6 .6	6.3 5.4	137 186	452 611	1.2 1.6	5.8 7.3	109 147	451 496	.9 1.3	6.1 7.7
VMMR-FM WI '98 4-Book	132 188	1821 2164	1.1	4.7 6.3	81 84	1307 1334	.7	5.8 5.7	76 89	254 310	. 7 . 8	6.8 7.2	147 165	544 600	1.3	6.2 6.5	103 109	444 43 7	.9 . 9	5.7 5.7
VOGL-FM WI '98 4-Book	47 67	772 885	. 4	1.7	27 39	369 505	. 2	1.9 2.6	21 34	88 117	. 2 . 3	1.9	44 72	125 192	. 4	1.9	35 47	145 150	.3	1.9
WPEN-AM WI '98 4-Book	14 8	92 71	. 1	.5 . 3	5 4	57 48		. 4 . 3	13 4	21 9	.1	1.2	8 6	21 14	.1	.3 .2	5 4	12 9		.3
+WPHI-FM WI '98 4-Book	148 164		1.3		115 119	1410 1379			74 82	209 252	.6 .7	6.6 6.7	187 186		1.6		189 173		1.6	
₩PHT-AM ₩1 '98 4-Book	5 5	168 143		. 2 . 2	4	46 64		.3 . 3	1	3		.1	2	7		.1	5	11	. 1	.2
WPLY-FM WI '98 4-Book	116 154		1.0		66 82	1477 15 39	.6	4.7 5.5	40 55	200 277		3.6 4.4	125 154	616 664	1.1	5.3 6.1	95 119	523 503	.8 1.0	
WURD-AM WI '98 4-Book	19 23	223 187	. 2	.7 .8	12 16	79 10 5	. 1	.9 1.1	6 18	19 42	. 1 . 2	.5 1.4	32 33	68 73	.3	1.4	6 10	26 31	.1	.3
WUSL-FM WI '98 4-Book	182 206	2133 2183	1.6	6.4 6.9	137 153	1616 1634		9.8 10.3	82 107	274 328	.7 .9	7.3 8.6	206 234	648 704			175 198	560 583	1.5	9.7 10.4
											П									
	* * C1-1:-	n(s) not			+ Lists			divata	4 6	1 Sha	(-)		ed call	4.8	-1 4	_				L.

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		-							Per	sons	18	34					_			- 3	
		Monday- 6AM-7				Weeke			45 5	Saturo 6AM-1	day			Saturo 10AM-3				Saturd 3PM-7	ay PM		
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	Tar
VVDB-FM WI '98 4-Book	49 36	387 405	. 4 . 3	1.7	18 16	252 219	. 2	1.3	36 13	89 40	.3	3.2	8 4	33 17	.1	.3 .1	11 <i>6</i>	30 18	. 1	.6 .4	arget Li
WWJZ-AM WI 198 4-Book	1	5	**	**	**	5 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	istener
WXTU-FM WI '98 4-Book	88 90	919 901	.8 .8	3.1 3.0	48 51	624 616	. 4 . 5	3.4 3.4	21 50	124 185	.2	1.9 4.0	91 90	293 298	. 8 . 8	3.8 3.6	72 69	267 233	.6 .6	4.0 3.6	[I]
+WXXM-FM W1 '98 4-Book	112 63	1990 1008	1.0 .6	4.0 2.2	73 40	1430 <i>694</i>	.6 .4	5.2 2.8	48 37	200 138	. 4 . 3	4.3 3.0	104 76	528 288	.9	4.4 3.2	120 53	627 265	1.0		stimates
WYSP-FM WI '98 4-Book	363 416	3205 3485		12.8 13.9	67 102	1352 1599	.6 .9	4.8 6.8	49 81	186 262	. 4	4.4 6.4	142 159	594 600	1.2	6.0 6.2	95 120	409 458	.8 1.0	5.3 6.3	ites -
WYXR-FM WI '98 4-Book	122 141	1761 1827	1.1	4.3 4.7	79 7 0	1361 1216	.7 .6	5.6 4. 7	52 56	236 219	.5 .5	4.7 4. 5	163 129	622: 489	1.4	6.9 5.1	96 94	388 353	. 8 . 8	5.3 4.9	- Persons
WJBR-FM W1 '98 4-Book	7			.2	5 6	103 114	. 1	. 4 . 4	5 4	17 1 7		.4	9	7 30	.1	.4	4 9	35 33	.1	.2	ons 1
VKXV-FM WI '98 4-Book	27 23	394 335	.2	1.0	9 9	136 147	.1	.6 .6	12 11	48 37	.1 .1	1.1	7 15	34 51	11	.3	13 19	51 51	.1	.7 1.0	8-34
+WLEV-FM WI '98 4-Book	13 7			.5	3 3	37 5 3		.2	1	2		.1	1	8			1 3	10 12		.1 .1	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	由北	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	63 7 <i>2</i>				30 36	746 793			20 24	119 135		1.8 1.9	53 71	241 314	.5 .6	2.2 2.8	43 51	240 275	.4		
WRDR-FM WI '98 4-Book	1 2			.1	1 1	23 16		.1 .1					3 2	16 <i>9</i>		. 1	1	2			
VSTV-FM WI '98 4-Book	13	370			11 **	159	.1	.8	10	25	.1	.9	22 **	75	.2	.9	21	107	.2	1.2	
TOTALS WI '98 4-Book			2 24.5		1399 1483		12.1		1118 1242	319 348	9.7		2364 2534		20.5		1797 1893	4785	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.

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		Satur				Sund		_	Per	Sund	ay	34	_	Sund				Sund		
	AQH (00)	7PM-1 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-1	AQH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	7PM-N Cume (00)	AOH Rtg	AQH Shr
KYW -AM	(00)	(/			(00)	(00)	9		(44)	(00)	9	O	(00)	(00)	ing	Sill	(00)	(00)	nig	Stil
₩1 '98 4~Book	10 10	53 61	.1	.9	63 58	293 253	.5 .5	7.5 7.1	19 17	160 120	. 2 . 2	1.2	24 19	83 80	. 2 . 2	1.8	17 16	106 <i>99</i>	.1 .1	1.8
WBEB-FM WI '98 4-Book	37 45	174 190	.3	3.2 3.5	46 36	133 113	. 4	5.4 4.4	58 64	229 226	.5 .6	3.7 3.8	44 55	169 182	. 4	3.4 4.0	47 31	170 147	. 4	5.1 3.4
WDAS-AM WI '98 4-Book	12 4	27 9	.1	1.0 . 4	71 44	138 101	. 6 . 4	8.4 5.3	46 30	145 91	. 4	3.0 1.9	19 13	41 30	.2	1.5 .9	3	13 11	.1	.3 .6
WDAS-FM WI '98 4-Book	72 82	247 259	. 6 . 7	6.3 6.5	65 52	196 136	.6 .5	7.7 6.3	79 65	222 194	. 7 . 6	5.1 3 .9	107 77	187 176	.9 .7	8.2 5.6	166 129	361 279		18.0 14.2
WHAT-AM WI '98 4-Book	5	14 5		.4	6	8 15	.1	. 7 . 8	11 7	14 16	. 1	.7 .4	13 6	21 13	.1	1.0	1	2		.1
₩100-FM ₩1 '98 <i>4-Book</i>	103 130	548 493	.9 1.1	9.0 10.2	32 29	143 116	.3 . 3	3.8 3.5	111 119	520 496	1.0	7.1 7.1	93 98	381 371	. 8 . 9	7.1 7.1	51 75	284 314	. 4	5.5 8.3
WIP -AM WI '98 4-Book	9 23	57 87	. 1	.8 1.8	28 24	79 87	. 2 . 2	3.3 3.0	24 47	93 179	. 2	1.5 2.8	45 41	116 129	. 4	3.5 3.0	30 26	100 102	.3	3.3 2.8
WJJZ-FM WI '98 4-Book	34 28	115 105	.3	3.0 2.2	11 15	39 52	. 1 . 1	1.3	57 54	214 161	.5 .5	3.7 3.2	51 38	108 109	. 4 . 3	3.9 2.8	35 20	116 70	.3	3.8 2.2
WMGK-FM WI '98 4-Book	34 62	163 229	.3	3.0 4.8	27 23	121 117	. 2 . 2	3.2 2.8	67 107	286 414	.6 .9	4.3 6.3	75 93	289 338	. 6 . 8	5.8 6.7	49 48	221 203	. 4 . 4	5.3 5.2
VMMR-FM ₩1 '98 4-Book	56 55	169 234	.5 . 5	4.9 4.3	36 40	147 163	.3	4.3 4.9	112 107	425 399	1.0	7.2 6.4	74 65	234 241	.6 .6	5.7 4.7	34 38	123 159	.3	3.7
₩OGL~FM ₩1 '98 4-Book	29 30	100 94	.3 . 3	2.5 2.4	12 32	43 81	. 1	1.4 4.0	19 37	84 143	. 2	1.2 2.2	26 32	66 92	. 2	2.0 2.3	24 24	74 78	. 2	2.6 2 .6
WPEN-AM WI '98 4-Book	2	4		.1	5	17 9		.6 . 3	6 8	18 19	.1	. 4 . 5	6 9	12 18	. 1	.5 .7	2	2		. 3
+WPHI-FM WI '98 4-Book	177 159		1.5		40 39	143 143	. 3 . 3	4.7 4.7	85 105	353 385	. 7 . 9	5.5 6.3	96 128	335 388	.8		60 70	245 262	.5 .6	6.5
WPHT-AM WI '98 4-Book	4 5	9		.3	10 5	26 14	.1 .1	1.2	4 6	36 30	. 1	.3	5	24		.3	12 3	19 5	. 1	1.3
WPLY-FM WI '98 4-Book	47 65	264 323	. 4	4.1 5.1	23 27	145 149	. 2	2.7 3.3	79 97	435 448	. 7 . 9	5.1 5.8	69 84	329 370	.6	5.3 6.1	42 45	315 265	.4	4.6 4.8
WURD-AM WI '98 4-Book	2	6		. 2	4 17	11 32	. 2	.5 2.0	25 24	60 59	. 2	1.6 1.5	15 14	30 34	.1	1.2	3 5	1 1 10		.3 .6
₩USL-FM ₩1 '98 4-Book	179 187	585 5 60	1.6		98 99	293 298		11.6 12.0	162 157	540 49 7	1.4		95 121	296 314	.8	7.3 8.8	80 104	244 294		8.7 11.2

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	_		-	-	-	Ī			Per	sons	18-	34									
		Sature 7PM-I				Sund 6AM-10	ay DAM		501	Sunda 10AM-3	ay BPM	_		Sunda 3PM-7		_		Sunda 7PM-M	IÍD		H
	AQH (00)	Cume (00)	AQH Rtg	AQH Sh r	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	arget
WWDB-FM WI '98 4-Book	11 9	27 25	.1	1.0 .7	12 16	45 75	. 1 . 1	1.4 1.9	44 49	102 116	.4	2.8 2.9	8 11	26 34	. 1	. 6 . 8	13 14	49 43	.1		
WWJZ-AM WI 198 4-Book	2	5	**	.2	**	**	**	**	**	**	**	**	**	##	**	**	**	**	**	**	Listener
WXTU-FM W1 '98 4-Book	28 26	151 131	. 2 . 2	2.4 2.1	24 38	120 141	. 2 . 3		52 60	203 211	.5 .5	3.3 3.6	58 48	159 150	.5 .4	4.5 3. 5	36 24	137 98	.3	3.9 2.6	Es
+WXXM-FM WI '98 4-Book	59 31	315 157	.5 .3		40 18	148 77	.3		79 41	402 201	.7	5.1 2.5	79 41	356 161	.7	6.1 3.0	51 20	278 114	. 4		timates
WYSP-FM WI '98 4-Book	48 74	251 291	. 4 . 6	4.2 5.8	23 3 5		.2		78 152	438 620	.7 1.3	5.0 8.9	60 139	324 480	.5 1.2	4.6 10.0	31 49	145 222	.3	3.4 5.4	tes -
WYXR-FM WI 198 4-Book	56 58				38 28				118 76	437 322	1.0	7.6 4.6	67 62	304 263	. 6 . 5	5.1 4.5	30 54	162 234	.3 .5		Persons
WJBR-FM WI '98 4-Book	6 5			.5	8 5				8 8	30 33	.1	.5 .5	3	15 23		. 2 . 3	4	22 21		. 4	ш-
WKXW-FM W1 '98 4-Book	5 5			.4	13 8			1.5 .9	9 10		.1	.6 . 6	10 6	25 22	. 1	.8 . 5	3	28 12		.3	8-34
+WLEV-FM WI '98 4-Book	16 <i>6</i>				3	16	i i	. 3	2			. 1	1 2	10 12		.1	2	7		. 2	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**		**	**	**	
WPST-FM W1 '98 4-Book	19 26			1.7	14 15				45 40		. 4		32 37	182 165	.3		14 19		.1		
WRDR-FM WI '98 4-Book	į	2	?		1	2		.1	1	7 6		.1	1	5			2	8 2		.2	
WSTW-FM WI '98 4-Book	3			.3	4			.5	12	43		.8	10	34	.1	.8	2	7		.2	
TOTALS WI '98 4-Book			7 10.0		84! 81:		55 7		1557 1680		5 13.5		1301 1376	3586) 11.3 5 11.8	3	922 91:	2 2744	7.8	8	

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| 5800
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353 | 2176
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226
242 | 1279
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1271 | 1.0
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264
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207
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 | 1702
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56
87
68
74 | 908
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706
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4.5 | 109
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95 | 1066
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| | 406
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1761 1.4 4.9 249 1302 1.1 4.0 264 1832 1.1 5.1 6.7 2990 .8 4.0 321 1755 1.4 5.1 246 1467 1.1 3.8 258 1797 1.1 5.0 62 2775 9.9 4.7 272 1940 1.2 4.3 327 2330 1.3 5.1 278 1644 1.2 5.5 109 2773 9.9 4.7 214 1324 9.3 4.4 324 1271 1.0 4.0 265 1832 9.9 3.9 74 2774 9.9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.1 13 2775 9.9 4.7 214 1324 9.9 3.4 334 1352 1.5 5.3 299 1775 1.3 5.7 112 2777 9.9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.1 13 12775 9.9 4.7 214 1324 9.3 4.4 322 1271 1.0 4.0 265 1832 9.9 3.9 74</td><td>406 .1 .6 36 131 .2 .6 34 125 .1 .6 18 155 .1 .3 6 52 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 7.5 275 1523 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 1.5 6.6 213 1447 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 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 1734 1.3 5.7 226 1261 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 1846 1.5 6.6 231 1438 3166 1.4 7.4 405 1801 1.7 6.4 445 1709 1.9 7.4 383 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1980 2.1 7.3 429 1678 1.9 7.4 382 1959 3325 1.4 7.2 433 1817 1.9 6.8 424 1653 1.8 6.7 345 1888 3049 1.3 7.0 392 1678 1.7 6.3 424 1575 1.8 6.6 344 1803 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 1734 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 1846 3166 1.4 7.4 405 1801 1.7 6.4 445 1709 1.9 7.4 383 1856 344 1.6 6 28 177 1.4 44 156 2.8 26 145 356</td><td>406 .1 .6 36 131 .2 .6 34 125 .1 .6 18 155 .1 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 1.5 3049 1.3 7.0 392 1678 1.7 6.3 424 1575 1.8 6.6 344 1803 1.5 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 1734 1.3 3135 1.4 7.2 417 1774 1.8 6.5 416 1662 1.8 6.7 344 1846 1.5 3166 1.4 7.4 405 1801 1.7 444</td></td<> <td>3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 7.5 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 1.5 6.6 3049 1.3 7.0 392 1678 1.7 6.3 424 1575 1.8 6.6 344 1803 1.5 6.5 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 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1570 .9 3.9 87 1068 4.4 2909 .8 3.9 306 1800 1.2 4.2 204 1147 1.9 3.2 207 1570 .</td> | 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 3049 1.3 7.0 392 1678 1.7 6.3 424 1575 1.8 6.6 344 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 3166 1.4 7.4 405 1801 1.7 6.4 445 1709 1.9 7.4 383 344 .1 .6 28 177 1.4 44 156 .2 .8 26 356 .1 .7 30 160 1.5 45 | 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 3325 1.4 7.2 433 1817 1.9 6.8 424 1653 1.8 6.7 345 1888 3049 1.3 7.0 392 1678 1.7 6.3 424 1575 1.8 6.6 344 1803 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 1734 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 1846 3166 1.4 7.4 405 1801 1.7 6.4 445 1709 1.9 7.4 383 1856 344 1.6 6 28 177 1.4 44 156 2.8 26 145 356 | 406 .1 .6 36 131 .2 .6 34 125 .1 .6 18 155 .1 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 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.9 3.9 309 1275 .9 4.5 214 1324 .9 3.4 334 1352 1.5 5.3 299 1775 1.3 5.7 2747 .9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.5 2737 .9 4.5 214 1304 .9 3.4 334 1352 1.5 5.3 299 1775 1.3 5.7 2747 .9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.1 2 | 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 7.5 275 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 1.5 6.6 213 3049 1.3 7.0 392 1678 1.7 6.3 424 1575 1.8 6.6 344 1803 1.5 6.5 228 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 1734 1.3 5.7 206 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 1846 1.5 6.6 231 3166 1.4 7.4 405 1801 1.7 6.4 445 1709 1.9 7.4 383 1856 1.7 7.3 194 344 1.1 6.6 28 177 1.1 4 44 156 2.2 8 26 145 1.7 7.3 194 344 1.1 6.6 88 192 3.3 1.0 32 176 1.1 5.5 129 2.2 7 8 329 1.1 6.6 41 169 2.2 6 34 101 1.4 23 115 1.4 1.3 39 329 1.1 6 41 169 2.2 6 36 17 91 1.3 8 70 2.2 5 5 338 1.0 32 176 1.1 5 11 3 8 70 2.2 5 5 338 1.0 32 176 1.1 5 1.3 8 70 2.2 5 5 338 1.0 32 176 1.1 5 1.3 8 70 2.2 5 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1644 1.2 5.5 109 2773 9.9 4.7 214 1324 9.3 4.4 324 1271 1.0 4.0 265 1832 9.9 3.9 74 2774 9.9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.1 13 2775 9.9 4.7 214 1324 9.9 3.4 334 1352 1.5 5.3 299 1775 1.3 5.7 112 2777 9.9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.1 13 12775 9.9 4.7 214 1324 9.3 4.4 322 1271 1.0 4.0 265 1832 9.9 3.9 74 | 406 .1 .6 36 131 .2 .6 34 125 .1 .6 18 155 .1 .3 6 52 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 7.5 275 1523 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 1.5 6.6 213 1447 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 2969 1.2 6.3 371 1621 1.6 5.7 386 1650 1.7 6.0 305 1734 1.3 5.7 226 1261 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 1846 1.5 6.6 231 1438 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 344 1. 6 28 177 1. 4 44 445 1709 1.9 7.4 383 1856 1.7 7.3 194 1447 344 1. 6 28 177 1. 4 44 156 2. 8 26 145 1.7 7.3 194 1447 344 1. 6 6 8 192 3. 1.0 32 176 1.1 4 23 1.1 4 13 61 371 1.1 6 6 68 192 3. 1.0 32 176 1.1 5 18 111 1.1 3 9 83 329 1. 6 6 8 192 3. 1.0 32 176 1. 1.5 18 111 1.1 3. 9 83 329 1. 6 6 41 169 2. 6 36 150 2. 6 26 125 1. 5 9 75 308 1. 4 40 101 2. 6 17 91 1.3 8 70 2.2 5 41 4449 .9 4.9 270 2082 1.2 4.2 271 2233 1.2 4.7 264 2646 1.1 5.2 5 41 4449 .9 4.9 270 2082 1.2 4.2 271 2233 1.2 4.7 264 2646 1.1 5.2 5 41 4449 .9 4.8 226 1842 .9 3.3 306 2346 1.3 4.7 264 2546 1.1 5.2 5.4 127 1836 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 4828 1.0 5.7 272 1940 1.2 4.3 327 2335 1.3 4.8 262 2552 1. 5.0 121 1609 4630 1.0 5.7 272 1940 1.2 4.3 327 2335 1.3 4.8 262 2552 1. 5.0 121 1609 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 2861 .7 3.9 314 1627 1.4 4.8 205 1279 .9 3.5 258 1702 1.1 5.1 67 908 2990 8 4.0 321 1785 1.4 5.4 226 1299 1.0 3.6 247 1730 1.1 4.9 56 706 3030 .7 3.5 272 1413 1.2 4.2 204 1417 .9 3.2 207 1570 .9 3.9 87 1068 2990 8 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.5 109 1066 2737 9 4.7 214 1324 .9 3.3 314 1352 1.5 5.3 229 1775 1.3 5.7 112 1084 2747 9 4.9 234 1270 1.0 3.7 346 1443 1.5 5.4 271 1616 1.2 5.5 109 1066 2717 9 4.7 214 1324 .9 3.3 311 1460 1.3 4.8 278 1585 1.2 5.2 116 1070 2777 9 4.7 214 1329 .9 3.3 311 1460 1.3 4.8 278 1585 1.2 5.2 116 1070 | 406 .1 .6 36 131 .2 .6 34 125 .1 .6 18 155 .1 .3 6 52 3198 1.5 8.2 472 1980 2.1 7.3 429 1678 1.9 7.4 382 1959 1.7 7.5 275 1523 1.2 3325 1.4 7.2 433 1817 1.9 6.8 424 1663 1.8 6.7 345 1888 1.5 6.6 213 1447 .9 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 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 3135 1.4 7.2 417 1774 1.8 6.5 416 1642 1.8 6.7 344 1846 1.5 6.6 231 1437 1.0 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 .8 344 1. 6 28 177 .1 .4 44 156 .2 .8 26 145 1.7 5. 6 6.5 356 1. 7 30 160 .1 .5 45 165 .2 7 35 129 .2 7 8 98 243 1. 1 .5 36 145 2.6 62 41 01 1. 4 23 115 1. 1 4 13 61 .1 371 1. 6 6 68 192 .3 1.0 32 176 .1 5 18 111 .1 .3 9 83 329 .1 .6 41 169 .2 .6 36 150 1.7 91 .1 .3 8 70 .2 5 41 44449 .9 4.9 270 2082 1.2 4.2 271 2233 1.2 4.7 264 2646 1.1 5.2 11 1 1633 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 136 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.3 212 2239 .9 4.0 114 1364 .5 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.7 266 2666 2606 1.5 5.3 133 1604 .6 4017 8.8 4.2 215 1706 .9 3.4 272 2202 1.2 4.7 264 2646 1.1 5.2 5.1 170 1.4 1.4 4.8 205 1279 .9 3.5 258 1702 1.1 5.1 67 90.5 300 .5 300 .7 3.5 272 1940 1.2 4.3 327 2330 1.4 5.4 312 2738 1.3 6.0 155 1804 .7 1609 .5 300 .5 300 .7 3.5 272 1413 1.2 4.2 204 1147 1.9 3.2 207 1570 .9 3.9 87 1068 4.4 2909 .8 3.9 306 1800 1.2 4.2 204 1147 1.9 3.2 207 1570 . |

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

Monday-Friday 6AM-10AM OH (00) Cume (00) AOH AOH Shr (00) Cume (00) AOH Shr (00) A	487 2183 2. 553 2535 2. 422 2150 1. 399 2205 1. 256 1417 1. 292 1681 1. 339 2127 1. 340 1736 1. 307 1740 1. 269 1570 1. 26 181 29 118 22 124 22 167 25 148 22 138 . 157 1485 159 1361 241 1641 1. 175 1449	A DH AOH Shr A	314 420 410 374 380 342 229 256 337 353 294 281 199 231 266 233 232 208 26 15 18 17 19 17	Aday	AOH Shr 6.2 8.0 7.7 7.0 7.2 6.5 4.5 4.5 4.5 4.4 5.0 4.4 5.0 4.4 4.0 5.3 3.3 4.4 4.0	MAOH (00) 102 118 116 123 115 94 666 83 94 112 89 77 59 65 91 102 79 71 9 2 10 4 6 15	1460 1568 1629 1777 1609 1506 1073 1146 1358 1542 1280 1172 881 1064 1210 1233 1097 883		5.0 5.9 5.3 5.7 5.5 4.7 3.3 4.2 4.3 3.9
100 100	382 2214 1. 517 2600 2. 496 2800 2. 477 2622 2. 488 2560 2. 501 2343 2. 324 1751 1. 322 2132 1. 487 2183 2. 533 2535 2535 2. 422 2150 1. 256 1417 1. 292 1681 1. 339 2127 1. 340 1736 1. 307 1740 1. 269 1570 1. 26 181 2. 27 148 2. 28 138 1. 29 118 2. 20 181 2. 21 24 2. 25 148 2. 26 181 2. 27 1485 1. 28 1361 241 1641 1. 241 1641 1. 175 1449 1.	9 Shr .7 6.6 .3 8.2 .1 7.7 .1 7.4 .1 7.5 .2 8.3 .4 5.6 .4 5.1 .1 7.6 .4 8.6 .4 8.6 .4 8.6 .5 5.3 .5 5.3 .4 4.9 .2 4.5 .1 .5 .1 .3 .1 .4 .1 .4 .1 .4 .7 2.7 .7 2.7 .0 3.7	(00) (0 314 420 410 374 380 342 229 256 337 353 294 281 199 231 266 233 232 208 26 15 18 17 19 17	2798 1.4 3137 1.8 3137 1.8 3137 1.6 3207 1.6 3111 1.7 2818 1.5 2247 1.0 2485 1.1 2697 1.5 3056 1.5 2621 1.3 2428 1.2 1811 .9 1811 .9 1894 1.0 2475 1.1 1918 1.0 2475 1.1 1928 1.0 2475 1.1 1928 1.0 2475 1.1 1928 1.0 2475 1.1 1928 1.0 2475 1.1 1928 1.0 2475 1.1 1928 1.0 2475 1.1 25 1.1 25 1.1 26 1.1 27 1.1 28 1.1 28 1.1 29 1.1 20 1.1 21 1.1 21 1.1 21 1.1 21 1.1 21 1.1 21 1.1 21 1.1	6.2 8.0 7.7 7.2 6.5 4.5 6.4 6.6 5.4 5.4 4.0 4.3 4.4 4.0	(00) 102 118 116 123 115 94 66 83 94 112 89 77 75 59 65 91 102 79 71 9 2 10 4 6	1460 1568 1629 1777 1609 1506 1073 1146 1358 1542 1280 1172 881 1064 1210 1233 1097 883	Rtg .44.55.55.55.44 .44.33 .34.44 .3	5.0 5.9 5.7 5.5 4.7 3.3 4.3 5.2 4.3 3.9 2.9 3.1 4.7 3.8 3.6
3.9 332 2557 1.4 5.2 3.6 334 2445 1.4 5.3 3.5 313 2469 1.4 4.9 5.4 312 2355 1.4 4.9 5.4 331 2011 1.4 5.3 4.6 262 1648 1.1 4.0 4.7 300 2192 1.3 4.7 5.0 332 2046 1.4 5.3 7.1 473 2486 2.0 7.2 5.6 342 2093 1.5 5.3 5.4 293 2023 1.3 4.7 4.1 234 1472 1.0 3.6 4.2 226 1558 1.0 3.5 4.5 243 1895 1.0 3.9 4.5 240 1671 1.0 3.6 4.5 240 1671 1.0 3.6 5.3 13	517 2600 2. 496 2802 477 2560 2. 468 2560 2. 468 2560 2. 477 2183 2. 553 22150 399 2205 1. 256 1417 1. 292 1681 1. 339 2127 340 1736 1. 307 1740 1. 269 1570 1. 269 1570 1. 269 1570 1. 275 148 22 167 25 148 22 138 157 1485 1. 159 1361 241 1641 1. 175 1449 . 1449 . 1449 . 1449 . 1449 . 1449 . 1449 .	.3 8.2 .1 7.7 .1 7.4 .1 7.5 .2 8.3 .4 5.6 .4 5.1 .1 7.6 .4 8.6 .8 6.7 .7 6.6 .1 4.4 .3 4.6 .5 5.3 .4 4.9 .2 4.5 .1 .5 .1 .3 .1 .3 .1 .4 .1 .3 .1 .4 .1 .3	420 410 374 380 342 229 256 337 353 294 281 199 231 266 233 232 208	3137 1.8 3303 1.8 3207 1.6 3211 1.7 2818 1.5 2247 1.0 22485 1.1 2621 1.3 2428 1.2 1811 .9 1811	8.0 7.7 7.0 6.5 4.5 6.4 6.6 5.4 3.9 4.4 4.0 5.3 4.4 4.0 5.3 4.4 4.0 5.3 4.4 4.0 5.3 4.4 4.0 6.3 6.3 6.3 6.3 6.3 6.3 6.3 6.3 6.3 6.3	118 116 123 115 94 66 83 94 112 89 77 59 65 91 102 79 71	1568 1629 1777 1609 1506 1073 1146 1358 1542 1280 1172 881 1064 1210 1233 1097 883	.5.5.5.5.5.4 .3.4.4.5.5.4.3 .3.4.4.4.3	5.09 5.35 5.75 5.75 4.7 3.32 4.33 5.23 3.34 4.73 5.33 4.73 5.34 4.73 5.34 4.73 5.34 5.34 5.34 5.34 5.34 5.34 5.34 5.3
1.7 300 2192 1.3 4.7 5.0 332 2046 1.4 5.3 7.1 342 2093 1.5 5.3 5.6 342 2093 1.5 5.3 5.4 293 2023 1.3 4.7 4.1 234 1472 1.0 3.6 4.2 226 1558 1.0 3.5 4.8 243 1895 1.0 3.9 4.5 240 1671 1.0 3.7 4.1 225 1675 1.0 3.6 .5 30 155 1.0 3.6 .5 30 155 1.0 3.6 .5 30 155 1.0 3.6 .5 30 155 1.0 3.6 .5 30 155 1.0 3.6 .3 13 146 1.2 2 .4 26 130 1.4 2 .3 13 96 .1 .2 .4 21 132 .1 .3 .5 22 120 .1 .3 .5 167 197	322 2132 1. 487 2183 2. 553 422 2150 1. 399 2205 1. 256 1417 1. 292 1681 1. 339 2127 340 1736 1. 307 1740 1. 269 1570 1. 26 181 29 118 22 124 22 167 25 148 22 124 22 167 25 148 22 138	.4 5.1 .1 7.6 .4 8.6 .8 6.7 .7 6.6 .1 4.4 .3 4.6 .5 5.3 .5 5.3 .5 5.3 .4 4.9 .2 4.5 .1 .5 .1 .3 .1 .3 .1 .4 .1 .4	256 337 353 294 281 199 231 266 233 232 208 26 15 18 17 19 17	2485 1.1 2697 1.5 3056 1.5 2621 1.3 2428 1.2 1811 .9 1928 1.0 2475 1.1 1944 2040 1.6 1969 .1 169 .1 121 .1 121 .1 125 .1 134 .1	4.9 6.4 6.6 5.4 9.4 4.0 9.4 4.0 9.3 4.4 9.3 9.4 9.3 9.4 9.3 9.4 9.3 9.3 9.4 9.3 9.3 9.3 9.3 9.3 9.3 9.3 9.3 9.3 9.3	83 94 112 89 77 59 65 91 102 79 71 9 2 10 4	881 1064 1233 1097 883 87 36 72 68 66	.4 .5 .4 .3 .3 .4 .4 .4 .3	4.2 4.3 5.2 4.3 3.9 2.9 3.1 4.7 3.8 3.6
4.2 226 1558 1.0 3.5 4.8 243 1895 1.0 3.9 4.5 240 1671 1.0 3.7 4.1 225 1675 1.0 3.6 .5 30 155 .1 .5 .3 13 146 .1 .2 .4 26 130 .1 .4 .3 13 96 .1 .2 .4 21 132 .1 .3 .5 22 120 .1 .3 3.5 164 1176 .7 2.6 4.7 197 1392 .9 3.2 3.7 146 1214 .6 2.2 3.9 167 1263 .7 2.6	292 1681 1. 339 2127 1. 340 1736 1. 307 1740 1. 269 1570 1. 26 181 29 118 22 124 22 167 25 148 22 138 . 157 1485 159 1361 241 1641 1. 175 1449	.3 4.6 .5 5.3 .5 5.3 .4 4.9 .2 4.5 .1 .5 .1 .3 .1 .3 .1 .4 .1 .4 .7 2.7 .7 2.7 .7 2.5 .0 3.7	231 266 233 232 208 26 15 18 17 19	1928 1.0 2475 1.1 1944 1.0 2040 1.6 1969 .9 169 .1 121 .1 121 .1 125 .1 134 .1	4.4 5.0 4.3 4.4 4.0 .5 .3 .3	65 91 102 79 71 9 2 10 4 6	1064 1210 1233 1097 883 87 36 72 68 66	.3 .4 .4 .4 .3	3.3 4.1 4.7 3.8 3.6
.3	29 118 22 124 22 167 25 148 22 138 2157 1485 159 1361 241 1641 175 1449	.1 .5 .1 .3 .1 .3 .1 .4 .1 .4 .7 2.7 .7 2.5 .0 3.7	15 18 17 19 17	121 .1 121 .1 125 .1 134 .1	.3 .3 .4	2 10 4 6	36 72 68 <i>66</i>	. 1	.1 .5 .2
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		.8 2.7 .8 2.9 .8 3.1	183 274 247 231 190	1785 .8 1493 .8 2026 1.2 1758 1.1 1766 1.6	3.5 5.2 4.6 4.4	132 149 191 148 155 119	1239 1247 1671 1384 1385 1140	.6 .8 .6 .7	7.5 8.7 6.9 7.4
.5 51 262 .2 .8 .2 14 127 .1 .2 .4 23 174 .1 .4 .5 27 263 .1 .4 .4 29 207 .1 .5 .3 30 196 .1 .5	11 78 14 192 24 216 18 184	.1 .4 .2 .1 .2 .1 .4 .1 .3 .1 .2	23 6 15 25 17 23	284 79 263 225 213 277	.1 .3 .5	14 5 26 21 17	129 71 289 282 193 65	.1	1.0
3.1 165 1603 .7 2.6 4.2 248 1941 1.1 4.0 3.4 228 1777 1.0 3.5 3.4 207 1746 .9 3.3	163 1668 264 1916 1 216 1768 196 1690	.9 3.3 .8 3.1	161 183 228 180 188 221	2011 .8 2611 1.0 2054 .8 2148 .8	3.5 4.3 3.4 3.6	80	1132 1343	.4 .4 .3	4.4 4.5 3.3 3.8
.6 51 169 .2 .8 .6 47 188 .2 .8	55 285 22 123 29 154 35 199	.1 .6 .2 .9 .1 .3 .1 .4 .1 .6	30 32 15 31 27	258 111 190 189	1 .6 1 .3 1 .6 1 .5	14 2 16	144 31 132 86	.1	.7
3.3.3.	1 165 1603 .7 2.6 2 248 1941 1.1 4.0 4 228 1777 1.0 3.5 4 207 1746 .9 3.3 8 232 1886 1.0 3.7 5 30 182 .1 .5 9 77 251 .3 1.2 4 30 151 .1 .5 6 51 169 .2 .8 6 47 188 .2 .8	1 165 1603 .7 2.6 163 1668 2 248 1941 1.1 4.0 264 1916 4 228 1777 1.0 3.5 216 1768 4 207 1746 .9 3.3 196 1690 8 232 1886 1.0 3.7 228 1848 5 30 182 .1 .5 34 234 9 77 251 .3 1.2 55 285 4 30 151 .1 .5 22 123 6 51 169 .2 .8 29 154 6 47 188 .2 .8 35 199	1 165 1603 .7 2.6 163 1668 .7 2.6 2 248 1941 1.1 4.0 264 1916 1.1 4.1 4 228 1777 1.0 3.5 216 1768 .9 3.3 4 207 1746 .9 3.3 196 1690 .8 3.1 8 232 1886 1.0 3.7 228 1848 1.0 3.8 5 30 182 .1 .5 34 234 .1 .6 9 77 251 .3 1.2 55 285 2 .9 9 30 151 .1 .5 22 123 .1 .3 6 51 169 .2 .8 29 154 .1 .4 6 47 188 .2 .8 35 199 .1 .6	1 165 1603 .7 2.6 163 1668 .7 2.6 183 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 4 207 1746 .9 3.3 196 1690 .8 3.1 188 232 1886 1.0 3.7 228 1848 1.0 3.8 221 5 30 182 .1 .5 34 234 .1 .6 30 9 77 251 .3 1.2 55 285 .2 .9 32 4 30 151 .1 .5 22 123 .1 .3 15 6 51 169 .2 .8 29 154 .1 .4 31 6 47 188 .2 .8 35 199 .1 .6 27	1 165 1603 .7 2.6 163 1668 .7 2.6 183 2011 .8 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 2611 1.6 4 228 1777 1.0 3.5 216 1768 .9 3.3 180 2054 .8 8 232 1886 1.0 3.7 228 1848 1.0 3.8 221 2491 1.0 5 30 182 .1 .5 34 234 .1 .6 30 196 .9 77 251 .3 1.2 55 285 .2 .9 32 258 4 30 151 .1 .5 22 123 .1 .3 15 111 6 51 169 .2 .8 29 154 .1 .4 31 190 .6 6 47 188 .2 .8 35 199 .1 .6 27 189	1 165 1603 .7 2.6 163 1668 .7 2.6 183 2011 .8 3.5 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 2611 1.0 4.3 4 228 1777 1.0 3.5 216 1768 .9 3.3 180 2054 8 3.4 4 207 1746 .9 3.3 196 1690 .8 3.1 188 2148 .8 3.6 8 232 1886 1.0 3.7 228 1848 1.0 3.8 221 2491 1.0 4.2 5 30 182 .1 .5 34 234 .1 .6 30 196 .1 .6 9 77 251 .3 1.2 55 285 .2 .9 32 258 1 .6 4 30 151 .1 .5 22 123 .1 .3 15 111 .1 .3 6 51 169 .2 .8 29 154 .1 .4 31 190	1 165 1603 .7 2.6 163 1668 .7 2.6 183 2011 .8 3.5 87 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 2611 1.0 4.3 99 4 228 1777 1.0 3.5 216 1768 .9 3.3 180 2054 .8 3.4 72 4 207 1746 .9 3.3 196 1690 .8 3.1 188 2148 .8 3.6 80 232 1886 1.0 3.7 228 1848 1.0 3.8 221 2491 1.0 4.2 65 5 30 182 .1 .5 34 234 .1 .6 30 196 .1 .6 5 5 77 251 .3 1.2 55 285 .2 .9 32 258 .1 .6 14 4 30 151 .1 .5 22 123 .1 .3 15 111 .1 .3 2 5 166 47 188	1 165 1603 .7 2.6 163 1668 .7 2.6 183 2011 .8 3.5 87 1304 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 2611 1.0 4.3 99 1671 4 228 1777 1.0 3.5 216 1768 .9 3.3 180 2054 .8 3.4 72 1132 4 207 1746 .9 3.3 196 1690 .8 3.1 188 2148 .8 3.6 80 1343 8 232 1886 1.0 3.7 228 1848 1.0 3.8 221 2491 1.0 4.2 65 1179 5 30 182 .1 .5 34 234 .1 .6 30 196 .1 .6 5 35 9 77 251 .3 1.2 55 285 .2 .9 32 258 .1 .6 14 144 4 30 151 .1 .5 22 123 .1 .3 15 111 <td>1 165 1603 .7 2.6 163 1668 .7 2.6 183 2011 .8 3.5 87 1304 .4 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 2611 1.0 4.3 99 1671 .4 4 228 1777 1.0 3.5 216 1768 .9 3.3 180 2054 .8 3.4 72 1132 .3 4 207 1746 .9 3.3 196 1690 .8 3.1 188 2148 .8 3.6 80 1343 .4 232 1886 1.0 3.7 228 1848 1.0 3.8 221 2491 1.0 4.2 65 1179 .3 5 30 182 .1 .5 34 234 .1 .6 30 196 .1 .6 5 35 9 77 251 .3 1.2 55 285 .2</td>	1 165 1603 .7 2.6 163 1668 .7 2.6 183 2011 .8 3.5 87 1304 .4 2 248 1941 1.1 4.0 264 1916 1.1 4.1 228 2611 1.0 4.3 99 1671 .4 4 228 1777 1.0 3.5 216 1768 .9 3.3 180 2054 .8 3.4 72 1132 .3 4 207 1746 .9 3.3 196 1690 .8 3.1 188 2148 .8 3.6 80 1343 .4 232 1886 1.0 3.7 228 1848 1.0 3.8 221 2491 1.0 4.2 65 1179 .3 5 30 182 .1 .5 34 234 .1 .6 30 196 .1 .6 5 35 9 77 251 .3 1.2 55 285 .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.

9				_			0			sons			110							
	M	londay-9 6AM-1		у	, N	londay- 6AM-1				londay- 10AM-	Friday			Monday- 3PM-7		'	N	londay-l 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-BOOK WI '97	203 223 248 252 232 316	3555 3548 3490 3614 3552 3889	.9 1.0 1.1 1.1 1.0	4.8 5.2 5.6 5.6 5.3 7.5	254 250 264 278 262 323	1603 1735 1836 1876 1763 2017	1.1 1.1 1.1 1.2 1.1	3.9 3.9 4.2 4.1 5.1	231 262 322 319 284 348	1728 1825 1935 1876 1841 2041	1.0 1.1 1.4 1.2 1.5	4.0 4.2 5.0 4.9 4.5 5.8	239 269 256 285 262 411	1890 1907 1960 1967 1931 2404	1.0 1.2 1.1 1.2 1.1	4.7 5.1 4.8 5.3 5.0 7.9	150 183 211 206 188 299	1405 1478 1641 1627 1538 1920	.7 .8 .9 .9	7.4 9.2 9.6 9.6 9.0 15.0
WWDB-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	108 72 93 93 92 118	1772 1467 1867 1925 1758 2064	.5 .3 .4 .4	2.6 1.7 2.1 2.1 2.1 2.8	91 103 98 109 100 120	603 562 636 600 600 690	.4	1.4 1.6 1.6 1.7 1.6	201 150 162 140 163 196	899 734 790 742 791 920	.9 .7 .7 .6	3.5 2.4 2.5 2.2 2.7 3.3	113 62 116 166 114	696 512 800 1117 781 1199	.5 .3 .5 .7	2.2 1.2 2.2 3.1 2.2 3.7	49 20 39 32 35 34	375 312 461 439 397 464	.2 .1 .2 .1 .2	2.4 1.0 1.8 1.5 1.7
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3	18 34 60 **	**	. 1 ** **	† 2 **	26 9 **	**	**	3	5 24 ** ** 7	**	**	8 **	12 8 52 ** **	**	. 2 ** **	1	7 ** **	**	**
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	151 135 177 172 159 173	2187 2040 2446 2219 2223 2153	. 7 . 6 . 8 . 7 . 7	3.6 3.1 4.0 3.9 3.7 4.1	201 210 215 219 211 260	1253 1201 1325 1271 1263 1269	.9 .9 .9 .9	3.1 3.3 3.4 3.3 3.3 4.1	205 198 271 247 230 266	1222 1104 1344 1140 1203 1324	.9 .9 1.2 1.1 1.0	3.5 3.1 4.2 3.8 3.7 4.4	214 154 233 195 199 184	1524 1233 1548 1356 1415 1444	.9 .7 1.0 .8 .9	4.2 2.9 4.4 3.6 3.8 3.5	64 50 78 71 66 65	764 743 797 737 760 766	.3	3.2 2.5 3.5 3.3 3.1 3.3
+WXXM-FM WI '98 FA '97' SU '97' SP '97' 4-Book WI '97	130 97 65 55 87 69	3168 2307 1216 1166 1964 1389	.6 .4 .3 .2 .4	3.1 2.3 1.5 1.2 2.0 1.6	144 86 65 62 89 79	1414 945 529 506 849 655	.6 .4 .3 .3 .4	2.2 1.3 1.0 .9 1.4 1.3	180 138 108 88 129 115	1442 1037 498 453 <i>858</i> 626	.8 .6 .5 .4 .6	3.1 2.2 1.7 1.4 2.1 1.9	179 143 98 7 5 124 80	1981 1390 709 602 1171 753	.8 .6 .4 .3 .5	3.5 2.7 1.9 1.4 2.4 1.5	65 54 33 25 44 36	1157 870 338 315 670 421	.3 .2 .1 .1 .2 .2	3.2 2.7 1.5 1.2 2.2 1.8
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	343 410 349 422 381 354	5608 6556 6042 6027 6058 5777	1.5 1.8 1.5 1.8 1.7	8.2 9.5 7.9 9.4 8.8 8.4	1109 1150 1079 1155 1123 1089	4042 4237 3947 4041 4067 4050	4.7 5.0 4.9	17.1 18.0 17.3 17.6 17.5 17.3	430 537 396 582 486 403	2712 2981 2707 3002 2851 2581	1.9 2.3 1.7 2.5 2.1 1.7	7.4 8.5 6.2 9.0 7.8 6.7	235 290 250 380 289 284	2084 2274 2252 2768 2345 2283	1.0 1.3 1.1 1.6 1.3	4.6 5.5 4.7 7.1 5.5 5.4	75 77 89 105 87 84	1152 1153 1297 1333 1234 1137	.3	3.7 3.9 4.0 4.9 4.1 4.2
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	182 184 220 212 200 149	4120 3794 4414 4013 4085 3818	.8 1.0 .9 .9	4.3 4.3 5.0 4.7 4.6 3.5	215 245 234 279 243 194	1834 1864 1890 2010 1900 1660	.9 1.1 1.0 1.2 1.1	3.3 3.8 3.7 4.3 3.8 3.1	274 291 328 355 312 234	1833 1507 2075 1987 1851 1662	1.2 1.3 1.4 1.5 1.4	4.7 4.6 5.1 5.5 5.0 3.9	232 255 271 286 261 185	2093 1978 2606 2329 2252 1946	1.0 1.1 1.2 1.2 1.1	4.6 4.8 5.1 5.3 5.0 3.5	101 89 140 93 106 70	1357 1321 1619 1364 1415 1362	. 4 . 4 . 6 . 4 . 5 . 3	5.0 4.5 6.4 4.3 5.1 3.5
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20 21 22 28 23 24	543 561 467 604 544 559	. 1 . 1 . 1 . 1	.5556 5 6	27 34 31 37 32 31	211 246 170 277 226 254	.1 .1 .2 .1 .1	.4 .55 .56 .55	39 32 35 57 41 50	203 201 172 269 211 253	.2 .1 .2 .2 .2 .2 .2	.7 .5 .5 .9 .7	24 27 28 31 28 34	220 244 223 250 234 268	. 1 . 1 . 1 . 1 . 1	.5 .5 .5 .5 .6	8 8 12 10 10 7	197 100 133 198 157 176	. 1	. 4 . 4 . 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.

	N	londay-		у	K	londay-l	Friday			SONS Monday-	Friday	_	N	londay- 3PM-7			N	londay-F 7PM-M		119	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-10 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	46 49 36 27 40 29	1014 950 884 905 938 866	.2 .2 .1 .2	1.1 1.1 .8 .6 .9	52 67 37 34 48 46	422 399 332 350 376 298	.2 .3 .2 .1	.8 1.0 .6 .5 .7	55 66 63 41 56 52	428 391 385 369 <i>393</i> 329	.2.3	1.0 1.0 1.0 .6 .9	89 94 61 44 72 41	607 618 480 441 537 426	.4 .4 .3 .2 .3	1.8 1.8 1.2 .8 1.4	33 25 12 8 20 4	276 261 250 176 241 109	.1 .1 .1	1.6 1.3 .5 .4 1.0	arget Listener
+VLEV-FM W! '98 FA '97 SU '97 SP '97 4-Book WI '97	20 20 12 12 16 21	255 346 300 190 273 354	.1 .1 .1 .1	.5 .5 .3 .4 .5	17 15 13 18 16 20	114 102 105 95 104 155	.1 .1 .1 .1	.3 .2 .3 .3 .3	40 45 24 29 35 38	128 148 142 81 125 150	.2 .1 .1 .2 .2	.7 .4 .4 .6	28 31 15 12 22 26	115 138 210 89 138 207	.1 .1 .1 .1 .1	.6 .6 .3 .2 .4	9 7 4 1 5	91 112 86 34 81 117		.4 .4 .2 .3	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ** ** ** 3	15 17 ** ** 66	**	**	4 ** ** 4	15 ** ** 33	**	.1 ** ** **	1 1 ** ** **	8 9 ** ** 33	**	** ** **	1 ** ** **	7 8 ** ** **	**	** ** **	** ** **	** ** 9	**	**	- Persons
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	63 57 84 72 69 67	2170 1962 2537 2115 2196 1950	.3 .2 .4 .3 .3	1.6	77 68 74 87 77 84	909 829 884 884 877 743	.3 .3 .4	1.3	89 96 125 107 104 102	774 869 1076 1053 943 826	.4 .4 .5 .5	1.5 1.5 1.9 1.7 1.7	81 71 112 101 91 99	1062 1003 1449 1232 1187 1209	.4 .3 .5 .4 .4	1.6 1.3 2.1 1.9 1.7 1.9	37 29 42 47 39 30	694 724 822 726 742 547	.2 .2 .2 .1	1.8 1.5 1.9 2.2 1.9	s 18-49
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 9 2 6 7 3	151 75 130 134	. 1	.3 .2 .1 .2	8 13 2 7 8 3	118 70 32 64 71 49	.1	.1 .2 .1	21 19 3 15 15	133 86 24 55 75	.1	.4 .3 .2 .2	19 8 1 6 9 7	115 57 24 64 6 5	-1	.1	3 1 1 2 3	41 34 4 33 28 45		.1	: :
WSTW-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	22 ** 22 23 ** 35	987 792	**	.5 .5	24 *** 21 27 ** 53	273 ** 267 309 ** 344	.1	.4	39 ** 32 38 ** 75	309 ** 380 261 ** 295	.1	##	26 ** 33 34 ** 38	362 ** 434 419 ** 362	.1	.5 ** .6 .6 **	11 ** 10 7 ** 6	187 ** 230 188 **	**	.5 ** .5 .3 **	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4196 4295 4436 4466 434 7 4216	22430 22679 22649 22539	18.7 19.1 19.3 18.9	3	6489 6384 6245 6552 6418 6301	20301 19992 20273 20164	28.3 27.8 2.27.0 3.28.3 4.27.9 5.27.2		5775 6293 6432 6460 6240 6017	17720 18264 17903 17732 17452	27.4 27.8 27.9 27.1 26.0		5072 5260 5292 5358 5246 5231	19796 20 3 38 19991 19906 19827	22.9 22.9 23.1 22.8 22.6		2020 1990 2199 2153 2091 1987	13599 14260 14316 13947 13819	9.5 9.3 9.1 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.

1		_				11 6	, C	, <u>"</u>		sons			Stil						_	
	N	londay- 6AM-7	Friday 'PM	,		Weeke				Saturo 6AM-10	lay			Sature 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
KYW -AM W '98 4-Book	301 255	5374 5103	1.3	5.2 4.3	108 100	2401 2506	.5 .4	3.8 3.4	240 24 5	1055 1119	1.0	8.7 8.8	95 104	534 598	. 4 . 5	2.0	61 <i>67</i>	284 36 7	.3 . 3	1.8
VBEB-FM WI '98 4-Book	399 397	3345 3278	1.7	6.9 6.6	119 144	1903 1894	.5 .6	4.2 4.9	125 141	485 497	.5 .6	4.6 5.1	226 284	871 846	1.0	4.8 5.8	160 187	605 596	. 7 . 8	4.7 5.2
WDAS-AM WI '98 4-Book	48 38	353 292	. 2	.8 .6	48 40	470 387	.2	1.7	38 26	99 58	. 2	1.4	30 30	68 63	. 1	.6 .6	8 12	15 30	.1	. 2 . 3
WDAS-FM WI '98 4-Book	428 394	2782 2618	1.9	7.4 6.6	233 217	1920 1850	1.0	8.2 7.4	187 165	544 461	. 8 . 7	6.8 5.9	352 341	793 7 68	1.5 1.5	7.5 6.9	247 268	726 <i>670</i>	1.1	7.2 7.5
WHAT-AM WI '98 4-Book	33 34	277 251	. 1	.6 . 6	22 22	184 198	. 1 . 1	. 8 . 8	28 20	50 53	.1	1.0	46 39	94 83	. 2 . 2	1.0	18 20	65 58	.1	.5 .6
WIOQ-FM WI '98 4-Book	269 267	3811 3670	1.2	4.7 4.5	155 159	2490 2403	.7 .7	5.5 5.4	154 122	552 479	.7 .5	5.6 4.4	307 291	1082 1066	1.3 1.3	6.5 5.9	202 217	783 757	.9 1.0	5.9 6.0
WIP -AM WI '98 4-Book	255 257	2510 2481	1.1	4.4 4.3	72 83	1 202 1 300	.3 . 4	2.5 2.8	61 91	288 343	.3 .4	2.2 3.3	112 119	431 442	.5 .5	2.4 2.5	101 91	375 321	. 4 . 4	3.0 2.6
VJJZ-FM WI '98 4-Book	264 278	2184 2236	1.1	4.6 4.7	150 13 5	1746 1573	.7 .6	5.3 4.6	138 109	449 373	.6 .5	5.0 3.9	226 223	667 647	1.0	4.8 4. 5	183 175	568 510	. 8 . 8	5.4 4.9
WMGK-FM WI '98 4-Book	326 393	3774 4204	1.4	5.6 6.6	157 185	2374 2628	. 7	5.5 6.3	149 157	571 587	.6 .7	5.4 5.6	335 392	1035 1231	1.5 1.7	7.1 8.0	228 280	921 967	1.0	6.7 7.8
WMMR-FM WI '98 4-Book	276 358	3263 3734	1.2	4.8 6.0	134 148	2267 2289	.6 .6	4.7 5.0	134 158	484 554	.6 .7	4.9 5.6	229 286	945 1 002	1.0	4.9 5.8	166 187	707 712	. 7 . 8	4.9 5.2
VOGL-FM WI '98 4-Book	231 263	2639 2956	1.0	4.0 4.4	147 163	1680 1970	. 6 . 7	5.2 5.6	133 146	500 517	.6 .6	4.8 5.2	240 283	680 816	1.0	5.1 5.7	167 193	616 618	.7 .8	4.9 5.4
WPEN-AM WI '98 4-Book	27 22	294 254	.1	.5 .4	11 14	207 169	.1	. 4 . 5	21 11	63 36	.1	.8 .4	10 18	44 44	.1	. 2 . 4	10 16	39 3 7	.1	.3
+WPHI-FM WI '98 4-Book	177 193	2489 2436	.8 .8		129 139	1661 1643	.6 . 6	4.5 4.7	81 96	228 293	. 4 . 4		214 225	736 71 3	.9 1.0		213 198	643 578		6.2 5.5
WPHT-AM WI '98 4-Book	31 21	495 430	.1	.5 .4	14 13	242 254	. 1 . 1	.5 .4	12 12	54 41	.1	. 4 . 4	16 12	50 46	.1	.3 .2	9 12	35 3 7		.3
WPLY-FM WI '98 4-Book	160 197	2991 3200	. 7 . 9	2.8 3.3	88 104	1958 2009	. 4	3.1 3.5	72 75	332 372	.3 . 3	2.6 2.7	178 198	852 839	. 8 . 9	3.8 4.0	115 146	670 628	.5 .6	3.4 4.1
WURD-AM WI '98 4-800k	32 36	306 282	. 1	.6 . 6	20 22	153 174	. 1 . 1	.7 .8	21 25	41 59	. 1	.8 .9	56 49	136 111	. 2 . 2	1.2	9 17	37 49	.1	.3
WUSL-FM WI '98 4-Book	240 270	2842 2942		4.2 4.5	173 192	2153 2142	. 8 . 9	6.1 6.5	116 137	370 433	.5 .6	4.2 4.9	250 296	830 911	1.1	5.3 6.0	205 240	664 70 5	1.0	6.0 6.7
	** Static				* Liste															

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

2									Pers	sons	18-	49									=
1		londay- 6AM-7	Friday 'PM		21	Week			200	Saturo 6AM-10				Sature 10AM-	day 3PM			Saturo 3PM-7		***	-
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Idi
WVDB-FM WI '98 4-Book	140 129	1347 1349	.6 .6	2.4	93 65	838 764	. 4 . 3	3.3 2.2	119 78	284 216	.5 .3	4.3 2.8	73 52	231 162	.3 .2	1.5	87 47	169 110	. 4	2.5 1.3	arget LI
₩ JZ-AM WI '98 4-Book	1	12	**		1	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM WI '98 4-Book	207 215	1890 1917	.9 .9	3.6 3.6	111 122	1324 1344	.5 . 5	3.9 4.2	115 131	335 418	.5 .6	4.2 4.6	186 223	592 <i>660</i>	.8 1.0	3.9 4.5	149 155	472 48 5	.6	4.4 4.3	[
₩XXM-FM WI '98 4-Book	169 115	2707 1646	. 7 . 5	2.9 1.9	107 <i>66</i>	1901 1077	.5 . 3	3.8 2.3	88 63	317 239	. 4	3.2 2.3	169 119	746 439	.7 .5	3.6 2.5	186 88	844 400	.8 . 4		Stillates
WYSP-FM WI '98 4-Book	579 622	5087 5 266		10.0 10.4	103 151	1986 2429	. 4	3.6 5.2	104 126	387 426	. 5 . 6	3.8 4.5	214 230	850 843	.9 1.0	4.5 4.6	131 169	544 655	.6 .8	3.8 4.7	Ι.
WYXR-FM WI '98 4-Book	243 275	3249 3289	1.1		130 128	2300 2142	. 6 . 6	4.6 4.4	91 113	429 449	. 4 . 5	3.3 4.0	273 245	1064 <i>879</i>	1.2	5.8 4.9	164 176	669 675	.7 .8	4.8	CITOSTA I
WJBR-FM WI '98 4-Book	31 34	378 401	. 1	.5	10 12	202 237	.1	. 4	11 10	41 41		.4	15 21	54 82	.1	.3	12 17	69 64	. 1	. 4 . 5	T
VKXW-FM WI '98 4-Book	65 59	831 765	.3 . 3	1.1 1.0	23 20	407 350	.1	.8 .7	28 24	133 <i>87</i>	.1	1.0	33 37	122 121	.1	.7 .8	25 31	98 93	.1	.7	10-47
WLEV-FM Wl '98 4-Book	30 25	184 204		.5 .4	12 8	95 115		.4	4 7	16 13		.1	28 14	41 38	.1	.6 .3	16 10	33 3 5	.1	.5 .3	
WOR -AM WI '98 4-Book	1	15	**	**	1	15	**	**	2	8	**	.1	1	7	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	83 92	1703 1798			45 49	1067 1074	.2	1.6	36 31	157 159	.2	1.3	76 95	366 423	.3	1.6 1.9	62 69	328 366	.3 . 3	1.8 1.9	
WRDR-FM WI '98 4-Book	17 11	157 107			11 6			.4	6 4	22 12		. 2 . 2	30 13	61 34	1 .	.6 . 3	13 7	45 27	. 1	.4	
WSTW-FM WI '98 4-Book	30	640		.5 **	15 **	296	.1	.5	12 **	47 **	.1	.4	34 ##	121	.1	.7	28 **	168		.8 **	
TDTALS WI '98 4-Book	5777 5989				2838 2933		12.4		2743 2788		11.9		4715 4935		20.5		3419 3597		14.9		

^{**} 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.

Ĭ			_						Per:	sons	18	49			_		- 11		- II	
		Saturo 7PM-N			,	Sund 6AM-10				Sund 10AM-				Sund 3PM-7				Sund 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	39 38	268 266	. 2 . 2	1.9 1.7	232 206	1031 <i>958</i>		10.6 10.1	101 74	557 466	. 4 . 3	3.1 2.2	80 60	270 302	. 3 . 3	3.2 2.3	56 45	310 30 0	. 2	3.4 2.7
VBEB-FM WI '98 4-Book	62 81	355 369	.3	3.0 3.7	84 100	313 362	. 4 . 5	3.9 4.9	123 160	539 5 63	.5 .7	3.7 4.6	94 128	389 438	. 4 . 6	3.7 4.8	77 66	295 301	.3 . 3	4.7 4.0
WDAS-AM WI '98 4-Book	15 <i>9</i>	35 21	.1	.7 .4	152 116	316 259	.7 .5	7.0 5.6	99 82	295 220	. 4 . 4	3.0	38 33	89 80	. 2 . 2	1.5 1.2	10 14	42 32	.1	.6 .9
WDAS-FM W1 '98 4-Book	194 187	515 514	. 8 . 8	9.5 8.6	135 110	336 278	. 6 . 5	6.2 5.4	147 137	468 420	.6 .6	4.5 4.0	229 17 6	448 396	1.0	9.1 6.7	349 327	667 638		21.2 19.6
WHAT-AM WI '98 4-Book	13 <i>8</i>	38 25	.1	.6 .4	29 37	66 81	.1	1.3	25 31	64 97	.1	.8 .9	21 19	34 42	.1	. 8 . 7	5	15		. 3
WIOQ-FM WI '98 4-Book	129 158	681 618	.6 .7	6.3 7.3	63 54	257 216	. 3 . 2	2.9 2.6	164 171	774 726	. 7 . 8	5.0 5.0	123 1 35	514 523	.5 .6	4.9 5.0	82 101	422 410	. 4 . 4	5.0 6.0
WIP -AM WI '98 4-Book	28 54	128 191	. 1	1.4 2.5	75 61	200 208	. 3 . 3	3.4 3.0	83 103	299 406	. 4 . 5	2.5 3.0	81 101	245 332	. 4 . 5	3.2 3.8	38 45	155 208	. 2	2.3 2.7
₩JJZ-FM WI '98 4-Book	150 122	450 381	.7 .6	7.4 5.6	92 70	287 244	. 4	4.2 3.4	178 1 63	585 507	.8	5.4 4.8	134 128	398 369	.6 .6	5.3 4.8	90 80	309 263	. 4 . 4	5.5 4.8
WMGK-FM WI '98 4-Book	89 118	395 470	. 4 . 5	4.4 5.4	54 62	240 289	. 2 . 3	2.5 3.1	159 206	692 <i>827</i>	.7 .9	4.8 6.0	150 175	529 638	.7 .8	6.0 6.6	85 80	369 361	. 4 . 4	5.2 4.8
VMMR-FM WI '98 4-Book	101 <i>84</i>	341 364	. 4 . 4	5.0 3 .9	82 96	312 347	. 4 . 4	3.8 4.7	188 186	754 7 20	. 8 . 8	5.7 5.4	118 116	408 449	.5 .5	4.7 4.4	50 62	211 273	. 2 . 3	3.0 3.7
VOGL-FM WI '98 4-Book	93 119	342 389	. 4 . 5	4.6 5.5	165 144	440 416	.7	7.6 7.0	169 185	559 629	. 7 . 8	5.1 5.4	129 145	386 442	.6 .6	5.1 5.4	79 84	247 269	.3	4.8 5.0
WPEN-AM WI '98 4-Book	8	27		. 3	9 10	50 44	11	. 4 . 5	15 17	50 48	.1	.5 .5	7 17	22 43	. 1	.3 .6	15 11	41 29	.1	.9 .7
+WPHI-FM WI '98 4-Book	187 181	606 529	.8 .8	9.2 8.4	47 47	174 168	. 2 . 2	2.2 2.3	105 126	420 454	.5 . 6	3.2 3.7	107 144	380 437	.5 . 6	4.2 5.4	62 77	268 286	.3	
WPHT-AM WI '98 4-Book	7 11	16 43		.3 .5	19 15	52 54	.1	.9 .8	24 21	115 <i>93</i>	.1	.7 .6	5 11	26 55	.1	. 2 . 4	19 7	58 23	. 1	1.2
WPLY-FM WI '98 4-Book	53 71	308 372	.2 .3	2.6 3.2	40 40	226 218		1.8	104 127	606 618	.5 .6	3.1 3.7	86 111	426 496	. 4 . 5	3.4 4.1	45 54	347 320	. 2	
WURD-AM WI '98 4-Book	2	6		. 1	7 20	23 43	. 1	.3 1.0	41 36	89 88	. 2 . 2		23 21	48 52	. 1	.9 .8	3 8	11 18		. 2 . 5
VUSL-FM WI '98 4-Book	202 221	648 <i>653</i>		9.9 10.2	142 134	470 424	.6 . 6	6.5 6.5	220 208	745 <i>663</i>	1.0 .9		128 156	411 410	. 6 . 7	5.1 5.8	99 126	311 362	. 4	

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

				_					Pers	ons	18-	49									
1		Sature 7PM-N				Sunda 6AM-10				Sund:	ay BPM			Sunda 3PM-7				Sunda 7PM-M			1
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	Tar
WWDB-FM Wt '98: 4-800k	74 47	151 128	.3 .2	3.6 2.2	65 60	182 233	. 3 . 3	3.0 2.9	215 157	436 365	.9 .7	6.5 4.6	51 34	136 99	. 2	2.0	47 35	151 120	.2	2.9 2.1	get I
₩₩ JZ-AM ₩1 '98 4-Book	2 **	5 **	**	.1	ŔŔ	**	**	**	**	**	**	**	4	6 **	**	.2	**	**	**	**	istener
WXTU-FM WI '98 4-Book	52 52	268 253	. 2 . 2	2.5 2.4	72 94	331 336	.3	3.3 4.6	133 156	502 488	.6	4.0 4.6	120 116	358 363	.5 .5	4.8 4.4	63 52	260 218	.3	3.8 3.1	H
+\\XXM-FM \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	71 42	385 212	.3 .2	3.5 2.0	48 34	204 145	. 2	2.2	122 81	581 361	.5 .4	3.7 2.4	111 73	477 26 8	.5 .3	4.4 2.8	61 30	315 158	.3	3.7 1.8	stimates
WYSP-FM WI '98 4-Book	60 90	304 368	.3	2.9 4.1	47 54	189 197	. 2 . 2	2.2 2.7	105 254	625 963	.5 1.1	3.2 7.3	112 220	505 776	.5 1.0	4.4 8.3	48 60	182 288	. 2	2.9 3.6	ites -
WYXR-FM WI '98 4-Book	95 93	455 418	.4	4.7 4.2	54 61	263 267	.2	2.5 3.0	169 138	718 604	. 7	5.1 4.0	119 113	508 485	.5 .5	4.7	53 76	267 355	. 2	3.2 4.6	- Persons
WJBR-FM WI '98 4-Book	7	45 46		.3	11 9	52 46		.5	13 15	45 66	.1	. 4	7 9	45 45	. 1	.3	6 7	44 40		. 4	
WKXW-FM W1 '98 4-Book	19 11	103 50		.9 . 5	24 18	99 80	.1	1.1	24 24	121 102	.1	.7	29 1 5	91 <i>63</i>	.1	1.2 .6	7 3	44 25		.4	18-49
+WLEV-FM WI '98 4-Book	27 9	53 32	.1	1.3	8 5	17 25		. 4	3 7	36. 35		.1	7 7	35 41		.3 . 3	2	16 18		. 1	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	1	7	**	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	25 32			1.2	22 22	96 128	.1	1.0 1.1	77 64	344 311	.3 . 3	2.3 1.9	42 51	218 232	. 2	1.7 1.9	17 22	139 143	.1	1.0	
WRDR-FM WI '98 <i>4-Book</i>	15 5	36 13		.7	1 2	9 8		.1	9 7	30 22		.3 . 2	12 4	36 17	. 1	.5	2	8 6		.1	
WSTW-FM WI '98 4-Book	5	57 ##	**	.2	6	38	**	.3	15 **	67 **	.1	.5 **	14 **	60	. 1 **	.6 **	4 **	32 **	**	. 2 **	
TOTALS W! '98 4-800k	2040 2170				2179 2052				3303 3427		14.4		2518 2660		11.0		1644 1675				

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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.

										sons										
		fonday- 6AM-l	MID			fonday- 6AM-10	MAC	_		Monday- 10AM-	3PM			Monday- 3PM-7	PM	_	-	londay- 7PM-N	AID	
	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 . FA '97 : SU '97 SP '97 4-Book WI '97	187 148 148 158 160	5251 4938 5060 5211 5115 5851	1.0 .8 .8 .8	5.4 4.2 4.1 4.3 4.5 5.0	560 402 404 488 464 543	3772 3410 3402 3756 3585 4069	3.0 2.1 2.1 2.6 2.5 2.9	10.0 7.3 7.6 8.6 8.4 9.9	140 116 111 105 118 96	1568 1750 1557 1479 1589 1665	.7 .6 .6 .6	2.1 1.9 2.3	187 175 151 157 168 180	2325 2400 2366 2133 2306 2552	1.0 .9 .8 .8 .9	4.4 4.0 3.5 3.6 3.9 4.2	61 44 52 38 49 53	998 876 1029 858 940 1213	.3	4.1 3.1 3.3 2.4 3.2 3.7
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	218 244 225 213 225 251	3442 3428 3202 3158 3308 3437	1.2 1.3 1.2 1.1 1.2	6.3 6.9 6.2 5.7 6.3 7.2	332 321 297 298 312 317	1935 1957 1695 1883 1868 1766	1.8 1.7 1.6 1.6 1.7	5.9 5.8 5.6 5.7 5.8	424 465 450 378 429 485	1736 1766 1741 1659 1726 1760	2.3 2.5 2.4 2.0 2.3 2.6	8.7 8.7 8.4 6.9 8.2 9.6	256 301 263 274 274 322	1886 1884 1831 1926 1882 2096	1.4 1.6 1.4 1.5 1.5	6.1 6.9 6.1 6.2 6.3 7.4	61 68 56 78 66 75	816 931 907 1055 927 1060	.3	4.1 4.8 3.6 4.9 4.4 5.2
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	39 31 23 24 29 24	523 448 338 403 428 361	.2 .1 .1 .2	1.1 .9 .6 .6 .8	60 47 37 23 42 34	264 212 169 164 202 124	.3 .2 .1 .2	1.1 .9 .7 .4 .8	31 26 24 34 29 34	149 132 89 136 127 116	.2 .1 .2 .2 .2 .2	.6 .5 .6 .6	44 29 19 21 28 17	176 157 107 130 143 148	.2 .2 .1 .1 .2	1.0 .7 .4 .5 .7	21 18 4 5 12	129 129 55 78 98 52	.1 .1	1.4 1.3 .3 .3 .8
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	305 275 278 259 279 290	2677 2747 2566 2537 2632 2677	1.6 1.5 1.5 1.4 1.5	8.8 7.8 7.7 7.0 7.8 8.3	421 402 354 343 380 375	1743 1624 1429 1453 1562 1607	2.3 2.1 1.9 1.8 2.0 2.0	7.5 7.3 6.7 6.1 6.9 6.9	376 384 378 354 373 410	1463 1468 1382 1452 1441 1544	2.0 2.1 2.0 1.9 2.0 2.2	7.7 7.2 7.1 6.5 7.1 8.1	339 306 304 280 307 357	1686 1654 1580 1530 1613 1658	1.8 1.6 1.6 1.5 1.6	8.1 7.0 7.1 6.4 7.2 8.3	244 180 204 185 203 181	1240 1197 1267 1107 1203 1278	1.0 1.1 1.0 1.1	16.2 12.7 13.0 11.7 13.4 12.6
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	25 27 22 28 26 15	344 330 235 340 <i>312</i> 299	.1 .1 .1 .1 .1	.7 .8 .6 .8 .7	28 30 35 68 40	177 160 138 184 165 92	.1 .2 .2 .4 .2 .2	.5 .5 .7 1.2 .7	44 45 24 32 36 17	156 156 101 166 145 91	.2 .1 .2 .2	.9 .8 .5 .6 .7	26 33 23 17 2 5 8	145 120 108 106 120 70	.1 .2 .1 .1	.6 .8 .5 .4	6 7 13 9 9	56 71 61 83 <i>68</i> 41	. 1	.4 .5 .8 .6 .6
W100-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	155 117 154 131 139 151	3051 2655 3351 2712 2942 3098	.8 .6 .8 .7 .7	4.4 3.3 4.3 3.5 3.9 4.3	211 155 178 155 175 190	1522 1171 1331 1187 1303 1342	1.1 .8 .9 .8 .9	3.8 2.8 3.4 2.7 3.2 3.5	217 202 242 214 219 230	1524 1444 1693 1481 1536 1471	1.2 1.1 1.3 1.1 1.2 1.2	4.5 3.8 4.5 3.9 4.2 4.6	202 136 184 163 171 190	1770 1460 1748 1512 1623 1721	1.1 .7 1.0 .9 .9	4.8 3.1 4.3 3.7 4.0 4.4	71 50 62 54 59 78	1115 765 1071 855 952 1056	.4 .3 .3 .3 .3	4.7 3.5 3.9 3.4 3.9 5.4
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	153 157 155 144 152 148	2591 2578 2369 2606 2536 2886	.8 .8 .8	4.4 4.4 4.3 3.9 4.3 4.2	288 288 274 251 275 258	1477 1513 1547 1257 1449 1687	1.5 1.5 1.5 1.3 1.5	5.2 5.2 4.4 5.0	196 224 218 191 207 228	1175 1115 1270 1036 1149 1174	1.2 1.2 1.0 1.1	4.2 4.1 3.5 4.0	237 230 234 193 224 187	1552 1566 1616 1456 1548 1702	1.2 1.2 1.0 1.2	5.6 5.3 5.4 4.4 5.2 4.3	61 51 49 74 59 64	799 742 611 905 764 910	.3 .3 .4 .3	3.1 4.7 3.9
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	185 192 215 189 195 148	2599 2549 2620 2505 2568 2470	1.0 1.0 1.1 1.0 1.0	5.3 5.4 6.0 5.1 5.5 4.2	201- 203- 233- 199- 209- 154	1194 1246 1233 1250 1231 1039	1.1 1.1 1.2 1.1 1.1	3.6 3.7 4.4 3.5 3 .8 2.8	260 322 339 297 305 230	1113 1235 1373 1375 1274 1011	1.4 1.7 1.8 1.6 1.6	5.3 6.0 6.4 5.4 5.8 4.6	255 292 264 264 269 211	1518 1682 1552 1492 1561 1311	1.6 1.4 1.4 1.5	6.1 6.7 6.1 6.0 6.2 4.9	104 102 128 112 112 79	1005 1006 997 1016 1006 934	.6 .5 .7 .6	8.1 7.1 7.3
		on(s) not			* Lieta					± St-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.

							0		Pers	sons	25	-49			_						
	N	londay-9 6AM-l		у	, ,	Monday- 6AM-1				Monday- 10AM-:	Friday		M	londay- 3PM-7			N	londay-f 7PM-N			
	AQH (00)	Cume (00)	AQH Rg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	Tar
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-BOOK WI '97	211 246 258 250 241 230	3930 4201 4453 4272 4214 3849	1.1 1.3 1.4 1.3 1.3	6.1 6.9 7.1 6.7 6. 7	247 290 301 277 279 294	1731 2242 2120 2147 2060 1825	1.3 1.5 1.6 1.5 1.5	4.4 5.3 5.7 4.9 5.1 5.4	344 438 435 417 409 412	1957 2180 2450 2186 2193 1973	1.8 2.3 2.3 2.2 2.2	7.1 8.2 8.2 7.6 7.8 8.2	284 340 356 327 327 285	2455 2650 2846 2653 2651 2455	1.5 1.8 1.9 1.7 1.7	6.7 7.8 8.3 7.4 7.6 6.6	87 86 95 90 90 82	1229 1274 1384 1411 1325 1279	.5 .5 .5 .5	5.8 6.1 6.0 5.7 5.9 5.7	rget Listene
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	162 177 219 285 211 196	3093 3671 3700 3947 3603 3527	.9 1.2 1.5 1.1	4.6 5.0 6.1 7.7 5.9 5.6	237 269 280 439 306 265	1333 1939 1710 2165 1787 1758	1.3 1.4 1.5 2.3 1.6	4.2 4.9 5.3 7.7 5.5 4.8	274 287 413 504 370 351	1371 1792 1838 2115 1779	1.5 1.5 2.2 2.7 2.0 1.9	5.6 5.4 7.8 9.2 7.0 7.0	191 222 274 310 249 243	1787 2119 2136 2459 2125 2020	1.0 1.2 1.5 1.6 1.3	4.5 5.1 6.4 7.0 5.8 5.6	49 64 65 93 68 62	767 938 1024 1216 986 918	.3 .3 .5 .4	3.3 4.5 4.1 5.9 4.5 4.3	er Trends
WOGL-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	159 167 191 211 182 166	2953 3117 3669 3374 3278 3284	.8 .9 1.0 1.1 1.0	4.6 4.7 5.3 5.7 5.1 4.8	218 215 221 239 223 223	1372 1418 1752 1625 1542 1607	1.2 1.1 1.2 1.3 1.2	3.9 3.9 4.2 4.2 4.1 4.1	239 278 292 328 284 260	1268 1479 1933 1622 1576 1441	1.3 1.5 1.5 1.7 1.5	4.9 5.2 5.5 6.0 5.4 5.2	185 213 238 220 214 199	1645 1744 2221 1766 1844 1847	1.0 1.1 1.3 1.2 1.2	4.4 4.9 5.5 5.0 5.0 4.6	49 56 82 89 69 67	772 897 1059 1101 95 7 841	.3 .4 .5 .4	3.3 4.0 5.2 5.6 4.5 4.7	- Persons
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 13 17 11 13 18	319 316 290 294 305 332	.1 .1 .1 .1	.3 .4 .5 .3 .4	21 13 24 12 18 22	143 146 122 87 125 120	.1 .1 .1 .1 .1	.4 .2 .5 .2 .3	14 29 15 19 19	148 118 108 150 131 118	.1 .2 .1 .1	.3 .5 .3 .4 .4	14 15 14 11 14	145 121 105 108 120 113	.1 .1 .1 .1 .1	.3 .3 .2 .3	9 1 10 3 <i>6</i> 14	87 26 72 59 61 96	.1	.6 .2 .4	ıs 25-49
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	77 74 110 83 86 83	1563 1345 1621 1504 1508 1512	.4 .6 .4 .5	2.2 2.1 3.0 2.2 2.4 2.4	85 80 114 85 91 80	708 596 814 630 <i>687</i> 579	.5 .4 .6 .5	1.5 1.5 2.2 1.5 1.7	81 78 141 99 100 108	692 695 830 741 740 706	.4 .7 .5 .5	1.7 1.5 2.6 1.8 1.9 2.1	121 86 152 120 120 106	896 736 1023 903 890 867	.6 .5 .8 .6	2.9 2.0 3.5 2.7 2.8 2.5	48 67 83 68 <i>6</i> 7 52	515 575 766 674 633 506	.3 .4 .4 .4 .4	3.2 4.7 5.3 4.3 4.4 3.6	
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 8 18 19 17	615 400 666 765 612 475	.1 .1 .1	.6 .2 .5 .5	50 13 21 25 27 28	257 118 166 254 199 185	.3 .1 .1 .1 .2	.9 .2 .4 .5	21 10 14 22 17 12	235 67 183 180 166 120	.1 .1 .1 .1	.4 .2 .3 .4 .3	23 6 15 21 16 23	270 79 248 198 199 277	.1 .1 .1 .1	.5 .1 .5 .5 .5	14 5 25 19 16 5	119 71 281 254 181 65	.1	.9 .4 1.6 1.2 1.0	
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	67 81 117 89 89	2226 2354 2719 2291 2398 2603	.4 .6 .5 .5	2.3 3.2 2.4 2.5	119 109 177 142 137 163	1043 1074 1304 1159 1145 1245	.6 .9 .8 .7	2.0 3.3 2.5 2.5	68 103 171 131 118 154	698 1047 1202 991 <i>985</i> 1044	.4 .6 .9 .7	2.4	89 112 139 106 112 158	1032 1214 1608 1227 1270 1592	.5 .6 .7 .6	2.1 2.6 3.2 2.4 2.6 3.7	27 47 51 34 40 40	642 728 957 637 741 646	.1 .3 .3 .2 .2	1.8 3.3 3.2 2.1 2.6 2.8	
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	16 38 9 27 23	215 318 158 274 241 **	.1	.5 1.1 .2 .7 .6	21 77 22 50 43 **	115 241 102 163 155 **	.1 .4 .1 .3 .2	.4 1.4 .4 .9 .8	26 51 9 28 29 **	167 246 74 143 158	.1 .1 .1 ***	.5 1.0 .2 .5 .6 **	18 30 8 30 22 **	113 209 88 178 147	.1	.4 .7 .2 .7 .5	1 13 1 16 8 **	8 113 9 126 <i>64</i> **	.1	.1 .9 .1 1.0 .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.

						ı aı	8	CL	יוע	oic.	rrc	. I	116		13					
		5.0							Pers	sons	25	49								
	M	londay-9 6AM-1		/		londay-l 6AM-10			N.	londay-			N	londay- 3PM-7	Friday 'PM		N	londay-F 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	129 139 135 167 143 185	2214 2103 2198 2189 2176 2468	.7 .7 .7 .9 .8	3.7 3.9 3.7 4.5 4.0 5.3	171 177 151 209 177 205	1043 1041 1158 1201 1111 1329	.9 .8 1.1 .9	3.1 3.2 2.8 3.7 3.2 3.7	155 162 187 215 180 201	1045 1104 1185 1106 1110 1232	.8 .9 1.0 1.1 1.0	3.2 3.0 3.5 3.9 3.4 4.0	148 171 139 175 158 259	1081 1121 1185 1080 1117 1476	.8 .9 .7 .9	3.5 3.9 3.2 4.0 3.7 6.0	81 93 92 125 98 158	702 705 890 890 797 1084	.4 .5 .5 .7 .5	5.4 6.6 5.8 7.9 6.4 11.0
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	101 72 89 88 88	1687 1418 1757 1783 1661 1915	.5 .4 .5 .5	2.9 2.0 2.5 2.4 2.5 3.2	88 103 95 106 <i>98</i> 119	574 562 622 574 583 670	.5 .6 .5 .6 .6	1.6 1.9 1.8 1.9 1.8 2.2	184 150 154 136 156 184	848 724 746 680 750 879	1.0 .8 .8 .7 .8	3.8 2.8 2.9 2.5 3.0 3.6	99 61 113 151 106 186	655 502 750 1053 740 1130	.5 .6 .8 .6	2.4 1.4 2.6 3.4 2.5 4.3	47 20 36 30 33 32	345 302 423 429 37 5 425	.3 .1 .2 .2 .2 .2 .2	3.1 1.4 2.3 1.9 2.2 2.2
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ** **	13 34 53 ** **	**	**	1 2 **	26 9 **	**	**	1: ** **	17 ** ** 7	**	**	1 4 **	7 8 45 ** 7	**	.1 ** **	**	**	**	**
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	133 125 158 155 143 155	1860 1788 2070 1912 1908 1939	.7 .7 .8 .8	3.8 3.5 4.4 4.2 4.0 4.4	179 194 198 204 194 240	1099 1089 1174 1163 1131	1.0 1.0 1.1 1.1 1.1	3.2 3.5 3.7 3.6 3. 5 4.4	183 182 242 228 209 238	1008 994 1115 991 1027	1.0 1.0 1.3 1.2 1.1	3.8 3.4 4.5 4.2 4.0 4.7	194 140 209 181 181 168	1306 1082 1338 1189 1229 1318	1.0 .7 1.1 1.0 1.0	4.6 3.2 4.9 4.1 4.2 3.9	53 45 67 53 55 52	566 640 658 607 618 629	.3 .4 .3 .3	3.5 3.2 4.3 3.6 3.6
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	86 64 62 53 66 64	2076 1459 1112 1082 1432 1289	.5 .3 .3 .4	2.5 1.8 1.7 1.4 1.9	99 61 63 61 71 75	961 632 500 490 646 615	.5 .3 .3 .4	1.8 1.1 1.2 1.1 1.3	120 101 105 87 103 106	885 650 460 419 604 576	.6 .5 .6 .5	2.5 1.9 2.0 1.6 2.0 2.1	114 96 94 73 94 76	1295 828 635 578 834 716	.6 .5 .5 .4 .5	2.7 2.2 2.2 1.7 2.2 1.8	39 25 31 22 29 33	679 471 308 284 436 392	.2 .1 .2 .1 .2 .2 .2	2.6 1.8 2.0 1.4 2.0 2.3
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	274 316 266 327 296 271	4326 5146 4696 4513 4670 4500	1.7 1.4 1.7	7.9 8.9 7.4 8.8 8.3 7.8	924 925 850 912 903 891	3045 3067 3147	4.9 4.5 4.8 4.8	16.6 16.8 16.0 16.1 16.4 16.3	336 415 290 457 375 301	2027 2244 2063 2265 2150 1946	1.8 2.2 1.5 2.4 2.0 1.6	6.9 7.8 5.4 8.3 7.1 6.0	180 210 186 291 217 214	1508 1636 1626 2004 1694 1702	1.0 1.1 1.0 1.5 1.2		52 46 62 72 58 55	682 810 906 895 823 791	.3 .2 .3 .4 .3	3.5 3.3 3.9 4.5 3.8 3.8
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	163 151 170 176 165 128	2942 3424 3170 3198	.8 .9 .9	4.3 4.7 4.7 4.6	206 205 202 252 216 178		1.1 1.1 1.3 1.2	3.7 3.8 4.4 3.9	254 243 262 296 264 205	1221 1639 1567 1496	1.3 1.4 1.6	4.6 4.9 5.4 5.0	208 227 206 238 220 160	1787 1670 2109 1887 1863	1.2 1.1 1.3 1.2	5.2 4.8 5.4 5.1	74 53 86 62 <i>69</i> 45	1137 1006 10 00		3.7
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	18 19 20 24 20 20	476 404 471 440	.1	.5 .6 .6	26 33 28 35 31 26	228 155 219 19 7	.2 .1 .2 .2	.6	37 32 35 47 38 42	157 202 178	.2	.7 .9 .8	22 23 26 29 25 28		.1	.6	5 6 7 5 6	75 108 116 109		.3 .4 .4 .3 .4 .4
						l and acti							and call				Current :			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

							0		Pers	sons	25	49						V275.0	-		
	N	londay-9		у	k	londay-l 6AM-10		/		londay- 10AM-	Friday	_	٨	londay-l 3PM-7	Friday 'PM		N	onday-F 7PM-M	riday IID		
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	44 44 33 26 37 27	927 819 836 815 849 782	.2 .2 .2 .1	1.3 1.2 .9 .7 1.0	51 65 37, 32 46 46	395 371 332 323 355 298	.3 .3 .2 .2 .3	.9 1.2 .7 .6 .9	52 55 52 38 49 48	390 327 352 328 349 310	.3 .3 .2 .3	1.1 1.0 1.0 .7 1.0	87 78 56 43 66 38	571 513 456 422 491 391	.5	2.1 1.8 1.3 1.0 1.6	29 23 10 7 17 3	232 214 227 158 208 90	. 2	1.9 1.6 .6 .4 1.1	arget Listener
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	15 19 12 10 14 20	238 317 270 162 247 333	.1	.4 .5 .3 .4 .6	9 14 13 16 13	97 93 105 76 93 135	.1 .1 .1 .1	.2 .3 .2 .3 .3	26 45 24 26 30 38	111 129 134 72 112 150	.1 .2 .1 .1 .1	.5 8 .5 5 .8 .8	21 30 14 10 19 26	97 119 195 71 121 196	.1 .1 .1 .1 .1	.5 .7 .3 .2 .4	9 7 4 1 5	91 103 86 34 79 108		.6 .5 .3 .1 .4	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ** ** **	15 17 ** ** **	**	** ** ** .1	4 ** ** 4	15 ** ** 33	**	.1 ** ** .1	1 1 ** ** **	8 9 ** ** 33	**	**	1 ** ** **	7 8 ** ** **	**	** ** **	**	**	**	**	- Persons
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	43 41 51 42 44 42	1427 1472 1672 1220 1448 1161	.2 .3 .2 .2 .2	1.2 1.4 1.1 1.2	55 48 55 56 54 55	577 616 619 519 583 507	.3 .3 .3 .3	1.0 1.0 1.0	65 72 80 71 72 74	528 620 688 586 <i>606</i> 490	.3 .4 .4 .4 .4	1.3 1.4 1.5 1.3 1.4	60 58 66 63 <i>62</i> 62	686 736 928 721 768 705	.3	1.4 1.3 1.5 1.4 1.4	16 19 16 19 18	363 499 398 323 396 278	.1	1.1 1.3 1.0 1.2 1.2	s 25-49
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 9 2 6 7 3	172 138 75 130 129 109	.1	.3 .1 .2 .2	8 13 2 7 8 3	118 70 32 64 71 49	:1	.1	21 19 3 15 15	125 86 24 55 73 7	. 1 . 1 . 1	.4 .4 .1 .3 .3	19 8 1 6 9 7	115 57 24 64 65 67	. 1	.5 .2 .1 .2 .2	2 1 1 1 1 3	33 34 4 33 26 45		.1	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	15 *** 18 22 ** 33	562 ** 744 664 ** 639	.1	.4 ** .5 .6 **	18 ** 20 26 ** 52	218 ** 229 276 ** 310	.1 .1	.4 .5	28 *** 27 37 ** 74	233 *** 284 243 ** 259	.1	.6 ** .5 .7 **	20 ** 26 31 ** 37	265 ** 347 337 ** 323	.1 .2 .2 .2	.5 ** .6 .7 **	4 ** 6 7 ** 3	78 ** 146 174 ** 136	**	.3	
TOTALS W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	3485 3541 3612 3709 3587 3486	18260 18486 18482 18373	18.9 19.2 19.7 19.1		5583 5491 5302 5666 5511 5469	16880 16506 16883	29.3 28.1 30.1 29.3		4870 5328 5329 5477 5251 5042	14372 14896 14594 14434	28.5 28.3 29.1 28.0		4209 4341 4302 4404 4314 4323	15850 16128 16631 16310 16230 16253	23.2 22.8 23.4 23.0		1502 1414 1575 1587 1520 1433		7.6 8.4 8.4 8.1		

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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.

Ī	7					41 6				ons						_			_	
	N	londay-l 6AM-7				Weeke				Saturo 6AM-10	lay			Sature 10AM-				Saturd 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	284 240	4846 4673	1.5	5.8 4.8	101 94	2262 2351	. 5 . 5	4.3 3.9	226 231	1020 1 05 7	1.2	9.4 9.6	92 100	501 569	.5 .5	2.4 2.5	60 65	276 349	.3	2.2
WBEB-FM WI '98 4-Book	344 34 5	2872 2784	1.8	7.0 6.9	98 118	1624 1605	.5 .6	4.2 5.0	112 120	448 43 5	. 6 . 7	4.7 5.1	191 236	747 717	1.0 1.2	4.9 5.9	117 147	518 513	.6 .8	4.3 5.2
WDAS-AM WI '98 4-Book	44 3 3	315 257	. 2	.9 .7	41 35	414 350	.2	1.8	32 22	84 52	. 2	1.3	26 28	61 55	.1	.7 .7	8 11	15 27	.1	.3
VDAS-FM WI '98 4-Book	379 355	2399 2263	2.0 1.9	7.8 7.1	213 195	1642 1594	1.1	9.2 8.2	171 145	487 416	. 9 . 8	7.1 6.1	322 312	739 <i>697</i>	1.7	8.3 7.7	238 249	670 619	1.3	8.8 8.8
WHAT-AM WI '98 4-Book	33 34	277 239	.2	.7 .7	22 21	184 190	.1	.9 .9	28 19	50 52	. 1	1.2	46 38	94 81	. 2 . 2	1.2	18 19	65 55	.1	.7 .7
VIOQ−FM ∀I '98 4-Book	211 191	2566 2435	1.1	4.3 3.8	113 103	1680 1536	. 6 . 6	4.9 4.3	136 89	422 325	.7 .5	5.7 3.7	243 198	815 <i>692</i>	1.3	6.2 4.9	144 142	509 479	. 8 . 8	5.3 4.9
WIP -AM WI '98 4-Book	237 233	2295 2178	1.3 1.3	4.9 4.6	64 72	1 105 1140	.3	2.8 3.0	58 82	271 312	.3	2.4 3.5	106 102	409 392	.6 .6	2.7	90 80	346 288	.5 .4	3.3
₩JJZ-FM ₩1 '98 4-Book	241 264	2008 209 1	1.3	4.9 5.2	140 128	1576 1472	.7	6.0 5.4	132 106	431 362	.7 .6	5.5 4.4	208 204	637 613	1.1	5.3 5.0	162 165	508 481	.9 . 9	6.0 5.8
WMGK-FM WI '98 4-Book	296 343	3268 3579	1.6 1.8	6.1 6.8	143 162	2086 2257	.8 .9	6.2 6.8	141 145	530 537	.8 . 8	5.9 6.1	312 346	932 1078		8.0 8.5	204 241	811 832	1.1	7.5 8.4
VMMR-FM ₩ '98 4-Book	237 313	2537 3026	1.3 1.7	4.9 6.2	106 126	1777 1871	.6 .7	4.6 5.3	110 134	417 470	.6 .7		169 244	752 83 5			125 1 52	565 582	.7	4.6 5.3
WOGL-FM WI '98 4-Book	216 244	2356 2653	1.2	4.4 4.8	135 1 50	1503 1772	.7	5.8 6.2	126 135	480 480	.7		225 258	639 747			144 176	539 563	.8 1.0	5.3 6.1
WPEN-AM WI '98 4-Book	16 17	261 233	.1	.3	7 11	195 150		.3 .5	10 9	51 31	.1		4 14			.1	5 12		.1	.2
+WPHI-FM WI '98 4-Book	95 103	1312 1266	.5 .5		63 68	863 838	.3		37 50	135 162							107 94			3.9 3.3
₩PHT-AM ₩ '98 4-Book	31 20	469 397	.2	.6 .4	13 12	232 243	.1	.6 .5	12 12	54 41			16 11		1		9 10			.3
WPLY-FM WI '98 4-Book	90 122				55 63	1184 1226	.3	2.4	62 55	247 2 57	.3		117 125				66 82			2.4
WURD-AM WI '98 4-Book	22 31	206 224			15 18	114 141		.6 .8	14 21	23 48			4.4 37				5 15			. 2
₩USL-FM ₩ '98 <i>4-Book</i>	158 172				109 119	1309 1289			65 86		1	2.7 3.6	169 183							
		on(s) no			* List					+ Sta							current			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

									Pers	sons	25	49							-6		
	'	Monday- 6AM-1	Friday 7PM	/		Weeke 6AM-N				Saturo 6AM-10				Saturo 10AM-				Saturd 3PM-7	lay PM		-
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	[ar
₩DB-FM WI 1981 4-Book	128 1 23	1288 1278	.7	2.6 2.4	89 62	794 724	.5 .3	3.8 2.6	109 75	267 211	. 6 . 4	4.6 3.2	71 52	214 157	. 4	1.8	81 44	157 103	. 4	3.0 1.6	arget Li
∀∀JZ-AM ₩1 '98 4-Book	**	7 **	**	**	**	6 **	**	**	**	**		**	**	**	**	**	**	**	**	**	istener
WXTU∼FM WI '98 4-Book	185 196	1605 1657	1.0 1.1	3.8 3.9	95 1 09	1104 1177	.5 .6	4.1 4.6	111 121	300 377	.6 . 6	4.6 5.0	167 203	511 589	.9	4.3 5.0	120 1 34	372 428	. 6 . 7	4.4 4.7	I
+WXXM-FM WI '98 4-Book	112 90	1738 1179	.6 .5	2.3 1.8	72 48	1232 754	. 4 . 3	3.1 2.1	68 52	246 1 93	. 4 . 3	2.8 2.2	122 88	540 325	. 7 . 5	3.1 2.2	140 <i>62</i>	576 271	. 7	5.2 2.3	stimates
WYSP-FM Wi '98 4-Book	469 489	3969 4026	2.5 2.6	9.6 9.7	75 112	1362 1815	. 4 . 6	3.2 4.7	93 98	315 329	.5 .5	3.9 4.1	159 177	629 6 55	. 8 . 9	4.1 4.4	89 125	351 464	. 5 . 7	3.3 4.3	ites –
WYXR-FM Wi '98 4-Book	225 236	2718 2670		4.6 4.7	113 105	1908 1696	.6 . <i>6</i>	4.9 4.4	88 104	411 409	.5 .6	3.7 4.3	242 209	940 738	1.3	6.2 5.2	140 143	542 5 61	. 7 . 8	5.2 5.0	- Persons
WJBR-FM W1 '98 4-Book	29 32	315 337	. 2 . 2	. 6 . 6	8 10	155 197	.1	.3	11 10	41 37	. 1	.5 .4	15 20	54 73	.1	. 4 . 5	12 13	58 50	. 1	. 4 . 4	ons 2
WKXW-FM WI '98 4-Book	62 54	766 <i>693</i>	.3 . 3	1.3 1.1	20 1 9	372 326	.1	.9 . 8	28 22	126 <i>81</i>	.1	1.2	30 36	104 117	2	.8 .9	18 29	78 86	. 1 . 2	.7 1.1	5-49
+WLEV-FM WI '98 <i>4-Boo</i> k	19 21	167 183	.1	. 4 . 4	12 7	95 1 04	.1	.5 . 3	4 7	16 13		. 2 . 3	28 14	41 36	. 1	.7 .4	16 <i>9</i>	33 30	. 1	.6 . 3	
WOR -AM WI '98 4-Book	11	15 **	**	**	1	15	**	**	2	8	**	.1	1	7 **	**	**	**	**	**	**	
WPST-FM W1 '98 4-Book	60 63	1119 1189	.3 . 3	1.2 1.3	32 29	702 681	. 2 . 2	1.4	29 1 9	116 100	. 2	1.2 .8	48 57	223 263	. 3 . 3	1.2	44 43	230 239	. 2		
VRDR-FM WI '98 4-Book	17 11	149 105			11 6	101 <i>63</i>	. 1	.5 .3	6 4	22 1 2		.3 . 2	30 13	61 34		.8 .3	13 7	45 27	. 1	.5 .3	
₩STW-FM W1 '98 4-Book	22	486	. 1	.5 **	8 **	205	**	.3	5 **	30 **	**	. 2 **	19 **	79 **	. 1	.5 **	13 **	110	.1	.5 **	
TOTALS WI '98 4-Boo k	4885 5042				2323 2382		12.4		2394 2398		12.8		3891 4044		20.8		2709 2852		14.5 15.2		

^{**} 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.

		- X -			F-12	116			Pers	ons	25	-49								
		Sature 7PM-I				Sund 6AM-10				Sund 10AM-				Sund 3PM-7		- 2		Sund: 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	33 36	259 261	. 2 . 2	2.2 2.2	216 192	965 8 98		11.2 10.7	97 69	527 437	.5 .4	3.5 2.4	77 55	252 282	. 4 . 3	3.7 2.6	44 40	263 275	. 2	3.5 3.0
WBEB-FM WI '98 4-Book	51 62	292 289	.3	3.4 3.9	64 85	267 325	. 3	3.3 4.8	107 137	476 485	.6	3.9 4.8	78 1 0 5	342 368	.4	3.8 5.0	60 52	213 231	.3 . 3	4.8 4.0
VDAS-AM WI '98 4-Book	9 8	27 19		.6 .5	137 102	294 233	.7	7.1 5.7	82 7 3	254 195	. 4 . 4	3.0 2.6	36 31	81 74	.2 . 2	1.7 1.5	10 13	42 30	.1	1.0
WDAS-FM WI '98 4-Book	177 160	437 434		11.8 10.0	128 99	310 257	.7	6.7 5.5	133 120	419 372	.7 .6	4.8 4.2	213 155	425 352	1.1	10.3 7.4	305 293	548 558		24.3 22. 7
WHAT-AM WI '98 4-Book	13 <i>8</i>	38 25	.1	.9 .5	29 36	66 78	. 2	1.5 2.0	25 31	64 94	. 1 . 2	.9 1.1	21 17	34 40	.1	1.0	5	13		. 4
WIOQ-FM WI '98 <i>4-Book</i>	66 81	350 333	. 4 . 5	4.4 5.1	51 41	183 154	.3	2.7 2.3	119 111	517 471	. 6 . 6	4.3 3.9	81 80	332 313	. 4 . 4	3.9 3.7	53 66	302 266	.3	4.2 5.0
WIP -AM WI '98 4-Book	24 42	102 154	.1	1.6 2.6	66 55	176 191	. 4	3.4 3.1	80 89	291 360	. 4 . 5	2.9 3.1	62 87	211 296	.3 .5	3.0 4.2	27 36	115 177	. 1	2.2 2.8
₩ JJZ-FM ₩I '98 4-Book	144 118	435 370	.8	9.6 7.4	91 68	276 234	.5	4.7 3.7	168 152	538 472	. 9 . 8	6.1 5.4	120 124	373 3 57	.6 .7	5.8 5.8	85 79	295 260	.5 .4	6.8 6.0
WMGK-FM WI '98 <i>4-Boo</i> k	78 99	344 392	. 4	5.2 6.1	48 58	220 261	.3 . 3	2.5 3.3	141 181	614 728	.8 1.0	5.1 6.4	139 146	455 541	.7	6.7 6.9	72 66	304 306	. 4	5.7 5.1
WMMR-FM WI '98 4-Book	78 68	256 272	. 4 . 4	5.2 4.2	67 87	264 317	. 4	3.5 4.9	151 162	597 619	. 8 . 8	5.4 5.7	97 101	348 389	.5 .5	4.7 4.7	42 5 3	196 231	. 2 . 3	3.4 4.0
WOGL-FM WI '98 4-Book	82 108	294 345	. 4 . 6	5.5 6.7	158 1 34	412 387	.8	8.2 7.5	165 170	534 566	.9 .9	5.9 6.0	116 135	353 409	.6	5.6 6.3	63 75	197 232	.3 .4	5.0 5.8
WPEN-AM WI '98 4-Book	7	25	.1	.4	9 10	50 44	.1	.5 . 6	15 13	50 41	.1	.5 .5	10	10 32		.5	15 11	41 29	.1	1.2
+WPHI-FM WI '98 4-Book	81 <i>87</i>	256 241	. 4 . 5		22 25	94 81	. 1	1.1	63 61	236 223	. 3 . 3	2.3 2.1	52 62	198 187			37 36	118 128	. 2 . 2	3.0 2.9
WPHT-AM WI '98 4-Book	3 8	7 39		.2	19 15	52 54	.1	1.0	24 20	115 89	.1	.9 .7	5 11	26 53		.2	13 6	49 20	. 1	1.0
WPLY-FM WI '98 4-Book	30 33	181 186	.2		32 28	150 138	. 2	1.7	61 77	341 382	.3		53 68	270 307			15 28	130 153		
WURD-AM WI '98 4-Book	2	4		.1	3 16	12 3 5	. 1	. 2 . 9	32 28	57 72	. 2 . 2		18 16	37 44	.1		5	12		. 4
WUSL-FM WI '98 4-Book	103 1 34	305 346		6.9 8.4	101 92	358 298	.5 .5	5.2 5.1	151 142	510 43 5	.8 .8		80 94	230 236			62 7 0	169 182		4.9 5.3
	** Statio	(-)						÷	ed for				111				current a			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Pers	sons	25	-49									
		Sature 7PM-I		- Carl	4_5_	Sund 6AM-10				Sund 10AM-	av			Sund: 3PM-7	ay PM		u	Sunda 7PM-N		. I	
	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	T d I
WWDB-FM W1 '98 4-Book	73 45	144 122	. 4 . 3		65 59	182 218	.3	3.4 3.3	204 147	417 342	1.1		51 32	136 90	.3	2.5 1.5	47 34	151 116	.3	3.8 2.6	arger L
WWJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	4	6	**	. 2 **	**	**	**	**	raitaier
WXTU-FM WI '98 4-Book	40 43	210 210	. 2 . 2	2.7 2.7	59 82	270 286	.3	3.1 4.7	120 143	431 430	. 6 . 8	4.3 5.0	103 103	295 320	.6 . 6	5.0 4.9	43 42	180 177	. 2	3.4 3.2	Į.
WXXM-FM WI '98 4-Book	36 27	218 131	.2	2.4 1.8	32 26	146 111	.2	1.7 1.4	78 62	378 266	. 4 . 3	2.8 2.2	75 52	310 178	. 4	3.6 2.5	27 16	155 87	.1	2.2	Summer
WYSP-FM WI '98 4-Book	39 54	164 232	. 2 . 3	2.6 3.3	41 3 9	141 143	.2	2.1 2.1	59 1 97	378 735	.3	2.1 6.8	85 168	351 586	.5 .9	4.1 8.1	36 37	137 195	. 2	2.9 2.8	וובא -
₩YXR-FM ₩I '98 4-Book	71 64	329 308	. 4 . 4	4.7 4.0	54 53	256 226	.3 .3	2.8 3.0	147 117	639 517	.8	5.3 4.1	110 93	442 392	. 6 . 5	5.3 4.4	38 47	192 234	.2	3.0 3 .7	١, ١
₩JBR-FM ₩1 '98 4-Book	2 5	19 31		. 1	8 7	44 39		.4	9 12	34 51	.1	.3 .4	6	34 33		.3 .4	3 6	27 34		. 2	I CISOTIS
WKXW-FM WI '98 4-Book	17 11	83 45	.1	1.1	24 18	99 80	. 1	1.2	23 23	111 92	.1	. 8 . 8	20 13	73 56	.1	1.0	6 3	34 22		.5	77
WLEV-FM WI '98 4-Book	27 9	53 29	. 1	1.8 . 6	8	17 18		. 4 . 2	3 6	36 30		.1	7 7	35 41		.3 . 3	2	16 18		. 2 . 4	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	1	7 **	**	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4~Book	10 15	80 98	.1 .1	.7 .9	20 14	75 82	. 1	1.0	62 44	239 204	.3 .2	2.2 1.6	30 29	125 144	.2	1.4	9 12	69 72		. 7 . 9	
WRDR-FM WI '98 4-Book	15 5	36 1 3	.1	1.0 . 3	1 2	9. 8		.1	9	30 22		.3 .2	12 4	36 14	. 1	.6 . 2	2	8 6		. 2 . 2	
WSTW-FM W1 '98 4-Book	3	40 **	**	. 2 **	6	31 **	**	.3	11 **	41 **	.1	. 4 **	8	34	**	. 4 **	2 **	25 **	**	.2	
TOTALS WI '98	1495	4685	8.0		1924	5703	10.3		2775	7995	14 8		2072	5642	11 1		1253	3878	6.7		

^{**} 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.

										sons										
	_	londay-9 6AM-1	MID			6AM-10	MAC		-	londay-f	BPM	-	-	londay- 3PM-7	РМ			7PM-N	AID .	AQH
ļ	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	225 201 189 201 204 233	6263 6117 6121 6160 6165 7018	1.0 .9 .9 .9	5.6 4.9 4.6 4.8 5.0	659 534 501 607 575 704	4485 4210 4180 4464 4335 4937	3.0 2.5 2.3 2.8 2.7 3.3	10.2 8.4 8.3 9.3 9.1	166 151 151 136 151 144	1911 2097 1978 1838 1956 2081	.8 .7 .7 .6 .7	3.0 2.5 2.5 2.2 2.6 2.5	230 242 193 199 216 231	2740 3059 2918 2568 2821 3098	1.1 1.1 .9 .9	4.8 4.8 4.0 4.0 4.4 4.7	76 64 71 53 66 74	1184 1180 1220 1037 1155 1521	.4 .3 .3 .2 .3	4.5 3.8 4.0 3.0 3.8 4.6
WBEB-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	264 295 265 269 273 284	4063 3991 3738 3723 3879 3855	1.2 1.4 1.2 1.2 1.3	6.6 7.1 6.5 6.4 6.7 7.1	399 394 347 381 380 362	2280 2297 1923 2244 2186 2028	1.8 1.8 1.6 1.8 1.8	6.1 6.2 5.7 5.8 6.0 5.7	515 567 526 498 527 559	2138 2080 2057 1965 2060 1972	2.4 2.6 2.4 2.3 2.4 2.6	9.2 9.3 8.7 8.1 8.8 9.7	306 355 318 343 331 370	2267 2266 2153 2319 2251 2384	1.4 1.6 1.5 1.6 1.7	6.3 7.0 6.6 6.8 6.7 7.5	72 84 66 90 78 77	968 1066 1059 1191 1071 1100	.3 .4 .3 .4 .4	4.2 5.0 3.7 5.0 4.5 4.8
WDAS-AM W1 '98 FA '97 ' SU '97 ' SP '97 4-Book W1 '97	50 42 31 42 41 30	607 531 441 512 523 437	.2 .1 .2 .2 .1	1.2 1.0 .8 1.0 1.0	76 71 44 52 61 45	292 275 207 241 254 178	.4 .3 .2 .2 .3 .2	1.2 1.1 .7 .8 1.0	45 41 39 59 46 41	190 183 131 208 178 146	.2 .2 .3 .2 .2	.8 .7 .6 1.0 .8	60 44 23 34 40 19	224 209 138 165 184 164	.3 .2 .1 .2 .2	1.2 .9 .5 .7 .8	25 18 5 10 15 6	172 142 62 106 121 52	.1 .1	1.5 1.1 .3 .6 .9
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	345 313 314 289 315 319	3016 3046 2846 2844 2938 2968	1.4 1.5 1.3 1.5	8.6 7.6 7.7 6.8 7.7 8.0	497 465 409 391 441 429	2006 1798 1592 1641 1759 1819	2.3 2.2 1.9 1.8 2.1 2.0	7.7 7.3 6.8 6.0 7.0 6.8	409 429 420 383 410 447	1603 1631 1514 1602 1588 1662	1.9 2.0 1.9 1.8 1.9 2.1	7.3 7.0 7.0 6.2 6.9 7.8	367 349 343 316 344 394	1852 1840 1734 1687 1778 1849	1.7 1.6 1.6 1.5 1.6	7.6 6.9 7.1 6.3 7.0 8.0	275 201 235 202 228 190	1323 1428 1242 1358	.9 1.1 .9	16.1 12.0 13.2 11.3 13.2
WHAT-AM W '98 FA '97 SU '97 SP '97 4-800k W '97	30 35 23 43 33 29	421 399 281 432 383 426	.1 .2 .2	.7 .8 .6 1.0 .8	32 47 35 88 51 65	199 218 138 230 196 160	.1 .2 .2 .4 .2	.5 .7 .6 1.3 .8	54 54 24 48 45 33	200 190 120 198 177 145	.2 .1 .2 .2 .2	1.0 .9 .4 .8	30 38 24 31 31 22	158 152 119 147 144 126	.1 .1 .1	.6 .8 .5 .6	6 10 14 19 12 8	98 68 113 84	.1	.4 .6 .8 1.1 .7
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	164 122 160 135 145	3230 2775 3504 2840 3087 3248	.6 .7 .6	3.9 3.2 3.6	225 164 180 162 183 195	1633 1219 1377 1255 1371 1397	1.0 .8 .8 .7 .8	3.5 2.6 3.0 2.5 2.9 3.1	232 205 248 220 226 235	1587 1485 1747 1548 1592		4.1 3.4 4.1 3.6 3.8 4.1	219 143 19 7 168 182 197	1890 1513 1818 1588 1702 1770	.7 .9 .8	2.8 4.1 3.4 3.7	73 53 64 55 61 82	791 1107 876 <i>976</i>	.2 .3 .3	4.3 3.2 3.6 3.1 3.6 5.1
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	177 177 174 164 173 169	2952 29 0 0	.8 .8 .8	4.3 4.2 3.9 4.2	339 331 322 289 320 304	1744 1742 1855 1494 1709	1.5 1.5 1.3	5.3 4.4 5.0	225 248 240 203 229 254	1375 1219 1466 1152 1303 1312	1.1 1.1 .9 1.0	4.1 4.0 3.3 3 .9	274 260 256 225 254 208	1848 1804 1806 1662 1780	1.2 1.2 1.0	5.2 5.3 4.5 5.2	66 58 53 81 <i>65</i>	843 712 1018 867	.3	3.5 3.0 4.5 3. 7
WJJZ-FM W1 '98 FA '97 SU '97 SP '97	236 224 247 215 231	2914 3043 2901	1.0 1.1 1.0	5.4 6.0 5.1 5.6	239 253	1494 1404 1425 1461 1446 1324	1.1	3.6 4.5 3.7 4.0	347 372 397 332 362 311	1373 1398 1616 1565 1488 1300	1.7 1.8 1.5 1.7	6.1 6.6 5.4 6.1	321 341 293 293 312 276	1855 1898 1828 1735 1829	1.6 1.4 1.4	6.8 6.1 5.8 6.4	124 121 146 129 130	1123 1153 1165 1162	.6 .7 .6	7.2 8.2 7.2 7.5

^{**} 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.

							O		Per	sons	25	-54								
	N	londay- 6AM-		у		londay- 6AM-1		/		Monday- 10AM-	Friday			Monday- 3PM-7			٨	londay- 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
₩MGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	227 264 266 260 254 240	4182 4383 4630 4455 4413 4001	1.2	5.6 6.4 6.5 6.2 6.0	268 300 311 289 292 307	1861 2325 2177 2250 2153 1888	1.2 1.4 1.3 1.3	5.1	376 455 452 438 430 426	2100 2272 2548 2310 2308 2034	2.1 2.1	6.7 7.5 7.5 7.1 7.2 7.4	304 365 363 340 343 303	2625 2764 2927 2771 2772 2545	1.4 1.7 1.7 1.6 1.6	6.3 7.2 7.5 6.8 7.0 6.1	89 106 95 92 <i>96</i> 83	1300 1344 1408 1449 1375 1323	.4	5.2 6.3 5.3 5.1 5.5 5.2
WMMR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	170 190 221 289 218 206	3216 3868 3762 4107 3738 3680	.8 .9 1.0 1.3 1.0	5.3	254 289 284 442 317 288	1419 2029 1725 2217 1848 1862	1.2 1.3 1.3 2.0 1.5	3.9 4.5 4.7 6.8 5.0 4.5	283 314 415 509 380 364	1388 1876 1870 2175 1827 1822	1.3 1.5 1.9 2.4 1.8	5.0 5.1 6.9 8.3 6.3	200 237 276 315 257 255	1849 2222 2175 2539 2196 2093	.9 1.1 1.3 1.5 1.2	4.1 4.7 5.7 6.3 5.2 5.2	51 66 65 94 <i>69</i> 64	780 974 1032 1251 1009 966	.2 .3 .4 .3	3.0 3.9 3.7 5.2 4.0 4.0
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	221 253 256 278 252 220	3827 4204 4712 4318 4265 4205	1.0 1.2 1.2 1.3 1.2	5.5 6.1 6.2 6.6 6.1 5.5	302 326 311 315 314 290	1879 2018 2271 2051 2055 2129	1.4 1.5 1.4 1.5 1.5	4.7 5.1 5.1 4.8 4.9 4.6	328 393 400 433 <i>389</i> 331	1711 2001 2569 2010 2073 1782	1.5 1.8 1.9 2.0 1.8 1.5	5.8 6.4 6.6 7.0 6.5 5.7	260 304 308 306 295 264	2109 2397 2858 2399 2441 2321	1.2 1.4 1.4 1.4 1.4	5.4 6.0 6.4 6.1 6.0 5.3	67 94 104 108 93 87	1020 1264 1398 1401 1271 1093	.3 .4 .5 .5	6.0 5.3
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	19 19 41 18 24 28	424 448 554 456 471 511	.1 .1 .2 .1 .1	.5 .5 1.0 .4 .6	44 25 54 26 37 42	217 226 260 165 217 212	.2	.7 .4 .9 .4 .6	24 31 44 25 31 30	209 162 236 227 209 205	.1 .2 .1 .1	.4 .5 .7 .4 .5 .5	19 20 43 21 26 25	201 183 246 174 201 219	.1 .1 .2 .1 .1	. 4 . 4 . 9 . 4 . 5	10 5 28 5 12 17	104 58 156 100 105 119	.1	.6 .3 1.6 .3 .7
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	84 76 113 85 90 83	1679 1413 1657 1569 1580 1532	.4 .4 .5 .4 .4	2.1 1.8 2.8 2.0 2.2 2.1	107 82 115 89 98	780 613 824 675 723 588	.5 .4 .5 .4		86 80 141 100 102 109	724 718 834 778 764 711	.4 .4 .7 .5 .5	1.5 1.3 2.3 1.6 1.7	129 88 156 122 124 107	955 769 1033 920 919 881	.6 .4 .7 .6 .6	2.7 1.7 3.2 2.4 2.5 2.2	54 71 87 70 71 52	547 608 783 695 658 506	.2 .3 .4 .3	3.2 4.2 4.9 3.9 4.1 3.2
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 15 22 22 22 22	831 601 910 918 815 642	.1 .1 .1 .1 .1	.7 .4 .5 .5	78 22 27 37 41 49	367 167 245 325 276 287	.4 .1 .1 .2 .2	1.2 .3 .4 .6 .6	24 21 19 23 22 19	295 124 263 192 219 197	.1 .1 .1 .1	.4 .3 .4 .4	32 18 21 23 24 28	371 157 328 219 269 360	.1 .1 .1 .1 .1 .1	.7 .4 .5 .5	14. 9 27. 20 18. 9	134 133 344 296 227 103	.1	.8 .5 1.5 1.1 1.0
WPLY-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	68 84 118 91 90	2275 2450 2821 2364 2478 2714	.3 .4 .5 .4 .4	2.0	120 113 180 144 139 173	1058 1112 1351 1194 1179 1317	.6 .5 .8 .7	1.8 3.0 2.2 2.2	68 107 172 134 120 156	714 1072 1239 1007 1008 1075	.3 .5 .8 .6	1.2 1.8 2.8 2.2 2.0 2.7	89 122 141 106 115 160	1049 1269 1657 1247 1306 1624	.4 .6 .7 .5 .6	1.8 2.4 2.9 2.1 2.3 3.2	27 49 53 34 41 44	642 756 975 651 756 671	.1 .2 .2 .2 .2	1.6 2.9 3.0 1.9 2.4 2.7
WURD-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	18 39 13 31 25	233 327 180 308 262 **	.1 .2 .1 .1	.4 .9 .3 .7 .6	21 77 25 54 44 **	122 241 124 185 168 **	.1 .4 .1 .2 .2	.3 1.2 .4 .8 .7	30 55 16 36 34 **	178 255 96 165 174 **	.1 .3 .1 .2 .2	.59366**	20 30 9 35 24 **	131 209 102 212 164 **	.1 .2 .1 **	.4 .6 .2 .7 .5	2 13 3 17 9 **	16 113 16 138 71	.1	.1 .8 .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.

[I GI	0			sons			11			- 13		2 =	-	\neg
	M	londay-9 6AM-1		у	N	londay- 6AM-1				londay- 10AM-	Friday		,	Monday- 3PM-7		,	N	Monday- 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	137 145 140 171 148 194	2338 2225 2317 2300 2295 2635	.6 .7 .6 .8	3.4 3.5 3.4 4.0 3.6 4.8	183 187 157 213 185 217	1114 1105 1188 1250 1164 1401	.8 .9 .7 1.0 .9	2.8 2.9 2.6 3.3 2.9 3.4	161 168 193 223 186 214	1080 1150 1223 1170 1156 1285	.7 .8 .9 1.0 .9	2.9 2.8 3.2 3.6 3. 1 3.7	160 178 146 178 166 266	1129 1176 1243 1131 1170 1525	.7 .8 .7 .8	3.3 3.5 3.0 3.6 3.4 5.4	89 99 98 127 103 163	743 749 935 919 837 1123	.4 .5 .5 .6	5.2 5.9 5.5 7.1 5.9
WWDB-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	131 99 115 118 116 143	2105 1803 2295 2201 2101 2371	.6 .5 .5 .5	3.3 2.4 2.8 2.8 2.8 3.6	115 142 121 157 134 163	745 779 826 758 777 910	.5 .7 .6 .7 .6	1.8 2.2 2.0 2.4 2.1 2.6	256 187 193 174 203 233	1098 900 993 888 <i>970</i> 1162	1.2 .9 .9 .8 1.0	4.6 3.1 3.2 2.8 3.4 4.0	126 86 135 183 133 223	841 684 929 1282 934 1386	.6 .4 .6 .8	2.6 1.7 2.8 3.7 2.7 4.5	58 35 54 42 47 42	450 456 569 560 509 534	.3 .2 .2 .2 .2 .2 .2	3.4 2.1 3.0 2.3 2.7 2.6
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 8 **	31 45 99 ** **	**	. 2 ** **	1 2 7 **	9 37 46 **	** ##	. 1 ** **	2 2 12 **	18 10 54 ** **	. 1 ** **	. 2 ** **	1 1 13 **	7 19 67 ** **	. 1; **; **;	.3 ** **	3 ** **	22 **	计	. 2 ** **
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	170 156 193 190 177 187	2316 2209 2482 2281 2322 2272	.8 .7 .9 .9	4.2 3.8 4.7 4.5 4.3 4.7	218 243 255 263 245 289	1357 1347 1444 1420 1392 1367	1.0 1.1 1.2 1.2 1.1 1.3	3.4 3.8 4.2 4.0 3 .9 4.6	238 219 296 279 258 286	1268 1156 1351 1238 1253 1351	1.1 1.0 1.4 1.3 1.2	4.2 3.6 4.9 4.5 4.3 5.0	249 182 249 227 227 207	1607 1373 1645 1490 1529 1555	1.2 .8 1.2 1.1 1.1	5.2 3.6 5.1 4.5 4.6 4.2	65 55 75 66 65 57	690 766 800 742 750 692	.3 .3 .3 .3	3.8 3.3 4.2 3.7 3.8 3.6
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	87 67 83 72 77 87	2156 1563 1368 1384 1618 1582	.4 .3 .4 .3	2.2 1.6 2.0 1.7 1.9 2.2	100 63 90 90 86 102	993 657 646 662 740 770	.5 .3 .4 .4 .4	1.5 1.0 1.5 1.4 1.4	121 105 145 122 123 140	908 702 603 538 688 743	.6 .5 .7 .6	2.2 1.7 2.4 2.0 2.1 2.4	118 100 126 95 110	1333 881 819 729 941 891	.5.6.4.5.5	2.4 2.0 2.6 1.9 2.2 2.1	39 26 34 32 33 45	687 507 351 382 482 478	.2 .1 .2 .1	2.3 1.6 1.9 1.8 1.9 2.8
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	286 329 274 338 30 7 280	4534 5488 4926 4712 4915 4691	1.3 1.5 1.3 1.6 1.4 1.3		981 971 891 962 951 926	3374 3438 3213 3230 3314 3328	4.5 4.1 4.5 4.4	15.1 15.2 14.7 14.7 14.9 14.6	348 425 293 465 383 311	2130 2364 2120 2327 2235 2010		6.2 7.0 4.8 7.5 6.4 5.4	181 212 187 295 219 221	1525 1675 1649 2049 1725 1766	.8 1.0 .9 1.4 1.0	3.8 4.2 3.9 5.9 4. 5 4.5	52 50 64 73 <i>60</i> 56	689 847 935 923 849 805	.2 .3 .3 .3 .3	3.0 3.0 3.6 4.1 3.4 3.5
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	172 162 181 187 176 135	3455 3151 3698 3360 3416 3114	.8 .7 .8 .9 .8	4.3 3.9 4.4 4.4 4.3 3.4	229 220 217 269 234 187	1746 1586 1686 1840 1715 1477	1.1 1.0 1.0 1.2 1.1	3.5 3.4 3.6 4.1 3.7 3.0	263 264 283 314 281 214	1631 1315 1769 1682 1599 1342	1.2 1.2 1.3 1.5 1.3	4.7 4.3 4.7 5.1 4.7 3.7	217 243 217 256 233 168	1879 1758 2222 2037 1974 1682		4.8 4.5 5.1 4.7	78 57 90 65 73 47	1018 927 1172 1060 1044 969	.4 .3 .4 .3 .4 .2	
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	21 20 23 29 23 26	507 524 485 547 516 563	.1 .1 .1 .1 .1 .1 .1	.5 .5 .6 .7 .6	31 33 32 42 35 30	235 236 196 253 230 244	.1 .2 .1 .2 .2 .2 .1	.5.5.5.6. 5 .5	43 32 38 54 42 48	218 193 187 226 206 235	.2 .1 .2 .2 .2 .2 .2	.8 .5 .6 .9 .7	26 24 28 36 29 36	219 224 230 250 231 250	.1	.5 .5 .6 .7	6 7 7 5 6 10	154 91 115 116 119		.4 .4 .3 .4 .6
		on(s) not				ener ectiv				+ Sta							Current 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.

						l	O		Pers	sons		-54									
	М	onday-9 6AM-1		у	N Sect	londay- 6AM-1			, A	londay- 1DAM-			N	londay-l 3PM-7	Friday 'PM		V	londay-F 7PM-N	riday IID		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH R tg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	[ar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	47 53 38 35 43 37	1044 943 926 934 <i>962</i> 966	.2 .2 .2 .2 .2	1.2 1.3 .9 .8 1.1	57 84 43 46 58 55	469 462 369 377 419 361	.3 .4 .2 .2 .3	.9 1.3 .7 .7 .9	54 66 60 56 59 59	416 380 428 391 404 374	.2 .3 .3 .3	1.0 1.1 1.0 .9 1.0	93 88 60 53 74 47	628 595 518 505 562 480	. 4 . 4 . 3 . 2 . 3 . 2	1.9 1.7 1.2 1.1 1.5	29 29 11 12 20 9	249 257 234 182 231 144	.1 .1 .1 .1 .1	1.7 1.7 .6 .7 1.2	arget Listene
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20 31 14 13 20 26	324 402 346 214 322 426	.1 .1 .1 .1 .1	.5 .8 .3 .3 .5 .6	13 24 16 20 18 26	140 121 137 95 123 181	.1 .1 .1 .1	.2 .4 .3 .3 .3 .4	30 64 30 29 38 48	127 195 173 85 145 189	.1 .3 .1 .1	.5 1.0 .5 .5 .8	27 46 15 13 25 36	125 194 217 110 162 250	.1 .2 .1 .1 .1 .2	.6 .9 .3 .5 .7	13 15 4 2 9	136 149 93 46 106 133	.1	.8 .9 .2 .1 .5	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 2 ** ** 5	51 34 ** ** 95	**	** ** **	4	24 ** ** 39	**	.1 ** ** **	3 4 ** ** ** 7	34 25 ** ** 46	**	.1 .1 ** ** **	3 1 ** ** ** 15	25 8 ** ** ** 30	** ** **	.1 ** ** **	2 ** **	9 ** **	**	. 1 ** ** **	- Persons
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	45 44 53 43 46 45	1502 1543 1762 1272 1520 1199	.2 .2 .2 .2 .2	1.1 1.3 1.0 1.1	59 52 56 57 56 62	596 633 626 538 598 529	.3	.9 .8 .9 .9 .9	67 72 82 73 74 80	539 629 710 608 622 497	.3 .4 .3 .3	1.2 1.4 1.2 1.3	60 69 66 64 65	686 773 953 748 790 720	.3 .3 .3 .3	1.2 1.4 1.3 1.3	16 19 18 21 19	380 516 429 336 415 295	.1 .1 .1 .1	.9 1.1 1.0 1.2 1.1	s 25-54
WRDA-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	17 12 6 9 11 4	260 205 129 183 194 158	. 1	. 4 . 3 . 1 . 2 . 3	13 16 6 8 11	148 96 61 107 103 64	.1	.2 .1 .1 .2 .1	27 24 10 21 21	146 127 56 83 103	.1	.5 .4 .2 .3	25 13 5 10 13 12	169 97 64 105 109	.1 .1	.5 .3 .1 .2 .3 .2	5 2 1 3 3	51 48 12 55 42 55		.3 .1 .1 .2 .2	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	15 ** 19 23 ** 34	593 ** 774 673 ** 662	.1	.4 .5 .5 **	20 ** 24 26 ** 53	241 ** 244 276 ** 317	.1	.3 ** .4 .4 .4	28 ** 27 39 ** 74	233 ** 291 252 ** 259	.1	.5 ** .4 .6 **	21 ** 28 34 ** 37	281 ** 362 347 ** 337	.1	.4 ** .6 .7 **	4 ** 6 7 ** 4	78 ** 154 183 ** 152	**	.2 ** .3 .4 **	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4027 4128 4099 4223 4119 4010	21060 21084 21154 21180 21120 21079	19.1 19.0 19.5 19.1		6489 6389 6051 6525 6364 6332	19433 18935	29.6 28.0 30.2 29.5		5619 6101 6042 6168 5983 5759	15927 16382 16975 16578 16466 16165	28.2 28.0 28.5 27.7		4826 5040 4840 5011 4929 4939	18178 18632 18915 18703 18607 18565	23.3 22.4 23.2 22.8		1705 1675 1778 1791 1737 1603	12008 12186 12606 12781 12395 12191	7.8 8.2 8.3		

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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.

ĺ						11 E	, –		Per	sons			Sti							
	N	londay- 6AM-7		,		Week				Sature 6AM-1	day			Sature 10AM-	day 3PM			Saturo 3PM-7		
ĺ	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr
KYW -AM WI '98 4-Book	337 301	5789 5644	1.6 1.4	6.0 5.3	125 123	2717 2905	. 6 . 6	4.6 4.4	301 304	1251 1355	1.4	10.4 10.7	111 133	629 73 7	.5 .6	2.5 2.9	69 82	353 454	.3	2.2 2.5
₩BEB-FM ₩1 '98 4-Book	415 421	3379 3271	1.9	7.4 7.3	126 142	1984 1915	. 6 . 7	4.6 5.1	133 145	502 508	.6 .7	4.6 5.1	256 278	974 874	1.2 1.3	5.7 6.0	178 183	696 <i>627</i>	. 8 . 8	5.6 5.7
VDAS-AM WI '98 4-Book	59 49	385 330	.3 .2	1.0	51 47	476 425	. 2 . 2	1.9 1.7	34 30	91 72	.2	1.2	32 37	74 75	. 1	. 7 . 8	15 17	29 40	.1	.5 .6
VOAS-FM WI '98 4-Book	423 399	2677 2520	2.0 1.9	7.5 6.9	251 223	1885 1793	1.2	9.3 8.1	210 171	581 487	1.0	7.2 6.0	367 355	814 781	1.7 1.6	8.1 7.6	260 284	719 681	1.2 1.3	8.3 8.7
WHAT-AM WI '98 4-Book	40 42	330 287	. 2	.7 .7	27 29	233 238	. 1 . 1	1.0	31 29	56 72	.1	1.1 1.1	49 47	107 100	. 2 . 2	1.1	22 25	71 <i>65</i>	.1	.7 .8
VIOQ-FM VI '98 4-Book	226 199	2731 2552	1.0	4.0 3.5	117 107	1747 1593	.5 . 5	4.3 3.9	149 95	458 348	. 7 . 5	5.1 3.3	258 211	865 730	1.2 1.0	5.7 4.5	145 147	515 496	.7 .7	4.6 4.5
WIP -AM WI '98 4-Book	275 265	2682 2517	1.3	4.9 4.6	77 83	1301 1316	. 4 . 4	2.8 3.0	89 1 04	349 382	. 4	3.1 3.7	130 121	492 467	.6 .6	2.9 2.6	99 90	403 337	.5 .4	3.1 2.8
VJJZ-FM WI '98 4-Book	314 313	2461 2455	1.5 1.5	5.6 5.4	174 152	1904 1712	. 8	6.4 5.5	168 127	536 427	. 8 . 6	5.8 4.5	270 243	792 714	1.2	6.0 5.2	202 196	622 565	. 9 . 9	6.4 6.0
VMGK-FM VI '98 4-Book	321 361	3497 3749	1.5 1.7	5.7 6.3	152 172	2248 2377	. 7 . 8	5.6 6.2	164 160	580 574	.8	5.7 5.6	334 368	1026 1139	1.5 1.7	7.4 7.9	209 251	843 862	1.0	6.6 7.7
VMMR-FM WI '98 4-Book	248 323	2630 3131	1.1 1.5	4.4 5.6	110 129	1835 1942	.5 .6	4.1 4.7	116 140	437 489	.5	4.0 4.9	182 252	781 <i>868</i>	.8 1.2	4.0 5.4	131 154	585 592	.6 .7	4.2 4.7
WOGL-FM WI '98 4-Book	299 336	3113 3471	1.4	5.3 5.8	188 211	2064 2402	.9 1.0	6.9 7.6	174 181	655 644	. 8 . 9	6.0 6.3	313 372	868 1056	1.4	6.9 8.0	223 248	770 794	1.0	7.1 7.6
WPEN-AM WI '98 4-Book	29 32	359 365	.1	.5 .5	9 21	232 247	. 1	.3 .7	16 22	74 70	.1	.6 .8	6 24	47 70	.1	. 1 . 5	6 23	35 58	. 1	.2
+WPHI-FM WI '98 4-Book	105 108	1428 1326	.5 .5		68 70	914 865	.3 . 3		53 56	160 174	. 2 . 2	1.8 2.0	109 126	408 379	.5 .6		109 96	312 282	.5 .5	
WPHT-AM WI '98 4-Book	43 28	652 537	.2	.8 . 5	17 15	299 320	. 1	.6 .6	25 16	88 56	.1	.9 .6	20 13	77 55	. 1 . 1	. 4	14 12	52 43	. 1 . 1	.4
WPLY-FM WI '98 4-Book	91 125	1775 2060	. 4 . 6		55 64	1209 1248	.3 . 3		62 55	255 261	.3 .3	2.1 1.9	118 127	545 536	.5 .6	2.6 2.7	66 82	422 373	.3 .4	
WURD-AM WI '98 4-Book	24 34	224 24 5	. 1	. 4 . 6	18 21	132 158	. 1 . 1	. 7 . 8	18 24	30 57	.1	.6 .9	51 43	126 100	. 2 . 2	1.1	9 18	29 45	.1	.3 .5
WUSL-FM WI '98 4-Book	167 179	1813 1869	.8 .9	3.0 3.1	117 124	1388 1 354	.5 .6		72 90	233 281	.3	2.5 3.2	174 189	566 582	.8 .9		153 144	401 390	. 7 . 7	4.9 4.4
					V												Sr.			

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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.

									Pers	sons	25	-54				161		-		
	A	donday- 6AM-7	Friday 'PM	<u>'</u>		Week				Saturo 6AM-10				Saturo 10AM-	day 3PM			Saturo 3PM-7	PM	
	AQH (00)	Cume (00)	AQH Rrg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (CO)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM WI '98 <i>4-Book</i>	172 160	1611 1619	.8 .8	3.0 2.8	106 83	993 956	.5 .4	3.9 3.0	131 103	347 289	.6 .5	4.5 3.6	99 80	284 229	.5 .4	2.2	93 57	169 140	. 4 . 3	3.0
₩IJZ-AM WI '98 <i>4-Book</i>	1	25 ##	**	**	**	6	**		**	**	**	**	**	**	**	**	**	**	**	**
₩XTU-FM WI '98 <i>4-Book</i>	235 244	2001 2036	1.1	4.2 4.3	124 134	1376 1419	.6	4.6 4.8	142 154	405 478	.7	4.9 5.4	239 260	659 730	1.1	5.3 5.6	157 164	456 506	.7	5.0 5.0
+WXXM-FM WI '98 4-Book	114 108	1801 1330	.5 .5	2.0	73 53	1265 842	.3	2.7 2.0	68 54	246 206	. 3 . 3	2.3 1.9	122 <i>96</i>	555 358	. 6 . 5	2.7 2.1	140 70	576 303	.6 .3	4.4
WYSP-FM WI '98 4-Book	492 508	4163 4220	2.3 2.4	8.7 8.8	76 116	1379 1888	. 4	2.8 4.2	93 1 00	315 337	. 4 . 5	3.2 3.5	159 178	629 659	.7	3.5 3.8	89 127	351 473	. 4 . 6	2.8 3.8
WYXR-FM WI '98 4-Book	238 252	2886 2843	1.1	4.2 4.4	118 110	1993 1791	.5	4.4 4.0	101 111	438 432	.5 .5	3.5 3.9	260 222	974 774	1.2 1.0	5.7 4.7	145 148	559 581	.7	4.6
WJBR-FM WI '98 4-Book	34 3 6	391 393	. 2	. 6 . 6	9	204 243	. 1	.3 .5	11 13	41 49	. 1 . 1	. 4 . 5	16 25	70 88	.1	. 4 . 6	14 17	76 66	.1	. 4
₩KX₩-FM ₩1 '98 <i>4-Boo</i> k	67 63	875 795	.3 .3	1.2	24 24	416 370	.1	.9 .9	32 27	143 96	.1	1.1	34 45	121 136	. 2 . 2	.8 1.0	22 34	94 104	.1	.7
+VLEV-FM WI '98 4-Book	24 28	218 236	.1	. 4 . 5	18 12	140 148	. 1	.7 .4	5 10	34 25	.1	. 2	37 19	50 51	. 2	.8 .4	22 14	51 43	. 1 . 1	.7
WOR -AM WI '98 4-Book	3	51 **	**	.1	2 **	41 **	**	.1	2: **	8	**	.1	3 **	15 **	**	.1	**	**	**	**
₩PST-FM ₩1 '98 <i>4-Book</i>	62 65	1138 1229	.3 .3	1.1	32 31	742 719	.1	1.2	29 21	123 111	.1	1.0	49 61	231 275	.2	1.1	44 4 4	230 245	.2 .2	1.4
∀RDR-FM ₩1 '98 4-Book	22 15	203 155		. 4	15 9	163 102		.6 .3	8 8	40 23		.3 . 3	44 21	87 50	.2	1.0	25 1 <i>2</i>			.8
WSTW-FM WI '98 4-Book	23	516	.1	.4	9	228	**	.3	7	45 **	**	. 2 **	19	79	.1 **	.4	14 **			.4
TOTALS WI '98 4-Book	5641 5775				2710 2769		12.5		2898 2850		13.4		4525 4677				3151 3267		14.6	

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

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

						41 8			Pers	sons										
		Sature 7PM-I				Sund 6AM-10		یات م		Sund 10AM-	ay			Sund 3PM-7				Sunda 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	40 49	289 34 1	. 2 . 2	2.3 2.7	285 25 7	1177 1146		12.1 11.7	106 <i>87</i>	590 529	.5 .4	3.3 2.6	89 66	315 346	. 4 . 3	3.8 2.7	48 5 2	295 335	. 2 . 3	3.3 3.4
WBEB-FM WI '98 <i>4-800</i> k	71 79	390 349	.3	4.1 4.4	73 97	325 377	. 3	3.1 4.5	137 168	602 595	.6 .8	4.3 5.1	89 118	391 407	. 4 . 6	3.8 4.8	63 61	240 264	.3 .3	4.3
WDAS-AM WI '98 4-Book	10 <i>9</i>	34 24		. 6 . 5	162 136	329 291	.7 .6	6.9 6.2	102 9 5	295 246	.5 .5	3.2 2.9	46 42	101 <i>93</i>	. 2 . 2	2.0 1.8	15 16	49 39	.1 .1	1.0
WDAS-FM WI '98 4-Book	206 178	516 485	1.0	11.9 9.8	177 119	401 302	.8	7.5 5.4	165 138	530 421	.8 .7	5.2 4.2	233 174	481 385	1.1	10.0 7.3	367 339	659 627		25.3 22.4
WHAT-AM WI '98 4-800k	13 11	38 32	.1	.8 .7	46 48	88 100	. 2	2.0 2.2	31 40	82 113	. 1 . 2	1.0 1.2	26 26	41 52	. 1	1.1 1.1	3 8	7 18		. 2
WIOQ-FM WI '98 4-Book	68 83	366 345	.3 .4	3.9 4.5	51 42	183 155	. 2	2.2 1.9	123 116	532 485	.6 .6	3.9 3.5	83 82	340 322	. 4 . 4	3.6 3.4	53 68	302 267	. 2 . 3	3.7 4.4
WIP -AM WI '98 4-Book	27 49	110 176	.1	1.6 2.7	84 66	257 242	. 4	3.6 3.0	97 105	337 418	. 4 . 5	3.0 3.2	65 93	217 319	. 3	2.8 3 .9	28 38	124 190	. 1 . 2	1.9
₩JJZ-FM ₩I '98 4-Book	171 142	533 440	.8	9.9 7.8	109 83	355 287	.5 .4	4.6 3.8	208 17 9	659 549	1.0 .9	6.5 5.4	142 142	459 415	.7 .7	6.1 5.9	104 92	371 307	.5 .4	7.2 6.0
WMGK-FM WI '98 4-Book	80 103	361 408	. 4	4.6 5.6	50 61	227 271	. 2 . 3	2.1 2.8	152 194	682 775	. 7 . 9	4.8 5. 9	150 160	510 587	.7	6.4 6.6	73 69	312 320	.3 . 3	5.0 4.5
₩MMR-FM WI '98 4-Book	78 68	256 2 77	. 4 . 4	4.5 3.8	70 92	286 335	.3 .4	3.0 4.3	153 165	613 <i>63</i> 5	.7 .8	4.8 5.0	103 105	367 404	.5 .5	4.4 4.3	44 5 4	209 241	. 2 . 3	3.0 3.5
₩0GL-FM ₩1 '98 <i>4-Book</i>	119 140	402 468	.6 .7	6.9 7.7	210 192	553 551	1.0	8.9 8.7	204 239	693 77 9	.9 1.1	6.4 7.2	158 190	495 572	. 7 . 9	6.8 7.8	103 120	301 349	.5	7.1 7.9
VPEN-AM WI '98 4-Book	13	45	.1	.7	9 15	50 62	. 1	. 4 . 7	15 26	57 79	. 1 . 2	.5 .8	1 21	10 52	.1	.8	15. 18	41 51	. 1.	1.0
+WPHI-FM W1 '98 4-Book	83 89 1	276 250			26 26	102 84	. 1		65 62	250 229	. 3 . 3		55 63	213 192	.3 . 3		37 37	118 130	. 2	2.6
WPHT-AM WI '98 4-Book	4 11	16 49	.1	. 2 . 6	22 21	67 76	.1	.9 1.0	30 28	125 114	.1	.9 .9	5 14	26 62	.1	. 2 . 6	18 9	59 27	.1	1.2
WPLY-FM WI '98 <i>4-Book</i>	31 34	191 191	.1	1.8 1.9	33: 30 :	160 147	. 2	1.4	61 <i>80</i>	341 387	. 3 . 4		53 69	270 310	. 2 . 3	2.3 2.8	16 29	139 160	. 1 . 1	1.1
WURD-AM WI '98 4-Book	3	7		.2	3 18	12 41	.1	. 1 . 8	38 33	68 85	. 2 . 2		22 20	47 50	.1	.9 .8	6	16		. 4
WUSL-FM WI '98 4-Book	120 140	340 360		6.9 7.7	107 97	376 312	.5 .5	4.6 4.5	153 147	525 455	.7 .7	4.8 4.5	80 96	230 240	. 4	3.4 4.0	65 73	184 190	.3	4.5 4.8
	** Static	on(s) not	ranor	ed	# I inte	ener estir	mater	dineta	ed for	# Sta	tion(s)	shans	ed call	4-P	nale: A	of	current a	nd munici	2.00	

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

							W		Pers	ons	25	-54								
		Sature 7PM-I				Sund 6AM-1				Sund 10AM-	ay 3PM			Sund 3PM-7				Sunda 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AOH (00)	Cume (00)	AOH Rig	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr
WWDB-FM WI '98 4-Book	74 55	151 153	.3 .2		87 85	243 289	. 4 . 4	3.7 3.9	245 192	504 444	1.1	7.7 5.9	60 43	171 129	.3	2.6 1.8	50 45	161 149	. 2	3.4 3.0
WWJZ-AM WI '98 4-Book	##	**	##	**	井倉	**	**	##	**	按索	**	**	4	6	**	.2 **	**	##	**	фф
WXTU-FM W1 '98 4-Book	50 52	271 2 55	.2	2.9 2.9	70 100	323 339	.3 .5	3.0 4.7	159 172	546 523	. 7 . 8	5.0 5.3	126 121	343 378	.6 .6	5.4 5.0	50 47	203 201	. 2	3.4 3.1
+WXXM-FM WI '98 4-Book	38 31	235 151	. 2 . 2	2.2 1.7	34 29	156 126	. 2 . 2	1.4	81 68	395 301	. 4	2.5 2.1	75 60	318 215	.3	3.2 2.5	27 18	164 <i>98</i>	.1	1.9 1.2
WYSP-FM W1 '98 4-Book	39 55	164 238	. 2 . 3	2.3 3.0	44 40	150 149	. 2	1.9 1.9	63 208	387 781	.3	2.0 6.2	85 177	351 <i>620</i>	. 4	3.7 7.3	37 38	145 200	.2 .2	2.6 2.5
WYXR-FM WI '98 4-Book	75 67	347 325	.3 . 3	4.3 3.7	57 58	285 251	. 3 . 3	2.4	150 122	664 548	.7	4.7 3.7	110 97	442 413	.5 .5	4.7 4.0	38 49	192 246	. 2	2.6 3.3
WJBR-FM WI '98 4-Book	7 7	45 42		. 4 . 4	8 8	44 45		.3 . 3	9 15	34 67	. 1	.3	7 9	40 40		.3 .4	3 9	27 42		. 2 . 5
WKXW-FM WI '98 4-Book	21 12	91 54	. 1	1.2	31 23	126 94	.1	1.3	23 25	111 106	. 1	. 7 . 8	23 17	90 70	.1	1.0	6 5	44 33		. 4
+VLEV-FM WI '98 4-Book	31 13	62 39	. 1	1.8 .8	10 8	43 34		. 4 . 4	16 11	55 41	.1	.5 . 3	10 10	54 54	. 1	. 4 . 4	4 6	25 24		.3 .4
WOR -AM WI '98 4-Book	4 **	9	由市	.2 **	##	ŔŔ	**	##	1	7 **	**	**	**	**	**	**	5 **	18 **	**	.3
WPST-FM WI '98 4-Book	10 ⁻ 15	80 104	.1	.6 . 9	20 15	75 85	.1	.9 .7	63 46	247 217	.3	2.0 1.4	32 3 1	132 151	.1	1.4	10 12	78 74		. 7 . 8
WRDR-FM WI '98 4-Book	18 6	45 19	. 1	1.0	2 3	18 16		. 1	10 8	38 27		.3 . 3	13 5	45 21	. 1	.6 .2	2	8 10		. 1
WSTW-FM WI '98 4-Book	3	40 **	##	.2	7	39 **	**	.3 **	11 **	41 **	11	.3 **	8 **	34 **	**	.3 **	2 **	25 **	**	.1
TOTALS WI '98	1733	5502	8.0		2347	6825	10.9		3187	9114	14.7		2327 2425		10.8		1450 1515			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

					-15 70	1000	O		נוע											
	Monday-Sunday Monday-Friday									ons										
	М	onday-S 6AM-N		У	N	fonday-f			N	londay-			N	donday- 3PM-7		_		onday-l	AID	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	269 268 247 245 257 279	6244 6727 6555 6498 6506 7221	1.4 1.4 1.3 1.3 1.4	7.8 7.7 7.2 7.0 7.4 8.2	686 703 641 693 681 802	4422 4811 4762 4619 4654 5282	3.8 3.5 3.8 3.7	12.4 12.6 12.4 12.3 12.4 14.6	211 211 208 184 204 179	2173 2502 2581 2110 2342 2302	1.1 1.1 1.1 1.0 1.1	4.4 4.3 4.2 3.7 4.2 3.8	276 303 240 245 266 288	2916 3480 3191 2831 3105 3292	1.5 1.6 1.3 1.3 1.4	6.9 7.4 6.0 6.1 6.6 7.2	115 79 93 68 89 91	1412 1329 1521 1214 1369 1529	.6 .4 .5 .4 .5	8.2 6.0 6.3 5.0 6.4 7.2
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	251 276 270 252 262 263	3724 3352 3401 3272 3437 3244	1.3 1.5 1.5 1.4 1.4	7.9	369 385 352 361 367 361	2052 2048 1884 1933 1979 1821	2.0 2.1 1.9 2.0 2.0	6.7 6.9 6.8 6.4 6.7 6.6	482 534 514 487 504 520	2040 1857 1948 1730 1894 1823	2.9 2.8 2.6 2.7	10.0 10.8 10.4 9.9 10.3 10.9	304 332 322 306 316 312	2113 2036 2023 2035 2052 2005	1.6 1.8 1.7 1.7	7.6 8.1 8.1 7.6 7.9 7.7	68 70 68 64 68 65	863 934 973 944 929 833	.4 .4 .3 .4	4.8 5.3 4.6 4.7 4.9 5.1
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book	48 51 34 58 48 46	580 588 482 670 580 599	.3	1.4 1.5 1.0 1.7 1.4	85 88 49 91 78 83	271 299 202 362 284 271	.5.3.5.5.5	1.5 1.6 .9 1.6 1.4	37 55 42 76 53 64	209 201 157 283 213 238	.2 .3 .2 .4 .3	.8 1.1 .9 1.5 1.1	46 54 22 39 40 24	192 216 136 201 186 215	.2 .3 .1 .2 .2	1.1 1.3 .6 1.0 1.0	23 ¹ 21 ¹ 3 10 14 6	187 131 62 115 124 76	.1 .1 .1	1.6 1.6 .2 .7 1.0
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	254 233 254 219 240 233	2191 2210 2055 2113 2142 2270	1.4 1.2 1.4 1.2 1.3	6.3 7.0	388 343 346 292 342 322	1469 1337 1188 1175 1292 1320	2.1 1.8 1.9 1.6 1.9	7.0 6.2 6.7 5.2 6.3 5.8	286 300 324 276 297 311	1071 1162 1146 1220 1150 1237	1.5 1.6 1.8 1.5 1.6	5.9 6.1 6.6 5.6 6.1 6.5	257 263 253 248 255 281	1345 1302 1242 1286 1294 1362	1.4 1.4 1.3 1.4	6.4 6.4 6.1 6.3 7.0	203 145 198 152 175 132	1039 902 1081 980 1001 976	.8 1.1 .8	14.4 11.0 13.5 11.1 12.5
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 42 38 66 44 45	462 514 406 582 491 599	.2 .2 .4 .3 .2	1.2 1.1 1.9	34 59 41 145 70 103	205 241 164 355 241 286	.2 .3 .2 .8 .4 .6	.6 1.1 .8 2.6 1.3	57 65 52 63 59 40	219 225 220 275 235 175	.3	1.2 1.3 1.1 1.3 1.2	34 39 39 41 38 32	170 173 197 198 185 194	. 2 . 2 . 2	.8 .9 1.0 1.0 .9	5 11 20 35 18 17	73 116 112 169 118 83	.1 .1 .2 .1	.4 .8 1.4 2.6 1.3
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	84 60 83 64 73 77	1760 1468 1983 1569 1695 1845	. 4 . 3 . 5 . 3 . 4	1.7 2.4 1.8	121 95 89 83 97 108	927 598 749 628 726 817	.6 .5 .5 .5	2.2 1.7 1.7 1.5 1.8 2.0	114 95 130 96 109 106	840 761 953 808 841 812	.6 .5 .7 .5	2.4 1.9 2.6 1.9 2.2 2.2	117 62 101 77 89 96	1014 772 1045 798 907 980	.6 .3 .5 .4 .5	2.5 1.9 2.2	34 23 32 30 30 41		.2	2.4 1.7 2.2 2.2 2.1 3.2
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	147 151 139 150 147 147	2536 2378 2211 2676 2450 2505	.8 .8 .8	4.3 4.0 4.3	298 282 279 287	1488 1495 1527 1428 1485 1547	1.6 1.5 1.5 1.5	5.5 4.9	177 200 184 176 184 205	1243 999 1203 1145 1148 1091	1.1 1.0 1.0 1.0	4.0 3.7 3.6 3.8	217 202 197 197 203 207	1592 1486 1414 1517 1502 1573	1.1 1.1 1.1	4.9 5.0 4.9 5.1	55 53 43 75 57 48	750 542 880 7 23	.3 .2 .4	4.0 2.9 5.5
WJJZ-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	246 207 238 201 223 202	3053 2784 2806 2761 2851 2713	1.1 1.3 1.1 1.2	5.9 6.9	242	1481 1414 1364 1406 1416 1234	1.4 1.2 1.3	4.1 5.0 3.8	360 317 384 300 340 315	1380 1329 1569 1455 1433 1219	1.7 2.1 1.6 1.8	6.4 7.8 6.1 6.9	333 305 305 286 307 282	1732 1803		7.4 7.7 7.1	128 110 143 108 122 104	1142 1060 1107	.6 .8 .6	8.3 9.7

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

I	Monday-Sunday Monday								Pers	sons	35	64					X= 5	2=	MAN.	
	М	londay-S 6AM-l		у	M	londay- 6AM-1			N	londay- 10AM-	riday BPM		N	londay- 3PM-7			M	donday- 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	149 167 144 158 155 138	2701 2557 2819 2736 2703 2292	.8 .9 .9 .9	4.3 4.8 4.2 4.5 4.5	183 199 173 168 181	1177 1415 1287 1411 1323 1154	1.0 1.1 .9 .9 1.0	3.3 3.6 3.4 3.0 3.3 3.5	261 273 251 263 262 228	1454 1312 1481 1514 1440 1126	1.4 1.5 1.4 1.4 1.4	5.4 5.5 5.1 5.3 5.3 4.8	185 220 192 208 201 185	1674 1676 1709 1609 1667 1407	1.0 1.2 1.0 1.1 1.1	4.6 5.4 4.8 5.2 5.0 4.6	50 66 45 52 53 44	790 780 784 876 808 712	.3	5.0 3.1 3.8
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	110 110 117 157 124 118	1887 2126 1975 2251 2060 2009	.6 .6 .9	3.2 3.4 4.5 3.6 3.5	169 190 151 273 196 169	872 1160 859 1167 1015	.9 1.0 .8 1.5 1.1	3.1 3.4 2.9 4.8 3.6 3.1	188 180 207 290 216 194	928 1016 945 1217 1027 977	1.0 1.0 1.1 1.6 1.2	3.9 3.6 4.2 5.9 4.4 4.1	132 119 151 166 142 130	1091 1239 1219 1368 1229 1150	.7 .6 .8 .9 .8	3.3 2.9 3.8 4.1 3.5 3.2	39 34 38 34 36 37	462 540 525 552 520 576	.2 .2 .2 .2 .2 .2	2.5
WOGL-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	248 297 292 301 285 258	3965 4439 4689 4401 4374 4302	1.3 1.6 1.6 1.6 1.5	7.2 8.5 8.5 8.6 8.2 7.6	345 408 356 365 369 348	2085 2171 2376 2207 2210 2270	1.8 2.2 1.9 2.0 2.0	6.2 7.3 6.9 6.5 6.7 6.3	354 442 451 452 425 411	1803 2129 2619 2065 2154 1983	1.9 2.4 2.4 2.5 2.3 2.2	7.3 8.9 9.2 9.2 8. 7 8.6	282 338 341 334 324 303	2194 2518 2851 2490 2513 2517	1.5 1.8 1.8 1.8 1.7	7.0 8.2 8.6 8.3 8.0 7.5	75 106 121 120 106 87	1077 1382 1412 1434 1326 1105	.4 .6 .7 .7	8.0 8.2 8.8 7.6
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	74 65 110 72 80 76	1028 979 1215 1071 1073 1131	. 4 . 3 . 6 . 4 . 4		145 114 158 139 139 110	608 546 736 568 615 531	.8 .6 .9 .8	2.6 2.0 3.1 2.5 2.6 2.0	95 79 135 100 102 120	563 479 699 603 586 629	.5 .4 .7 .5 .5	2.0 1.6 2.7 2.0 2.1 2.5	85 63 134 71 88 72	539 476 679 511 551 528	.5 .3 .7 .4 .5	2.1 1.5 3.4 1.8 2.2 1.8	24 25 54 16 30 29	273	.1	1.9 3.7 1.2 2.1
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 27 31 31 30 29	691 664 645 704 <i>676</i>	. 2	. 9	50 28 26 34 35 29	351 211 219 262 261 169	.2	.95.566.5	24 37 29 43 33 27	247 298 261 318 281 194	.1 .2 .2 .2 .2	.5 .7 .6 .9	48 33 35 40 39 31	358 324 308 327 329 322	.3 .2 .2 .2 .2 .2	1.2 .8 .9 1.0 1.0	19 26 26 21 23 21	197 256 262 254 242 184	.1 .1	1.3 2.0 1.8 1.5 1.7
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	47 26 32 29 34 26	1046 815 978 1035 969 722	.1	.7 .9 .8 1.0	126 34 45 41 62 61	432 250 316 350 337 406	.2	2.3 .6 .9 .7 1.1	55 38 37 34 41 24	432 172 313 271 297 252	.3 .2 .2 .2 .2	1.1 .8 .8 .7 .9	44 29 31 25 32 36	347	.2	1.1 .7 .8 .6 .8	15 13 34 32 24 12	194 382 336 275	.1	1.0 2.3 2.3 1.7
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	32 23 43 34 33 28	954 1149 996 1038	.1	1.2 1.0 1.0	68 25 70 47 53	386 506 384 438	.1	1.0	32 25 65 56 45 30	371 493 404 390	.1 .4 .3	1.3	40 43 44 36 41 46	480 624 398 492	.2		11 13 15 10 12	283 327 198 254	.1	1.0 1.0 .7
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 16 10 18 14	148 123 209 150	.1	.5 .3 .5	19 35 12 27 23 **	80 61 111	.1	.3 .6 .2 .5 .4	18 19 16 23 <i>19</i>	86 73 110	.1 .1 .1		15 10 4 22 13	84 65 146 <i>94</i>	.1	.4 .2 .1 .5 .3	1 9 3 6	98 9 98 6 45	3	.1 .7 .2 .7 .4

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						Lui	O		1,11,				111		10					
		londay-	S Indo	,		Monday-	Erida			sons				dond	Calaba			lon de	F=1:-4:	
	AOH	6AM-I		AOH	AOH	6AM-1		AOH	AOH	Monday- 10AM- Cume		AQH	АОН	Monday- 3PM-7 Cume	7PM	-		7PM-N	AID	
:	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	66 65 62 65 65 75	1248 1230 1300 1221 1250 1517	.4 .3 .3 .4 .4	1.9 1.9 1.8 1.9 1.9	98 89 75 92 89 75	549 548 541 590 <i>557</i> 627	.5 .4 .5 .5	1.5 1.6 1.6	82 73 78 98 83 82	475 557 602 541 544 652	.4 .4 .5 .4	1.7 1.5 1.6 2.0 1.7	69 86 69 71 74 112	481 609 610 583 571 757	.4 .5 .4 .4	1.7 2.1 1.7 1.8 1.8 2.8	43 37 42 33 39 57	325 293 469 339 357 535	.2 .2 .2 .2 .2 .3	3.0 2.8 2.9 2.4 2.8 4.5
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	169 143 159 166 159 206	2491 2289 2653 2539 2493 2850	.9 .8 .9 .9	4.9 4.1 4.6 4.8 4.6 6.1	183 233 200 244 215 256	1179 1049 1197 1078 1126 1233	1.0 1.2 1.1 1.3 1.2	3.3 4.2 3.9 4.3 3.9 4.6	319 236 255 245 264 320	1358 1149 1281 1223 1253 1493	1.7 1.3 1.4 1.3 1.4	6.6 4.8 5.2 5.0 5.4 6.7	155 123 180 230 172 275	1038 845 1170 1479 1133 1643	.8 .7 1.0 1.2 .9	3.9 3.0 4.5 5.7 4.3 6.8	67 48 69 60 61 79	558 647 739 694 660 822	.4 .3 .4 .3	4.7 3.6 4.7 4.4 4.4 6.3
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 3 13 ** **	127 102 132 ** **	. 1	.1 .1 .4 **	11 2 8 **	78 44 82 **	.1 ** **	. 2 ** **	12 2 19 **	72 10 64 ** 17	.1 .1 **	.2	3 9 22 ** **	53 39 84 ** **	. 1 ** **	.1 .2 .6 **	5 ** **	10 49 **	**	. 3 ** ##
WXTU-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	185 167 195 196 186 195	2205 2188 2378 2101 2218 2243	1.0 .9 1.1 1.1 1.0	5.4 4.8 5.7 5.6 5.4 5.7	258 252 262 278 263 304	1318 1288 1381 1305 1323 1301	1.4 1.3 1.4 1.5 1.4	4.7 4.5 5.1 4.9 4.8 5.5	260 240 283 287 268 285	1250 1107 1268 1294 1230 1227	1.4 1.3 1.5 1.6 1.5	5.4 4.8 5.8 5.8 5.5 6.0	248 184 255 240 232 220	1545 1337 1615 1428 1481 1488	1.3 1.0 1.4 1.3 1.3	6.2 4.5 6.4 5.9 5.8 5.5	68 54 70 64 64 51	726 610 703 716 689 649	.4 .3 .4 .3	4.8 4.1 4.8 4.7 4.6 4.0
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	44 23 99 110 69 124	980 747 1488 1719 1234 1849	.2 .1 .5 .6 .4	1.3 .7 2.9 3.2 2.0 3.6	46 24 114 142 82 151	480 298 733 884 599 966	.6 .8 .4 .8	.8 .4 2.2 2.5 1.5 2.7	78 33 168 168 112 189	496 295 777 824 598 895	.4 .2 .9 .9	1.6 .7 3.4 3.4 2.3 4.0	50 31 147 135 91 141	531 382 955 941 702 1058	.3 .2 .8 .7 .5	1.2 .8 3.7 3.3 2.3 3.5	15 9 42 51 29 62	229 185 406 490 328 579	.1 .2 .3 .2	1.1 .7 2.9 3.7 2.1 4.9
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	143 166 111 154 144 132	2410 3102 2578 2366 2614 2253	.8 .9 .6 .8 .8	4.1 4.8 3.2 4.4 4.1 3.9	516 495 413 525 487 477	1829 1721 1585 1629 1691 1660	2.8 2.6 2.2 2.8 2.6 2.6	9.3 8.9 8.0 9.3 8.9 8.7	172 201 92 185 163 141	1163 1051 928 1106 1062 889	.9 1.1 .5 1.0 .9	3.6 4.1 1.9 3.8 3.4 3.0	77 83 52 98 78 87	711 709 633 827 720 711	.4 .4 .3 .5 .4	1.9 2.0 1.3 2.4 1.9 2.2	18 28 31 33 28 24	286 365 410 400 365 316	.1 .2 .2 .2 .1	1.3 2.1 2.1 2.4 2.0 1.9
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	107 99 114 125 111 83	2074 1899 2346 2235 2139 1924	.6 .5 .6 .7	3.1 2.8 3.3 3.6 3.2 2.4	160 144 145 194 161 123	1061 1002 1074 1187 1081 879	.9 .8 .8 1.1 .9	2.9 2.6 2.8 3.4 2.9 2.2	157 163 174 202 174 120	958 863 1114 1050 <i>996</i> 833	.8 .9 .9 1.1 .9	3.2 3.3 3.5 4.1 3.5 2.5	130 138 137 171 144 94	1070 1022 1368 1320 1195 1045	.7 .7 .7 .9 .8	3.2 3.4 3.4 4.2 3.6 2.3	52 28 51 37 42 33	628 437 683 687 609 635	.3 .1 .3 .2 .2	3.7 2.1 3.5 2.7 3.0 2.6
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 21 19 22 21 22	451 491 352 447 435 394	.1 .1 .1 .1 .1 .1 .1 .1	.66.66 .66.66	26 33 30 33 31 23	224 226 144 217 203 167	.1 .2 .2 .2 .2 .2 .1	.5 .6 .6 .6	47 34 34 42 39 45	204 202 161 173 185 168	.3 .2 .2 .2 .2 .2 .2	1.0 .7 .7 .9 .8	25 29 20 28 26 34	215 254 171 184 206 190	.1 .2 .1 .2 .2 .2 .2	.6 .7 .5 .7 .6	6 9 6 2 6 7	93 109 72 55 82 117		.4 .7 .4 .1 .4
	* Station																			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		londay-	Sunda	.,	1	onday-	Criday			ons				londay-l	ridav			londav-F	ridav		
	AQH (00)	6AM- Cume (00)	MID AQH Rtg	AOH Shr	AOH (00)	6AM-10 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM-: Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	7PM-M Cume (00)		AQH Shr	Ta
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	39 47 41 27 39 43	854 818 865 742 820 858	.2	1.1 1.3 1.2 .8 1.1	49 80 62 40 58 69	344 471 409 327 388 428	.3 .4 .3 .2 .3	.9 1.4 1.2 .7 1.1	42 64 67 46 55 61	280 388 445 322 359 361	.2 .3 .4 .2 .3 .3	.9 1.3 1.4 .9 1.1	73 73 52 36 59 54	475 499 477 388 460 434	. 4 . 4 . 3 . 2 . 3	1.8 1.8 1.3 .9 1.5	26 25 11 10 18 8	240 215 192 147 199 124	.1 .1 .1 .1 .1	1.8 1.9 .7 .7	arget Listener
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 32 23 22 25 35	245 437 437 322 360 460	.2 .1 .1	.6 .9 .7 .6 .7	16 25 29 27 24 39	138 163 194 148 161 247	.1 .2 .1 .1	.3 .4 .6 .5 .5	36 67 44 39 47 72	116 237 227 131 178 229	.2 .4 .2 .2 .3	.7 1.4 .9 .8 1.0	28 48 23 27 32 42	107 206 234 180 182 257	.1 .3 .1 .1 .2 .2 .2	.7 1.2 .6 .7 .8 1.0	12 16 4 7 10 8	113 160 75 100 112 121	.1	.9 1.2 .3 .5 .7	er Trends
WOR -AM W1 '98 FA '97 SU '97 SP '97 4-Book WI '97	7 11 ** ** 10	149 115 ** ** 221	.1	.2	7 17 ** ** 16	43 28 ** ** 79	.1		7 16 ** ** 10	62 80 ** ** 86	.1	.1 .3 ** ** .2	13 8 ** ** 16	46 53 ** ** 40	.1	.3 .2 ** ** .4	1 12 **	17 58 ** **	.1	.1	- Persons
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	17 23 19 12 18	736 562	.1 .1 .1	.5 .7 .6 .3 .5	23 26 19 20 22 29	220 301 204 200 231 234	.1		20 29 26 18 23 30	210 319 321 237 272 175	.1 .1 .1 .2	.4 .6 .5 .4 .5	24 33 19 16 23 24	292 423 323 308 337 296	.1 .1 .1 .1	.6 .8 .5 .4 .6 .6	7 11 6 6 8 4	128 170	. 1	.5 .8 .4 .4 .5	s 35-64
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	27 23 14 29 23 14	250 392 365	.1	.7 .4 .8	18 31 14 29 23 20	234 210 108 197 187 102	.2	.6 .3 .5	37 37 22 47 36 8	220 196 126 211 188 76	.2 .1 .3	.8 .7 .4 1.0 .7	43 30 14 31 30 19	299 200 148 218 216 151	.2 .1 .2 .2	1.1 .7 .4 .8 .8	8 3 6 9 7 10	78 56 109 <i>85</i>	.1	.6 .2 .4 .7 .5	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 ** 11 8 **	361 278	.1	.3	17 ** 20 10 ** 16	105	.1	.4	23 ** 18 13 ** 16	138 ** 138 115 ** 122	.1	.5	16 ** 15 13 ** 10	172 ** 158 142 ** 146	.1	.4	3 ** 5 2 ** 3	93 60	**	.2	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3485 3442 3486 34 66	1810 1800 1808 1809 1789	33 18 4 18.0 5 18 7 18 0 18 6 18	7 9 7	5523 5570 5160 5640 5473 5501	16683 16272 16625 16526	2 29.5 3 29.5 5 30.6 5 29.6	7 0 5 5 9	4836 4954 492 4932 4911 4759	13936 14472 13994 1406 13582	26.4 26.7 26.7 26.7 26.4 25.8	1	4022 4107 3974 4038 4035 4026 ged call	15827 15861 15868 15780 15640	21.5 21.9 21.5 21.9 21.8		1411 1322 1469 13 6 0 139 2 1263	9867 9 10356 10347 2 10136 3 9627	7.1 8.0 7.4 7.5 6.8		55.

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	- 32.0		-						Pers	sons	35						· · ·			
	-	Monday- 6AM-7	РМ			Weeks 6AM-N	MID			Sature 6AM-1	MAG			Satur 10AM-				Satur 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	377 370	5750 5971	2.0 2.0	7.9 7.7	181 173	3255 3520	1.0	7.5 7.0	425 431	1607 1766		14.3 15.1	185 185	859 953	1.0	4.6 4.6	1 29 1 20	628 621	.7	4.8 4.4
WBEB-FM WI '98 4-Book	392 404	3128 2917	2.1	8.2 8.4	124 142	1858 1806	.7	5.1 5.8	112 143	411 483	. 6 . 8	3.8 5.0	281 292	967 871	1.5 1.6	7.0 7.3	208 187	727 623	1.1	7.8 6.8
WDAS-AM WI '98 4-Book	54 57	378 380	.3	1.1	54 55	466 465	.3	2.2 2.3	46 38	114 84	. 2	1.5	46 43	113 <i>97</i>	.2	1.1	10 19	29 49	.1	. 4
WDAS-FM WI '98 4-Book	308 298	1907 1839	1.6	6.4 6.2	192 181	1424 1384	1.0	7.9 7.4	184 1 50	459 40 1	1.0	6.2 5.2	266 280	640 618	1.4	6.6 7.0	195 234	535 538	1.0	7.3 8.5
WHAT-AM WI '98 4-Book	43 56	362 372	. 2	.9 1.2	25 42	241 313	. 1	1.0	32 51	67 116	. 2 . 3	1.1	41 59	101 121	. 2	1.0 1.5	20 31	53 76	.1	.7
¥10Q-FM WI '98 4-Book	117 99	1513 1386	. 6 . 6	2.4 2.1	59 55	824 793	.3	2.4	99 55	267 180	.5 .3	3.3	122 109	401 368	.7 .6	3.0 2.7	68 77	195 262	. 4 . 4	2.5 2.8
WIP -AM WI '98 4-Book	223 221	2285 2152	1.2	4.6 4.6	73 74	1164 1177	. 4	3.0 3.0	94 108	347 387	.5 .6	3.2 3.8	120 1 01	462 4 08	. 6 . 5	3.0 2.5	96 76	398 300	.5 .4	3.6 2.8
₩JJZ-FM ₩1 '98 4-Book	322 3 00	2458 2378	1.7	6.7 6.2	191 154	1923 1651	1.0	7.9 6.3	183 129	559 407	1.0	6.2 4.5	309 253	836 716	1.6	7.7 6.3	231 200	710 585	1.2	8.6 7.3
WMGK-FM W1 '98 4-Book	213 218	2291 2298	1.1	4.4 4.5	103 110	1485 1476	.5 .6	4.3 4.5	116 114	381 3 58	.6 .6	3.9 4 .0	247 244	742 720	1.3	6.2 6.1	136 151	548 524	.7	5.1 5.6
WMMR-FM WI '98 4-Book	165 187	1585 1739	1.0	3.4 3.9	60 69	1039 1058	.3 .4	2.5 2.9	70 80	271 277	. 4 . 5	2.4 2.8	100 133	451 450	.5	2.5 3.3	69 81	284 288	. 4	2.6 2.9
WOGL-FM WI '98 4-Book	329 376	3215 3559	1.8	6.9 7.9	222 243	2361 2648	1.2	9.2 9.9	208 224	751 745	1.1	7.0 7.8	393 431	1030 1195	2.1 2.3	9.8 10 .7	246 275	865 892	1.3 1.5	9.2 10.1
WPEN-AM WI '98 4-Book	107 109	912 898	.6 .6	2.2 2.3	50 64	636 648	.3	2.1 2.6	102 103	276 271	.5 .5	3.4 3.6	113 123	309 32 7	. 6 . 7	2.8 3.0	59 83	209 223		2.2 3.0
+VPHI-FM WI '98 4-Book	40 36	569 520	. 2	.8 .7	18 23	309 317	.1	. 7 . 9	22 21	44 63	.1	. 7 . 8	38 49	126 135	.2 .3	.9 1.2	27 31	70 86	. 1	1.0
₩PHT-AM ₩I '98 4-Book	73 4 5	863 668	. 4	1.5 .9	21	403 395	.1	.9 .8	28 26	106 82	.1	.9 . 9	28 21	112 90	.1	.7 .5	24 16	83 59	.1	.9 . 6
₩PLY-FM ₩ '98 4-Book	46 46	801 823	. 2	1.0	24 24	524 513	.1	1.0	33 21	139 98	.2	1.1	54 45	252 185	.3	1.3	21 30	155 140	. 1	.8
WURD-AM WI '98 4-Book	17 18	120 134	.1	. 4 . 4	12 12	92 103	.1	.5 .5	18 15	30 39	. 1	. 6 . 5	31 28	86 61	. 2	. 8 . 7	7 11	22 30		.3
WUSL-FM W! '98 4-Book	83 82	920 977	.4	1.7 1.7	52 52	677 647	.3	2.2 2.1	45 37	118 130	.2	1.5 1.3	68 77	236 253	. 4	1.7 1.9	61 55	146 153	.3	2.3
	* Statio								1 for											

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Pers	ons	35·	64								
	N	fonday- 6AM-				Week				Saturo 6AM-10	MAC			Saturo 10AM-	3PM	_		Saturo 3PM-7	PM	
	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr
WDB-FM WI '98 4-800 k	227 221	1990 1958	1.2 1.2	4.7 4.6	135 117	1313 1 321	.7	5.6 4.8	174 164	496 457	.9 .9	5.9 5.7	133 139	389 401	. 7	3.3 3.5	101 <i>80</i>	226 216	.5 .4	3.8 2.9
WJZ-AM WI '98 4-Book	9	112	**	.2 **	2 **	47 **	**	.1	1	11 **	**	**	5 **	31 **	**	.1	4 **	10	**	.1
XTU-FM WI '98 4-Book	256 25 5	1945 1966	1.4		137 144	1360 1 367	. 7 . 8	5.7 5.9	200 175	517 504	1.1	6.7 6.0	259 281	724 728	1.4		171 171	473 499	.9	6.4 6.2
XXM-FM WI '98 4-Book	60 96	800 1026	.3	1.3 2.0	36 48	524 628	.2 . 3	1.5 2.0	41 40	127 145	. 2 . 2	1.4	66 79	233 268	. 4 . 4	1.6 1.9	66 59	217 213	. 4 . 4	2.5 2.1
YSP-FM WI '98 4-Book	249 236	2255 2121	1.3	5.2 4.9	38 57	677 974	. 2 . 3	1.6 2.3	55 49	210 177	. 3 . 3	1.9 1.7	73 73	264 256	. 4 . 4	1.8 1.8	38 52		. 2	1.4
YXR-FM WI '98 4-Book	149 161	1739 1783	.8 .9	3.1 3.4	68 70	1085 1112	.4	2.8 2.9	67 72 :	250 274	. 4	2.3 2.6	147 141	503 4 58	.8 .8	3.7 3.5	84 93		.4	3.1 3.4
'JBR-FM WI '98 4-Book	34 32	365 344			11 11	196 20 5		.5 .5	12 13	42 46	.1	. 4	25 20	90 80	.1	.6 .5	12 13	63 57	.1	. 4
KXW-FM WI '98 4-Book	54 57	672 686			23 19	417 324	.1	1.0	23 23	121 79	. 1 . 1	.8	48 38	165 114	.3 .2		24 22		.1	.9 .8
LEV-FM WI '98 4-Book	28 35	173 262		.6 .8	20 18	134 196	.1	.8	11 18	56 52	.1	.4	41 29	72 84	.2		32 24		.2	1.2
OR -AM WI '98 4-Book	9	107		.2	7 **	111	**	.3	5 **	20	**	.2	11 **	43	.1	.3	.5 **	21	**	.2
PST-FM WI '98 4-Book	22 23	468 532			15 15				16 <i>9</i>	46 3 5	.1	.5	23 28	133 123			19 20			.7
/ROR-FM WI '98 4-Book	33 30				29 23			1.2					69 43			1.7				2.1 1.3
WSTW-FM WI '98 4-Book	19			.4	5 **	161		. 2	4	38	**	.1	12				8	69		.3
TOTALS WI '98 4-Book		1790 1783			2418 245 5	15349	9 12.9 1 13.3	9	2968 2873		15.8		4008 4028		21.4		268: 274		1 14.3	

^{**} 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.

			_			41 8	,`						311.	1110		.0				
		Satur	dav			Sund	21/		Pers	sons		-64								
	AQH	7PM-I	MID AQH	АОН	AQH	6AM-1		АОН	AOH	Sund 10AM-	3PM	AOU	AOU	Sund 3PM-7	PM	ACU	46:	Sund 7PM-N	ΔĬD	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM Wi '98 4-Book	65 70	369 427	.3 .4	4.7 5.0	362 3 51	1 403 1495		15.5 15.2	143 125	731 <i>676</i>	.8 .7	5.0 4.3	125 96	468 455	.7	6.5 4 .6	77 66	406 422	.4	
WBEB-FM WI '98 4-Book	52 66	326 295	.3	3.7 4.7	60 91	308 355	. 3		149 178	587 617	.8 1.0	5.2 6.0	85 124	358 410	.5	4.4 5.8	38 53	170 245	. 2 . 3	3.2 4.2
WDAS-AM W1 '98 4-Book	8 10	32 29		.6 .7	165 166	328 331	. 9 . 9	7.1 7.2	106 115	267 273	. 6 . 6	3.7 4.0	41 38	91 90	. 2	2.1 1.9	21 18	55 46	.1 .1	1.7
₩DAS-FM WI '98 4-Book	182 149	390 360	1.0		142 95	282 234	.8 . 5	6.1 4.1	125 115	421 335	.7	4.4 3.9	162 136	363 292	. 9	8.4 6.5	267 270	461 484	1.4	22.2 21.7
VHAT-AM WI '98 4-Book	11 14	29 41	.1 .1	.8 1.1	52 74	119 150	.3	2.2 3.2	25, 54	92 160	. 1 . 3	.9 1.8	16 43	36 74	. 1	.8 2.0	7 15	23 38	. 1	.6
¥IOQ-FM ₩ '98 4-Book	28 33	149 146	.1	2.0 2.3	31 29	114 107	. 2 . 2	1.3 1.2	57 64	269 261	.3	2.0 2.2	31 40	141 169	.2	1.6 1.9	37 30	153 103	. 2 . 2	3.1 2.4
W1P -AM W1 '98 4-Book	30 47	113 165	. 2	2.2 3.4	72 72	230 259	. 4 . 4	3.1 3.1	96 86	334 349	.5	3.4 2.9	58 84	195 296	. 3	3.0 4.0	23 31	113 161	. 1	1.9
WJJZ-FM WI '98 4-Book	174 133	539 406	.9	12.5 9 .4	129 89	426 322	.7	5.5 3.9	220 181	662 547	1.2	7.7 6.1	146 142	485 403	.8	7.6 6.8	121 <i>96</i>	385 307	.6 .5	10.1
WMGK-FM WI '98 4-Book	57 62	249 262	.3	4.1 4.5	28 43	126 184	. 1	1.2 1.9	105 116	481 473	.6 .6	3.7 4.0	90 103	315 369	.5 .6	4.7 4.9	37 40	155 182	. 2	3.1 3.3
WMMR-FM WI '98 4-Book	46 31	183 142	. 2 . 2	3.3 2.2	50 63	198 207	. 3 . 4	2.1 2.7	78 84	356 349	. 4	2.7 2.8	49 57	193 225	.3	2.5 2.7	19 26	113 127	1.1	1.6
WOGL-FM WI '98 4-Book	112 146	408 509	. 6 . 8	8.1 10.4	257 242	678 688		11.0 10.4	261 279	875 906	1.4	9.2 9.5	191 214	597 636	1.0	9.9 10 .2	115 129	391 399	.6	9.6 10.4
WPEN-AM WI '98 4-Book	5 24	28 94	.1	. 4 1.7	30 33	137 122	. 2	1.3	44 65	184 204	. 2	1.5	17 53	71 134	. 1	.9	31 31	111	. 2	2.6
+WPHI-FM WI '98 4-Book	12 25	69 71	.1	.9 1.8	10 9	39 31	. 1	. 4 . 4	22 24	83 77	.1	. 8 . 8	13 17	59 5 3	.1	.7	2 8	23 30	.1	.6
₩PHT-AM ₩1 '98 4-Book	5	39 57	.1	. 4 . 9	15 28	62 89	. 1	.6 1.2	35 33	129 126		1.2	8 15	34 59	. 1	. 4 . 7	19 9	71 35	. 1	1.6
WPLY-FM WI '98 4-Book	7	54 54		.5 .5	18 15	90 78	.1	.8	27 33	181 176	.1	.9	27 32	107 136	. 1	1.4	4	41 64	. 1	.3
WURD-AM WI '98 4-Book	2	6		. 2	3 9	12 22		.1	22	39 44	.1	.8 .6	11 10	28 25	. 1	. 6 . 5	4	11		.3
WUSL-FM WI '98 4-Book	47 48	105 118	.3 .3	3.4 3.4	63 50	225 161	.3	2.7 2.1	65 66	240 212		2.3 2.3	43 44	126 121	.2	2.2 2.1	22 30	81 85	. 1	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.

					-				Pers	ons	35·	64									
		Sature 7PM-I		-/25		Sunda 6AM-10				Sunda 10AM-	ау ВРМ			Sund 3PM-7	ay PM			Sunda 7PM-M			—
	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rìg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	[ar
WWD8-FM WI '98 4-Book	81 73	212 23 7	. 4 . 4	5.8 5.2	122 121	385 409	.7	5.2 5.2	340 252	657 562	1.8	11.9 8.6	72 50	213 154	. 4	3.7 2.4	45 47	147 175	. 2	3.7 3.8	arget Li
₩₩ JZ-AM ₩1 '98 4-Book :	**	**	**	**	##	**	**	ńέ	3	22 **	**	.1	4	6 **	**	.2 **	2	11	**	.2	istene
₩XTU-FM WI '98 4-Book	64 50	315 236			83 114	383 375	. 4	3.6 4.9	157 193	525 547	.8 1.0	5.5 6.5	107 118	344 372	.6 .7	5.6 5.6	59 50	247 212	.3 . 3	4.9 4.0	ſΕ
+WXXM-FM WI '98 4-Book	14 22	88 102		1.0	12 32	77 123	.1	.5 1.4	45 69	196 261	.2	1.6 2.4	32 61	129 189	. 2	1.7 2.9	10 22	46 96	.1	.8 1.7	stimates
WYSP-FM WI '98 4-Book	12 17	53 84		.9 1.2	26 21	106 86	.1	1.1 .9	31 125	197 432	. 2	1.1	53 97	189 357	.3	2.8 4.7	17 16	45 83	. 1	1.4	ites -
WYXR-FM WI '98 4-Book	48 40	211 194			30 45	142 183	.2 .3	1.3 2.0	67 78	325 350	. 4		64 62	2 2 5 259	.3 .3	3.3 2.9	31 29	138 1 52	.2	2.6 2.3	Pers
WJBR-FM W1 '98 4-Book	6			. 4	5	29 3 1		.2	7 12	25 56	. 1	. 2 . 4	8 11	64 43	. 1	. 4	11	32 34	.1	.9 .7	ersons 3
WKXW-FM W1 '98 4-Book	20 10			1.4	22 18		.1	.9 .8	21 22	109 96	.1	.7	27 16	104 64	.1	1.4	4 6	25 29		.3	5-64
+WLEV-FM WI '98 4-Book	19 11			1.4	10 16			. 4	17 20	46 54		.6	24 17	75 64	.1	1.2	4 6	25 2 7		.3	
WOR -AM WI '98 4-Book	12				4 **		**	.2	3 **	15	**	.1	8 **	10	**	.4	,7 **	29	**	.6 **	
WPST-FM WI '98 4-Book	6			. 4	9			. 4	33 27	147 128			13 17	43 79		.7	4	25 23		.3	
WRDR-FM WI '98 4-Book	25 16	56 57	.1	1.8	2			.1	30 25	91 <i>67</i>			22 21	76 59			3 8		. 1	. 2	
WSTW-FM WI '98 4-Book	2	23	3	.1	3		**	.1	2	23	**	.1	4	27 **		.2	2	25 **	**	.2 **	
TOTALS W1 '98 4-Book					2338 231 1		3 12.5 4 12.5		2847. 2952		1 15.2 15.5		1923 209 2		3 10.3		1203 1244	3885	_		

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						LUI	5	CL	LIL		11/	-1	TI		10					
									M	en 12	2-2	4								
		fonday- 6AM-	MID			Monday- 6AM-1	MAO			londay- 10AM-	3РМ	7	-	Jonday-	РМ	-		londay-l 7PM-N	AID .	
į	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rìg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Sh r
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 7 6 4 6	407 434 328 291 365 494	.2 .2 .1 .1 .2 .2	1.5 1.3 1.0 .7 1.1 1.8	23 23 16 13 19 22	290 244 184 184 226 290	.6 .4 .3 .5	3.6 3.7 2.3 2.0 2.9 3.3	3; 4 7 1 4 13	79 94 82 43 75	.1 .1 .2	.6 .7 .9 .2 .6	7 7 4 2 5	121 124 78 64 97 165	.2 .2 .1	.9 1.0 .5 .3 .7	6 2 2 1 3 4	18 68 43 16 36 112	.1	1.2 .4 .4 .2 .6
WBEB-FM W! '98 FA '97 SU '97 SP '97 4-Book WI '97	15 13 13 8 12	320 351 373 303 337 375	.4 .3 .3 .2 .3	2.7 2.3 2.1 1.4 2.1 2.4	13 16 14 11, 14	102 163 172 133 143	.3	2.0 2.6 2.0 1.7 2.1 2.8	28 18 20 13 20 17	109 151 136 52 112	.7 .4 .5 .3	5.3 3.4 2.5 2.2 3.4 2.9	18 16 8 9 13	170 157 109 97 133 146	.4 .2 .2 .3	2.4 2.2 1.1 1.2 1.7	8 5 8 3 6 8	112 112 134 55 103	.2 .1 .2 .1	1.6 1.7 .6 1.2
WDAS-AM WI '98 FA '97 SU '97	1 1	44 28		. 2	2	8 10		.3	1	9		.2	1	9 10		.1				
SP '97 4-Book WI '97	1	25 24 24		. 2 . 2	1	8 7 8		.1		2		.1		5						
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20 19 11 16 17	293 278 266 244 270 330	.5 .5 .3 .4 .4	3.7 3.4 1.8 2.8 2.9 1.8	24 18 12 19 18	132 111 103 123 117 128	.6 .4 .3 .5	3.7 2.9 1.7 2.9 2.8 2.1	29 24 14 18 21 6	133 104 96 97 108 76	.7 .6 .3 .4 .5	5.5 4.5 1.7 3.1 3.7	20 23 14 14 18 13	141 117 108 95 115	.5 .6 .3 .3	2.7 3.1 1.9 1.8 2.4 1.9	13 14 13 14 14 7	111 134 141 85 118 93	.3 .3 .3 .3	2.6 2.7 2.7 2.8 2.7 1.5
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97		8 9 5 5 7			3 1	5 1 9	. 1	. 4 . 1 . 1						5					and the state of t	
WIOQ-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	32 48 49 57 47 52	950 1013 1222 1107 1073 1252	1.2	5.9 8.6 8.0 10.1 8.2 9.6	30 33 31 37 33 54	350 377 377 396 375 536	.7 .8 .8 .9 .8	4.7 5.3 4.4 5.6 5.0 8.0	22 42 64 56 46 45	344 397 644 448 458 465	.5 1.0 1.6 1.4 1.1	4.2 7.9 7.9 9.6 7.4 7.7	48 66 59 94 <i>67</i> 76	565 584 709 728 647 785	1.2 1.6 1.4 2.3 1.6 1.8	6.5 9.0 8.0 12.3 9.0	34 57 47 57 49 53	369 508 523 495 474 663	.8 1.4 1.1 1.4 1.2	9.8
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	15 23 28 17 21 18	308 497 495 526 457 451	. 4 . 6 . 7 . 4 . 5	4.1 4.6 3.0	28 31 57 22 35 33	179 324 303 177 246 242	.7 .8 1.4 .5 .9	4.3 5.0 8.1 3.3 5.2 4.9	9 25 39 13 22 18	92 187 275 111 166 133	.2	4.8 2.2 3.4	23 38 32 15 27 21	144 319 249 150 216 171	.6 .9 .8 .4 .7	5.2 4.3 2.0 3.7	9 9 23 13 18	138 170 122 234 166 174	. 2 . 2 . 2 . 6 . 3	1.8 1.7 1.9 4.7 2.5 3.8
₩JJZ-FM ₩1 '98 FA '97	11 7 3 7	235 181 75 105	.3	2.0 1.3 .5 1.2	5 4 1 11 5	43 67 27 49 47 17	.3	.8 .6 .1 1.7 .8	18 10 4 5 9	86 91 35 39 63	.4 .2 .1 .1	3.4 1.9 .5 .9	18 10 2 6 9 5	105 105 27 36 68 38	.4 .2 .1 .2	2.4 1.4 .3 .8 1.2	9 9 2 6	66 61 34 31 48 39	.1	1.8 1.7 .4 .4 1.1

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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.

									M	en 12	2-24	4								
	M	londay-9 6AM-l		y 	N.	londay-l 6AM-1				londay- 10AM-	Friday		N	londay-l 3PM-7	riday PM		N	londay-F 7PM-M		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	21 30 23 22 24 24	447 534 609 611 550 449		3.8 5.4 3.8 3.9 4.2 4.4	19 26 21 17 21 20	170 187 234 206 199 128	.5 .6 .5 .4	3.0 4.2 3.0 2.6 3.2 3.0	29 36 43 23 33 44	195 202 308 239 236 210	.7 .9 1.0 .6 .8	5.5 6.7 5.3 4.0 5.4 7.5	23 48 36 26 33 41	223 325 351 300 300 256	.6 1.2 .9 .6 .8	3.1 6.5 4.9 3.4 4.5 5.9	19 22 12 20 18 13	144 232 179 254 202 209	.5 .5 .5 .5	3.8 4.2 2.5 4.1 3.7 2.7
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-BOOK WI '97	31 17 39 26 28 26	806 540 794 754 724 660	.4 .9 .6	4.6 4.9	23 19 40 33 29 26	291 182 259 285 254 253	.6 .5 1.0 .8 .7	3.6 3.0 5.7 5.0 4.3 3.9	41 21 71 41 44 42	346 220 316 297 295 363	1.0 .5 1.7 1.0 1.1	3.9 8.7 7.1 6.9	41 21 58 36 39 32	398 276 431 426 383 290	1.0 .5 1.4 .9 1.0	5.5 2.9 7.8 4.7 5.2 4.6	21 17 24 16 20 13	273 162 263 257 239 177	.5 .4 .6 .4 .5	4.2 3.3 5.0 3.3 4.0 2.7
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-BOOK WI '97	12 6 15 14 12	340 337 410 341	.4 .3 .3	1.1 2.5	17 6 18 22 16 2	98 97 113 158 117 80	.5 .4	2.6 1.0 2.6 3.3 2.4	11 5 31 9 14 5	105	.3 .1 .8 .2 .4	2.1 .9 3.8 1.5 2.1	15 9 14 15 13 6	141 165 143 165 154 72	.4 .3 .1	2.0 1.2 1.9 2.0 1.8	10. 7 5 13 9 4	95 119 107 116 109 74	.2 .2 .1 .3 .2	2.0 1.3 1.0 2.6 1.7
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 2 1 1	19		.3 .4 .2	2	7 8 9 6 9		.1	7 2 2 2	9	.2	.3	3 6 2	14 8 9 8 9	.1	.4 .8 .3	1	6 9 4		.2
+WPH1-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	79 80 81 81 80 60	1348 1275 1283 1315	2.0 2.0 2.0 2. 0	14.4 14.3 13.3 14.4 14.1 11.0	67 86 73 54 70 59	512 509 568	2.1 1.8 1.3 1.7	13.8 10.4 8.2 10.7	53 59 88 56 <i>64</i> 57	543 713 597 604	1.3 1.4 2.1 1.4 1.6	10.8 9.6 10.4	127 110 109 135 120 80	976 865 828 832 875 690	2.7 2.7 3.3 3. 0	17.1 15.0 14.7 17.7 16.1 11.5	90 81 97 91 90 62	728 786 814 737 766 569	2.0 2.4 2.2 2.2	20.3 18.5
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 2 1 1	26 73 78 51		.2 .2 .3 .2 .2	1 2 1 3	9		.2	1 1 1	9 26		.2	1 2 1	5 8 9 6		.1	5 1 2	42	.1	1.0
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	44 44 52 60 50	1 1145 2 1220 1 1349 0 1232	1.1 1.3 1.5 1.5	7.9	51 37 43 76 52 41	453 484 567 509	1.0 1.8 1.2	5.9 6.1 11.6 7.9	44 34 59 68 51 42	460 577 623 533	.8 1.4 1.7 1.3		66 65 85 70	745 773 749	1.6 1.6 2.1 1.7	9.0 8.8 11.2 9.3	61 48	524 628 521 564	1.5 1.2 1.3	9.6 12.8 9.8 10.3
WURD-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	1	54 20 1 24 2 45	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1.1 .2 .2 .4	8 1 1 1 3	25 15 10 26	. 1	.2	1	18		.2	2 4	35 5 14	.1	.3	1	35 15 14 23		.4

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

		4								en 1		4								
	AOH	6AM-I		AOH	AQH	fonday- 6AM-1 Cume		AOH	АОН	Monday- 10AM-	3РМ	-		Jonday-	РМ		<u>.</u>	/onday- 7PM-N	/ID	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	66 102 110 69 87 109	1339 1453 1381 1293 1367 1469	2.5 2.7 1.7 2.1	12.1 18.3 18.1 12.3 15.2 20.1	65 82 101 55 76 117	604 729 671 550 <i>639</i> 801	2.0 2.5 1.3 1.9	14.3 8.4	45 67 132 56 75	545 585 751 591 618 707	1.1 1.6 3.2 1.4 1.8 2.4		94 148 140 108 123 148	837 872 863 852 856 990	3.6 3.4 2.6 3.0	12.6 20.2 18.9 14.2 16.5 21.3	80 138 98 85 100 126	705 919 744 698 767 855	3.4 2.4 2.1 2 .5	20.5 17.3
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 1 2 3 3 5	79 41 73 127 80 131	.1 .1 .1	.7 .2 .3 .5 .4	3 1 3 2	40 7 42 22	.1	.5 .2 .5	8 4 6 5	26 9 33 41 27 30	.1	1.5 .5 1.0 .8 1.7	8 2 5 4 7	24 7 16 25 18 67	.1	1.1 .3 .7 .5	1 3 1 6	9 41 13 48	Ja -1	.2 .6 .2
WWJZ-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	**	5	**	**	**	**	**	**	1	5 ** **	**	.2	1 **	5	**	. 1 ** **	**	**	**	**
WXTU-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	13 5 15 9 11	211 140 305 201 214 155	.3 .1 .4 .2 .3 .2	2.4 .9 2.5 1.6 1.9	12 9 16 9 12 7	68 77 141 96 96 77	.3 .2 .4 .2 .3	1.9 1.4 2.3 1.4 1.8	14 9 27 9 15	121 53 202 49 106 73	.3	2.7 1.7 3.3 1.5 2.3	15 4 19 7 11 13	145 60 168 85 115 93	.4 .1 .5 .2 .3	2.0 .5 2.6 .9 1.5	13 4 7 9 8	114 78 94 77 91 97	.3 .1 .2 .2 .2	2.6 .8 1.5 1.8 1.7
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 11 3 2 12 4	710 484 73 69 334 102	.7 .3 .1	5.5 2.0 .5 .4 2.1	26 11 4 1 11	290 139 26 17 118 45	.6 .3 .1	4.0 1.8 .6 .2 1.7	27 14 4 1 12 3	287 171 34 17 127 35	.7 .3 .1	5.1 2.6 .5 .2 2.1	51 15 2 1 17 2	393 307 34 9 186 25	1.2	6.9 2.0 .3 .1 2.3	26 10 1 2 10 4	292 181 15 24 128 27	.6 .2	5.3 1.9 .2 .4 2.0
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	65 76 78 84 76 86	1226 1181 1334 1343 1271 1183	1.9 1.9 2.0 1.9	11.9 13.6 12.8 14.9 13.3 15.8	158 175 200 185 180 192	732 783 782 920 804 828	4.3 4.9 4.5 4.4	24.5 28.0 28.4 28.2 27.3 28.5	74 93 106 112 96 100	572 460 660 644 584 583	2.3 2.6 2.7 2.4	14.0 17.4 13.1 19.3 16.0 17.0	66 62 67 93 72 74	541 470 667 713 598 563	1.8	8.9 8.4 9.1 12.2 9. 7 10.7	31 30 29 34 31 43	469 281 442 452 411 427	.8 .7 .7 .8 .8	6.3 5.8 6.1 6.9 6.3 9.0
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 9 15 13 12 9	389 503 508 346 437 516	.2 .4 .3 .3 .2	1.6 1.6 2.5 2.3 2.0 1.7	4 6 8 10 7 7	62 146 108 82 100 132	.1 .2 .2 .2 .2 .2 .2	.6 1.0 1.1 1.5 1.1	6 18 17 12	139 106 221 126 148 182	.1 .4 .4 .3 .3	1.1 1.1 2.2 2.9 1.8 2.0	6 9 23 17 14 10	93 157 209 143 151 130	.1 .2 .6 .4 .3 .2	.8 1.2 3.1 2.2 1.8 1.4	18 14 14 8 14	175 227 159 165 182 230	.4 .3 .3 .2 .3 .3	3.6 2.7 2.9 1.6 2.7 2.3
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 2 2 1	55 42 41 53 48 46		.2 .4 .4 .3	1 1 1	17 9 17 28 18 9		.1	2 1 4 2	32 17 7 28 21 7	.1	. 4 . 2 . 7 . 3	2 3 1 2	40 34 24 25 22	. 1	.3 .4 .1 .2 .1	1 3 2 2	22 17 26 16 8	. 1	.2 .6 .4 .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.

16	N.	fonday-	Sunda	y	N	Monday-				en 12 Monday-R	Friday		М	onday-F 3PM-7	riday		N	londay-F 7PM-M	riday		
	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	Tar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 1 3 1 2	62 61 58	. 1	.4 .2 .5 .2 .3	1 2 1	16 22 11 7 14 9		.2	1 1 12 2 4 1	17 26 32 28 26 9	.3	.2 1.5 .3 .6	2 4 5 1 3	17 34 38 21 28 9	.1	.3 .5 .7 .1 .4	3	31 8 16 7 16	. 18	.6	Target Listener
+VLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 1 1	23		.1	3 1	7 2 21	. 1	.5	1	7 8 4	. 1	.8 .1	3	7 8 4 12	. 1	.1	1	8 2 9		.2	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	**	**	1	** ** **	**	**	**	**	**	**	**	**	** ** **	** ** **	**	**	** ** **	** ** **	**	** ** .2	- Men 12
WPST-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	11 9 28 21 17 20	396 635 606 523	.2	3.7	12 6 12 26 14 19	143 252 178	.1 .3 .6	4.0 2.2	8 8 40 22 20 9	138 273 254 206	.2 .2 1.0 .5 .5	1.5 1.5 4.9 3.8 2.9 1.5	19 12 37 28 24 35	239 223 333 319 279 359	.5 .3 .9 .7 .6	2.6 1.6 5.0 3.7 3.2 5.0	10 12 17 19 15 20	226	.2 .3 .4 .5 .4 .5	2.0 2.3 3.6 3.9 3.0 4.2	2-24
WRDR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97		17 9				9							1	3 19		.1		2			
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 *** 2 1 ***	119 64	**	.3	** 1 **	15 5	**	.2	2 ** 1 1 **	** 37 13		.4	1 ** 2 1	53 ** 26 55 ** 21	**	.1 **	4 ** 3 **	61 ** 50 9 ** 24	.1	.8 ** .6 **	
TOTALS WI '98 FA '97 SU '97 SP '97 4-80 6 WI '97	541 558 600 560 564	3889 3939 2 3929 391 9	5 13.4 5 13.7 14.6 13.7 13.7 13.7 13.7 13.7 13.7 13.7 13.7	7	644 625 705 657 656 673	3089 2980 2999 3 3043	1 15.8 3 15.3 3 16.1 3 16.1	3	528 534 812 581 611 588	2413 2 3040 1 2433 4 2550	12.93 13.17 3 14.11 15.00 14.30		744 734 740 762 745 694	3310 3212 3197 3251	18.2 18.0 18.5 18.5 18.2		495 521 478 497 478	2756 2768 2776 2776	12.1 12.8 11.6 12.0 12.1 11.6		

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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.

ĺ			-0.						М	en 12	2-2	4						-		10
	A	londay- 6AM-				Weeke 6AM-				Saturo 6AM-10			511	Sature 10AM-		100	SW III I	Saturo 3PM-7	lay PM	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KY₩ -AM WI '98 4-Book	11 9	391 324	.3	1.7	4	90 114	.1	. 9 . 9	6 7	41 49	. 1	2.3 2.6	1 2	13 18		.2	2	13	. 1	.3
WBEB-FM WI '98 4-Book	20 16	221 251	.5 .4	3.2 2.4	9 10	135 137	. 2	2.1 2.3	8	7 26	. 2	2.8	11 16	58 55	.3		17 9	37 24	. 4	3.2 1.7
₩DAS-AM W1 '98 4-800k	1	18 <i>9</i>		.2 .1	2 2	35 18		.5 .4												
WDAS-FM WI '98 4-Book	25 20	204 186	.6	4.0 3.0	15 14	190 141	. 4	3.5 3.1	11 13	26 27	. 3 . 3	4.2 4.5	19 1 7	55 44	.5 .4	3.0 2.5	11 15	27 36	.3 .4	2.0 2.5
WHAT-AM WI '98 4-Book		3			2	8 7		.5 .2	1	. 1		.1	1	1		.1				i. N
WIOQ-FM WI '98 4-Book	32 48	785 873	.8 1.2	5.1 7.2	29 42	551 637	.7 1.0	6.7 9.4	17 19	97 89	. 4 . 5	6.5 7.1	51 <i>69</i>	220 257	1.2	8.1 9.9	34 61	160 195	.8 1.5	6.3 10.6
WIP -AM WI '98 <i>4-Boo</i> k	19 27	228 36 5	.5 .7	3.0 4.0	12 15	144 20 5	.3	2.8 3.4	10 13	39 46	. 2	3.8 4.7	9 20	45 66	. 2	1.4	13 15	32 42	.3	2.4 2.6
WJJZ-FM WI '98 4-Book	14 8	146 1 01	.3	2.2 1.2	8 7	110 73	. 2	1.9 1.5	4 5	10 13	.1	1.5 1.5	6 13	9 2 5	. 1 . 3	.9 1.8	11 6	27 16	.3	
WMGK-FM WI '98 <i>4-Book</i>	24 29	359 431	.6 .7	3.8 4.4	17 19	231 291	. 4 . 5	3.9 4.2	8 11	45 56	. 2	3.1 3.7	28 33	105 113	. 7 . 8	4.4 4.8	23 2 5	94 81	.6 . 6	4.3 4.4
₩MMR-FM WI '98 4-Book	35 38	644 5 66	. 9 . 9	5.6 5.5	29 18	422 334	.7	6.7 4.1	15 18	40 68	. 4	5.7 6.7	49 30	188 131	1.2	7.8 4.5	35 27	133 <i>91</i>	.9 .7	6.5 4.8
WOGL-FM WI '98 4-Book	14 15	217 250	.3	2.2 2.1	8 9	112 144	.2	1.9 2.1	8 9	29 32	.2	3.1 3.2	15 23	37 54	. 4 . 6	2.4 3.4	14 9	45 31	.3 .2	2.6 1.6
₩PEN-AM WI '98 4-Book	2	21 14	. 1	.3	1	9		. 1												
+WPHI-FM WI '98 4-Book	80 83		2.0 2.0		69 68		1.7	16.0 15.4	51 43		1.2		116 108	363 353		18.4 15.7	95 101		2.3 2.5	
WPHT-AM WI '98 4-Book	1	18 22		.1	1 1	9 17		. 2 . 3					1	4		.2	2	4	.1	. 3
₩PLY-FM WI '98 4-Book	51 57		1.2 1.4		30 37	609 671	. 7 . 9	6.9 8.3	21 18	90 101		8.0 6.5	49 58	223 241			30 49	119 168		5.6 8.6
WURD-AM WI '98 4-Book	8 3	72 40		1.3	5 2	47 20	. 1	1.2	7 2	18 7	.2	2.7	7 2	18 8	. 2		1 1	8 <i>6</i>		. 2
WUSL-FM WI '98 4-Book	66 90	1174 1183		10.5 13.3	57 72	766 <i>826</i>		13.2 16.4	39 44	133 153		14.9 15.6	69 1 <i>20</i>	256 369		10.9 17.3	73 94	250 290	1.8	
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									d for											

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		_							М	en 12	2-2	4				-				
	N	londay- 6AM-7		/		Week				Saturo 6AM-10		7.5		Saturo 10AM-			er i	Saturd 3PM-7	ay PM	
	A QH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDB~FM W1 '98 4-Book	6	64 55	.1	1.0 .6	3. 2	40 35	. 1	. 7 . 5	10 4	17 11	. 2 . 1	3.8 1.5	5 2	25 9	. 1	. 8 . 3	2	6		AOH Shr
WWJZ-AM WI '98 4-Book	1	5	由市	.2 **	**	5 **	##	**	**	**	**	**	AA	ŔŔ	**	**	AA	**	**	**
WXTU-FM WI '98 4-Book	14 13	178 172	.3 .3	2.2 1.9	12 8	125 103	.3	2.8 1.9	3 3	21 21	.1	1.1	8 10	32 31	. 2 . 3	1.3	11 11	39 28	.3 .3	2.0
+WXXM-FM WI '98 4-Book	34 13	593 272			26 11	404 174	.6 .3		6	22 19	. 1	2.3 1.5	40 17	129 59	1.0	6.3 2.5	43 16	148 58	1.1	8.0 3.0
WYSP-FM WI '98 4-Book	97 115	1047 1118		15.4 17.1	31 38	576 579	.8 .9	7.2 8.6	10 21	56 72	. 2 . 5		50 55	194 198	1.2	7.9 7 .9	54 47	208 183	1.3	10.0 8.2
WYXR-FM WI '98 4-Book	6 11	219 269	. 1		8 11	187 202	. 2	1.9 2.5	3 6	18 30	. 1 . 1	1.1	14 14	63 55		2.2 2.0	13 13	58 51	.3	2.4
WJBR-FM WI '98 4-Book	1	48 36		.2 . 2	1	30 25		. 2	1	6		.4	1	4		.1	2	7 8		.3
WKXW-FM WI '98 4-Book	1 3	33 47		. 2	1	23 22		.2	1	7		. 4	4	16 4		.6 .2		2		. 1
+VLEV-FM WI '98 4-Book	4	7		.6		4														
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	##	A.A
WPST-FM W1 '98 4-Book	13 19				10 16				5 8	24 27	.1		14 25			2.2 3.7	10 21		. 2 . 5	1.9
WRDR-FM WI '98 4-Book		10 3				2		.1												
WSTW-FM WI '98 4-Book	1	98		.2	2	34	**	.5	1	7 **		.4	1	13		.2	2	20	**	.4 **
TOTALS W '98	6302	3782	1 15.4		432	2 318	10.6		261	849	6.4		632	1809	9 15.5 7 16.6		539 566	1425	13.22	

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

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		Sature 7PM-I				Sund 6AM-1				Sund 10AM-	av			Suno 3PM-				Suno 7PM-		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr
KYW -AM WI '98 4-Book	6 2	9	. 1	1.2	7 9	32 37	.2 .2		1 4	11 24	.1	. 2	1 3	5 11	. 1	. 2	11 5	33 21		
WBEB-FM WI '98 4-Book	6 7	15 29	. 1 . 2	1.2	4 9	16 20	.1	2.0 3.8	11 15	45 36	.3		9 10	24 31	.2		12 5	35 2 7		3.1
WDAS-AM W1 '98 4-Book					14 6	24 11	.3	7.0 3.0	6 3	26 11	.1	1.3	4	5	.1	.7	2	5		.5
WDAS-FM WI '98 4-Book	9 15	38 39	.2		4 6	18 11	. 1 . 1	2.0 3.1	10 12	37 33	. 2 . 3	2.2 2.6	12 13	16 2 7	.3		37 18	82 41	.9	
WHAT-AM Wi '98 4-Book					2 2	8 7		1.0 1.0	8 2	8	.2	1.8	2	8 2		.5				
WIOQ-FM WI '98 4-Book	41 56	198 189	1.0	8.2 12.1	15 12	104 57	. 4	7.5 5.8	28 42	164 152	.7 1.0	6.2 8.9	20 38	108 131	.5 1.0		17 30	74 9 7	.4	4.4 8.5
WIP -AM WL '98 4-Book	8 12	39 40	. 2 . 3	1.6	18 11	38 34	. 4	9.0 5.2	7 19	15 62	. 2	1.5 4.1	17 20	31 49	. 4 . 5		17 13	44 43	. 4 . 3	
WJJZ-FM WI '98 4-Book	2	5		.4	2	19 12	.1	1.0 1.4	17 13	45 26	. 4	3.7 3.0	16 <i>6</i>	26 12	. 4		7	18 <i>9</i>	.2	1.8
WMGK-FM WI '98 4-Book	16 13	39 59	. 4	3.2 2.8	4 7	18 31	. 1	2.0 3.2	18 21	59 7 <i>2</i>	. 4	4.0 4.6	23 28	84 91	.6 .7	5.5 5.9	17 13	60 60	. 4	4.4 4.0
VMMR-FM WI '98 4-Book	23 14	94 72	. 6 . 3	4.6 2.9	10 7	26 30	. 2	5.0 3.9	38 21	162 88	.9	8.4 4.4	35 17	67 57	.9	8.3 3.7	27 12	56 47	.7 .3	7.0 3.2
WOGL-FM WI '98 4-Book	15 9	53 42	.4	3.0 1.8	7 5	24 17	.2	3.5 2.2	2 7	23 33	.1	.4 1.4	4	15	.1	.9	3 5	9 23	.1	1.5
WPEN-AM WI '98 4-Book									1	4		. 2	3	5	. 1	.7				
+WPHI-FM WI '98 4-Book	100 88	373 298		20.0 18.9	29 24	93 91		14.6 11.9	51 52		1.2	11.2 11.2	61 77		1.5 1.9		41 46			10.7 13.7
₩PHT-AM ₩1 '98 4-Book	4	9 9	.1	. 8 . 9		}			2	9		.3	1	7		. 3	6 2	9	.1	1.6
WPLY-FM WI '98 4-Book	26 37	112 161		5.2 8.0	15 17	92 82	. 4	7.5 8.7	42 43		1.0		34 42	143 166	.8 1.0	8.1 9.1	20 28	150 148	.5 .7	5.2 8.1
WURD-AM WI '98 4-Book	1	2		.1	4	10 3	. 1	2.0	12	39 15	.3	2.6 . 9	7 2	19 8	. 2	1.7	2	10 3		.5
WUSL-FM WI '98 4-Book	94 86	290 295		18.8 18.7	18 34	73 110		9.0 16.5	44 59	197 203	1.1		58 68	204 213	1.4	13.8 14.7	52 64	186 209	1.3	
	* Station	1)		\perp	* 1 ista							\perp								

^{**} Station(s) not reported this survey.

Listener estimates adjusted for reported broadcast schedule.

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

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

									M	en 12	2-2	4							_	
		Sature 7PM-I				Sund 6AM-10	ay DAM			Sunda 10AM-3	BPM			Sund 3PM-7	ay PM	-	S. 34	Sunda 7PM-M		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	Alle	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDB-FM WI '98 4-Book	2	8		.4	1	4		. 4	6 3	8	.1	1.3	1	4		. 2	2	6		. 4
WWJZ-AM WI '98 4-Book	2	5		. 4 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM WI '98 4-Book	13 7	52 28		2.6	5 7	17 30	.1		14 10	51 36	.3	3.1 2.1	13 7	37 23	.3	3.1 1.6	22 9	71 32	.5 .2	
WXXM-FM WI '98 4-Book	30 9	156 49			12 5	31 16	.3		30 13	126 <i>61</i>	.7 .3	6.6 2.9	23 1 3	94 43	.6 .3	5.5 2.9	23 7	90 35	.6 .2	6.0 1.9
WYSP-FM WI '98 4-Book	31 38	163 125			10 12	52 44	.2 .3		45 55	221 222	1.1	9.9 11.7	26 46	149 175	.6 1.1	6.2 9.7	16 25	77 119	. 4	
WYXR-FM WI '98 4-Book	8 14	43 53		1.6 3.1	1 5	13 21	.1	.5 2.3	9	32 37	. 2 . 3	2.0 2.2	1 8	9 32	. 2	.2 1.7	9 15	43 48	.2	2.3
∀JBR-FM ₩I '98 4-Book	5 2			1.0	4 2	15 6	.1	2.0	1	8		.2	1	4		. 2	2	15 9		.5
WKXW-FM WI '98 4-Book						2			1	7		. 1	4 2	9 6		1.0 .5		2		.1
WLEV-FM WI '98 4-Book						2		.1										2		.1
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM WI '98 4-Book	9			1.8	1 5	8 23		.5 2.9	18 21	101 <i>80</i>	. 4		17 20	82 81	. 4	4.0	3 14	48 64	.1	.8
WRDR-FM WI '98 4-Book					1	2		. 4		2		.1								
WSTV-FM W1 '98 4-Book	**	**	***	**	**	7		**	1	7 **	**	, 2 **	6 **	27	:1	1.4	2	7	**	.5
TOTALS W1 '98 4-Book		1465	5 12.3		199 199		2 4.5		455 466		11.1		420 464	1183	3 10.3		383 34 4		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.

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									М	en 1	8-3	4								
	N	londay-S 6AM-N		у	٨	londay- 6AM-10			N	londay- 10AM-			ı	Monday- 3PM-7			N	londay- 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 FA '97' SU '97 SP '97 4-Book WI '97	33 23 22 24 26 33	1236 992 1044 908 1045 1211	.6 .4 .4 .5	3.2 2.0 1.9 2.0 2.3 2.9	107 61 62 73 76 98	838 557 644 711 <i>688</i> 735	1.9 1.1 1.1 1.2 1.3 1.7	6.6 3.8 3.6 4.4 4.6 6.1	26 20 15 13 19 26	389 334 224 259 302 386	.5 .3 .3 .2 .4	1.9 1.2 .8 .7 1.2	31 25 26 24 27 35	500 373 446 324 411 459	.5 .4 .4 .4	2.5 1.8 1.9 1.6 2.0 2.5	14 9 8 10 10	166 193 204 183 187 357	.2 .2 .1 .2 .2	2.3 1.4 1.3 1.6 1.7 2.0
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 25 26 24 26 32	577 631 520 511 560 629	.5 .4 .4 .4	2.9 2.2 2.2 2.0 2.3 2.8	42 33 32 32 35 45	238 367 226 228 265 238	.7 .6 .5 .5	2.6 2.1 1.9 1.9 2.1 2.8	52 33 41 48 44 59	242 204 232 214 223 267	.9 .6 .7 .8 .8	3.7 2.0 2.3 2.7 2.7 3.6	29 26 19 32 27 30	305 248 201 218 243 269	.5 .5 .5 .5 .5	2.3 1.8 1.4 2.2 1.9 2.1	14 12 10 10 10	208 196 161 129 174 173	.2 .2 .2 .2 .2 .2	2.3 1.9 1.6 1.6 1.7
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 4 1 2 2	75 62 25 55 54 43	. 1	.2 .4 .1 .2 .2 .3	5 6	31 27 8 17	. 1	.3	1 5 2 2 2	19 18 17 14	. 1	.1 .3 .1	3 3 1 2 2 2	20 29 8 17 19	.1	.2 .1 .1 .2	3 2 2 2 2	9 8 8 6 9		.5 .3 .3
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	64 48 46 51 52 48	762 637 659 605 <i>666</i> 632	1.1 .8 .8 .9 .9	6.1 4.2 3.9 4.3 4.6 4.2	88 60 53 60 <i>65</i> 57	428 290 292 310 330 360	1.5 1.0 .9 1.0 1.1	5.5 3.8 3.1 3.6 4.0 3.5	92 64 70 73 75 68	426 322 286 350 346 282	1.6 1.1 1.2 1.2 1.3	6.6 3.9 3.9 4.1 4.6 4.1	81 54 59 49 61 58	376 331 277 310 324 370	1.4 .9 1.0 .8 1.0	6.5 3.8 4.2 3.3 4.5 4.2	45 37 28 39 3 7 31	285 303 257 242 272 215	.8 .6 .5 .7	7.4 5.9 4.5 6.1 6.0 4.7
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3 3 2 3 6	53 31 17 19 30 45	.1	.3 .3 .3 .2 .3 .5	2 5 5 1 3 14	25 22 17 8 18 28	.1 .1 .1	.1 .3 .1 .2 .9	7 3 3 11	20 9 8 8 11 28	.1 .1 .1 .1 .2	.5 .2 .2 .7	1 6 5 1 3 2	20 9 17 14 15	.1	.1 .4 .4 .1 .3	4 1 1 1	11 17 8 9 9		.6 .2 .2
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	42 62 60 78 61 62	1104 1067 1275 1184 1158 1216	.7 1.1 1.0 1.3 1.0	4.0 5.4 5.1 6.6 5.3 5.5	49 52 51 57 52 55	425 467 401 466 440 436	.9 .9 .9 1.0	3.0 3.3 3.0 3.5 3.2 3.4	49 90 83 108 83	492 629 688 610 605 618	.9 1.6 1.4 1.8 1.4	4.7 6.1 5.0	48 68 76 117 77 74	676 776 661	.8 1.2 1.3 2.0 1.3	4.8 5.4 7.9 5.5	31 51 41 57 45 48		1.0 8	5.1 8.2 6.6 8.9 7.2 7.3
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	66 77 76 57 69 65	1271 1131 1080 1129	1.3 1.3 1.0 1.2	6.4 4.8 6.1	109 124 128 91 113 95	584 782 697 480 636 653	2.2 2.2 1.6	7.8 7.5 5.5 6.9	85 113 106 78 96 102	474 660 638 384 539 498	2.0 1.8 1.3 1.7	6.9 6.0 4.4 5.9	112 125 106 91 109 82	829 752 563 703	2.2 1.8 1.6 1.9	8.8 7.6 6.2	28	351 343 382 372	.3 .5 .5	4.7
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 35 17 25 2 5 25	390 317 410	.6 .3 .4	3.1 1.4 2.1	20 18 15 40 23 19	118 170 118 156 141 116	.3 .7 .4	1.2 1.1 .9 2.4 1.4	29 47 18 42 34 30	156 178	.3 .7 .6	2.9 1.0 2.4	32 56 15 27 33 35	334 151 137 207	1.0 .3 .5	4.0 1.1 1.8	18 33 12 9 18 21	242 137 138 166	.6 .2 .2	1.9
				tad													Current a			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		Monday-	Sunda	У	,	Monday-	Friday			en 18	riday		,	nonday-l			N	Monday-I		
1	AQH (00)	Cume (00)		AQH Shr	AQH (00)	6AM-1 Cume (00)	AOH Rtg	AQH Shr	AQH (00)	10AM-: Cume (00)	AOH Rtg	AOH Shr	AQH (00)	3PM-7 Cume (00)	AOH Rtg	AQH Shr	AQH (00)	7PM-M Cume (00)	AOH Rtg	AOH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	63 82 87 71 76 75	1147 1212 1348 1279 1247 1236	1.1 1.4 1.5 1.2 1.3	6.0 7.2 7.4 6.0 6.7	61 75 95 87 80 78	499 526 628 587 560 412	1.1 1.3 1.6 1.5 1.4	3.8 4.7 5.6 5.3 4.9 4.8	101 154 147 116 130 147	517 658 744 579 625 623	1.8 2.7 2.5 2.0 2.3 2.5	7.3 9.4 8.3 6.6 7.9 8.9	84 126 137 84 108 83	698 723 842 785 762 734	1.5 2.2 2.3 1.4 1.9	6.7 8.9 9.8 5.7 7.8 5.9	37 37 35 35 36 37	402 396 428 492 430 481	. 6 6 6 6	6.1 5.9 5.7 5.4 5.8 5.7
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	73 71 104 119 92 83	1474 1456 1607 1791 1582 1523	1.2 1.8 2.0 1.6	6.2 8.8 10.0 8.0	86 88 139 153 117 89	570 676 777 964 747 604	1.5 1.5 2.4 2.6 2.0	5.5 8.2 9.3 7.1	124 120 204 204 163 155	639 745 841 915 785 832	2.2 2.1 3.5 3.5 2.8 2.6	8.9 7.4 11.5 11.5 9.8 9.4	80 104 126 139 112	855 821 870 1159 926 862	1.4 1.8 2.1 2.4 1.9 2.0	6.4 7.3 9.0 9.4 8.0 8.4	20 32 36 56 36 32	399 337 477 697 478 428	.3 .6 .6 1.0	3.3 5.1 5.8 8.7 5.7 4.9
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 19 34 25 25 19	511	.3 .6 .4	1.7 2.9 2.1 2.2	28 18 44 22 28 23	168 154 231 238 198 196	.5 .3 .7 .4	1.7 1.1 2.6 1.3 1.7	33 41 71 28 43 37	170 193 259 228 213 197	.6 .7 1.2 .5 .8	2.4 2.5 4.0 1.6 2.6 2.2	26 27 35 29 29 22	238 243 297 329 277 228	.5 .5 .6 .5	2.1 1.9 2.5 2.0 2.1 1.6	12 8 8 20 12 6	139 153 166 196 164 109	.2 .1 .3 .2 .1	2.0 1.3 1.3 3.1 1.9
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 2 3 2 2 2	62 75 27 55	. 1	.2 .2 .3 .2 .2	3 1 2 1	18 8 17 9 13	.1	.2	3 7 2 3 2	9 14 33 9 16	.1 .1	.2 .1 .2 .1	3 3 5 6 4	27 25 25 9 22 12	.1:	. 2 . 2 . 4 . 4 . 3	3 1 1	8 9 7 12	. 1	.5 .2 .2
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	61 65 102 72 75	1242 1021 1112	1.7	6.6	50 67 97 52 67 66	448 432 634 385 475 416	.9 1.2 1.7 .9 1.2	4.2	60 64 136 84 <i>86</i> 100	598 496 693 582 592 540	1.0 1.1 2.3 1.4 1.5	4.3 3.9 7.7 4.7 5.2 6.1	87 82 140 120 107 95	701 623 914 706 736 684	1.5 1.4 2.4 2.0 1.8 1.6	6.9 5.8 10.0 8.1 7.7 6.8	62 60 96 64 71 61	543 550 758 502 588 499	1.0 1.6 1.1 1.2	9.6
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 2 4 2 3 2	103 195 182 162	.1	.2 .3 .2	6 6 4 3 5 4	54 45 27 30 39 36	.1 .1 .1 .1	.4 .2 .2 .3	4 4 2 2 3	67 38 47 44 49 12	.1	.3	3 2 4 2 3 4	43 27 64 17 38 62	.1 .1 .1	.2 .1 .3 .1 .2 .3	3 6 5 4 1	8 73	.1	1.0 .8 .6
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	42 60 68 69 60 73	1389 1630 1495 1441	1.2 1.2 1.0	5.3 5.8 5.8 5.2	51 62 98 101 78 86	683 610	1.1 1.7 1.7	3.9 5.8 6.1 4.8	52 75 90 102 80 116		.9 1.3 1.5 1.7 1.4 2.0	4.6 5.1 5.8 4.8	58 78 82 81 75 96	676 828 989 863 839 884	1.0 1.4 1.4 1.4 1.3	4.6 5.5 5.9 5.5 5.4 6.9	26 48 50 36 40 32	543 683 548 567	.5 .8 .9 .6 .7	7.7 8.1 5.6 6.4
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 7 3 2 5	100 64 39 83	.1	.6 .3 .2	7 18 5 2 8 **	44 16	. 1	.3	10 8 2 5 **	20	.1	.7 .5 .1	12 5 4 6 7 **	75 63 30 39 52	.2	1.0 .4 .3 .4 .5	5 1 1 2 2	32 15 23		.8 .2 .2 .3 .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.

						LUI	0			,,,	110		111		20					
	. N	londay-S	Sunda	v		Monday-			_	en 1				Monday-	Frida	,		Monday-	Friday	
	AQH	6AM-I	AOH	AOH	AQH	6AM-11	AQH	AQH	AQH	10AM- Cume	3PM AQH	АОН	AQH	3PM-7	AQH	AQH	AQH	7PM-N	AQH	AQH
WUSL-FM	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	73 92 107 94 92 122	1226 1211 1239 1200 1219 1286	1.3 1.6 1.8 1.6 1.6 2.1	8.0	74 80 100 84 <i>85</i>	520 579 690 520 <i>577</i> 649	1.5	4.6 5.0 5.9 5.1 5.2 6.9	82 105 156 133 119 138	685 640 767 722 704 720	1.4 1.8 2.7 2.3 2.1 2.4	5.9 6.4 8.8 7.5 7.2 8.4	90 116 114 114 109 172	721 722 744 698 7 21 876	1.6 2.0 1.9 1.9 1.9 2.9	7.2 8.2 8.2 7.7 7.8 12.3	64 90 95 84 83 133	550 664 665 612 623 669	1.6 1.6 1.4	10.6 14.4 15.4 13.0 13.4 20.3
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	24 9 17 15 16 22	372 209 408 320 327 385	.4 .2 .3 .3	2.3 .8 1.4 1.3 1.5	20 9 7 17 13 11	56 67 72 93 72 76	.3 .2 .1 .3	1.2 .6 .4 1.0 .8	55 27 35 26 36 51	201 120 186 132 160 156	1.0 .5 .6 .4	4.0 1.7 2.0 1.5 2.3 3.1	26 6 23 27 21 44	135 62 134 162 123 242	.5 .1 .4 .5 .4	2.1 .4 1.6 1.8 1.5 3.1	12 3 7 4 7 3	74 33 68 57 58 50	.2	2.0 .5 1.1 .6 1.1
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	**	17 ** **	**	**	茶茶	**	**	**	1 **	5 **	**	.1	1 1 **	5 17 **	**	.1 .1 ** **	*************************************	**	**	**
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	39 25 32 30 32 37	549 387 482 439 464 435	.7 .4 .5 .5	2.5	39 40 42 43 41 48	265 199 231 282 244 253	.7 .7 .7 .7	2.4 2.5 2.5 2.6 2.5 3.0	58 28 57 54 49 51	342 175 255 186 240 299	1.0 .5 1.0 .9	4.2 1.7 3.2 3.1 3.1 3.1	50 24 33 24 33 44	324 201 265 245 259 286	.9 .4 .6 .4	4.0 1.7 2.4 1.6 2.4 3.1	25 17 7 12 15 29	198 177 144 143 166 207	.4 .3 .1 .2 .3	2.7 1.1 1.9 2.5
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	41 37 6 6 23	1001 804 190 168 541 193	.7 .6 .1 .1	3.9 3.2 .5 .5 2.0	44 22 8 3 1 <i>9</i> 8	394 260 86 34 194 83	.8 .4 .1 .1	2.7 1.4 .5 .2 1.2	46 58 6 8 30 8	427 341 41 45 214 66	.8 1.0 .1 .1	3.3 3.6 .3 .5 1.9	62 64 8 10 36 11	582 502 103 74 315 116	1.1 1.1 .1 .2 .6	5.0 4.5 .6 .7 2.7	28 21 3 4 14 7	414 276 51 49 198 108	.5 .4 .1 .1 .3	3.4 .5 .6
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	161 204 196 224 196 195	2405 2560 2545 2545 2514 2529	3.5 3.3 3.8 3.4	15.4 17.9 16.6 18.9 17.2 17.2	512 540 554 506 <i>528</i> 538	1698 1818 1801 1770 1772 1830	9.4 9.4 8.6 9.1	31.7 33.9 32.5 30.8 32.2 33.3	201 288 252 359 275 238	1185 1489 1377 1475 1382 1299	5.0 4.3 6.1 4.7	20.3 16.7	115 169 165 243 173 169	1020 1089 1225 1407 1185	4.1 3.0	11.8 16.5 12.4	35 40 50 56 45 55	581 599 653 666 625 699	.6 .7 .9 1.0	6.4 8.1 8.7 7.3
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	28 21 26 23 25 23	809 686 696 551 686 768	.5 .4 .4 .4	2.7 1.8 2.2 1.9 2.2 2.0	16 20 17 23 19 23	210 267 124 205 202 274	.3 .3 .4 .3	1.0 1.3 1.0 1.4 1.2	27 27 35 39 32 42	371 166 270 200 252 321	.5 .6 .7 .6	1.9 1.7 2.0 2.2 2.0 2.5	27 31 26 31 29 27	298 287 307 296 297 289	.5 .4 .5 .5	2.2 1.9 2.1 2.1	27 20 25 13 21	322 287 258 191 265 206	.5 .3 .4 .2 .4	4.5 3.2 4.0 2.0 3.4 1.7
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 2 2 3 2	117 76 85 76 89 96	. 1	.2 .2 .2 .3 .2 .1	1 3 1 5 3 3	35 41 18 44 35 21	.1	.1 .2 .1 .3 .2	2 1 3 5 3 1	33 19 29 37 30 29	.1	.1 .1 .2 .3 .2	2 3 2 3 3 2 2	66 19 31 28 36 35	.1	. 2 . 2 . 1 . 2 . 2	2 2 1 2 2	42 19 27 23 28 25		.33.23.32
		on(s) not																		

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	M	londay-	Sunda	<u></u>	N	Monday-	Friday			en 1	Friday			Aonday-	Friday	,	,	londay-F 7PM-N	riday		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-16 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 11 9 3 7	132 136 187 152 152 138	.1 .2 .2 .1 .2	.6 1.0 .8 .3 .7	5 12 1 2 5	37 39 18 39 33 39	.1 .2	.3 .8 .1 .1	7 10 23 5 11 12	84 37 79 49 62 60	.1 .2 .1 .2 .2 .2	.5 .6 1.3 .3 .7	13 24 17 2 14 4	88 98 109 48 86 57	.2 .4 .3 .2 .1	1.0 1.7 1.2 .1 1.0	5 6 3 1 4	42 33 62 18 39 21	.1	.8 1.0 .5 .2 .6	Target Listener
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 2	52 21 63 34 65		.4	2 2	24 13 9 33	-1	.1	5 1 2 1	16 8 <i>6</i>	. 1	.4 .1 .1	8 1 1 3 2	34 10 21 16 34	. 1	.6 .1 .1	3 1 1 3	19 22 10 31	.1	.5 .2 .2	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	**	**	**	## ## ##	** **	**	**	**	**	**	**	**	**	**	**	**	**	** ** ** 9	**	**	- Men 18
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	15 10 29 32 22 26	513 546 749 747 639 631	.2 .5	.9 2.5 2.7 1.9	15 14 24 37 23 34	230 238 209 307 246 199	.3 .2 .4 .6 .4	.9 1.4 2.2 1.4 2.1	28 11 51 49 35 36	205 191 259 349 251 263	.5 .9 .8 .6	2.0 .7 2.9 2.8 2.1 2.2	24 14 40 48 32 42	244 277 419 477 354 379	.4 .2 .7 .8 .5	1.9 1.0 2.9 3.3 2.3 3.0	7 8 14 19 12 13	172 149 230 279 208 183	.1 .2 .3 .2 .2	1.2 1.3 2.3 3.0 2.0 2.0	3-34
WRDR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	1 2 1	9 25		.1	3	7 9 15 8	.1	.1	2 6 2	17 9 10 9	. 1	.1	1 2 2 1	7 11 25 11		.1 .1 .1					
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 ** 6 4 **	295 189	.1		1 *** 3 5 ** 15	**	.1	.1 *** .2 .3 **	6 ** 6 4 ** 27	103 ** 108 71 ** 90	.1	.4 ** .3 .2 **	4 ** 9 3 **	**	.1	.3 ** .6 .2 **	4 *** 3 3 **		.1	.7 ** .5 .5 **	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1045 1141 1182 1188 1133 1132	5637 5739 5701 5666	5 18.2 7 19.8 3 20.1 20.2 5 19.6 6 19.6		1614 1593 1703 1645 1639 1617	4952 5027 4948 4960	28.1 27.7 29.2 3 28.0 28.1 27.6		1387 1631 1774 1769 1640	4437 4520 4504 4432	24.1 28.4 30.2 30.1 28.2 28.1		1252 1417 1395 1473 1384 1397	5010 5111 4968 4972 4972	21.8 24.6 23.8 25.1 23.8 23.8 23.8		605 625 618 644 623 654	3506 3647 3756 3616 3786	10.5 10.9 10.5 11.0 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.

		Ann de	F=: -1 = -			Weeks			М	en 1		4		Cabic	day.			Saturo	lav	
		donday- 6AM-7	PM	_	1	6AM-N	AID	4011	404	Saturo 6AM-10	MAC	4011	4011	Sature 10AM-	ЗРМ	404	404	3PM-7		AQH
-	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AOH Shr	(00)	Cume (00)	Rtg	Shr
KYW -AM WI '98 4-Book	52 39	1156 958	. 9 . 7	3.7 2.5	12 13	388 356	. 2 . 2	1.8 1.8	27 34	167 172	.5 .6	5.2 5.4	7 10	72 66	.1	.6 . 8	1 6	15 35	.1	. 1 . 6
WBEB-FM WI '98 4-Book	42 36	446 428	. 7 . 6	3.0 2.3	18 20	214 257	.3	2.6 2.7	26 21	51 56	.5 .4	5.0 3.4	32 34	121 109	.6 .6	2.8 2.7	20 20	60 53	.3 .3	2.3 2.3
WDAS-AM WI '98 4-Book	3 2	40 28	.1	. 2 . 2	2 3	46 37	.1	.3	3 1	11 4	. 1	.6 .2		2						
WDAS-FM Wi '98 4-Book	87 68	638 520	1.5	6.1 4.4	35 35	418 362	. 6 . 6	5.1 4.7	10 25	51 71	. 2 . 5	1.9 3.8	52 55	167 144	.9 1.0	4.5 4.3	33 42	82 1 09	.6 .7	3.8 4.6
WHAT-AM Wi '98 4-Book	4 3	31 21	.1	.3 .2	3 2	24 16	. 1	.4	1	3		.1	5 6	7 7	.1	. 4 . 5	6 2	17 7	. 1 . 1	.7
W100-FM W1 '98 4-Book	49 7 <i>2</i>	908 932	.9 1.3	3.5 4.6	36 50	677 684	. 6 . 9	5.3 6.8	26 30	134 132	.5 .6	5.0 4.8	71 88	296 311	1.2	6.2 6.8	59 78	238 230	1.0	6.8 8.6
WIP -AM WI '98 4-Book	101 105	916 989	1.8	7.1 6.7	26 33	403 473	.5 .6	3.8 4.6	16 34	92 129	.3 .6	3.1 5. 3	35 54	147 189	.6 .9	3.0 4.3	43 39	119 119	. 7 . 7	4.9 4.3
WJJZ-FM WI '98 4-Book	27 30	273 293	. 5 . 5	1.9 2.0	17 20	242 226	.3 .4	2.5 2.7	7 17	37 66	.1	1.4	17 42	50 92		1.5 3.3	24 24	59 66	. 4 . 4	
WMGK-FM WI '98 4-Book	83 107	952 1039	1.4	5.9 6.9	45 47	566 587	. 8 . 8	6.6 6.4	39 3 7	144 149	.7	7.5 6.0	95 94	275 276		8.3 7.5	75 74	240 210	1.3	
WMMR-FM WI '98 4-Book	99 1 33	1216 1330	1.7 2.3	7.0 8.5	62 56	824 789	1.1	9.1 7.7	50 57	165 189	.9 1.0	9.7 9.2	108 114	372 380		9.4 9.0	72 69	292 243	1.3	
WOGL-FM WI '98 4-Book	29 34	334 399	.5 .6	2.0 2.2	15 17	173 223	.3 . 3	2.2 2.3	21 20	88 73	. 4	4.1 3.2	33 36	65 81	.6	2.9 2.8	13 16	48 53	.2 .3	
WPEN-AM WI '98 4-Book	2 3	36 34		.1	2 2	45 31		.3 . 3	2	9 5		. 4	2 2			. 2				
+WPHI-FM W1 '98 4-Book	65 87			4.6 5.5	51 <i>57</i>	666 653		7.5 7.8	28 38		.5 .7		90 96			7.8 7.6	74 81	229 227		8.5 8.9
₩PHT-AM ₩1 '98 4-800k	4 3	122 99			4 3	38 52				Ų			1	4		.1	3	7	.1	.3
₩PLY-FM ₩1 '98 4-800k	54 78	1061 1226	.9 1.3		33 42	649 749			19 29			3.7 4.6	58 76		1.0		38 54			4.4 5.9
WURD-AM WI '98 4-Book	10 7			. 7 . 4	4	51 38	.1	.6 .5	3 7				15 <i>6</i>				1 2	8 7		. 1
WUSL-FM WI '98 4-800k	82 1 05			5.8 6.7	64 72	735 743		9.4 9.9	42 50	146 161		8.1 7.9	75 115		1.3		93 90			10.7
	* * Stati								ed for											

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						1			M	en 1	3-34	4									
	A	onday-		/		Week 6AM-l				Saturo 6AM-10			4	Saturo 10AM-				Saturd 3PM-7			H
(AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	[ar
WWDB-FM WI '98 4-Book	35 24	251 228	.6 .4		13 10	183 140	.2	1.9	35 11	81 32	.6 .2	6.8 2.0	7 4	26 1 <i>6</i>	· 1	.6 .3	6	18 13	.1	.7	arget Li
WWJZ-AM WI '98 4-Book	1	5 **	**	.1	**	5 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM WI '98 4-Book	50 42	437 374	.9 .7	3.5 2.7	29 24	313 255	.5 .4	4.3 3.3	9 24	63 77	. 2 . 4	1.7 3.7	51 40	135 112	.9 .7	4.4 3.2	39 29	115 88	. 7 . 5	4.5 3.2	
+ VXXM-FM W1 '98 4-Book	50 28	864 453	.9		34 18	576 277	.6 .3		10 17	51 56	. 2 . 3	1.9 2.8	51 38	217 125	.9	4.4 3.2	64 22	271 97	1.1	7.3 2.5	Estimates
VYSP-FM WI '98 4-Book	270 322	2146 2296		19.1 20.6	50 75	918 1042		7.3 10.3	44 61	131 178	.8 1.1	8.5 9.6	106 121	410 418	1.8	9.2 9.4	73 86	299 305	1.3	8.4 9.4	l .
WYXR-FM WI '98 4-Book	24 27	504 449			35 23	501 355	.6 .4		25 21	106 <i>67</i>	. 4	4.8 3.4	71 38	243 1 39	1.2 .6	6.2 3.1	37 27	129 1 02	. 6 . 5	4.2 3.0	- Men
WJBR-FM WI '98 4-Book	2 3	91 59		.1	2 3	26 37	.1	.3	2	7	.1	.3	5	16	. 1	.4	3	10	. 1	.3	18-
VKXV-FM WI '98 4-Book	8 10	120 116		.6 .7	2	39 61	. 1	.3 .6	3 4	16 16	.1	. 6 . 7	3	9 22	.1	.3	10	19	. 2	1.1	34
+VLEV-FM WI '98 4-Book	6 2	42 20		. 4	2	28 22		.3						3			1	10 3		. 1	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	ńń	**	**	**	nn.	
VPST-FM WI '98 4-Book	23 30	410 521		1.6	7 13	241 284	.1		2 6	t 7 32	.1	. 4 . 9	6 20	55 98	.1	.5 1.6	16 22	61 101	.3 .4	1.8	
VRDR-FM WI '98 4- Book	1 2			.1	,	15 5							1	8		.1					
WSTW-FM W1 '98 4-Book	4	184		.3	2	69	**	.3	1	7 **	**	.2	4	21	.1	.3	3	36 **	. 1	.3	
TOTALS WI '98 4-Book	1415 <i>1561</i>	5485	24.6		681 730		11.8		518 <i>625</i>		9.0		1149 1266		20.0		872 90 8	2281	15.2 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.

				A		Ĭ				en 1	8-3		SUI							
		Saturo 7PM-N	lay IID			Sunda 6AM-10		-		Sund 10AM-		- 3		Sund 3PM-7		- 17		Sund: 7PM-N		
	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
KYW -AM WI '98 4-Book	9 6	36 34	. 2	1.5	22 26	130 121	. 4		12 8	86 61	.2	1.7 1.1	10 <i>8</i>	29 37	.2	1.5 1.1	13 <i>9</i>	71 57	.2 .2	2.5
WBEB-FM WI '98 4-Book	10 11	43 55	. 2	1.6 1.7	14 17	33 43	. 2	4.2 4.3	17 28	54 71	.3 .5	2.4 3.3	7 19	25 56	. 1 . 3	1.1 2.6	19 10	56 48	.3	3.7 2.2
WDAS-AM W1 '98 4-Book					1 7	11 21	. 1	.3 1.9	2 7	22 24	. 1	.3 .8	9 4	17 <i>9</i>	.2	1.4	1 4	7 6	.1	. 2
WDAS-FM WI '98 4-Book	25 36	90 102	. 4 . 6	4.1 5.4	23 22	67 53	. 4	6.8 6.0	20 25	92 81	.3 .4	2.8 3.1	41 28	67 64	.7	6.3 4.2	68 39	158 <i>92</i>	1.2	13.2 8.7
WHAT-AM WI '98 4-Book	1	7 2		.2	1	3		. 4	6 2	7 5	. 1	.8 .2	5 2		.1	.8 .3				
W10Q-FM W1 '98 4-Book	38 65	212 217	.7 1.1	6.3 10.0	12 13	55 49	. 2 . 2	3.6 3 .5	28 45	150 159	.5 .8	3.9 5.5	24 36	118 128	. 4	3.7 5.2	25 38	150 131	.4	4.8 8.6
WIP -AM WI '98 4-Book	7 19	45 63	. 1	1.2	24 22	71 74	. 4 . 4	7.1 5.8	19 42	68 147	.3	2.7 5.0	35 3 5	74 108	.6 .6	5.3 5.0	28 21	83 79	.5 .4	5.4 4.4
₩JJZ-FM ₩1 '98 4-Book	8 11	41 4 5	. 1 . 2	1.3	1 7	11 27	. 1	.3 1.8	25 28	111 76	. 4 . 5	3.5 3.5	27 17	55 42		4.1 2.5	22 10	76 34	. 4	4.3 2.2
WMGK-FM Wl '98 4-Book	24 33	92 106	. 4 . 6	4.0 5.0	11 <i>9</i>	44 38	. 2 . 2	3.3 2.6	37 53	121 168	.6 .9		52 47	175 165		7.9 7.0	26. 23	107 93	.5 .4	5.0 5.0
VMMR-FM WI '98 4-Book	48 38	124 143	.8	7.9 5.9	28 29	112 116	.5 .5		90 66	309 243	1.6		64 43	170 150		9.8 6.4	32 26	107 106	.6 .5	6.2 5.7
WOGL-FM WI '98 4-Book	20 13	56 43	.3	3.3 2.0	9 15	24 32	. 2 . 3		6 15	34 62	. 1 . 3	.8 1.8	7 13	16 33		1.1	7 8	25 27	.1	1.4
∀PEN-AM ₩1 '98 4-Book					5 2		.1		6 4	18 11	.1		5	9	.1	.7	2	2		. 5
+WPH1-FM WI '98 4-Book	91 79			15.0 12.2	17 15	59 60		5.0 4.0	40 4 5	186 167	.7 .8		40 65			6.1 9.4	21 33	105 120		4.1 7.7
WPHT-AM WI '98 4-Book	4 5	9	.1	.7	7 3	18 10	.1		4	29 22	.1 .1		3	15	.1	.4	12 3	19 5	.2	
WPLY-FM WI '98 4-Book	31 40	131 163	.5 .7		15 16		.3 .3		44 46	184 201	.8 .8	6.1 5.6	37 44	141 175		5.6 6.4	18 25	124 133		
WURD-AM WI '98 4-Book	1	3		.1	4	10	. 1	1.1	9 6	32 22	.2		3 4			.5 .6				
WUSL-FM WI '98 4-Book	101 93	301 270		16.6 14.4	34 39			10.1 10.7	52 68	208 208	.9 1.2	7.3 8.2	55 63			8.4 9.2	54 53	121 130		10.4 11.8
	** Stati				↓ 1 ia.			adinat	ed for	1 0	tion (-)	A characteristics	red call	4.8	0.01	Ava			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.

	100	-				ì			M	en 1	8-3	4									Ξ
		Sature 7PM-I			-	Sund 6AM-1				Sund 10AM-	ау 3РМ			Sund 3PM-7				Sund 7PM-N			=
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	101
WWDB-FM WI '98 4-Book	5 3	18 12	.1	.8	7	19 29	.1	2.1	24 27	50 61			8 8	26 20		1.2	11 12	39 32			Targer FI
WWJZ-AM WI '98 4-Book	2	5 **	**	.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	Fisicilei
WXTU-FM WI '98 4-Book	19 11	98 52	.3	3.1 1.8	9 20	35 55	.2		35 32	107 84	.6 .5		39 23	85 <i>62</i>	.7 .4	5.9 3.4	29 13	90 43	.5 .2		Į.
/XXM-FM WI '98 <i>4-Book</i>	32 14	163 65	.6	5.3 2.2	17 7	39 21	.3		30 16	115 <i>65</i>			33 16	136 57	.6 .3		30 10		.5 .2	5.8 2.0	Similares
YSP-FM WI '98 4-Book	34 5 6	175 194	.6 1.0	5.6 8.5	16 24	62 79	.3		54 109	300 419		7.5 12.7	42 102	221 331	.7 1.7	6.4 14.4	27 39	107 164	.5 .7	5.2 8.8	
/YXR-FM WI '98 4-Book	21 22	108 <i>95</i>	. 4 . 4	3.5 3.3	26 11	77 45	.5 .2	7.7 3.1	55. 29	155 <i>85</i>			26 18	81 66	.5 . 3	4.0 2.6	15 14	64 57	. 3 . 3		_ IAICIE
IJBR-FM WI '98 4-Book	5 2	16 8	. 1	. 8 . 3	7 3	19 13	.1		3	11	. 1	. 3	1	7		.1	1	7		. 2	TI 10-
KXW-FM WI '98 4-Book	2	9	. 1	.3	1	7		.2	3	14 14	. 1	. 4 . 5	4	9	. 1	. 6 . 5	i	5		.1	H
LEV-FM WI '98 4-Book	9	20 5	.2	1.5	1	7		. 2	2	18 <i>9</i>		.3 . 3	1	10 7		. 2	1	3		. 2	
OR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
PST-FM WI '98 4-Book	6 9	43 64	. 1 . 2	1.0	5	26	.1	1.4	9 15	63 71	.2 . 3	1.3 1.9	15 16	82 71	.3 .3	2.3 2.5	3		.1	.6 2.1	
RDR-FM WI '98 4-Book		2		.1						7 2											
/STV-FM WI '98 4-Book	1	8	**	. 2	**	7 **	**	**	3 **	17 **	. 1	. 4 **	6 **	27 **	.1	.9 **	2	7 **	**	. 4	
TOTALS WI'98 4-Book	607 649	1811	10.6		337 370	1022			716 820	2090	12.4		656 686		11.4		517 448				

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	M	onday-S		у		Monday-	Friday	H		en 18	Friday			londay-	Friday	,	A	londay-l		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM-3 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	7PM-N Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	108 83 83 86 90 103	3132 2819 2887 2815 2913 3376	1.0 .7 .7 .8	5.1 3.8 3.7 3.7 4.1 4.7	303 204 216 241 241 293	2205 1801 1915 2046 1992 2274	2.7 1.8 1.9 2.1 2.1 2.6	8.9 6.1 6.5 6.9 7.1 8.7	94 72 72 69 77 67	997 984 879 849 927 1065	.8 .6 .6 .6	3.3 2.3 2.2 2.1 2. 5 2.1	118 106 86 98 102 112	1464 1339 1366 1182 1338 1566	1.0 .9 .8 .9	4.6 3.9 3.2 3.5 3.8 4.1	39 32 32 24 32 38	620 556 597 500 568 844	.3 .3 .2 .3	3.7 3.1 2.9 2.2 3.0 3.6
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	58 74 75 51 65 91	1289 1337 1178 1128 1233 1416	.5 .7 .7 .4	2.7 3.3 3.3 2.2 2.9 4.2	97 97 97 74 91 118	597 755 563 561 619 577	.9 .9 .7 .9	2.9 2.9 2.9 2.1 2.7 3.5	85 112 131 82 103 176	472 498 571 424 491 632	.8 1.0 1.2 .7 .9	3.0 3.5 4.0 2.5 3.3 5.6	58 89 63 69 70 113	639 631 542 544 589 768	.5 .8 .6 .6	2.2 3.3 2.3 2.5 2.6 4.2	30 29 22 20 25 29	391 401 361 337 373 404	.3 .2 .2 .3	2.8 2.8 2.0 1.8 2.4 2.7
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 7 4 7 7	197 141 82 140 140 182	.1	.4 .3 .2 .3 .3 .3	16 10 4 2 8 7	74 61 25 34 49 37	.1 .1	.5 .3 .1 .1 .3	2 5 2 17 7	25 18 8 51 26 46	. 1	.1 .2 .1 .5 .2	11 6 3 5 <i>6</i> 5	61 51 17 45 44 66	.1	. 4 . 2 . 1 . 2 . 2	4 4 2 2 3 2	28 28 17 17 23 17		.4 .4 .2 .2 .3 .2
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	134 111 107 117 117 128	1417 1249 1294 1225 1296 1349	.9 1.0 1.0	6.3 5.0 4.7 5.1 5.3 5.8	185 160 126 147 155 162	830 693 622 654 700 758	1.6 1.4 1.1 1.3 1.4	5.4 4.8 3.8 4.2 4.6 4.8	163 146 137 159 151 172	740 645 634 693 678 719	1.4 1.3 1.2 1.4 1.3	5.7 4.6 4.2 4.8 4.8 5.5	154 134 111 128 132 162	773 737 613 688 703 760	1.4 1.2 1.0 1.1 1.2	6.0 4.9 4.1 4.6 4.9 6.0	109 72 90 88 90 84	627 555 592 554 582 567	1.0 .6 .8 .8	10.2 7.0 8.0 8.1 8.3 7.9
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	16; 15 10 9 13	187 171 96 126 145 153	.1 .1 .1 .1 .1	.8 .7 .4 .6	16 19 9 25 17 33	98 91 42 68 75 63	.1 .2 .1 .2 .2	.5 .6 .3 .7 .5	33 24 14 12 21 15	84 97 51 88 80 53	.3 .2 .1 .1	1.2 .8 .4 .4 .7	17 22 16 4 15	82 72 61 43 <i>65</i> 33		.7 .8 .6 .1	4 3 7 3 4 5	35	. 1	.4 .3 .6 .3 .4
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-800k WI '97	68 83 92 91 84 83	1654 1609 1925 1662 1713	.6 .7 .8 .8 .7		84 92 89 70 84 86	691 650 644 576 640 626	.7 .8 .6 .7	2.5 2.7 2.7 2.0 2.5 2.6	85 126 135 121 117	731 915 977 782 851 877	.8 1.1 1.2 1.1 1.1	3.9 4.1 3.6 3 .7	78 84 110 129 100 98	864 807 1003 981 <i>914</i> 940	1.1	3.0 3.1 4.1 4.7 3.7 3.6	41 60 53 69 56	622 549 737 661 642 666	.4 .5 .5 .6 .5 .5	5.2
WIP -AM WI '98 FA '97 SU '97 SP '97 4-8006 WI '97	147 159 158 135 15 0 143	2312 2416 2391	1.4 1.4 1.2 1.3	7.2 7.0 5.9 6.8	271 273 274 226 261 238	1377 1501 1528 1197 1401 1547	2.4 2.4 2.0 2.3	8.1 8.2 6.5 7.7	186 224 224 174 202 227	1177 1184 1333 1032 1182 1148	1.5	7.0 6.8 5.2	236 235 240 186 224 183	1554 1605 1654 1379 1548 1592	2.1 2.1 1.6 2.0	8.6 8.9 6.7 8.4	59 54 54 77 61 66	749 653 871 768	.5 .5 .7 .6	5.3 4.8 7.1 5.7
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book	92 95 119 90 99 78	1323 1362 1121 1272	.8 1.0 .8	4.3 5.2 3.9 4.4		513 594 697 544 587 452	.8 1.2 .9	2.8 4.1	132 140 173 130 144 111	507 627 700 630 <i>616</i> 459	1.1	4.4 5.3 3.9 4.6	134 135 139 121 132 113	744 906 789 670 777 665	1.2 1.2 1.1 1.2	4.9 5.1 4.4 4.9	60 68 76 50 64 46	583 599 438 517	.6 .7 .4	6.6 6.8 4.6 5.9

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

							0		M	en 18	3-49	9			_	-		_		
	N	londay-9 6AM-1		у	N	londay- 6AM-10				Monday- 10AM-	Friday		N	londay- 3PM-7	Friday 'PM		A	londay-l 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	135 163 157 164 155	2340 2350 2578 2615 2471 2300	1.2 1.4 1.4 1.4 1.3	6.3 7.4 6.9 7.1 6.9 7.0	150 186 184 190 178 196	982 1121 1192 1299 1149 969	1.3 1.6 1.6 1.7 1.6	4.4 5.5 5.5 5.5 5.2 5.8	224 295 274 266 265 283	1080 1212 1382 1299 1243 1187	2.0 2.6 2.4 2.3 2.3	7.8 9.2 8.4 8.0 8.4 9.0	178 229 231 204 211 186	1467 1469 1601 1580 1529 1489	1.6 2.0 2.0 1.8 1.9	6.9 8.4 8.5 7.4 7.8 6.9	63 64 54 61 63	790 799 769 907 816 828	.6 .5 .5	5.9 6.2 4.8 5.6 5.6 5.9
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	131 135 185 221 168 139	2479 2613 2705 2969 2692 2514	1.2 1.2 1.6 1.9 1.5	6.2 6.1 8.1 9.6 7.5 6.3	174 184 247 334 235 164	1023 1337 1300 1576 1309 1095	1.5 1.6 2.2 2.9 2.1 1.4	5.1 5.5 7.4 9.6 6.9 4.9	224 221 328 395 292 248	1158 1320 1394 1595 1367 1303	2.0 2.9 3.5 2.6 2.2	7.8 6.9 10.0 11.8 9.1 7.9	151 179 235 236 200 176	1458 1582 1623 1921 1646 1399	1.3 1.6 2.1 2.1 1.8 1.5	5.9 6.6 8.7 8.5 7.4 6.5	41 56 69 77 61 50	680 679 843 977 795 683	.4 .5 .6 .7 .6	3.8 5.5 6.1 7.1 5.6 4.7
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	82 88 105 106 95 89	1422 1529 1828 1717 1624 1629	.7 .8 .9 .9	3.9 4.0 4.6 4.6 4.3 4.1	113 117 129 113 118 130	664 606 832 725 707 817	1.0 1.0 1.1 1.0 1.0	3.3 3.5 3.9 3.3 3. 5 3.9	116 160 160 151 147 143	514 678 925 738 714 686	1.0 1.4 1.4 1.3 1.3	4.1 5.0 4.9 4.5 4.6 4.5	101 109 128 108 112 101	847 804 1126 940 929 895	.9 1.0 1.1 .9 1.0	3.9 4.0 4.7 3.9 4.1 3.7	36 26 46 50 40 35	440 450 565 610 <i>516</i> 401	.3 .4 .4 .3	3.4 2.5 4.1 4.6 3.7 3.3
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 5 11 6 7 8	194 135 170 157 164 207	.1	.3 .2 .5 .3 .4	11 4 17 3 9 8	86 43 64 30 56 54	.1	.3 .1 .5 .1 .3	5 11 12 8 9 8	75. 41 63 84 66 45	.1 .1 .1 .1	.2 .3 .4 .2 .3	7 6 11 10 <i>9</i> 3	82 58 74 50 66	.1 .1 .1 .1 .1	.3 .2 .4 .4 .3	5 1 7 2 4 7	40 18 25 36 30 52	. 1	.5 .1 .6 .2 .4
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	69 79 116 82 87 86	1353 1264 1487 1259 1341 1278	6 .7 1.0 .7 .8	3.6 3.9	66 83 112 61 81 85	552 529 709 458 562 493	.6 .7 1.0 .5 .7	1.9 2.5 3.4 1.8 2.4 2.5	67 84 156 95 101 109	663 608 815 682 692 612	.6 .7 1.4 .8 .9	2.3 2.6 4.8 2.8 3.1 3.5	99 96 157 131 121 109	815 714 1057 810 849 844	.9 .9 1.4 1.2 1.1	3.8 3.5 5.8 4.7 4.5 4.0	66 74 107 72 80 73	589 668 854 594 676 564	.6 .7 .9 .6	6.2 7.2 9.5 6.6 7.4 6.8
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	17 7 14 13 13	594 484	.1	.8 .6 .6 .6	35 13 17 21 22 24	191 111 114 204 155 160	.3	1.0 .4 .5 .6 .6	14 11 8 12 11	174 63 133 116 122 93	.1 .1 .1 .1	.5 .3 .2 .4 .4	14 6 12 14 12	167 70 154 135 132 189		.5 .2 .4 .5 .4	13 2 22 16 13 2	113 65 245 211 159 48	.1	1.2 .2 2.0 1.5 1.2
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	61 68 91 92 78 86	2031 1979 1900	.6 .8 .8	3.1 4.0 4.0 3.5	96 72 134 126 107 96	781 733 877 867 815 787	.9 .6 1.2 1.1 1.0	2.1 4.0 3.6 3.1	68 81 130 145 106 136	834	.6 .7 1.1 1.3 .9	2.5 4.0 4.3 3.3	78 93 102 107 <i>95</i> 124	864 1059 1247 1092 1066 1185	.9 .9	3.4 3.8 3.9	33 54 55 44 47 40	659 825 655 <i>690</i>	.3 .5 .5 .4 .4	5.3 4.9 4.1 4.4
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	13 11 5 6 9	147 107 112 134	.1	.6 .5 .2 .3 .4	18 33 8 11 18	89 108 58 52 77		.5 1.0 .2 .3 .5	16 10 4 4 9	98 40		.6 .3 .1 .1	19 8 5 11 11	98 80 56 86 80	.1	.3 .2 .4 .4	5 4 2 3 4 **	41 24	**	.5 .4 .2 .3 .4
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^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

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		land	٠							en 18				don do	- فد نوع			Ann de : : 1	، داد زود	
		londay-9 6AM-1	MID	-		6AM-1	MAC		АОН	nonday- 10AM-	3PM	-	r	Jonday-	РМ			7PM-N	IID	
	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	88 112 123 114 109 148	1601 1614 1599 1597 1603 1803	.8 1.0 1.1 1.0 1.0	4.1 5.1 5.4 5.0 4.9 6.8	91 103 120 115 107 133	643 737 859 717 739 827	.8 .9 1.1 1.0 1.0	2.7 3.1 3.6 3.3 3.2 4.0	98 135 182 162 144 165	834 883 988 878 896 967	.9 1.2 1.6 1.4 1.3	3.4 4.2 5.6 4.9 4.5 5.2	108 135 132 142 129 221	852 928 902 863 <i>886</i> 1151	1.0 1.2 1.2 1.2 1.2	4.2 4.9 4.9 5.1 4.8 8.2	76 99 104 92 93 156	641 733 763 716 713 834	.7 .9 .8 .8	7.1 9.7 9.3 8.5 8.7
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	67 36 56 59 55 72	1033 724 1061 1073 973 1142	.6 .3 .5 .5	3.1 1.6 2.5 2.6 2.5 3.3	47 48 46 84 56 62	328 205 316 361 <i>303</i> 380	.4 .4 .7 .5	1.4 1.4 1.4 2.4 1.7 1.8	126 79 104 106 104 140	532 348 432 482 449 561	1.1 .7 .9 .9	4.4 2.5 3.2 3.2 3.3 4.5	78 41 77 76 <i>68</i> 115	453 328 437 525 436 700	.7 .4 .7 .7 .6	3.0 1.5 2.8 2.8 2.5 4.2	31 9 17 16 18	216 165 237 209 207 240	.3 .1 .1 .1	2.9 1.5 1.5 1.6
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 **	11 19 34 **	**	**	1 2 **	11 9 **	***	. 1 ** **	1 1 **	8 ** **	**	**	1 4 **	5 8 34 **	**	. 1 ** **	**	**	**	#+
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	78 62 84 85 77 72	1042 961 1117 976 1024 953	.7 .5 .7 .7	3.7 2.8 3.7 3.7 3.5 3.3	88 90 102 109 97 103	527 493 571 647 <i>560</i> 505	.8 .9 1.0 .9	2.6 2.7 3.1 3.1 2.9 3.1	108 84 130 136 115 117	565 459 515 495 509 552	1.0 .7 1.1 1.2 1.0	3.8 2.6 4.0 4.1 3.6 3.7	115 80 112 91 100 76	647 588 682 577 624 625	1.0 .7 1.0 .8 .9	4.5 2.9 4.1 3.3 3. 7 2.8	38 29 35 33 34 36	336 347 316 350 337 315	.33.33.33.33.33.33	3.6 2.8 3.1 3.0 3.1
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	64 45 28 26 41 32	1411 1084 604 556 <i>914</i> 623	.6 .4 .2 .2 .4	3.0 2.0 1.2 1.1 1.8 1.5	68 30 33 23 39 38	584 363 260 216 356 297	.6 .3 .3 .2 .4	2.0 .9 1.0 .7 1.2	90 69 41 45 61 53	601 458 203 194 364 277	.8 .6 .4 .4	3.2 2.2 1.3 1.3 2.0 1.7	90 75 35 40 60 36	830 660 334 295 530 346	.8 .7 .3 .4	3.5 2.7 1.3 1.4 2.2 1.3	37 23 19 9 22 17	522 336 161 126 286 257	.3.2.2.1	3.5 2.2 1.7 .8 2.1
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	256 321 262 326 291 285	3766 4270 3892 3887 3954 3822	2.8 2.3 2.9 2.6		836 887 780 836 835 839	2745 2861 2602 2688 2724 2794	7.9 6.9 7.3 7.4	23.4 24.1 24.6	322 437 308 497 391 345	1911 2122 1866 2190 2022 1844	3.9 2.7 4.4 3 .5	11.3 13.7 9.4 14.9 12.3 11.0	171 234 200 309 <i>229</i> 238	1503 1532 1600 1929 1641 1574	2.1 1.8	6.6 8.6 7.4 11.2 8.5 8.8	51 59 73 71 64 73	818 811 939 905 868 871	.5 .5 .6 .6	4.8 5.8 6.5 6.6 5.9
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	63 46 61 54 56 39	1505 1213 1340 1191 1312 1285	. 4 . 5 . 5	2.1 2.7 2.4 2.6	63: 59 58 80 65 45	512 498 392 542 486 472	.6 .5 .5 .7 .6	1.8 1.7 2.3 1.9	77 62 93 82 79 59	633 352 495 430 478 449	.7 .5 .8 .7 .7	2.8 2.5 2. 5	75 71 67 67 70 50	690 531 660 630 <i>628</i> 539	.6 .6 .6	2.9 2.6 2.5 2.4 2.6 1.8	48 29 36 22 34 20	513 424 415 371 431 404	.4 .3 .3 .2 .3	2.8 3.2 2.0
WJBR-FM WI '98 FA '97 SU '97 SP '97	8 11 7 6	176 195 151 161 171	.1 .1 .1	.5 .3 .3	9 17 7 9 11	87 94 59 91 83	.1 .1 .1 .1		12 19 8 12 13	59 54 53 73 60	.1 .1 .1 .1	. 4 . 6 . 2 . 4 . 4	10 17 8 6 10	101 112 59 65 84	.1	. 4 . 6 . 3 . 2	3 3 6 3 4	38 51 42	. 1	.33

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	M	londay-9 6AM-1		y	K	londay-				en 1	Friday	_	- N	Monday- 3PM-7	Friday	,	,	Jonday-F 7PM-N		ì
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	21 25 18 8 18 17	372 379 354 354 365 398	.2 .2 .1 .2	1.0 1.1 .8 .3 .8	18 33 11 9 18 32	133 163 107 117 130 158	.2 .3 .1 .1 .2	.5 1.0 .3 .5 1.0	26 32 39 9 27 34	139 149 169 111 142 167	.2 .3 .1 .2 .3	.9 1.0 1.2 .3 .9	44 45 36 11 34 18	226 245 212 140 206 166	.4 .4 .3 .1 .3	1.7 1.6 1.3 .4 1.3	16 11 6 3 9	120 84 94 61 <i>90</i> 44	.1 .1 .1	1.5 1.1 .5 .3 .9
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 3 6 4 5 6	96 139 120 55 103 153	.1 .1 .1	.3 .1 .3 .2 .2	6 2 9 7 6 5	41 35 30 19 31 83	.1 .1 .1	.2 .1 .3 .2 .2 .1	8 4 10 8 8	35 26 41 10 28 60	.1 .1 .1 .1	.3 .2 .2 .3	11 5 7 4 7 5	43 39 78 28 47 83	.1	.4 .2 .3 .1 .3	5 3 1 1 3 5	43 35 22 19 30 53		.5 .3 .1 .1 .3
WOR -AM WI '98 FA '97 SU '97 SP '97 4-800k WI '97	** ** **	17 ** ** 43	**	**	**	** ** 4*	**	**	1	9 ** ** 10	**	**	1 ** ** 8	8 ** ** 9	**	** ** **	** ** **	** ** 9	**	**
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	23 20 35 37 29 30	779 828 982 977 892 833	.2 .3 .3	1.1 .9 1.5 1.6 1.3	22 26 29 46 31 38	322 372 266 376 334 257	.2 .3 .4 .3	.6 .8 .9 1.3 .9	35 27 55 56 43 42	305 333 322 439 350 296	.3 .2 .5 .5	1.2 .8 1.7 1.7 1.4 1.3	37 30 47 55 42 48	370 445 552 610 494 496	.3 .4 .5 .4	1.4 1.1 1.7 2.0 1.6 1.8	10 15 17 22 16 15	202 271 288 341 276 245	.1 .1 .2 .1	.9 1.5 1.5 2.0 1.5
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 2 3 1	111 46 17 60 59 34	, 1	. 4 . 1 . 1 . 2	4 2 1 3 3	70 23 17 25 34		.1	13 4 6 6	72 23 9 10 29	.1	.5 .1 .2 .2	10 4 1 3 5	70 27 8 33 35 25		.4 .1 .2 .2	2 1 1 1 2	27 17 17 15		.1
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 11 9 **	406 ** 407 356 ** 307	.1 ** .1 .1 **	.4 ** .5 .4 **	6 ** 10 14 ** 22	109 ** 98 154 **	.1 ** .1 .1 **	.2 ** .3 .4 **	14 ** 13 13 ** 33	147 ** 147 138 **	.1 *** .1 .1 *** .3	.5 ** .4 .4 ** 1.0	13 ** 17 11 **	182 ** 184 176 **	.1	.5 ** .6 .4 **	6 ** 6 5 **	101 ** 93 99 ** 53	.1	.6 ** .5 .5 **
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2129 2213 2271 2297 228 2190	10986 11156 11111 11060	19.6 20.0 20.2 19.7 19.2		3398 3361 3338 3469 3392 3359	9975 9884 9985 9923	30.1 29.8 29.3 30.5 29.9	adjusti	2855 3193 3274 3335 3164 3144	8531 8685 8738 8517 8460	25.3 28.3 28.8 29.3 27.9 27.9		2579 2728 2710 2762 2695 2706	9814 9965 9797 9786 9807	22.9 24.2 23.8 24.3 23.8 23.8 23.8	Avg of	1066 1025 1122 1083 1074 1068	6523 6729 6954 6732 6914	9.1 9.9 9.5 9.5 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.

		_							М	en 18	8-4	9								
		donday- 6AM-				Week 6AM-I				Sature 6AM-1				Sature 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	165 135	2917 2651	1.5 1.2	5.6 4.4	52 49	1225 1272	.5 .4	3.7 3.4	113 120	509 563	1.0	8.0 8.3	48 46	295 28 5	. 4	2.1 1.9	27 33	131 188	. 2 . 3	1.7
WBEB-FM WI '98 4-Book	80 89	981 944	. 7 . 8	2.7 2.9	36 48	561 628	.3	2.6 3.3	42 50	142 162	. 4	3.0 3.4	73 91	307 269	. 6 . 8	3.1 3.8	42 54	137 174	. 4 . 5	2.6 3.2
WDAS-AM WI '98 4-Book	9 7	101 76	.1	.3 .2	12 10	144 101	.1	.9 .7	15 <i>5</i>	34 15	.1	1.1	8 7	16 17	.1	.3 . 3	1	3		
WDAS-FM WI '98 4-Book	167 147	1191 1 051	1.5 1.3	5.7 4.8	91 85	824 748	. 8 . 8	6.5 5.8	51 59	162 157	.5 .5	3.6 4.0	103 119	284 290	.9 1.0	4.4 4.8	87 97	247 242	.8 .9	5.3 5.5
WHAT-AM WI '98 4-Book	23 18	155 122	. 2 . 2	.8 .6	14 9	98 80	. 1	1.0	11 9	20 24	.1	.8 . 6	34 27	44 4 7	.3 .2	1.5 1.2	11 11	37 33	.1	.7 .7
VIOQ-FM WI '98 4-Book	83 1 02	1326 1 34 1	.7 .9	2.8 3.3	60 70	976 958	.5 .6	4.3 4.8	64 48	216 183	.6 .4	4.5 3.3	118 123	437 431	1.0	5.1 5.0	93 111	316 321	1.0	5.7 6.4
WIP -AM WI '98 4-Book	228 227	2148 2116	2.0 2.0	7.8 7.4	63 72	1024 1095	.6 .7	4.5 5.0	56 83	258 311	.5 .7	4.0 5.7	96 105	385 391	.9 1.0	4.1 4.3	89 75	324 266	.8	5.4 4.4
WJJZ-FM WI '98 4-Book	120 129	943 1 019	1.1	4.1 4.2	65 70	774 769	.6 .6	4.6 4.7	53 54	186 188	.5 .5	3.8 3. 7	88 117	219 312	.8 1.1	3.8 4.8	80 93	236 276	. 7 . 8	4.9 5.3
WMGK-FM WI '98 4-Book	187 221	1912 2052		6.4 7.2	93 101	1244 1281	. 8 . 9	6.6 6.9	103 104	351 350	. 9 . 9	7.3 7.2	202 210	579 593	1.8 1.9	8.7 8.5	121 150	449 459	1.1	7.4 8.5
WMMR-FM WI '98 4-Book	186 246	2077 2281	1.6 2.2	6.3 7.9	94 101	1386 1395	. 8 . 9	6.7 6.9	91 111	318 362	.8 1.0	6.4 7.5	153 200	606 641	1.4	6.6 8.1	111 127	469 428	1.0	6.8 7.2
WOGL-FM WI '98 4-Book	111 127	1146 1288	1.0	3.8 4.1	63 76	675 869	.6 .7	4.5 5.2	77 79	287 26 7	. 7 . 7	5.5 5.4	120 134	262 352	1.1	5.2 5.4	51 78	224 244	.5	3.1 4.4
WPEN-AM WI '98 4-Book	8 9	152 115	.1 .1	.3 .3	4 7	126 94	.1	.3 .5	4 5	28 22		.3 .4	2 8	18 23	.1	. 1 . 3	2 5	19 1 6		.1
+WPHI-FM WI '98 4-Book	77 101	1147 1130	.7 .9	2.6 3.3	56 65	747 758	.5 .6	4.0 4.4	28 45	106 131	. 2 . 4		108 115	332 337	1.0		76 90	237 255	. 7 . 8	4.6 5.1
WPHT-AM WI '98 4-Book	20 14	322 296	. 2	. 7 . 5	13 10	186 196	.1 .1	. 9 . 7	10 8	45 32	. 1 . 1	.7 .6	15 9	41 33	.1	.6 . 4	7 9	27 27	. 1	.4
WPLY-FM WI '98 4-Book	80 1 03	1425 1592	.7 .9	2.7 3.3	45 55	925 999	. 4	3.2 3.7	47 45	186 208	. 4 . 4		89 1 02	362 397	.8 .9	3.8 4.1	45 71	247 274	. 4	2.8
WURD-AM WI '98 4-Book	17 12	170 125	.2	.6 . 4	9	85 69	.1	. 6 . 5	12 10	19 19	.1	.8 .7	33 15	75 41	.3 .2	1.4	4	19 15		.2
WUSL-FM WI '98 4-Book	99 128	1289 1333			78 88	951 928	. 7 . 8	5.5 6.0	54 61	183 198	.5 . 6		88 1 40	338 405	.8 1.2		107 105	283 292	.9 .9	6.5 6.1
		on(s) not							d for								current a			

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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.

									M	en 18	3-4 9	9				0 =					
	N	londay- 6AM-1		/	,	Weeke 6AM-N				Saturo 6AM-1				Saturo 10AM-	ay 3PM			Saturd 3PM-7			
	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rìg	AQH Shr	AQH (00)	Cume (00)	AOH Rìg	AQH Shr	ar
WWDB-FM Wl '98 4-Book	87 78	816 748	.8 .7	3.0 2.6	55 37	506 43 7	.5 . 3	3.9 2.6	83 53	195 140	.7 .5	5.9 3 .7	44 33	131 98	. 4 . 3	1.9 1. 3	53 26	103 59	. 5 . 2	3.2 1.5	arget Li
₩₩JZ-AM WI '98 4-Book	1	5 **	**	**	1	11 **	**	. 1	**	**	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM W1 '98 4-Book	104 105	830 85 3	.9 . 9	3.5 3.4	57 58	627 596	.5 .5	4.1 4.0	53 65	172 198	.5 .6	3.8 4.4	107 107	275 278	. 9 . 9	4.6 4.3	85 73	217 203	.8 .7	5.2 4.2	I
+WXXM-FM W1 '98 4-Book	83 54	1192 747	.7 .5	2.8 1.8	50 31	799 467	. 4 . 3	3.6 2.2	33 30	132 106	.3 . 3	2.3 2.1	80 57	316 193	.7 .5	3.4 2.4	95 39	387 169	.8 . 4	5.8 2.3	stimates
WYSP-FM WI '98 4-Book	434 478	3427 3470		14.8 15.5	77 114	1388 1638	.7 1.0	5.5 7.8	84 95	269 297	.7	5.9 6.5	161 175	587 589	1.4 1.6	6.9 7.1	103 119	397 438	.9 1.1	6.3 6.7	ıtes -
WYXR-FM WI '98 4-Book	72 7 2	1033 918	. 6 . 7	2.5 2.4	57 44	902 695	.5 .4		38 44	163 1 37	.3 .4	2.7 3 .0	130 77	438 276	1.2	5.6 3 .2	59 54	233 211	. 5 . 5	3.6 3 .1	- Men
WJBR-FM W1 '98 4-Book	11 12	150 133	.1	.4	5 5	51 74		. 4 . 3	3	16 20		. 2	11 11	16 34	.1 .1	.5 .5	8 8	25 23	.1	.5	18-
WKXW-FM WI '98 4-Book	29 26	314 289	.3 . 3		9 9	166 142	.1	.6 .6	8 8	79 40	.1	.6 .6	19 17	38 49	. 2 . 2	.8 .7	6 1 3	24 31	. 1 . 1	. 4 . 8	49
+WLEV-FM WI '98 4-Book	8 7	69 <i>69</i>		.3 . 2	7 4	53 53	. 1	.5 . 3	2 5		. 1	. 1	12 6	17 17	.1	.5 . 3	6 3	17 14	. 1	.4	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM W1 '98 4-Book	31 39	615 719			16 19	398 406	. 1 . 2		12 10	38 43	.1	.8 .7	20 33	1 4 2 1 5 1	. 2 . 3	.9 1.3	29 31	108 141	.3 . 3	1.8	
₩RDR-FM W1 '98 4-Book	10 5		. 1	.3	8 3	70 27	.1	.6 .2	1	9 2		.1	16 6 :	36 15		.7 .2	11 3	27 9	.1	.7	
WSTW-FM W1 '98 4-Book	11	305 **	.1		5 **	158	**	.4	3	22	**	. 2 **	11 **	51 **	. 1 **	.5	10	88 **	. 1: **	.6	
TOTALS													200-		20.5		IANE	4303	14.5		
₩1 '98 4-Book	2937 3089				1406 1466		12.5		1412 1460	3884 3939	12.5		2327 2460	5796 5785	20.6 21.7		1635 1745		14.5 15.4		

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

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

					_	11	, C		M	en 1	3-4	9								
		Sature 7PM-I				Sund 6AM-1				Sund 10AM-	ay 3PM			Sund 3PM-7				Sund: 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	21 22	144 146	. 2 . 2	1.9 1.9	98 99	472 471	.9 . 9	9.5 10.1	47 33	274 222	. 4 . 3	3.0 2.0	42 29	135 158	. 4 . 3	3.3 2.2	32 25	171 161	.3 .2	3.8 2.9
WBEB-FM WI '98 4-Book	21 25	113 119	. 2 . 2	1.9 2.2	25 37	70 116	. 2 . 3	2.4 3.7	33 57	169 177	.3	2.1 3.3	22 43	107 151	. 2	1.7	26 23	94 1 07	. 2	3.1 2.8
WDAS-AM WI '98 4-Book		2			43 29	96 66	. 4	4.2 3.0	20 21	75 53	. 2	1.3	14 8	37 18	. 1	1.1	3 6	14 10		. 4 . 7
WDAS-FM WI '98 4-Book	98 76	230 190	.9 . 7	8.9 6.7	71 47	154 115	.6 .4	6.9 4.7	57 66	202 189	.5 .6	3.7 3.9	107 74	200 159	.9 .7	8.3 5.6	146 128	279 239		17.5 15.4
WHAT-AM WI '98 4-Book	8 3	23 8	.1	.7 .2	14 11	36 26	.1	1.4	17 8	50 32	. 2	1.1	13 4	20 <i>9</i>	.1	1.0				
WIOQ-FM WI '98 4-Book	56 80	268 273	.5 .7	5.1 7.1	25 24	92 89	. 2 . 2	2.4 2.4	50 66	266 242	. 4	3.2 3.9	31 48	164 178	.3	2.4 3.5	38 53	188 176	.3	4.6 6.4
WIP -AM WI '98 4-Book	27 47	117 156	.2	2.4 4.2	63 56	167 181	.6	6.1 5.7	74 90	257 340	.7 .8	4.8 5.3	70 88	198 284	.6 . 8	5.4 6.5	32 37	128 167	.3 . 3	3.8 4.4
WJJZ-FM WI '98 4-Book	65 61	200 189	.6 .6	5.9 5.3	31 31	134 124	.3 . 3	3.0 3.2	79 80	289 256	.7	5.1 4.8	61 <i>62</i>	164 165	.5 .6	4.7 4.6	57 50	184 1 45	.5 .5	6.8 5.9
WMGK-FM WI 198 4-Book	59 68	238 252	.5 .6	5.3 6.0	29 32	97 124	.3 . 3	2.8 3.4	85 108	350 378	.8 1.0	5.5 6.4	98 92	301 309	.9 . 8	7.6 6.9	45 39	199 171	. 4	5.4 4.7
WMMR-FM Wl '98 4-Book	73 59	228 232	. 6 . 5	6.6 5.2	56 <i>66</i>	205 233	.5 .6	5.4 6.7	136 122	493 449	1.2	8.8 7.4	92 79	263 282	.8	7.1 5.9	38 43	151 181	.3	4.6 5.2
WOGL-FM WI '98 4-Book	47 55	155 168	. 4	4.3 4.8	87 83	231 213	.8	8.4 8.4	57 81	192 256	.5	3.7 4.8	41 67	143 183	. 4	3.2 5.0	26 3 5	75 110	. 2 . 3	3.1 4.2
WPEN-AM WI '98 4-Book	5	16	. 1	.4	7 5	43 27	.1	.7	8 8	36 25	.1	.5 .5	1 9	10 25		.1	5 8	16 20	.1	.6 .9
+WPHI-FM WI '98 4-Book	92 91	291 257	.8 .8	8.3 8.0	19 19	66 71	. 2 . 2	1.8	44 51	210 187	. 4		46 69	165 215			21 34	105 124	. 2	2.5 4.3
WPHT-AM WI '98 4-Book	7 10	16 35	.1	.6 .8	17 13	45 47	. 2 . 2	1.6	23 17	100 77	. 2	1.5	3. 8	10 41	.1	.2	17 6	44 16	. 2	2.0
WPLY-FM WI '98 4-Book	36 45	166 194	.3		23 22	105 102	. 2 . 2	2.2 2.2	53 59	267 280	.5 . 5	3.4 3.5	48 61	203 246			18 29	131 161		2.2 3.5
WURD-AM WI '98 4-Book	1	3		.1	3 7	12 17	.1	.3	13 9	43 34	.1.	.8 . 5	7 6	23 18		.5 . 4				
WUSL-FM WI '98 4-Book	112 114		1.0 1.0		54 55	170 158	.5 . 5		75 85	292 269	. 7	4.8 5.0	68 70	194 175	.6 . 6	5.3 5.2	62 <i>62</i>	148 155	.5	7.4 7.4
		(1)			* Liete	·		· · · ·	16	. 6:										27844

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									M	en 18	3-49	9				**				
		Sature 7PM-l	day MID	-		Sund 6AM-10				Sund 10AM-	ay 3PM			Sund 3PM-7	ay 'PM			Sunda 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr
WVDB-FM WI '98 4-Book	45 26	98 64		4.1 2.3	36 29	91 105	. 3 . 2		111 82	237 193	1.0	7.1 4.9	40 22	101 50	. 4 . 2	3.1 1.7	26 23	97 71	. 2 . 2	3.1 2.8
WWJZ-AM WI '98 4-Book	2 **	5 **		.2	**	**	**	**	**	##	**	**	4 **	6	**	.3	**	**	**	**
WXTU-FM WI '98 4-Book	26 22	153 115		2.4	21 40	100 132	.2		69 82	218 208	.6	4.4	61 56	138 155	.5 .5	4.7 4.1	36 23	121 90	.3	4.3 2.7
VXXM-FM Wi '98 4-Book	41 20	209 <i>96</i>	. 4	3.7 1.8	20 16	54 57	. 2 . 2		41 36	181 143	. 4	2.6 2.1	50 32	205 113	. 4	3.9 2.5	38 17	171 85	.3 .2	4.6 2.0
WYSP-FM WI '98 4-Book	39 65	202 241	. 3 . 6	3.5 5.7	34 38	124 131	. 3 . 3		75 193	454 698	.7 1.7	4.8 11.0	85 170	341 567	.8 1.5	6.6 12.3	35 46	136 204	.3	4.2 5.6
WYXR-FM W1 '98 4-Book	39 38	183 164	. 3 . 3		29 26	95 92	.3 . 3		78 46	254 171	.7	5.0 2.8	50 38	157 144	. 4 . 3	3.9 2.8	23 22	106 100	. 2 . 2	2.8 2.7
WJBR-FM WI '98 4-Book	5 3	16 12		.5	8 4	26 17	.1	.8	3 4	7 17		. 2	2 2	7 13		. 2	1 2	7 11		.1
WKXW-FM WI '98 4-Book	4	18 17		. 4 . 5	4	25 27		. 4	14 11	66 46	.1	. 9 . 7	14	46 30	. 1	1.1	1	8		.1
WLEV-FM WI '98 4-Book	19 ⁻	35 11	.2		8 3	17 13	.1	.8 .3	2 4	18 13		.1	4 4	17 25	:	.3 . 3	1 3	8 12		.1
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	##	**	**	**	**
# PST-FM W1 '98 4-Book	9	61 75	.1	.8 .9	7 8	10 40	.1	.7	27 25	138 114	. 2	1.7	22 24	107 103	. 2	1.7	6 12	49 69	.1	.7 1.4
WRDR-FM WI '98 4-Book	15 4	36 11	. 1	1.4	1	9 2		. 1	7 3	24 8	. 1	.5 .2	12	36 11	. 1	. 9 . 3	2	4		.2
VSTV-FM WI '98 4-Book	1	17	**	.1	2 **	23	##	.2	3 **	25.	**	.2	8	45 **	.1	.6	3 **	16	**	, 4 **
TOTALS WI '98 4-Book	1103		9.8		1036 982	2948 2887			1553 1689		13.8		1292 1351		11.5		834 829	2459 2435		

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

					`	Lui	\circ						111							
	M	londay-	Sunda	v		Monday-				en 2	_	_		Monday-	Friday	,	A	Monday-	Friday	,
	AQH	6AM-l	MID	AQH	AQH	6AM-1	AQH	AQH	АОН	10AM- Cume	3PM AQH	AQH	AQH	3PM-7	AQH	AQH	AQH	7PM-N	AQH	AQH
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	101 79 79 83 86 96	2836 2565 2682 2673 2689 3111	1.1 .9 .9 1.0	4.3	286 191 205 234 229 282	2003 1687 1779 1963 1858 2134	3.1 2.1 2.2 2.5 2.5 3.1	9.7 6.5 7.3 7.8 7.8 9.7	(00) 91 69 67 68 74 54	926 900 837 806 867 962	1.0 .8 .7 .7	3.8 2.5 2.5 2.4 2.8 2.1	110 101 83 97 98 103	1351, 1254, 1324, 1155, 1271, 1489	1.2 1.1 .9 1.1	4.4	(00) 33 32 30 24 30 36	602 528 563 491 546 774	.4 .3 .3 .3	4.4.4.3.3.6 3.6 4.5
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	45 65 66 46 56 82	1093 1133 991 974 1048 1206	.5 .7 .7 .5 .6	2.5 3.5 3.5 2.4 3.0 4.5	84 85 87 69 81	512 631 470 511 531 508	.9 .9 .7 .9	2.8 2.9 3.1 2.3 2.8 3.5	58 96 117 70 85 161	384 407 496 381 417 537	.6 1.0 1.3 .8 .9	2.4 3.5 4.3 2.5 3.2 6.1	45 80 59 62 62 106	539 531 478 494 511 679	.5 .9 .6 .7	2.1 3.5 2.6 2.7 2.7 4.7	23 25 17 19 21 26	312 317 287 306 306 356	.3 .2 .2 .3	2. 3. 2. 2. 3.
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 6 4 7 6	177 121 82 124 126 175	.1	.5 .3 .2 .4 .4	16 10 4 2 8 7	74 51 25 27 44 37	.1	.5 .3 .1 .1	1 5 2 17 6	15 18 8 51 23 46	.1 .2 .1	.2 .1 .6 .2	963565	51 41 17 45 39 66	.1 .1 .1 .1	.4 .3 .1 .2 .3	4 4 2 2 3 2	28 28 17 17 23		
WDAS-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	116 95 97 107 104 120	1149 1056 1083 1068 1089 1138	1.3 1.0 1.1 1.2 1.2	6.5 5.1 5.2 5.6 5.6 6.6	162 145 114 137 140 150	707 623 536 597 616 662	1.8 1.6 1.2 1.5 1.5	5.5 4.9 4.0 4.5 4. 7 5.2	135 124 124 147 133 168	616 564 558 620 <i>590</i> 665	1.5 1.4 1.3 1.6 1.5	5.6 4.5 4.6 5.2 5.0 6.4	135 114 101 120 118 152	640 650 534 638 <i>616</i> 658	1.5 1.2 1.1 1.3 1.6	5.0 4.5 5.3 5.3	96 61 80 77 7 <i>9</i> 80	517 484 489 494 496 529	1.0 .7 .9 .8 .9	12. 8. 9. 9.
WHAT-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	16 15 10 9 13 12	187 171 96 121 144 144	.2 .1 .1 .2 .1	.9 .8 .5 .5	16 19 9 25 17 32	98 91 42 68 75 54	.2 .1 .3 .2	.5 .6 .8 .6	33 24 14 12 21 15	84 97 51 88 80 53	.4 .3 .2 .1	1.4 .9 .5 .4 .8	17 22 16 3 15	82 72 61 38 63 33	.2	.8 1.0 .7 .1 .7	4 3 7 3 4 5	34 35 35 26 33 34	.1	.!
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	51 51 60 47 52 54	1160 1060 1277 1021 1130 1192	.6 .6 .7 .5	2.9 2.8 3.2 2.5 2.9 3.0	66 68 70 48 63 61	521 425 443 344 433 413	.7 .7 .8 .5 .7	2.2 2.3 2.5 1.6 2.2 2.1	68 89 92 71 80 81	509 610 607 462 547 572	.7 1.0 1.0 .8 .9	2.8 3.2 3.4 2.5 3. 0 3.1	56 51 66 55 57 60	583 510 582 505 545 571	.6 .7 .6	2.6 2.2 2.9 2.4 2.5 2.7	26 22 26 26 25 36	448 281 422 355 377 395	.3	3.: 3.: 3.: 4.:
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	136 139 139 123 134 130	2188 2115 2001 2120 2106 2286	1.5 1.5 1.3 1.5	7.4 6.4	250 251 233 208 236 212	1268 1291 1337 1072 1242 1381	2.7 2.7 2.5 2.3 2.6 2.3	8.0	178 199 196 162 184 213	1092 997 1150 938 1044 1061	1.9 2.2 2.1 1.8 2.0 2.3	7.4 7.3 7.3 5.7 6.9 8.1	216 202 219 174 203 166	1430 1350 1502 1290 1393 1481	2.2 2.4 1.9 2.2		53 47 48 66 54 56	703 629 580 756 667 793	.6 .5 .5 .7	6.6 6.3 5.9 6.6 7.0
WJJZ-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	86 89 118 83 94 74	1103 1210 1328 1050 1173 1139	.9 1.0 1.3 .9 1.0	4.8 6.3 4.3 5.1	91 90 136 96 103 72	493 543 687 504 557 443	1.0 1.0 1.5 1.0 1.1	3.1 4.8 3.2 3.6	120 131 171 125 137 108	437 558 684 590 567 433	1.3 1.4 1.9 1.4 1.5	5.0 4.8 6.4 4.4 5.2 4.1	120 128 139 115 126 109	669 831 789 643 7 33 653	1.3 1.4 1.5 1.2 1.4	5.6 6.2 5.1	56 62 75 48 60 40	415 541 581 415 488 479	.6 .7 .8 .5 .7	8.2 9.2 6.0

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									M	en 2!	5-49	9								
	М	onday-9 6AM-I		y		onday- 6AM-1			N	londay-l			, N	londay-l 3PM-7			, A	onday- 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	122 142 142 148 139 132	2025 2029 21 89 2208 2113 1976	1.3 1.6 1.5 1.6 1.5	6.9 7.7 7.6 7.7 7.5 7.3	137 169 168 176 163 178	865 1031 1014 1144 1014 901	1.5 1.8 1.8 1.9	4.6 5.7 5.9 5.8 5.5 6.1	197 265 244 248 239 240	916 1051 1184 1120 1068 1021	2.2 2.9 2.6 2.7 2.6 2.6	8.2 9.7 9.1 8.7 8.9 9.2	164 194 203 184 186 152	1307 1250 1367 1351 1319 1299	1.8 2.1 2.2 2.0 2.0 1.6	7.7 8.5 9.1 8.1 8.4 6.8	53 50 47 49 50 53	685 651 665 720 680 670	.6 .5 .5 .5	6.6 6.6 5.8 6.1 6.3 6.7
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	108 121 153 197 145 116	1897 2222 2168 2403 2173 2057	1.2 1.3 1.7 2.1 1.6 1.3	6.1 6.5 8.2 10.3 7.8 6.4	159 169 209 304 210 143	840 1221 1092 1360 1128 931	1.7 1.8 2.3 3.3 2.3 1.6	5.4 5.7 7.4 10.1 7.2 4.9	185 201 272 356 254 207	860 1125 1177 1342 1126 982	2.0 2.2 2.9 3.9 2.8 2.2	7.7 7.3 10.1 12.6 9.4 7.9	121 160 189 204 169	1162 1361 1299 1565 1347 1188	1.3 1.7 2.0 2.2 1.8	5.6 7.0 8.4 9.0 7.5 6.5	30 45 50 62 47 39	512 560 650 762 621 546	.3 .5 .5 .7 .5	3.7 6.0 6.1 7.8 5.9 4.9
WOGL-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	74 84 92 97 87 87	1259 1332 1640 1466 1424 1509	.8 .9 1.0 1.1 1.0	4.2 4.5 4.9 5.1 4.7 4.8	100 115 114 104 108 129	605 569 767 657 650 787	1.1 1.3 1.2 1.1 1.2	3.4 3.9 4.0 3.4 3 .7 4.4	107 156 133 143 135 138	452 603 842 662 640 622	1.2 1.7 1.4 1.6 1.5	4.5 5.7 4.9 5.0 5.0 5.3	94 102 114 97 102 96	757 710 1025 818 828 847	1.0 1.1 1.2 1.1 1.1	4.4 4.4 5.1 4.3 4.6 4.3	28 22 42 39 33 34		.5	3.5 2.9 5.1 4.9 4.1 4.3
WPEN-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	6 5 9 4 6 8	194 135 129 148 152	.1	.3 .5 .2 .3 .4	11 4 15 3 8 8	86 43 56 30 54		.4 .1 .5 .1 .3	5 11 5 6 7	75 41 47 75 60 35	.1 .1 .1 .1	. 2 . 4 . 2 . 2 . 3	7 6 7 5 6 3	82 58 66 41 <i>62</i>	.1	.3 .3 .2 .2	5 1 7 1 4 7	18	.1	.6 .1 .9 .1 .4
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	32 39 64 43 45 49	697 621 791 675 696 737		2.1 3.4 2.2 2.4	35 39 70 38 46 51	282 289 420 259 313 274	.4	1.3 2.5 1.3 1.6	32 43 97 58 58	296 317 417 366 349 315	.3 .5 1.1 .6 .6	1.3 1.6 3.6 2.0 2.1 2.3	49 47 89 65 63	366 354 542 415 419 438	.7	2.3 2.0 4.0 2.9 2.8 2.7	22 40 43 32 34 35	325 355 294 304	.5	2.7 5.3 5.3 4.0 4.3 4.4
WPHT-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	16 7 13 12 12	434 342 480 559 45 4 350	.1	.9 .4 .7 .6	34 13 17 19 21 21	111 114 194	.1	.4 .6 .6	13 9 7 11 10	53 124 90 107	.1 .1 .1 .1	.5 .3 .4 .4	14 6 11 12 11	70 146 126 126	.1	.7 .3 .5 .5	12 2 20 16 13	65 237 202 152	.2	
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	35 44 64 55 50 63	1213 1327 1243 1225	.5	2.4 3.4 2.9 2.7	69 54 107 79 77	531 597 556 550	1.2	1.8 3.8 2.6 2.6	29 53 91 87 65 96	509 525 556 487	1.0	1.9 3.4 3.1 2.4	44 55 70 63 58 92	617 805 638 <i>630</i>	.7	2.4 3.1 2.8 2.6	16 33 30 21 25	380 476 384 397	.4	4.4 3.7 2.6 3.2
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 11 4 5 7	127 93 105	. 1	.6 .2 .3	13 32 8 11 16	98 43 52 60	3 .1	1.1	12 9 4 4 7	88 40 30	.1	.3 .1 .1	11 7 5 10 8	60 56 79 62	.1	.3	1 2		3	.1 .4 .1 .3 .2 ***

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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.

						LUI	5	Ct	111	Jic	111	- I	110	-11/	J					
									M	en 2	5-4	9						_		
	M	fonday-9		у	N	londay- 6AM-1		/	N	Monday- 10AM-		/		Monday- 3PM-			N.	onday-		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	A@H (00)	Cume (00)	A@H Rig	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	53 69 56 80 65 84	945 957 907 964 943 1094	.8 .6 .9	3.7 3.0 4.2 3. 5	58 74 56 92 70 78	387 460 485 502 459 529	.6 .8 .6 1.0 .8	2.5	63 88 95 117 91 87	504 563 550 538 539 546	.7 1.0 1.0 1.3 1.0	2.6 3.2 3.5 4.1 3.4 3.3	64 85 56 99 76 139	460 559 460 473 488 682	.9 .6	3.0 3.7 2.5 4.3 3.4 6.2	41 48 35 55 45 86	298 345 318 390 338 458	.4 .5 .4 .6 .5	5.1 6.3 4.3 6.9 5.7 10.8
WWDB-FM WI '98 FA '97' SU '97 SP '97 4-Book WI '97	63 36 54 58 53 68	992 715 1014 1017 935 1062	.7 .4 .6 .6	3.5 1.9 2.9 3.0 2.8 3.7	45 48 46 81 55 62	311 205 316 345 294 380	.5 .5 .9 .6	1.5 1.6 1.6 2.7 1.9 2.1	118 79 100 103 10 0 130	515 339 409 450 428 539	1.3 .9 1.1 1.1 1.1	4.9 2.9 3.7 3.6 3.8 5.0	70 41 75 70 64 109	436 328 422 509 424 649	.8 .4 .8 .8 .7	3.3 1.8 3.3 3.1 2.9 4.9	31 9 15 16 18	207 165 213 209 199 209	.3 .1 .2 .2 .2	3.9 1.2 1.8 2.0 2.2 1.9
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ** ##	6 19 34 **	**	. 1 ** **	1 2 **	11 9 **:	**	.1 ** **	1 **	8 **	**	**	4 ** **	8 34 **	**	. 2 ** **	**	等等 病療	**	**
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	69 59 76 79 71 65	877 875 937 867 889 856	.8 .6 .8 .9	3.9 3.2 4.1 4.1 3.8 3.6	80 84 93 105 91 98	482 446 502 613 511 445	.9 1.0 1.1 1.0	2.7 2.9 3.3 3.5 3. 1 3.4	96 76 111 128 103	461 428 420 455 441 489	1.0 .8 1.2 1.4 1.1	4.0 2.8 4.1 4.5 3.9 4.0	105 77 101 87 93 67	539 551 571 532 548 565	1.1 .8 1.1 .9 1.0	4.9 3.4 4.5 3.8 4.2 3.0	32 26 31 26 29 28	238 308 244 290 270 252	.3 .3 .3 .3 .3	4.0 3.4 3.8 3.3 3.6 3.5
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	44 36 27 24 33 30	995 740 559 496 <i>698</i> 563	.5 .4 .3 .4	2.5 1.9 1.4 1.3 1.8	51 21 31 22 31 35	438 264 245 200 287 267	.6 .2 .3 .2 .3	1.7 .7 1.1 .7 1.1	66 57 38 45 52 51	385 317 180 177 265 258	.7 .6 .4 .5	2.8 2.1 1.4 1.6 2.0 1.9	55 63 33 39 48 35	573 438 311 286 402 329	.6 .7 .4 .4	2.6 2.7 1.5 1.7 2.1	25 15 18 7 16 15	361 222 146 102 208 237	.3 .2 .2 .1 .2 .2	3.1 2.0 2.2 .9 2.1 1.9
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	205 256 199 257 229 213	2914 3439 3034 2936 3081 2989	2.8 2.2 2.8	13.4 12.4	703 736 605 681 681 675	2214 2266 1989 2046 2129 2191	8.0 6.6 7.4 7.4	23.8 25.0 21.4 22.6 23.2 23.2	254 350 221 391 304 251	1425 1694 1402 1668 1547 1378	3.8 2.4 4.2	10.6 12.8 8.2 13.8 11.4 9.6	131 180 153 242 177 176	1116 1169 1172 1431 1222 1180	1.4 2.0 1.7 2.6 1.9	6.1 7.8 6.8 10.6 7.8 7.8	34 38 53 49 44 47	514 581 653 634 596 620	.4 .4 .6 .5 .5 .5	4.2 5.0 6.5 6.1 5.5 5.9
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	56 41 50 46 48 34	1253 951 1070 1021 1074 992	.6 .4 .5 .5 .5	3.2 2.2 2.7 2.4 2.6 1.9	61 55 53 72 60 43	486 404 347 503 435 388	.7 .6 .6 .8 .7	1.9 1.9 2.4 2.1	71 60 82 66 70 49	518 296 397 346 389 300	.8 .7 .9 .7 .8	3.0 2.2 3.0 2.3 2.6 1.9	71 66 52 57 62 46	628 455 538 554 544 457	.8 .7 .6 .6	3.3 2.9 2.3 2.5 2.8 2.0	34 21 25 19 25	376 316 311 302 326 302	.4 .2 .3 .2 .3 .2	4.2 2.8 3.1 2.4 3.1 2.0
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 10 7 5 7 8	135 168 144 132 145 186	.11111	.4 .5 .4 .3 .4	9 17 7 8 10	70 85 59 71 71 72	.1 .2 .1 .1	.3 .6 .2 .3 .4	11 19 8 8 12 17	35 45 45 53 45 65	.1 .2 .1 .1 .1 .1 .2	.5 .7 .3 .3 .5	9 14 8 6 9	76 93 59 57 71 90	.1 .2 .1 .1 .1 .1	. 4 . 6 . 4 . 3 . 4	3 2 6 2 3 2	59 28 51 24 41 61	. 1	.4 .3 .7 .3 .4
	t Sasio																			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	N	londay-9		y		fonday-l	Friday			en 2	Friday		N	onday-l 3PM-7	riday		N	londay-F 7PM-M	riday		
2	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rig	AOH Shr	AQH (00)	Cume (00)	AOH Rig	AOH Shr	Tar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20) 24 15 7 17	340 351 322 321 334 377	.2 .3 .2 .1 .2 .2	1.1 1.3 .8 .4 .9	18 33 11 9 18 32	124 163 107 117 128 158	.2 .4 .1 .1	.6 1.1 .4 .3 .6	26 31 28 7 23 33	129 130 145 90 124 158	.3 .3 .1	1.1 1.1 1.0 .2 .9	43 42 32 11 32 18	216 226 196 140 195 166	.5 .3 .1 .4 .2	2.0 1.8 1.4 .5 1.4	14 11 5 3 8 1	96 76 78 61 78 34	.2 .1 .1 .1	1.7 1.5 .6 .4 1.1	Target Listene
+VLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 3 6 4 5	89 139 98 55 95 132	.1 .1 .1	.3	3 2 9 7 5	34 35 30 19 30 63	.1 .1 .1	.1 .3 .2 .2 .2	4 4 9 8 6 8	28 26 33 10 24 60	.1	.2 .1 .3 .3 .2	856465	36 39 71 28 44 72	.1	.4 .2 .3 .2 .3	5 3 1 1 3 4	43 35 22 19 30 44	. 1	.6 .4 .1 .1 .3	r Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	** ** 1	17 ** ** 34	**	**	** ** **	** ** 19	**	**	1 ** **	9 ** ** 10	**	**	1 ** ** 8	8 ** ** 9	**	**	**	**	**	**	- Men 25
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	19 15 18 20 18 21	618 637 592	.2	1.0 1.0 1.0	17 21 23 27 22 26	225 287 188 218 230 169	.2	. 8	29 20 27 36 28 35	180 232 220	.2 .3 .4	1.0	31 23 28 32 29 30	364 376 327		1.4 1.0 1.3 1.4 1.3	8 8 6 7 7 10	153 145	.1	1.0 1.1 .7 .9 .9	-49
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 2 2 3 1	46 17 60 59		.5 .1 .1 .2	4 2 1 3 3	70 23 17 25 34		.1	13 4 6 <i>6</i>	23	.1		10 4 1 3 <i>5</i> 5	27 8 33 3 5	.1	.5 .2 .1 .2	2 1 1 1 2	17 17 15		.1 .1 .1 .3	
WSTW-FM W! '98 FA '97 SU '97 SP '97 4-Book WI '97	7 *** 9 9 9	314	.1	.5	5 ** 9 13 ** 22	83 149	.1	.3	13 *** 12 12 12 *** 33	110	.1	.4	12 *** 15 10 **	168 136	.2	.7 .4	2 ** 3 4 **	69 90 **	**	.2	
TOTALS , WI '98 FA '97 SU '97 SP '97 4-Book WI '97	185 186 191 185	3 892 6 906 8 903 3 899	3 19 5 20.: 7 20 3 19	2 8	2956 2943 2825 3019 2938 2910	8340 8155 8345 825	5 32 5 32 5 32 7 31	1 6 7 9	239 ³ 273 ³ 269 ³ 266 ³ 261 ³	9 689 704 5 713 690	7 7 26.2 8 29.5 2 2 29.4 4 30.7 7 28.4	9 2 7	2143 2294 224(2277 223: 2244	7975 8165 8027 9 798	5 23.4 5 25.1 5 24.3 2 24.4 2 24.4	3	800 755 811 79: 79: 79:	5150 5195 5518 5518 5518 5518	8.3 8.8 8.7 8.7 8.7	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.

						I			M	en 2	5-4	9								
		donday- 6AM-	7PM			Weeks 6AM-I	MID			Sature 6AM-1	MAO			Sature 10AM-				Sature 3PM-7	PM	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	(00)	Gume" (90)	10	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	157 129	2630 2448	1.7 1.4	6.3 5.0	49 46	1172 1206	.5 . 5	4.2 3.9	110 116	493 532	1.2 1.3	8.7 9.0	47 45	282 273	.5 . 5	2.4	27 31	131 177	.3	2.1 2.2
₩BEB-FM WI 1981 4-Book	62 77	854 804	.7 .9	2.5 3.0	301 41	477 552	. 3 . 5	2.6 3.4	42 45	142 149	.5 .5	3.3 3.5	62 81	249 230	.7 .9	3.2 4.1	27 47	115 158	.3 .5	2.1 3.4
WDAS-AM WI '98 4-Book	8 7	92 69	.1	.3 . 3	12 9	133 <i>94</i>	.1	1.0	15 5	34 15	.2	1.2	8 7	16 17	.1	.4	1	3		.1
WDAS-FM WI '98 4-Book	143 130	1004 912	1.6 1.4	5.7 5.0	80 74	659 <i>634</i>	.9 .8	6.9 6.1	47 50	153 139	.5 .6	3.7 3.8	95 107	254 257	1.0	4.9 5.2	84 86	228 215	.9 . 9	6.4 6.1
WHAT-AM WI '98 4-Book	23 18	155 120	.3	.9 .7	14 9	98 79	. 2	1.2	11 9	20 23	. 1	.9 .7	34 27	44 46	. 4	1.7	11 11	37 33	. 1	. 8 . 8
V10Q-FM WI '98 4-Boo k	64 68	890 853	.7	2.6 2.6	46 44	687 602	.5 .5	4.0 3 .7	56 37	155 127	. 6 . 4	4.4 2.8	103 <i>81</i>	346 278	1.1	5.3 4.0	73 70	212 198	. 8 . 8	5.6 5.0
WIP -AM WI '98 4-Book	212 206	1991 1874	2.3 2.3	8.5 7.9	56 62	948 966	. 6 . 7	4.8 5.1	53 75	241 282	. 6 . 8	4.2 5.8	91 90	363 348	1.0	4.7 4.5	79 65	306 237	.9	6.0 4.6
WJJZ-FM Wi '98 4-Book	111 123	844 953	1.2	4.5 4.7	60 <i>65</i>	681 714	.7	5.2 5.4	49 52	176 180	.5 .6	3.9 4.1	82 1 05	210 290	.9 1.2	4.2 5.2	69 86	209 260	.8	5.3 6.1
WMGK-FM W! '98 4-Book	168 199	1645 1753	1.8	6.7 7.6	85 91	1105 1115	.9	7.4 7.5	99 98	329 320	1.1	7.8 7.7	185 190	509 525	2.0	9.5 9.3	106 132	394 405	1.2	8.1 9.2
WMMR-FM WI '98 4-Book	157 214	1619 1863	1.7	6.3 8.2	74 88	1073 1149	.8	6.4 7. 3	78 96	286 310	.9	6.2 7.4	114 175	470 534	1.2	5.8 8.5	86 107	381 363	.9 1.2	6.6 7.4
WOGL-FM WI '98 4-Book	100 117	1012 1142	1.1	4.0 4.5	57 71	595 783	.6 .8	4.9 5.8	70 73	266 246	. 8 . 8	5.5 5.6	105 119	233 320	1.1	5.4 5.8	40 72	195 227	. 4	3.1 5.0
WPEN-AM W1 '98 4-Book	8 7	152 109	.1	.3 . 3	4	126 86	.1	. 3 . 5	4 5	28 22	.1	.3	2	18 23	. 1	.1	2 5	19 16		. 2
+WPH1-FM WI '98 4-Book	38 56	575 582	. 4	1.5 2.1	28 32	371 380	.3	2.4 2.7	15 23	64 76	. 2	1.2	59 63	192 174	. 6 . 7	3.0 3.0	35 44	106 119	. 4	2.7 3.1
WPHT-AM WI '98 4-Book	20 14	303 276	. 2	. 8 . 5	11 <i>9</i>	177 186	.1	1.0	10 8	45 32	.1	.8 .6	15 9	41 31	.2	.8 .5	7	27 23	.1	.5 .5
WPLY-FM W1 '98 4-Book	46 67	848 1005	.5	1.8	29 35	592 643	.3	2.5 2.9	43 35	149 151	.5 .4	3.4	62 67	268 270	.7	3.2 3.3	27 46	174 184	.3	2.1 3.3
WURD-AM WI '98 4-Book	12 11	108 99	.1	.5 .4	7	58 61	.1	. 6 . 5	9	12 17	.1	.7 .7	26 13	58 35	.3	1.3	3 3	12 12		.2
₩USL-FM ₩1 '98 4-Book	62 80	742 777	. 7 . 9	2.5 3.0	47 51	557 524	.5	4.1	25 34	93 112	.3	2.0	59 81	218 229	. 6 . 9	3.0 4.0	69 61	162 147	.8	5.3 4.4
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^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

1			101						Mo	en 2	5-4	9							-		
	A	donday- 6AM-7		/		Weeke 6AM-N				Sature 6AM-1				Saturo 10AM-	1ay 3P M			Saturd 3PM-7			1
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WWDB-FM WI '98 4-Book	81 75	790 719	.9 .8		53 36	474 419	· 6 · 4	4.6 3.0	73 51	178 1 3 5	.8 .6	5.8 3.9	42 32	114 93	.5 .4	2.2	53 25	103 55	. 6 . 3	4.1	arget Li
WWJZ-AM WI '98 4-Book	##	**	**	**	**	6 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM WI '98 4-Book	94 96	699 749	1.0		50 55	525 532	.5 .6	4.3 4.5	51 63	158 186	.6 .7	4.0 4.9	100 103	257 262	1.1	5.1 5.0	78 68	194 189	.9 .7	6.0 4.8	er Es
+WXXM-FM W1 '98 4-Book	58 44	810 554	. 6 . 5		33 24	558 357	. 4 . 3	2.9 2.0	33 27	132 93	. 4	2.6 2.2	53 46	231 151	.6 .5	2.7 2.4	65 29	284 131	.7 .3	5.0 2.2	stimates
WYSP-FM WI '98 4-Book	354 381	2697 2689		14.2 14.6	55 86	973 1 248	. 6 . 9	4.8 7.1	75 78	223 241	.8 .9	5.9 6.0	117 135	440 456	1.3 1.5	6.0 6.5	67 89	245 312	1.0	5.1 6.2	ites -
WYXR+FM WI '98 4-Book	68 <i>64</i>	890 771	.7	2.7 2.5	52 37	790 580	. 6 . 4	4.5 3.0	35 41	145 124	. 4	2.8 3.1	121 67	3 99 243	1.3	6.2 3.3	50 44	205 183	.5 .5	3.8 3.2	- Men
VJBR-FM WI '98 4-800k	10 11	116 113	.1	.4	4	35 64		.3 .4	3	16 18		.2	11 11	16 30	.1	.6 .5	8 6	25 21	. 1	.6 .5	25-
WKXW-FM WI '98 4-Book	29 24	295 269	.3	1.2	8 <i>9</i>	151 131	.1	.7 .7	7 8	72 38		.6 .7	16 16	29 47	.2	. 8 . 8	6 13	24 31	.1	.5 1.0	49
+WLEV-FM W1 '98 <i>4-Boo</i> k	5 6	62 63	.1	.2	7 4	53 51	.1	.6 .4	2 5	8 7	.1	.2	12 <i>6</i>	17 17	.1	.6 .3	6 3	17 14	. 1	.5 .2	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM W1 '98 4-Book	26 26	455 487	.3		14 10		.2	1.2	11 6	30 25		.9 . 4	17 17	120 92		.9	22 18	83 89	.2 .2	1.7 1.3	
WRDR-FM WI '98 4-800k	10 5	96 51		. 4	8 3			.7 .3	1	9		.1	16 6	36 15			11			. 8 . 2	
WSTW-FM WI '98 4-Book	10	229		.4	4	124	**	.3	2	14		. 2	10	38 **	.1	.5 **	8 **	68 **	.1	.6	
TOTALS WI '98 4-Book			27.2		1155 — 1204		12.6		1267 128 8		13.8 4 14.C		1950 203 6		21.3		130E 1411		5 14.3 5 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.

					=-				M	en 2	5-4						·			
		Sature 7PM-N	AIĎ_		,	Sund 6AM-1	MÃO			Sund 10AM-	3PM		0	Sund 3PM-7	РM			Sund 7PM-	ay MID	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	15 20	134 143	. 2 . 2	1.8 2.4	96 93	456 444		10.2 10.7	46 31	263 210	.5 .3	3.6 2.3	41 28	130 153	. 4	3.8 2.6	22 22	1 44 150		
WBEB-FM WI '98 4-Book	18 22	106 105	. 2 . 2	2.2 2.6	25 30	61 102	.3	2.7 3.4	27 45	146 152	.3 .5	2.1 3.2	18 37	98 1 34	. 2 . 4	1.7	19 20	74 95	. 2	3.1 3.2
WDAS-AM WI '98 4-Book		2			43 27	96 62	.5 .3	4.6 3.1	19 19	64 48	. 2	1.5 1.4	14 6	37 16	.2	1.3 .6	3 5	14 8	.1	.5 .7
WDAS-FM WI '98 4-Book	89 63	192 157	1.0	10.8 7.3	67 42	136 106	. 7	7.1 4.8	47 57	165 162	.6	3.7 4.1	95 63	184 139	1.0	8.9 5.9	108 111	197 199		17.8 17.4
WHAT-AM WI '98 4-Book	8 3	23 8	. 1	1.0	14 10	36 25	. 2	1.5	17 8	50 30	. 2	1.3 .6	13 4	20 <i>9</i>	.1	1.2				
W100-FM W1 '98 4-Book	33 42	151 150	. 4	4.0 5.0	19 17	55 61	.2 . 2	2.0 1.9	33 36	175 151	. 4 . 4	2.6 2.7	19 24	102 103	. 2 . 3	1.8 2.2	28 3 7	143 126	.3	4.6 5.6
WIP -AM WI '98 4-Book	24 38	102 135	.3	2.9 4.5	54 49	143 165	.6 .6	5.8 5.7	70 77	249 299	. 8 . 9	5.5 5.5	53 75	174 252	.6 .8	5.0 6.9	22 30	99 144	. 2 . 3	3.6 4.6
WJJZ-FM WI '98 4-Book	65 59	200 184	.7	7.9 6.9	30 30	123 116	.3	3.2 3.4	70 72	252 234	. 8 . 8	5.5 5.2	52 59	147 158	.6	4.9 5.4	54 49	174 142	.6 . 6	8.9 7.7
WMGK-FM WI '98 4-Book	54 59	223 214	. 6 . 7	6.6 6.9	26 31	88 115	.3	2.8 3.6	78 97	321 341	.9	6.1 6.9	88 78	248 255	1.0	8.3 7.2	39 36	170 148	. 4	6.4 5.6
WMMR-FM WI '98 4-Book	54 48	168 179	. 6 . 6	6.6 5.6	46 61	179 213	.5 .7	4.9 7.1	105 108	369 386	1.1	8.3 7.9	73 70	213 242	. 8 . 8	6.8 6.4	30 37	136 153	.3	4.9 5.7
WOGL-FM WI '98 4-Book	42 52	133 151	.5 .6	5.1 6.0	81 81	215 20 5	. 9 . 9	8.6 9.3	56 75	177 22 7	. 6 . 8	4.4 5.4	41 64	143 173	. 4	3.8 5.9	22 30	66 93	.2 . 3	3.6 4.7
WPEN-AM WI '98 4-Book	5	16	.1	.5	7	43 27	.1	.7 .5	8 7	36 22	. 1	. 6 . 5	1 5	10 20	. 1	. 1 . 5	5	16 20	.1	1.2
+WPHI-FM WI '98 4-Book	44 44	124 115	.5 .5	5.4 5.2	8	27 31	.1	.9 1.2	21 23	119 96	. 2 . 3	1.7	24 31	96 96	.3	2.3 2.8	11 17	26 52	.1	1.8
WPHT-AM WI '98 4-Book	3 7	7 31	.1	. 4 . 8	17 13	45 47	.2	1.8	23 16	100 73	.3	1.8	3 8	10 39	. 1	. 3 . 7	11	35 13	.1	1.8
WPLY-FM WI '98 4-Book	20 22	99 104	.2	2.4	19 16	74 69	. 2	2.0 1.9	25 36	141 181	.3	2.0	33 42	142 166	. 4	3.1 3.8	4 16	40 87	. 2	.7
WURD-AM WI '98 4-Book		2			3 7	12 17	. 1	.3 .8	7 7	23 29	.1	.6 .5	7	23 18	.1	.7 .6	1			
WUSL-FM WI '98 : 4-Book	51 68	139 157	.6 .8	6.2 8.1	45 37	126 104	.5	4.8 4.3	50 52	191 166	.5	3.9 3.8	42 38	96 81	.5	3.9 3.6	36 30	70 70	. 4	5.9 4.7

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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.

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		Sature 7PM-I			3 5	Sund 6AM-10				Sund 10AM-	BPM_			Sund 3PM-7	PM		-	Sunda 7PM-M	ID		
	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	arg
WWDB-FM WI '98 4-Book	43 25	90 62			36 28	91 103	. 4 . 3	3.8 3.2	105 80	229 189	1.1	8.3 5.9	40 21	101 48	. 4	3.8 2.0	26 22	97 67	. 3	4.3 3.4	et L
WWJZ-AM WI '98 4-Book	##	**	**	**	##	я́я	**	**	**	**	**	##	4	6	**	. 4 **	**	**	**	**	istener
WXTU-FM WI '98 <i>4-Book</i>	20 19	118 98		2.4 2.2	15 35	84 113	.2 .4	1.6 4.1	61 78	180 189	. 7 . 9	4.8 5.6	54 52	117 142	.6 .6	5.1 4.8	22 18	73 72	. 2	3.6 2.7	H
+WXXM-FM WI '98 4-Book	26 16	121 <i>67</i>	.3		11 12	36 48	.1	1.2	18 26	109 107	. 2 . 3	1.4	38 25	142 85	. 4	3.6 2.3	22 12	103 57	.2	3.6 1.8	stimates
WYSP-FM W1 '98 4-Book	24 39	105 162			30 29	97 103	.3 . 3	3.2 3.4	41 151	277 5 35	. 4 1 . 6	3.2 10.3	66 134	227 440	.7 1.5	6.2 12.1	25 29	99 1 30	.3 .3	4.1	ites -
WYXR-FM WI '98 4-Book	35 30	149 132			29 24	88 79	.3 .2	3.1 2.7	70 38	236 147	. 8 . 4		49 34	148 121	.5 .4	4.6 3.1	18 15	87 76	. 2 . 2	3.0 2.3	- Men
WJBR-FM WI '98 4-Book	1	6		.1	5 3	17 13		.5 .3	3 4	7 15		. 2	2	7		. 2	2	9		. 2	25-
WKXW-FM WI '98 4-Book	4 6			.5 .7	4 6	25 27		. 4	14 11	66 41	.2	1.1	10 <i>6</i>	38 26	.1	.9 .6	1	8		.1	49
+VLEV-FM W1 '98 4-Book	19 5				8			.9	2 4	18 13		. 2	4	17 25	.1	.4	1 3	8 12		.2 .6	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	6			.7	7	10 23		.7	23 14	100 72	.3	1.8	17 12	66 59		1.6	6 6		.1	1.0	
WRDR-FM WI '98 4-Book	15 4				1	9		.1	7 3	24 8	.1		12 3			1.1	2	4		. 3	
WSTW-FM W1 '98 4-Book	1	17		.1	**	16	**	.1	2	18		.2	2	19		.2 **	1	8	**	.2	
TOTALS W1 '98	822	2 241	8 9.0		938	3 2633	5 10.2	2	1271		13.52		1066 1090		5 11.6		607 64		6.6.		

^{**} 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.

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		Monday-	Sunda	V		Monday-	Erida:		_	en 2	_	_		land:	Faire.			4	:	
	AOH	6AM-I		AOH	АОН	6AM-1		AQH	AOH	fonday- 10AM- Cume		AOH	АОН	Onday- 3PM-		AOH		Aonday- 7PM-N	AID .	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	A g	Shr	(00)	(00)	Rtg	Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	122 109 102 108 110	3385 3136 3274 3177 3243 3671	1.2 1.0 1.0 1.0 1.1	4.9	332 257 257 300 287 360	2389 2038 2194 2335 2239 2553	2.4 2.4 2.8 2.7	9.7 7.6 8.0 8.8 8.5 10.7	108 96 93 87 96 85	1110 1091 1079 986 1067 1139	1.0 .9 .9 .8	3.1 3.1 2.8 3.2	141 140 105 124 128 131	1604 1598 1645 1421 1567 1757	1.3 1.3 1.0 1.2 1.2	5.3 4.2 4.9	40 45 40 31 39 46	706 728 679 591 676 934	.4 .4 .3 .4 .4	4.4 5.1 4.4 3.5 4.4 5.2
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	57 78 75 59 67 91	1294 1309 1188 1160 1238 1360	.5 .7 .7 .6	2.8 3.6 3.6 2.8 3.2 4.4	102 102 101 92 99 118	621 727 536 613 624 598	1.0 1.0 1.0 .9 1.0	3.0 3.0 3.2 2.7 3.0 3.5	79 122 129 96 107 175	501 477 586 459 506 597	.7 1.2 1.2 .9 1.0	2.9 3.9 4.3 3.1 3.6 5.9	55 90 72 74 73 119	643 629 580 585 609 802	.5 .9 .7 .7	2.2 3.4 2.9 2.9 2.9 4.6	27 33 20 22 26 26	365 369 330 338 351 373	.3 .2 .2 .3 .2	3.0 3.7 2.2 2.5 2.9 3.0
WDAS-AM WI '98 FA '97 SU '97 SP '97 4~Book WI '97	8 6 7 7 7 8	184 128 117 133 141 204	.1 .1 .1 .1	.4 .3 .3 .3 .3	16 10 7 2 9 1 8	74 51 35 36 49 57	.2	.5 .3 .2 .1 .3	1 5 7 17 8 7	23 24 23 51 30 55	.1	.2 .2 .5 .2	9 6 4 5 6	51 41 27 45 41 75	.1	. 4 . 2 . 2 . 2 . 3	4 4 2 2 3 2	36 28 17 17 25		. 4 . 5 . 2 . 3
WDAS-FM W! '98 FA '97 SU '97 SP '97 4-Book W! '97	134 107 115 122 120 131	1289 1194, 1232 1216 1233 1278	1.3 1.0 1.1 1.2 1.2	6.6 5.0 5.5 5.7 5. 7 6.3	206 169 146 167 172 178	839 702 610 703 714 779	2.0 1.6 1.4 1.6 1.7	6.0 5.0 4.6 4.9 5.1 5.3	151 132 147 161 148 175	691 621 621 685 655 716	1.4 1.3 1.4 1.5 1.4	5.5 4.2 4.9 5.2 5.0 5.9	142 130 116 130 130 169	703 739 606 695 686 745	1.3 1.2 1.1 1.2 1.2	5.8 5.0 4.7 5.1 5.2 6.6	112 68 99 85 91 83	613 532 589 550 571 563	1.1 .6 .9 .8 .9	12.4 7.7 10.8 9.7 10.2 9.4
WHAT-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	18 17 10 9 14 18	232 196 110 146 171 187	.2 .1 .1 .2 .2	.9 .8 .5 .4 .7 .9	17 21 9 25 18 41	107 105 42 68 81 85	. 2 . 2 . 1 . 2 . 2	.5 .6 .3 .7 . 5	39 29 14 12 24 27	107 111 65 88 93 84	.4 .3 .1 .1 .2	1.4 .9 .5 .4 .8	17 25 16 4 16 16	82 90 67 45 71 53	.2	.7 1.0 .6 .2 .6	4 4 7 3 5	34 46 35 35 38 46	.1	.4 .5 .8 .3
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	57 53 61 49 55	1268 1138 1324 1079 1202 1244	.5 .5 .5 .5	2.8 2.5 2.9 2.3 2.6 2.6	73 71 70 50 66 61	576 449 454 373 463 422	.7 .7 .7 .5 .7	2.1 2.1 2.2 1.5 2.0 1.8	78 91 93 72 84 81	537 634 619 492 571 581	.7 .9 .9 .7 .8	2.8 2.9 3.1 2.3 2.8 2.7	68 53 67 58 62 61	668 546 590 539 586 580	.6 .5 .6 .5	2.8 2.0 2.7 2.3 2.5 2.4	28 23 27 28 27 37	461 289 430 369 387 404	.3 .3 .3 .4	3.1 2.6 2.9 3.2 3.0 4.2
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	157 157 156 140 153 149	2483 2364 2280 2376 2376 2540	1.5 1.5 1.3 1.5	7.4 6.5 7.2	292 286 271 242 273 252	1477 1460 1575 1270 1446 1554	2.8 2.7 2.6 2.3 2.6 2.4	8.6 8.5 8.5 7.1 8.2 7.5	204 224 216 172 204 238	1273 1100 1326 1035 1184 1169	1.9 2.1 2.0 1.6 1.9 2.3	7.4 7.2 7.1 5.5 6.8 8.0	250 229 240 205 231 185	1674 1534 1684 1484 1594 1645	2.2 2.3 1.9	9.7 8.1 9.2	57 53 51 72 58 59	773 721 673 849 754 853	.5 .5 .5 .7	6.3 6.0 5.6 8.2 6.5 6.7
WJJZ-FM WI '98 FA '97 SU '97	105 106 132 94	1333 1359 1546 1200	1.0 1.3 .9	5.2 5.0 6.3 4.4 5.2 4.9	121 105 151 114 123 99	640 607 772 576 649 584	1.1 1.0 1.4 1.1 1.2	3.6 3.1 4.7 3.3 3. 7 2.9	158 156 197 140 163 155	551 642 799 647 660 601	1.5 1.5 1.9 1.3 1.6	5.0 6.5 4.5 5.4	145 149 150 125 142 150	812 925 914 753 851 813	1.4 1.4 1.2	5.9 5.7 6.0 4.9 5.6	60 71 85 54 68 58	504 583 673 475 559 645	.6 .7 .8 .5	6.6 8.0 9.3 6.2 7.5

^{**} 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.

										en 2!										
	-	onday-9 6AM-1	MID			fonday-l	MAC	. 1		londay-l	BPM			londay-l 3PM-7	PM	-		londay-F 7PM-M	riday ID	АОН
	AOH (00)	Cume (00)	AQH Rtg	AOH Shr	(00)	(00)	AOH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	Rtg	Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	134 152 145 153 146 138	2205 2141 2279 2287 2228 2034	1.3 1.4 1.4 1.5 1.4	6.6 7.1 6.9 7.1 6.9 6.6	155 174 175 183 172 186	956 1095 1057 1197 1076 932	1.5 1.7 1.7 1.7 1.7	4.6 5.2 5.5 5.3 5.2 5.5	224 277 249 258 252 248	1019 1115 1224 1165 1131 1051	2.1 2.6 2.4 2.4 2.4 2.4	8.1 8.9 8.2 8.3 8.4 8.3	179 209 205 191 196 162	1421 1320 1399 1409 1387 1342	1.7 2.0 1.9 1.8 1.9	7.3 8.0 8.3 7.5 7.8 6.3	54, 56, 47, 50, 52 , 53,	716 686 675 745 706 675	.5 .5 .4 .5 .5	6.0 6.3 5.1 5.7 5.8 6.0
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	113 132 154 199 150 124	1979 2380 2207 2505 2268 2141	1.1 1.3 1.5 1.9 1.5	5.5 6.2 7.3 9.3 7.1 5.9	170 188 209 306 218 161	891 1300 1099 1395 1171 997	1.6 1.8 2.0 2.9 2.1 1.5	5.0 5.6 6.5 8.9 6.5 4.8	192 225 273 357 262 219	869 1181 1194 1378 1156 1016	1.8 2.1 2.6 3.4 2. 5 2.1	7.0 7.2 9.0 11.5 8.7 7.4	125 175 190 207 174 158	1198 1455 1323 1624 1400 1239	1.2 1.7 1.8 2.0 1.7	5.1 6.7 7.7 8.1 6.9 6.2	32 47 50 62 48 41	517 595 658 775 636 578	.3 .4 .5 .6 .5	3.5 5.3 5.4 7.1 5.3 4.7
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	98 128 123 126 119	1645 1854 2127 1923 1887 1976	1.2 1.2 1.2	4.8 6.0 5.9 5.7 5.7	134 171 154 132 148	832 844 995 836 877 1050	1.3 1.6 1.5 1.3 1.4	3.9 5.1 4.8 3.9 4.4 5.1	133 218 180 184 179 180	617 846 1121 826 853 811	1.3 2.1 1.7 1.7 1.7	4.8 7.0 5.9 5.9 5.9 6.0	125 145 151 136 139 129	934 1019 1288 1080 1080	1.2 1.4 1.4 1.3 1.3	5.1 5.5 6.1 5.3 5 .5 5.0	37 45 53 48 46 43	510 565 653 667 599 529	.4 .5 .5	4.1 5.1 5.8 5.5 5.1 4.9
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	11 7 26 7 13	218 231	.1	. 3	28 7 35 7 19	65 101	.3 .1 .3 .1 .2	.8 .2 1.1 .2 .6	12 12 33 8 16 8	110 49 145 110 104 50	.1 .3 .1 .2 .1	.4 .4 1.1 .3 .6	11 7 27 9 14 5	114 84 168 70 109	.1 .3 .1	.4 .3 1.1 .4 .6	5 1 18 1 6 9	26 85 27 49	.2 .1	.6 .1 2.0 .1 .7
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	36 39 65 44 46 49	626 797 706 722	.4	1.8 3.1 2.1 2.2	45 39 70 42 49 51	289 420 290	.7 .4 .5	1.3 1.2 2.2 1.2 1.5 1.5	33 43 97 59 58 62	311 317 417 388 358 320	.3 .4 .9 .6 .6	1.4 3.2 1.9	55 47 89 67 <i>6</i> 5	405 354 542 433 434 452	.4 .8 .6	1.8 3.6 2.6 2.6	27 40 43 32 36 35	325 355 303 312	.3 .4 .4 .3 .4	3.0 4.5 4.7 3.6 4.0 4.0
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	21 13 16 16 17	617 680 591	.2	.6 .8 .7	54 21 23 31 32 41	151 164 259 210	.2	.6 .7 .9	15 18 10 12 14 17	92 168 102 140	.1	.6 .3 .4 .5	20 14 14 14 16 19	121 198 147 174	.1	.5 .6 . 5	13 6 23 17 15	110 278 239 187	.1 .1 .2 .2 .2	1.9
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	35 45 64 55 50 65	1256 1356 1270 1251	5 .6	2.1 3.0 2.6 2.4	80	540 615 571 562	1.0	1.7 3.4 2.3 2.4	66	518 533 564 493	.5	1.7 3.0 2.8 2.2	63 59	643 826 644 644	.6	2.2 2.9 2.5 2.4	34 31 21 26	388 487 399 405	.3	3.8 3.4 2.4 2.9
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97		136 1 93 5 114 113	3 .1 3 .1	.6	32 8 12 16	98 3 43 2 61 6 62	3 .1	1.0	6	97 40 5 39 66	. 1	.4	9	60 56 88 65	. 1	.3		9 2 33 2 18		.1

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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.

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		londo	مادرهور ر	.,		lon do				en 2	_	_								
	AOH	fonday- 6AM- Cume		у дон	АОН	fonday- 6AM-1 Cume		AOH	AOH	Monday- 10AM- Cume		AOH	AOH	Monday- 3PM-7	РМ	- 13		londay-l 7PM-N	AID .	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	56 70 58 82 67 85	1024 980 959 1007 <i>993</i> 1163	.5 .7 .5 .8 .6	2.7 3.3 2.8 3.8 3.2 4.1	59 75 58 94 72 79	423 473 495 525 479 544	.6 .7 .5 .9	2.2 1.8 2.7 2.1	65 91 97 123 94 88	526 576 568 580 563	.6 .9 .9 1.2 .9	2.4 2.9 3.2 4.0 3.1 3.0	66 87 58 99 78 139	487 572 480 497 509 682	.6 .8 .5 .9 .7	2.7 3.3 2.3 3.9 3.1 5.4	43 50 37 55 46 88	309 352 328 399 347 469	.4 .5 .4 .5	4.8 5.6 4.0 6.3 5.2
WVDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	83 49 68 73 <i>68</i> 80	1230 912 1275 1221 1160 1279	.8 .5 .6 .7 .7	4.1 2.3 3.2 3.4 3.3 3.8	60 65 55 110 73 77	404 293 422 449 392 489	.6 .6 .5 1.0 .7	1.8 1.9 1.7 3.2 2.2 2.3	166 94 124 125 127 155	644 415 540 561 540 678	1.6 .9 1.2 1.2 1.5	6.0 3.0 4.1 4.0 4.3 5.2	91 52 84 89 79 121	569 407 518 620 529 772	.9 .5 .8 .8	3.7 2.0 3.4 3.5 3.2 4.7	40 17 25 19 25 20	252 252 285 266 264 278	.4 .2 .2 .2 .2	4.4 1.9 2.7 2.2 2.8 2.3
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 3 **	24 19 65 **	**	. 1 ** **	1 1 5 **	9 11 32 **	**	. 2 ** **	2 7 **	18 31 **	. 1 ** **	. 1 . 2 **	4 ** **	8 41 **	**	.2 **	1 ** **	7 ** **	**	.1 ** **
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	87 76 89 93 86 90	1113 1055 1100 1009 1069 1069	.8 .7 .8 .9	4.3 3.6 4.2 4.3 4.1 4.3	97 110 117 126 113 131	616 554 618 707 624 581	.9 1.0 1.1 1.2 1.1	2.8 3.3 3.7 3.7 3.4 3.9	124 101 131 147 126 147	596 508 532 559 549 609	1.2 1.0 1.2 1.4 1.2	4.5 3.2 4.3 4.7 4.2 4.9	131 98 116 106 113	682 686 704 647 <i>680</i> 726	1.2 .9 1.1 1.0 1.1	5.4 3.7 4.7 4.2 4.5 3.9	38 29 34 32 33 32	313 346 301 316 319 286	.4 .3 .3 .3 .3	4.2 3.3 3.7 3.6 3.7 3.6
+WXXM-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	45 38 38 34 39 43	1043 810 682 637 793 713	.4.4.3	2.2 1.8 1.8 1.6 1.9 2.1	51 23 44 42 40 49	455 280 325 289 337 331	.5 .2 .4 .4 .4	1.5 .7 1.4 1.2 1.2	66 61 64 61 63 70	400 344 265 219 307 349	.6 .6 .6 .6	2.4 2.0 2.1 2.0 2.1 2.4	57 65 51 52 56 51	597 482 407 346 458 419	.5 .6 .5 .5 .5	2.3 2.5 2.1 2.0 2.2 2.0	26 16 19 11 18 20	369 240 160 147 229 279	. 2 . 2 . 1 . 2 . 2	2.9 1.8 2.1 1.3 2.0 2.3
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	213 267 205 264 237 221	3047 3650 3184 3046 3232 3118	2.5 1.9		739 772 632 708 713 707	2313 2369 2093 2128 2226 2287	7.3 6.0 6.7 6.8	21.7 22.9 19.7 20.7 21.3 20.9	264 357 223 399 311 259	1503 1771 1443 1715 1608 1419	2.1 3.8	9.6 11.4 7.4 12.8 10.3 8.7	132 182 154 246 179 181	1133 1199 1188 1463 1246 1230	1.3 1.7 1.5 2.3 1.7	5.4 6.9 6.2 9.7 7.1 7.1	34 40 55 50 45 48	514 603 674 655 612 626	.3 .4 .5 .5 .4 .5	3.8 4.5 6.0 5.7 5.0 5.5
WYXR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	58 46 55 48 52 39	1301 1075 1202 1073 1163 1051	.6 .4 .5 .5	2.8 2.2 2.6 2.2 2.5 1.9	63 62 59 77 65 47	502 456 381 529 467 423	.6 .6 .7 .6	1.8 1.8 1.8 2.2 1.9	72 68 91 69 75 57	534 346 453 366 425 329	.7 .6 .9 .7	2.6 2.2 3.0 2.2 2.5 1.9	73 71 55 59 65 52	651 500 574 584 577 500	.7 .7 .5 .6 .6	3.0 2.7 2.2 2.3 2.6 2.0	34 23 25 20 26 16	376 344 319 309 337 310	.3 .2 .2 .2 .2 .2 .2	3.8 2.6 2.7 2.3 2.9
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 10 7 9 9	193 176 189 173 183 205	.1 .1 .1 .1 .1 .1	.4 .5 .3 .4 .4	10 17 7 15 12 14	89 85 77 86 84 81	.1 .2 .1 .1 .1 .1	.3 .5 .2 .4 .4	13 19 8 16 14 22	61 45 60 61 57 74	.1 .2 .1 .2 .2 .2 .2	.5 .6 .3 .5 .5	11 14 9 11 11	104 93 69 65 83 99	.1 .1 .1 .1 .1 .2	. 4 . 5 . 4 . 4 . 4	3 2 6 2 3 2	75 28 51 24 45 61	. 1	.3.2.7.2.4
	* Station					ner estim		J.												

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	,	onday-	Sunda	y	N	londay-l				en 2	Friday		M	londay-F 3PM-7	riday	,	M	londay-l 7PM-N			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Target
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	23 29 16 10 20	368 366 391	.2 .3 .2 .1 .2	1.1 1.4 .8 .5 1.0	23 44 12 10 22 36	188 205 115 135 161 184	.2 .4 .1 .1 .2		28 37 30 16 28 35	145 149 183 122 150 169	.3 .4 .3 .2 .3	1.0 1.2 1.0 .5 .9	47 46 32 16 35 21	243 271 213 165 223 181	.4 .4 .3 .2 .3	1.9 1.8 1.3 .6 1.4	14 15 5 3 9 2	104 103 78 61 87 58	.1	1.5 1.7 .5 .3 1.0	get Listener
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 7 7 4 6 7	165 137 83 125	.1	.333233 .33233	3 2 9 7 5	43 35 40 26 36 80	.1	.1 .3 .2 .2	4 6 10 8 7 8	36 43 43 17 35 69	.1 .1 .1	.1 .2 .3 .3 .2 .3	8 12 6 6 8 7	45 66 71 49 58 90	.1 .1 .1 .1	.3 .5 .2 .3 .3	6 10 2 1 5 4	60 61 30 19 43 61	.1	.7 1.1 .2 .1 .5	er Trends
WOR -AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	1 1 ***	**	**	**	**	9 ** ** 24	**	**	2 3 ** **	9 18 ** ** **	**	.1 ** **	2 1 ** ** ** 11	18 8 ** ** 22	**	.1	2 ** **		**	.2	- Men 25
WPST-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	19 17 19 20 19 21	655 669 592 627	.2	.9	17 23 23 27 23 29	225 297 188 218 232 183	.2	.8	29 20 28 36 28 35		.3	.6 .9 1.2 1.0	31 25 28 32 29 32	262 331 375 376 336 304	.3 .3 .3 .3	1.0 1.1 1.3 1.2	8 9 7 7 8 10	181 139 153 156	.1) -54
WRDR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	8 4 4 3 5	57 57 5 84		.4 .2 .2 .1 .2 .1	5 5 4 3 4 1	41 38		.1 .1 .1 .1 .1	13 6 8 6 8	32 41	.1	.5 .2 .3 .2	11 6 4 4 6 6	96 36 40 45 54 43	. 1	.2 .2 .2	2 1 1 1	17 29 18		.1 .1 .1 .2	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	77 *** 10 9 ***	330	1.1	.5	6 ** 13 13 ** 22	91 149	. 1	.4	13 ** 12 12 12 ** 33	110 124	.1	.4	12 ** 16 10 ** 16	136	.2	.6 .4	2 ***	77	**	.4	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	213 209 214 210	7 1027 9 1035 1 1031 4 1030	55 19 33 20 38 19 7 20	3 9 3	3406 3366 3204 3423 335 6 3378	9505 9325 953 9455	5 32 5 5 31 7 32 3 3 31	9 4 5 8	2755 3122 3030 3113 3000 2978	786 798 799 784 780	7 26. 22 29.6 8 29.6 8 29.8 8 28.3 3 28.3	7 5 5	2446 2623 2481 2546 2524	9187 9251 9123 9 9107 1 9197	7 23.7 7 24.9 23.9 3 24.7 7 23.7 7 24.1	9	90 88 91 87 89 87	5949 8 5970 8 619 7 602 9 619	5 8.4 0 8.3 0 8.3 8 8.3 1 8.3	4 7 3 5 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.

									M	en 2	5-5									
	_	donday- 6AM-7	7РМ	_	2 1	Week	MID			Sature 6AM-1	DAM			Satur 10AM-		- 15		Saturo 3PM-7		
	(00)	Cume (00)	AQH Rtg	AQH Shr	HQA (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	188 165	3155 2959	1.8 1.6	6.6 5.6	60 62	1403 1502	. 6 . 6	4.5 4.5	146 156	599 692	1.4	9.7 10.4	58 67	363 364	.6 . 6	2.6 2.9	32 43	161 239	.3	2.1 2.7
WBEB-FM WI '98 4-Book	79 94	1016 <i>955</i>	.7 .9	2.8 3.2	38 49	587 659	. 4	2.8 3.5	48 52	172 176	.5 .5	3.2 3.5	86 94	338 282	.8 .9	3.9 4.1	44 59	165 200	. 4 . 6	2.9 3.7
WDAS-AM WI '98 4-Book	8	99 78	.1	.3 .3	12 9	133 102	.1	.9 .7	15 <i>5</i>	34 15	.1	1.0 .3	8 8	16 19	. 1	. 4 . 3	1	3		H
WDAS-FM WI '98 4-Book	165 150	1135 1037	1.6	5.8 5.1	94 86	756 723	. 9 . 8	7.0 6.2	65 63	203 173	. 6 . 6	4.3 4.1	111 120	278 288	1.1	5.0 5.1	84 98	228 239	. 8 . 9	5.6 6.1
WHAT-AM WI '98 4-Book	25 19	188 139	.2	.9 . 6	16 10	121 <i>9</i> 7	.2	1.2	11 10	20 28	.1	.7 .7	34 28	44 51	.3 .3	1.5 1.2	11 12	. 37 38	.1	.7
WIOQ-FM WI '98 4-Book	74 72	984 909	.7	2.6 2.4	48 45	733 <i>62</i> 7	.5 .4	3.6 3.2	58 39	170 136	.6	3.9 2.6	112 85	384 296	1.1	5.0 3.7	74 71	218 203	.7	4.9 4.4
WIP -AM WI '98 4-800K	245 234	2286 2137	2.3	8.6 7.9	67 71	1091 1092	.6	5.0 5.2	80 93	301 336	. 8 . 9	5.3 6.2	114 107	436 412	1.1	5.1 4.6	84 72	336 274	. 8 . 7	5.6 4.5
WJJZ-FM WI '98 4-Book	143 144	1043 1112	1.4	5.0 4.9	67 74	811 <i>821</i>	.6 .7	5.0 5.4	53 61	217 214	.5 .6	3.5 4.1	101 122	280 337	1.0	4.5 5.3	81 98	254 299	. 8 . 9	5.4 6.1
WMGK-FM WI '98 4-Book	189 210	1812 1853	1.8	6.6 7.1	92 96	1219 1186	.9	6.9 7.0	122 109	380 347	1.2	8.1 7.3	199 201	555 555	1.9	8.9 <i>8.6</i>	109 138	410 422	1.0	7.3 8.6
WMMR-FM WI '98 4-Book	165 222	1677 1940	1.6	5.8 7.5	77 91	1117 1198	.7 .9	5.8 6.6	80 99	299 323	1.0	5.3 6.6	125 181	492 558	1.2	5.6 7.7	93 1 09	401 370	.9	6.2 6.7
WOGL-FM WI '98 4-Book	131 157	1332 1509	1.2	4.6 5.3	80 100	862 1092	1.0	6.0 7.2	97 97	371 337	.9 .9	6.4 6.4	123 171	313 473	1.2	5.5 7.3	70 103	294 332	1.0	4.7 6.3
WPEN-AM WI '98 4-Book	17 17	202 175	.2	. 6 . 6	5 10	149 125	. 1	. 4 . 8	9	43 31	.1	.6 .6	3 13	26 35	.1	. 1 . 5	3 10	27 25	.1	.2
+WPHI-FM WI '98 4-Book	43 57	638 <i>606</i>	. 4	1.5 1.9	28 33	386 388	.3	2.1 2.4	15 24	64 7 <i>8</i>	. 1	1.0	59 64	192 177	.6 . 6	2.7 2.8	35 45	106 120	.3	2.3
WPHT-AM WI '98 4-Book	28 20	430 <i>376</i>	.3	1.0	14 12	217 232	.1	1.0	17 10	70 38	.2	1.1	18 10	59 39	.2	. 8 . 4	7	27 29	. 1	.5
WPLY-FM WI '98 4-Book	46 68	855 1028	. 4	1.6 2.3	29 36	599 650	.3	2.2 2.6	43 36	157 154	. 4	2.9 2.4	62 67	268 271	.6	2.8 2.9	27 47	174 186	.3	1.8
WURD-AM WI '98 4-Book	12 11	108 103	. 1	. 4 . 4	7 6	58 65	.1	.5 .4	9	12 19	.1	.6 .6	26 14	58 38	.2	1.2 .6	3	12 12		.2
WUSL-FM WI '98 4-Book	63 82	811 817	.6 .8	2.2	50 53	604 551	.5 .5	3.7 3.8	25 35	93 116	.2	1.7	59 83	227 241	.6	2.7 3.6	78 63	174 151	.7	5.2
		n(s) not							1 for											

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

				-					M	en 2	5-5 ₋	4						-			
	A	Monday- 6AM-7				Weeke 6AM-N				Saturo 6AM-10	iay DAM			Saturo 10AM-3			,	Saturd 3PM-7			
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AOH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rig	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	ar
WWDB-FM WI '98 4-Book	110 95	968 895	1.0 .9	3.8 3.2	65 49	582 540	.6 .5	4.9 3.5	82 63	233 178	.8 .6	5.4 4.2	63 46	158 129	. 6 . 4	2.8 2.0	65 32	115 71	.6	4.3	Target Lis
WWJZ-AM WI '98 4-Book	1	18	**	**	##	6	**	**	**	**	**	##	**	**	**	**	**	**	**	**	Listener
WXTU-FM WI '98 4 <i>-Boo</i> k	118 118	890 914		4.1 4.0	65 <i>66</i>	681 <i>646</i>	.6 .6	4.9 4.8	66 77	221 239	.6 .8	4.4 5.1	134 127	326 319	1.3	6.0 5.5	100 83	252 230	.9	6.7 5.2	Es
+WXXM-FM W1 '98 4-Book	59 54	858 636	.6 .5		33 26	558 395	. 3 . 3	2.5 1.9	33 28	132 98	.3	2.2 2.0	53 50	231 167	.5 .5	2.4 2.2	65 33	284 146	.6 .3	4.3 2.1	timates
WYSP-FM WI '98 4-Book	369 394	2822 2810		12.9 13.3	56 88	990 1 303	.5 .8	4.2 6.4	75 79	223 24 5	.7 .8	5.0 5.3	117 135	440 458	1.1	5.3 5 .7	67 91	245 320	. 6 . 9	4.5 5.6	tes -
WYXR-FM WI '98 4-Book	70 <i>69</i>	929 835		2.4	52 39	815 <i>629</i>	.5 .4	3.9 2.8	35 44	145 133	.3		121 74	399 260	1.1	5.4 3.2	51 47	214 195	.5 .5	3.4 3.0	Men
WJBR-FM WI '98 4-800k	11	153 135		. 4	5	60 89	.1	.4	3 5	16 23	.1	.2	11 13	16 34	.1	.5 .5	10	35 31	.1	.7	25-5
VKXV-FM WI '98 4-Book	32 28	365 322		1.1	11 10	177 149	.1	.8	11 10	89 46	.1	.7 .7	21 22	46 56	.2	.9 .9	9 16	32 39	. 1	.6 1.0	4
+WLEV-FM WI '98 4-Book	5 7			. 2	8	71 75	.1	.6	2	17 11	.1	.1	12 7	17 24	.1	.5 . 3	7 6	27 23	.1	.5	
WOR -AM WI '98 4-Book	2		**	. 1	**	9		**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	26 27			. 9 . 9	14 11			1.0	11 7	38 32		.7 .5	17 19	120 97	.2	.8 . 9	22 19	83 92	. 2	1.5	
₩RDR-FM ₩1 '98 4-Book	10				9	(.7	2 3			.1	16 10	36 22		.7 ,4	12 6	37 19	.1	.8 .4	
WSTW-FM WI '98 4-Book	10		.1	.3	4		**	.3	3	22	**	. 2	10	38 **	.1	.4 **	8	68	.1	.5 **	
TOTALS WI '98 4-Book		10143	3 27. 2 28.		1336 138		1 12.7		1505 1500		1 14.3		2225 2329	5528 5479	21.1		14954 1604	4048	14.2	<u></u>	

^{**} 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.

2.7 12 2.5 2.8 3 10.9 8		AQH Rtg		AOH (00) 54 40	Sund 10AM- Cume (00) 302 254	AQH Rtg	AQH Shr	AQH (00)	Sund 3PM-7 Cume (00)	AQH Rig	AQH Shr	AQH (00)	Sunda 7PM-N Cume (00)		AQI- Shr
1.8 12 2.7 12 2.5 2.8 3	25 550 23 569 26 76 35 126	1.2 1.2	10.9 11.7	(00)	302	Rtg	Shr	(00)	(00)	Rtg					
2.7 12 2.5 2.8 3 10.9 8	23 569 26 76 35 126 43 96	1.2	2.3				3.6	47	150	į					
2.8	35 126 43 96				1	. 4		35	158 189	. 4 . 3	4.0 2.8	22 28	152 183	. 2 . 3	3. 3.
10.9			3.3	37 55	191 190	. 4 . 6	2.5 3.4	19 41	106 146	. 2 . 4	1.6 3.3	20 24	83 109	. 2 . 2	2.8 3.2
	i			19 21	64 52	. 2 . 2	1.3	14) 6	37 16	.1 .1	1.2	3 5	14 8		.4
	84 178 50 129		7.3 4.7	66 67	224 187	.6 .6	4.4 4.2	98 70	199 151	.9	8.3 5.8	135 131	252 230		19.1 17.6
	26 48 14 31		2.3	21 10	62 37	.2	1.4 .6	13 4	20	. 1	1.1				
	19 55 18 63	.2	1.7	37 3 7	190 155	.4	2.5 2.4	20 24	110 105	.2	1.7 2.0	28 37	143 126	.3	4.6
	70 206 58 202	.7 .6	6.1 5.5	84 89	286 343	.8 .9	5.6 5.5	56 80	180 272	.5	4.7 6.5	24 32	108 154	.2	3.4
	37 174 36 144	. 4	3.2 3.4	76 81	292 266	. 7 . 8	5.1 5.0	55 67	174 185	.5	4.7 5.4	55 52	197 163	.5	7.8
	28 95 32 121	.3 .3	2.4 3.1	86 106	366 374	1.0	5.8 6.6	94 84	278 277	.9	8.0 6.9	39 36	170 153	. 4	5.5 4.8
	47 192 64 225	. 4 . 6	4.1 6.2	105 110	377 394	1.0	7.0 7.0	77 73	225 250	.7	6.5 6.0	32 38	141 160	.3	4.5 5.2
6.2 7.0		1.0	9.3 10.2	74 107	246 320	1.0	5.0 6.7	57 91	198 250	.5 .9	4.8 7.4	54 58	136 156	.5 .5	7.6 7.8
	7 43 7 36	.1	.6 .7	8 13	36 40	.1	.5 .8	10	10 28	.1	. 1	5 11	16 27	. 1	.7 1.4
	8 27 10 31	.1	.7 1.0	22 23	134 102	.2	1.5 1.5	27 31	111	.3	2.3 2.5	11	26 52	. 1	1.6 2.3
	20 60 19 64	. 2	1.7 1.7	29 24	109 92	.3	1.9 1.5	3	10 40	. 1	.3	11	35 16	.1	1.6
	19 74 16 71	.2	1.7	25 37	141	.2	1.7	33 42	142 168	.3	2.8 3.4	16	40 89	. 2	.6 2.1
	3 12 7 17	. 1	.3 .6	7	23 31	.1	.5 .5	7	23 20	. 1	.6 .6				
		.5	4.2 3.7	51 54	206 176	.5	3.4 3.3	42 38	96 81			39 31	85 74	. 4	5.5 4.2
		6.2 48 138	7 17 .1 6.2 48 138 .5	7 17 .1 .6 6.2 48 138 .5 4.2	6.2 48 138 .5 4.2 51	6.2 48 138 .5 4.2 51 206	6.2 48 138 .5 4.2 51 206 .5	6.2 48 138 .5 4.2 51 206 .5 3.4	6.2 48 138 .5 4.2 51 206 .5 3.4 42	6.2 48 138 .5 4.2 51 206 .5 3.4 42 96	6.2 48 138 .5 4.2 51 206 .5 3.4 42 96 .4	7 17 .1 .6 8 31 .1 .5 7 20 .1 .6 6.2 48 138 .5 4.2 51 206 .5 3.4 42 96 .4 3.6	7 17 .1 .6 8 31 .1 .5 7 20 .1 .6 6.2 48 138 .5 4.2 51 206 .5 3.4 42 96 .4 3.6 39	7 17 .1 .6 8 31 .1 .5 7 20 .1 .6 6.2 48 138 .5 4.2 51 206 .5 3.4 42 96 .4 3.6 39 85	7 17 .1 .6 8 31 .1 .5 7 20 .1 .6 6.2 48 138 .5 4.2 51 206 .5 3.4 42 96 .4 3.6 39 85 .4

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

									M	en 2	5-5	4	,							- /
		Sature 7PM-I				Sund 6AM-1				Sund 10AM-		-		Sund 3PM-7	ау РМ			Sunda 7PM-N		
	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM WI '98 4-Book	45 30	97 80	. 4	4.8 3.1	51 44	127 146	.5	4.5 4.1	131 108	282 245	1.2	8.8 6.8	47 29	120 72	. 4 . 3	4.0	30 27	106 <i>83</i>	.3 . 3	4.2 3.7
₩IJZ-AM ₩1 '98 4-Book	**	**	**	**	**	**	**	**	**	##	**	**	4	6 **	**	.3	**	**	**	**
₩XTU-FM ₩1 '98 4-Book	26 25	162 129	. 2	2.8 2.7	22 42	121 139	.2 .4	1.9 4.1	83 92	247 231	.8 .9	5.6 5.8	63 <i>59</i>	140 167	.6 .6	5.3 4.9	23 19	80 82	. 2 . 2	3.3 2.6
+WXXM-FM WI '98 4-Book	26 16	121 73	.2		11 12	36 52		1.0 1.1	18 27	109 118	. 2	1.2	38 29	142 96	. 4	3.2 2.4	22 13	103 <i>61</i>	. 2	3.1
WYSP-FM WI '98 4-Book	24 4 0	105 168			33 31	107 110	.3 .3	2.9 3.0	45 160	286 571	. 4	3.0 9.4	66 141	227 467	.6 1.3	5.6 11.1	26 29	106 132	. 2 . 3	3.7 3.8
₩YXR-FM ₩1 '98 4-Book	35 3 1	149 141	. 3 . 3		30 27	98 95		2.6 2.5	73 41	252 163	.7 .4	4.9 2.6	49 37	148 1 35	.5 .4	4.2 3.0	18 15	87 80	. 2 . 2	2.5 2.0
WJBR-FM WI '98 4-Book	4 3	9		. 4	5 3	17 16		. 4 . 3	3 6	7 23	.1	. 2 . 4	2 3	13 14		. 2	3	14		. 4
WKXW-FM WI '98 4-Book	7 7	26 19		.8 .7	12: 8	51 35	.1	1.0	14 11	66 43	.1	.9 .7	12 7	46 30	.1	1.0 .6	1	8		. 1
+WLEV-FM WI '98 4-Book	19 8	35 19		2.0 .8	9	26 15		.8 .3	5. 5 .	27 18		.3 . 3	5 5	27 29	.1	. 4 . 4	3	17 16		. 4 . 5
WOR -AM W1 '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	яя	**	**	**	2	9	**	.3
WPST-FM WI '98 4-Book	6	38 34		.6	7 5	10 26		.6 .5	23 15	100 75	. 2 . 2	1.5 .9	17 13	66 62	.2	1.4	6 6	33 34	. 1	.8
WRDR-FM WI '98 4-Book	18 5				2	18 <i>8</i>		.2	7 3	24 8	.1	.5	13 4	45 13	.1	1.1	2	5		.3
WSTW-FM W1 '98 4-Book	1	17		.1	2 **	24		.2	2	18	**	.1	2	19	**	.2	.1	8	**	.1
TOTALS W1 '98 4-Book	932 962				1146 1052		10.9		1491 1610		14.1		1179		11.2		707 744			

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Monday-Friday 6AM-10AM AOH (00) Cume (00) AOH Shr 325 2331 3.6 11.5 343 2325 3.8 12.1 347 2357 3.9 12.1 333 2371 3.7 12.0 381 2668 4.3 13.3 110 649 1.2 3.9 114 662 1.3 4.0 119 601 1.3 4.6 119 601 1.3 4.6 119 601 1.3 4.6 119 601 1.6 4.9 18 63 .2 6 10 45 1. 4 11 53 1. 4 7 68 1. 4 11 53 1. 4 7 68 3. 8 172 616 1.9 6.1 137 544 1.5 4.8 132 535 1.5 4.6 142 537 1.6 5.1 140 544 1.6 4.9	Men 35-64 Monday-Friday 10AM-3PM AOH (00) Cume AOH Rtg AOH (00) 1246 1.3 4.9 131 1438 1.5 5.4 124 1103 1.4 5.1 122 1232 1.4 5.1 98 1192 1.1 4.1 100 556 1.1 4.2 128 507 1.4 5.2 143 606 1.6 5.9 115 478 1.3 4.7 122 537 1.4 5.0 182 587 2.1 7.5 4 33 .2 5 19 .1 .2 9 33 1.4 16 75 .2 .7 110 458 1.2 4.6 101 432 1.1 4.1 113 492 1.3 4.7 123 500 1.4 5.1 110 458 1.2 4.6 101 432 1.1 4.1 113 492 1.3 4.7 123 500 1.4 5.1 110 458 1.2 4.6 101 432 1.1 4.1 113 492 1.3 4.7 123 500 1.4 5.1	Monday-Friday 3PM-7PM AOH (00) Cume (00) Rig Shr 158 1689 1.8 7.6 179 1855 2.0 8.6 130 1830 1.5 6.5 155 1567 1.8 7.6 156 1735 1.8 7.6 165 1865 1.9 7.9 77 659 9 9 3.7 99 650 1.1 4.7 87 624 1.0 4.3 78 590 9 3.8 85 631 1.0 4.1 113 752 1.3 5.4 8 41 1 4.4 8 35 .1 4 8 35 .1 6 33 .1 6 33 .1 6 33 .1 6 33 .1 6 33 .1 6 33 .1 6 33 .1 6 33 .1 96 518 1.1 4.6 109 552 1.2 5.2 81 468 9 4.0 103 520 1.2 5.1 97 515 1.1 4.7	Monday-Friday 7PM-MID AOH (00) Cume AOH Shr 50 777
AOH (00) Cume (00) AOH Rig AOH Shr	10AM-3PM AOH (00) Cume (00) AOH Rig AOH Shr 114 1139 1.3 4.8 120 1246 1.3 4.9 131 1438 1.5 5.4 124 1103 1.4 5.1 122 1232 1.4 5.1 98 1192 1.1 4.1 100 556 1.1 4.2 128 507 1.4 5.2 143 606 1.6 5.9 115 478 1.3 4.7 122 537 1.4 5.0 182 587 2.1 7.5 4 33 .2 5 19 .1 .2 9 33 .1 .4 15 34 .2 .6 8 30 .1 .4 16 75 .2 .7	3PM-7PM AOH (00) Cume (00) AOH Rig Shr (00)	7PM-MID AQH (00) Cume (00) AQH Shr 50 777
(00) (00) Rig Shr 325 2331 3.6 11.5 343 2325 3.8 12.1 316 2469 3.7 12.0 381 2668 4.3 13.3 110 649 1.2 3.9 114 662 1.3 4.0 119 601 1.3 4.6 91 573 1.0 3.2 109 621 1.2 3.9 142 610 1.6 4.9 18 63 .2 6 10 45 1. 4 11 53 1 4 7 68 1 .2 12 57 1 .4 23 86 .3 .8 172 616 1.9 6.1 137 544 1.5 4.8 125 454 1.5 4.8 125 454 1.5 4.8 132 535 1.5 4.6 142 537 1.6 5.1	(00) (00) Rīg Shr 114 1139 1.3 4.8 120 1246 1.3 4.9 131 1438 1.5 5.4 124 1103 1.4 5.1 122 1232 1.4 5.1 98 1192 1.1 4.1 100 556 1.1 4.2 128 507 1.4 5.2 143 606 1.6 5.9 115 478 1.3 4.7 122 537 1.4 5.0 182 587 2.1 7.5 4 33 .2 5 19 1 .2 9 33 .1 .4 15 34 .2 .6 8 30 .1 .4 15 34 .2 .6 8 30 .1 .4 16 75 .2 .7	158	(00) (00) Rig Shr 50 777 .6 7.0 50 758 .6 7.6 59 922 .7 7.5 34 603 .4 4.9 48 765 .6 6.8 52 856 .6 7.8 31 370 .3 4.4 32 353 .4 4.9 29 347 .3 3.7 21 312 .2 3.0 28 346 .3 4.0 36 349 .4 5.4 8 55 .1 1.1 2 30 3 1 18 9 3 28 .4 2 18 .3 95 491 1.1 13.4 49 355 .5 7.4 93 469 1.1 11.8
343 2325 3.8 12.1 316 2469 3.6 12.1 347 2357 3.7 12.0 381 2668 4.3 13.3 381 2668 4.3 13.3 381 2668 4.3 13.3 381 2668 4.3 13.3 381 2668 4.3 13.3 381 2668 4.3 13.3 381 2668 4.3 13.3 381 268 2.1 3.9 142 610 1.6 4.9 142 610 1.6 4.9 153 1.1 4.1 53 1.1 4.1 53 1.1 4.1 53 1.1 4.2 3.8 6 3.8 172 616 1.9 6.1 137 544 1.5 4.8 125 454 1.5 4.8 125 454 1.5 4.8 125 535 1.5 4.6 142 537 1.6 5.1	120 1246 1.3 4.9 131 1438 1.5 5.4 124 1103 1.4 5.1 122 123 1.4 5.1 98 1192 1.1 4.1 100 556 1.1 4.2 128 507 1.4 5.2 143 606 1.6 5.9 115 478 1.3 4.7 122 537 1.4 5.0 182 587 2.1 7.5 4 33 .2 5 19 .1 .2 9 33 .1 .4 15 34 .2 .6 8 30 .1 .4 15 34 .2 .6 8 30 .1 .4 16 75 .2 .7	179 1855 2.0 8.6 130 1830 1.5 6.5 155 1567 1.8 7.6 156 1735 1.8 7.6 165 1865 1.9 7.9 77 659 .9 3.7 99 650 1.1 4.7 87 624 1.0 4.3 78 590 .9 3.8 85 631 1.0 4.1 113 752 1.3 5.4 8 41 .1 .4 8 35 .1 .4 4 28 .1 .2 3 28 .1 .3 6 33 .1 .3 6 76 .1 .3 96 518 1.1 4.6 109 552 1.2 5.2 81 48 49 40	50
114 662 1.3 4.0 119 601 1.3 4.6 119 573 1.0 3.2 109 621 1.2 3.9 142 610 1.6 4.9 18 63 .2 .6 10 45 .1 .4 11 53 .1 .4 7 68 .1 .2 12 57 .1 .4 23 86 .3 .8 172 616 1.9 6.1 137 544 1.5 4.8 132 535 1.5 4.6 142 537 1.6 5.1	128	99 650 1.1 4.7 87 624 1.0 4.3 78 590 .9 3.8 85 631 1.0 4.1 113 752 1.3 5.4 8 41 .1 .4 8 35 .1 .4 4 28 .1 3 28 .1 6 33 .1 .3 6 76 .1 .3 96 518 1.1 4.6 109 552 1.2 5.2 81 468 103 520 1.2 5.1 97 515 1.1 4.7	32 353 .4 4.9 29 347 .3 3.7 21 312 .2 3.0 28 346 .3 4.0 36 349 .4 5.4 8 55 .1 1.1 2 30 .3 1 18 .1 9 3 28 .4 2 18 .3 95 491 1.1 13.4 49 355 .5 7.4 93 469 1.1 11.8
10	5 19 .1 .2 9 33 .1 .4 15 34 .2 .6 8 30 .1 .4 16 75 .2 .7 110 458 1.2 4.6 101 432 1.1 4.1 113 492 1.3 4.7 123 500 1.4 5.1 112 471 1.3 4.6	8 35 .1 .4 4 28 .2 3 28 .1 6 33 .1 .3 6 76 .1 .3 96 518 1.1 4.6 109 552 1.2 5.2 81 468 .9 4.0 103 520 1.2 5.1 97 515 1.1 4.7	2 30 .3 1 18 .1 9 3 28 .4 2 18 .3 95 491 1.1 13.4 49 355 .5 7.4 93 469 1.1 11.8
137 544 1.5 4.8 125 454 1.4 4.8 132 535 1.5 4.6 142 537 1.6 5.1	101 432 1.1 4.1 113 492 1.3 4.7 123 500 1.4 5.1 112 471 1.3 4.6	109 552 1.2 5.2 81 468 .9 4.0 103 520 1.2 5.1 97 515 1.1 4.7	49 355 .5 7.4 93 469 1.1 11.8
		129 536 1.5 6.2	62 425 .7 8.9 75 435 .9 10.4 61 435 .7 9.2
17 103 .2 .6 25 94 .3 .9 8 44 .1 .3 30 99 .3 1.0 20 85 .2 .7 40 116 .5 1.4	36 107 .4 1.5 30 113 .3 1.2 21 100 2 .9 19 110 .2 .8 27 108 .3 1.1 28 77 .3 1.2	20 82 .2 1.0 24 92 .3 1.1 16 92 .2 .8 4 50 .2 16 79 .2 .8 19 83 .2 .9	4 43 .6 4 46 .6 5 36 .1 .6 5 35 .1 .7 5 40 .1 .6 8 46 .1 1.2
43 321 .5 1.5 42 207 .5 1.5 40 275 .5 1.5 17 147 .2 .6 36 238 .4 1.3 34 239 .4 1.2	47 267 .5 2.0 41 346 .5 1.7 60 348 .7 2.5 20 237 .2 .8 42 300 .5 1.8 30 290 .3 1.2	43 340 .5 2.1 20 305 .2 1.0 36 381 .4 1.8 18 286 .2 .9 29 328 .3 1.5 28 252 .3 1.3	13 192 .1 1.8 10 142 .1 1.5 14 221 .2 1.8 20 207 .2 2.9 14 191 .2 2.0 15 171 .2 2.3
220 1130 2.5 7.7 232 1207 2.6 8.4	158 1112 1.8 6.6 171 847 1.9 6.9 166 1025 1.9 6.9 141 946 1.6 5.8 159 983 1.8 6.6 187 925 2.1 7.7	167 1222 1.9 8.0 189 1320 2.1 9.4 170 1280 1.9 8.3 179 1304 2.0 8.7	42 581 .5 5.9 48 653 .5 7.3 38 481 .4 4.8 65 706 .7 9.4 48 605 .5 6.9 42 603 .5 6.3
118 684 1.3 4.2 145 743 1.6 5.6 97 585 1.1 3.4 123 682 1.4 4.5	195 650 2.2 8.2 160 650 1.8 6.5 211 794 2.4 8.8 126 636 1.4 5.2 173 683 2.0 7.2 158 561 1.8 6.5	150 921 1.7 7.2 153 874 1.7 7.6 130 822 1.5 6.4 151 883 1.7 7.4	64 538 .7 9.0 62 533 .7 9.4 79 611 .9 10.0 52 452 .6 7.5 64 534 .7 9.0 59 602 .7 8.9
	224 1249 2.5 8.6 220 1130 2.5 7.7 232 1207 2.6 8.4 234 1270 2.6 8.2 131 715 1.5 4.6 118 684 1.3 4.2 145 743 1.6 5.6 97 585 1.1 3.4 123 682 1.4 4.5	224 1249 2.5 8.6 166 1025 1.9 6.9 220 1130 2.5 7.7 141 946 1.6 5.8 232 1207 2.6 8.4 159 983 1.8 6.6 234 1270 2.6 8.2 187 925 2.1 7.7 131 715 1.5 4.6 195 650 2.2 8.2 118 684 1.3 4.2 160 650 1.8 6.5 145 743 1.6 5.6 211 794 2.4 8.8 97 585 1.1 3.4 126 636 1.4 5.2 123 682 1.4 4.5 173 683 2.0 7.2	224 1249 2.5 8.6 166 1025 1.9 6.9 189 1320 2.1 9.4 220 1130 2.5 7.7 141 946 1.6 5.8 170 1280 1.9 8.3 232 1207 2.6 8.4 159 983 1.8 6.6 179 1304 2.0 8.7 234 1270 2.6 8.2 187 925 2.1 7.7 175 1328 2.0 8.3 131 715 1.5 4.6 195 650 2.2 8.2 171 914 1.9 8.2 118 684 1.3 4.2 160 650 1.8 6.5 150 921 1.7 7.2 145 743 1.6 5.6 211 794 2.4 8.8 153 874 1.7 7.6 97 585 1.1 3.4 126 636 1.4 5.2 130 822 1.5 6.4 123 682 1.4 4.5 173 683 2.0 7.2 151 883 1.7 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.

	N	londay-9	Sunda	v		Monday-	Fridav			en 3			N	Monday-	Friday			Monday-	Fridav	
	AOH	6AM-I		AQH	АОН	6AM-10		AQH	AOH	10AM-		AQH	AQH	3PM-7 Cume	PM	AQH	AOH	7PM-N	AQH	AQH
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	96 93 78 99 92 88	1453 1309 1440 1474 1419 1183	1.1 1.0 .9 1.1 1.0	5.5 5.3 4.5 5.7 5.3	121 117 102 111 113 129	630 678 670 783 690 599	1.3 1.3 1.2 1.3 1.3	4.3 4.1 3.9 3.9 4.1 4.5	176 157 137 165 159	726 637 722 799 721 615	2.0 1.7 1.5 1.9 1.8	7.4 6.4 5.7 6.8 6.6 6.1	117 120 99 127 116 120	946 845 836 873 875 821	1.3 1.3 1.1 1.4 1.3	5.6 5.7 4.9 6.2 5.6 5.7	28. 33. 21. 28. 28. 27.	440 458 374 460 433 372	.3 .4 .2 .3 .3	3. 5. 2. 4. 3.
MMR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	66 80 83 105 84 69	1128 1372 1184 1339 1256 1143	.7 .9 .9 1.2	3.8 4.6 4.8 6.0 4.8 4.0	101 122 109 184 129	516 767 549 668 625 606	1.1 1.4 1.2 2.1 1.5	3.6 4.3 4.2 6.4 4.6 3.6	113 136 126 195 143	562 679 587 745 643 514	1.3 1.5 1.4 2.2 1.6	4.7 5.5 5.2 8.0 5.9 4.5	77 94 112 102 96 72	669 891 792 849 800 628	.9 1.0 1.3 1.2 1.1	3.7 4.5 5.6 5.0 4.7 3.4	24 26 34 21 26	299 377 381 303 340 316	.3 .3 .4 .2 .3	3. 4. 3. 3.
OGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	106 147 153 157 141 131	1741 2009 2218 2106 2019 2073	1.2 1.6 1.7 1.8 1.6	6.1 8.4 8.9 9.0 8.1 7.6	145 206 191 175 179 183	893 934 1098 984 9 77 1081	1.6 2.3 2.2 2.0 2.0 2.1	5.1 7.3 7.3 6.1 6.5 6.4	139 242 216 222 205 203	651 947 1230 950 945 923	1.5 2.7 2.4 2.5 2.3 2.3	5.8 9.8 9.0 9.1 8.4 8.4	131 165 186 176 165 146	1006 1106 1377 1176 1166 1135	1.5 1.8 2.1 2.0 1.9	6.3 7.9 9.3 8.6 8 .0 7.0	36 47 70 66 55 49	493 639 695 719 637 536	.4 .5 .8 .7 .6	5 7 8 9 7
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 27 57 30 36 33	493 366 567 430 464 515	.3 .6 .3	1.7 1.5 3.3 1.7 2.1 1.9	57 47 80 44 57 45	268 216 336 209 257 184	.6 .5 .9 .5	2.0 1.7 3.1 1.5 2.1 1.6	38 39 78 46 50 51	244 173 390 248 264 247	.4 .9 .5 .6	1.6 1.6 3.2 1.9 2.1 2.1	34 26 61 34 39 28	296 184 343 213 259 208	.4 .3 .7 .4 .5	1.6 1.2 3.0 1.7 1.9 1.3	11 7 32 8 15 20	148 83 167 83 120 116	.1 .4 .1 .2	1 1 4 1 2 3
WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 14 15 12 13	255 257 256 302 268 255	.1 .2 .1 .2 .2	.7 .8 .9 .7	27 15 15 13 18 18	143 97 75 104 105 85	.3 .2 .2 .1	1.0 .5 .6 .5 .7	8 21 20 12 15 9	80 113 127 133 113 87	.1 .2 .1 .2 .1	.3 .9 .8 .5 .6	18 16 17 14 16	153 102 143 135 133	.2 .2 .2 .2 .2 .2	.9 .8 .7 .8	9 14 11 9 11	69 118 96 119 101 65	.1 .2 .1 .1	1 2 1 1 1
VPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	33 20 22 21 24 19	689 556 645 755 661 536	.4 .2 .2 .2 .3	1.9 1.1 1.3 1.2 1.4	102 32 39 35 52 51	329 210 236 294 267 320	1.1 .4 .4 .4	3.6 1.1 1.5 1.2 1.9	31 31 21 22 26 20	225 105 193 155 170 180	.3	1.3 1.3 .9 .9 1.1	25; 22 18 19 21 18	300 149 217 213 220 236	.3 .2 .2 .2 .2	1.2 1.1 .9 .9 1.0	13 6 26 23 17 7	148 118 295 256 204 70	.1 .3 .3 .2	2
VPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	19 10 24 23 19 15	545 488 450 560 511 504	.2 .1 .3 .3 .2	1.1 .6 1.4 1.3 1.1	47 12 38 26 31 14	281 195 221 199 224 176	.5 .1 .4 .3	1.7 .4 1.5 .9 1.1	16 7 40 43 27 21	134 151 180 268 183 205	.2 .1 .5 .5	.7 .3 1.7 1.8 1.1	22 19 22 28 23 29	208 257 279 262 252 309	.2 .2 .3 .2	1.1	7 6 7 8 7 12	124 163 141 139	.1 .1 .1	1 1 1 1
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5. 5. 3. 6. 5.	55 104	.1	.3 .2 .3 .3	11 15 3 11 10	35 29 14 55 33	. 1	.4 .5 .1 .4 .4	6 6 7 <i>6</i>	43 27 31 50 38	.1 .1 .1 .1	.3 .2 .2 .3	6 2 2 8 5	23 18 31 67 35	.1	.3 .1 .1 .4 .2	2 1 3 2	9 28		

^{**} Station(s) not reported this survey.

Listener estimates adjusted for reported broadcast schedule.

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

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

						1 013	0	Ct		<i>-</i>			111							
	N	londay-	Sunda	У	A	Monday-	Frida			en 3				Monday-	Friday	,		londay-	Frida	
	AQH	6AM-I	AOH	AQH	АОН	6AM-1	MA0 AQH	AQH	АОН	10AM-		AOH	АОН	3PM-		AQH	АОН	7PM-N	AOH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
₩USL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 24 20 29 24 27	513 472 462 561 502 594	.2 .3 .3 .3	1.3 1.4 1.2 1.7 1.4 1.6	30 26 23 43 31 23	185 206 205 260 214 192	.3 .3 .5 .4	1.1 .9 .9 1.5 1.1	30 34 31 43 35 28	220 273 278 246 254 263	.3 .4 .4 .5 .4	1.3 1.4 1.3 1.8 1.5	21 24 22 35 26 50	168 247 192 260 217 283	.2 .3 .2 .4 .3	1.0 1.1 1.7 1.2 2.4	14 10 14 12 13 24	103 86 123 147 115	.2 .1 .2 .1 .2	2.0 1.5 1.8 1.7 1.8 3.6
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	90 71 85 95 85 107	1334 1088 1379 1374 1294 1452	1.0 .8 1.0 1.1 1.0	5.2 4.1 4.9 5.4 4.9 6.2	79 109 91 146 106 124	592 420 588 587 547 606	.9 1.2 1.0 1.6 1.2	2.8 3.9 3.5 5.1 3.8 4.3	179 120 151 165 154 195	708 506 649 747 653 827	2.0 1.3 1.7 1.9 1.7 2.2	7.5 4.9 6.3 6.8 6.4 8.1	100 71 107 112 98 135	639 460 669 710 620 865	1.1 .8 1.2 1.3 1.1	4.8 3.4 5.3 5.5 4.8 6.4	35 24 34 27 30 33	251 335 392 319 324 425	. 4 . 3 . 4 . 3 . 4	4.9 3.6 4.3 3.9 4.2 5.0
WWJZ-AM WI '98 FA '97' SU '97' SP '97 4-Book WI '97	3 1 8 ** **	74 38 77 ** ** 21	. 1 ** **	.2 .1 .5 **	6 1 6 **	59 11 52 **	. 1 . 1 **	.2 **	6 14 ** ** 2	44 41 ** **	.1 .2 **	.3	1 6 13 **	26 19 53 ** **	.1 .1 **	.3 .6 **	2 ** **	28 ** ##	**	.3
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	96 86 98 98 95 99	1052 1115 1115 1023 1076 1092	1.1 1.0 1.1 1.1 1.1	5.5 4.9 5.7 5.6 5.4 5.7	127 122 128 134 128 154	604 594 658 648 626 613	1.4 1.4 1.5 1.5	4.5 4.3 4.9 4.7 4.6 5.4	144 125 145 152 142 167	561 546 582 628 579 579	1.6 1.4 1.6 1.7 1.6	6.0 5.1 6.0 6.3 5.9 6.9	136 104 135 118 123 112	706 747 770 655 720 717	1.5 1.2 1.5 1.3 1.4 1.3	6.6 5.0 6.7 5.8 6.0 5.3	33 24 38 32 32 21	344 276 307 346 318 240	.4.4.4.2	4.6 3.6 4.8 4.6 4.4 3.2
+WXXM-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	24 10 46 62 36 60	498 368 726 784 594 844	.3 .1 .5 .7 .4 .7	1.4 .6 2.7 3.5 2.1 3.5	25 10 54 79 42 68	219 119 371 387 274 405	.3 .1 .6 .9 .5	.9 .4 2.1 2.8 1.6 2.4	45 14 83 92 59 93	209 144 375 353 270 421	.5 .2 .9 1.0 .7	1.9 .6 3.4 3.8 2.4 3.8	31 13 65 77 47 68	280 211 473 456 355 473	.3 .1 .7 .9 .5	1.5 .6 3.2 3.8 2.3 3.2	10 4 20 27 15 28	126 88 172 226 153 290	.1	1.4 .6 2.5 3.9 2.1 4.2
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	107 135 77 115 109	1630 2085 1680 1533 1732 1538	1.2 1.5 .9 1.3 1.2	6.2 7.7 4.5 6.6 6.3 6.0	382 398 274 382 359 360	1263 1200 1002 1067 1133 1138	4.4 3.1 4.3 4.0	13.5 14.1 10.5 13.3 12.9 12.5	132 167 61 153 128 117	823 758 571 809 740 625	1.5 1.9 .7 1.7 1.5	5.5 6.8 2.5 6.3 5.3 4.8	59 71 38 73 60 75	519 503 438 580 510 522	.7 .8 .4 .8 .7	2.8 3.4 1.9 3.6 2.9 3.6	16 22 27 17 21 20	237 244 328 279 272 216	.2 .2 .2 .2 .2 .2	2.3 3.3 3.4 2.5 2.9 3.0
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	37 31 42 36 37 25	785 708 866 813 793 665	.4 .3 .5 .4 .4	2.1 1.8 2.4 2.1 2.1	50 47 49 64 53 37	327 292 316 399 334 263	.6 .5 .6 .7	1.8 1.7 1.9 2.2 1.9	52 45 69 46 53 33	287 249 316 276 282 208	.6 .5 .8 .5 .6	2.2 1.8 2.9 1.9 2.2	50 46 45 43 46 31	425 301 412 431 392 333	.6 .5 .5 .5 .4	2.4 2.2 2.2 2.1 2.2 1.5	21 11 17 14 16	191 165 183 221 190 227	.2 .2 .2 .2 .1	3.0 1.7 2.2 2.0 2.2 1.7
WJBR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	9 9 6 7 8	178 163 127 134 151 149	.1 .1 .1 .1 .1 .1	.5 .5 .3 .4 .4	10 15 6 11 11	90 63 59 62 69 79	.1 .2 .1 .1 .1 .1	.4 .5 .2 .4 .4	15 19 7 14 14 23	83 63 45 43 59 62	.2 .2 .1 .2 .2	.6 .8 .3 .6 .6	13 15 8 9 11 18	103 101 44 44 73 87	.1 .2 .1 .1 .1 .2	.6 .7 .4 .4 .5	5 3 4 1 3	61 36 25 19 35 35	.1	.7 .5 .5 .1 .5
	4 Stati	n(s) not r				ner estim				+ \$55										

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									M	en 3!	5-6	4									
	N	londay-S 6AM-l	Sunda MID	у	N.	londay- 6AM-1				donday- 10AM-			,	donday- 3PM-7	riday PM		W	londay-l 7PM-M			T
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	ar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20 23 17 8 17	353 377 333 290 338 414	.1	1.3	19 37 26 9 23 32	159 201 164 114 160 206	.2 .4 .3 .1 .3	.7 1.3 1.0 .3 .8 1.1	26 35 30 14 26 33	94 172 196 112 144 158	.3	1.1 1.4 1.2 .6 1.1	37 31 25 14 27 26	187 209 179 133 177 164	.4 .3 .3 .2 .3	1.8 1.5 1.2 .7 1.3 1.2	12 13 5 3 8 3	97 105 58 48 77 56	. 1	1.7 2.0 .6 .4 1.2	arget Listener
+WLEV-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	5: 10 8 7 8 11	194 188 140	.1: .1 .1	.3 .6 .5 .4 .5	3 4 9 9 6	38 65 47 45 49 117	. 1	.1 .3 .3 .2	4 15 11 9 10	39 74 63 47 56 86	.2	.2 .6 .5 .4 .4	4 18 6 10 10	30 75 78 78 <i>65</i> 104	.2 .1 .1 .1 .2	.2 .9 .3 .5 .5	3 10 2 3 5 4	41 61 38 48 47 59	. 1	.4 1.5 .3 .4 .7	r Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 6 ** ** 4	81 54 ** **	**	.2	10	19 11 ** ** 34	. 1 ** **	.4	2 7 ***	9 29 ** ** 35	.1	.1	13 6 ** ** 12	39 35 ** ** 32	.1	.6 .3 ** **	6	29 ** **	.1	.9 ** **	- Men 35
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 13 7 5 8 9	329 285 259 291	.1 .1 .1	.5 .7 .4 .3 .5	7 14 9 9 10	92 144 77 70 <i>96</i> 82	.1 .1 .1 .2	.2 .5 .3 .3	7 16 4 7 9 16	103	.1	.3 .6 .2 .3 .4	13 18 7 7 11 12	126 205 144 152 157	.1 .2 .1 .1	.6 9 .3 .3 .5 .6	4 7 3 3 4 2	47 131 75 62 79 70	. 1	.6 1.1 .4 .4 .6 .3	-64
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 11 7 14 11 6	153 124 176 165	.1	.7 .6 .4 .8 .6	5 15 7 12 10 6	96 97 59 84 84 44	.1 .1 .1 .1	.2 .5 .3 .4 .2	14 12 11 24 15	50 75 68	.2 .1 .1 .3	.6 .5 .5 1.0 .7	18 17 9 14 15	148 87 80 84 100 75	.2 .1 .2 .2 .1	.9 .8 .4 .7 .7	4 2 2 5 3 5	62 47 16 59 46 29	.1	.6 .3 .7 .5	
WSTW-FM WI '98' FA '97 SU '97 SP '97 4-Book WI '97	5 ** 6 5 **	139 166	.1	.3	7 ** 11 9 **	94 ** 47 81 ** 79		.2	9 ** 7 9 **	49 66	.1	.4	9 ** 10 7 ** 6	86 ** 73 85 **	.1	.4 .5 .3 **	1 ** 3 1 **	26 ** 58 27 ** 27	**	.1	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1731 1742 1720 1747 1735	8715 8662 8669 8699) 19.2 5 19.4 2 19.4 3 19.7 7 19.4		2826 2826 2610 2867 2782 2869	8051 7854 8033 7974	31.4 31.9 32.4 31.2 32.4 31.2		2388 2463 2411 2432 2424 2419	6618 6749 6630	26.5 27.4 27.2 27.5 27.2 27.3		2074 2093 2006 2039 2053 2073	7751 7659 7695 7679	23.0 23.3 22.7 23.0 23.6		710 658 787 693 712 665	4805 4952 4983 4923 4736	7.3 8.9 7.8 8.0 7.5		

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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.

1			-						M	en 3	5-6	4							-	
	N	Monday- 6AM-7		1		Weeke 6AM-I				Sature 6AM-1				Sature 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	193 198	3105 3077	2.1 2.2	8.0 8.2	81 85	1672 1785	.9 1.0	6.9 7.1	203 207	791 879		13.4 14.4	85 94	458 473	.9 1.0	4.4 4.9	53 59	291 318	. 6 . 7	4.2 4.5
WBEB-FM WI '98 4-Book	96 106	1014 936	1.1	4.0 4.4	42 51	684 670	.5 .6	3.6 4.3	35 53	163 187	. 4 . 6	2.3 3.7	97 102	392 316	1.1	5.0 5.2	67 66	249 239	.7 .7	5.3 5.0
WDAS-AM WI '98 4-Book	9 8	98 84	.1	. 4 . 4	16 11	137 103	. 2	1.4	18 7	33 1 <i>6</i>	.2	1.2 .5	8 10	16 22	.1	. 4 . 5	3	9		. 2
WDAS-FM WI '98 4-Book	124 117	773 758	1.4	5.1 4.8	82 73	551 544	.9 .8	6.9 6.0	76 59	184 145	.8	5.0 4.1	91 95	179 21 5	1.0	4.7 4.9	59 80	185 186	. 7 . 9	4.7 5.9
WHAT-AM WI '98 4-Book	25 21	176 154	.3 .3	1.0 .9	13 12	107 105	.1	1.1	16 13	30 35	. 2	1.1 .9	30 27	47 53	.3 . 3	1.6 1.4	6 13	20 40	. 1	.5 1.0
WIOQ-FM WI '98 4-Book	44 36	521 511	.5 .4	1.8	27 23	345 319	.3 . 3	2.3 1.9	40 20	97 63	. 4	2.6 1.4	56 42	179 148	.6 . 5	2.9 2.2	35 36	84 1 0 5	. 4 . 4	2.8 2.7
WIP -AM WI '98 4-Book	194 187	1894 1740	2.2	8.0 7.7	62 62	96 7 954	.7 .7	5.3 5.1	81 88	297 329	.9 1.0	5.3 6.1	98 82	389 342	1.1	5.1 4.3	75 57	312 234	.8 .6	6.0 4.3
₩JJZ-FM WI '98 4-Book	168 151	1179 1140	1.9	6.9 6.3	91 79	905 832	1.0 .9	7.7 6.5	63 57	246 193	.7	4.2 4.0	138 127	343 344	1.5 1.4	7.1 6.5	109 102	351 318	1.2	8.7 7.7
WMGK-FM WI '98 4-Book	141 131	1206 1179	1.6 1.5	5.8 5.4	61 64	839 7 96	.7 .7	5.2 5.3	101 <i>86</i>	286 240	1.1	6.7 5.9	145 139	389 368	1.6 1.6	7.5 7.1	59 88	265 282	.7 1.0	4.7 6.5
WMMR-FM WI '98 4-Book	98 124	961 1075	1.1	4.0 5.1	37 49	618 <i>672</i>	. 4 . 5	3.1 4.1	48 59	178 192	.5 .7	3.2 4.1	59 95	268 294	.7 1.1	3.1 4.9	45 60	197 195	.5	3.6 4.4
VOGL-FM WI '98 4-8 00k	138 184	1403 1614	1.5 2.1	5.7 7.6	97 1 22	1009 1 2 57	1.1	8.2 10.1	101 118	362 373	1.1	6.7 8.2	169 210	414 568	1.9 2.4	8.7 10.8	95 1 29	366 410	1.1	7.6 9.6
WPEN-AM WI '98 4-Book	43 49	420 380	.5 .6	1.8	20 28	300 285	. 2 . 3	1.7	42 40	111 101	.5 . 5	2.8 2.8	48 52	149 144			20 31	95 86	.2	1.6 2.3
+WPHI-FM WI '98 4-Book	17 16	213 204	. 2	.7 .7	5 9	96 1 <i>22</i>	. 11	. 4 . 8	8	24	.1	. 5	18 20	41 48	. 2 . 2	.9 1.1	2 12	8 33	. 2	. 2 . 8
WPHT-AM WI '98 4-Book	51 33	548 459	.6 .4	2.1 1.4	14 14	285 268	. 2 . 2	1.2	20 17	88 59	. 2 . 2	1.3 1.2	18 15	59 55	. 2 . 2	. 9 . 8	16 11	49 39	. 2	1.3 .9
WPLY-FM WI '98 4-Book	27 27	401 403	.3 . 3	1.1	13 14	292 270	. 1	1.1	28 16	117 67	.3 .2	1.8 1.1	31 26	139 <i>96</i>			9 18	80 77	. 1 . 2	.7 1.3
WURD-AM WI '98 4-Book	8	43 55	.1	.3 . 3	5 4	35 45	. 1	. 4 . 3	9	12 14	. 1	.6 . 4	18 11	35 24		.9 . 6	3 3	12 12		. 2 . 2
WUSL-FM WI '98 4-Book	27 30	378 405	.3 .4	1.1	19 19	295 244	. 2 . 2	1.6 1.6	12 13	37 46	.1	.8 .9	19 30	89 93		1.0	23 20	54 50	.3 .3	1.8
	** Static				* Liste			4:	160-	. Cha							Current a			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									M	en 3!	5-6	4				-		_			
		Monday- 6AM-1		/		Week				Saturo 6AM-10				Saturo 10AM-				Saturd 3PM-7			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WWDB-FM WI '98 4-Book	124 122	1086 1030	1.4	5.1 5.0	68 58	650 655	.8	5.8 4.8	75 83	233 237	. 8 . 9	4.9 5.8	69 67	182 193	. 8 . 8	3.6 3.5	61 39	109 95	.7	4.9 3.0	arget Li
VVJZ-AM WI '98 4-Book	5 **	68 **	.1	.2	1	18	**	.1	**	**	**	**	4	12 **	**	.2	**	**	**	**	Listener
VXTU-FM WI '98 4-Book	136 1 32	878 946	1.5 1.5		68 71	664 660	. 8 . 8	5.8 5.9	108 93	303 271	1.2	7.1 6.4	144 143	352 340	1.6 1.6	7.5 7.4	97 92	250 245	1.1	7.7 6.9	H
+WXXM-FM WI '98 4-Book	34 50	395 478	. 4	1.4	17 24	244 301	. 2 . 3	1.4	24 20	91 70	.3 .2	1.6	30. 37	99 117	.3	1.6 1.9	30 28	116 110	.3	2.4	stimates
WYSP-FM WI '98 4-Book	186 178	1534 1 39 5			28 44	504 698	.3 .5	2.4 3.6	40 36	138 127	. 4	2.6 2.5	56 56	186 179	.6 . 6	2.9 2 .9	33 37	106 145	. 4	2.6 2.7	ites -
WYXR-FM WI '98 4-Book	51 51	587 582	.6 .6	2.1 2.1	23 25	456 430	.3 . 3	1.9 2.1	13 26	67 82	. 1	.9 1.8	59 48	203 168	.7	3.1 2.5	23 3 1	121 129	.3	1.8	Men
WJBR-FM WI '98 4-Book	13 12	145 116		.5 .5	7 4	81 74	.1	. 6 . 4	4	26 21		.3 . 3	13	26 25	. 1	.7 .5	11 8	44 28	. 1	.9 .6	35-
¥KX¥-FM ₩ '98 4-Book	27 25	297 286	.3	1.1	11 8	198 133	.1	.9 .7	9 9	79 39	.1	.6 .7	24 18	69 46	.3	1.2	12 8	55 32	.1	1.0	64
+VLEV-FM WI '98 4-Book	4 9	55 95	. 1	.2	8 7	55 95	.1	.7 .6	4 8	29 21	. 1	.3 .6	15 8	29 29	. 2	.8 . 5	10 9	29 3 1	.1	. 8 . 7	
WOR -AM WI '98 4-Book	5	39	.1	.2	4	62 **	**	.3	3 **	12	**	.2 **	4	20	**	.2	5 **	21 **	.1	.4 **	
WPST-FM WI '98 4-Book	9 10	205 223		.4	10 8	164 142	.1 .1	.8 .6	11 6	29 19	.1	.7 .4	14 16	88 60	. 2 . 2	. 7 . 8	13 11	47 43	.1	1.0	
WRDR-FM WI '98 4-Book	13 14			.5 .6	15 12	142 111		1.3	11 12	63 36		.7	24 20	5 0 47	.3	1.2	24 17	49 48	.3 .2	1.9 1.3	
WSTW-FM WI '98 4-Book	8	139		.3	3	97 **	**	.3	3	22	**	.2	7 **	30	.1	.4	7 **	51 **	.1	.6 **	
TOTALS WI '98 4-Book	2427 2420		27.0		1180 1 203		13.1		1516 1444		16.8 16.2		1932 1939		21.5		1257 1 334		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.

1						11 6				en 3			Stil							
0		Sature 7PM-I				Sund 6AM-1	ay OAM		0	Sund 10AM-	ay 3PM	-		Sund 3PM-7				Sund 7PM-N	ay MD	
	AOH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
KYW -AM WI '98 4-Book	24 3 5	175 232	.3	3.3 4.8	148 165	635 722		13.1 15.1	66 <i>62</i>	367 332	.7	4.9 4.4	64 51	234 247	.7 .6	6.6 4.9	33 33	208 229	. 4 . 4	5.7 5.2
WBEB-FM WI '98 4-Book	20 26	136 116	.2 . 3	2.8 3.5	17 29	84 121	.2 .3	1.5 2.7	53 62	244 22 5	.6 .7	3.9 4.3	31 47	152 166	.3	3.2 4.4	10 21	57 101	. 1 . 3	1.7 3.3
WDAS-AM WI '98 4-Book	2	10 7		.3 .2	66 39	124 72	.7 .4	5.8 3.5	22 23	63 50	. 2 . 3	1.6 1.6	5 4	20 14	.1	.5 .4	9 5	27 11	.1 .1	1.6
WDAS-FM WI '98 4-Book	95 57	190 136	1.1	13.2 7.7	64 3 7	129 97	.7 .4	5.7 3.3	68 63	191 155	.8 .7	5.0 4.4	83 61	170 123	.9	8.5 5.9	107 119	188 203		18.5 19.0
WHAT-AM W1 '98 4-Book	7 3	16 10	. 1	1.0	26 20	48 40	.3 .2	2.3 1.8	15 14	55. 50	. 2	1.1	8. 5	13 <i>9</i>	.1	.8 .5	1	2		.1
V100-FM WI '98 4-Book	19 18	72 68	. 2 . 2	2.6 2.4	13 12	38 43	. 1 . 1	1.1	26 24	131 <i>92</i>	.3 .3	1.9 1.7	9 13	54 57	. 1 . 2	.9 1.2	13 15	38 48	. 1 . 2	2.2 2.4
WIP -AM WI '98 4-Book	30 40	113 142	.3 .4	4.2 5.7	61 63	181 215	.7 .7	5.4 5.8	82 70	290 281	.9 .8	6.1 4.9	54 72	176 245	. 6 . 8	5.5 6.9	19 26	97 1 31	. 2 . 3	3.3 4.2
WJJZ-FM WI '98 4-Book	85 70	287 216	.9	11.8 9.6	65 44	266 177	.7	5.7 3.9	105 92	339 290	1.2	7.8 6.5	74 73	207 202	.8 .8	7.6 7.0	81 5 9	221 168	.9 .7	14.0 9.5
WMGK-FM WI '98 4-Book	36 37	155 155	. 4	5.0 5.2	20 25	60 92	. 2 . 3	1.8 2.3	56 64	274 243	.6 .7	4.1 4.5	52 54	155 173	.6 .6	5.3 5.1	19 20	92 86	. 2 . 2	3.3 3.2
VMMR-FM WI '98 4-Book	26 22	117 96	. 3 . 3	3.6 3.0	30 40	118 132	.3 .5	2.7 3.7	48 59	204 221	.5	3.6 4.2	32 40	105 142	. 4	3.3 3.8	8. 18	61 86	. 1 . 2	1.4
WOGL-FM WI '98 4-Book	53 77	177 244	. 6 . 9	7.3 10.4	131 135	364 378		11.6 12.3	107 134	348 405	1.2	7.9 9.4	65 1 04	235 290	.7 1.2	6.7 10.0	59 71	181 200		10.2 11.3
WPEN-AM WI '98 4-Book	12	43	. 1	1.6	12 16	80 <i>65</i>	.1	1.1 1.5	18 30	84 94	. 2	1.3	3 21	21 51	. 2	.3 1.9	14 18	59 62	.2	2.4
+WPHI-FM WI '98 4-Book	1 14	8 28	. 2	. 1 1.9	2 4	7 12		. 2 . 3	5	39 27	.1	. 4 . 5	9 6	40 20	.1	. 9 . 5	2	5		. 3
WPHT-AM WI '98 4-Book	4 8	29 38	. 1	.6 1.1	14 23	53 73	.2	1.2 2.1	27 25	104 96	. 3 . 3	2.0 1.8	3 9	10 36	. 1	. 3 . 9	12 <i>6</i>	47 21	.1	
₩PLY-FM ₩1 '98 4-Book	5	36 33	.1	.7 .7	8 7	44 33	.1	.7 .6	10 14	83 <i>81</i>	.1	.7 1.0	12 18	62 76	. 1	1.2	1 6	7 33	.1	.2
WURD-AM WI '98 4-Book	1	3		.1	3 3	12 7		. 3 . 3	3 3	12 14		. 2 . 2	4 3	12 8		. 4				
WUSL-FM WI '98 4-Book	18 23	30 44	. 2	2.5 3.1	33 22	100 <i>65</i>	. 4	2.9 2.0	26 26	110 90	.3	1.9	12 10	39 30	. 1 . 1	1.2 1.0	11 11	42 36	.1	1.9
	** Statio	n(s) not	report	ed	* Liste	ner estin	nates	adiuste.	1 for	+ Stat	ion(s)	change	ad call	4-Bo	nole: A	ya of	current a	d monitor	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.

[-							Mi	en 3	5-6	4			-				===		
		Saturi 7PM-I				Sund 6AM-10	ay DAM			Sund 10AM-	ay 3PM			Sunda 3PM-7	ay PM		·	Sunda 7PM-M			T
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	arg
₩₩DB-FM W '98 4-Book	43 3 7	97 108	.5 .4	6.0 5.0	56 57	162 195	.6 .6	5.0 5.2	161 125	340 282	1.8	11.9 8.8	49 29	127 76	.5 .3	5.0 2.8	21 21	77 78	. 2	3.6 3.3	et
WYJZ-AM W1 '98 4-Book	**	**	**	**	**	**	**	**	1	12 **	**	. 1	4	6	**	. 4	**	**	**	**	Listener
WXTU-FM WI '98 4-Book	31 26	166 129	.3 .3	4.3 3. 7	36 48	187 169	. 4 . 5	3.2 4.4	66 90	213 240	.7 1.0	4.9 6.3	44 58	122 170	.5	4.5 5.6	23 21	97 93	.3 . 3	4.0 3.3	I
+WXXM-FM W1 '98 4-Book	9	46 51	.1	1.2	5 16	26 54	.1	.4 1.4	11 34	66 122	.1	.8 2.4	17 33	70 93	.2	1.7 3.2	9 16	29 61	. 1	1.6 2.5	stimates
WYSP-FM WI '98 4-Book	6 11	27 54	.1	.8 1.5	20 16	71 61	.2 .2	1.8	24 102	163 346	.3 1.2	1.8 <i>6.8</i>	45 80	128 279	.5 .9	4.6 7.4	9 11	37 49	.1	1.6 1.7	tes -
WYXR-FM WI '98 4-Book	18 18	75 80	.2 . 2	2.5 2.5	4 19	27 64	. 2	.4 1.8	25 22	114 111	.3	1.8 1.6	25 27	86 102	.3	2.6 2.6	11 11	54 56	.1	1.9	Men
WJBR-FM WI '98 4-Book	4 3	9 9		.6 .4	4 2	17 11		. 4	4	17 19		.3	5 3	34 14	. 1	.5 .3	8	10 12	. 1	1.4	35-
WKXW-FM WI '98 4-Book	6	16 12	. 1	. 8 . 4	12 9	51 37	.1	1.1	14 11	74 47	. 2 . 2	1.0	15 6	57 25	. 2	1.5	1	7		. 2	64
+VLEV-FM WI '98 4-Book	11 7	15 21	.1	1.5 1.0	9	26 28	.1	.8 .7	3 6	9 16		.2	8 7	29 30	. 1	.8	3 5	17 23		.5	
VOR -AM WI '98 4-Book	4	21	**	.6	4	10	**	.4	**	**	**	**	8 **	10	. 1	.8 **	4	20	**	.7 **	
WPST-FM WI '98 4-Book	3 2	19 13		. 4 . 3	7 4	10 16	. 1	.6 .3	18 12	75 48	.2	1.3	7 9	25 37	. 1	.7	3 3	16 15		.5 .4	
WRDR-FM WI '98 4-Book	25 12	56 43	.3	3.5 1.7	2	18 20		. 2 . 4	10 11	39 27	.1	.7	20 13	67 35	.2		4	14	.1	.7	
VSTV-FM WI '98 4-Book	**	8		**	2	24	**	.2	**	8	**	**	2	19 **	**	.2 **	1	8	**	.2 **	
TOTALS WI'98 4-Book	722 7 30				1131 1095		12.6		1352 1428	3935 3851	15.0 16.0		973 1 04 5		10.8		579 624	1775 1928	6.4		

^{**} 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.

YW -AM	AQH (00)	onday-S 6AM-N Cume (00)		AQH Shr	N AOH	fonday- 6AM-10	Friday	W		nen londay- 10AM-	Friday	_		donday-		,		londay-F		
	НОА	6AM-N	AQH	АОН	AQH	6AM-10				10AM	2011									
	(00)	1007			(00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 8 6 9 8	354 449 294 341 360 505	.2 .2 .1 .2 .2 .2 .2	1.3 1.3 .9 1.4 1.2	27 26 13 25 23 25	265 276 159 210 228 329	.7 .7 .3 .6 .6	3.6 3.6 2.1 3.6 3.2 4.0	3 4 10 11 7	48 83 73 81 71	.1 .1 .2 .3 .2	.6 .7 1.2 1.7 1.1	6 11 7 8 8	126 105 101 95 107 108	.2.3	.8 1.4 .8 1.0 1.0	3 1 1 3 2 3	70 14 40 73 49 88	.1	. 6
BEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	35 40 33 44 38 42	806 763 804 881 814 859	.9 1.0 .8 1.1 1.0	5.9 6.3 4.9 7.0 6.0 7.2	40 38 24 35 34 27	298 263 255 325 285 287	1.0 1.0 .6 .9 .9	5.3 5.2 4.0 5.1 4.9 4.3	46 63 37 66 53 39	228 304 307 316 289 264	1.2 1.6 .9 1.6 1.3	8.5 10.4 4.5 10.5 8.5 7.4	42 54 43 62 50	348 406 370 417 385 373	1.1 1.4 1.1 1.5 1.3	5.6 6.7 5.1 7.6 6.3 8.5	29 33 25 33 30 52	329 308 295 444 344 464	.7 .8 .6 .8 .7	5.5 5.5 5.5 5.6 5.6
W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	5 6 6 2 5 3	88 53 93 68 76 71	.1 .2 .1	.8 .9 .9 .3 .7	10 9 13 2 9 3	42 17 52 22 33 20	.3 .2 .3	1.3 1.2 2.1 .3 1.2	2 9 9 2 6 3	18 20 46 8 23	.1 .2 .2	.4 1.5 1.1 .3 .8	1 7 6 1 4	12 20 54 6 23 15	.2	.1 .9 .7 .1	2 2 1	12 17 28 8 16	.1	. 4
MI '98 FA '97 SU '97 SP '97 4-Book WI '97	30 24 27 17 25 21	476 500 381 376 433 438	.8 .6 .7 .4	5.0 3.8 4.0 2.7 3.9 3.6	39 18 29 21 27 27	191 172 198 123 171 162	1.0 .5 .7 .5 .7	5.1 2.5 4.8 3.0 3.9 4.3	26 19 39 23 27 35	110 131 174 169 146 174	.7 .5 1.0 .6 .7	4.8 3.1 4.8 3.6 4.1 6.6	38 22 35 22 29 23	203 182 206 202 198 178	1.0 .6 .9 .5 .8	5.0 2.7 4.2 2.7 3.7 3.0	39 28 17 16 25 12	305 235 173 163 219 179	1.0 .7 .4 .4 .6	7.4.0 2.9 2.1 4.4
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 1 1 1	34 25 32 23 22		.2	3 1	19 8 7 22	.1	.5 .1 .2	1	8 12 10 8 7		.1	1 1	10 13		.1	1	34 6		
*10Q-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	64 60 86 67 69 103	1695 1636 1728 1737 1699 1889	1.5 2.1 1.7 1.7	10.7 9.5 12.8 10.6 10.9 17.7	84 68 60 68 70 103	875 668 770 852 791 886	1.7 1.5 1.7 1.8	11.1 9.4 9.9 9.8 10.1 16.4	50 45 105 56 64 73	695 665 1009 866 809 829	1.3 1.1 2.6 1.4 1.6 1.8	9.2 7.4 12.8 8.9 9.6 13.9	90 84 116 98 97 149	1095 976 1189 1132 1098 1283	2.1 2.9 2.4	13.8 12.0 12.0	55 56 80 66 64 102	804 717 954 824 825 1048	1.4 2.0 1.6 1.6	11.
VIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 2 2 2 2 2 2	94 107 96 147 111 84	. 1	. 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	5 6 4 5 4	49 38 47 29 41 48	.1 .2 .1 .1 .1	.7 .8 1.0 .6 .8	1 1 1 1 2	26 27 17 18		.2	1 2 2 2 2 2	27 48 34 32 35 26	. 1	.1 .2 .2 .2 .2	4 1 2 2 1	24 40 28 48 35 7	. 1	. 4
VJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 3 5 7 7	179 124 178 200 170 218	.3	.5 .7 1.1 1.1	10 8 3 8 7 7	73 52 64 51 60	.3 .2 .1 .2 .2	.5	25 3 8 9 11 16	78 49 87 53 67 63	.6 .1 .2 .2 .3	4.6 .5 1.0 1.4 1.9 3.0	16 1 8 9 9 22	35 88 88 75		1.0 1.1 1.1	4 3 3 4 4	49 42 70 51 53 109	.1 .1 .1 .1 .1 .3	. 8 . 5 . 7 . 6

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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.

1		londay-	Sunda	·		londay-	Eridas			men Monday-l				Monday-	Friday	,		Monday-i	Friday	,
	AQH	6AM-I	AQH	AQH	AQH	6AM-1	MAC	AQH	AQH	10AM-	AQH	AQH	AQH	3PM-7 Cume	PM AQH	AQH	AQH	7PM-N	AQH	AQH
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	(00) 14 36 23 30 26 21	411 634 568 640 563 426	.4 .9 .6 .7	2.3 5.7 3.4 4.8 4.1 3.6	12 29 20 24 21 23	135 294 205 203 209 180	.3 .7 .5 .6	1.6 4.0 3.3 3.5 3.1 3.7	13 55 34 44 37 47	124 306 249 321 250 256	.3 1.4 .8 1.1 .9	2.4 9.1 4.1 7.0 5.7 8.9	(00) 23 54 32 32 35 26	240 332 324 392 322 235	.6 1.4 .8 .8 .9	3.0 6.7 3.8 3.9 4.4 3.4	10 23 17 26 19	176 205 242 253 219 106	.3 .6 .4 .6 .5	1.9 3.8 2.9 4.6 3.3
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	10 13 17 10 13 8	448 468 528 537 495 473	.3 .4 .2 .3 .2	1.7 2.1 2.5 1.6 2.0 1.4	11 19 15 5 13	159 185 147 134 156 128	.3 .5 .4 .1 .3	1.5 2.6 2.5 .7 1.8 1.8	12 16 22 11 15	122 167 228 219 184 145	.3 .4 .5 .3 .4	2.2 2.6 2.7 1.7 2.3 1.3	11 16 23 11 15	244 186 312 286 257 255	.3 .4 .6 .3 .4	1.5 2.0 2.7 1.3 1.9	9 11 13 5 10 5	181 145 195 157 170 151	.2 .3 .3 .1 .2	1.7 1.8 2.3 .9 1.7
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 11 14 6 10 6	363 449 482 302 399 306	.2 .3 .3 .1 .2 .1	1.2 1.7 2.1 1.0 1.5	3 11 9 11 9 6	67 148 126 122 116 91	.1 .2 .3 .2	.4 1.5 1.5 1.6 1.3	8 12 23 4 12 4	114 153 175 90 133 80	.2 .3 .6 .1 .3	1.5 2.0 2.8 .6 1.7	9 14 18 4 11	131 170 222 102 156 146	.2 .4 .4 .1 .3	1.2 1.7 2.1 .5 1.4 1.3	3 6 6 2 4 4	99 105 113 65 96 75	.1	.6 1.0 1.0 .4 .8
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 1 2 3 2	33 22 29 24 27 32	.1	1.2 .1 .3 .4 .3	10 1 3	12 17 7	.1	1.3	12 3 4 2	33 7 15 14	.1	2.2 .5 .7 .4	12 1 3 4	24 7 15 12	.3 .1	1.6 .1 .4 .5	1 1 1 1	15 7 6 23		.2
WPHI-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	84 95 107 111 99 50	1519 1415 1500 1504 1485 1101	2.4 2.7	15.9 17.6 15.7	92 87 87 99 91 35	691 751 680 892 754 396	2.2 2.2 2.5	14.3	63 62 116 90 83 36	652 637 1001 804 774 414	1.6 2.9 2.2	14.3	117 129 133 153 133 80	948 924 1074 1042 997 651	2.9 3.2 3.3 3.8 3.3 2.0	15.5 16.0 15.8 18.8 16.5 10.3	86 125 111 119 110 63	838 808 948 956 888 653	3.1 2.8 3.0 2.8	19.2
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1	8 17 21 29 19		.2	1 2	10 7 4 6		.1 .3		9 2 6			3	8 7 18 8	.1	.4	1 1 1	7 6 19 8		.2
WPLY-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	43 55 68 47 53	1275 1255 1366 1119 1254 1357	1.4 1.7 1.2 1.4	8.7 10.1 7.4	65 67 59 71 66 78	602 642 605 576 606 729	1.7 1.5 1.8 1.7	9.3 9.7 10.3	36 45 89 35 <i>51</i> 40	494 499 762 522 569 566	1.1 2.2 .9 1.3	6.6 7.4 10.9 5.5 7.6 7.6	60 69 96 54 70 54	798 767 979 695 810 882	1.7 2.4 1.3 1.7	7.9 8.6 11.4 6.6 8.6 7.0	36 54 51 35 44 36	613 698 705 504 630 621	.9 1.4 1.3 .9 1.1	8.9 8.8 6.2 7.7
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 4 8 3 5 **	73 59 75 43 <i>63</i> **	.2	.8 .6 1.2 .5 .8	7 3 8 5 6	41 16 40 18 29 **	.2 .1 .2 .1	.9 .4 1.3 .7 .8	5 4 15 1 <i>6</i>	43 40 60 10 38 **	.1 .1 .4	.9 .7 1.8 .2 .9	4 5 8 1 5	57 53 35 23 42 **	.1 .2 .1	.5 .6 1.0 .1 .6	3 1 **	18 35 7 9 17	.1	.5

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	M	londay-S	Sunda	v		londay-l			Wo	men londay-	12 -	24		Monday-	Friday	,	N	Monday-I		
	AQH	6AM-N	AQH	AQH Shr	AQH (00)	6AM-10 Cume (00)		AQH Shr	AQH (00)	10AM-: Cume (00)	AOH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AOH Rtg	AOH Shr	AQH (00)	7PM-M Cume (00)	AOH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	(00) 86 83 75 111 89 123	1504 1521 1371 1583 1495 1467	2.1 1.9 2.8 2.3	14.4 13.1 11.1 17.6 14.1 21.1	113 94 70 107 96 120	813 813 573 961 790 874	2.8 2.4 1.7 2.7	14.9	61 65 78 91 74 86	575 626 739 814 689 608	1.5 1.6 1.9 2.3	11.3 10.7 9.5	101 107 76 153 109 158	944 912 790 1043 922 1017	2.5 2.7 1.9 3.8 2.7	13.4	85 90 84 118 94	799 793 677 905 794 953	2.1 2.3 2.1 2.9 2.4	16.0 14.9 14.6
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 1 2 4 3 2	70 55 89 124 85 82	.1	.82 .3 .6 .5 .3	3 1 2 2	24 7 14 9 14 27	. 1	.4 .1 .3 .2 .2	10 5 1 4 2	41 8 27 45 30 20	.1	1.8 .6 .2 .7	7 1 11 5 4	30 18 42 62 38 26	.3	.9 .1 1.3 .6 .5	3 1 2 2	28 18 14 17 19 8	. 1	.6 .2 .4 .3
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 **	7 **	**	.3	**	**	**	**	2	7 **	**	, 2 ** **	4 **	7 **	, 1 ** **	.5 ** **	1 **	7 **	**	.2 ** **
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 8 16 14 13	245 202 279 293 255 191	. 4 . 2 . 4 . 3 . 3	1.3 2.4 2.2 2.1	20 12 15 16 16	164 72 133 103 118 120	.5 .3 .4 .4 .4	2.6 1.7 2.5 2.3 2.3 3.0	13 9 17 14 13	125 86 197 137 136 125	.3 .2 .4 .3 .3	2.4 1.5 2.1 2.2 2.1 3.6	16 11 20 15 16	136 1 5 0	.4 .3 .5 .4 .4	1.4 2.4 1.8 1.9	8 3 10 12 8 16		.2 .3 .2 .4	1.5
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	40 37 3 1 20	61	1.0 .9 .1	5.8 .4 .2 3.3	53 34 4 23 4	560 466 75 13 279 41	.9 .1	7.0 4.7 .7 3.1	45 29 1 1 1 9 7	493 332 21 24 218 38	1.1 .7	8.3 4.8 .1 .2 3.4 1.3	50 52 5 2 27 7	600 93 36	.7	6.5 .6 .2 3 .5	28 35 2 1 17 3	61 28 284	.7 .9	5.8 .3 .2 2.9
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	22 33 25 29 27 15	751 687 736 <i>692</i>	.6 .8 .6 .7	5.2 3.7 4.6 4.3	55 76 62 91 71	373 419 369 362 381 297	1.9 1.5 2.3 1.8		27 36 22 21 27 10	230 351 252 281 279 191	.9 .5 .5	2.7 3.3 4.2	19 32 23 27 25 12	354 285 377 317	.7	4.0 2.7 3.3 3.1	9 13 12 14 12 7	173 197 233 210	.3	2.5
WYXR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	24 38 58 40 40 26	1271 1211 1098	1.0 1.4 1.0	6.0 8.6 6.3 6.2		358 384 389 346	.9 .7	6.1 5.8 4.3 4.5	15 52 75 51 48 21	293 577 494	1.3 1.9 1.3	8.6 9.1 8.1 7.2	26 34 64 49 43	407 602 622 508	1.6 1.2	4.2 7.6 6.0 5.3	49 44 71 51 54 43	503 722 572 567	1.1 1.8 1.3	7.3 12.3 9.0 9.5
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 1 4 5 3 4	119 133 181 143	.1	.2 .6 .8		53 30	.1	. 4	3 8 3 7	69	.1	.4	1 2 4 3 3 6	42 50 42	.1	.5 .4 .3	3 1 7 7 5 3	37 42 112	.2	.2 1.2 1.2
								adiust	nd for				red call				Gurrent			

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

Ĭ						1	0		Wo	men	12-	24									
	N	londay-: 6AM-l		у	N	londay- 6AM-1			A	londay- 10AM-	Friday 3PM		ı	onday- 3PM-7	Friday PM		, N	londay-l 7PM-N	Friday 11D		
	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	[ar
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 5 1 1 2 1	56 111 36 71 69 70	. 1	.3 .8 .1 .2 .4	1 3 2 2	18 35 7 34 24	. 1	.1 .4 .3	3 10 1 4 3	28 45 16 19 27	.1	.6 1.7 .2 .6	2 13 1 1 4 3	25 93 21 19 40 42	.1 .3	.3 1.6 .1 .1 .5	1 2 1 1	20 46 14 18 25	. 1	.2 .3 .2 .2 .2 .2	Target Listener
WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 1 2 2	35 54 14 28 33 8	. 1	.7 .2 .3	5 1 2 2	10 18 19 12 8	.1	.7 .1 .3	10 4 4	16 19 7 9	.1	1.8 .6 .6	4 1 3 2	23 26 7 18	.1	.5 .1 .4 .3	1	13: 25:		.2	er Frends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	## ## ##	** ** ** 7	**	**	**	**	**	**	**	**	**	**	** ** **	**	**	**	**	**	**	**	s – Women
WPST-FM 198 FA '97 SU '97 SP '97 4-Book WI '97	33 29 31 25 30 28	1043 865 988 920 <i>954</i> 924	.6	5.5 4.6 4.6 4.0 4.7 4.8	35 36 19 24 29 30	464 431 342 410 412 360	.7		25 23 40 20 27 24	316 274 514 412 379 297	.6 .6 1.0 .5 .7	4.6 3.8 4.9 3.2 4.1 4.6	44 30 45 32 38 37	614 515 594 561 571 572	1.1 .8 1.1 .8 1.0	5.8 3.7 5.3 3.9 4.7 4.8	37 29 27 26 30 29	527 500 489 415 483 415	.9 .7 .7 .6	7.0 4.8 4.7 4.6 5.3 5.1	en 12-24
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97		8 12 <i>5</i> 8								8 2				8			1	8		.2	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 ** 3 1 ** 2	142 ** 196 140 **	.1	1.0 ** .4 .2 **	6	49 ** 43 28 ** 34	**	.8 ** .2 **	10 4 **	30 ** 73 35 ** 45	.1	1.8 ** .5 ** .2	5 ** 5 3 **	73 ** 83 79 ** 52	.1 ** .1 .1 **	.7 ** .6 .4 **	4 *** 2 2 **	l	.1	.8 ** .3 .4 **	
TOTALS Wi '98 FA '97 SU '97 SP '97 4-Book WI '97	596 634 673 631 634 583	3912 3941 3908 3918	14.9 15.9 16.8 15.8 15.8 14.5		758 724 607 691 695 627	3254 2978 3316 3223	19.0 18.1 15.1 17.4 15.6		542 606 820 631 <i>650</i> 527	2597 3215 2857 2777	13.6 15.2 20.4 16.2 13.1		756 804 842 816 <i>805</i> 775	3346 3571 3548 3475	18.9 20.1 20.3 20.1 19.3		530 604 577 566 569 573	3157 3177 3139 3160	13.3 15.1 14.1 14.2 14.3		

^{**} 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.

		4onday	Erida.	,		Week	and		Wo	men Satur		24		Sature	iav.			Saturo	ia v	
		fonday-	7PM	_	4011	6AM-	AID	4011	АОН	Saturo 6AM-10		АОН	АОН	10AM-		AOH	АОН	3PM-7		AQH
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	(00)	Cume (00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
KYW -AM WI '98 4-Book	11 12	329 313	.3	1.6 1.7	5 4	115 130	. 1	1.0	13 11	26 40	.3 . 3	3.7 3.0	1 3	20 31	. 1	. 1 . 3	1	15 9		.2
WBEB-FM WI '98 4-Book	43 46	606 601	1.1 1.2	6.4 6.6	26 29	345 392	.7	5.2 5.4	14 19	50 72	. 4 . 5	4.0 5.4	45 52	139 148	1.1	5.6 6.3	36 44	107 110	.9	
WDAS-AM WI '98 4-Book	4 6	48 48	.1	.6 .8	9	60 44	. 2 . 1	1.8 1.0	6 4	15 7	. 2	1.7	4 3	7 8	. 1	.5 .4	1	4		.1
VDAS-FM W1 '98 4-Book	34 28	319 304	.9 .7	5.0 3.9	18 19	232 216	.5 .5	3.6 3.6	18 1 5	73 42	.5 .4	5.1 4.1	29 28	64 66	.7 .7	3.6 3.4	20 16	66 43	.5	3.0 2.1
WHAT-AM WI '98 4-Book		15			1	11		. 3	1	2		.2					2	4	.1	. 3
VIOQ-FM WI '98 4-Book	72 76	1512 1460		10.7 10.7	55 60	1004 1053	1.4	11.0 11.3	34 41	152 182	.9 1.0	9.7 11.4	97 99	417 454		12.0 11.9	75 75	354 345	1.9	11.3 10.0
WIP -AM WI '98 4-Book	2 2	66 73	.1	.3	1 2	28 38		. 2	2	4		.4	3	7	.1	. 3	3	18 5	.1	.5 .1
WJJZ-FM Wl '98 4-Book	18 10	119 122		2.7 1.4	7 4	108 79	.2 .1	1.4	2 2	18 11	. 1	.6 .5	13 <i>8</i>	31 18	.3		11 5	42 21	.3	1.7
WMGK-FM WI '98 4-Book	16 31	323 442	. 4	2.4 4.4	13 20	212 314	.3 . 5	2.6 3.7	6 8	35 32	. 2	1.7	23 42	70 138	.6 1.1		21 33	86 126	. 5 . 8	3.2 4.4
WMMR-FM WI '98 4-Book	11 14	376 391	.3	1.6	10 11	244 243	.3	2.0 2.1	12 11	42 40	.3 . 3	3.4 3.0	25 22	90 80	.6 .5		16 19	55 87	. 4	2.4
WOGL-FM WI '98 4-Book	7 11	237 271	.2	1.0	10 11	193 197	.3 .3	2.0 2.1	6	7 23	. 2	1.6	2 14	17 58	.1		13 15	59 58	4	2.0 2.1
∀PEN-AM ₩1 '98 4-800k	11	33 18			3 2	12 15		.6 .4	11 3	12 5	.3	3.1 .9	6 4	12 9		.7	5 4		.1	.8 . 5
+WPHI-FM WI '98 4-Book	88 101		2.2 2.5	13.1 14.1	74 90	1018 994		14.7 16.7	53 54			15.1 14.9	125 137			15.5 16.5	110 131			16.6 17.6
₩PHT-AM ₩1 '98 4-800k	1	8 13		.1																
WPLY-FM WI '98 4-Book	52 61	1108 1097	1.3		33 45	792 80 5		6.6 8.4	13 23			3.7 6.2	50 68			6.2 8.2	49 73			7.4 9.7
WURD-AM WI '98 4-Book	5 <i>6</i>	73 56		.7	6 6	37 42	.2	1.2	6 4	_	.2	1.7	13 15	1		1.6	3 4			
WUSL-FM WI '98 4-Book	89 92			13.2 12.9	80 79	1026 940		15.9 14.9	56 55			15.9 15.2	127 110			15.7 13.5	100 121			15.1 16.4
					* List															

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

			18			1			Woi	men	12:	24				1					
	M	onday-				Weeki 6AM-I				Saturo 6AM-1				Saturo 10AM-	day 3PM			Saturd 3PM-7			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	arg
WWDB-FM WI '98 4-Book	7	60 64	.2	1.0	1	24 35	.1	.2						i			6 2	11	.2	. 9 . 3	et L
₩IJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	istener
₩XTU-FM ₩1 '98 <i>4-Book</i>	16 15	214 224	.4	2.4 2.0	14 12	168 139	. 4		3 9	21 35	. 1	.9 2.4	26 22	92 71	.7 .6	3.2 2.7	27 17	106 54	.7 .4	4.1	H
+₩XXM-FM W1 '98 4-Book	49 23	998 484		7.3 3.3	32 19	756 369	.8 .5		26 12	117 58	.7 .3	7.4 3.2	40 29	253 1 36	1.0	5.0 3.8	34 27	250 140	.9	5.1 3.8	stimates
WYSP-FM WI '98 4-Book	33 40	503 590			10 15	299 314	.3		2 1 2	26 46	. 1	.6 3.2	19 19	108 81	.5 .5	2.4 2.3	11 17	59 90	.3	1.7	ites -
WYXR-FM WI '98 4-Book	18 41	608 761			19 30	427 582	.5		9 15	28 64	.2	2.6 4.4	26 40	110 177		3.2 4.7	18 36	112 143	.5 .9	2.7 4.7	Women
WJBR-FM WI '98 4-Book	1 3	56 74		.1	2 2	58 63		. 4	1	5		.2	1	7 15	.1	. 2	2	18 15	.1	.3 .5	1
VKXV-FM WI '98 4-Book	2 3				2	20 19		.4	9	4		.3	1	10 <i>6</i>		.1	7 2	20 9	.2	1.1	12-24
+WLEV-FM WI '98 4-Book	7 3					7		.1						5			1	7 9	.1	. 2	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	34 31				29 2 7				15 18	75 86			44 4 5	253 229			37 37	184 192	.9 .9		
WRDR-FM WI '98 4-Book		8				3															
WSTW-FM W1 '98 4-Book	7			1.0	5		. 1	1.0	6			1.7	16 ##	36 **		2.0		38	.3	2.0	
TOTALS WI '98 4-Book			2 16.9		502 53		9 12.0		352 353				807 82 5	2219	9 20.2		66; 74(3 1853 3 1891	16.6.6		

^{**} Station(s) not reported this survey.

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

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

										men			311							-
		Sature 7PM-I		,		Sund 6AM-1				Sund 10AM-	ay 3PM			Sund 3PM-7				Sund 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book		2		.1	18 11	65 49	.5 .3	5.9 3.8	4	27 33	. 1	.8	3 4	19 21	.1	.7 .8	3 2	20 17	. 1	.8 .6
₩8EB-FM WI '98 : 4-Book	14 26	85 114	. 4 . 7	2.6 4.7	20 15	42 41	.5		29 25	87 93	.7 .6	5.9 4.5	30 28	95 84	.8	6.9 5.4	16 19	91 101	. 4 . 5	4.2
WDAS-AM WI '98 4-Book	6	7 2	. 2	1.1	27 18	37 33	.7 .5	8.9 6.3	24 11	40 30	.6 .3	4.9 2.2	7: 2:	13 <i>5</i>	.2	1.6 .5	1 1	5 3		.3
WDAS-FM WI '98 4-Book	17 19	64 65	.4	3.2 3.5	5	12 17	. 1	1.7 3.0	9 13	32 41	. 2 . 3	1.8 2.5	9 18	17 40	.2 .4	2.1 3.3	34 32	88 69	.9	9.0 8.0
WHAT-AM WI '98 4-Book	1	2		.1	2	7	. 1	.9	1	5		.2	2	2		. 3	1	2		.1
WIOQ-FM WI '98 4-Book	67 70	338 298		12.6 12.7	16 21	106 114	. 4	5.3 7.5	52 66	285 349	1.3	10.6 12.1	59 63	266 268		13.6 12.1	32 40	169 1 94	.8	8.5 9.9
WIP -AM WI '98 4-Book	3	11 18	. 1	. 2 . 6	1	2		. 2	1	6		.2	3 1	10 6	. 1	.7 . 3	1	17 10		.3 .3
WJJZ-FM WI '98 4-Book	6 4	18 11	. 2	1.1	1 2	5 6	. 1	.3 .7	10 6	32 26	.3 .2	2.0 1.1	11 5	20 11	.3	2.5 1.1	3 4	15 14	.1	.8 .9
WMGK-FM WI '98 4-Book	15 17	58 61	. 4 . 4	2.8 3.0	6 4	18 28	.2	2.0 1.4	12 20	56 91	. 3	2.4 3.7	7 19	48 7 <i>2</i>	. 2 . 5	1.6 3.6	10 13	50 45	.3 .4	2.7 3.3
WMMR-FM WI '98 4-Book	6	38 50	. 2	1.1	6 5	34 19	.2	2.0 1.7	9 13	58 51	. 2 . 3	1.8 2.3	2 9	17 41	.1	.5 1.7	1 4	6 22	.1	.3 .9
WOGL-FM WI '98 4-Book	15 11	53 45	. 4 . 3	2.8 2.1	1 8	11 25	. 2	.3 2.9	7 13	33 54	. 2 . 3	1.4 2.4	22 14	61 41	.6 .4	5.1 2.7	20 8	61 32	.5 .2	5.3 2.1
WPEN-AM WI '98 4-Book	2	5		. 3	1	3		. 2	3	6	. 1	.6	6	12 7	. 2	1.4	1	2		.1
+WPHI-FM WI '98 4-Book	117 118	403 356	2.9 3.0	22.0 21.5	28 36	105 132		9.2 13.0	44 82	236 309	1.1	8.9 14.7	51 84		1.3 2.1	11.8 15.8	55 64	221 229	1.4	14.6 16.1
WPHT-AM W1 '98 4-Book																				
₩PLY~FM ₩1 '98 4-Book	32 38	176 214	.8 1.0	6.0 7. 0	14 18	106 114		4.6 6.6	35 58	274 282		7.1 10.5	32 45	186 223		7.4 8.5	35 33	200 191		9.3 8.4
WURD-AM WI '98 4-Book	1	8		. 2	4 5	11 10	. 1	1.3	14 9	29 18		2.8 1.7	6	19 15	. 2 . 2	1.4	3 3	11	.1 .1	. 8 . 7
WUSL-FM WI '98 4-Book	93 87	359 314	2.3		68 48		1.7		84 74	270 275	2.1	17.1 13.7	56 72	182 207		12.9 13.6	50 63	217 220	1.3	
	* Statio	n(c) not			* Liste			4:4	4 600	Chan										

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						Ì			Wo	men	12-	24									
		Satur 7PM-I	day MID			Sunda 6AM-10				Sund 10AM-	ay BPM			Sund 3PM-7	ay PM			Sunda 7PM-N	ay IID		
	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	Гar
WWDB-FM WI '98 4-Book	1	7 6		.2	1 2	6 18	.1	. 3 . 8	5 12	11 26	. 1		3	11	. 1	.6		4			Target Li
WWJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	##	**	**	**	##	**	**	**	**	**	**	Listener
WXTU-FM W1 '98 : 4-Book	11	37 35	.3	2.1	13 <i>9</i>	59. 37	.3	4.3 3.2	17 14	71 58	. 4 . 4	3.5 2.6	11 13	57 44	. 3 . 3	2.5 2.4	6 6	41 27	. 2	1.6	田
+WXXM-FM W1 '98 4-Book	37 18	150 94		7.0 3.3	10 7	61 37	.3 .2	3.3 2.5	41 19	244 111	1.0		47 23	203 106	1.2	10.9 4.8	21 14	126 76	.5 .3	5.6 3.5	stimates
WYSP-FM WI '98 <i>4-Boo</i> k	8 14			1.5 2.5	4 8	28 34	. 1	1.3	18 20	94 88	.5 .5	3.7 3.8	10 22	59 81	.3	2.3	2.	13 30	. 1	.5 1.9	
WYXR-FM WI '98 4-Book	28 33	124 140		5.3 5.9	4 11	13 49	. 1 . 3	1.3	16 23	75 123	. 4 . 6	3.3 4.2	13 26	85 133	.3	3.0 4.9	32 47	137 195	.8 1.2	8.5 11.7	- Woı
WJBR-FM WI '98 4-Book	2 3			. 4	1	2		. 2	5 3	23 17	.1	1.0	1 2	17 15	. 1	. 2	2	10 16	.1	.5 .8	Women
WKXW-FM WI '98 4-Book	2			.4		2			1	10 <i>9</i>		.2	5	10 3	. 1	1.2 . 3	1	10 3		.3	12-24
+WLEV-FM WI '98 4-Book		3		.1	1	5		. 3	1	5		. 2	2	7	. 1	.5 .2					4
WOR -AM WI '98 4-Book	##	**	**	**	##	**	**	**	**	##	**	**	**	**	**	**	**	ńπ	**	**	
WPST-FM WI '98 4-Book	41 31	226 180		7.7 5.6	17 13	96 74	. 4 . 3		25 24	135 152	.6 . 6		24 31	121 139	.6 .8	5.5 5.9	23 17	149 111	.6 .4		
WRDR-FM WI '98 4-Book														3		.1					
WSTW-FM W1 '98 4-Book	2	17		.4	**	**	**	**	2	19	. 1	. 4	1	7 **	**	. 2 **	**	7' **	**	**	
TOTALS WI'98 4-Book	532 547		13.3		303 278		7.6 7.0		492 548	1603	12.3 13.7		433 526	1320	10.8		377 396				

^{* *} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						I ai	$\overline{\mathcal{O}}$					_								
	N	londay-9	Sunda	v	_	Monday-	Eriday			men Monday-				Monday-	Friday	,		londav-l	Eriday	
	AOH	6AM-I		AOH	AOH	6AM-1		AQH	AOH	10AM-		AQH	АОН	3PM-7		AOH	AOH	7PM-N		
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	Cume (00)	Rtg	Shr	(00)	Cume (00)	Rtg	AQI Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	26 18 22 25 23 20	1082 898 853 878 928 1016	. 4 . 3 . 4 . 4 . 3	2.5 1.7 2.0 2.3 2.1 2.0	92 55 58 74 70 65	798 534 550 603 <i>621</i> 665	1.6 1.0 1.0 1.3 1.2	6.3 3.9 4.2 5.2 4.9 4.8	13 11 17 21 16	193 264 175 244 219 263	. 2 . 3 . 4 . 3	.9 .7 1.0 1.4 1.0	25 23 22 27 24 17	423 320 358 348 362 306	.4 .4 .5 .4	1.9 1.8 1.6 2.0 1.8	7 3 5 4 5	145 102 122 100 117 155	.1 .1 .1 .1 .1	1
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	96 85 75 88 86 90	1259 1266 1173 1340 1260 1321	1.7 1.5 1.3 1.5 1.5	9.2 8.2 6.7 8.0 8.0 8.8	123 88 84 90 96 96	664 566 556 739 631 541	2.1 1.5 1.4 1.5 1.6	8.4 6.3 6.1 6.3 6.8 7.1	200 162 149 157 167 146	621 695 614 729 665 605	2.8 2.5 2.7 2.9	13.5 10.6 9.2 10.3 10.9 10.0	121 116 102 117 114 125	676 726 694 811 727 701	2.1 2.0 1.7 2.0 2.0 2.1	9.3 9.0 7.3 8.8 8.6 9.6	29 41 30 49 37 54	341 400 333 544 405 534	.5 .7 .5 .8 .6	5. 7. 4. 7. 6. 9.
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	18 13 11 3 11 2	215 136 139 87 144 75	.3 .2 .2 .1	1.7 1.3 1.0 .3 1.1	21 20 22 4 17 5	107 72 101 37 79 15	.4 .3 .4 .1 .3	1.4 1.4 1.6 .3 1.2	19 13 13 2 12	82 55 73 15 56 9	.3	1.3 .9 .8 .1	17 14 12 2 11	60 68 80 9 54	.3	1.3 1.1 .9 .2 .9	12 8 2 1 6	43 61 30 17 38 7	.1	2.
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	107 92 83 70 88 85	909 1064 889 899 940 888	1.8 1.6 1.4 1.2 1.5	10.3 8.8 7.4 6.3 8.2 8.3	139 126 104 92 115 107	569 511 528 478 522 465	2.4 2.2 1.8 1.6 2.0 1.8	9.5 8.9 7.6 6.5 8.1 7.9	141 135 118 97 123 141	501 477 462 444 471 457	2.4 2.3 2.0 1.6 2.1 2.4	9.5 8.9 7.3 6.4 8.0 9.6	110 91 102 74 94 103	576 561 603 502 561 470	1.9 1.6 1.7 1.3 1.6	8.5 7.1 7.3 5.6 7.1 7.9	91 70 64 53 70 50	513 472 450 332 442 454	1.6 1.2 1.1 .9 1.2	17. 12. 9. 8. 11.
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3 1 2 6 3	44 33 44 74 49	.1	.3	3 6 11 5	30 44 31 26	.1	. 2 . 4 . 8 . 4	9 3	30 8 4 41 21 7	.1	. 2 . 6	2 1 7 3	22 10 7 25 16 7	. 1	.2 .1 .5	2 1	7 33 4 19 16		
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	91 68 96 82 84 109	1832 1665 1851 1793 1785 1826	1.6 1.2 1.6 1.4 1.5	8.7 6.5 8.6 7.4 7.8	115 84 94 89 96 118	859 697 851 848 814 802	2.0 1.5 1.6 1.5 1.7 2.0	7.9 6.0 6.9 6.3 6.8 8.8	124 97 141 115 119 138	973 907 1046 1080 1002 986	2.1 1.7 2.4 2.0 2.1 2.3	8.4 6.4 8.7 7.5 7.8 9.4	122 90 126 103 110 152	1186 981 1135 1179 1120 1127	2.1 1.6 2.1 1.7 1.9 2.6	9.4 7.0 9.0 7.8 8.3 11.7	51 42 58 55 52 71	677 616 808 704 701 777	.9 .7 1.0 .9 .9	9.1 7.3 9.1 8.3 8.1
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 8 8 5 7 8	226 247 234 281 247 357	.1 .1 .1 .1	.6 .8 .7 .5	17 20 14 9 15	117 122 110 56 101 178	.3 .2 .2 .2	1.2 1.4 1.0 .6 1.1	5 5 10 4 6	34 39 40 35 37 66	.1 .1 .2 .1	.3 .6 .3 .4	4 10 13 2 7 10	43 117 90 48 75 124	.1 .2 .2 .1 .2	.3 .8 .9 .2 .6	1 5 1 4 3 6	39 78 30 99 62 75	.1 .1 .1	
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	37 41 30 34 36 22	602 471 483 567 531 582	.6 .7 .5 .6 .6	3.5 3.9 2.7 3.1 3.3 2.2	39 43 22 28 33 12	299 217 171 233 230 192	.7 .7 .4 .5 .6	2.7 3.1 1.6 2.0 2.4	72 93 63 51 70 38	282 276 290 263 278 246	1.2 1.6 1.1 .9 1.2	4.9 6.1 3.9 3.3 4.6 2.6	43 66 42 43 49 35	290 258 289 279 279 221	.7 1.1 .7 .7 .8 .6	3.3 5.1 3.0 3.2 3.7 2.7	13 15 11 30 17 21	159 205 143 214 180 225	.2 .3 .2 .5 .3 .4	2.6 1.7 4.5 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.

FA '97 SU '97 SP '97 4-Book WI '97 WMMR-FM WI '98 2	Cume (00) 9 107 3 146	AOH Rtg	AOH Shr	AQH (00)	Monday-I 6AM-10 Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Nonday- 10AM- Cume (00)		AQH Shr	AQH (00)	3PM-7 Cume (00)		AQH Shr	AQH (00)	fonday-F 7PM-M Cume (00)		—
WMGK-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97 WMMR-FM W1 '98 2	9 107 3 146 5 144	Rtg	Shr 3 4.7	(00)	Cume (00)									AQH Rtg					AQH Shr
WI '98 FA '97 SU '97 SP '97 4-Book WI '97 WMMR-FM WI '98 2	3 146 31 143 5 144	8 1.3		50															
WI '98 2	1 122	3 1.3	7.2 6.8 6.4	60 74 82 75 73 80	459 737 660 630 <i>622</i> 557	1.0 1.3 1.4 1.3 1.3	4.1 5.3 6.0 5.3 5.2 5.9	81 118 137 125 115	473 769 777 719 685 706	1.4 2.0 2.3 2.1 2.0 2.4	5.5 7.7 8.4 8.2 7.5 9.8	74 107 102 100 96 100	669 908 942 979 875 800	1.3 1.8 1.7 1.7 1.6 1.7	5.7 8.3 7.3 7.5 7.2 7.7	20 36 44 39 35	360 492 501 496 462 387	.3 .6 .7 .7	3.8 6.2 6.8 5.9 5.7 3.1
SU '97 SP '97 4-Book	14 79 1 110 9 117 6 113 0 105	0	3.9 3.4.4 4.2 3.7	32 56 48 54 48 72	313 480 453 436 421 544	.6 1.0 .8 .9 .8	2.2 4.0 3.5 3.8 3.4 5.3	34 66 84 68 63 67	243 520 464 509 434 491	.6 1.1 1.4 1.2 1.1	2.3 4.3 5.2 4.5 4.1 4.6	32 55 67 55 52 48	402 581 688 646 579 539	.6 1.0 1.1 .9 .9	2.5 4.3 4.8 4.2 4.0 3.7	11 19 20 22 18 12	238 304 372 336 313 255	.2 .3 .3 .4 . 3	2.1 3.3 3.1 3.3 3.0 2.2
FA '97 1 SU '97 3 SP '97 3 4-Book 2	3 53 8 59 11 73 19 66 5 63 4 55	95 .: 90 .: 90 .:	1.7 2.8 3.5 2.3	13 20 30 44 27 12	128 281 260 287 239 167	.2 .3 .5 .7 .4	.9 1.4 2.2 3.1 1.9	21 25 54 56 39 17	216 297 355 267 284 209	.4 .4 .9 .9	1.4 1.6 3.3 3.7 2.5 1.2	18 22 41 40 30 18	255 253 416 270 299 221	.3 .4 .7 .7 .5	1.4 1.7 2.9 3.0 2.3 1.4	3 9 12 18 11	103 150 163 176 148 119	.1 .2 .2 .3 .2 .2	.6 1.5 1.9 2.7 1.7 2.2
WPEN-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	3 5 1 3 2 4	66 . 64 . 89 82 88 .	,3 .1 .2 .3	10 1 1 3 7	12 29 9 9 15	.2.	.7 .1 .1	13 6 1 2 6 8	49 15 8 26 25 28	.1	.9 .4 .1 .1 .4	13 4 1 5	46 8 7 16 19	.1	1.0 .3 .1 .4 .6	1 1 1 6	7 10 16 8 19	.1	.2
FA '97 6 SU '97 7 SP '97 7 4-Book 7	72 120 53 116 78 115 71 12 71 111	01 1. 69 1. 5 1. 70 1.	6.1 7.0 2 6.4 2 6.6	82 73 76 72 76 35	548 558 561 634 575 382	1.4 1.3 1.3 1.2 1.3	5.6 5.2 5.6 5.1 5.4 2.6	77 61 78 61 69	672 606 708 633 <i>655</i> 594	1.3 1.1 1.3 1.0 1.2	5.2 4.0 4.8 4.0 4.5 4.2	90 74 103 96 91 66	784 607 819 793 751 624	1.6 1.3 1.7 1.6 1.6	6.9 5.8 7.4 7.2 6.8 5.1	57 68 73 67 <i>66</i> 38	532 491 685 687 599 466	1.0 1.2 1.2 1.1 1.1	
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2 4 2	53 25 59 78	.1	1 5 2 2	9 10 35 24 20		.1 .4 .1 .2	4	15 19 9	. 1	.3	2 1 1 7 3	29 9 25 45 27 29	.1	.2 .1 .5 .2	3 4 2 1	18 45 16	.1	.5 .6 .3
FA '97 SU '97 SP '97 4-Book	17 145 53 136 75 15 52 136 57 14 54 16	30 . 79 1. 28 . 30 1.	5.1 3 6.7 9 4.7 5.3	83 79	814 762 748	1.4 1.4 1.4	5.9 6.1 5.8 5.6	55 68 111 61 74 84	584 661 813 667 681 775	1.0 1.2 1.9 1.0 1.3	4.5 6.8 4.0 4.8	65 72 104 66 77 82	809 767 1063 850 <i>872</i> 1083	1.1 1.2 1.8 1.1 1.3	5.6 7.5 5.0 5.8	25 27 38 26 29 21	573 506 689 420 547 538	.4 .5 .6 .4 .5	4.6 5.9 3.9 4.8
SU '97 SP '97 4-Book	11 1 15 1 13 1		3 1.6 2 1.0 3 1.4 2 1.2		91 78 74	.4 .3 .5	1.5	15 32 18 14 20	128 83 77	.6 .3 .2	2.1 1.1 .9 1.3	7 16 9 11 11	70 112 46 50 70		.5 1.2 .6 .8 .8	4 9 3 **		.1	.7 1.4 .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.

						Lui	6	CL			11/	-1	111		13					
									Wo	men	18-	34	ш							
	-	6AM-I	MID			donday- 6AM-1	MA0	_		donday- 10AM-	ЗРМ		-	Monday- 3PM-7	РМ		-	londay- 7PM-N	/ID	
	(00)	Cume (00)	AOH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-BOOK WI '97	83 77 91 109 90 133	1328 1349 1233 1499 1352 1394	1.4 1.3 1.5 1.8 1.5 2.3	8.0 7.4 8.1 9.9 8.4 13.1	112 96 102 120 108 154	666 731 693 890 745 846	1.7 1.7 2.0 1.8	6.8 7.5 8.4	91 100 116 100 150	684 691 672 774 705 787	1.6 1.6 1.7 2.0 1.7 2.5	6.2 6.0 6.2 7.6 6.5	99 82 86 115 96 141	787 676 716 869 762 892	1.7 1.4 1.5 2.0 1.7 2.4	7.6 6.4 6.2 8.7 7.2	52 66 85 97 75	592 592 603 752 63 5 807	1.4 1.6 1.3	11.4 13.1 14.6
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 7 11 7 9	210 235 259 255 240 290	.2 .1 .2 .1 .2	.9 .7 1.0 .6 .8	5 8 12 1 7 6	50 105 58 33 62 61	.1 .2 .1 .1	.6	23 14 19 6 16 7	111 105 92 91 100 80	.4 .2 .3 .1 .3	1.6 .9 1.2 .4 1.0	9 7 12 23 13	70 63 132 155 105 134	.2 .1 .2 .4	.7 .5 .9 1.7 1.0	2 3 8 4 4	46 43 76 37 51	.1 .1 .1	.4 .5 1.2 .6 .7
WWJZ-AM W1 '98 FA '97' SU '97' SP '97 4-Book W1 '97	2 ** **	18 ** **	**	. 2 ** **	**	计会 按数	**	**	2 ** **	7 ** **	**	. 1 ** **	4 **	18 **	. 1	.3 ** **	1 **	7 ** **	**	.2 ** **
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	27 30 47 38 36 38	514 518 641 675 587 519	.5 .5 .6 .6	2.6 2.9 4.2 3.4 3.3 3.7	40 49 48 43 45 57	342 311 374 297 331 346	.7 .8 .8 .7 .8	3.2	38 43 85 48 54 66	298 319 444 340 350 337	.7 1.4 .8 .9	2.6 2.8 5.2 3.1 3.4 4.5	38 34 64 46 46 38	397 357 419 412 396 345	.7 .6 1.1 .8 .8	2.9 2.7 4.6 3.5 3.4 2.9	8 10 21 20 15	214 210 248 225 224 189	.1 .2 .4 .3 .3	1.5 1.7 3.2 3.0 2.4 2.2
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	47 41 11 9 27 9	1307 919 238 160 656 242	.8 .7 .2 .2 .5	4.5 3.9 1.0 .8 2.6	56 42 11 12 30 9	583 421 103 45 288 82	1.0 .7 .2 .2 .5	3.8 3.0 .8 .8 2.1	59 52 24 14 3 7 19	561 461 98 70 298 133	1.0 .9 .4 .2 .6	4.0 3.4 1.5 .9 2.5 1.3	70 52 14 12 37	915 569 138 70 423 139	1.2	5.4 4.1 1.0 .9 2.9	22 27 2 5 14 3	532 455 56 52 274 38	.4 .5 .1 .3	4.1 4.6 .3 .8 2.5
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	57 61 56 64 60 43	1188 1479 1382 1479 1382 1349	1.0 1.1 .9 1.1 1.0	5.5 5.9 5.0 5.8 5.6 4.2	167 179 177 213 184 137	852 947 845 928 893 809	3.1 3.0 3.6 3.2	11.5 12.7 13.0 15.0 13.1 10.2	72 68 58 55 63 38	519 618 499 551 <i>547</i> 514	1.2 1.2 1.0 .9 1.1	4.9 4.5 3.6 3.6 4.2 2.6	45 45 39 48 44 37	389 563 480 613 511 552	.8 .7 .8 .8	3.5 3.5 2.8 3.6 3.4 2.8	23 14 13 18 17 8	292 237 298 321 287 173	.4 .2 .2 .3 .3 .1	4.3 2.4 2.0 2.7 2.9 1.5
WYXR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	70 81 97 82 83 60	1551 1595 1854 1678 1670 1496	1.2 1.4 1.6 1.4 1.4	7.8 8.7 7.4 7.7	80 104 91 88 91 74	703 749 845 832 782 665	1.4 1.8 1.5 1.5 1.6 1.3	7.4 6.7	116 130 151 141 135 96	647 661 912 933 788 675	2.0 2.2 2.6 2.4 2.3 1.6	8.5 9.3 9.2 8.7	96 106 127 110 110 82	854 803 1131 972 940 818	1.7 1.8 2.2 1.9 1.9	7.4 8.3 9.1 8.3 8.3 6.3	31 45 76 51 51	498 654 766 589 627 597	.8 1.3 .9	5.8 7.7 11.7 7.7 8.2 5.5
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 4 5 9 6 7	182 170 156 218 182 178	.1 .1 .2 .1 .1	.5 .4 .4 .8 .5	7 4 6 10 7	47 47 57 83 5 9 93	.1 .1 .1 .2 .1	.5 .3 .4 .7 .5	4 1 7 19 8 11	61 50 40 106 64 82	.1	.3 .1 .4 1.2 .5	5 3 9 8 6 7	40 54 66 83 61 86	.1 .1 .2 .1 .1 .1 .1	. 4 . 2 . 6 . 6 . 5	4 4 5 5 5 3	99 33 41 121 74 67	.1	.8 .7 .8 .8
	* Station				* Lister					♣ State										

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		londay-	Sunda	,		Monday-	Ĭ			men Monday-			N	Monday-l	riday		N	Monday-F			
,	AQH (00)	6AM- Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-10 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	7PM-M Cume (00)	AOH Rtg	AQH Shr	Tar
WKXW-FM WI '98 FA '97' SU '97 SP '97 4-Book WI '97	12 8 5 9 9	303 273 204 240 25 5 230	.2	1.2 .8 .4 .8 .8	15 4 6 9 9	162 60 67 78 <i>92</i> 28	.3 .1 .1 .2 .2	1.0 .3 .4 .6 .6	18 13 3 12 12	139 111 78 115 111 75	.3 .2 .1 .2 .2	1.2 .9 .2 .8 .8	23 19 8 20 18	197 183 100 142 156 127	.4 .3 .1 .3 .3	1.8 1.5 .6 1.5 1.4	5 4 2 2 3	59 89 61 50 65 37	.1	.9 .7 .3 .6	arget Listener
+VLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 4 3 3 4 6	76 71 67 62 69 68	.1	. 4 . 3 . 3 . 4 . 6	5 4 1 4 4	26 18 17 36 24 10	.1	.3 .1 .3 .3 .3	11 9 7 6 8 11	44 28 25 26 31 37	.2 .1 .1 .2 .2	.7 .6 .4 .4 .5	5 6 4 3 5	32 36 49 18 34 57	.1 .1 .1 .1 .1 .2	.4 .5 .3 .2 .4 .8	1 1 4	23 17 26 17 28	. 1	.2	r Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	**	**	**	**	**	**	**	**	**	**	操作 操作 疲劳	**	**	**	**	**	** **		**	**	- Women
WPST-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	32 27 39 31 32 31	752 1197 912 971	.5	2.6 3.5 2.8 3.0	43 33 39 30 36 37	515 403	.7 .5	2.3 2.9 2.1 2.6	42 56 50 44 48 52	545 514 449	1.0	3.1 2.9 3.1	33 27 57 40 39 42	350 741 502 530		2.5 2.1 4.1 3.0 2.9 3.2	23 11 24 23 20 13	312 482 332 385	.4 .4 .4 .2	4.3 1.9 3.7 3.5 3.4 2.4	n 18-34
WRDR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	1	16 19 23 15 16 29	3	.1	2	8 15 6	i	.1	5	15	. 1	.3	1	4		.1	1	2 20		.1	
WSTV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12	379	3 .2	.5	9 ** 3 13 ** 24	90	.1	.2	11 ** 24 ** 33	151	1 .1	.5	**	173	.2	.8 1.5	3	102	**	1	
TOTALS W1 '98 FA '97 SU '97 SP '97 4-800 W1 '97	104 112 110 107	0 571 0 576 6 579 7 574	18 18. 9 18. 99 19. 19. 15 18.	0 0 8 5	145 140 136 142 141 134	8 498 6 495 4 505 4 499	6 25. 9 24. 5 1 24. 3 24. 3 24.	3 2 2 2	147 152 162 153 146	4 463 4 481 7 466 8 463	4 25.4 6 26.2 2 3 25.4 9 26.2 9 26.2	3 5 9	129 128 139 132 132 130	493 4 523 5 514 5 508 2 503	66 22 66 22 55 52 86 6 22	5 7	53 58 64 66 6 6 54	394: 7 401: 3 402: 6 393:	3 10. 9 11. 0 11. 9 10. 7 9.	0 0 2 4 3	

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	- 9,0		_			312) - 			men										
	A	donday- 6AM-1		/		Weeke 6AM-N				Sature 6AM-1	tay			Satur 10AM-				Saturo 3PM-7	day PM	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	41 35	1029 851	.7	2.9 2.4	13 14	340 341	. 2 . 3	1.8	31 33	127 141	.5 .5	5.2 5.3	10 12	68 67	.2	.8 .9	4 8	32 38	.1	. 4
VBEB-FM WI '98 4-Book	152 1 <i>29</i>	1039 1063	2.6 2.2	10.7 9.0	40 42	600 555	.7	5.6 5.6	38 41	162 154	.7	6.3 6.6	60 84	227 234	1.0	4.9 6.6	55 64	191 181	1.0	
WDAS-AM WI '98 4-Book	19 13	125 <i>96</i>	.3	1.3 . 9	20 13	172 112	.3 .2	2.8 1.7	13 10	30 16	.2	2.2 1.7	9 12	23 22	. 2 . 2	.7 1.0	6 5	8 13	.1	.6
WDAS-FM WI '98 4-Book	131 112	790 777	2.3 1.9	9.3 7.8	73 57	515 504	1.3	10.2 7.7	76 47	207 133	1.3		132 94	187 189	2.3	10.9 7.5	58 56	201 156	1.0	6.3 5.8
WHAT-AM WI 198 4-Book	3	30 3 7	.1	. 2 . 2	5 3	36 28	.1	. 7 . 4	7 3	15 <i>5</i>	. 1	1.2 .4	6 4	21 11	. 1	.5 .3	4	13 9	. 1	.4
WIDQ-FM WI '98 4-Book	121 109	1616 1557	2.1 1.9	8.6 7.6	65 <i>62</i>	1070 1026	1.1	9.1 8.2	42 48	187 203	. 7	7.0 7.8	129 112	434 439	2.2 1.9	10.6 8.7	76 69	356 294	1.3	8.2 6.9
WIP -AM WI '98 4-Book	8 9	149 153	. 1	.6 . 6	4	100 107	.1	.6 . <i>6</i>	3 3	22 15	. 1	.5 .5	4 5	25 22	.1	.3 . 3	3	20 17	.1	.3 .3
WJJZ-FM WI '98 4-Book	53 52	452 416	. 9 . 9	3.7 3.6	24 19	301 266	. 4 . 3	3.3 2.5	17 11	72 50	.3 .2	2.8 1.7	36 32	111 92	.6	3.0 2.5	32 26	116 79	.6 .5	3.5 2.7
WMGK-FM WI '98 4-Book	72 96	877 1154	1.2	5.1 6. 7	26 46	559 752	. 4	3.6 6.1	31 29	125 131	.5 .5	5.2 4.7	43 93	178 33 5	.7 1.6	3.5 7.3	34 74	211 287	.6 1.3	3.7 7.4
WMMR-FM WI '98 4-Book	33 55	605 8 34	.6 1.0	2.3 3.8	19 29	483 546	.3 .5	2.6 3.8	26 33	89 121	. 4	4.3 5.2	40 52	172 220	.7	3.3 4.1	31 39	151 194	.5 .7	3.4 3.9
WOGL-FM WI '98 4-Book	18 33	439 486	.3 .6	1.3 2.3	12 22	195 282	. 2 . 4	1.7 2.8	15	45	. 3	2.4	11 36	60 111	. 2	.9 2.7	22 32	97 98	. 4 . 5	2.4 3.2
WPEN-AM WI '98 4-Book	12 5	56 36	.2	. 8 . 3	3	12 17	. 1	. 4 . 3	11	12 5	. 2	1.8	6 4	12 7	. 1	.5 . 3	5 4	12 9	.1	.5
+WPHI-FM WI '98 4-Book	82 78	1045 1050	1.4		64 62	744 725			46 45	103 140	.8	7.7 7.2	97 90	351 309		8.0 7.1	115 92		2.0 1.6	
WPHT-AM WI '98 4-Book	1 2	45 44		. 1	1	7 12		.1	1	3		. 2	1	2		. 1	2	4		. 2
WPLY-FM WI '98 4-Book	62 76	1199 1252	1.1	4.4 5.3	33 40	828 790	.6	4.6 5.3	21 26	123 132	. 4 . 5		67 78	385 360			57 6 5		1.0	
WURD-AM WI '98 4-Book	9 17	97 10 5	.2	.6 1.2	8 12	28 68	. 1 . 2	1.1 1.6	3 12	1 1 28	. 1	.5 1.9	18 27	28 50	.3	1.5 2.1	5 8	18 24	. 1	.5 .9
WUSL-FM WI '98 4-Book	100 101	1104 1149			73 80	882 891		10.2 10.6	40 58	128 166	.7 1.0		131 119	379 375		10.8 9.4	83 108		1.4	
	** Statio						The number of						ed call							

^{**} Station(s) not reported this survey.

Listener estimates adjusted for reported broadcast schedule.

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

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

		4	:-4			M/a=1	and		Wo	men		34		Saturo	lav			Saturd	lav	
		fonday-1 6AM-7	РМ	_	4011	6AM-N	AID	1011	АОН	Saturd 6AM-10		АОН	АОН	10AM-		АОН	AQH	3PM-7		AQH
	(00)	(00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
₩ WDB-FM WI '98 4-Book	14 12	135 176	. 2	1.0	5 6	69 79	.1	.7 .7	1 2	7 8		.2	1	7 2		.1	6 2	11 5	31	.6
WWJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM WI '98 4-Book	39 48	482 5 28	.7	2.8 3.4	19 27	311 361	.3	2.6 3.5	11 26	61 108	. 2	1.8 4.2	41 51	158 186	. 7 . 9	3.4 4.0	33 41	152 146	.6	3.6 4.0
WXXM-FM WI '98 4-Book	61 35	1126 556	1.1 .6	4.3 2.5	39 23	855 416	.7 •4	5.4 3.2	38 20	149 <i>82</i>	. 7 . 4	6.3 3.3	53 38	311 163	.9 .7	4.4	56 32	356 168	1.0 .6	6.1 3.5
WYSP-FM W1 '98 4-Book	93 95	1059 1188	1.6	6.6 6.6	17 27	434 556	.3	2.4 3.6	5 20	56 84	.1	.8 3.3	36 39	185 183	.6		23 3 5	110 154	. 4 . 6	2.5 3.5
WYXR-FM WI '98 4-Book	99 114	1258 1379	1.7 2.0	7.0 7.9	44 48	860 862	.8 .8	6.1 6.3	27 34	130 153	.5 .6	4.5 5.6	92 92	378 350	1.6 1.6		59 67	259 2 51	1.0	6.4 6. 7
WJBR-FM WI '98 4-Book	5 7	88 121	:1	. 4	3 4	77 76	.1	. 4 . 5	5 2		. 1	.8	4	7 14	. 1	.4	4 5	35 23	.1	. 4
VKXV-FM W1 '98 4-Book	19 13		.3	1.3	7 5	98 86	.1	1.0	9		.2	1.5	4 9	25 29		.3	13 10		.2	1.4
WLEV-FM WI '98 4-Book	7 5		.1	. 5	1 2	9		.1	1	2		.1	1	5		.1	2	9		. 2
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM WI '98 4-Book	40 42				24 23	504 509			18 18		.3 .3		47 51	187 216			27 3 0			
WRDR-FM WI '98 4-Book	1	8		.1		8							2			.2	1	2		.1
WSTW-FM W1 '98 4-Book	9			.6	8		.1	1.1	9	17			18		.3	1.5	18		.3	1.9
TDTALS W1 '98	3 1414	4 550	7 24.4		718	470	5 12.4		600) 1660	0 10.4		121	5 312	2 21.0	0	92: 99:		6 16.0	

^{**} Station(s) not reported this survey.

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

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

									Wo	men		34						***	-	
		Sature 7PM-I	MIĎ	7-6		Sund 6AM-1	MÃO			Sund 10AM-	3PM			Sund 3PM-7	7PM			Sund 7PM-N	ΔĬĎ	
	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	3	17 26	. 1	.2	41 31	163 132	. 7 . 6		7 9	74 60	. 1	.8 1.0	14 11	54 43	.2	2.2 1.6	4 7	35 42	.1	1.0
WBEB-FM WI '98 4-Book	27 34	131 134	.5 .6	5.0 5.4	32 19	100 70	.6 .4	6.3 4.2	41 36	174 155	. 7 . 6	4.9 4.3	37 37	144 127	.6 .6	5.7 5.4	28 22	114 98	.5 .4	
WDAS-AM WI '98 4-Book	12 4	27 9	.2	2.2	70 37	127 81	1.2 .6		44 23	123 <i>68</i>	.8 .4	5.2 2.7	10 9	23 22	.2	1.5 1.3	1 2	6 5		.2
WDAS-FM WI '98 4-Book	47 4 6	158 157	.8	8.6 7.6	42 30	129 83	. 7 . 5	8.3 <i>6.6</i>	59 40	130 114	1.0	7.0 4.7	66 48	120 113	1.1	10.2 7.2	98 90	203 188		24.3 19.6
WHAT-AM WI '98 4-Book	4	7 4	. 1	.7	6	8 12	.1	1.2 1.2	5 5	7 12	. 1 . 1	.6 . 6	8 5	14 9	.1	1.2	1	2		.1
WIOQ-FM WI '98 4-Book	64 65	3 3 6 277		11.8 10.4	20 16	89 67	. 3 . 3	3.9 3.5	82 74	370 337	1.4	9.8 8.6	69 62	264 243	1.2	10.7 9.0	27 37	134 183	.5 .7	6.7 8.0
WIP -AM WI '98 4-Book	1 4	11 24	.1	. 2 . 6	3 3	8 13	.1	.6 . 6	5 6	25 32	.1	.6 .6	10 7	42 21	.2	1.5 .9	2 5	17 24	.1	.5 1.0
₩ JJZ-FM ₩1 '98 4-Book	26 17	75 61	. 4	4.8 2.8	10 8	28 25	.2	2.0 1.7	31 25	104 85	.5 .4	3.7 2.9	25 21	54 68	. 4	3.9 3.0	13 <i>9</i>	41 36	. 2	3.2 2.0
WMGK-FM WI '98 4-Book	10 30	71 124	. 2	1.8 4.7	17 14	77 80	.3 .3	3.3 3.1	30 54	165 246	.5 .9	3.6 <i>6.3</i>	23 46	113 173	. 4 . 8	3.6 <i>6.7</i>	23 25	115 111	. 4	5.7 5.4
WMMR-FM W '98 4-Book	9 17	46 91	. 2 . 3	1.7	8 11	36 47	. 1	1.6 2.5	22 41	116 156	. 4	2.6 4.8	11 22	63 91	. 2	1.7 3.2	2 12	16 53	. 2	.5 2.5
WOGL-FM WI '98 4-Book	9 17	44 50	. 2	1.7	2 17	19 49	. 3	. 4 3.9	13 22	51 82	.2	1.5 2.5	19 19	50 59	.3 .3	2.9 2.7	17 17	49 51	.3 .3	4.2 3.5
WPEN-AM WI '98 4-Book	2	4	.1	. 2	1	2		.1	4	8	. 1	.5	6 5	12 9	. 1	.9 . 7				
+WPHI-FM WI '98 4-Book	85 81	275 2 3 9	1.5		23 24	84 83	. 4 . 4	4.5 5.3	45 60	166 218	.8	5.4 7.0	56 63	196 190			39 37	141 142	.7	9.7 8.1
WPHT-AM W1 '98 4-Book		3			2	7		. 4	1 2	7 8		.1	2	8	. 1	. 3				
WPLY-FM WI '98 4-Book	16 25	133 160	.3	2.9 3.9	9 12	84 79	. 2	1.8	35 51	251 248	. 6 . 9	4.2 6.0	32 40	188 195	. 6 . 7	5.0 5.7	24 20	191 133	. 4	5.9 4.4
WURD-AM WI '98 4-Book	1	2		. 2	13	11	. 1	.8 2.9	16 18	28 37	.3 . 3	1.9	12 10	18 21	.2 .2	1.9 1.5	3 5	11 10	.1	.7 1.1
WUSL-FM W1 '98 4-Book	78 94	284 291		14.3 14.9	64 59	190 188	1.1		110 89	333 290	1.9		40 59	141 155	.7 1.0	6.2 8.3	26 51	124 165		6.4
	* Statio				* Lictor															

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Wo	men		34		Sund	274			Sunda	W	125	
	AOH	Sature 7PM-I	AQH	АОН	АОН	Sunda 6AM-10 Cume	AQH	AOH	AQH	Sund 10AM-	3PM AOH	АОН	AQH	3PM-7 Cume	PM	AOH	AQH	7PM-M	ID AOH	AQH Shr	13
1	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	arget
WWDB-FM WI '98 4-Book	7 6	8 13	.1	1.3 .9	5 9	26 46	. 1	1.0	20 21	51 55	.3	2.4 2.5	3	14	. 1	.5	2	10	. 1	.5 .5	
WWJZ-AM WI 198 4-Book	##	**	RR	**	**	**	**	##	**	**	##	ŔŔ	**	**	**	##	**	##	##	**	Listener
WXTU-FM WI '98 4-Book	9 15	53 79		1.7	14 18	85 86	. 2	2.8 4.2	17 28	96 127	.3 .5	2.0 3.2	18 25	74 89	.3 .4	2.8 3.7	7 11	47 55	. 1	1.7	L.
+₩XXM-FM WI '98 4-Book	27 17	152 92			22 11	109 56	. 4		49 25	287 1 36	.8 .4	5.8 3.0	47 2 5	220 105	. 8	7.3 3.8	21 10	136 <i>61</i>	. 4	5.2 2.4	stimates
WYSP-FM WI '98 4-Book	14 18	75 96		2.6 3.0	7 11	31 42	.1	1.4	24 43	138 202		2.9 5.1	18 3 7	103 149	.3 .6	2.8 5.5	4 10	38 57	. 1 . 2	1.0 2.1	tes –
WYXR-FM WI '98 4-Book	35 36	175 159			12 16		.2		62 47	282 237	1.1	7.4 5.5	40 44	223 197	.7	6.2 6.5	15 4 0	98 178	.3	3.7 8.4	Women
₩JBR-FM ₩1 '98 4-Book	2			. 4	1 2	15		. 2	8 5	30 22		1.0	3	15 16		.5 .6	3	15 15	.1	.7	nen 1
₩KX₩-FM ₩1 '98 4-Book	3 2				13 7		. 2		5 6	29 29		.6	6 3	17 11	. 1	.9 .4	3	28 7	. 1	.7	18-34
+VLEV-FM W1 '98 4-Book	7 4				2	10		. 4	2	9	.1	.2	1	4		.1	1	4		.2	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	##	**	**		**	**	**	**	**	**	救金	
₩PST-FM ₩1 '98 4-Book	13 17			2.4	14 11			2.8	37 26				17 21	100 95			11 10	90 68	.2	2.7	
∀RDR-FM ₩1 '98 4-Book					,	2		.1	1	4		.1	1	5		.1	2	8 2		.5	
VSTV-FM WI '98 4-Boo k	2	26	*	.4	4.				10		.2	1.2	5			.8	**	**	**	**	
TOTALS WI '98 4-Book			6 9.8		50°				84 86	1 251	5 14.5		648 699		4 11.2		40. 46:				

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						ı uı	O						11(
		londay-	Sunda	v		Monday-	Ē			men Monday				Monday-	Friday	,		londay-l	Frida	,
	AQH	6AM- Cume	AQH	AQH	AOH	6AM-1	AQH	AQH	AOH	10AM- Cume	AQH	AQH	АОН	3PM-7	PM AQH	AQH	AQH	7PM-N	AOH	AQ
KYW -AM	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	92 76 74 81 81 84	2668 2706 2581 2751 2677 3015	.8 .7 .6 .7 .7	4.5 3.7 3.4 3.7 3.8 4.1	294 232 209 271 252 277	1968 1928 1743 1919 1890 2114	2.5 2.0 1.8 2.3 2.2 2.4	9.5 7.7 7.2 8.8 8.3 9.4	51 53 47 51 46	683 926 769 741 780 777	.4	1.7 1.6 1.7 1.5 1.6	82 84 74 66 77 80	1078 1224 1128 1051 1120 1125	.7 .6 .6 .7	3.3 3.3 2.9 2.5 3.0 3.2	31 13 22 17 21 18	448 362 488 419 429 481	.3 .1 .2 .1 .2 .2	3. 1 2.(2.(2.(
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	199 211 183 202 199	2798 2731 2619 2716 2716 2680	1.8 1.6	9.6 10.1 8.5 9.3 9.4 9.6	278 263 229 258 257 235	1579 1508 1395 1595 1519 1397	2.4 2.3 1.9 2.2 2.2 2.0	9.0 8.7 7.9 8.4 8.5 8.0	411 430 366 371 395 354	1520 1601 1439 1516 1519 1411	3.1 3.2 3 .4	14.1 13.9 11.6 11.9 12.9 12.3	245 264 234 256 250 258	1541 1591 1563 1704 1600 1593	2.1 2.3 2.0 2.2 2.2 2.2	9.8 10.4 9.1 9.9 9.8 10.2	55 65 54 77 63 75	678 788 749 1004 <i>805</i> 921	.5 .6 .7 .6	5.6. 5.7. 6 .8.
VDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	34 30 24 17 26 18	405 358 313 326 351 224	.3 .2 .1 .2 .2	1.6 1.4 1.1 .8 1.2	52 46 42 22 41 29	212 170 173 153 177 94	.4 .4 .2 .4 .2	1.7 1.5 1.4 .7 1.3	31 29 28 17 26 28	147 131 109 85 118 79	.3 .2 .2 .1 .2 .2	1.1 .9 .9 .5 . 9	35 30 21 16 26	132 133 127 86 120 88	.3 .2 .1 .2	1.4 1.2 .8 .6 1.0	19 16 3 4 11	109 118 60 68 <i>89</i> 35	.2	2.
DAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	208 200 202 165 194 186	1782 2076 1755 1744 1839 1817	1.7	10.1 9.6 9.4 7.6 9.2 9.2	287 273 266 224 263 243	1150 1123 1056 967 1074 1044	2.5 2.3 2.3 1.9 2.3 2.1	9.3 9.0 9.2 7.3 8.7 8.3	265 277 287 226 264 273	937 1018 942 957 964 990	2.3 2.4 2.4 1.9 2.3 2.3	9.1 8.9 9.1 7.2 8.6 9.5	228 210 233 177 212 222	1186 1150 1191 1045 1143 1096	2.0 1.8 2.0 1.5 1.8	9.1 8.3 9.0 6.8 8.3 8.8	166 142 138 118 141	896 892 927 707 856 880	1.0	14. 12. 11.
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 13 12 19 13	157 186 147 245 184 155	.1 .1 .1 .2	. 4 . 6 . 6 . 9	11 12 27 43 23 7	79 69 103 123 94 38	.1 .1 .2 .4 .2	.4 .4 .9 1.4 .8	11 21 10 20 16 2	72 67: 50 88 69 38	.1 .2 .1 .2 .2	. 4 . 7 . 3 . 6 . 5	9 13 8 14 11	63 58 54 68 61 37	.1 .1 .1 .1	.4 .5 .3 .5 .4	2 5 6 7 5	22 63 27 57 42 7	.1	
VIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	137 97 137 122 123 157	2796 2408 2903 2579 2672 2869	1.2 .8 1.2 1.0 1.1	6.6 4.7 6.3 5.6 5.8 7.7	186 123 141 147 149 186	1391 1056 1278 1266 1248 1315	1.6 1.1 1.2 1.2 1.3	6.0 4.1 4.9 4.8 5.0 6.3	186 146 205 185 181 208	1502 1287 1582 1564 1484 1453	1.6 1.2 1.7 1.6 1.5	6.4 4.7 6.5 5.9 5.9 7.2	186 128 176 158 162 214	1782 1431 1715 1625 1638 1798	1.6 1.1 1.5 1.3 1.4 1.8	7.5 5.1 6.8 6.1 6.4 8.5	70 53 74 64 65 95	1010 816 1100 943 <i>967</i> 1139	.6 .5 .6 .5	7. 5. 6. 6.
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	18 21 17 23 20 19	483 530 444 614 518 647	.2 .1 .2 .2 .2	.8 1.1	43 43 47 46 45 48	251 261 257 215 246 333	. 4 . 4 . 4 . 4 . 4	1.4 1.4 1.6 1.5 1.5	19 25 23 30 24	102 118 134 115 117 123	.2 .2 .3 .2 .1	.7 .8 .7 1.0 .8	21 30 18 21 23 22	148 246 143 191 182 240	.2 .2 .2 .2 .2	.8 1.2 .7 .8 .9	8 7 2 10 7 8	112 133 53 198 124 117	.1	
JJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book	108 105 100 111 106 84	1627 1415 1385 1594 1505 1514	.9 .9 .8 .9	5.0 4.6 5.1 5.0	120 121 98 110 112 89	766 731 572 784 713 650	1.0 1.0 .8 .9 .9	3.9 4.0 3.4 3.6 3. 7 3.0	164 194 173 181 178	732 726 742 830 758 641	1.4 1.7 1.5 1.5 1.5	5.6 6.3 5.5 5.8 5.8 4.8	144 164 133 157 150 123	900 869 827 915 878 739	1.2 1.4 1.1 1.3 1.3	5.8 6.5 5.1 6.0 5.9 4.9	49 43 55 66 53 49	618 501 462 632 553 551	. 4 . 4 . 5 . 6 . 5	4.: 5. 6.: 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.

	AQH (00)	6AM-N Cume (00)	AOH Rig	AOH Shr	AQH	fonday-l 6AM-10	riday		M	onday-F	riday		L.A				Λ.	4onday-F	ridav	- 1	
					AOH				4.00	10AM-3	РМ	400		onday-F 3PM-7	PM AOH	АОН	АОН	7РМ-М		АОН	_
WMGK-FM				Stil	(00)	Cume (00)	AQH Rtg	AOH Shr	AQH (CO)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	Rtg	Shr	(00)	(00)	Rtg	Shr	arget
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	98 134 135 127 124 115	2200 2620 2619 2538 2494 2149	.8 1.1 1.1 1.1 1.0	4.7 6.4 6.3 5.9 5.8 5.7	119 146 150 123 135	967 1436 1253 1169 1206 1042	1.0 1.2 1.3 1.0 1.1	3.8 4.8 5.2 4.0 4.5 4.6	158 222 222 211 203 218	1134 1388 1420 1324 1317 1156	1.4 1.9 1.9 1.8 1.8	5.4 7.2 7.0 6.7 6.6 7.6	136 191 179 170 169 156	1330 1668 1702 1627 1582 1329	1.2 1.6 1.5 1.4 1.4	5.5 7.5 6.9 6.5 6.6 6.2	39 55 61 61 54 30	670 770 861 871 793 678	.35.55.55.3	4.1 5.7 5.7 5.7 5.3 3.3	et Listener
WMMR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	63 68 80 95 77 86	1507 1800 1909 1946 1791 1787	.5 .6 .7 .8 .7	3.0 3.3 3.7 4.4 3.6 4.2	88 116 85 138 107 129	625 855 746 909 784 928	.8 1.0 .7 1.2 .9	2.8 3.8 2.9 4.5 3.5 4.4	100 101 159 158 130 150	593 812 790 940 784 903	.9 .9 1.4 1.3 1.1	3.4 3.3 5.0 5.1 4.2 5.2	78 77 102 117 94 104	789 903 1075 1135 976 1029	.7 .9 1.0 .8	3.1 3.0 3.9 4.5 3.6 4.1	26 27 24 35 28 27	393 467 515 565 485 489	. 2 . 2 . 3 . 2 . 2	2.7 2.8 2.2 3.3 2.8 2.9	rirends
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	91 92 110 118 103 82	1892 2016 2308 2077 2073 1943	.8 .8 .9 1.0 .9	4,4 4,4 5.1 5.4 4.8 4.0	120 109 114 142 121 95	808 952 1063 1032 <i>964</i> 858	1.0 .9 1.0 1.2 1.0	3.9 3.6 3.9 4.6 4.0 3.2	140 132 179 188 160 126	903 1003 1202 998 1027 885	1.2 1.1 1.5 1.6 1.4 1.1	4.8 4.3 5.7 6.0 5.2 4.4	97 122 138 126 121 107	964 1123 1349 1004 1110 1074	.8 1.0 1.2 1.1 1.0	3.9 4.8 5.3 4.9 4.7 4.2	22 39 45 52 40 36	441 614 645 624 581 483	. 2 . 3 . 4 . 4 . 3	2.3 4.0 4.2 4.9 3.9 3.9	- women
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	13 8 8 8 9	159 191 182 164 174 165	.1	.6 .4 .4 .5	19 9 9 9 1 2	67	.1	.6 .3 .3 .3 .4	21 17 10 13 15	106 77 62 83 82 92	.2 .1 .1 .1 .1 .1 .1	.7 .5 .3 .4 .5	19 10 7 7 11	87 63 47 75 68 61	.2	.8 .4 .3 .3 .5	4 1 3 2 3 8	32 36	. 1	.4 .3 .2 .3 .9	n 18-49
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	85 73 90 84 83 60	1579 1413 1470 1535 1499 1382	.6	3.5 4.2 3.9 3.9	93 81 85 85 86	647 683 756 700	.7	2.7 2.9 2.8 2.9	90 74 86 80 83 78	822 753 827 768 793 692	.8 .6 .7 .7	3.1 2.4 2.7 2.6 2. 7 2.7	119 87 116 116 110 81	969 779 969 949 917 757	1.0 1.0 1.0	4.8 3.4 4.5 4.5 4.3 3.2	66 75 84 76 75	579 817 790 709	.6 .7 .6	6.9 7.8 7.8 7.1 7.4 5.0	
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 1 5 7 5 3	234 173	. 1	.2	16 2 6 6 8	17 60 59 52	. 1	.1 .2 .2 .3	8 6 12 7	14 59 100 <i>62</i>	.1	.3	9 1 4 11 6 8	117 9 108 90 81 88	.1	.4 .2 .4 .3	5 3 3	6 44 71		.1 .2 .4 .5 .3	
WPLY-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	59 64 93 60 69 76	1770 2166 1676 1875	0 .5 5 .5 5 .6	2.8 3.3	89 93 113 102 99 136	870 1064 909 931	1.0	3.1 3.9 3.3 3.3	92 92 134 71 89 92	856 1072 779 856	1.1	2.6 4.2 2.3 2.9	126 73 93	1052 953 1364 963 1083 1307	1.1 1.1 3 .6	3.6 4.9 2.8 3.7	45 28 34	644 846 476 4 653	.2	3.4 4.2 2.6 3.3	
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	11 28 12 23 19	220 129 190 17	9 .	1.3 .6 1.1 2 1.1	12 45 22 40 30	143 2 93 0 113 0 113	3	1 1.5 2 .8 3 1.3 1.0	18 45 18 25 27 **	187 83 123 124	.4	.6 .8 .9	10 20		7 .2 5 .1 1 .2	.9 .4 .8	1	7 4 93 6 51	.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.

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	N.	londay-	Sunda	v		Monday-	Friday			men Monday-	_			Monday-	Frida	,		Annday	Epida:	,
	AQH	6AM-	AQH	АОН	AOH	6AM-1	OAM AQH	AQH	AQH	10AM-	3PM AQH	AQH	AQH	3PM-1	7PM AQH	AQH	АОН	fonday- 7PM-N Cume		AQH
VUSL-FM	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	115 110 125 138 122 168	1954 1934 1892 2017 1949 2086	1.0 .9 1.1 1.2 1.1	5.3 5.8	163 147 144 162 154 189	961 999 977 1159 1024 1190	1.2 1.4 1.3	5.3 4.9 5.0 5.3 5.1 6.4	133 127 139 158 139 183	894 943 947 999 946 1075	1.1 1.2 1.3 1.2	4.6 4.1 4.4 5.1 4.6 6.4	131 133 125 143 133 190	1038 979 1059 1105 1045 1253	1.1 1.1 1.1 1.2 1.1	5.3 5.3 4.8 5.5 5.2 7.5	74 84 107 114 95 143	764 744 878 911 824 1086	.6 .7 .9 1.0 .8	7.8 8.7 9.9 10.7 9.3
WVDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	42 36 37 34 37 47	739 743 806 852 785 922	.4 .3 .3 .3	2.0 1.7 1.7 1.6 1.8 2.3	44 55 51 25 44 58	275 357 320 239 298 310	.4 .5 .4 .2 .4	1.4 1.8 1.8 .8 1.5 2.0	75 71 58 33 59 55	367 386 359 260 343 360	.6 .5 .5	2.6 2.3 1.8 1.1 2.0 1.9	35 20 39 90 46 81	243 184 363 592 346 500	.3 .2 .3 .8 .4	1.4 .8 1.5 3.5 1.8 3.2	18 11 21 16 17 17	159 147 224 230 190 224	.2 .1 .2 .1 .2 .1	1.9 1.1 1.9 1.5
WWJZ-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	2	7 16 26 ** **	**	. 1 ** **	1	16 **	**	**	2	16 ** ** 7	**	. 1 ** **	1 4 **	7. 18 ** **	**	. 2 ** **	1	7 ** **	**	. 1 ** **
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	73 73 92 87 81 101	1145 1079 1329 1243 1199 1200	.6 .8 .7	3.5 3.5 4.3 4.0 3.8 5.0	114 120 113 110 114 157	726 708 753 624 703 764	1.0 1.0 1.0 .9 1.0	3.7 4.0 3.9 3.6 3 .8 5.3	98 114 141 111 116 149	656 645 828 645 694 772	.8 1.0 1.2 .9 1.0	3.4 3.7 4.5 3.6 3.8 5.2	98 73 121 104 99 108	877 645 866 779 792 819	.8 .6 1.0 .9	3.9 2.9 4.7 4.0 3.9 4.3	26 21 43 38 32 29	428 397 482 387 424 451	.2 .4 .3 .3 .2	2.7 2.2 4.0 3.6 3 .1
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	66 52 37 29 46 37	1757 1222 611 611 1050 767	.6 .4 .3 .2 .4	3.2 2.5 1.7 1.3 2.2 1.8	76 56 33 39 51	829 582 269 290 493 359	.7 .5 .3 .3 .5	2.5 1.9 1.1 1.3 1.7	91 69 67 42 67 62	841 580 294 258 493 348	.8 .6 .6 .4	3.1 2.2 2.1 1.3 2.2 2.2	89 67 63 35 64 44	1151 731 374 307 641 407	.8 .6 .5 .3	3.6 2.6 2.4 1.3 2. 5	28 31 14 16 22 19	635 534 176 189 384 164	.2 .3 .1 .1 .2 .2	2.9 3.2 1.3 1.5 2.2 2.1
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	87 89 86 96 90 69	1841 2286 2150 2141 2105 1955	.7 .8 .7 .8	4.2 4.3 4.0 4.4 4.2 3.4	273 263 299 318 288 249	1297 1376 1345 1353 1343 1256		8.8 8.7 10.3 10.3 9.5 8.5	108 99 89 85 95 59	801 859 841 812 828 737	.9 .8 .8 .7 .8	3.7 3.2 2.8 2.7 3.1 2.1	64 56 51 71 61 47	581 742 652 839 704 709	.5 .5 .4 .6 .5	2.6 2.2 2.0 2.7 2.4 1.9	24 18 16 33 23	335 342 358 428 366 266	.2 .2 .1 .3 .2 .1	2.5 1.9 1.5 3.1 2.3
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	120 138 159 157 144 110	2614 2582 3075 2822 2773 2533	1.0 1.2 1.4 1.3 1.2	5.8 6.6 7.4 7.2 6.8 5.4	152 186 176 199 178 149	1322 1366 1497 1468 1413	1.3 1.6 1.5 1.7 1.5	4.9 6.2 6.1 6.5 5.9 5.1	198 228 235 273 234 175	1200 1155 1579 1557 1373 1213	1.7 2.0 2.0 2.3 2.0 1.5	6.8 7.4 7.4 8.7 7.6 6.1	157 184 204 219 191 135	1403 1447 1946 1699 1624 1407	1.3 1.6 1.7 1.9 1.6	6.3 7.3 7.9 8.4 7.5 5.3	53 59 104 71 72 49	844 897 1205 993 985 958	.5 .5 .9 .6	5.6 6.1 9.7 6.6 7.0 5.3
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book	13 10 15 22 15	367 366 316 444 373 343	.1 .1 .1 .2 .1	.6 .5 .7 1.0 .7	18 16 24 28 22 21	124 151 111 187 143 174	.2 .1 .2 .2 .2	.6 .5 .8 .9 .7	27 13 27 45 28 33	144 146 119 197 152 181	.2 .1 .2 .4 .2	.9 .4 .9 1.4 .9	13 10 19 25 17 20	119 132 164 184 150 165	.1 .1 .2 .2 .2	.5 .4 .7 1.0 .7	5 5 5 6 7 6 5	131 63 82 157 108	.1	.5 .5 .6 .7

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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.

							Ĭ			men											
		fonday- 6AM-	MID	- 1		fonday- 6AM-1	MAO	_		londay-F	BPM			onday-l 3PM-7	РМ	_	-	londay-F 7PM-M	ID T	400	H
	(00)	(00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	arg
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	26 24 18 20 22	643 572 529 550 574 468	.2 .2 .2	1.3 1.2 .8 .9 1.1	34 34 25 25 30	289 236 224 233 246 140	.3 .2 .2 .3 .1	1.1 1.1 .9 .8 1.0	28 34 24 32 30 18	289 242 216 258 251 162	.2 .3 .3 .3 .2	1.0 1.1 .8 1.0 1.0	46 49 25 33 38 22	381 373 268 301 331 260	.4 .4 .2 .3 .3	1.8 1.9 1.0 1.3 1.5	16 14 6 5 10 2	156 177 156 115 151 65	.1	1.7 1.5 .6 .5	arget Listener
+VLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	13 17 6 8 11	159 207 179 135 170 201	.1 .1 .1	.6 .8 .3 .4 .5	11 13 4 11 10	73 68 75 76 7 3 72	.1	.4 .4 .1 .4 .3	32 41 14 21 27 30	93 122 101 71 97	.3 .4 .1 .2: .3	1.1 1.3 .4 .7 .9	18 26 8 8 15	72 99 131 61 91	.2 .1 .1 .2	.7 1.0 .3 .6 .8	3 4 3 5	49 77 63 15 51 64		.3	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ** ** 2	15 ** ** 23	**	**	4 ** ** 4	15 ** ** 15	**	.1 ** ** **	1	8 ** ** ** 23	**	**	**	7 ** **	## ## ##	**	**	**	**	**	- Women
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	40 36 49 36 40 36	1305	.3	1.7 2.3 1.7 1.9	55 43 45 41 46 46	586 457 619 508 543 486	.3	1.8 1.4 1.5 1.3 1.5	54 69 71 51 61 60	469 536 754 614 <i>593</i> 530	.5 .6 .4 .5	1.8 2.2 2.2 1.6 2.0 2.1	45 41 65 46 49 51	692 558 897 622 <i>692</i> 713	.4 .6 .4 .5	1.8 1.6 2.5 1.8 1.9 2.0	27 15 25 25 23 15	493 453 535 385 467 302	. 2 . 1 . 2 . 2 . 2	2.8 1.6 2.3 2.3 2.3 1.6	n 18-49
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 7 2 4 5	105 58 70	.1	.2 .3 .1 .2 .2	4 11 1 4 5 2	47 47 15 39 37 32	. 1	.1 .2 .1	8 15 2 10 <i>9</i>	61 64 15 45 46 7	.1	.3 .5 .1 .3 .3	8 3 1 3 4 2	45 30 17 31 31 42	.1	.1	1 1 1 1	14 16 4 16 13 29		.1 .1 .1 .1	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 ** 11 13 **	**	.1	.5 .6	18 ** 11 13 ** 32	164 ** 170 155 ** 220	.1	.6 ** .4 .4 **	25 ** 18 25 ** 42	162 ** 233 124 ** 160	.2 ** .2 .2 **	.9 ** .6 .8 **	13 ** 16 23 ** 22	181 ** 250 243 ** 211	.1 .2	.5 ** .6 9 ** .9	6 ** 4 3 **	86 ** 137 89 **	. 1 **	.6 ** .4 .3 **	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	2067 2082 2155 2170 2120 2027	11444 11523 11538 11480	1 17.7.8 4 17.8 3 18.4 9 18.1 17.2	3	3091 3023 2906 3083 3026 2942	10326 10108 10288 10241	26.5 5 25.9 3 24.7 3 26.2 9 25.6		2920 3100 3158 3126 3076 2873	9189 9579 9165 9216	25.0 26.5 26.8 26.6 26.2		2493 2532 2583 2597 2551 2525	9982 10373 10195 10121	21.3 21.7 21.9 22.1 21.8		954 965 1077 1070 1017 919	7076 7531 7361 7215 6905	8.3 9.1 9.1 8.7 7.8		

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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.

TYY -AM I 135						, -	Wo	men	18	49						ŀ
ELYY -AM VI 198 135 2457 1.2 4.8 57 177 57 57 57 57 57 57 57 5		٨		y 				Satur	day							
VISS_FM 136			AQH Rtg			AQH Rtg										AQH Shr
Year	₩I '98															1.8 1.9
WIND-FM WI '98 11	WI '98															6.7 7.2
WIF 98 261 1591 2.2 9.2 142 1096 1.2 9.9 136 382 1.2 10.2 248 509 2.1 10.4 159 479 1.4 8.4	WI '98								.2							. 4
WIGO-FH WI 198 H18 122 11 .4 9 87 11 .6 6 17 30 11 129 .1 .6 17 129 .1 .6 6 28 11 WIOO-FH WI 198 H18 122 11 .5 95 15 1 .5 5 9 25 .1 . WIOO-FH WI 198 H18 122 11 .5 88 1446 .7 6.0 75 296 .6 5.6 167 636 1.4 6.7 105 436 .9 5. VIP -AM WI 198 H19 127 362 .2 1.0 9 178 .1 .6 5 5 9 30 .1 .7 15 46 167 636 1.4 6.7 105 436 .9 5. VIP -AM WI 198 144 1241 1.2 5.1 85 971 .7 5.9 85 126 .1 .7 9 32 .1 .7 14 55 1.1 .6 16 55 .1 . VIJLEFH WI 198 149 1217 1.3 5.2 66 804 .6 4.5 55 185 .5 4.1 105 335 .9 4.2 83 234 .7 4. WMK-FH WI 198 4-8ook 172 1252 1.5 5.9 85 1348 .7 5.8 54 237 .5 4.0 183 638 1.6 7.4 131 508 1.7 7. VIMIR-FM WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 284 .5 3. VIGIL-FM WI 198 4-8ook 172 1352 1.5 5.9 85 1348 .7 5.8 56 214 .5 4.0 183 638 1.6 7.4 131 508 1.7 7. VIMIR-FM WI 198 112 1432 1.0 3.8 47 895 .4 3.2 48 192 .4 3.6 87 362 .8 3.5 60 284 .5 3. VICIL-FM WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 284 .5 3. VICIL-FM WI 198 121 1432 1.0 3.8 47 895 .4 3.2 48 192 .4 3.6 87 362 .8 3.5 60 284 .5 3. VICIL-FM WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 289 .5 3. VICIL-FM WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 289 .5 3. VICIL-FM WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 289 .5 3. VICIL-FM WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 289 .5 3. VICIL-FM WI 198 89 1185 .8 3.7 73 885 .4 5.6 5.0 51 162 .5 3.9 9 21 .1 1. 4 18 1.0 5.1 115 375 1.0 6. VIPEN-AM WI 198 89 1185 .8 3.7 73 885 .4 3.7 5.8 56 214 .5 4.2 121 88 8.0 9 2.1 1. 1. 4 11 22 .1 1. 1. 4 11 22 .1 1. 1. 4 11 22 .1 1. 1. 4 11 11 22 .1 1. 1. 4 11 11 11 11 11 11 11 11 11 11 11 11 1	WI '98															8.9 9.3
VI '98 186 2485 1.6 6.5 95 1514 88 6.6 97 337 88 6.8 188 6.8 188 6.6 6.5 6	WI '98															.3
Note	WI '98													-		6.1 5.6
WIL-98	WI '98								.1							.7
WHI '98	WI '98											1.2				5.8 4.5
WI 198 89 1185 .8 3.1 40 881 .3 2.8 43 166 .4 3.2 76 339 .7 3.2 55 239 .5 3.8	WI '98															6.0 7.1
WI '98	WI '98															3.1 3.2
WI '98 4-Book 13 139 .1 .4 7 74 .1 .5 6 15 17 35 .1 1.3 7 26 .1 .3 8 20 .1 .4 +WPHI-FM WI '98 4-Book 92 1305 .8 3.2 73 885 .6 5.0 51 162 .5 3.9 105 403 .9 4.4 137 407 1.2 7. WPHT-AM WI '98 4-Book 7 135 .1 .2 3 58 .2 49 1010 .5 3.4 31 164 .2 2.3 96 443 .9 3.8 75 354 .7 4. WURD-AM WI '98 14 136 .1 .5 11 67 .1 .8 9 22 .1 .7 23 61 .2 1.0 5 18 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 . WUSL-FM WI '98 14 136 .1 .5 11 67 .1 .8 9 22 .1 .7 23 61 .2 1.0 5 18 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 . WUSL-FM WI '98 14 136 .1 .5 11 67 .1 .8 9 22 .1 .7 23 61 .2 1.0 5 18 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 .	WI '98															6.4
WPHT-AM WI '98 4-Book 92 1305 .8 3.2 73 885 .6 5.0 51 162 .5 3.9 109 376 .9 4.4 137 407 1.2 7. WPHT-AM WI '98 4-Book 7 135 .1 .2 3 56 .1 .2 4 9 .2 1 9 .3 13 13 .1 3 10 WPLY-FM WI '98 4-Book 94 1608 .8 3.2 49 1010 .5 3.4 31 164 .2 2.3 96 443 .9 3.8 75 354 .7 4. WURD-AM WI '98 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 WURD-AM WI '98 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 WUSL-FM WI '98 142 1554 1.2 5.0 94 1202 .8 6.6 62 187 .5 4.7 161 492 1.4 6.7 98 381 .8 5.	WI '98					.1			. 1							.4
WPLY-FM WI '98 4-Book 94 1608 .8 3.2 49 1010 .5 3.4 2.9 25 145 .2 2.3 96 443 .9 3.8 75 354 .7 4. WURD-AM WI '98 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 .1 WUSL-FM WI '98 142 1554 1.2 5.0 94 1202 .8 6.6 62 187 .5 4.7 161 492 1.4 6.7 98 381 .8 5.	WI '98														1.2	7.7
WI '98 4-Book 94 1608 .8 3.2 49 1010 .5 3.4 31 164 .2 2.3 96 443 .9 3.8 75 354 .7 4. WURD-AM WI '98 14 136 .1 .5 11 67 .1 .8 9 22 .1 .7 23 61 .2 1.0 5 18 4-Book 24 157 .2 .8 16 105 .2 1.1 15 41 .1 1.2 34 70 .3 1.4 13 33 .1 . WUSL-FM WI '98 142 1554 1.2 5.0 94 1202 .8 6.6 62 187 .5 4.7 161 492 1.4 6.7 98 381 .8 5.	₩1 '98												.1	- 1		.1
WI '98	WI '98					. 4										3.9
WI '98 142 1554 1.2 5.0 94 1202 .8 6.6 62 187 .5 4.7 161 492 1.4 6.7 98 381 .8 5.	WI '98											. 2 . 3			. 1	.3
	WI '98				- 1											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.

le constant de la con									Wo	men	18-	49									
	A	Monday- 6AM-7				Weeke 6AM-N				Saturo 6AM-10	•			Saturd 10AM-3				Saturd 3PM-7			T
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	ar
WWD8-FM WI '98 4-Book	53 50	531 601	.5 .4		37 28	331 327	.3	2.6 1.9	36 25	89 76	.3	2.7 1.9	28 19	100 64	. 2	1.2	34 20	66 51	.3	1.9	arget Li
WWJZ-AM WI '98 4-Book	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM W1 '98 4-Book	103 110	1059 1064	.9 1.0	3.6 3.8	53 64	697 748	.5 .6	3.7 4.3	62 66	162 220	.5 .6	4.7 4.9	79 117	317 382	.7 1.0	3.3 4.7	64 82	255 283	.5	3.6 4.4	H
+WXXM-FM W1 '98 4-Book	86 61	1515 899	.7 .5	3.0 2.1	57 35	1102 609	.5	4.0 2.5	55 34	185 133	.5 .3	4.1 2.6	88 61	429 246	. 8 . 5	3.7 2.5	92 50	457 231	.8 .4	5.2 2.8	stimates
WYSP-FM WI 198 4-Book	145 144	1660 1796	1.2	5.1 5.0	26 38	598 7 91	. 2	1.8 2.6	20 31	118 129	.2	1.5 2.4	54 55	263 254	.5	2.3	28 49	146 21 7	.2	1.6	tes -
WYXR-FM WI '98 4-Book !	171 203	2216 2372			73 84	1399 1448	.6	5.1 5.7	53 68	266 31 <i>2</i>	.5 .6	4.0 5.2	143 168	625 602	1.2	6.0 6.7	105 122	436 464	1.0	5.9 6.5	Women
WJBR-FM WI '98 4-Book	20 23	228 268	. 2	.7	5 8	151 163	. 1	.3	8	26 21	.1	.6 . 4	4 10	38 47	. 1	.2	5 9	45 41	. 1	.3 .5	nen 1
WKXW-FM W1 '98 4-Book	35 32	517 476	.3	1.2	15 12	241 209	. 1 . 1	1.0	20 15	55 48	.2	1.5 1.1	14 20	84 73	. 1	.6 .8	20 18	74 63	. 2 . 2	1.1 1.0	8-49
+WLEV-FM WI '98 4-Book	21 18	115 136		.7	5 4	42 62		.3	2 2	8 6		.2	16 8	24 22	.1	.7 .3	11 8	16 21	.1	.6 .5	
WOR -AM WI '98: 4-Book	1	15 **	**	**	1	15 **	**	. 1 **	2	8	**	.2	1	7	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	52 53	1088 1079			29 30	670 668	.2	2.0 2.0	24. 21	120 115	. 2 . 2	1.8	55 62	224 272	.5 . 5	2.3 2.5	33 38	221 225	.3	1.8	
WRDR-FM WI '98 4-Book	7 6				3	32 39		.2	5 4	13 10		. 4	15 7	26 20		.6 .3	2 4	17 18		.1	
WSTW-FM WI '98 4-Book	19			.7	10	139	.1	.7	10	25	.1	.8	23	70	.2	1.0	19 **	80	.2	1.1	
TOTALS W1 '98 4-Book	284C 2895		3 24.3 5 24.7		1431 1467		12.2		1331 1329		11.4		2387 247 5	6264 6207	20.4		1784 1852		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.

						11 2	, –		Wo	men	18-		Jen					_		
		Sature 7PM-l		1.72		Sund 6AM-10				Sund 10AM-				Sund 3PM-7				Sunda 7PM-N		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	HQA (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	18 16	124 120	. 2 . 2	1.9 1.5	135 107	559 488	1.2	11.8 9.9	54 41	283 244	.5 .4	3.1 2.4	38 31	135 143	.3 .3	3.1 2.4	25 20	138 139	. 2	3.1 2.4
WBEB-FM WI '98 4-Book	41 56	242 250	. 4 . 5	4.4 5. 4	58 63	242 246	.5 .5	5.1 5.9	90 1 03	370 386	.8 .9	5.1 5.9	72 85	282 287	.6 .7	5.9 6.5	51 43	200 193	. 4	6.3
WDAS-AM WI '98 4-Book	15 9	35 19	.1	1.6 .9	109 87	220 193	.9 .7	9.5 8.1	79 61	221 168	. 7 . 5	4.5 3.5	23 26	51 61	. 2	1.9	7 8	28 22	.1	1.0
WDAS-FM WI '98 4-Book	96 111	285 324		10.2 10.7	64 64	182 163	.5 .5	5.6 6.0	90 71	266 232	.8 .6	5.1 4.1	122 102	248 237	1.0 .9	9. 9 7. 9	203 200	389 400		25.1 23.8
WHAT-AM WI '98 4-Book	5 6	15 17		.5 .5	15 27	30 55	. 1	1.3 2.5	8 23	1 4 65	.1	.5 1.3	8 15	14 33	. 1 . 1	.7 1.1	5	15	.1	. 6
V10Q-FM WI '98 4-Book	73 78	413 345	.6 .7	7.8 7.5	37 30	165 127	.3	3.2 2.8	114 105	508 485	1.0	6.5 6.0	91 <i>87</i>	351 345	. 8 . 8	7.4 6.6	44 49	234 234	. 4	5.4 5.8
WIP -AM WI '98 4-Book	1 7	1 1 3 5	. 1	. 1 . 7	12 6	33 27	. 1	1.1 .6	10 13	42 66	. 1 . 1	.6 .8	11 13	47 48	. 1	.9 1.0	5 8	27 41	. 1	.6 .9
WJJZ-FM WI '98 4-Book	85 61	250 192	. 7 . 5	9.1 5.9	61 39	153 120	.5 .3	5.3 3.6	98 83	296 252	. 8 . 7	5.6 4.7	73 66	234 203	.6 .6	5.9 5.0	32 30	126 119	. 3	4.0 3.5
WMGK-FM WI '98 4-Book	30 51	158 218	.3 .4	3.2 4.8	25 30	143 165	. 2	2.2 2.8	74 99	342 450	. 6 . 8	4.2 5.7	52 83	228 328	. 4	4.2 6.4	41 41	170 191	. 4	5.1 4.9
WMMR-FM WI '98 4-Book	28 25	112 132	. 2 . 2	3.0 2.4	26 30	107 114	. 2	2.3 2.8	52 64	260 271	. 4 . 5	3.0 3.7	26 38	145 167	. 2 . 3	2.1 2.8	12 19	60 92	. 1 . 2	1.5
WOGL-FM WI '98 4-Book	46 64	188 222	. 4 . 6	4.9 6.2	78 61	209 203	. 7 . 5	6.8 5.6	112 104	367 374	1.0	6.4 6.0	88 79	242 259	.8	7.2 6.1	53 49	172 159	.5 .4	6.5 5.8
WPEN-AM WI '98 4-Book	3	12		. 3	2 5	7 17	.1	. 2 . 5	6 8	14 23	. 1 . 1	. 3 . 5	6 8	12 19	.1	.5 .6	10 4	25 10	.1	1.2
+WPH1-FM WI '98 4-Book	95 90	316 272	. 8 . 8	10.1 8.7	28 28	108 98	. 2	2.5 2.7	61 76	210 267	.5	3.5 4.4	60 74	215 222	. 5 . 7	4.9 5.7	41 42	163 162	.4	5.1 5.0
WPHT-AM WI '98 4-Book	1	8		. 1	2 2	7 8		. 2 . 2	1 4	15 16		. 1	3 3	16 14		. 2 . 3	2 2	14 7		. 2
₩PLY-FM ₩ '98 <i>4-Book</i>	17 27	141 178	. 1	1.8 2.5	18 18	120 117	. 2	1.6 1.7	51 68	340 338	. 4 . 6		38 51	223 250	.3	3.1 3.8	27 25	216 159	.2	3.3
WURD-AM WI '98 4-Book	1	2		.1	4 14	11 26	.1	.4 1.4	29 27	45 54	. 2	1.7	15 15	25 3 5	.1	1.2	3 8	11 18	. 1	.4
WUSL-FM W1 '98 4-Book	90 108	328 344	. 8 . 9	9.6 10.3	88 78	300 267	.8	7.7 7.3	145 123	453 394	1.2	8.3 7.1	60 86	217 23 5	.5 .7	4.9 6.4	37 64	163 207	. 3	4.6
	** Statio	an(s) not	ranort	ad	* Lieta	upor activ	natas a	diusto	d for	J. Sec.	ion(s)	shano	ed call	4 P.		ua of			2.0	

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Wo	men	18-	49			-						
		Sature 7PM-I				Sunda 6AM-10				Sund 10AM-	ау ЗРМ			Sund 3PM-7				Sunda 7PM-N			T
	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	ar
WVDB-FM WI '98 4-Book	30 21	54 64			29 32	91 128	. 2 . 3	2.5 3.0	103 75	199 172	.9 .7	5.9 4.4	11 12	36 49	. 1	. 9 . 9	20 12	55 49	.2	2.5 1.5	arget Li
WWJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	фŔ	**	**	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM W1 '98 4-Book	26 30	115 138		2.8 2.9	51 54	231 204	. 4 . 5	4.5 5.1	64 75	284 281	.5 .6	3.7 4.3	59 60	220 208	.5 .5	4.8 4.5	27 30	139 128	.2	3.3 3. 5	H
+WXXM-FM W1 '98 4-Book	30 23	176 117	.3	3.2 2.3	28 18	150 88	. 2	2.5 1.7	81 45	400 218	.7	4.6 2.6	61 41	272 155	.5 .4	5.0 3.2	23 13	144 73	.2	2.8	stimates
WYSP-FM WI '98 4-Book	20 24	102 127		2.1 2.3	13 16	65 66	.1	1.1 1.5	30 61	172 26 5	.3 .6	1.7 3. 6	26 49	164 209	. 2 . 4	2.1 3.9	12 14	46 84	.1	1.5	ites -
WYXR-FM WI '98 4-Book	56 54	272 253		6.0 5.2	25 35	168 175	. 2 . 3	2.2 3.3	92 92	464 433	.8 . 8	5.3 5.3	69 75	351 341	.6 .6	5.6 5.8	30 54	161 255	.3 .5	3.7 6.4	- Wor
WJBR-FM WI '98 4-Book	3	29 34		.3	3 5	26 29	.1	. 3 . 5	11 12	37 48	.1	.6 .7	5 7	37 31	. 1	. 4 . 6	6 5	37 30	. 1	.7	omen 1
WKXW-FM WI '98 4-Book	15 5	85 33		1.6 .5	20 12	74 53	.2	1.8	10 13	55 57	.1	.6 .7	15 8	45 33	.1	1.2 .6	7	44 17	.1	.9 . 3	18-49
+WLEV-FM WI '98 4-Book	7 4	18 21		.7	2	12		. 2	1 3	18 21		.1	3	18 17		.2	1 1	8 6		.1	
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	1	7 **	**	.1	**	**	**	**	**	**	**	**	
WPST-FM W1 '98 4-Book	16 22				15 15		.1	1.3 1.4	50 39	205 197	.4	2.9 2.3	20 27	111	. 2 . 3	1.6	11 11	90 74	.1	1.4	
WRDR-FM WI '98 4-Book	1	3	1	.1	1	6		.1	2	6 15		.1	1	7		.1	2	8 2		.2	
WSTW-FM WI '98 4-Book	3	41		.3	4	15	**	. 4 **	12	42	.1	.7 **	6 **	15 **	.1	.5 **	1	16	**	. 1	
TOTALS WI '98 4-Book			5 8.C		1142 1070				1751 1739		15.0		1227 1309		10.5		810 846				

^{**} 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.

					I OI	O					-1	X 1 \		a O					
								Woi	nen	25 ·	49								
M			У	N			′	P			/		Monday- 3PM-7	Friday PM	/	N			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr
86 69 69 75 75 79	2415 2373 2379 2538 2426 2740	.9 .7 .8 .8	5.0 4.1 4.0 4.2 4.3 4.7	274 211 199 254 235 261	1768 1723 1623 1793 1727 1936	2.9 2.2 2.1 2.6 2.5 2.7	10.4 8.3 8.0 9.6 9. 1 10.2	49 48 44 37 4 5 42	641 850 720 674 721 703	.5 .5 .5 .4 .5	2.0 1.9 1.7 1.4 1.8	77 74 68 60 70	974 1146 1041 977 1035 1063	.8 .8 .7 .6	3.7 3.6 3.3 2.8 3.4 3.7	29 12 22 15 20 17	396 348 467 367 395 439	.3 .1 .2 .2 .2	4.1 1.8 2.9 1.9 2.7 2.7
172 179 159 167 169	2348 2295 2212 2184 2260 2231	1.9 1.7 1.7	10.6 9.1 9.3 9.8	248 236 210 229 231 215	1423 1325 1225 1372 1336 1258	2.6 2.5 2.2 2.4 2.4 2.2	9.4 9.3 8.5 8.7 9.0 8.4	366 369 333 308 344 325	1352 1359 1245 1277 1308 1223	3.9 3.5 3.2 3.6	14.3 12.6 11.7 13.4	211 221 204 212 212 216	1346 1352 1353 1432 1371 1417	2.3 2.1 2.2 2.2	10.8 9.9 10.0 10.2	37 42 39 59 44 49	504 614 620 749 622 704	.4 .4 .6 .5	5.3 6.4 5.1 7.5 6.1 7.7
30 25 19 17 23 17	346 327 255 278 302 186	.3 .2 .2 .3	1.8 1.5 1.1 .9 1.3	45 38 33 21 34 27	190 161 144 138 158 87	.5 .4 .3 .2 .4	1.7 1.5 1.3 .8 1.3	29 21 22 17 22 27	133 114 80 85 103 69	.3	1.2 .8 .8 .6 .9	34 24 16 16 23 12	124 116 91 86 104 81	.4 .3 .2 .2 .3	1.6 1.2 .8 .8 1.1	17 14 2 4 9 4	101 101 39 60 75 35	.1	2.4 2.1 .3 .5 1.3
189 180 180 152 175 170	1528 1692 1484 1468 1543 1539	1.9 1.9 1.6 1.9	10.7 10.3 8.5 10.1	259 257 239 206 24 0 225	1036 1002 892 856 947 945	2.7 2.7 2.5 2.1 2 .5 2.3	9.9 10.1 9.6 7.8 9.4 8.8	242 260 253 207 241 243	846 905 824 832 852 879	2.5 2.7 2.6 2.1 2.5 2.5	9.8 10.0 9.6 7.8 9.3 10.0	205 192 204 160 190 205	1046 1004 1045 893 997 999	2.1 2.0 2.1 1.7 2.0 2.1	9.9 9.4 9.9 7.5 9.2 9.9	149 119 124 107 125 101	724 713 777 613 707 749	1.2 1.3 1.1 1.3	21.3 18.1 16.3 13.6 17.3 15.8
8 13 12 19 13 4	157 159 140 219 169 155	.1 .1 .1 .2	.5 .8 .7 1.1 .8	11 12 26 43 23 7	79 69 96 115 90 38	.1 .3 .4 .2	.4 .5 1.0 1.6 .9	11 21 10 20 16 2	72 59 50 78 65 38	.1 .2 .1 .2 .2	. 4 . 8 . 4 . 8 . 6	9 11 7 14 10 2	63 48 47 68 57 37	.1 .1 .1 .1	.4 .5 .3 .7 .5	2 4 6 7 5	22 37 27 57 36	.1 .1	.3 .6 .8 .9
104 66 94 84 87 97	1891 1595 2074 1691 1813 1906	1.1 .7 1.0 .9 .9	6.1 3.9 5.4 4.7 5.0 5.8	145 87 108 108 112 129	1001 746 888 843 870 929	1.5 .9 1.1 1.1 1.2	5.5 3.4 4.4 4.1 4.4 5.0	149 112 150 144 139	1015 834 1085 1019 988 898	1.6 1.2 1.6 1.5 1.5	6.0 4.3 5.7 5.5 5.4 6.1	146 86 117 108 114 130	1187 950 1166 1007 1078 1150	1.5 .9 1.2 1.1 1.2	7.1 4.2 5.7 5.1 5.5 6.3	45 28 35 27 3 4 42	667 484 649 501 575 661	.5 .3 .4 .3	6.4 4.3 4.6 3.4 4.7 6.6
17 18 15 21 18 18	403 463 368 487 430 600	. 2	1.1 .9 1.2 1.1	38 37 41 42 40 46	209 222 209 186 207 306	.4	1.5 1.7 1.6 1.6	19 25 22 28 24 15	84 118 119 98 105 113	.2 .3 .3	.8 1.1 <i>.9</i>	20 28 15 19 21 21	122 216 115 166 155 221	.3 .2 .2	1.4 .7 .9	8 4 1 8 5	95 113 31 150 <i>97</i> 117	.1	.6 .1 1.0
99 103 97 106 101 74	1339 1292 1455 1 396	1.1 1.0 1.1 1.1	6.1 5.6 5.9 5.9	111 113 97 103 106 82	701 703 545 746 674 596	1.2 1.0 1.1	4.4 3.9 3.9 4.1	140 191 167 172 168 122	677 677 689 785 707 578	2.0 1.7 1.8 1.8	7.4 6.3 6.5 6.5	135 164 126 149 144 102	851 763 850 <i>828</i>	1.7 1.3 1.5 1.5	8.0 6.1 7.0 6.9	48 41 53 64 52 38	590 465 416 601 518 455	.5 .4 .6 .7 .6	6.2 7.0 8.1 7.1
97 106 101	1292 1455 1 396	1.0	5.6 5.9 5.9	97 103 106	545 746 674	1.0 1.1 1.1	3.9 3.9 4.1	167 172 168	689 785 707	1.7 1.8 1.8	6.3 6.5 6.5	126 149 144	763 850 <i>828</i>	1.3 1.5 1.5	6.1 7.0 <i>6.9</i>		53 64 52	53 416 64 601 52 518	53 416 .6 64 601 .7 52 518 .6
	AQH (00) 866 69 75 75 79 172 179 159 167 169 169 177 23 177 189 180 152 175 170 184 88 13 12 19 13 4 104 666 94 887 97 17 18 189 103 97 17 188 180 104 666 101	AQH (00) Cume (00) 86	6AM-MID AQH (00) Cume (00) AQH Rig 86 2415 (99 2373 377 59 2379 775 2538 88 75 2426 88 79 2740 88 189 2295 1.99 1599 2212 179 167 2184 1.77 169 2260 1.88 169 2231 1.88 169 2231 1.88 169 2231 1.88 169 2231 1.88 169 2231 1.88 169 2231 1.88 169 2231 1.88 169 219 255 22 17 278 23 302 33 17 186 22 180 1484 1.99 152 1468 1.6 175 1543 1.9 170 1539 1.88 152 1468 1.6 175 1543 1.9 170 1539 1.8 18 155 110 1489 1.1 169 21 19 219 22 13 169 21 140 119 219 22 13 169 21 12 140 119 219 22 13 169 21 12 140 119 219 22 13 169 21 12 140 119 219 22 13 169 21 12 140 119 219 22 10 106 1595 368 22 18 487 22 18 430 22 18 430 22 18 430 22 18 437 22 18 430 22 18 600 22	AOH (00) Cume (00) Rtg Shr 86 2415 .9 5.0 69 2373 .7 4.1 69 2379 .7 4.0 75 2538 .8 4.2 75 2426 .8 4.3 79 2740 .8 4.7 172 2348 1.8 10.1 179 2295 1.9 10.6 159 2212 1.7 9.1 167 2184 1.7 9.3 169 2260 1.8 9.8 169 2231 1.8 10.1 30 346 .3 1.8 25 327 .3 1.5 19 255 .2 1.1 17 278 .2 .9 23 302 .3 1.3 17 186 .2 1.0 189 1528 2.0 11.0 189 1528 2.0 11.0 180 1484 1.9 10.3 152 1468 1.6 8.5 175 1543 1.9 10.1 170 1539 1.8 10.2 8 157 .1 .5 13 159 .1 .8 10.2 8 157 .1 .5 13 159 .1 .8 10.2 8 157 .1 .5 13 159 .1 .8 10.2 8 157 .1 .5 1543 1.9 10.1 170 1539 1.8 10.2 8 157 .1 .5 180 1484 1.9 15.3 152 1468 1.6 8.5 175 1543 1.9 10.1 170 1539 1.8 10.2	Monday-Sunday	Monday-Sunday GAM-10 AOH GAM-MID GAM-MID GAM-MID GAM-MID AOH GAM-MID GAM-MID	Monday-Sunday	Monday-Sunday	Monday-Sunday SAM-HOLD Monday-Friday SAM-HOLD SAM-HOLD	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday Monday-Friday Monday Monday-Friday Monday Monday-Friday Monday Monday Monday Monday Monday Monday Monday Monday Monday Monday	Monday-Sunday Monday-Friday Monday-Frida	Monday-Sunday

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Wor	nen	25-	49								
	N	londay-9 6AM-1		у		londay- 6AM-1		, ,,,	,	londay- 10AM-			,	fonday-l 3PM-7		_	h	Jonday-I		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rig	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	89 103 116 102 103 97	1905 2172 2264 2064 2101 1873	.9 1.1 1.2 1.1 1.1	5.7 5.9	110 121 133 101 116	866 1212 1106 1003 1047 924	1.2 1.3 1.4 1.0 1.2	4.2 4.8 5.4 3.8 4.6 4.5	147 173 192 169 170	1041 1129 1266 1066 1126 952	1.5 1.8 2.0 1.8 1.8	5.9 6.7 7.3 6.4 6.6 7.1	120 145 152 143 140 133	1148 1401 1479 1303 1333 1156	1.3 1.5 1.6 1.5 1.5	5.8 7.1 7.4 6.7 6.8 6.4	33 36 48 41 40 29	623 719 692 645	.3 .4 .5 .4 .4	4.7 5.5 6.3 5.2 5.4 4.5
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	54 56 66 88 66 80	1196 1449 1532 1544 1430 1469	.6 .6 .7 .9	3.2 3.3 3.8 4.9 3.8 4.8	78 99 71 135 <i>96</i> 121	493 718 619 805 <i>659</i> 827	.8 1.0 .7 1.4 1.0	3.0 3.9 2.9 5.1 3 .7 4.7	89 86 142 148 116	511 667 661 774 653 784	.9 1.5 1.5 1.2	3.6 3.3 5.4 5.6 4.5 5.9	70 62 84 107 81 96	626 758 837 894 779 832	.7 .6 .9 1.1 .8	3.4 3.0 4.1 5.0 3.9 4.6	19 19 15 31 21 23	378 374 454 3 66	.2 .2 .3 .2	2.7 2.9 2.0 3.9 2.9 3.6
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	86 83 99 114 96 79	1694 1785 2029 1908 1854 1775	.9 .9 1.0 1.2 1.0	6.4 5.5	118 100 107 135 115	767 849 985 968 <i>892</i> 820	1.2 1.0 1.1 1.4 1.2	4.5 3.9 4.3 5.1 4.5 3.6	132 121 159 185 149 122	816 877 1091 960 936 820	1.4 1.3 1.7 1.9 1.6 1.3	5.3 4.7 6.0 7.0 5.8 5.0	91 111 124 123 112 103	889 1034 1196 948 1017 1000	1.0 1.2 1.3 1.3 1.2	4.4 5.4 6.0 5.8 5.4 5.0	21 34 40 50 36 34	573 566 515	.2 .4 .4 .5 .4	3.0 5.2 5.3 6.3 5.0 5.3
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 7 7 6 7	126 181 160 147 154	.1 .1 .1 .1	.4 .4 .3 .4	10 9 9 9 9	57 102 66 57 71 66	.1 .1 .1 .1	.4 .4 .3 .4	9 17 10 13 <i>12</i> 13	73 77 62 75 72 83	.1 .2 .1 .1	. 4 . 7 . 4 . 5	7 10 7 7 8 11	63 63 39 67 58	.1 .1 .1 .1	.3 .5 .3 .4 .5	4 3 2 2 7	8 47 32 34	.1	.6 .4 .3 .3
+WPH1-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	45 35 46 40 42 35	866 724 829 829 812 775	.4 .5 .4	2.1 2.6 2.2 2.4	50 41 43 47 45 30	426 306 393 371 374 305	.5 .4 .4 .5 .5	1.9 1.6 1.7 1.8 1.8	49 35 44 40 42 47	396 378 414 375 391	.5 .4 .5 .4 .5	2.0 1.4 1.7 1.5 1.7	72 39 63 55 57 44	530 381 481 488 470 430	.8 .4 .7 .6	3.5 1.9 3.1 2.6 2.8 2.1	27 27 41 36 33 17	250 411 380 329	.3 .4 .4 .4	3.9 4.1 5.4 4.6 4.5 2.7
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6 1 4 6 4 3	180 57 186 206 157	.1	.4 .1 .2 .3 .3	16 1 4 6 7	72 7 53 59 48 36	.1	.6 .2 .2 .3	8 6 11 <i>6</i>	73 14 59 90 59 27	.1 .1 .1	.3	9 1 4 8 6 8	109 9 101 72 73 88	. 1 . 1 . 1	. 4 . 2 . 4 . 3	1 2 4 3 3 3	6 44 51 29		.1 .3 .5 .4 .3
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	32 37 53 34 39 47	1111 1141 1392 1048 1173 1316		2.2 3.0 1.9 2.3	51 55 70 63 60 88	529 543 707 603 596 681	.6 .7 .7	2.2 2.8 2.4 2.3	39 50: 79 44 53 58		.4 .5 .8 .5 .6	1.9 3.0 1.7 2.1	45 57 69 42 53 66	571 596 803 589 <i>640</i> 783	.5 .6 .7 .4 .6	2.2 2.8 3.3 2.0 2.6 3.2	11 13 21 13 <i>15</i>	348 481 252 344	.1 .2 .1 .1 .1	2.0 2.8 1.6
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8: 27 5 21 15	108 191 66 169 134	.3	1.6 .3 1.2	8 45 14 39 27	69 143 59 112 <i>96</i>	.5 .1 .4	1.5 1.1	14 42 4 24 21	79 158 34 113 <i>96</i>	.2	.6 1.6 .2 .9 .8	8 23 3 20 14 **	60 148 32 99 85	.1 .2 .1	.4 1.1 .1 .9 .6	11 14 6	93 46	.1	1.7 1.8 .9

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

ı	_		_			I di	0			nen			110							
	M	londay-S		у	N	londay-		,		londay-	Friday	_		londay-		,	N	londay-l		.
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-16 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	7PM-N Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	75 70 78 87 78	1269 1146 1291 1225 1233 1374	.8 .7 .8 .9	4.4 4.1 4.5 4.9 4. 5 6.0	113 102 94 117 107 127	656 582 673 698 652 800	1.2 1.1 1.0 1.2 1.1	4.3 4.0 3.8 4.4 4.1 5.0	93 74 92 98 89 114	540 542 634 568 571 686	1.0 .8 1.0 1.0 1.0	3.8 2.9 3.5 3.7 3.5 4.7	84 86 83 76 82 120	620 562 724 607 628 794	.9 .9 .9 .8	4.1 4.2 4.0 3.6 4.0 5.8	40 45 58 70 53 72	405 360 572 500 459 626	.4 .5 .6 .7	5.7 6.8 7.6 8.9 7.3
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	38 36 35 31 35 45	695 703 742 766 727 854	.4 .4 .3 .4	2.2 2.1 2.0 1.7 2.0 2.7	43 55 49 25 43 57	264 357 307 230 290 290	.5 .6 .5 .3	1.6 2.2 2.0 .9 1.7 2.2	65 71 54 33 56 53	333 386 338 230 322 340	.7 .7 .6 .3	2.6 2.7 2.0 1.2 2.1 2.2	29 20 38 80 42 78	219 174 328 545 317 481	.3 .2 .4 .8 .4	1.4 1.0 1.8 3.8 2.0 3.8	16 11 21 14 16	138 137 210 221 177 216	.2 .1 .2 .1 .2	2.3 1.7 2.8 1.8 2.2 2.7
₩IJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	** **	7 16 19 ** ** 7	**	**	1 **	16 **	**	**	** **	9 ** ** 7	**	**	1 ** **	7 11 ** ** 7	**	**	会会 按索	价价 按按	**	**
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	64 66 82 76 72	983 914 1133 1046 1019 1083	.7 .7 .9 .8 .8	3.7 3.9 4.7 4.2 4.1 5.4	99 110 105 98 103 142	617 643 672 550 621 696	1.0 1.2 1.1 1.0 1.1	3.8 4.3 4.2 3.7 4.0 5.5	87 106 131 100 106 131	547 566 695 535 586 683	.9 1.1 1.4 1.0 1.1	3.5 4.1 5.0 3.8 4.1 5.4	89 64 108 94 <i>89</i> 100	767 531 767 657 681 753	.9 1.1 1.0 .9	4.3 3.1 5.2 4.4 4.3 4.8	21 19 37 27 26 24	328 332 414 317 348 377	.2 .2 .4 .3 .3	3.0 2.9 4.9 3.4 3.6 3.8
+WXXM-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	42 28 35 29 34 34	1080 719 553 586 735 726	.4 .3 .4 .3	2.5 1.7 2.0 1.6 2.0 2.0	48 40 32 39 40 39	523 368 255 290 359 348	.5 .4 .3 .4 .4	1.8 1.6 1.3 1.5 1.6	54 43 66 42 51 56	500 333 280 242 339 318	.6 .5 .7 .4	2.2 1.7 2.5 1.6 2.0 2.3	60 32 60 34 47 41	721 390 323 292 432 387	.6 .3 .6 .4	2.9 1.6 2.9 1.6 2.3 2.0	14 10 14 15 13	318 249 162 182 228 154	.1 .1 .2 .1 .2 .1 .2	2.0 1.5 1.8 1.9 1.8 3.0
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	68 59 67 70 66 58	1412 1707 1662 1577 1590 1511	.7 .6 .7 .7	4.0 3.5 3.8 3.9 3.8 3.5	221 189 245 231 222 217	993 1003 1056 1021 1018 994	2.3 2.0 2.5 2.4 2.3 2.3	8.4 7.4 9.9 8.7 8.6 8.5	82 65 69 66 71 50	602 550 661 598 603 568	.9 .7 .7 .7	3.3 2.5 2.6 2.5 2.7 2.1	49 29 33 49 40 38	392 467 454 574 472 522	.5 .3 .5 .4	2.4 1.4 1.6 2.3 1.9	18 9 10 23 15 8	168 229 254 262 228 171	.2 .1 .1 .2 .2 .1	2.6 1.4 1.3 2.9 2.1 1.3
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	106 110 120 130 117 94	2001 1991 2355 2150 2124 1960	1.1 1.2 1.2 1.4 1.2	6.2 6.5 6.9 7.3 6.7 5.6	145 150 149 179 156 136	1174 1096 1251 1222 1186 1004	1.5 1.6 1.5 1.9 1.6	5.5 5.9 6.0 6.8 6.1 5.3	183 183 180 230 194 156	1036 925 1243 1222 1107 984	1.9 1.9 1.9 2.4 2.0 1.6	7.4 7.1 6.8 8.7 7.5 6.4	137 161 154 182 159 113	1160 1215 1571 1333 1320 1117	1.7 1.6	6.6 7.9 7.5 8.6 7.7 5.4	40 32 61 42 44 29	599 564 826 704 673 629	.4 .3 .6 .4 .4	5.7 4.9 8.0 5.3 6.0 4.5
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 9 13 19 13	275 308 260 340 296 296	.1 .1 .1 .2 .1	.7 .5 .7 1.1 .8	17 15 22 27 20 16	114 143 97 148 126 156	.2 .2 .2 .3 .2 .2	.6 .6 .9 1.0 .8	27 13 27 39 27 26	134 139 111 149 133 153	.3 .1 .3 .4 .3	1.1 .5 1.0 1.5 1.0	13 9 18 23 16 15	99 107 140 156 126 128	.1 .1 .2 .2 .2	.6 .4 .9 1.1 .8	2 4 2 3 3 5	79 47 56 91 <i>68</i> 105	. 1	.3 .6 .3 .4 .4
		ng(c) not																		

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

	N.	londay-		у	N	londay-	Friday			nen londay-l	Friday	49	N	fonday-	Friday		A	Jonday-F			
	AQH (00)	6AM-1 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-10 Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	raiget
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	24 20 18 19 20	513 494	.2	1.2 1.0 1.1	32 32 25 23 28	271 208 224 206 227 140	.3 .3 .3 .2 .3	1.2 1.3 1.0 .9 1.1	26: 24 24 31 26 15	261 197 208 238 226 152	.3 .2 .3 .3 .2	1.1 .9 .9 1.2 1.0	43 36 25 32 34 20	356 287 260 281 296 225	.5 .4 .3 .3 .4	2.1 1.8 1.2 1.5 1.7	15 12 5 4 9 2	138	.2	2.1 1.8 .7 .5 1.3	Set Profesies
WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	10 16 6 6 10	178 172 107 152	.1	.6 .9 .3 .5 .9	6 12 4 9 8 15	63 58 75 58 64 72	.1	.2 .5 .2 .3 .3	22 41 14 18 24 30	83 103 101 62 87 90	.2 .4 .1 .2 .2	.9 1.6 .5 .7 .9	14 25 8 5 13 21	61 80 124 43 77 124	.1 .3 .1 .1 .2	.7 1.2 .4 .2 .6 1.0	3 4 3 5	68 63 15	. 1	.4	T TICILIA
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ***	**	**	.1 ** ** .1	4 ** ** 4	15 ** ** 15	**	.2	1 ** ** 4	8 ** ** 23	**	** ** **	** ** **	7	**	**	**	**	**	**	AAOTTICTI
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	24 27 33 22 27 21	854 1035 628 845	.3 .3 .2	1.9 1.2 1.5	37 28 33 28 32 29	352 329 430 301 353 338	.3 .3 .3	1.3	36 52 53 35 44 39	291 389 508 355 386 319	.4 .5 .6 .4 .5	1.5 2.0 2.0 1.3 1.7	29 35 38 31 33 32	424 431 564 345 441 409	. 4	1.7 1.8 1.5 1.6	8 10 10 12 10 4	327 276 170	.1	1.1 1.5 1.3 1.5 1.4	10
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5 7 2 4 5	92 58 70 70	.1	.4	4 11 1 4 5 2	47 47 15 39 37 32	.1	.2 .4 .2 .2	8 15 2 10 <i>9</i>	53 64 15 45 44 7	.1 .1	.3 .6 .1 .4	8 3 1 3 4 2	17		.4 .1 .2 .1	1 1 1 1	6 16 4 16 11 29		.1 .1 .1	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 ** 8 13 **	430 3 357	.1	.5	12 ** 10 13 ** 30	146 127	.1	.4 .5	15 ** 15 25 ** 41	131 ** 174 118 ** 134	.3	.6 ** .6 .9 **	9 *** 11 22 ** 20	179 201	.1	.5 1.0	2 *** 2 3 *** 2	77 83	**	.3	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	173	933-6 941-6 1 944-4 4 937-	5 17.9 4 17.3 8 18.1 5 18.2 17.3	7 1 6	2627 2547 2477 2647 2578 2578	854 835 8538 848	5 27.5 11 25.1 1 25.1 1 26.5 1 26.6	7 7 5 9	2473 2589 2640 2642 2586 2423	7474 7855 7460 7527 7295	7 25.9 4 27.1 5 27.4 9 27.6 7 27.6		2066 2047 2061 2127 2075 2078	8153 8466 8289 8 8244 8 8183	5 21.6 3 21.4 9 22.7 9 21.6 7 21.6	1 1 5 5	700 665 757 78 72 63	8 5419 9 5869 9 5729 7 5559	6.9 7.9 8.2 7.6 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.

Y	Monday-Friday				-1 <u>124</u>	312	, –		Woi	nen	25									
	N	londay- 6AM-7		/		Weeks 6AM-N				Sature 6AM-1				Satur 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr
KYW -AM W! '98 4-Book	126 111	2216 2226	1.3	5.3 4.6	53 48	1090 1145	. 6		116 115	526 524		10.3 10.3	45 55	219 295	.5 .6	2.3 2.7	32 33	146 172	.3 . 3	2.3 2.4
WBEB-FM WI '98 4-Book :	282 269	2018 1980		11.8 11.1	68 78	1147 1053	. 7 . 8	5.8 6.6	70 76	305 286	.7	6.2 6.8	129 155	498 488	1.4	6.6 7.8	90 100	403 355	.9 1.0	6.4 7.0
WDAS-AM WI '98 4-Book	36 26	224 188	. 4 . 3	1.5	29 26	281 256	. 3 . 3	2.5 2.3	17 17	50 38	. 2 . 2	1.5 1.6	18 20	45 38	. 2	.9 1.0	8 11	15 23	. 1 . 1	.6
WDAS-FM WI '98 4-Book	236 225	1396 1 353	2.5 2.4	9.9 9.3	134 121	983 960		11.5 10.3	124 <i>96</i>	334 277	1.3	11.0	227 205	484 440	2.4 2.2	11.7	154 163	442 403		11.0 11.4
WHAT-AM WI '98 4-Book	11 16	122 119	. 1	.5 .7	9 13	87 111	.1	.8 1.1	17 11	30 29	. 2	1.5	12 12	50 35	.1	.6 . 6	6	28 22	.1	. 4
WIOQ-FM WI '98 4-Book	147 123	1676 1582	1.5	6.1 5.1	67 59	993 934	. 7 . 6	5.7 5.0	81 52	268 199	. 8 . 6	7.2 4.8	140 117	469 414	1.5 1.2	7.2 5.7	72 7 2	297 281	. 8 . 8	5.1 4.9
WIP -AM WI '98 4-Book	25 28	303 304	.3	1.0	8 10	156 174	.1	. 7 . 8	5 8	30 30	. 1 . 1	. 4 . 7	15 12	46 44	. 2	.8 .6	10 15	40 52	. 1	.7 1.0
WJJZ-FM W1 '98 4-Book	130 142	1164 1139	1.4 1.5	5.4 5.8	81 63	895 758	.8	6.9 5.4	83 54	255 182	.9 .6	7.4 4.8	127 99	427 324	1.3	6.5 4.9	93 79	299 221	1.0	6.6
VMGK-FM WI '98 4-Book	127 144	1622 1826	1.3	5.3 6.0	58 71	981 1142	.6 .8	5.0 6.0	42 47	201 217	. 4	3.7 4.2	127 157	423 55 3	1.3	6.5 7.8	98 110	417 427	1.0	7.0 7.6
VMMR-FM WI '98 4-Book	79 99	918 1163	.8 1.1	3.3 4.1	32 38	703 722	.3	2.7 3.2	33 38	131 160	.3	2.9 3.4	55 69	281 301	.6 .7	2.8 3 .4	39 4 5	184 220	. 4	2.8 3.1
WOGL-FM WI '98 4-Book	115 128	1344 1511	1.2	4.8 5.3	78 79	909 990	.8 .8	6.7 6.7	56 62	214 234	.6	5.0 5.6	119 138	407 427	1.2	6.1 <i>6.9</i>	104 104	345 336	1.1	7.4 7.2
WPEN-AM WI '98 4-Book	9 10	109 124	.1	. 4 . 4	4 5	68 64		.3	6 3	23 10	-1	.5 .3	1 5	14 14	. 1	. 1 . 3	3	8 15	.1	. 2
+WPHI-FM WI '98 4-Book	57 48	737 684	. 6 . 5	2.4 2.0	35 36	492 458	. 4 . 4	3.0 3.0	23 27	71 86	. 2 . 3	2.0 2.5	42 58	191 190	. 4	2.2 2.9	71 50	195 158	.7	5.1 3.5
WPHT-AM WI '98 4-Book	11 7	165 122	.1	.5 .3	2 3	56 58		. 2 . 2	2	9 9		. 2 . 4	1 3	9 13		.1	2 3	8 10		. 1
WPLY-FM WI '98 4-Book	44 55	895 989	.5 .6	1.8 2.3	26 27	592 583	.3 . 3		19 20	98 1 0 7	. 2	1.7 1.8	55 58	269 259	.6 . 6	2.8 2.9	39 35	248 186	.4	2.8 2.5
WURD-AM WI '98 4-Book	10 20	98 126	. 1	. 4 . 8	8 12	56 79	. 1 . 2	.7 1.0	6 13	11 31	. 1	.5 1.1	18 24	50 53	. 2	.9 1.2	2 12	7 28	.1	. 1
WUSL-FM WI '98 4-Book	96 92	966 998	1.0	4.0 3.8	62 68	753 765	.6 .7	5.3 5.7	40 52	126 157	. 4 . 6	3.5 4.6	111 102	325 329	1.2	5.7 5.1	61 76	213 228	. 6 . 8	4.4 5.2

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

1									Wor	nen :	25-	49			1111						
	N	onday-				Weeks				Saturd 6AM-10	ay			Saturo 10AM-	lay 3PM			Saturda 3PM-7F			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Targ
WWD8-FM WI '98 4-Book	47 47	497 559	.5 .5	2.0 2.0	36 26	320 305	. 4	3.1 2.2	36 25	89 76	. 4	3.2 2.3	28 19	100 64	.3 .2	1.4	28 19	-55 48	.3	2.0 1.3	et L
₩JZ-AM WI '98 4-Book	**	7 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	istener
WXTU-FM Wi '98 4~Book	91 100	906 907	1.0	3.8 4.1	45 55	579 645	.5 .6	3.9 4.6	60 58	142 191	.6 . 6	5.3 5.2	67 100	255 327	.7 1.1	3.5 5.0	42 67	177 239	. 4	3.0 4.6	H
+WXXM-FM W1 '98 4-Book	54 46	928 625	.6 .5	2.3 1.9	39 24	675 397	. 4 . 3	3.3 2.0	35 25	113 100	.4	3.1 2.2	68 42	309 174	.7 .4	3.5 2.1	76 33	292 140	.8	5.4 2.4	stimates
WYSP-FM Wl '98 4-Book	115 108	1272 1337	1.2		19 26	389 567	. 2 . 3	1.6 2.3	18 20	92 88	. 2 . 2	1.6	42 43	190 199	. 4 . 4	2.2 2.1	21 36	106 153	.2	1.5	ıtes -
WYXR-FM WI '98 4-Book	157 171	1828 1899		6.6 7.1	61 68	1118 1117	.6 .7	5.2 5.8	53 63	266 285	.6 .7	4.7 5.7	121 1 42	541 495	1.3 1.5	6.2 7.0	90 1 00	337 378	.9 1.0	6.4 6.8	- Women
VJBR-FM W1 '98 4-Book	20 22	199 224		.8 .9	4	120 133	.1	.3 .5	8	26 19	.1	.7 .5	4 9	38 43	. 1	.2	4 7	33 29	. 1	.3 .4	nen 2
WKXW-FM WI '98 <i>4-Book</i>	33 29		.3		13 11	221 195	.1	1.1	20 14	55 44	. 2 . 2	1.8	13 19	74 70		.7 1.0	12 16	54 56	.1	.9 1.1	5-49
+VLEV-FM WI '98 4-Book	14 15			.6 . 6	5 3	42 53	.1	.4	2 2	8		. 2 . 2	16 7	24 19		.8 .4	11 7	16 16	. 1 . 1	. 8 . 5	
WOR -AM WI '98 4-Book	1	15		**	1	15	**	.1	2	8	**	.2	1	7 **		.1	**	**	**	**	
WPST-FM WI '98 4-Book	34 37				18 20	408 425			18 13	85 75	.2		31 40	104 171		1.6 2.0	22 25		.2	1.6 1.7	
WRDR-FM ∀I '98 <i>4-Boo</i> k	7 6	23			3 3			.3	5 4	13 10			15 7	26 20			2 4	1		.1	
VSTV-FM WI '98 4-Book	12			.5	5 **	82 **	:1	.4	3	15 **		.3	8	41 **		.4	5 **		.1	.4	
TOTALS WI '98	2393	3 921	2 25.0		1168		9 12.2		1127		11.8		1941		7 20.3		140		14.7		
WI '98 4-Book			25.0		1179		12.		1111		11.6		2008		2 20.5		144	3957	15.1	L .	J

^{**} 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.

						312			Woi	nen	25-	49							-	ues U
		Sature 7PM-I				Sund 6AM-10				Sund 10AM-	ay 3PM			Sund 3PM-7				Sunda 7PM-N	ay IID	20
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	HQA (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KY₩ -AM ₩1 '98 4-Book	18 16	124 118	. 2 . 2	2.7	120 99	508 454		12.2 10.7	51 39	264 227	.5 .4	3.4 2.7	36 28	123 129	. 4 . 3	3.6 2.7	22 18	119 126	. 2	3.4 2.7
WBEB-FM WI '98 4-Book	33 41	186 184	.3	4.9 5.4	40 55	206 222	. 4	4.1 6.1	80 92	330 334	.8 1.0	5.3 6.3	60 69	244 23 5	. 6 . 7	6.0 6.6	40 32	139 136	. 4 . 3	6.2 4.9
WOAS-AM WI '98 4-Book	9 7	27 17	.1	1.3	95 75	198 171	1.0	9.6 8.1	63 54	190 147	.7	4.2 3 .7	22 25	44 58	. 2 . 3	2.2 2.4	7 8	28 22	.1	1.1
WDAS-FM WI '98 4-Book	88 97	245 2 77	.9 1.0	13.1 13.0	62 58	174 151	.6 .6	6.3 6.3	86 63	254 210	.9 .7	5.7 4.3	118 92	241 213	1.2		196 182	352 359		30.3 27.7
WHAT-AM WI '98 4-Book	5 6	15 17	.1	.7 .7	15 26	30 53	. 2 . 3	1.5 2.9	8 22	14 63	. 1 . 2	.5 1.6	8 13	14 31	. 1 . 1	.8 1.3	5	13	.1	.7
WIOQ-FM WI '98 4-Book	34 4 0	199 183	. 4 . 4	5.0 5.3	32 24	128 <i>93</i>	. 3 . 3	3.2 2.6	86 75	342 320	. 9 . 8	5.7 5.1	63 56	230 210	.7	6.3 5.4	26 30	159 140	.3 .3	4.0 4.4
WIP -AM WI '98 4-Book	4	19	. 1	.5	12 5	33 26	. 1	1.2	10 13	42 62	.1	.7	9 13	37 44	.1	.91 1.2	5 7	17 34	. 1	.8 1.1
WJJZ-FM WI '98 4-Book	80 59	235 187	.8 .6	11.9 7. 9	61 38	153 118	.6 . 4	6.2 4.1	98 80	286 238	1.0	6.5 5.5	68 65	227 199	.7	6.8 6.2	31 30	121 118	. 3 . 3	
WMGK-FM WI '98 4-Book	24 40	121 178	.3	3.6 5.2	22 2 7	133 146	. 2 . 3	2.2 3.0	63 84	293 387	.7 .9	4.2 5.8	50 68	208 286	.5 .7	5.0 6.7	33 30	134 158	.3	5.1 4.6
WMMR-FM WI '98 4-Book	24 20	89 94	.3 .2	3.6 2.6	21 26	86 104	. 2 . 3	2.1 2.9	47 54	228 234	.5 .6	3.1 3.7	24 31	135 147	.3 . 3	2.4 3.0	12 16	60 78	. 1	1.9 2.4
WOGL-FM WI '98 4-Book	40 5 <i>6</i>	161 195	. 4	5.9 7.4	77 53	198 183	. 8 . 6	7.8 5.7	109 95	357 339	1.1	7.2 6.5	75 71	210 235	. 8 . 8	7.5 6.9	40 45	131 140	. 4	6.2 6.8
WPEN-AM WI '98 4-Book	2	10		. 3	2 5	7 17	. 1	. 2 . 6	6 6	14 19	.1	. 4 . 4	5	12	.1	.5	10 4	25 10	. 1	1.5
+WPHI-FM WI '98 4-Book	37 43	132 127	. 4	5.5 5.7	13 15	67 50	. 1	1.3	42 38	117 128	. 4 . 4	2.8 2.6	28 32	101 91	. 3 . 3		26 20	92 76	.3	4.0 3.0
WPHT-AM WI '98 4-Book	.1	8		.1	2 2	7 8		. 2 . 3	1 4	15 16		. 1 . 3	3 3	16 14		.3 . 3	2 2	14 7		.3 .3
WPLY-FM WI '98 4-Book	10 12	82 82	. 1	1.5	14 12	76 69	. 1	1.4	35 40	199 201	. 4 . 4		21 26	128 140	. 2 . 3		11 12	90 <i>66</i>	. 1	1.7
WURD-AM WI '98 4-Book	1	2		. 2	10	19	. 1	1.1	25 20	34 43	.3 .2		10 10	14 26	.1	1.0	5	12	. 1	. 8
₩USL-FM ₩1 '98 4-Book	52 66	166 190	.5 .7	7.7 8.8	55 54	231 195	.6 .6	5.6 5 .9	101 89	319 269	1.1	6.7 6.1	38 55	133 155	. 4 . 6	3.8 5.3	25 40	98 112	.3	3.9 5.9

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						Ĭ			Woi	nen	25-	49							_		
		Sature 7PM-I				Sund 6AM-10				Sund 10AM-	ay 3PM			Sunda 3PM-7				Sunda 7PM-N			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	[ar
WWDB-FM WI '98 4-Book	30 20	54 60	.3 .2	4.5	29 3 1	91 116	.3 .3	2.9 3.4	99 67	187 152	1.0	6.6 4.6	11 10	36 43	.1		20 12	55 49	.2	3.1 1.9	Target Li
₩₩ JZ-AM ₩1 '98 4-Book	**	**	**	**	# *	##	**	**	**	##	**	**	##	**	**	**	##	**	**	**	Listener
WXTU-FM WI '98 4-Book	20 23	93 112	.2	3.0 3.1	44 47	186 174	.5 .5	4.5 5.1	60 66	251 241	.6 .7	4.0 4.5	49 51	178 178	.5 . 5		21 25	106 106	. 2 . 3	3.2 3.8	H
+WXXM-FM W1 '98 4-Book	10 12	97 65	.1	1.5 1.6	22 14	110 <i>63</i>	.2	2.2	60 36	268 158	.6 .4	4.0 2.5	37 27	168 94	. 4 . 3		5 4	52 30	. 1	.8 .6	stimates
WYSP-FM W1 '98 4-Book	14 14	59 70	. 1 . 2		11 <i>9</i>	43 39	.1	1.1	18 46	101 200	. 2 . 5	1.2	19 34	124 146	.2	1.9 3.4	11 9	39 <i>66</i>	.1	1.7	
WYXR-FM W1 '98 4-Book	37 3 5	180 176	. 4 . 4	5.5 4.6	25 30	168 147	. 3 . 3	2.5 3.3	77 80	403 371	. 8 . 8	5.1 5.5	61 60	294 271	.6 .6	6.1 5.8	20 33	106 159	. 2 . 3	3.1 5.1	- Woı
WJBR-FM W1 '98 4-Book	2 4	19 25		.3 .5	3 5	26 26	.1	.3	7 9	27 37	.1	.5 .6	5 6	27 22	.1	.5	3 4	27 2 5	.1	.5 .7	Women 2
WKXW-FM WI '98 4-Book	14	66 28	. 1	2.1	20 12	74 53	.2	2.0	9 12	46 52	.1	. 6 . 8	10 6	35 30	.1	1.0	6 2	34 15	. 1	.9	25-49
+WLEV-FM WI '98 <i>4-Book</i>	7	18 18	. 1 . 1	1.0	1	7		.1	1 2	18 17		1 .2	3 3	18 17		.3	1	8 6		. 2 . 2	0
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	1	7 **	**	.1	余余	**	**	##	**	**	**	**	
WPST-FM WI '98 4-Book	4	42 66	.1	.6 1.4	13 10	65 59	. 1 . 1	1.3	40 30	139 133	. 4		13 17	60 85	. 1	1.3	4 7	36 37	. 1	.6 1.0	
WRDR-FM W1 '98 4-Book	1	3		.1	1	6		.1	2	6 15	. 1	.1	1	4		.1	2 1	8 2		.3	
WSTW-FM WI '98 4-Book	2	23	**	.3	4 **	15 **	**	.4	9	22	. 1	.6	6 **	15 **	.1	.6	1	16	**	.2	
TOTALS WI '98 4-Book	674 746	2266 2450			986 919	3068	10.3		1504 1453		15.7		1006 1028		10.5		647 6 57	2021			

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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.

		londay-	Sunda	v		londay-l			Wor	nen	25 [.]	54		Monday-				Monday-	Friday	
	AQH	6AM-I	AQH	AQH	AQH	6AM-10	AQH	AQH	AQH (00)	10AM- Cume	AQH	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH	AQH Shr	AQH	7PM-N Cume	AQH	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	103 92 87 93 94 106	2877 2981 2847 2983 2922 3347	.9 .8 .8 .8	5.2 4.6 4.4 4.5 4.7 5.5	327 277 243 306 288 343	2096 2172 1986 2128 2096 2383	3.0 2.5 2.2 2.8 2.6 3.1	10.6 9.2 8.5 9.9 9.6	57 55 57 48 54 59	801 1006 899 852 890 942	.5 .5 .5 .4	2.0 1.8 1.9 1.6 1.8 2.1	88 102 87 75 88 100	1136 1460 1272 1147 1254 1341	.8 .9 .8 .7	3.7 4.2 3.7 3.0 3.7 4.2	36 19 31 23 27 27	478 451 540 446 479 586	.3 .2 .3 .2	4.5 2.4 3.6 2.5 3.3 3.7
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	207 217 189 210 206 193	2768 2681 2550 2563 2641 2494	2.0 1.7 1.9 1.9	10.4 10.9 9.5 10.1 10.2	298 292 246 289 281 244	1659 1569 1387 1632 1562 1430	2.7 2.6 2.2 2.6 2 .5 2.5	9.7 9.7 8.6 9.3 9.3 8.3	436 445 397 401 420 384	1637 1603 1471 1506 1554 1375	4.0 3.6 3.6 3.8	15.2 14.9 13.2 13.1 14.1 13.8	251 265 247 270 258 251	1624 1637 1574 1734 1642 1582	2.4 2.2 2.4 2.3	10.5 11.0 10.5 10.9 10.7 10.6	45 51 46 69 53	603 697 729 852 7 20 727	. 4 . 5 . 4 . 6 . 5	5.6 6.5 5.3 7.6 6.3 7.0
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	41 36 24 35 34 22	422 403 324 379 382 234	.4 .3 .2 .3 .3	2.1 1.8 1.2 1.7 1.7	60 61 37 50 52 37	218 223 172 206 205 121	.5 .6 .3 .5 .5	1.9 2.0 1.3 1.6 1.7	44 35 32 42 38 34	167 159 108 157 148 91	. 4 . 3 . 4 . 4	1.5 1.2 1.1 1.4 1.3	51 39 19 29 35 13	172 167 111 121 143 89	.5 .4 .2 .3 .4	2.1 1.6 .8 1.2 1.4	21 14 3 8 12 4	136 114 45 89 96 35	.1	2.6 1.8 .3 .9 1.4
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	210 206 198 167 195 188	1727 1853 1614 1628 1706 1690	1.9 1.8 1.5 1.8	10.6 10.3 9.9 8.0 9.7 9.8	291 296 264 223 269 251	1167 1096 982 939 1046 1040	2.6 2.7 2.4 2.0 2.4 2.3	9.4 9.8 9.3 7.2 8.9 8.5	258 297 273 222 263 272	912 1010 894 917 933 946	2.3 2.7 2.5 2.0 2.4 2.5	9.0 10.0 9.1 7.3 8.9 9.8	225 219 227 186 214 225	1149 1101 1127 992 1092 1104	2.0 2.0 2.1 1.7 2.0 2.0	9.1 9.6 7.5 8.9	163 133 135 117 137 107	826 791 838 692 787 806	1.2 1.2 1.1 1.3	20.3 16.9 15.7 12.8 16.4 14.8
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	11 17 13 34 19	189 203 172 286 213 239	.1 .2 .1 .3	.6 .9 .7 1.6 1.0	15 26 26 63 33 24	92 114 96 162 116 74	.1 .2 .2 .6 .3	.5 .9 .9 2.0 1.1	15 25 10 36 22 7	92 79 55 110 84 61	.1 .2 .1 .3 .2	.5 .8 .3 1.2 .7	13 13 7 27 1 5 7	76 61 52 102 73 73	.1 .1 .2 .1	.5 .5 .3 1.1 .6	2 6 7 16 8	22 52 34 78 47 15	.1 .1 .1	.2 .8 .8 1.8 .9
W100-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	107 70 99 86 91 101	1962 1637 2181 1761 1885 2004	1.0 .6 .9 .8	5.4 3.5 5.0 4.1 4.5 5.2	152 93 109 112 117 133	1057 769 923 883 908 975	1.4 .8 1.0 1.0 1.1	4.9 3.1 3.8 3.6 3.9 4.5	154 114 154 148 143 153	1050 851 1128 1056 1021 933	1.4 1.0 1.4 1.3 1.3	5.4 3.8 5.1 4.8 4.8 5.5	150 90 131 110 120 136	1222 966 1229 1049 1117 1190	1.4 .8 1.2 1.0 1.1	6.3 3.7 5.6 4.5 5.0 5.7	45 30 38 27 35 44	667 502 677 507 588 689	.4 .3 .2 .3	5.6 3.8 4.4 3.0 4.2 6.1
W1P -AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	20 21 18 24 21 20	513 548 461 576 525 668	.2 .2 .2 .2 .2		47 45 52 47 48 52	267 282 280 224 263 352	. 4 . 4 . 5 . 4 . 4	1.5 1.5 1.8 1.5 1.6 1.8	20 25 23 31 25 16	101 118 141 117 119 143	.2 .2 .3 .2	.7 .8 .8 1.0 .8	24 31 17 21 23 24	174 271 122 179 187 251	.2 .3 .2 .2 .2	.7 .9 1.0	9 4 1 9 6 9	120 123 38 169 113	.1 .1 .1	1.1 .5 .1 1.0 .7
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	132 118 115 122 122 96	1803 1555 1497 1701 1639 1574	1.2 1.1 1.0 1.1 1.1	5.9 5.8 5.9 6.1	145 127 122 126 130 106	854 796 653 884 797 740	1.3 1.1 1.1 1.1 1.2	4.2 4.3 4.1 4.3	189 215 200 192 199 156	822 756 817 918 828 699	1.7 1.9 1.8 1.7 1.8	6.6 6.3 6.7	176 192 143 168 170 126	1042 972 913 982 977 785	1.7 1.3 1.5 1.5	6.1 6.8	64 50 60 75 62 48	703 540 479 690 <i>603</i> 518	.6 .5 .7 .6	8.0 6.3 7.0 8.2 7.4 6.6
		on(s) not				nor active		dingto	d for	± Cèn			od sall							

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

					-	Lai	0	Ct					11(_
		londay-	Sunda	v	N	Monday-	Friday	,		nen Monday-		_		londay-	Friday	,		Monday-	Friday	
	AQH	6AM-	AQH	AQH	AQH	6AM-1	MA0 HOA	AQH	АОН	10AM-	AQH	AQH	АОН	3PM-7 Cume	PM	AOH	АОН	7PM-N		AQH
WMGK-FM	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
WI '98 FA '97 SU '97 SP '97 4-Book WI '97	92 112 121 107 108 102	1976 2242 2350 2168 2184 1967	.8 1.0 1.1 1.0 1.0	4.6 5.6 6.1 5.1 5.4 5.3	114 126 135 106 120 122	906 1231 1121 1053 1078 955	1.0 1.1 1.2 1.0 1.1	3.7 4.2 4.7 3.4 4.0 4.1	153 178 203 180 179 179	1081 1157 1324 1145 1177 984	1.4 1.6 1.8 1.6 1.6	5.3 6.0 6.7 5.9 6.0 6.4	125 156 158 149 147 141	1204 1444 1528 1362 1385 1203	1.1 1.4 1.4 1.3 1.3	5.3 6.5 6.7 6.0 6.1 5.9	35 50 48 42 44 30	584 659 733 704 <i>670</i> 648	.3 .5 .4 .4 .4	4.4 6.3 5.6 4.6 5.2 4.1
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	56 57 67 90 <i>68</i> 82	1237 1487 1555 1601 1470 1540	.5 .5 .6 .8 .6	2.8 2.9 3.4 4.3 3.4 4.3	84 101 75 137 99 127	528 729 627 822 677 865	.8 .9 .7 1.2 . 9	2.7 3.3 2.6 4.4 3.3 4.3	91 89 142 152 119 145	519 695 677 797 672 807	.8 1.3 1.4 1.1	3.2 3.0 4.7 5.0 4.0 5.2	75 63 86 108 83 98	652 767 852 915 797 854	.7 .6 .8 1.0 .8	3.2 2.6 3.6 4.4 3. 5 4.1	19 19 15 31 21 23	263 378 374 475 373 388	.2 .1 .3 .2 .2	2.4 2.4 1.7 3.4 2.5 3.2
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	123 125 133 152 133 102	2182 2350 2586 2396 2379 2229	1.1 1.1 1.2 1.4 1.2	6.2 6.3 6.7 7.3 6.6 5.3	167 155 156 183 165 119	1047 1174 1276 1216 1178 1079	1.5 1.4 1.7 1.5	5.4 5.1 5.5 5.9 5.5 4.0	195 175 220 249 210 151	1093 1155 1448 1185 1220 971	1.8 1.6 2.0 2.2 1.9	6.8 5.9 7.3 8.1 7.0 5.4	135 159 157 170 155 135	1175 1378 1569 1319 1360 1271	1.2 1.4 1.4 1.5 1.4	5.7 6.6 6.7 6.9 6.5 5.7	30 49 51 60 48 43	510 698 745 734 672 564	.3 .4 .5 .5	3.7 6.2 5.9 6.6 5.6 5.9
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 12 15 12 12 12	173 279 270 238 240 256	.1 .1 .1 .1 .1 .2	.4 .6 .8 .6	16 18 19 19 18 33	87 158 117 100 116 133	.1 .2 .2 .2 .2 .3	.5 .6 .7 .6	12 19 12 16 15 23	98 113 91 118 105 155	.1 .2 .1 .1 .1	.4 .6 .4 .5 .5	8 13 16 12 12 21	88 99 77 103 <i>92</i> 115	.1 .1 .1 .1 .1 .2	.35.75.55.9	4 4 11 4 6	47 32 70 73 56 59	. 1	.5 1.3 .4 .7
WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	48 37 47 41 43 35	919 787 860 863 857 775	.4 .3 .4 .4	2.4 1.9 2.4 2.0 2.2 1.8	61 44 44 48 49 30	459 324 404 385 393 305	.6 .4 .4 .5	2.0 1.5 1.5 1.5 1.6 1.0	53 37 44 42 44 47	413 401 417 389 405 391	.5 .3 .4 .4 .4	1.9 1.2 1.5 1.4 1.5	74 41 67 55 59 44	550 415 492 488 486 430	.7 .4 .6 .5 .6	3.1 1.7 2.8 2.2 2.5 1.9	27 31 44 38 3 5 17	283 284 428 392 347 237	.2 .3 .4 .3	3.4 3.9 5.1 4.2 4.2 2.3
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 2 6 7 6 4	245 119 293 238 224 172	.1	.5 .3 .3 .2	24 1 5 7 9 8	103 16 81 66 <i>6</i> 7 66	.1	.8	9 3 10 11 8	99 32 95 90 79 42	.1 .1 .1	.3	12 4 7 8 8 9	143 36 131 72 96 111	.1	.5 .2 .3 .3 .4	1 3 4 3 3 4	15 23 66 58 41 24		.1 .4 .5 .3 .3 .6
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	33 39 54 36 41 49	1153 1193 1465 1094 1226 1402	.3	2.0 2.7 1.7 2.0	51 57 73 64 61 94	537 573 737 623 618 736	.5 .5 .7 .6	1.9 2.6 2.1 2.1	39 53 80 46 55 59	358 554 706 443 515 491	.4 .5 .7 .4 .5		46 63 70 43 56 67	588 625 831 604 <i>662</i> 806	. 4 . 6 . 6 . 4 . 5	1.9 2.6 3.0 1.7 2.3 2.8	11 15 22 13 15	296 369 488 252 351 301	.1 .1 .2 .1 .1	1.4 1.9 2.6 1.4 1.8
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	10 27 8 25 18	126: 191 87 194 150	.1 .2 .1 .2 .2	.5 1.4 .4 1.2 .9	8 45 17 41 28 **	76 143 80 125 106 **	.1 .4 .2 .4 .3	.3 1.5 .6 1.3 .9	18 42 11 30 25 **	89 158 56 126 107 **	.2 .4 .1 .3 .3	.6 1.4 .4 1.0	9 23 5 25 16	78 148 46 124 99	.1	.4 1.0 .2 1.0 .7	1 11 2 15 7 **	8 92 7 105 53	.1	.1 1.4 .2 1.6 .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.

						Lai	0	Ct	Lili		110	-1	111		<i>1</i> 0					
										nen										
,		londay-9 6AM-1	MID	_		fonday-16 6AM-10	MAC	_		fonday- 10AM-	3РМ			Monday- 3PM-7	РМ			fonday- 7PM-N	AID	
	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	(00)	(00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	82 75 82 89 82 109	1314 1246 1358 1293 1303 1472	.7 .7 .7 .8 .7	4.1 3.8 4.1 4.3 4.1 5.7	124 112 99 119 114 138	692 633 694 725 <i>686</i> 857	1.1 1.0 .9 1.1 1.0	4.0 3.7 3.5 3.8 3.8 4.7	96 78 96 100 93 127	554 574 655 589 593 722	.9 .7 .9 .9	3.4 2.6 3.2 3.3 3.1 4.6	94 91 88 78 88 127	642 604 763 633 <i>661</i> 843	.8 .8 .7 .8	3.9 3.8 3.7 3.2 3. 7 5.3	46 50 61 72 57 75	433 397 607 520 489 654	.4 .5 .6 .7 .6	5.7 6.3 7.1 7.9 6.8 10.4
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	48 50 48 45 48 63	875 891 1019 981 942 1092	. 4 . 5 . 4 . 4 . 4	2.4 2.5 2.4 2.2 2.4 3.3	55 77 66 47 61 86	341 486 404 309 385 421	.5 .7 .6 .4 .6	1.8 2.5 2.3 1.5 2.0 2.9	90 93 69 49 75 78	454 484 453 326 429 484	.8 .8 .6 .4	3.1 3.1 2.3 1.6 2.5 2.8	35 34 51 94 54	271 277 411 661 405 613	.3 .5 .8 .5	1.5 1.4 2.2 3.8 2.2 4.3	18 17 28 23 22 22	197 204 284 295 245 256	.2 .2 .3 .2 .2	2.2 2.2 3.3 2.5 2.6 3.0
WWJZ-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	1 4 **	7 26 34 ** **	**	.1 .2 **	1 2 **	26. 15 **	**	. 1 ** **	2 5 **	10 23 ** **	**	. 1 . 2 **	1 1 8 **	7 10 25 ** **	.1	.3 ** **	2 ** **	15 ** **	**	. 2
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	83 80 104 98 91 98	1204 1154 1381 1272 1253 1203	.8 .7 .9 .9	4.2 4.0 5.2 4.7 4.5 5.1	121 133 138 136 132 158	741 793 826 713 768 786	1.1 1.2 1.2 1.2 1.2	3.9 4.4 4.8 4.4 4.4 5.3	114 117 165 132 132 139	672 648 819 679 705 742	1.0 1.1 1.5 1.2 1.2	4.0 3.9 5.5 4.3 4.4 5.0	118 84 133 121 114 107	925 687 942 844 850 829	1.1 .8 1.2 1.1 1.1	5.0 3.5 5.6 4.9 4.8 4.5	26 27 41 35 32 25	377 420 500 425 431 407	.2 .4 .3 .3	3.2 3.4 4.8 3.8 3.8 3.5
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	42 29 45 38 39 45	1113 753 685 747 <i>825</i> 869	.4 .3 .4 .3	2.1 1.5 2.3 1.8 1.9 2.3	49 40 46 48 46 53	538 377 321 373 402 439	.4 .4 .4 .4	1.6 1.3 1.6 1.5 1.5	55 44 82 61 <i>61</i> 70	508 358 338 319 381 394	.5 .4 .7 .6 .6	1.9 1.5 2.7 2.0 2.0 2.5	60 35 75 43 53 53	737 399 412 383 483 471	.5 .3 .7 .4 .5	2.5 1.4 3.2 1.7 2.2 2.2	14 11 15 21 15 24	318 267 190 235 253 200	.1 .1 .1 .2 .1	1.7 1.4 1.7 2.3 1.8 3.3
WYSP-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	72 62 69 74 69 60	1487 1838 1742 1666 1683 1573	.7 .6 .6 .7 .7	3.6 3.5 3.6 3.5 3.1	242 199 260 255 239 219	1061 1069 1120 1103 1088 1041	2.2 1.8 2.3 2.3 2.2 2.0	7.9 6.6 9.1 8.2 8.0 7.4	84 68 70 67 72 52	628 592 676 612 627 590	.8 .6 .6 .6	2.9 2.3 2.3 2.2 2.4 1.9	49 30 33 49 40 40	392 476 461 586 479 536	.4 .3 .3 .4 .4	2.1 1.2 1.4 2.0 1.7	18 10 10 23 15	175 244 261 268 237 178	.2 .1 .1 .2 .2	2.2 1.3 1.2 2.5 1.8 1.1
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	115 116 126 139 124 96	2154 2076 2496 2288 2254 2063	1.0 1.1 1.3	5.8 5.8 6.3 6.7 6.2 5.0	166 157 157 191 168 140	1244 1130 1305 1311 1248 1054	1.5 1.4 1.4 1.7 1.5 1.3	5.4 5.2 5.5 6.2 5.6 4.7	191 196 192 246 206 157	1097 969 1315 1316 1174 1013		6.7 6.6 6.4 8.0 6.9 5.6	144 172 162 197 169	1228 1258 1649 1452 1397 1182	1.3 1.6 1.5 1.8 1.6	7.1 6.9 8.0 7.0	44 34 65 45 47 31	642 583 853 751 707 659	.4 .3 .6 .4 .4	5.5 4.3 7.6 4.9 5.6 4.3
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 10 15 20 15	314 348 296 375 333 358	.1 .1 .1 .2 .1 .1	.5 .8 1.0 .8	21 16 25 27 22 16	146 151 119 167 146 163	. 2 . 1 . 2 . 2 . 2 . 2	.7 .5 .9 .8 .5	30 14 29 39 28 26	157 148 127 165 149 161	.3 .1 .3 .4 .3	1.0 .5 1.0 1.3 1.0	15 11 19 24 17	115 131 161 185 148 152	.1 .1 .2 .2 .2 .2 .2	.6 .5 .8 1.0 .7	2 5 2 3 3 9	79 63 63 91 74 129	.1	.2 .6 .2 .3 .3
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^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

						1	Ĭ			nen											
		6AM-I	MID			6AM-1	0AM			Monday- 10AM-	3PM	-		3PM-7	РМ	-	AOH	fonday-F 7PM-M Cume	riday IID AOH	AQH	H
	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	(00)	(00)	Rtg	Shr	arg
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	24 24 22 25 24 18	634 523 558 567 571 528	.2 .2 .2 .2	1.2 1.2 1.1 1.2 1.2	33 39 32 36 35 19	281 256 255 242 259 177	.3 .4 .3 .3 .3	1.1 1.3 1.1 1.2 1.2	26 30 30 40 32 24	271 231 246 268 254 205	.2 .3 .4 .3	.9 1.0 1.0 1.3 1.1	46 42 28 37 38 26	385 324 305 340 339 299	. 4 . 4 . 3 . 3 . 4	1.9 1.7 1.2 1.5 1.6	15 14 5 8 11 6	146 154 156 121 144 86	.1 .1 .1 .1	1.9 1.8 .6 .9 1.3	get Listener
+WLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 24 8 8 14 20	209 237 209 132 197 259	.1 .1 .1 .1 .2	.7 1.2 .4 .4 .7	9 23 7 12 13 20	97 86 97 69 87 100	.1 .1 .1 .1 .2	.3 .8 .2 .4 .4	26 59 20 20 31 40	92 151 130 68 110 119	.2 .5 .2 .2 .3	.9 2.0 .7 .7 1.1	19 34 10 7 18 29	80 128 146 61 104 161	.2 .3 .1 .1 .2	.8 1.4 .4 .3 .7	7 5 3 2 4 6	76 88 63 27 64 71	.1	.9 .6 .3 .2 .5	er Trends
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 ** ** **	32 7 ** ** 39	**	.1 ** ** **	4 ** ** 4	15 ** ** 15	**	.1 ** ** **	1 ** ** 6	25 7 ** ** 31	**	** ** **	***	7 ** ** 8	**	** ** **	** ** **	9 ** **	**	**	- Women
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	26 27 34 24 28 23	912 888 1093 680 893 690	.2 .2 .3 .2 .2	1.3 1.4 1.7 1.2 1.4	41 30 33 29 33 33	371 336 438 320 366 345	.3 .3	1.2 .9 1.1	37 52 55 37 45 45	302 399 523 377 4 00 326	.3 .5 .5 .3	1.3 1.7 1.8 1.2 1.5	29 35 41 34 35 34	424 442 578 372 454 416	.3 .4 .3 .3	1.2 1.4 1.7 1.4 1.4	8 10 11 14 11 4	229 334 290 183 259 138	.1 .1 .1 .1	1.0 1.3 1.3 1.5 1.5	n 25-54
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 8 2 6 6 3	142 73 104 111	.1	.5 .4 .1 .3 .3	9 12 2 5 7 3	68 54 22 63 52 40	. 1	.3 .4 .1 .2 .3	13 19 2 15 12	74 95 15 73 64 7	.1	.5 .6 .1 .5	14 7 1 7 7	73 61 24 60 55 60	.1 .1 .1 .1	.6 .3 .3	3 1 1 2 4	24 31 12 26 23 38		.4 .1 .1 .1 .2	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8 ** 9 14 **	366	.1	.4 ** .5 .7 **	13 ** 11 13 ** 32	140 ** 153 127 **	.1 .1	.4	15. ** 15 27 **	131 ** 181 128 **	.1	.5 ** .5 .9 **	9 ** 11 24 ** 21	138 ** 186 210 ** 187	.1	.4 ** .5 1.0 **	2 ** 2 3 **	37 ** 77 93 **	**	.2	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1989 1991 2000 2083 2016 1925	10811 10800 10862 10812	is 18.0 18.1 18.1 18.2 18.2 17.4		3082 3023 2847 3102 3014 2956	9927 9610 9850 9801	; 27.9 ; 27.3) 25.7) 28.0 ; 27.2 ; 26.7		2862 2979 3012 3056 2977 2781	8520 8987 8581 8617 8362	25.9 26.9 27.2 27.6 26.9 25.1		2380 2417 2359 2466 2406 2375	9445 9664 9579 9500 9368	21.5 21.8 21.3 22.3 21.7		802 789 860 913 841 724	6241 6636 6591 6368 6000	7.1 7.8 8.2 7.6 6.5		

^{**} 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.

[Woi	nen	25 ⁻	54								-
	ŀ	onday- 6AM-7		/		Week				Sature 6AM-1				Sature 10AM-			****	Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 4-Book	150 137	2635 2685	1.4	5.4 4.9	65 62	1313 1402	. 6	4.7 4.5	155 149	652 664		11.1 11.0	53 <i>67</i>	266 374	.5 .6	2.3 2.9	38 40	192 215	.3	2.3 2.4
WBEB-FM WI '98 4-Book	336 327	2363 2316		12.1 11.7	87 9 3	1397 1256	. 8 . 8	6.3 6.8	85 93	330 3 32	. 8 . <i>8</i>	6.1 6.9	170 185	636 592	1.5 1.7	7.4 7.9	134 124	531 427	1.2	8.1 7.5
VDAS-AM WI '98 4-Book	51 41	286 251	.5 .4	1.8 1.5	39 38	343 324	. 4	2.8 2.7	19 25	57 57	. 2 . 3	1.4	25 30	58 56	. 2	1.1	15 16	29 37	.1	1.0
VDAS-FM Wi '98 4-Book	258 250	1542 1483	2.3 2.3	9.3 8.9	157 138	1128 1070		11.4 10.0	145 109	378 315	1.3	10.4 8.0	256 235	536 493		11.1 10.0	176 186	491 442		10.6 11.3
WHAT-AM WI '98 4-Book	14 23	142 149	. 1	.5 .8	12 19	111 141	. 1	.9 1.4	20 19	36 44	. 2	1.4 1.4	16 19	63 49	. 1	.7	10 12	34 27	.1	. 6 . 7
V10Q-FM WI '98 4-Book	152 128	1747 1643	1.4	5.5 4.5	69 62	1014 966	.6 .6	5.0 4.5	91 5 6	288 212	. 8 . 5	6.5 4.2	146 127	480 434	1.3	6.3 5.4	72 77	297 293	.7	4.3 4.6
WIP -AM WI '98 4-Book	30 32	395 380	.3 .3	1.1	10 12	210 224	.1	.7 .9	9 11	48 46	.1	.6 .8	16 14	55 55	.1	.7 .6	15 18	67. 64	.1	.9 1.1
VJJZ-FM WI '98 4-Book	172 169	1419 1 343	1.6 1.5	6.2 6.0	106 78	1093 891	1.0	7.7 5.6	115 <i>65</i>	319 214	1.0	8.2 4.8	169 121	512 376	1.5	7.3 5.1	121 98	368 267	1.1	7.3 5.9
VMGK-FM WI '98 4-800k	132 151	1686 1896	1.2	4.7 5.4	60 76	1030 1191	.5 .7	4.4 5.5	42 51	201 227	. 4 . 5	3.0 3.7	135 168	471 583	1.2	5.9 7.1	100 113	433 440	.9 1.0	6.0 6.8
VMMR-FM W1 '98 4-Book	84 102	953 1191	. 8 . 9	3.0 3.6	33 39	718 743	.3 .4	2.4 2.8	36 41	138 166	.3 .4	2.6 3.0	58 71	289 311	.5 .7	2.5 3.0	39 46	184 222	. 4	2.4
VOGL-FM WI '98 4-Book	168 179	1781 1963	1.5 1.6	6.0 6.4	108 111	1202 1 3 11	1.0	7.9 8.0	78 84	284 307	.7 .8	5.6 6.3	190 201	555 583	1.7 1.8	8.3 8.6	153 145	476 463	1.4	9.2 8.7
VPEN-AM WI '98 4-Book	12 15	156 190	. 1 . 1	. 4 . 5	4 11	83 1 23	. 1	.3 . 8	7 13	30 39	. 1	.5 1.0	3 12	21 3 5	. 1	. 1 . 5	3 13	8 34	.1	. 2
+WPHI-FM WI '98 4-Book	62 50	790 721	. 6 . 5	2.2 1.8	39 37	528 477	. 4 . 4	2.8 2.7	38 32	96 97	.3 .3		50 62	216 202	.5 .6	2.2 2.7	74 51	206 162	.7	4.5 3.1
WPHT-AM WI '98 4-Book	15 <i>9</i>	221 161	. 1:	.5 .3	4	83 <i>88</i>		.3 . 3	8 <i>6</i>	18 18	.1	. 6 . 5	2 3	18 17		.1 .1	6	26 15	.1	. 4
WPLY-FM WI '98 4-Book	45 57	919 1031	. 4 . 5	1.6 2.1	26 28	609 598	. 2 . 2	1.9 2.0	19 20	98 107	.2	1.4 1.5	56 59	277 26 5	.5 .6	2.4 2.5	39 36	248 187	.4	2.4
WURD-AM WI '98 4-Book	12 23	116 142	. 1	. 4 . 8	11 15	75 93	. 1	.8 1.1	9 15	19 38	. 1 . 1	.6 1.1	25 29	68 63	. 2 . 3	1.1 1.2	6 15	18: 34	.1	. 4
WUSL-FM WI '98 4-Book	104 98	1002 1053	. 9 . 9	3.7 3. 5	67 71	783 803	.6 .7	4.9 5.1	47 54	140 166	. 4 . 5		115 106	339 341	1.0	5.0 4.5	75 81	227 239	.7	4.5
					* Liete								ad gall							

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		<u>-</u>							Woi	nen	25-	54			-						
		londay- 6AM-7	7РМ	_		Week 6AM-I	MID	- 13	i i	Saturo 6AM-1	MAO		_	Saturo 10AM-	3РМ	_		Saturd 3PM-7	PM		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	arg
WWDB-FM WI '98 4-Book	62 64	643 72 5	.6 .6		42 36	411 416	. 4 . 3	3.1 2.6	49 4 0	114 112	. 4 . 4	3.5 3.0	36 34	125 101	. 3 . 3	1.6	28 25	55 69	.3	1.7 1.5	arget Li
WWJZ-AM WI '98 4-Book	**	7 **	**	**	**	**	**	**	**	**	**	**	**	##	**	**	**	**	**	**	Listener
WXTU-FM WI '98 <i>4-Book</i>	117 127	1111	1.1 1.2		59 <i>68</i>	695 774	.5 .6	4.3	76 77	183 239	.7	5.5 5.7	105 133	333 411	.9 1.2	4.6 5.6	57 81	203 276	.5 .7	3.4 4.8	ш
+WXXM-FM W1 '98 4-Book	55 54	943 694	.5 . 5		40 28	707 447	. 4	2.9 2.0	35 26	113 107	.3 .2	2.5 1.9	69 47	324 192	.6 .4	3.0 2.0	76 38	292 157	.7	4.6 2.3	stimates
WYSP-FM W1 '98 4-Book	122 114	1340 1411		4.4 4.0	19 27	389 584	.2 .3	1.4	18 21	92 91	. 2 . 2	1.3	42 43	190 201	. 4 . 4	1.8	21 36	106 153	.2	1.3	
WYXR-FM WI '98 4-Book	169 183	1958 2008			66 71	1178 1161	.6	4.8 5.1	66 67	293 299	.6 .6	4.7 5.1	138 148	575 515	1.2		93 101	345 386	. 8 . 9	5.6 6.0	- Women
WJBR-FM Wl '98 4-Book	23 23	238 258	.2	. 8 . 8	5 8	144 154	.1	. 4	8 8	26 26	. 1	.6 .6	5 13	54 54	. 1	.2	5 8	42 36		.3 .5	nen 2
WKXW-FM W '98 4-Book	34 35	511 473	.3		13 13	239 221		.9 . 9	20 17	55 50	. 2 . 2	1.4	13 24	74 80	. 1	.6 1.0	13 18	62 65	.1	.8 1.1	25-54
+WLEV-FM W1 '98 4-Book	19 22	139 155		.7	10 6	69 73		.7	3	18 14		.2 .3	25 12	33 27	.2	1.1	16 9	25 20	.1	1.0	44
WOR -AM WI '98 4-Book	2 **	32 **	**	.1	2	32		.1	2 **	8	**	.1	3	15	**	.1	**	**	**	**	
WPST-FM WI '98 4-Book	36 39	683 731			19 20			1.4	18 13	85 78	.2	1.3	32 42	112 178	.3		22 25	146 1 54	. 2 . 2	1.3	
₩RDR-FM W1 '98 4-Book	12 9	81 81			7 5			.5 .3	6 5			. 4	28 11	52 29	.3	1.2 .5	12 7	36 25	.1	.7	
WSTW-FM WI '98 4-Book	13	280		.5	5 **	97		.4	4	23	**	.3	8	41 **	.1	.3	6	50	.1	.4	
TOTALS WI'98 4-Book	2780 2812				1374 1385		12.4		1394 1350		12.6		2300 2349	5937 5847	20.8		1656 1664		15.0		

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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.

1						11 6			Woi	nen	25-					_				
		Sature 7PM-l				Sund 6AM-10				Sund 10AM-				Sund 3PM-7				Sund: 7PM-N	ay MD	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr
KYW -AM WI '98' 4-Book	23 23	147 150	. 2 . 2	2.9 2.7	160 1 34	626 577		13.3 11.8	53 48	288 275	.5 .5	3.1 2.8	42 32	157 158	. 4 . 3	3.7 2.7	26 24	143 152	. 2	3.5 3.2
WBEB-FM WI '98 4-Book	47 5 3	248 225	. 4 . 5	5.9 6.2	47 63	249 252	. 4 . 6	3.9 5.6	99 113	411 405	.9 1.0	5.8 6.7	70 76	286 261	.6 .7	6.1 6.3	43 3 6	158 156	. 4 . 3	5.8 4.7
WDAS-AM WI '98 4-Book	10 <i>8</i>	34 22	.1	1.2 1.0	119 104	233 225	1.1	9.9 9.2	83 74	231 194	.8 .7	4.9 4.4	31 35	64 78	.3 . 3	2.7 3.0	13 12	35 31	.1	1.7
WDAS-FM WI '98 4-Book	104 106	285 300		13.0 12.4	93 69	223 173	.8 .6	7.7 6.0	100 71	306 233	.9 .7	5.9 4.2	135 104	282 234		11.8 8.9	232 208	407 397		31.2 27.1
WHAT-AM WI '98 4-Book	5 9	15 22	. 1	.6 1.0	20 34	40 69	. 2 . 3	1.7 3.0	10 29	20 76	. 1 . 3	.6 1.7	13 22	21 43	. 1 . 2	1.1 1.8	3 8	7 18	. 1	1.0
W10Q-FM W1 '98 4-Book	34 41	199 191	.3	4.2 4.8	32 24	128 93	.3	2.7 2.1	86 79	342 331	.8	5.1 4.7	63 58	230 217	.6 .5	5.5 4.9	26 31	159 141	. 2 . 3	3.5 4.0
WIP -AM WI '98 4-Book	6	23	1	.6	14 8	51 39	. 1	1.2	13 16	51 75	.1	.8 1.0	9 13	37 48	.1	.8 1.1	5 7	17 37	.1	.7 .9
WJJZ-FM WI '98 4-Book	99 71	279 220	.9 .7	12.4 8.3	72 47	181 143	.7 .4	6.0 4.1	132 98	367 283	1.2 .9	7.8 5.8	87 75	285 230	.8 .7	7.6 6.3	49 40	174 145	.4	6.6 5.1
WMGK~FM ∀I '98 4-Book	25 42	129 186	. 2 . 4	3.1 4.9	22 29	133 151	. 2 . 3	1.8 2.6	67 88	316 401	.6 .8	4.0 5.2	55 76	232 310	.5 .7	4.8 6.4	33 33	141 167	.3 . 3	4.4
VMMR-FM ∀I '98 4-Book	24 20	89 97	. 2 . 2	3.0 2.3	23 28	93 110	. 2	1.9 2.5	47 55	236 241	. 4 . 5	2.8 3.3	26 33	142 154	. 2 . 3	2.3 2.7	13 16	68 80	. 1 . 2	1.7
₩OGL-FM ₩I '98 4-Book	60 74	223 258	.5 .7	7.5 8.5	103 <i>84</i>	267 262	.9	8.6 7.4	130 131	447 459	1.2	7.7 7.8	102 99	297 323	.9 . 9	8.9 8.3	49 62	165 193	. 5	6.6 8.0
WPEN-AM WI '98 4-Book	5	24		.5	2 9	7 26	.1	. 2 . 8	7 13	22 40	.1	. 4 . 8	12	25	. 1	1.0	10 <i>8</i>	25 24	. 1	
+₩PHI-FM W1 '98 4-Book	39 44	152 133	. 4	4.9 5.1	17 16	75 53	. 2	1.4	42 38	117 128	. 4		28 32	101 92	.3 . 3	2.4	26 20	92 79	.2	3.5 2.7
₩PHT-AM WI '98 4-Book	1 2	9 14		.1	2 3	7 12		. 2 . 3	1 5	15 22	.1	. 1	3 6	16 23	. 1	.3	7 3	24 11	.1	.9 . 4
∀PLY-FM ₩1 '98 4-Book	11 12	92 85	. 1		15 14	86 77	.1	1.2	35 4 3	199 204	.3		21 27	128 142	. 2 . 3		12 12	100 71	.1	1.6
WURD-AM ₩I '98 4-Book	3	6		.3	11	24	.1	1.0	31 25	45 53	.3 .2	1.8 1.5	14 13	24 31	.1	1.2	6	16	.1	. 8
WUSL-FM WI '98 4-Book	62 70	189 20 0	.6	7.7 8.1	59 59	238 203	.5 .5	4.9 5.2	101 93	319 279	.9 .9		38 58	133 159	.3 .5		25 42	98 115	. 2	3.4 5.3
		on(s) not				ono- esti		dingto					ad call	4 B						

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		-							Wor	nen	25-	54								
		Sature 7PM-I	MIĎ			Sund 6AM-10	MÁC			Sund:	3PM			Sund 3PM-7	PM			Sunda 7PM-M	IÍD	_
=	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AOH Shr	(00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr
WWDB-FM WI '98 4-Book	30 25	54 74	. 3 . 3	3.7 2.9	36 41	117 144	.3	3.0 3.7	114 84	221 198	1.0	6.7 5.0	13 14	51 57	.1	1.1	20 18	55 66	. 2	
WJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2.3
₩XTU-FM WI '98 4-Book	24 27	109 127	. 2 . 3		49 58	203 201	. 4		75 80	300 292	.7	4.4 4.7	63 <i>61</i>	203 211	.6 .6	5.5 5,1	27 28	123 119	.2 .3	3.6 3.6
WXXM-FM WI *98 4-800k	12 14	114 78	. 1 . 1	1.5 1.7	23 16	119 74	. 2 . 1	1.9 1.4	62 41	286 183	. 6 . 4	3.7 2.5	37 31	175 119	.3 .3	3.2 2.6	5 5	61 38	.1	.7
WYSP-FM WI '98 4-Book	14 14	59 70		1.7 1.7	11 9	43 39	. 1	.9 .8	18 48	101 210	. 2 . 4	1.1	19 36	124 153	. 2 . 3	1.7	11 9	39 <i>68</i>	.1	1.5
WYXR-FM WI '98 4-Book	40 3 7	198 184			27 31	188 156	. 2 . 3	2.2 2.7	78 82	412 38 5	. 7	4.6 4.8	61 61	294 278	.6 . 6	5.3 5.1	20 34	106 166	. 2	2.7
WJBR-FM WI '98 4-Book	4 5	36 31		.5	3 5		. 1	. 2 . 4	7 10	27 44	.1	. 4 . 6	5 7	27 26	. 1	. 4	3 <i>6</i>	27 28	. 1	. 4 . 8
WKXW-FM WI '98 4-Book	14 6	66 35		1.7	20 16		.2	1.7	9	46 64	.1	.5 .9	12 10	45 41	.1	1.0	6 5	44 25	. 1	. 8 . 6
WLEV-FM WI '98 4-Book	12 5	28 21		1.5	2 5		.1	.2	11 6	27 23	.1	.6	6 5	27 25	.1	.5 .5	1 2	8 9		.1
WOR -AM Wl '98 4-Book	4	9	**	.5 **	**	**	##	**	1	7 **	**	.† **	**	**	**	**	3 **	9	**	.4
WPST~FM W1 '98 4-Book	4 11	42 70		.5	13 10		.1	1.1	40 31	146 142	. 4	2.4 1.8	15 18	67 89	.1	1.3	4 7	45 39	. 1	.5 .9
WRDR-FM WI '98 4-Book	1	4		.1	2	8		. 2	3 5	13 19	.1	. 2 . 3	1	8		.1	2 2			.3
∀STV-FM ₩1 '98 4-Book :	2	23	**	. 2	4	15	**	.3	9	22 **	.1	.5 ##	6 **	15	.1	.5 **	1	16	**	.1
TOTALS WI '98 4-Book	801 859	2679 2805			1201	3575	10.9		1696 1688		15.3 15.3		1148 1193		10.4		743 771		6.7 7.0	

^{**} 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.

						LUI	O	Ct		Jec			110		20					
									Woi	nen	35-	64								
		londay-9 6AM-1	MID			Monday- 6AM-1	MAO			Monday- 10AM-	3PM_			Monday- 3PM-7	PM	_		Monday- 7PM-N	/ID	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	137 127 113 111 122 135	2888 3379 3118 3181 3142 3561	1.4 1.3 1.2 1.2 1.3	7.3 6.6 6.4 7.1	360 359 325 346 348 420	2090 2486 2293 2262 2283 2614	3.7 3.4 3.6 3.6	12.5	96 91 77 60 81	1034 1255 1143 1007 1110	1.0 .9 .8 .6	3.9 3.7 3.1 2.4 3.3 3.4	118 124 110 90 111 123	1227 1625 1361 1264 1369 1427	1.2 1.3 1.1 .9 1.1	6.1 6.2 5.6 4.5 5.6 6.4	65 29 34 34 41 40	635 571 598 611 604	.7 .3 .4 .4 .5	9.3 4.4 5.0 5.0 5.9 6.7
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	184 194 184 189 188 162	2449 2201 2238 2169 2264 1975	1.9 2.0 1.9 2.0 2.0	10.7 10.9	258 271 234 270 258 219	1403 1386 1283 1359 1358 1211	2.7 2.8 2.4 2.8 2.7 2.3	9.6 9.9 9.2 9.7 9.6 8.3	382 406 371 372 383 339	1484 1350 1342 1252 1357 1236	4.2 3.9 3.9 4.0	15.6 16.3 14.8 14.9 15.4 14.5	227 233 236 228 231 199	1454 1386 1400 1445 1421 1253	2.4 2.5 2.4 2.4	11.7 11.6 12.0 11.4 11.7 10.3	37 38 39 43 39 28	493 580 626 632 583 484	.4 .4 .4 .3	5.3 5.7 5.7 6.4 5.8 4.7
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	37 46 25 51 40 33	402 468 340 528 435 352	. 4 . 5 . 3 . 5 . 4	2.2 2.6 1.5 2.9 2.3 2.0	67 78 38 84 67 60	209 254 149 294 227 185	.7 .8 .4 .9 .7	2.5 2.8 1.5 3.0 2.5 2.3	33 51 34 61 45 48	175 183 125 249 183 163	.3 .5 .4 .6 .5	1.3 2.0 1.4 2.4 1.8 2.1	38 47 18 36 35	151 181 109 173 154 140	.4 .5 .2 .4 .4	2.0 2.3 .9 1.8 1.8	15 19 2 10 12 5	132 102 44 106 <i>96</i> 58	.2 .2 .1 .1	2.1 2.9 .3 1.5 1.7
WDAS-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	148 146 159 124 144 136	1299 1338 1169 1211 1254 1317	1.5 1.5 1.7 1.3 1.5	8.4 9.2	216 206 221 160 201 182	853 793 734 640 755 776	2.2 2.1 2.3 1.7 2.1	8.0 7.5 8.7 5.8 7.5 6.9	176 199 211 154 185 192	613 729 655 720 679 696	1.8 2.0 2.2 1.6 1.9 2.0	7.2 8.0 8.4 6.2 7.5 8.2	161 154 172 145 158 152	828 749 774 766 779 825	1.7 1.6 1.8 1.5 1.7	7.6 8.7 7.3 8.0	108 96 105 89 100 71	549 547 612 555 566 540	1.1 1.0 1.1 .9 1.0	
WHAT-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	13 25 26 53 29 24	254 327 242 403 307 362	.1 .3 .6 .3	.8 1.4 1.5 3.0 1.7	17 34 33 115 50 63	102 147 120 256 156 170	.2 .3 .3 1.2 .5	.6 1.2 1.3 4.1 1.8 2.4	20 35 31 44 33 12	112 111 120 165 127 99	.2 .4 .3 .5 .4	.8 1.4 1.2 1.8 1.3	15 15 23 37 23 13	89 80 105 147 105	.2 .2 .2 .4 .3 .1	.8 .7 1.2 1.9 1.2	1 7. 15: 30 13 9	30 69 76 134 77 36	.1:	.1 1.1 2.2 4.5 2.0 1.5
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	51 36 48 45 45	1094 802 1221 943 1015 1187	.5 .4 .5 .5	3.0 2.1 2.8 2.6 2.6 3.2	79 53 49 66 62 74	605 390 474 481 488 577	.8 .5 .7 .6	2.9 1.9 1.9 2.4 2.3 2.8	67 54 70 76 67 77	573 415 605 571 541 522	.7 .6 .7 .8 .7	2.7 2.2 2.8 3.0 2.7 3.3	74 43 65 58 60 68	674 467 664 512 579 728	.8 .4 .7 .6	3.8 2.1 3.3 2.9 3.0 3.5	21 13 18 11 16 26	351 218 320 272 290 406	.2 .1 .2 .1 .2 .3	3.0 2.0 2.6 1.6 2.3 4.3
WIP -AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	20 25 18 28 23 20	478 522 425 659 521 544		1.0	43 60 58 60 55 44	239 297 278 298 278 277	.4 .6 .6 .6	2.2 2.3 2.2	19 29 19 35 26	130 152 178 199 165 167	.2 .3 .2 .4	.8 1.2 .8 1.4 1.1	26 35 8 28 24 32	200 265 93 237 199 244	.3 .4 .1 .3	1.7 .4 1.4	13 5 5 10 8 5	138 97 61 175 118 95	.1	.8 .7 1.5 1.2
WJJZ-FM WI '98 FA '97 SU '97 SP '97	121 100 109 110 110	1612 1425 1421 1531 1497	1.0 1.1 1.1		133 109 113 120 119 108	766 730 621 821 735 657	1.4 1.1 1.2 1.3 1.3	4.0 4.4 4.3 4.4	165 158 173 174 168 158	729 679 775 819 751 658	1.7 1.6 1.8 1.8 1.7	6.3 6.9 7.0 <i>6.7</i>	161 155 151 156 156 136	967 903 900 911 920 802	1.6 1.6	8.3 7.7 7.7 7.8 7.9 7.1	64 48 64 56 58 46	672 480 531 609 573 448	.7 .5 .7 .6	9.1 7.2 9.4 8.3 8.5 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.

I									Wor	nen	35-	64							3,120	
	М	londay- 6AM-		у	N	londay- 6AM-1	Friday 0AM			Monday- 10AM-		_	N	londay-l 3PM-7	Friday PM		, N	londay-l		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WMGK-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	54 74 66 59 63 50	1249 1249 1379 1262 1285 1108	.6 .8 .7 .6	3.1 4.2 3.8 3.4 3.6 3.0	62 82 71 57 68 63	547 736 616 627 632 555	.6 .8 .7 .6 .7	2.3 3.0 2.8 2.1 2.6 2.4	85 116 115 98 104 81	728 674 759 715 719 511	.9 1.2 1.2 1.0 1.1	3.5 4.7 4.6 3.9 4.2 3.5	69 100 92 80 85 65	728 830 873 736 792 586	.7 1.0 1.0 .8 .9	3.5 5.0 4.7 4.0 4.3 3.4	21 33 24 25 26 17	351 322 410 417 375 340	.2 .3 .3 .3	3.0 5.0 3.5 3.7 3.8 2.8
WMMR-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	44 30 34 52 40 49	759 754 790 912 804 866	.3 .4 .5	2.6 1.7 2.0 3.0 2.3 2.9	68 68 42 90 67	356 393 310 499 390 452	.7 .7 .4 .9 .7	2.5 2.5 1.6 3.2 2.5 2.5	75 43 80 96 74 86	366 337 358 472 383 463	.8 .4 .8 1.0 .8	3.1 1.7 3.2 3.8 3.0 3.7	55 24 39 64 46 58	422 348 427 519 429 522	.6 .2 .4 .7 .5	2.8 1.2 2.0 3.2 2.3 3.0	16, 8 5 13 11	163 163 143 250 180 260	.2 .1 .1 .1	2.3 1.2 .7 1.9 1.5 2.5
WOGL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	142 150 139 144 144 127	2224 2430 2471 2295 2355 2229	1.5 1.4 1.5 1.5	8.3 8.6 8.1 8.3 7.6	200 202 166 190 190 165	1193 1237 1277 1223 1233 1189	2.1 1.7 2.0 2.0	7.4 7.4 6.5 6.9 7.1 6.3	215 199 235 230 220 208	1153 1183 1389 1115 1210 1060	2.2 2.0 2.5 2.4 2.3 2.2	8.8 8.0 9.4 9.2 8.9 8.9	151 173 155 157 159	1188 1412 1474 1314 1347 1382	1.6 1.8 1.6 1.6 1.7	7.8 8.6 7.9 7.9 8.1 8.1	40 59 52 54 51 39	717 714 690		5.7 8.9 7.6 8.0 7.6 6.5
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	44 38 52 43 44 43	535 613 649 640 609 616	.4	3.0 2.5 2 .6	87 67 78 95 82 65	360 358	.7 .8 1.0	3.1	57 40 56 54 <i>52</i> 70		.6 .4 .6 .6	2.3 1.6 2.2 2.2 2.1 3.0	51 37 73 37 50 44	242 292 336 297 292 320	.5 .4 .8 .4 .5	2.6 1.8 3.7 1.9 2.5 2.3	13 18 22 8 15 9	151 177 153 153	. 2	1.9 2.7 3.2 1.2 2.3
+WPH1-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	18 14 16 19 17	402 40 9	.1	.8	23 12 12 21 17 10	115 144 157 15 6	.1		16 17 9 31 18	185 133 185	.2 .2 .1 .3 .2	.7 .7 .4 1.2 .8	30 16 18 26 23	205 222 165 191 196 148	.3 .2 .3 .3	1.5 .8 .9 1.3 1.1	10 12 15 13 13 9	138 166 136 142	.2	1.4 1.8 2.2 1.9 1.8
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 6 10 8 10 7	259 334 280 30 8	.1		25 2 6 5 10	40 80 56 70	.1	.1	24 7 17 12 15	67 120 116 128	. 2	.5	18 7 14 6 11 18	210 71 165 60 127 92	.1	.9 .7 .3 .6	2 7 7 9 6 5	76 88 80 71	.1	.3 1.1 1.0 1.3 .9
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	13 14 19 10 14	466 699 436 527	.1	.8 1.1 .6	13 33 21 22	190 285 185 213	.1	.5 1.3 .8 .9	16 19 25 13 18	220 313 136 207	.2	.8 1.0 .5 .8	19 24 23 8 19 17	223 345 136 241	.2	1.2 1.2 .4 1.0	4 7 8 2 5	164 57	.1	.6 1.1 1.2 .3 .8
WURD-AM WI '98 FA '97 SU '97 SP '97 4-Book	7 10 7 12 9	92 68 105 86	2 . 1 3 . 1 5 . 1	.6 .4 .7	20 8 16 13	51 47 56 50	.1	.7 .3 .6	12 13 9 16 13	59 41 6 60 5 52	.1	.6 .5	9 8 2 14 8	66 33 80 59	.1	.4 .1 .7	1 7 2 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.

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		londay-9 6AM-1		У	N.	londay- 6AM-1		-	-	Monday- 10AM-			1	Monday- 3PM-7			,	fonday-l 7PM-N		
	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	44 41 42 35 41 48	735 758 837 660 748 922	.5 .4 .4 .4	2.6 2.4 2.4 2.0 2.4 2.9	68 63 53 49 58 52	364 342 335 329 343 434	.7 .6 .6 .5	2.5 2.3 2.1 1.8 2.2 2.0	52 39 47 55 48 54	255 284 324 295 290 389	.5 .5 .6 .6	2.1 1.6 1.9 2.2 2.0 2.3	48 62 47 36 48 63	313 362 418 323 354 473	.5 .5 .4 .5	2.5 3.1 2.4 1.8 2.5 3.3	29 26 28 21 26 33	222 207 347 192 242 358	.3 .3 .2 .3	4.1 3.9 4.1 3.1 3.8 5.5
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	79 73 74 71 74 100	1157 1201 1273 1165 1199 1398	.8 .8 .7 .8	4.6 4.2 4.3 4.1 4.3 6.0	104 123 109 99 109 132	587 629 609 491 579 627	1.1 1.3 1.1 1.0 1.1	3.9 4.5 4.3 3.6 4.1 5.0	139 116 104 80 110	649 642 632 476 600 666	1.4 1.2 1.1 .8 1.1	5.7 4.7 4.1 3.2 4.4 5.4	55 52 73 118 75 140	400 385 501 768 514 778	.6 .5 .8 1.2 . 8	2.8 2.6 3.7 5.9 3.8 7.3	32 25 35 33 31 46	307 312 347 375 335 398	.3 .4 .3 .3	4.6 3.8 5.1 4.9 4.6 7.7
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3 2 5 ** **	53 64 55 ** ** 27	. 1 ** **	.2 .1 .3 **	4 1 2 **	19 34 30 **	**	.1	6 2 5 **	29 10 23 ** **	.1	. 2 . 1 . 2 **	2 3 9 **	28 21 30 ** **	. 1 ** **	.1 .5 **	3 ** **	10 21 **	**	. 4 ** **
WXTU-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	88 81 96 98 91	1153 1072 1263 1078 1142 1151	.9 .8 1.0 1.0 .9	5.1 4.6 5.6 5.6 5.2 5.7	131 130 133 144 135 150	714 694 724 657 697 689	1.3 1.3 1.4 1.5 1.4	4.9 4.7 5.2 5.2 5.0 5.7	116 115 139 135 126 119	689 561 686 666 <i>651</i> 648	1.2 1.4 1.4 1.3	4.7 4.6 5.5 5.4 5.1 5.1	112 80 120 121 108 108	839 590 845 774 762 771	1.2 .8 1.3 1.3 1.2	5.8 4.0 6.1 6.1 5.5 5.6	35 30 32 32 32 30	381 335 396 370 371 409	.4 .3 .3 .3	5.0 4.5 4.7 4.7 4.7 5.0
+WXXM-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	19 13 53 48 33 64	483 379 762 935 640 1004	.2 .1 .6 .5 .4	1.1 .7 3.1 2.8 1.9 3.8	21 15 60 63 40 83	262 179 362 496 325 561	.2 .6 .7 .4	.8 .5 2.4 2.3 1.5 3.1	33 18 86 76 53 96	288 151 402 472 328 474	.3 .2 .9 .8 .6	1.3 .7 3.4 3.0 2.1 4.1	20 18 82 58 45 73	251 171 482 485 34 7 584	.2 .9 .6 .5	1.0 .9 4.2 2.9 2.3 3.8	6 4 21 23 14 33	104 97 234 264 175 289	.1 .2 .2 .1	.9 .6 3.1 3.4 2.0 5.5
WYSP-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	35 32 34 39 35 28	780 1017 898 833 882 715	.4 .3 .4 .4 .4	2.0 1.8 2.0 2.2 2.0 1.7	134 98 139 143 129 116	565 521 583 562 558 521	1.4 1.0 1.4 1.5 1.3	5.0 3.6 5.4 5.2 4.8 4.4	40 34 31 32 34 23	340 292 357 297 322 264	.4 .3 .3 .3	1.6 1.4 1.2 1.3 1.4	18 12 13 25 17 12	192 206 194 247 210 189	.2 .1 .1 .3 .2	.9 .6 .7 1.3 .9	2 6 4 16 7 4	49 121 81 121 93 100	.1	.3 .9 .6 2.4 1.1
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	70 67 73 90 75 57	1289 1191 1479 1422 1345 1259	.7 .7 .8 .9 . 8	4.1 3.8 4.2 5.2 4.3 3.4	110 97 97 130 109 85	734 711 758 788 748 616	1.0 1.0 1.4	4.1 3.5 3.8 4.7 4.0 3.2	105 118 105 156 121 87	671 614 798 773 714 625	1.1 1.2 1.1 1.6 1.3	4.3 4.7 4.2 6.2 4.9 3.7	79 92 93 128 98 63	644 720 956 890 803 712	.8 .9 1.0 1.3 1.0	4.6 4.7 6.4	31 17 35 22 26 22	437 272 500 467 419 408	.3 .2 .4 .2 .3	4.4 2.6 5.1 3.3 3.9 3.7
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	12 12 13 15 13	274 328 225 313 285 245	.1 .1 .2 .1 .1	.7 .7 .8 .9 .8	17 18 24 22 20 10	134 163 85 155 134 87	.2 .2 .3 .2 .2	.6 .7 .9 .8	32 15 27 28 26 21	121 139 115 130 126 107	.3 .3 .3 .2	1.3 .6 1.1 1.1 1.0	12 14 12 19 14	112 153 127 139 133 103	.1 .1 .2 .1	.6 .7 .6 1.0 .7	1 7 2 1 3 6	32 72 47 36 47 81	.1	.1 1.1 .3 .1 .4 1.0

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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.

		Monday-	Sunda	v	,	londay-	Friday			nen londay-	Friday		N	londay-l	Friday		M	londay-F	riday		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM-: Cume (00)	AQH Rtg	AQH Shr	AQH (00)	3PM-7 Cume (00)	AOH Rtg	AQH Shr	AQH (00)	7PM-M Cume (00)	AQH Rtg	AQH Shr	Taı
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	20 24 23 19 22 23		.2 .2 .2 .2 .2	1.4 1.3 1.1 1.3	31 43 36 31 35 36	185 270 245 213 228 222	.3 .4 .4 .3 .4	1.1 1.6 1.4 1.1 1.3	15 29 37 32 28 28	186 216 250 210 216 203	.2 .3 .4 .3	.6 1.2 1.5 1.3 1.2	35 42 27 22 32 28	287 291 299 254 283 270	.4 .4 .3 .2 .3 .3	1.8 2.1 1.4 1.1 1.6 1.5	14 12 6 8 10 6	143 111 134 99 122 68	.1 .1 .1 .1	2.0 1.8 .9 1.2 1.5	arget Listener
+WLEV-FM W! '98 FA '97 SU '97 SP '97 4-Book WI '97	18 22 16 15 18 24	243 249	.2 .2 .2	1.0	14 21 20 18 18 29	100 98 147 103 112 130	.1 .2 .2 .2 .2 .3	.5 .8 .8 .6 .7	32 51 33 30 37 54	77 163 164 84 122 142	.3 .3 .4 .6	1.3 2.0 1.3 1.2 1.5 2.3	24 30 16 17 22 27	77 131 157 102 117 153	.2 .3 .2 .2 .2	1.2 1.5 .8 .9 1.1	9 6 2 4 5 4	72 99 37 52 6 5 62	.1	1.3 .9 .3 .6 .8	er Trends
WOR -AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	3 6 ** ** 6	61 ** **	**	.2	6 7 ** ** 14	23 18 ** ** 45	.1 ** **	.2 .3 ** ** .5	4 10 ** ** 8	53 51 ** ** 51	1 ** ** **	.2 .4 ** ** .3	2 ** ** 4	7 18 ** ** 8	**	. 1 ** ** . 2	1 6 ** **	17 29 ** **	.1	.1 .9 ** **	- Women
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 10 12 7 10 8	434 451 303 404	.1	.7 .4 .6	16 13 10 12 13	128 156 128 131 136 152	.1 .1 .1	.6 .5 .4 .5 .5	13 13 22 11 15 13	111 177 250 138 169 132	.1 .2 .1 .1	.5 .5 .9 .4 .6	11 14 11 10 12	166 218 179 156 180	.1 .1 .1 .1 .1	.6 .7 .6 .5 .6	4 2 3 3 2	84 148 67 66 91 72		.6 .6 .3 .4 .5	n 35-64
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	15 12 6 15 12 7	227 126 216 200	.1	.7 .3 .9	14 16 7 17 14 13	114 50 113 104	.2	.5 .6 .3 .5 .5	23 25 11 23 21 6	125 145 76 136 121 34	.3	.4	25 13 5 16 15 7	151 113 68 134 117 76	.3 .1 .1 .2 .2	1.3 .6 .3 .8 .8	3 1 3 4 3 5	34 31 40 49 39 27	. 1	.4 .2 .4 .6 .4	
WSTV-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	6 ** 5 2 **	222 112	.1	.3	11 ** 8 1 ** 9	24 **	.1	.4	14 *** 10 3 **	84 ** 89 48 ** 76	**	.4	7 ** 5 6 ** 4	86 ** 85 58 ** 93	.1	.4 ** .3 .3 **	2 *** 1 1 ** 2	29 ** 36 33 ** 51	**	.3	
TOTALS WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1717 1743 1722 1740 173 1670	9389 9343 9418 939	3 17.6 9 17.5 3 18.0 1 17.5 2 17.4	9	2697 2743 2551 2773 2691 2638	8632 8418 8592 8552	27.7 2 28.2 3 26.6 2 28.9 2 27.5		2448 2490 2510 2500 2487 2340	7318 7723 7364 7457 7056	25.25.8 3.26.26.1 26.1 25.6.8 24.4		1947 2014 1968 2000 1982 1929	8075 8202 8173 8101 7986	20.0 20.7 20.5 20.9 20.5 20.1		702 664 682 674 681 598	5404 5363 5213 4891	7.1 7.0 7.0 6.2		

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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.

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	A	donday- 6AM-		/		Week 6AM-I				Satur 6AM-1	day			Satur 10AM-				Sature 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	(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 WI '98 4-Book	184 172	2645 2894	1.9 1.8	7.8 7.2	100 88	1582 1735	1.0 .9		222 224	816 886	2.3 2.3		100 91	401 481	1.0 .9	4.8 4.3	76 60	338 303	.8 .6	
WBEB-FM WI '98 4-Book	296 298	2113 1981		12.5 12.4	82 92	1173 1136	. 8 . 9		77 90	248 29 7	.8 .9	5.3 6.3	184 191	575 554	1.9 2.0	8.9 9.2	141 121	478 38 5	1.4	9.9 8.6
WDAS-AM WI '98 4-Book	45 48	280 297	.5 .5	1.9 2.0	39 44	329 362	.4	3.2 3.5	29 31	81 <i>69</i>	.3 . 3	2.0 2.1	38: 33	97 74	. 4 . 3	1.8 1.6	10 17	29 40	.1	.7 1.2
WDAS-FM WI 198 4-Book	184 182	1134 1082	1.9	7.8 7.6	111 109	873 840	1.1	9.0 8.7	108 91	275 25 7	1.1	7.4 6.4	175 185	461 403	1.8	8.4 8.8	135 154	350 352	1.4	9.5 11.0
WHAT-AM WI '98 4-Book	18 3 5	186 218	. 2	.8 1.5	12 30	134 208	. 1 . 3	1.0 2.4	16 37	37 80	.2	1.1 2.6	11 32	54 68	. 1	.5 1.5	14 18	34 37	.1	1.0 1.3
W10Q-FM W1 '98 4-Book	73 63	992 876	.8	3.1 2.7	33 32	479 474	.3	2.7 2.6	59 34	170 117	.6	4.1 2.4	66 67	222 221	.7	3.2 3.2	33 41	111 157	. 3	2.3 2 .9
WIP -AM WI '98 4-Book	29 35	391 412	.3	1.2	11	196 223	.1	.9 1.1	13 19	49 58	.1	.9 1.3	22 19	72 66	. 2 . 2	1.1	21 19	85 66	.2	1.5
₩JJZ-FM ₩1 '98 4-Book	154 149	1278 1238	1.6 1.6	6.5 6.3	100 75	1018 819	1.0	8.1 6.0	120 72	313 214	1.2	8.3 5.0	172 127	493 373	1.8	8.3 6.1	121 97	359 267	1.2	8.5 6.9
WMGK-FM WI '98 4-Book	73 87	1085 1119	. 8 . 9	3.1 3.7	42 46	646 680	. 4 . 5	3.4 3.7	15 29	95 119	. 2	1.0	101 106	353 352	1.0	4.9 5.1	76 63	283 241	.8	5.3 4.5
WMMR-FM WI '98 4-Book	67 63	624 665	.7	2.8 2.7	23 20	421 385	.2	1.9 1.6	22 20	93 86	.2	1.5 1.4	41 38	183 156	.4	2.0	23 21	87 92	.2	1.6 1.5
WOGL-FM WI 198 4-Book	190 192	1812 1944	2.0 2.0	8.0 8.0	125 121	1352 1390	1.3	10.1 9.6	107 106	389 371	1.1	7.4 7.5	224 221	616 628	2.3 2.3	10.8 10.6	151 147	499 482		10.6 10.4
WPEN-AM WI '98 : 4-Book	64 60	492 519	.7	2.7 2.5	30 36	336 363	.3	2.4	60 63	166 170	.6	4.1 4.4	65 70	160 184	.7	3.1 3.4	39 52	114 136	. 4	2.7 3.7
+WPHI-FM WI '98 4-Book	23 19	356 316	. 2	1.0 .8	14 15	213 196	.1	1.1	22 14	44 39	. 2	1.5	20 28	85 87	. 2 . 3	1.0	26 20	61 53	.3	1.8
WPHT-AM WI '98 4-Book	22 12	315 210	.2	.9 . 5	6 6	119 127	. 1	.5 .5	8	18 24	.1	.6 .7	10 6	52 35	.1	.5 . 3	9	34 20	.1	.6 .3
WPLY-FM W1 '98 4-Book	18 19	401 421	.2	.8 .8	11	232 243	.1	.9 . 9	4 5	23 31	.1	.3	23 19	113 89	.2	1.1	12 12	75 64	.1	. 8 . 8
WURD-AM WI '98 4-Book	9	77 79	.1	. 4 . 5	7	58 59	.1	.6 .7	9	19 25	. 1	.6	13 17	51 37	.1	.6 .8	4 8	10 18	.1	.3 .6
WUSL-FM WI '98 4-Book	56 52	542 572	. 6 . 6	2.4	32 32	382 404	.3	2.6 2.6	33 24	81 84	.3	2.3	49 48	147 160	.5 .5	2.4	38 36	93 104	.4	2.7 2.5
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^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

					- 1				Wor	men	35-	64									
	N	donday-l 6AM-7	Friday 7PM	,		Weeke 6AM-N				Saturo 6AM-1	day			Sature 10AM-	3PM			Saturo 3PM-7	PM		1
	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AOH Shr	AQH (00)	Cume (00)	AOH Rtg	AOH Shr	ar
WWOB-FM WI '98 4-Book	102 99	903 928			68 60				99 81		1.0	6.8 5.7	65 73	207 209	. 7 . 8	3.1 3.5	40 41	117 121	.4	2.8 2.9	arget Li
WWJZ-AM WI '98 4-Book	4	45 **	**	. 2 **	1			.1	1	11	**	.1	1	20 **	**	**	4 **	10	**	.3 **	Listene
WXTU-FM WI '98 4-Book	119 123	1067 1020	1.2		69 73				92 82		.9	6.3 5.7	115 138	373 388	1.2 1.5	5.5 6.6	73 79		.8 .8	5.1 5.6	er Es
WXXM-FM WI '98 4-Book	25 46	405 548			19 24				17 20				36 42	134 151	. 4 . 5		36 31		. 4	2.5	stimates
WYSP-FM WI '98 4-Book	63 58	721 726	.6 .6		9 13				15 13			1.0 .9	18 17	78 77	.2	. 9 . 8	5 15		.1	.4 1.1	1
WYXR-FM WI '98' 4-Book	99 110	1152 1200			45 45				53 4 6			3.7 3.3	88 94	300 290			61 63	196 237			- Woı
WJBR-FM W1 '98 4-Book	21 21	220 228			4 7			.3	8 10		.1	.6 .7	12 12	64 56	.1	.6 .6	1 5	19 29		.1	Women
WKXW-FM WI '98 4-Book	26 31	376 400			12 12				14 14				24 21	96 68	.2	1.2	12 14				35-64
WLEV-FM WI '98 4-Book	24 26				12 10				7 11	_	.1	.5 .8	26 20	43 55			22 15			1.5	1
WOR -AM WI '98 4-Book	3			.1	3			.2	2			. î	7 **	23	.1	.3	**	**	**	**	
WPST-FM WI '98 4-Book	14 13				6 8				6				10 13	45 63			5 8		.1	. 4	
WRDR-FM WI '98 4-Book	20 1 <i>6</i>			.8				1 1 1 1	9				45 23	82 54		2.2	31 19			2.2 1.3	
WSTW-FM WI '98 4-Book	11 **	172		.5	2	64		.2	.1		**	.1	5 **	16	:1	.2		17	**	.1	
TOTALS WI '98 4-800k	2370 2395		7 24.4		1238 1252		4 12.78 13.0		1451 1428		5 14.9 7 14.8		2075 2087		3 21.3		1426 1409		5 14.7		

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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.

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		Saturo				Sund			WOL	nen Sund	ay	'04		Sund	ay			Sund		
	AQH (00)	7PM-N Cume (00)	AQH Rtg	AQH Shr	AQH (00)	6AM-1 Cume (00)	AQH Rtg	AQH Shr	AQH (00)	10AM- Cume (00)	AQH	AQH Shr	AQH (00)	3PM-7 Cume (00)	AQH	AQH Shr	AQH (00)	7PM-N	AQH	AQH
	(00)	(00)	nig	Srir	(00)	(00)	Hig	Snr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
KYW -AM WI '98 4-Book	40 35	193 195	. 4 . 4	6.0 5.2	214 185	768 773		17.7 15.2	77 63	364 344	.8	5.2 4.1	61 45	234 209	. 6 . 5	6.4 4.4	45 34	199 193	.5 .4	7.2 5.5
V8EB-FM WI '98 4-Book	32 41	190 179	.3	4.8 6.0	43 62	224 23 5	. 4	3.6 5.1	96 116	343 392	1.0	6.4 7.6	54 77	206 245	.6 .8	5.7 7.3	29 32	112 143	. 3 . 3	4.6 5.2
WDAS-AM WI '98 4-Book	6 9	22 22	.1	.9 1.4	99 1 <i>28</i>	204 259	1.0	8.2 10.6	84 93	204 223	.9 1.0	5.6 6.2	35 34	71 76	. 4 . 4	3.7 3.3	11 13	29 35	. 1 . 2	1.8
WDAS-FM WI '98 4-Book	87 93	200 224		13.1 13.7	77 58	153 138	.8 .6	6.4 4.8	57 52	230 180	.6 .6	3.8 3.4	79 75	193 169	.8	8.3 7.2	159 1 51	274 282		25.5 24 .4
WHAT-AM WI '98 : 4-Book	5 12	12 30	. 1 . 1	.8 1.8	27 55	71 111	.3 .6	2.2 4.5	1 1 40	37 110	.1	.7 2.6	8 38	23 <i>65</i>	. 1	.8 3.5	7 14	23 36	. 1	1.1
WI 0Q-FM WI '98 4-Book	9 15	77 79	. 1	1.4	18 16	76 65	. 2 . 2	1.5 1.3	31 40	138 170	.3	2.1 2.7	22 27	87 113	.2	2.3 2.5	24 15	115 56	. 2 . 2	3.8 2.4
WIP -AM WI '98 4-Book	7	23	. 1	1.0	12 9	49 44	.1	1.0 .8	14 16	44 68	.1	.9 1.1	3 12	19 52	. 1	.3 1.1	4 5	16 30	. 1	.6
₩JJZ-FM ₩I '98 4-Book	89 62	252 190	.9 .7	13.4 9.2	64 46	161 145	. 7 . 5	5.3 3 .7	116 89	323 257	1.2	7.8 5.9	72 68	278 202	. 7 . 7	7.6 6.5	40 37	164 139	. 4 . 4	6.4 5.9
WMGK-FM W '98 4-Book	21 25	94 10 7	. 2	3.2 3.7	8 18	66 92	.1	.7 1.5	50 53	207 230	.5 .6	3.3 3.5	38 50	160 196	. 4 . 5	4.0 4.8	18 20	63 95	.2	2.9 3.3
WMMR-FM W '98 4-Book	20 9	67 47	.2	3.0 1.4	20 23	80 75	. 2	1.7	30 25	151 127	.3 .3	2.0 1.6	17 17	88 84	.2	1.8	11	52 41	.1	1.8
WOGL-FM WI '98 4-Book	59 70	231 265	.6	8.9 10.4	126 107	314 309	1.3	10.4 8.7	154 145	527 502	1.6	10.3 9.5	126 110	362 346		13.2 10.6	57 58	210 199	.6 .6	9.1 9.4
WPEN-AM W1 '98 4-Book	5 12	28 51	. 1	. 8 1.9	17 17	58 57	. 2	1.4	27 3 5	100 111	.3	1.8	1 4 33	51 83	.1	1.5 3.1	17 13	52 50	.2	2.7
+WPHI-FM WI '98 4-Book	12 12	61 43	.1	1.8	9 6	32 19	.1	.7 .5	17 17	43 50	. 2	1.1	5 12	19 33	.1	.5 1.1	2	23 25	.1	.3
WPHT-AM WI '98 4-Book	1 5	9 19	. 1	.2	1 4	9 16	.1	.1 .4	8	25 30	. 1	.5 . 5	6	24 23	. 1	. 6 . 7	7	24 14	. 1	1.1
WPLY-FM WI '98 4-Book	1 2	18 21		. 2 . 3	10	46 45	. 1	.8 .7	17 19	98 96	. 2	1.1	15 15	45 61	. 2	1.6 1.4	3	34 32		.5
WURD-AM WI '98 4-Book	1	4		. 2	6	15	. 1	. 5	18 14	28 30	. 2	1.2	7	17 18	.1	.7	4	11		.6
WUSL-FM WI '98 4-Book	29 25	75 74	.3	4.4 3.8	30 28	125 97	.3 .3	2.5 2.3	39 40	131 122	. 4	2.6 2.6	31 34	86 91	.3	3.3 3.3	10 19	39 49	.1	1.6
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^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

									Wor	men		64									
		Saturo 7PM-N	MIĎ	1011	1211	Sund 6AM-10	0ÅM	4211	40H	Sund:	3PM	404	AOH	Sunda 3PM-7		АОН	АОН	Sunda 7PM-N Cume	AOH	AQH	
-	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	(00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	arget
WDB-FM WI '98 4-Book	38 36	116 130			66 64				179 128	317 280		12.0	23 22	85 78	. 2		24 27		. 2 . 3		
WJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	AA	2 **	10		. 1	**	**	**	**	2°		**	.3	Listener
XTU-FM WI '98 4-Book	34 24	149 106			47 66			3.9 5.5	92 1 03	312 307			64 60	222 203	.7 .6	6.7 5.7	36 29		. 4	5.8 4.7	H
/XXM-FM WI '98 4-Book	4 10	42 51		.6 1.5	7 16			.6 1.4	34 3 5	131 140	.3		14 28	59 97	. 1 . 3	1.5 2.6	2 7			1.0	
WYSP-FM WI '98 4-Book	6	27 30			6 5			.5 .4	6. 22			. 4 1 . 4	8 17	61 78	.1	.8 1.7	8 6			1.3	ites -
WYXR-FM WI '98 4-Book	30 22				26 26				41 56				40 35	139 157	.4		20 18			3.2	
/JBR-FM WI '98 4-Book	3 3			.5 .4	1 4			. 1	3			. 2	3			.3	2			.3	
/KXV-FM W1 '98 4-Book	14				11 10				7 11				13 11	46 38			4 5			.6	
VLEV-FM WI '98 4-Book	8			1.2	2 10	17		.2	14 14			.9 . 9	17 10				1			.2	
VOR -AM WI '98 4-Book	8				**	**	* **	**	3		**	.2	**	**	**	**	3			.5	
WPST-FM WI '98 4-Book	3 5			.5	2 5			.2	14 15				6 8				1	9		.1	
WRDR-FM W1 '98 <i>4-Book</i>	4	14	1	.6	5	18	8 .1	.4	19 13				2 8			. 2	3 4			.5	
WSTW-FM WI '98 4-Book	1	15		. 2	**			.1	2		*	.1	2		**	.2	1	16		.2	
TOTALS WI '98 4-Book			6 6.8 2 7.0		1208 1218		7 12.4		1495 152:		9 15.4		95) 1041		9.87		62 <i>-</i> 62′				

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

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										ens '						_				
	_	fonday-9	MID			fonday- 6AM-1	DAM		1 10	donday- 10AM-	3PM			Monday- 3PM-7	′РМ			Monday-I 7PM-N	AID .	_
	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3 4 3 4 4 6	213 297 216 278 251 460	.1 .1 .1 .1 .2	.7 .9 .6 .9 .8	12 15 8 15 13 20	154 201 87 185 157 300	.3 .4 .2 .4 .3	2.4 3.3 2.2 3.2 2.8 4.3	1 3 1 1	14 16 64 14 27 84	. 1	.6 .4 .4 2.1	1 3 1 2 2 2 5	30 66 50 58 51	.1	.2 .5 .2 .3 .9	2 2 1 1	18 40 28 28 29 88	.1 .1 .1	.4 .5 .2 .3
WBEB-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	11: 12: 14: 12: 12 : 20:	480 475 584 498 509 575	.3 .4 .3 .3	2.7 3.0 2.8 2.8	12 14 9 13 12	159 120 165 184 157 224	.3 .4 .2 .3 .3	2.4 3.1 2.4 2.8 2.7 2.1	2 5 11 4 6	82 123 174 87 117 94	.1 .3 .1 .2	1.2 2.8 2.1 1.7 2.0 7.1	14 17 18 20 17 27	224 225 206 192 212 255	. 4 . 4 . 5 . 5 . 5	2.2 2.7 3.0 3.2 2.8 4.8	12 12 13 16 13 31	187 162 225 213 197 304	.3 .3 .4 .3	2.4 2.2 3.0 3.2 2.7 6.2
WDAS-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	2 1 1 2	53 31 35 30 37 49	.1	.5 .4 .2 .3	4 1 2 1	28 8 23 6 16 22	.1	.8 1.1 .2 .5	3 2 1 2	5 3 17 8 8	.1	.6 .9 . 4 1.4	1 1 1 1	5 3 18 6 8 7		.2 .2 .2 .2		5 6		
WDAS-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	13 7 7 10 9 8	247 200 164 188 200 278	.3	1.6 1.5 2.3 2.1	13 5 3 12 8 11	85 91 51 78 76 95	.3 .1 .1 .3 .2	2.6 1.1 .8 2.6 1.8 2.4	3 3 6 8 5 6	27 40 77 68 53 84	.1 .2 .2 .2 .2 .2	1.8 1.7 1.1 3.5 2.0 4.3	15 6 9 10 10	71 65 90 94 80 129	.4 .2 .2 .3 .3 .3	2.4 1.0 1.5 1.6 1.6	21 9 6 8 11	133 119 61 95 102 103	.5 .2 .2 .2 .2	4.1 1.6 1.4 1.6 2.2
WHAT-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	2	8 16 23 6 13	.1	.4	5 1	17 4 22	. 1	1.4 .4 .2	1	12 3		.1		6			1	7 6 3		. 1
W100-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	46 44 61 42 48 66	1247 1288 1473 1315 1331 1608	1.1 1.6 1.1 1.3	10.6 10.0 13.1 9.7 10.9 16.7	54 41 39 44 45 75	666 510 556 592 581 824	1.4 1.1 1.0 1.1 1.2 2.0	10.9 9.0 10.5 9.5 10.0 16.1	18 17 71 21 32 21	330 304 786 449 467 435	.5 .4 1.9 .5 .8	10.9 9.7 13.4 9.2 10.8 14.9	76 74 73 69 73 103	784 782 927 765 815 1052	1.9 1.9 1.8	11.8	49 50 62 44 51 78	656 626 712 569 641 962	1.3 1.3 1.6 1.1 1.3 2.0	
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	4 3 9 6 6	132 192 203 250 194 199	.1 .2 .2 .2 .2	.7 1.9 1.4 1.2	7 9 16 4 9 9	78 114 113 51 89 98	.2 .4 .1 .2	1.4 2.0 4.3 .9 2.2 1.9	1 11 2 4 5	14 105 18 34 52	.3 .1 .1	.6 2.1 .9 .9 3.5	3 6 11 3 <i>6</i> 5	21 83 102 67 68 66	.1 .2 .3 .1 .2	.5 1.0 1.9 .5 1.0	4 2 3 11 5	52 70 56 119 74 97	.1 .1 .3 .2 .2	.8 .4 .7 2.2 1.0
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7 2 3 2 4	103 117 126 95 110 93	.2 .1 .1 .1	.5	5 1 3 1 3	32 41 54 22 37 15	.1	1.0 .2 .8 .2 .6	8 1 5	38 23 52 7 30 8	.1	4.8 .6 .9	11 3 3 2 5	68 47 51 32 50 40	.3	1.7 .5 .5 .3 .8	8 4 1 2 4	53 26 41 27 37 13	.1	1.6 .7 .2 .4

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

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

1	_	_					0		Те	ens 1	2-1	7									
	M	londay-9 6AM-1		у	N	londay- 6AM-10	Friday DAM	-		Monday-l 10AM-:	Friday		N	donday- 3PM-7	Friday PM		N	londay-l 7PM-N			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	Tar
WMGK-FM WI'98 FA'97 SU'97 SP'97 4-Book WI'97	12 15 12 11 13 6	248 401 433 369 363 275	.3	2.8 3.4 2.6 2.5 2.8 1.5	10 13 7 5 9 6	88 166 114 88 114	.3 .3 .2 .1 .2 .2	1.9	4 11 16 8 10 2	123 120	.1 .3 .4 .2 .3	2.4 6.3 3.0 3.5 3.8 1.4	15 21 13 12 15	120 172 218 138 162 127	.4 .5 .3 .4	2.4 3.4 2.2 1.9 2.5 2.0	13 13 8 13 12 6	89 143 176 141 137 87	.3 .2 .3 .3	2.4	Target Listener
WMMR-FM WI '98 FA '97 SU '97 SP '97 4-Boo k WI '97	10 4 10 5 7	361 267 409 323 340 359		2.3 .9 2.2 1.1 1.6 1.3	9 6 3 5 6 9	135 114 70 98 104 117	.2 .2 .1 .1	1.3 .8 1.1 1.3	2 2 18 3 6 2	46 198 96 107	.1 .5 .1 .2	1.2 1.1 3.4 1.3 1.8	14 3 17 5 10 7	182 96: 181 115 144 137	. 4 . 1 . 4 . 1 . 3	2.2 .5 2.9 .8 1.6	13 9 8 3 8 2	148 100 124 88 115 74	.3 .2 .2 .1 .2	2.6 1.6 1.9 .6 1.7	er Trends
WOGL-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	5 4 6 7 6 4	279 362 351 292 321 286	.1 .2 .2 .2	1.6 1.3	4 6 5 17 8 5	64 105 96 149 104 103	.1 .2 .1 .4 .2	1.3 1.4 3.7	1 2 7 2 3	68	.1 .2 .1	.6 1.1 1.3 .9 1.0	10 4 5 6 6	106 151 111 89 114 96	.3 .1 .1 .2 .2	1.6 .8 1.0 1.0	4 4 3 2 3 4		.1 .1 .1 .1	.8 .7 .7 .4 .7	- Teens
WPEN-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1	21 12 8 17 15		.2	1	7 17 6 9		.2	2		- 11	.9	1	7 5 16		. 2	1	6 5 7 5 13		.2	12-17
+WPHI-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	85 97 92 109 96 47	1503 1432 1439 1497 1468 933	2.5 2.4 2.8 2. 5	19.6 22.1 19.8 25.1 21. 7 11.9	85 89 77 92 86 46	777 775 614 817 746 492	2.3 2.0 2.4 2.2	17.1 19.5 20.8 19.9 19.3 9.9	40 40 104 69 63	514 903 692 633	1.0 2.7 1.8 1.6	24.2 22.7 19.7 30.1 24.2 10.6	147 143 119 161 143 75	899 1018 <i>996</i>	3.7 3.1 4.2 3.7	23.1 23.1 20.1 25.8 23.0 13.4	93 124 100 130 <i>112</i> 58	922 856 982 901	3.2 2.6 3.4 2.9	26.4	
WPHT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1	31 42		.2	1	8 2 14		.2		6							1 4 1 2	7 20 34 15	. 1	.2 .9 .2 .3	
WPLY-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	35 47 53 44 4 5 32	1151 1108 1104 1108	1.2	8.1 10.7 11.4 10.1 10.1 8.1	49 48 31 60 47 49	566 452 525 515	1.3 .8 1.6	9.9 10.5 8.4 13.0 10.5 10.5	9 19 54 19 2 5	339 625 368 397	1.4 1.5	10.8 10.2 8.3 8.7	63	712 721 641 681	1.6 1.9 1.7 1.6	7.9 10.2 12.3 10.4 10.2 8.4	64 63 45 55	646 619 530 <i>592</i>	1.7 1.6 1.2	9.1 11.7 14.6 9.1 11.1 7.4	
WURD-AM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	3 4 2 2 **	64 17 39 43	.1	.5	5 4 3 **	32 6 23 22	.1	.9	2 1 1 1 1 ***	19 17 16		.6	3 5 1 1 3	40 17 25 26	.1	.8	4	16	.1	.2	

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

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

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		londay-	Sunda	v		donday-	Erida			ens donday.				den de la	Caide.			44		
	AOH	6AM-I		AOH	AOH	6AM-1		AOH	AOH	10AM-	3PM AQH	нса	АОН	Jonday- 3PM-7 Cume	PM	AOH		7PM-N	AID	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	AQH Rtg	AQH Shr
WUSL-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	78 101 71 95 <i>86</i> 102	1503 1529 1460 1451 1486 1515	2.6 1.9	15.3 21.8 19.6	94 102 57 94 87 119	857 847 566 837 777 988	2.7 1.5 2.5 2.3		31 33 75 43 46 40	437 489 740 634 575 507	1.1	18.8 18.8 14.2 18.8 17.7 28.4	104 157 99 151 128 154	973 997 877 1008 964 1079		25.4 16.7	96 137 63 123 105 131	801 940 670 866 819 971	3.6 1.6 3.2 2.7	18.9 25.0 14.6 24.9 20.9 26.4
WWDB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 2 1	64 47 52 110 68 65	. 1	. 2 . 2 . 5 . 2 . 3	3 3 1 2	36 14 26 19 7	.1	.6 .7 .2	1 4 2	15 8 15 25 16 8	. 1	.6 .2 1.7 .6	2 1	13 15 7 23 15 24	-1	.3	5	7 8: 17 7 10	.1	.2 .1 1.0
WWJZ-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	**	**	**	** **	作 你 你 你	** **	**	**	杂 袋	养妆 肉食	**	**	计计 按索	作书 病病	**	**	**	**	**	**
WXTU-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9 2 12 6 7 9	129 90 207 188 154 131	.2 .1 .3 .2 .2	2.1 .5 2.6 1.4 1.7 2.3	9 4 14 10 9 7	78 37 123 92 83 69	.2 .1 .4 .3 .3	1.8 .9 3.8 2.2 2.2	4 1 15 4 6	32 30 171 37 68 45	. 1	2.4 .6 2.8 1.7 1.9	12 2 15 8 9	88 45 108 114 89 68	.3 .1 .4 .2 .3	1.9 .3 2.5 1.3 1.5 2.0	9 3 7 3 6	68 53 68 70 65 77	.2 .1 .2 .1 .2	1.8 .5 1.6 .6 1.1 2.4
+WXXM-FM W1 '98 FA '97 SU '97 SP '97 4-Book W1 '97	26 16 3	771 532 108 45 364 111	.7	6.0 3.7 .6 2.6	35 21 5 15	397 292 71 13 193 46	.9 .5 .1	7.1 4.6 1.4 3.3	11 6 2 1 5	223 116 18 7 91 24	.3	6.7 3.4 .4 .4 2.7	37 20 3 1 15	445 345 53 21 216 45	1.0 .5 .1	5.8 3.2 .5 .2 2.4 .7	28 17 2 12 4	351 290 46 22 177 44	.7 .4 .1	5.5 3.1 .5 2.3
WYSP-FM W1 '98 FA '97' SU '97' SP '97 4-Book W1 '97	17 15 20 18 18	536 522 675 565 575 470	. 4 . 5 . 5 . 5	3.9 3.4 4.3 4.1 3. 9 4.5	27 26 33 33 30 38	270 234 249 308 265 259	.7 .7 .9 .9 .8	5.4 5.7 8.9 7.1 6.8 8.1	6 8 21 9 11 8	117 75 268 188 162 140	.2 .5 .2 .3 .2	3.6 4.5 4.0 3.9 4.0 5.7	30 13 25 31 25	217 186 326 326 264 218	.8 .3 .7 .8 .7	4.7 2.1 4.2 5.0 4.0 2.9	17 12 14 14 14 21	233 111 248 247 210 231	. 4 . 3 . 4 . 4 . 4	3.4 2.2 3.2 2.8 2. 9 4.2
WYXR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	14 14 24 18 18	512 573 789 715 647 687	.4 .6 .5 .5 .4	3.2 3.2 5.2 4.1 3.9 3.5	8 11 11 13 11	139 141 201 186 167 167	.2 .3 .3 .3	1.6 2.4 3.0 2.8 2.5 2.4	1 10 27 8 12 4	57 112 363 200 183 119	.3 .7 .2 .3	.6 5.7 5.1 3.5 3. 7 2.8	9 16 23 18 17	190 255 314 323 271 215	. 2 . 4 . 6 . 5 . 4	1.4 2.6 3.9 2.9 2.7 2.7	39 22 31 27 30 29	263 289 399 380 333 345	.6 .8 .7	7.2 5.5
WJBR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1 2 2 2 2 1	60 76 110 101 87 82	.1	.2 .2 .4 .5 .3	1 2 1 1 1	17 5 27 23 18 15	. 1	.2 .5 .2 .2	1 3 2 2	23 7 31 30 23 15	. 1	.6 .6 .9 .5	1 2 2 2 1	18 40 17 38 28 45	.1	. 2 . 3 . 3 . 2 . 2	1 2 2 4 2 3	27 28 17 55 32 59	.1 .1 .1 .1 .1	. 2 . 4 . 5 . 8 . 5
	* Station	n(s) not	eporte	ed.	* Lister	nav asti-	atas =	ا	160-	+ Stati							urrent an			

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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.

	N	londay-9	Sunda	y	N	Monday-l 6AM-10	Friday			ens L Monday-F 10AM-3	ridav		М	londay-l 3PM-7	Friday PM		N	Jonday-F 7PM-M	riday ID	
	AQH (00)	Cume (00)	AQH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	1 1	14 44 50 43 38 25		.2	3 1	7 29 18 14 17 9		.7 .3	1	7 7 16 7 9		.2	2, 2, 2, 1, 2	7 22 36 21 22 16	.1	.3 .3 .3 .2 .3		7 7 6 7 7		
+VLEV-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97		25 33 7 16 8			t.	9 2 8		.1		6 7 3				13 7 5			1	13 24		.1
WOR -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	**	** ** 7	**	**	**	**	**	**	**	## ## ##	**	**	**	** ** **	**	**	**	**	**	**
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	25 23 26 16 23 23	772 758 630 728	.6 .7 .4	3.7 5.1	25 22 13 19 20 20	219 297 296	.6 .3 .5	4.8 3.5 4.1 4.4	8 6 35 5 14 4	229 163 398 199 247 162	.2 .9 .1 .4 .1	4.8 3.4 6.6 2.2 4.3 2.8	42 29 36 22 32 35	477 471 406 370 431 427	1.1 .8 .9 .6	6.6 4.7 6.1 3.5 5.2 6.2	27 31 18 18 24 33	279 363	.7 .8 .5 .5	5.6 4.2 3.7 4.7
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97		17 9 7 26				9							1	10 3 26		.1		8 2		
VSTV-FM W '98 FA '97 SU '97 SP '97 4-800k W '97	1 *** 1 1 ***	72 76	**	.2	1 4#	20	**	.3	**	15 ** 13 30 ** 29	**	.6	1 2 ***	30 ** 22 52 ** 34	.1	.2 ** .2 .3 ** .2	*** 2 2 **	52 38 **	.1	.5
TOTALS WI '98 FA '97 SU '97 SP '97 4-800k WI '97	438 464 438 444	362° 3679 3669 3 366	7 11.3 7 11.4 9 12.9 11.4 1 11.6	1	496 456 370 462 444	2923 2473 2 2925 6 284 6	0 13.0 3 11.9 5 12.1 0 11.1	7	165 176 529 229 275	1663 2887 1982 2029	4.6 13.8 6.0 7.2		636 619 592 624 618	2988 3077 3064 304 9	3 16.6 3 16.2 1 16.3 1 16.3 2 14.7		50° 54' 43' 49' 49	2883 2 2748 3 2842 5 2824	13.2 14.3 11.3 12.9 13.0	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.

			1						Te	ens '	12 -1	7								11
		Monday- 6AM-		/		Week				Sature 6AM-1				Sature 10AM-				Saturo 3PM-7		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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 WI '98 4-Book	4 5	193 207	.1	1.0	2 3	66 89	-: 1 -: 1	.5 .6	4	31 27	.1	1.5 1.8	2	19	.1	.3		7 4		.1
WBEB-FM WI '98 4-Book	9 11	354 358	. 2	2.2 2.6	13 13	201 241	.3	3.1 3.1	1 6	20 35	.2	. 4 2.5	21 21	73 74	.5 .5	3.4 3.3	9 12	57 50	. 2 . 3	1.8
VDAS-AM W1 '98 4-Book	2 2	28 21	.1	.5 .3	5 3	39 25	.1	1.2 .6	1	2		.2		1		.1				
WDAS-FM WI '98 4-Book	10 8	142 135	.3 .2	2.4 1.8	13 10	144 101	.3 .3		14 8	42 24	. 4	5.3 3.2	19 16	64 39	.5 .4	3.1 2.5	22 12	37 28	. 6 . 3	4.5 2.2
WHAT-AM WI '98 4-Book	1	6		.1	2	8 10	.1	.5 .3	1	2		.2					1	2		.1
V10Q-FM WI '98 4-Book	47 49	1052 1098		11.4 11.2	41 4 5	746 823	1.1	9.8 10.7	33 27	119 117	. 9 . 7	12.5 11.3	84 75	370 336		13.7 12.0	51 <i>60</i>	240 261		10.4 10.8
WIP -AM WI '98 4-Book	3 <i>6</i>	78 1 35	. 1 . 2	.7 1.3	5 5	74 82	. 1 . 2	1.2	7 5	22 18	. 2 . 2	2.7 2.2	3 5	23 23	. 1 . 1	.5 .8	5 5	22 14	. 1 . 1	1.0
₩JJZ-FM ₩1 '98 4-Book	8 4	88 79	. 2	1.9 . 9	5 4	48 50	. 1	1.2 .9	1 4	10 14	. 1	.4 1.4	1 2	10 9	.1	.2	1 2	9 9	.1	. 2 . 3
WMGK-FM WI '98 4-Book	9 11	176 248	. 2 . 3	2.2 2.6	16 15	156 233	. 4	3.8 3.5	6 6	39 39	. 2 . 2	2.3 2.4	27 29	72 98	.7 .8	4.4 4. 6	21 19	70 71	.5 .5	4.3 3.4
VMMR-FM W1 '98 4-Book	8 7	294 248	. 2 . 2	1.9 1.6	10 7	175 158	.3 .2	2.4 1.7	3	14 23	.1	1.1 1.5	14 9	85 44	. 4 . 3	2.3 1.5	10 11	45 49	.3 .3	2.0 2.0
WOGL-FM W1 '98 4-Book	5 6	171 218	. 1 . 2	1.2 1.3	6	128 143	. 2	1.4 1.5	1 4	15 17	. 1	. 4 1 . 6	1 12	14 43	.3	. 2 2.0	5 7	27 34	. 1	1.0
₩PEN-AM ₩1 '98 4-Book		21 11		.1		5		.1					1	2		.1)	1	2		.1
+WPHI-FM WI '98 4-Book	87 95		2.3 2.5	21.1 21.9	78 87			18.6 20.5	61 51			23.1 20.8	129 141		3.4 3. 7	21.0 22.6	98 127		2.6 3.3	
WPHT-AM WI '98 4-Book		2			1	7		.1					1	2		.1				
WPLY-FM WI '98 4-Book	34 44	899 944		8.3 10.1	30 40	627 693	.8 1.1	7.2 9.5	24 20	97 109	.6 .5	9.1 8.0	39 54	263 276		6.3 8.7	30 56	133 213	. 8 1.5	6.1 9.8
WURD-AM WI '98 4-Book	3 2	44 38	. 1		6	45 29	. 2	1.4	7 3	18 12		2.7 1.2	8 5	18 13	. 2	1.3 .9	3	9	.1	.6
WUSL-FM WI '98 4-Book	73 84	1308 1310		17.7 19.5	74 78	948 912		17.7 18.5	44 4 7			16.7 18.9	116 117	400 418		18.9 18.9	98 111		2.6 2.9	
	** 543410				* Linto					+ C4.0			241							

^{**} Station(s) not reported this survey.

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

		_	-		1-1-				Te	ens 1	2-1	7									
		Monday- 6AM-7	Friday 7PM	,		Week	end MID			Saturo 6AM-10	day DAM			Saturo 10AM-	iay 3PM			Saturd 3PM-76			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	[ar
WWDB-FM W1 '98 4-800k	1	64 47		.2 .3	1 2	21 30	.1	.2 .4	1	7		. 6	3 2	8	:1	.5 .3	1	5		. 2	Target Li
WWJZ-AM WI '98 4-Book	**	**	**	**	**	##	**	**	**	±±	**	**	**	**	**	**	**	**	**	**	Listener
WXTU-FM WI '98 4-Book	8	107 136	.2	1.9 1.8	10 7	73 75	.3 .2	2.4 1.8	2	7 14	.1	.8 1.1	15 12	43 31	. 4	2.4 1.9	10 8	44	.3	2.0 1.5	
+WXXM-FM W1 '98 4-Book	26 11	621 288	.7		24 11	491 220	.6 .3		12 5	67 30	.3	4.5 1.7	33 15	177 80	.9 .4	5.4 2.5	31 17	130 69	.8	6.3 3. 1	Estimates
WYSP-FM WI '98 4-Book	20 21	432 467	.5 .6		12 14	250 279	.3		1 5	9 21	.1	.4	14 20	81 91	.4	2.3 3.3	23 19	74 82	.6 . 5	4.7 3.5	1.01
WYXR-FM WI '98 4-Book	6 13	297 410	.2		10 17	221 338	.3 .5	2.4 4.1	9 12		. 2 . 3	3.4 4.9	9 18	50 91	. 2 . 5	1.5 2.9	8 17	43 79	. 2	1.6 2.9	- Teens
WJBR-FM WI '98 4-Book	1 2	40 45		.2	1 2	41 48	.1	.2	1	7	. 1	.4	1	7 11		.1	1 2	14	.1	.2	12
WKXW-FM WI '98 4-Book	1	14 33		. 2 . 2		7 16		.1		4		.1	1	7 5		.2 .1	1	3		.1	-17
+WLEV-FM WI '98 4-Book	1	19 11				7 6								2				7		.1	
WOR -AM WI 198 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM WI '98 4-Book	24 22	669 601			25 23	436 414			13 13		.3	4.9 5.4	31 33	178 159	.8 .9		29 31	125 144	. 8 . 8	5.9 5.5	
WRDR-FM WI '98 4-Book		10 3				2		.1													
WSTW-FM WI '98 4-Book	**	45 **	**	.2	**	13	**	**	**	±±	**	**	.1	6 **	**	.2	**	**	**	**	
TOTALS WI'98 4-Book	412		10.8		419 423		10.9		264 244	875 863	6.9		615 624		16.1 16.3		492 560		12.8 14.6		

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

1									Те	ens '	2-1	7								
		Sature 7PM-N	MIĎ		-	Sund 6AM-10	MÁC			Sund 10AM-	3PM			Sund 3PM-7	PM	- 9		Sund 7PM-N	1ID	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	(00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AOH Rtg	AQH Shr
KYW -AM WI '98 4-Book					8 5	31 25	. 2	3.2 2.2	1 4	7 28	.1	.2	1 2	7 12	. 1	. 2 . 5	1 2	6 14	1.1	.3 .6
WBEB-FM WI '98 4-Book	8 14	37 62	. 2 . 4	1.6 3.3	5 8	13 23	. 1 . 2	2.0 3.7	25 16	68 52	. 7 . 5	6.0 3 .8	23 15	72 45	. 6 . 4	5.7 3.4	11 10	45 58	. 3 . 3	3.0 2.8
WDAS-AM WI '98 4-Book					26 9	39 17	. 7 . 3	10.5	13 <i>6</i>	25 15	.3 .2	3.1 1.4	5 4	5 4	.1	1.2	1	5 5		.3 . 3
WDAS-FM WI '98 4-Book	9 7	23 24	.2	1.9 1.7	2 3	5 8	. 1	.8 1.4	4 9	20 26	. 1 . 3	1.0	6	10 22	. 2 . 3	1.5	27 15	51 <i>29</i>	.7 .4	7.3 4.2
WHAT-AM WI '98 4-Book	1	2		.1	2 3	8 10	.1	.8 1.3	8 3	8 5	. 2	1.9 .8	2	8	.1	.5 .1				
WIOQ-FM WI '98 4-Book	45 49	205 202	1.2	9.3 11.0	19 19	135 107	.5 . 5	7.7 8.8	35 48	193 246	.9 1.3	8.4 11.0	37 46	192 188	1.0	9.1 10.3	21 34	123 146	.5 .9	5.7 9.4
WIP -AM WI '98 4-Book	6 4	23 20	. 2	1.2 .8	8 4	14 18	.2	3.2 1.8	4 6	7 22	. 1	1.0 1.4	8	7 18	.2	1.6	7 6	22 23	. 2	1.9
VJJZ-FM WI '98 4-Book VMGK-FM	2	3 5	. 1	. 4	2 2	13 <i>9</i>	. 1	.8 1.1	17 8	30 17	. 4 . 2	4.1 1.8	13 7	20 11	.3 .2	3.2 1.5	6 6	19 20	. 2	1.6
WI '98 4-Book	21 10	46 42	.5 .3	4.3 2.2	4 7	17 31	. 1 . 2	1.6 3.3	12 16	37 65	.3 .4	2.9 3 .7	19 18	58 66	.5 .5	4.7 4.0	14 12	46 48	. 3	3.8 3.3
WI '98 4-Book	5 5	48 29	.1	1.0 1.0	1	12 20	. 1	.4 1.8	11	63 38	. 3 . 3	2.6 2.1	17 10	24 38	. 3	4.2 2.4	20 6	47 26	.5 .2	5.4
WI '98 4-Book	19 <i>9</i>	59 44	.5 .2	3.9 2.0	3	8 13	.1	.4 1.4	6 5	31 24	. 2 . 2	1.4	10 8	29 24	.3	2.5 1.7	7	20 19	.2	1.9
WI '98 4-Book +WPHI~FM	1	3		. 2	1	3		.2	1	2		. 2					1	2		.1
WI '98 4-Book	110 111	426 36 7		22.6 25.1	32 38	118 136		13.0 17.8	53 68	254 271		12.7 15.5	57 80			14.0 17.6	71 70		1.9	
WI '98 4-Book	2	5	. 1	. 4					1	5		.4	1	5		. 2				
WI '98 4-Book	34 37	163 190	1.0	7.0 8.3	22 23	122 116		8.9 10.9	33 50	227 245		7.9 11.5	33 44	173 200	1.2	8.1 9.7	25 34	133 171	.7	6.8 9.4
WI 198 4-Book	1	8	.1	. 3	4 2	10 5	. 1	1.6 .8	17 5	37 16		4.1 1.3	8	27 14	.2	2.0 .8	2	10 5	. 1	.5 .2
wi '98 4-Book	88 85		2.3		44 4 0	142 1 39		17.8 18.8	59 67	231 249		14.1 15.5	67 78		1.7		65 71	261 249	1.7	
			E 44 S										3 (

^{**} Station(s) not reported this survey.

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

									Te	ens '	2-1	7								
		Satur 7PM-	day MID			Sund 6AM-1	ay 0AM			Sund 10AM-	ay			Sund: 3PM-7	ау Рм			Sunda 7PM-N	ay MD	i
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
₩₩DB-FM ₩1 '98 4-Book		7 2			1 2	6 8		. 4	4	13	. 1	1.0	2	6	. 1	. 4		6		.1
WWJZ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM WI '98 4-Book	12 6	31 21	.3		5 4				18 11	52 36	.5 . 3	4.3 2.4	7	31 24	. 2	1.7	9 5	32 19	.2	2.4 1.3
+WXXM-FM W1 '98 4-Book	32 11	139 <i>63</i>			6 4			2.4	28 1 3	167 76	.7 .3	6.7 3.0	34 15	130 59	.9 .4	8.4 3.6	1 î 7	5 6 41	.3 .2	3.0 1.9
WYSP-FM WI '98 4-Book	18 16	83 <i>66</i>			8 4			3.2	17 17	67 81	. 4	4.1 4.0	9 16	54 66	. 2	2.2 3.4	6 1 0	44 56	. 2 . 3	1.6
WYXR-FM WI '98 4-Book	12 18	41 84			5 8			2.0 3.6	3 13	28 7 3	.1	.7 3.0	5 15	28 72	. 1	1.2 3.2	27 33	105 121	.7 .9	7.3 9.1
WJBR-FM WI '98 4-Book	1	7 9		. 2 . 3		7 2			2	21 7	. 1	.5 .1	1	7 7		.3	1 4	8 19	.1	.3
WKXW-FM WI '98 4-Book						4				6		.1	1	2		. 2		2		. 1
+VLEV-FM WI '98 4-Book													2	7 4	. 1	.5 .2		2		.1
WOR -AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM WI '98! 4-Book	35 24	166 1 29		7.2 5.5	15 <i>9</i>	82 51	. 4		28 25	132 126	.7	6.7 5.8	28 30	111 132	. 7	6.9 6.7	18 20	127 103	.5 .6	
WRDR-FM WI '98 4-Book					1	2		. 5		2		. 1								
WSTW-FM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	1	7 **	**	.2	**	7 **	**	**
TOTALS WI '98 4-Book	486	1417	12.7		247 216	833 765	6.4		418 434		10.9		406 448	1157	10.6 11.7		369 365		9.6	

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

Listener AQH Composition

						M	onda	y-Sur aqh Pe	day (MID					
	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	Wamen 65+
KYW -AM (%) Rating Share	527 100 1.3 7.4	3 1 .1 .7	247 47 1.4 7.7	6 1 .3 1.7	27 5 .7 3.9	45 9 1.2 5.9	49 9 1.6 8.4	38 7 1.8 9.9	81 15 3.1 18.5	277 53 1.4 8.0	6 1 .3 1.7	20 4 .5 2.9	48 9 1.2 7.0	35 7 1.0 5.7	53 10 2.3 12.8	114 22 2.8 16.3
WBEB-FM (%) Rating Share	413 100 1.0 5.8	11 3 .3 2.5	100 24 .6 3.1	12 3 .6 3.4	17 4 .5 2.5	18 4 .5 2.4	21 5 .7 3.6	28 7 1.3 7.3	2 1 .1 .5	303 73 1.5 8.8	27 6 1.3 7.6	69 17 1.9 10.0	55 13 1.4 8.0	83 20 2.5 13.5	45 11 1.9 10.8	24 6 .6 3.4
WDAS-AM (%) Rating Share	91 100 .2 1.3	2 3 .1 .5	17 18 . 1 . 5	1	2 2 .1 .3	4 .1 .5	3 .1 .5	4 4 .2 1.0	. 2 . 9	71 79 .4 2.1	.2 1.1	14 16 .4 2.0	14 16 .3 2.0	13 14 .4 2.1	10 11 . 4 2 . 4	16 18 .4 2.3
WDAS-FM (%) Rating Share	454 100 1.1 6.4	13 3 .3 3.0	176 39 1.0 5.5	18 4 .8 5.1	46 10 1.3 6.7	45 10 1.2 5.9	43 10 1.4 7.3	18 4 .9 4.7	6 1 .2 1.4	265 58 1.4 7.7	19 4 .9 5.3	88 19 2.4 12.8	73 16 1.8 10.6	49 11 1.5 8.0	25 6 1.1 6.0	11 2 .3 1.6
WHAT-AM (%) Rating Share	75 100 .2 1.1	1	45 60 . 3 1 . 4		3 4 .1 .4	10 14 .3 1.3	5 7 .2 .9	2 3 .1 .5	25 33 1.0 5.7	29 39 .1 .8		3 4 .1 .4	4 5 .1 .6	5 6 .1 .8	5 6 .2 1.2	14 18 .3 2.0
WIOQ-FM (%) Rating Share	264 100 .6 3.7	46 17 1.2 10.6	75 28 .4 2.3	17 6 .8 4.8	24 9 .7 3.5	21 8 .5 2.8	12 5 .4 2.0			143 54 .7 4.1	33 13 1.6 9.3	58 22 1.6 8.4	38 14 .9 5.5	11 4 .3 1.8	.1	.1
WIP -AM (%) Rating Share	245 100 .6 3.4	4 2 . 1 . 9	210 85 1.2 6.5	11 5 .5 3.1	55 22 1.5 8.0	62 25 1.6 8.1	40 16 1.3 6.8	24 10 1.2 6.3	17 7 .7 3.9	32 13 . 2 . 9	.3	.1 .6	7 3 .2 1.0	9 4 .3 1.5	5 2 .2 1.2	6 2 .1 .9
₩ JJZ-FM (%) Rating Share	359 100 .9 5.0	7 2 .2 1.6	176 49 1.0 5.5	7 2 .3 2.0	15 4 .4 2.2	44 12 1.1 5.8	46 13 1.5 7.8	36 10 1.7 9.4	29 8 1.1 6.6	176 49 .9 5.1	9 3 .4 2.5	28 8 .8 4.1	41 11 1.0 6.0	63 18 1.9 10.3	17 5 .7 4.1	18 5 .4 2.6
₩MGK-FM (%) Rating Share	278 100 .7 3.9	12 4 .3 2.8	159 57 .9 4.9	14 5 .7 4.0	49 18 1 . 4 7 . 1	49 18 1.3 6.4	36 13 1.2 6.1	11 4 .5 2.9		107 39 .5 3.1	9 3 .4 2.5	40 14 1.1 5.8	34 12 .8 4.9	19 7 .6 3.1	. 2	5 2 .1 .7
WMMR-FM (%) Rating Share	220 100 .5 3.1	10 4 .3 2.3	139 63 .8 4.3	23 10 1.1 6.5	50 23 1.4 7.2	49 22 1.3 6.4	14 6 .5 2.4	3 1 .1 .8	. 2	71 32 . 4 2.1	9 4 .4 2.5	15 7 .4 2.2	35 16 .9 5.1	6 3 .2 1.0	3 1 .1 .7	3 1 .1 .4
WOGL-FM (%) Rating Share		5 2 .1 1.2	142 44 .8 4.4	9 3 .4 2.5	13 4 . 4 1.9	28 9 .7 3.7	56 17 1.8 9.6	22 7 1.1 5.7	14 4 .5 3.2	176 55 .9 5.1	5 1 .2 1.4	8 3 .2 1.2	40 12 1.0 5.8	75 23 2.2 12.2	27 8 1.2 6.5	21 7 .5 3.0
WPEN-AM (%) Rating Share			91 34 .5 2.8		2 1 .1 .3	3 1 .1 .4	6 2 .2 1.0	21 8 1.0 5.5	59 22 2.3 13.4	179 66 .9 5.2	7 2 .3 2.0	.1	2 1 .3	6 2 .2 1.0	37 14 1.6 8.9	128 47 3.2 18.3
WPHI-FM (%) Rating Share		85 34 2.2 19.6	73 29 .4 2.3	37 15 1.7 10.5	24 10 .7 3.5	6 2 .2 .8	6 3 .2 1.0			92 37 .5 2.7	41 16 1.9 11.5	31 12 .8 4.5	12 5 .3 1.7	6 2 .2 1.0		.3
WPHT-AM (%) Rating Share			46 61 .3 1.4	.3	3 4 .1 .4	8 11 .2 1.0	9 12 .3 1.5	15 20 .7 3.9	9 13 .3 2.1	29 39 .1 .8		.1	3 5 .1 .4	5 7 .1 .8	5 7 .2 1.2	15 20 .4 2.1

^{*} Listener estimates adjusted for reported broadcast schedule.

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

[&]amp; Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID Cume Persons (00) Women Women Men 35-44 Persons 12+ 11919 213 **59**96 296 940 1277 1168 910 1405 253 829 1079 969 840 1740 KYW -AM 15 50 8 10 8 12 48 100 33.2 38.0 43.8 29.2 11.9 22.7 26.5 29.0 36.1 43.1 34.6 13.9 25.9 54.1 Rating 29.3 5.6 390 172 4098 450 810 914 1045 490 WBEB-FM 6603 480 2024 195 382 459 454 362 62 12 14 16 100 31 6 9.2 10.5 17 4 6 6 21.0 21.1 22.1 22.5 31.3 21.1 9.7 12.5 11 7 11.9 14.8 Rating 16.2 156 136 130 135 228 1225 53 49 49 74 59 WDAS-AM 327 20 55 80 844 19 (%) 100 27 6 69 13 11 1.1 11 .9 4.3 Rating 3.0 1.4 1.9 1.5 2.1 1.6 2.4 2.8 4.3 2.B 3.3 3.9 5.8 145 595 478 226 WDAS~FM 4360 247 1761 267 495 469 325 98 107 2352 254 655 5 9.7 100 6 40 11 54 15 14 1.1 3.6 17.9 12.0 12.6 10.6 4.7 11.9 14.6 14.3 Rating 10.7 6.4 10.2 13.7 12.2 4 1 515 64 81 109 217 WHAT-AM 907 8 383 53 93 86 30 122 44 10 10 3 57 12 24 100 42 2.4 5.4 Rating 2.8 4.7 2.6 1.2 1.6 4.7 2.2 2.2 1.5 2.4 1.4 905 787 247 59 48 WIOQ-FM 6008 1247 1788 494 610 432 226 8 18 2973 928 100 49 15 13 25.4 32.6 10.3 23.2 16.8 11.2 7.3 . 4 .7 15.2 42.5 19.3 7.4 2.5 1.2 Rating 193 WIP -AM 4461 132 3432 190 844 938 701 419 340 897 80 146 154 214 111 20 (%) 100 19 23.3 22.8 20.2 13.1 4.6 3.8 4.0 3.8 6.4 4.8 4.8 Rating 11.0 19.8 WJJZ~FM 571 513 358 235 2516 131 470 643 689 280 302 4725 103 2106 180 250 10 14 15 100 (%) 45 12.0 12.1 16.7 17.2 9.0 12.9 12.8 15.8 20.7 7.5 Rating 11.6 WMGK-FM 5262 248 2646 315 832 914 459 79 47 2368 295 776 843 357 48 48 17 100 16 6.5 15.3 14.8 23.0 23.8 14.9 3.8 1.8 12.1 13.9 21.2 20.7 10.7 2.1 1.2 Rating 58 WMMR-FM 4598 361 2622 892 817 269 42 20 1614 311 487 597 154 8 582 100 35 13 8.7 . 8 8.3 14.6 13.3 14.7 .3 9.4 15.1 27.4 24.6 21.2 2.0 4.6 1.4 Rating 380 358 WOGL-FM 5806 279 2408 163 248 534 864 343 257 3119 198 338 793 1051 54 14 18 31.5 9.2 16.3 8.9 Rating 7.3 13.9 6.8 13.9 28.1 16.5 9.9 16.0 9.3 19.5 1904 93 385 1313 WPEN-AM 3281 21 1356 55 123 73 296 809 33 23 56 100 41 2 25 58 2 12 40 16.6 32.5 31.1 1.4 2.8 Rating . 5 7.8 1.5 3.2 2.4 14.2 9.7 1.6 . 6 1705 713 491 293 135 8 65 WPHI-FM 4623 1503 1416 656 505 137 118 100 37 11 3.6 8.7 33.5 13.4 7.2 4.0 .3 1.6 3.8 39.2 8.2 30.8 13.9 Rating 11.4 118 156 266 278 676 8 44 83 140 188 257 WPHT-AM 1811 1135 28 244 15 37 (%) 100 63 10 14 13 2.0 3.5 6.7 6.6 Rating 6.5 3.9 4.9 8.4 11.7 10.7 4.4

[&]amp; Both of the previous footnotes apply.



^{*} Listener estimates adjusted for reported broadcast schedule.

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

Listener AQH Composition

						M	onda	y-Sur	day (MID					
	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+
₩PLY-FM (%) Rating Share	159 100 .4 2.2	35 22 .9 8.1	63 40 .4 2.0	26 16 1.2 7.3	17 11 .5 2.5	17 10 .4 2.2	2 1 .1 .3	.3	2 1 .1	60 38 .3 1.7	27 17 1.3 7.6	20 13 .5 2.9	10 6 .2 1.5	3 2 .1 .5	. 2	
WURD-AM (%) Rating Share	32 100 .1 .5	3 11 .1 .7	14 45 . 1 . 4	4 13 .2 1.1	3 9 .1 .4	5 17 .1 .7			2 6 .1	14 44 . 1 . 4	3 10 .1	4 12 . 1 . 6	3 8 .1 .4	3 9 .1 .5	1 4	
WUSL-FM (%) Rating Share	303 100 .7 4.3	78 26 2.0 18.0	97 32 .6 3.0	35 12 1.6 9.9	38 13 1.0 5.5	13 4 .3 1.7	4 1 .1 .7	5 2 .2 1.3	. 2	128 42 .7 3.7	39 13 1.8 11.0	43 14 1.2 6.3	20 7 .5 2.9	19 6 .6 3.1	5 2 .2 1.2	.3
WWDB-FM (%) Rating Share	363 100 .9 5.1	. 2	172 47 1.0 5.3	4 1 .2 1.1	20 6 .6 2.9	32 9 .8 4.2	31 9 1.0 5.3	28 8 1.3 7.3	58 16 2.2 13.2	190 52 1.0 5.5	4 1 . 2 1 . 1	5 1 .1 .7	15 4 .4 2.2	27 7 .8 4.4	36 10 1.5 8.7	102 28 2.5 14.6
WWJZ-AM (%) Rating Share	24 100 .1 .3		10 44 .1 .3	2		1	1 3	2 8 .1 .5	7 30 .3 1.6	13 56 . 1 . 4					2 10 .1 .5	11 46 .3
WXTU-FM (%) Rating Share		9 3 .2 2.1	151 50 .9 4.7	9 3 .4 2.5	30 10 .8 4.3	20 7 .5 2.6	37 12 1.2 6.3	40 13 1.9 10.4	16 5 .6 3.6	142 47 .7 4.1	9 3 .4 2.5	18 6 .5 2.6	33 11 .8 4.8	32 11 1.0 5.2	23 8 1.0 5.5	27 9 .7 3.9
WXXM-FM (%) Rating Share		26 16 .7 6.0	66 42 . 4 2 . 1	20 13 .9 5.6	21 13 .6 3.0	19 12 .5 2.5	5 3 .2 .9			67 42 .3 1.9	24 15 1.1 6.7	23 14 .6 3.3	16 10 .4 2.3	3 2 .1 .5		
WYSP-FM (%) Rating Share		17 4 .4 3.9	269 70 1.6 8.4	51 13 2.4 14.4	110 29 3.0 15.9	85 22 2.2 11.2	19 5 .6 3.2	1 . 2 1 . 0	.2	96 25 .5 2.8	19 5 .9 5.3	38 10 1.0 5.5	24 6 .6 3.5	9 2 .3 1.5	. 2	3 1 .1 .4
WYXR-FM (%) Rating Share		14 6 . 4 3. 2	66 29 . 4 2 . 1	6 3 .3 1.7	21 9 .6 3.0	29 13 .8 3.8	7 3 . 2 1. 2		. 2	145 65 .7 4.2	13 6 .6 3.7	56 25 1.5 8.2	39 17 1.0 5.7	19 9 .6 3.1	12 5 .5 2.9	6 2 .1 .9
WJBR-FM (%) Rating Share		1 3 .2	11 38 .1 .3	.3	1 3	4 15 . 1 . 5	3 9 .1 .5	2 8 .1 .5		17 59 .1	1 4	3 12 .1	5 18 .1 .7	5 17 .1 .8	2 8 .1 .5	1
WKXW-FM (%) Rating Share	.2	1	31 44 .2 1.0	.3	5 7 .1 .7	8 12 .2 1.0	9 13 .3 1.5	2 3 .1 .5	6 8 . 2 1 . 4	40 56 . 2 1 . 2	2 3 .1	11 15 .3 1.6	9 13 .2 1.3	5 7 .1 .8	6 8 .3	8 11 .2 1.1
VLEV-FM (%) Rating Share	.1	1	11 30 .1 .3	2 5 .1 .6	2 6 .1 .3	1	4 9 .1 .7	.3	2 7 .1 .5	26 69 . 1 . 8	3 9 .1 .8	. 1	1 3	12 32 .4 2.0	5 12 .2	4 10 .1 .6
WOR -AM (%) Rating Share	.1		9 43 .1 .3				. 2	3 13 .1 .8	6 26 . 2 1 . 4	12 57 .1 .3			1 3	1 3	1 7	9 43 .2 1.3
WPST-FM (%) Rating Share		25 28 .7 5.8	23 26 . 1 . 7	4 5 .2 1.1	11 12 .3 1.6	7 8 .2 .9	. 2			41 46 .2 1.2	16 18 .8 4.5	16 18 .4 2.3	8 9 .2 1.2	2 2 .1 .3		

^{*} Listener estimates adjusted for reported broadcast schedule.

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

[&]amp; Both of the previous footnotes apply.

Listener Composition

Listener Cume Composition

Monday-Sunday 6AM-MID Cume Persons (00) Persons 12+ Women 18+ Women 65+ WPLY-FM 4846 1067 1806 644 606 433 84 29 10 1973 656 351 146 10 34 100 22 37 13 13 9 2 16 (%) 8.6 27.9 16.7 11.3 2.7 36.4 17.9 Rating 10.4 30.3 1.4 . 4 10.1 . 4 11.9 WURD-AM 431 53 195 62 64 43 25 183 38 68 33 25 19 12 15 42 9 16 8 6 100 45 14 10 6 Rating 2.9 1.1 1.0 1.8 1.9 . 8 . 8 1.4 1.8 1.1 1.1 1503 207 2172 109 WUSL-FM 5466 1791 570 60 52 685 643 464 64 656 291 162 (%) 100 27 33 12 10 40 13 12 8 7.6 5.3 32.2 17.6 11.4 6.2 2.8 39.2 10.3 30.8 15.7 2 9 2.0 11.1 Rating 13.4 2260 894 WVDB-FM 691 370 447 4722 64 331 478 421 436 44 166 339 2397 41 19 (%) 100 51 10 15 48 8 1.7 9.1 12.4 13.7 21.0 26.6 11.6 2.1 4.5 8.3 11.1 19.2 Rating 11.6 13.8 1.9 132 WA-ZLWW 416 231 6 18 50 152 185 46 100 56 12 37 44 2 11 32 5.9 3.3 Rating 1.0 1.3 .2 . 2 . 6 2.4 . 9 . 2 2.0 WXTU-FM 3977 129 1857 165 384 323 405 324 **25**6 1990 162 352 455 396 301 324 100 50 10 10.2 7.6 9.6 12.9 Rating 9.8 3.4 10.7 7.8 10.6 8.4 13.2 15.6 9.9 11.2 11.9 8.0 WXXM-FM 4082 771 1510 416 585 353 105 40 11 1801 677 630 383 100 11 15 Rating 10.0 20.1 19.6 16.1 9.2 3.4 1.9 . 4 9.2 31.8 17.2 9.4 3.0 . 3 WYSP-FM 6637 536 4053 852 1553 1136 359 136 18 2048 430 759 499 230 52 80 20.7 12.3 40.1 42.8 29.5 11.7 .7 10.5 20.2 6.9 2.2 2.0 WYXR-FM 5061 512 1619 252 556 491 253 41 25 2929 613 939 876 339 74 89 19 100 10 32 10 Rating 25.7 21.5 10.2 13.4 9.3 11.8 15.3 12.8 8.2 2.0 1.0 15.0 28.8 3.2 2.2 28 **VJBR-FM** 838 60 295 41 76 35 82 60 483 93 89 120 106 48 .7 100 35 4 10 11 11 13 6 2.4 2.9 2.1 Rating 2.1 1.6 1.7 1.9 2.1 .9 2.7 2.9 2.5 4.4 3.2 247 144 WKXW-FM 1499 14 537 31 101 142 167 44 51 948 56 226 160 114 2.1 8 10 100 36 63 17 15 3.7 2.0 6.8 5.6 4.8 4.9 5.4 4.8 2.6 3.6 Rating 3.1 2.8 3.7 Δ WLEV-FM 45 98 19 22 444 25 20 12 261 10 66 158 45 50 24 22 100 6 10 11 59 2 15 10 (%) 36 .9 2.9 .5 Rating 9 1.6 .6 1.8 1.1 .8 1.1 120 WOR -AM 374 186 18 63 105 188 2 10 100 28 6 (%) 50 3.0 Rating . 6 1.1 WPST-FM 804 299 79 1477 529 492 324 95 6 29 3035 753 214 212 100 26 49 2.8 3 Rating 19.7 10.1 5.5 2.6 7.6 24.8 13.4 8.0 7

[&]amp; Both of the previous footnotes apply.



^{*} Listener estimates adjusted for reported broadcast schedule.

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

Listener AQH Composition

Į.	=					M	onda	y-Sun	day (MID				31.21	7.
	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+
WRDR-FM (%) Rating Share	47 100 . 1 . 7		23 50 .1 .7		1	6 12 .2 .8	2 4 .1	4 8 .2 1.0	12 24 .5 2.7	24 50 .1 .7			1 2	8 16 .2 1.3	7 14 .3 1.7	8 17 .2
VSTV-FM (%) Rating Share	24 100 .1 .3	1 2 .2	9 36 .1 .3	2 7 .1 .6	2 7 .1 .3	5 19 .1 .7	2	1		15 61 .1 .4	6 24 .3 1.7	2 8 .1 .3	6 25 .1 .9	1		.1
TOTALS (%) Rating	7109 100 17.5	433 6 11.3	3215 45 18.5	354 5 16.6	690 10 19.0	762 11 19.8	586 8 19.1	383 5 18.4	439 6 16.9	3461 49 17.7	356 5 16.7	687 10 18.8	688 10 16.9	614 9 18.4	415 6 17.8	701 10 17.4

^{*} Listener estimates adjusted for reported broadcast schedule.

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

[&]amp; Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

								Cume Pe	ersons (00)) 							
1	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Man 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+	
WRDR-FM (%) Rating	912 100 2.2	17 2 .4	485 53 2.8		22 2 .6	56 6 1.5	59 7 1.9	90 10 4.3	258 28 9.9	409 45 2.1	8 1 . 4	8 1 .2	24 3 .6	91 10 2.7	117 13 5.0	161 18 4.0	
WSTW-FM (%) Rating	927 100 2.3	59 6 1.5	423 46 2.4	123 13 5.8	116 13 3.2	153 16 4.0	21 2 .7	10 1 .5		445 48 2.3	105 11 4.9	116 13 3.2	155 17 3.8	32 3 1.0		37 4 .9	
																	_
i																	
					:		1										
ì																	
												7.0					
TOTALS (%) Rating	39445 100 96.8	3667 9 95.7	16872 43 97.3	2027 5 95.3	3557 9 98.1	3763 10 97.9	2965 8 96.4	2022 5 97.3	2537 6 97.7	18906 48 96.7	2109 5 99.1	3588 9 98 1	3923 10 96.4	3263 8 97.8	2227 6 95.7	3796 10 94.1	L

^{*} Listener estimates adjusted for reported broadcast schedule.

[&]amp; Both of the previous footnotes apply.



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

Listening Locations

								erso	ns 18	+						
			/-Friday				/-Friday	AQH	(00)		kend				-Sunday	
	At Home	AM-10AM In Car	+3PM-7PI At Work	Other	At Home	10Ak In Car	At Work	Other	At Home	10AN	At Work	Other	At Home	In Car	-MID At Work	Other
KYW -AM	590 65	277 31	31	3	234 52	156 35	56 12	4	197 61	107 33	13	4	343 66	151 29	25 5	4
WBEB-FM (%)	120 23	116	280 54	4	97 13	68 9	593 77	11	113 41	107 39	52 19	6 2	98 24	76 19	224 56	5
WDAS-AM (%)	88 76	16 14	10	1	58 67	10 11	18 21	1	71 76	14 15	5 6	3	67 76	11 12	9	1
WDAS-FM (%)	233 43	134 24	170 31	9	135 25	62 12	324 60	15 3	198 61	64 20	43 13	21 6	214 48	77 17	139 31	12 3
₩HAT-AM (%)	60 70	14 16	10 12	2 2	76 60	15 12	29 23	5 4	61 84	4 6	5 7	2	54 72	9 11	10 13	2 3
₩10Q-FM (%)	100 35	116 40	66 23	6 2	46 16	86 30	144 50	11	99 47	82 39	20 9	11 5	74 34	78 36	57 26	8 4
WIP -AM (%)	146 37	196 49	55 14	1	89 29	121 40	92 30		77 49	66 42	9 6	5 3	95 39	105 44	40 16	1
₩JJZ-FM (%)	145 34	113 26	161 38	10 2	110 21	78 15	317 61	17 3	173 51	115 34	45 13	6 2	133 38	82 23	127 36	9
WMGK-FM (%)	48 14	131 39	149 45	3	47 10	88 20	307 69	4	89 35	97 39	58 23	9	51 19	86 32	125 47	4 2
₩MR-FM (%)	46 17	98 36	121 45	4 2	33 9	63 18	254 72	2	75 3 9	67 35	41 21	8	42 20	63 30	101 48	4 2
WOGL-FM (%)	117 29	153 38	126 32	3	92 20	91 20	276 59	5	161 45	131 37	54 15	9	107 34	99 31	109 34	4
WPEN-AM (%)	264 73	76 21	18 5	4	252 64	102 26	31 8	10 3	207 73	72 26		3	194 72	60 22	12 4	5 2
₩PHI-FM (%)	83 41	78 38	35 17	9	53 33	47 29	56 34	6 4	69 41	65 39	21 13	13 8	71 43	55 33	28 17	11 7
WPHT-AM (%)	76 59	40 31	11 9	1	41 47	27 31	18 21	1	45 79	6 11	7	2	45 60	21 28	8 11	1
WPLY-FM (%)	38 21	99 5 5	40 22	2	18 12	55 38	71 49	1	31 24	70 54	22 17	7 5	27 22	61 49	33 27	3 2
₩URD-AM (%)	13 38	15 44	5 16	1 2	20 41	16 34	12 24		28 67	11 26	3 6		14 49	10 35	4 15	i.
WUSL-FM (%)	118 43	80 29	70 25	9	77 30	48 19	122 48	9 4	124 55	59 26	28 12	15 7	104 46	53 24	58 26	9
WVDB-FM (%)	238 64	89 24	43 12	1	343 53	162 25	136 21	8	243 79	43 14	22 7	1	240 66	73 20	46 13	2
WAJZ-AM (%)	23 64	9 26	10		21 61	6 17	8 22		20 83	3 13		1	16 68	5 20	3 11	1
WXTU-FM (%)	148 39	146 38	84 22	3	144 33	130 30	1 53 36	3 1	158 53	102 34	30 10	10	123 42	100 34	66 22	1
₩XXM-FM (%)	27 17	86 52	49 30	2	19 10	39 21	121 67	3	55 37	64 43	27 18	3 2	29 22	54 41	47 35	2 2
WYSP-FM (%)	184 25	279 38	253 35	11 2	72 16	108 24	261 58	6	49 34	62 43	22 15	11 8	89 24	128 35	140 38	8 2
WYXR-FM (%)	78 30	87 33	99 37	1	54 18	53 17	196 64	3	89 42	89 42	22 11	10 5	69 33	60 28	79 37	3 2
VJBR-FM (%)	9 27	10 29	14 42	1	9 17	5 10	38 72	1	3 15	9 50	6 34	1	7 25	7 26	14 48	1

^{*} Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

							Perso	ons 18	}+					_		
	Monda	v-Eriday			Monda		AQI	1 (00)		kond	_		Monday	Sunday		
				At Home			Other	At Home		1	Other	At Home			Other	
34		21	1			37					1				1	
32	47	20	1	24	31	46			47	15	1		42	24	1	
28	20	52		7	10	83		38	19	39	4	31	16	51	1	
25 84	12	4		18 70	19	6	5	7 58	5 42			17 80	3 15	3	-1	L
24 30	35 43	21 26	1	10 11	23 25	57 63	1	24 36	35 52	6 9	2	18 28	25 38	20 31	1 2	iste
23 44	21 41	8 15		28 43	25 39	12 18		35 51	27 40	6 9		23 50	18 38	6 12		eni
4 15	11 41	12 43	1	4	10 25	26 63	1	8 35	9 40	6 25		4 19	8 35	11 45	1	ng
2667	2000	2255	1.0E	2005	2042	4202			1075			20.75	1002	1704		Listening Locations
3667 41	3009 33	2255 25	105	2695 29	2043	4383 47	146 2	3082 53	1875 32	663 11	199 3	2875 43	1882 28	1794 27	124	
	34 32 12 28 25 84 24 30 23 44 4 15	At Home In Car 34 50 32 47 12 8 20 25 3 84 12 24 35 30 43 23 21 44 41 15 41	At Home In Car At Work 34 50 21 32 47 20 12 8 21 28 20 52 25 3 1 84 12 4 24 35 21 30 43 26 23 21 8 44 41 15 4 11 12 15 41 43	34 50 21 1 32 47 20 1 12 8 21 28 20 52 25 3 1 84 12 4 24 35 21 1 30 43 26 1 23 21 8 44 41 15 4 11 12 12 15 41 43 1	At Home In Car At Work Other At Home 34	At Home In Car At Work Other At Home In Car 34 50 21 1 199 25 32 47 20 1 24 31 12 8 21 4 6 7 10 25 3 1 18 5 84 12 4 70 19 24 35 21 1 10 23 30 43 26 1 11 25 23 21 8 28 25 44 11 15 43 39 4 11 12 4 10 15 41 43 1 11 25	Monday-Friday	Monday-Friday SAM-10AM+3PM-7PM At Home In Car At Work Other At Home In Car At Work Other 34 50 21 1 1 19 25 37 36 12 8 20 52 7 10 83 25 3 1 18 5 2 1 18 5 2 1 18 12 4 70 19 6 5 5 84 12 4 70 19 6 5 5 24 33 26 1 11 25 63 1 23 21 8 28 26 1 11 25 63 1 23 21 8 23 21 8 4 4 11 15 43 39 18 4 11 12 4 10 26 5 11 11 25 63 1 1 11 12 1 4 10 26 63 1 1 11 25 63 1 1 11 12 1 4 10 26 63 1 1 11 25 63 1 1 11 12 1 11 12 1 11 12 1 11 12 1 11 1	ACH (00) SAM-10AM+9PM-PFM	Nonday-Friday	At Home In Car At Work Other At Home In Car At Work At Home In Car At Home In Car At Work In Car At Work At Home In Car At Work At Home In Car At Home In Car At Work At Home In Car At Work At Home In Car At Home In Car At Work In Car At Home In Car At Work In Car At Home In Car	Nonday-Friday	Persons 18+ ACH (00) Monday-Friday Mo	Persons 18+ ACH (00) North ACH (00) Nort	Nonday-Friday	Nonday-Friday

^{*} 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.

				Monda	y-Sunda Hours and M	y 6AM-I	MID			
	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 W! '98 FA '97 SU '97 SP '97 4-Book W! '97	5:30 5:15 5:00 5:00 5:15 5:00	3:15 2:45 3:00 3:30 3:15 3:00	4:30 4:15 4:00 4:00 4:15 4:15	5:30 5:00 4:45 4:45 5:00 4:45	3:30 3:00 2:45 3:15 3:15 3:30	4:30 4:30 4:00 4:15 4:15	5:00 5:15 5:00 5:00 5:00 5:00	3:00 2:30 3:15 3:45 3:15 2:30	4:30 3:45 3:45 4:00 4:00	6:00 4:45 4:30 4:30 5:00 4:45
WBEB-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	8:00 8:45 8:45 9:00 8:45 9:00	8:30 7:15 7:30 7:45 7:45 8:00	8:15 9:15 9:00 9:00 9:00 9:15	8:30 10:30 10:00 9:45 9:45 10:15	6:30 5:00 6:30 6:00 6:00	5:30 7:30 8:00 6:30 7:00 8:30	6:45 9:00 9:15 7:15 8:00 10:00	9:30 8:30 8:00 8:15 8:30	9:30 10:15 9:15 10:15 9:45 9:45	9:30 11:00 10:15 11:00 10:30 10:15
WDAS-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9:15 11:00 9:00 9:45 9:45 9:30	8:45 11:00 9:45 4:00 8:30 5:15	10:15 10:00 8:45 10:30 10:00 8:30	10:30 11:00 8:45 10:45 10:15 9:45	3:15 8:30 7:15 3:45 5:45 8:00	5:45 6:00 7:15 6:45 6:30 4:45	7:45 6:00 7:45 6:00 7:00 6:45	10:30 12:15 10:15 4:15 9:15 3:45	12:15 11:15 9:15 11:45 11:15 12:00	11:45 12:15 9:15 12:00 11:15 11:45
WDAS-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	13:15 11:30 12:45 11:30 12:15 11:15	12:45 10:30 10:30 10:00 11:00	14:30 13:00 14:00 12:45 13:30 13:30	14:30 13:15 15:30 13:00 14:00 13:00	10:30 9:30 8:45 10:30 9:45 9:30	13:15 11:15 11:45 12:45 12:15 13:00	15:00 12:30 13:30 13:15 13:30 12:45	14:45 11:00 11:45 9:45 11:45	15:15 14:00 15:30 13:00 14:30	14:15 13:45 17:15 13:00 14:30
WHAT-AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	10:30 9:15 10:15 14:00 11:00 9:15	7:30 6:45 9:45 10:15 8:30 12:45	8:45 11:00 10:15 12:30 10:45 8:30	8:15 10:15 12:00 14:15 11:15 9:30	6:30 11:00 20:15 10:00 12:00 16:15	10:00 11:15 11:45 7:45 10:15 12:15	10:45 12:00 9:30 9:00 10:15	8:45 2:45 5:45 10:30 7:00 2:15	7:30 10:45 9:30 14:45 10:45 5:30	6:15 9:30 13:30 16:45 11:30 8:15
WIOQ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	5:30 5:15 5:45 5:45 5:30 6:00	5:45 6:00 6:15 6:45 <i>6:15</i> 7:00	6:30 5:30 5:45 6:00 <i>6:00</i> 6:00	6:00 5:15 5:15 5:15 5:30 5:15	4:45 7:15 6:00 8:15 6:30 6:30	5:45 5:45 5:45 5:45 5:45 5:30	6:15 4:30 5:45 3:45 5:00 4:30	6: 15 5: 00 6: 30 5: 45 6: 00 7: 30	6: 45 5: 15 5: 45 6: 15 6: 00 6: 30	6:00 5:45 5:00 6:00 5:45 5:45
WIP -AM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	7:00 7:15 7:45 6:30 7:15 7:00	7:15 7:00 7:45 5:45 7:00 6:00	7:30 7:45 8:00 7:00 7:30 6:45	7:15 8:00 8:00 7:00 7:30 7:30	8:00 7:45 8:30 6:45 7:45 6:45	8:00 8:15 8:30 7:30 8:00 7:30	7:45 8:30 8:30 7:30 8:00 8:15	3:00 4:00 4:00 2:30 3:30 2:45	5:00 4:45 5:00 5:15 5:00 3:45	5:30 6:00 5:15 5:30 5:30 4:30
WJJZ-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	9:30 9:00 9:30 8:45 9:15 8:30	7:15 9:45 6:45 8:30 8:00 6:00	9:30 9:45 10:15 9:15 9:45 8:15	10:15 9:15 10:45 9:15 10:00 9:30	6: 30 8: 45 5: 30 10: 00 7: 45 8: 00	10:00 9:45 10:45 9:45 10:00 9:15	11:00 10:00 11:45 9:15 10:30	7:45 11:00 7:45 7:30 8:30 4:45	9:15 9:30 9:45 9:00 9:30 7:45	9:30 8:45 9:45 9:00 9:15 8:45
WMGK-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6: 45 7: 30 6: 45 6: 45 7: 00 7: 15	6:15 7:15 7:30 6:45 7:00 7:30	6:45 7:30 7:15 7:15 7:15 7:30	7:00 8:15 6:30 7:15 7:15 7:30	7:00 8:30 8:00 7:00 7:45 7:45	7:45 9:00 8:00 8:30 8:15 8:30	8:15 9:00 6:45 8:30 8:15 9:15	5:45 6:15 7:15 6:30 <i>6:30</i> 7:15	6:00 6:15 6:30 6:15 6:15 6:30	5:30 7:30 6:00 6:00 6:15 5:45

^{* *} Station(s) not reported this survey.



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[&]amp; Both of the previous footnotes apply.

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

Monday-Sunday 6AM-MID Hours and Minutes Persons 35-64 WMMR-FM WI '98 6:00 5:30 6:45 7:15 6:15 7:15 7:15 3:45 5:45 7:15 FA '97 5:45 5:30 6:15 6:30 7:00 7:15 4:45 4:45 5:00 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 10:00 9:45 5:00 7:00 7:15 8:30 6:30 4-Book 6:15 7:15 7:30 7:15 8:15 8:15 4:45 5:45 6:15 7:00 7:30 7:15 7:30 4:45 WOGL-FM 7:30 WI '98 7:00 4:45 7:15 8:00 6:45 7:45 3:00 7:15 8:00 FA '97 7:15 4:15 7:30 8:30 5:00 8:45 9:15 3:45 6:45 7:45 SU '97 7:15 7:45 7:00 6:15 6:45 7:45 7:15 8:45 5:15 6:30 SP '97 7:45 6:30 8:00 8:30 5:15 8:15 9:30 7:30 8:00 8:00 7:15 8:15 7:15 7:45 4-Book 5:30 8:00 8:45 5:00 7:30 6:15 6:45 6:30 7:30 8:00 3:00 5:45 7:15 WI 4:00 7:30 5:30 WPEN-AM 198 10:30 10:45 5:45 9:00 5:00 5:30 7:30 16:15 6:00 10:30 W.L 5:30 7:00 FA '97 5:15 8:00 10:30 4:45 5:15 8:30 3:45 9:15 6:00 SU '97 11:15 11:30 12:45 2:30 10:15 12:30 4:15 9:15 5:15 SP '97 9:45 3:45 5:30 8:30 11:45 8:30 8:45 6:15 7:15 5:00 7:30 6:15 9:15 6:00 4-Book 6:15 9:15 6:30 9:30 11:15 6:45 13:00 3:15 4:30 8:45 WIL '97 8:30 7:00 8:30 8:00 14:30 9:30 +WPHI-FM 6:00 6:45 WI 198 6:45 7:00 6:15 5:30 6:30 6:00 7:30 5:00 4:15 FA '97 5:15 7:45 7:15 6:00 7:30 7:30 6:45 8:00 6:45 SU '97 7:30 5:00 7:00 8:30 9:30 8:30 6:00 10:15 10:15 8:30 SP '97 8:00 8:00 6:45 5:30 9:00 7:45 5:00 7:30 6:00 6:00 4-Book 7:45 8:00 7:00 5:30 8:30 8:00 6:15 7:45 6:30 5:00 '97 6:45 6:45 6:45 6:45 8:30 8:15 7:30 5:15 5:30 6:00 WPHT-AM 4:30 4:45 WI '98 5:15 2:30 4:30 5:45 3:00 4:30 6:00 1:15 FA '97 2:45 4:00 2:30 3:15 4:00 2:45 3:15 4:30 1:30 2:30 SU '97 3:45 3:45 3:00 3:00 4:15 2:45 3:15 4:30 3:30 2:45 SP '97 4:00 2:45 3:00 3:30 1:45 3:00 3:30 5:45 3:30 3:30 4-Book 4:15 2:45 3:30 4:30 2:30 3:30 4:45 3:00 3:15 3:45 197 4:00 1:45 4:30 2:00 4:30 4:30 1:15 2:45 4:45 WPLY-FM WI '98 4:15 4:15 3:45 4:00 4:15 4:00 4:30 4:00 3:30 3:15 FA '97 5:15 5:30 4:45 4:15 3:00 5:30 4:30 2:30 4:45 4:00 3:45 SU '97 5:30 5:15 5:15 3:30 4:45 6:00 6:45 6:00 4:45 SP '97 3:00 5:00 5:30 4:45 4:15 5:45 5:30 5:15 5:00 4:15 4:45 5:00 4:15 3:30 4-Book 5:00 5:15 4:30 4:00 5:15 5:00 5:15 3:45 4:45 4:30 3:15 WI 197 4:45 5:30 3:30 6:30 6:15 WURD-AM 9:15 9:45 16:00 9:30 198 7:45 9:45 13:00 7:00 8:30 11:30 W.L FA '97 15:00 11:15 12:00 17:15 17:30 14:00 12:30 13:45 13:15 9:00 9:00 SU '97 5:15 6:00 7:00 12:30 12:00 12:30 9:45 9:00 10:00 SP '97 6:45 7:30 17:15 14:00 10:45 16:15 11:30 14:30 12:45 7:00 7:00 14:00 13:45 13:00 4-Book 10:30 11:45 8:30 10:45 11:30 11:45 WI 197 WUSL-FM WI '98 5:30 7:45 7:30 7:00 7:45 7:30 6:45 7:30 6:45 7:45 FA '97 9:00 6:15 7:30 7:00 7:45 8:15 8:15 6:45 9:30 SU '97 8:00 10:00 7:30 6:00 10:45 7:30 5:30 9:15 7:45 6:30 SP 197 8:15 9:30 9:15 6:45 9:45 10:15 6:30 9:15 8:45 6:45 4-Book 7:45 9:00 6:30 9:30 8:30 6:00 8:30 8:00 7:00 6:15 12:00 9:15 5:45 12:00 9:15 6:30 WI '97 9:30 12:00 9:15 WWD8-FM 8:30 WI '98 9:45 7:15 7:45 8:30 8:15 8:30 8:30 5:15 6:45 7:45 7:15 7:45 FA '97 9:45 4:45 7:00 8:00 5:45 6:45 8:15 3:45 7:00 SU '97 6:00 8:45 5:15 6:15 7:30 5:15 6:45 7:45 5:30 3:30 SP '97 9:15 5:00 6:45 8:15 6:00 7:30 8:45 5:45 4-Book 9:30 5:30 7:00 8:00 6:15 7:30 8:15 4:30 6:30 7:45 7:30 3:15 7:15 9:00 WI '97 9:15 5:30 9:15 7:00 8:00 9:15



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

Monday-Sunday 6AM-MID Hours and Minutes Persons 12+ Persons 18-34 Persons 25-54 Persons Men 35-64 Women 18-34 Women 25-54 Women WWJZ-AM 2:00 6:00 WI 198 7:15 11:00 3:30 5:15 11:00 4:00 4:45 0:00 FA '97 7:45 3:30 5:30 3:45 0:003:45 0:00 0:453:45 0:00SU '97 7:45 9:45 12:30 12:45 15:45 12:15 8:30 1:30 6:30 13:45 SP '97 ** ** ** ** ** ** ** ** ** ** ** 4-Book 0:00 WI '97 10:30 0:00 0:45 6:00 0:00 0:00 5:30 0:45 6:15 WXTU-FM WI '98 9:30 7:45 9:15 10:30 9:00 9:45 11:30 6:30 8:45 9:45 FA '97 8:45 7:45 9:00 9:30 8:00 9:00 9:45 7:30 8:45 9:30 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 4-Book 9:15 8:00 9:45 10:30 8:30 10:15 11:00 7:30 9:15 10:00 WI '97 10:30 10:00 10:30 11:00 10:45 10:30 11:30 9:15 10:15 10:30 +WXXM-FM WI '98 5:00 4:45 5:00 5:45 5:15 5:30 6:15 4:30 4:45 5:00 FA '97 5:00 5:45 5:30 3:45 5:45 6:00 3:30 5:45 5:00 4:15 7:45 SU '97 8:30 4:45 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 4-Book 6:30 5:15 6:30 4:45 6:15 7:00 5:45 6:00 6:15 6:15 WI '97 8:30 5:00 7:00 8:30 5:15 7:30 9:00 4:45 6:30 8:00 WYSP-FM WI '98 7:15 7:45 8:00 7:30 8:30 8:45 8:15 6:00 6:00 5:45 FA '97 7:15 8:15 7:30 6:45 10:00 9:15 8:15 5:15 4:15 4:00 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 4-Book 7:30 8:15 8:00 7:00 9:45 9:15 8:00 5:30 5:15 5:15 WI '97 7:15 7:45 7:30 7:30 9:45 9:00 8:30 4:00 4:45 5:00 WYXR-FM 5:30 WI '98 5:15 6:15 6:30 4:15 5:30 6:00 5:45 6:45 6:45 FA '97 5:30 5:45 6:30 6:30 3:45 5:30 5:30 6:30 7:00 7:00 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 4-Book 7:00 5:45 5:45 6:30 5:45 6:30 4:30 5:45 6:15 7:00 WI '97 4:45 4:45 5:30 5:30 3:45 4:30 4:45 5:00 6:00 5:45 WJBR-FM WI '98 4:15 2:30 5:15 6:00 1:45 5:00 6:45 7:15 3:15 5:30 5:45 FA '97 4:15 3:00 5:00 5:30 4:00 7:15 3:45 4:30 2:30 SU '97 5:30 3:45 5:45 6:45 3:00 5:00 5:45 4:30 6:30 7:15 SP '97 7:00 6:00 5:15 6:30 6:15 5:30 6:45 5:00 6:30 6:00 4-Book 5:00 3:45 5:45 6:15 3:30 6:00 6:45 3:45 5:30 6:00 5:45 3:45 5:45 7:00 2:00 6:45 9:15 5:00 4:45 5:45 WKXW-FM 6:00 5:15 5:45 5:45 5:30 7:00 7:00 5:15 4:45 5:00 FA '97 6:15 5:45 7:00 7:15 10:00 8:30 7:30 3:30 5:45 6:45 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 4-Book 5:30 5:00 5:45 6:00 6:00 6:15 5:15 4:15 5:45 W1 '97 5:45 4:15 4:45 6:15 6:00 6:15 3:15 4:30 6:30 +WLEV-FM WI 198 10:30 8:15 7:45 11:30 9:45 6:45 7:15 8:15 13:30 FA '97 8:45 6:00 9:45 9:15 2:15 5:30 6:45 7:00 12:45 11:30 SU 197 5:15 7:30 7:00 3:45 6:45 2:30 6:00 5:15 4:45 4:45 8:00 SP '97 9:30 5:45 8:30 0:00 6:45 6:15 5:45 8:00 10:15 4-Book 9:00 6:00 7:30 9:00 3:45 6:15 6:30 6:15 8:30 10:45 WI '97 9:30 7:45 7:45 9:30 3:30 5:15 6:45 11:45 9:30 11:45 WOR -AM 6:30 WI 198 7:15 n:nn5:45 5:30 0:00 5:45 0:00 5:15 5:15 FA '97 10:00 0:00 5:45 12:30 0:00 7:00 13:15 0:00 1:00 12:00 SU '97 ** ** ** ** ** ** ** ** ** ** SP '97 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** 4-Book ** 7:00 WE '97 6:30 1:30 6:00 1:30 5:15 4:30 0:00 9:45 7:30

^{* *} Station(s) not reported this survey

^{*}Listener estimates adjusted for reported broadcast schedule.

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

[&]amp; Both of the previous footnotes apply.

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

Monday-Sunday 6AM-MID Hours and Minutes

				Monua	Hours and M	inutes					
	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	
WPST-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3:45 3:45 4:15 4:00 4:00	3: 45 3: 30 4: 30 4: 45 4: 15 4: 45	3: 45 3: 30 3: 45 4: 15 3: 45 4: 45	3:00 3:45 3:15 2:30 3: 15 4:00	3:45 2:15 5:00 5:30 4:15 5:15	4:00 3:15 3:30 4:15 3:45 5:15	3:30 4:45 3:00 2:15 3:30 4:45	4:00 4:30 4:00 4:15 4:15 4:30	3:30 3:45 4:00 4:15 4:00 4:15	2:45 3:00 3:30 2:45 3:00 3:30	
WRDR-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	6:30 7:45 7:15 8:45 7 :30 7:15	2:00 3:30 1:30 10:15 4:15 1:00	8:00 7:15 5:45 6:00 6:45 3:30	7:45 7:30 7:00 9:30 8:00 7:30	2:00 6:00 0:45 10:00 4:45 0:00	7:30 7:15 9:30 4:30 7:15 4:15	7:00 9:00 7:30 10:00 8:30 7:15	2:00 1:00 1:45 11:00 4:00 1:00	9:00 7:15 3:00 7:15 6:4 5 3:15	8:15 6:30 6:15 9:00 7 :30 8:00	
WSTW-FM WI '98 FA '97 SU '97 SP '97 4-Book WI '97	3:15 ** 2:45 3:30 ** 4:45	3:00 ** 2:15 3:45 ** 6:15	3:15 ## 3:00 4:15 ## 6:30	4:00 **E 4:00 3:30 ** 3:45	1:45 ** 2:30 2:45 ** 8:00	3:00 ** 4:00 3:30 ** 6:30	3:45 ** 5:45 4:00 ** 3:30	4:30 ** 2:00 4:30 ** 5:15	3:30 ** 2:30 4:45 ** 6:15	4:15 ** 3:00 2:15 ** 4:00	Time Spent Listening

^{* *} Station(s) not reported this survey.



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Cume Duplication Percent

									_		ns 1.	_			j						
Cume Pers. (00)	KYW - AM	WBEB- FM 6603	WDAS- AM 1225	WDAS- FM 4360	WHAT-	W10Q- FM 6008	WIP - AM 4461	WJJZ- FM 4725	WMGK- FM 5262	WMMR- FM 4598	WOGL- FM 5806	WPEN- AM 3281	WPHI- FM 4623	WPHT- AM 1811	WPLY- FM 4846	WURD- AM 431	WUSL- FM 5466	WWDB- FM 4722	WWJZ- AM 416	WXTU- FM 3977	WXXM- FM 4082
KYW -AM WBEB-FM WDAS-AM WDAS-FM	100 17 4 8	31 100 1 7	38 6 100 50	23 11 14 100	48 5 29 44	18 26 1 7	41 15 1 7	35 20 8 32	32 25 3	25 16	31 28 2 7	45 12 3 2	11 12 4 34	54 16 1	21 21 2	15 21 4 11	13 11 5 41	38 13	45 6 4 4	25 20 2	23 19
WHAT-AM WIOQ-FM WIP -AM WJJZ-FM	4 9 15 14	1 23 10 14	22 3 3 31	9 9 7 34	100 4 10 38	1 100 10 9	2 13 100 10	7 11 9 100	19 16 10	19 14 7	2 16 11 12	4 3 13 8	3 30 6 14	7 3 29 9	30 12 5	45 2 10	3 28 6 16	2 7 14 10	1 15 24	12 9 7	27 13 5
WMGK-FM WMMR-FM WOGL-FM WPEN-AM	14 10 15 12	20 11 24 6	1 1 9 9	4 1 9	1 1 10 14	17 14 15	18 15 14 9	11 6 15 5	100 31 21 2	36 1 0 0 18 2	19 14 100 7	4 3 13 100	7 6 7	12 7 10 22	23 32 13	2 5	6 5 9	9 8 15 19	8 8 52	14 12 19 5	23 30 12 3
WPHI-FM WPHT-AM WPLY-FM WURD-AM	4 8 9	8 4 15 1	15 2 1	36 2 2 1	16 14	23 1 24 3	6 12 13	14 3 5	6 4 21	6 3 34	6 3 11	12 2	100 1 11 4	3 100 5	11 2 100	42 100	59 10 3	2 15 7	18	1 3 10	10 3 55
WUSL-FM WWDB-FM WWJZ-AM WXTU-FM	6 15 2 8	9 10 12	23 1 1 1	51 4 2	17 11 1	25 6 8	8 15 1 8	19 10 2 6	6 8 1 11	6 8 10	8 12 1 13	2 27 7 6	70 2	1 40 4 7	11 7 8	42 2	100 3	3 100 4 8	45 100 14	3 9 1 100	9 9
WXXM-FM WYSP-FM WYXR-FM WJBR-FM	8 14 10 2	12 13 26 6	1 2 4 1	1 5 10	1 4 4 2	18 21 31 4	12 26 12 2	4 9 12 3	18 32 28 4	27 58 18 4	9 16 16 3	3 2 2 2	9 11 15	6 12 6	47 43 20 4	2 4 18	7 8 13	8 15 8 2		10 18 14 2	100 40 23 3
VKXV-FM VLEV-FM VOR -AM VPST-FM	4 1 2 5	8 2 11	1	2 1 2	1	4 1 23	4 1 1 5	4 1 3	8 2 12	4 1 17	7 1	4 2 2	10	4 6 5	4 1 27	3	7	6 1 4 4	8	8 1 8	4 1 34
WRDR-FM WSTW-FM	2 2	3 3		1 1		1 5	2 3	3 2	1 5	1 9	2 3	9	1 1	9	8	3	1 2	6	14	3 4	1 9
							I														

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

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

Cume Duplication Percent

										rsons 12 y-Sunday 6AM							
	WYSP-	WYXR-	WJBR-	WKXW-	WLEV-	WOR -	WPST-	WRDR-	WSTW-								
KYW -AM WBEB-FM WDAS-AM WDAS-FM	25 13	23 33 1 9	32 47 2 6	1499 28 33 5	21 35 2 6	53 5	3035 19 24 3	912 30 22 4	927 21 18 4								
WHAT-AM WIDQ-FM WIP -AM	1 19 17 6	1 37 10 11	2 30 8 15	18 13 12	13 12 8	11	45 8 5	8 11 13	34 15 9								
WMGK-FM WMMR-FM WOGL-FM WPEN-AM	25 40 14	29 16 18	27 20 23 6	29 14 26 8	22 6 16 3	2 20	20 26 14 2	5 6 16 34	30 43 19 3								
WPHI-FM WPHT-AM WPLY-FM WURD-AM	8 3 31	13 2 19 2	3 1 20	5 5 12 1	2 10	30	15 3 43	19 1 1	7 44								
WUSL-FM WWDB-FM WWJZ-AM WXTU-FM	7 11	14 8	9 10 12	8 18 2 22	3 9	46 8 5	13 6 11	3 32 6 12	12 7								Cume
WXXM-FM WYSP-FM WYXR-FM WJBR-FM	25 100 17 2	18 22 100 6	14 19 38 100	10 21 23 4	13 4 12 3	3 14	45 33 30 4	3 9 7 5	41 42 35 15								
WKXW-FM WLEV-FM WOR -AM WPST-FM	5 1 15	7 1 18	7 2 14	100 1 1 15	100 6	100	8 1 100	10 1 3 2	10 2 20								Duplication
WRDR-FM WSTW-FM	1 6	1 6	6 16	6	2 4	8	1 6	100	100								
						494			+ + - 1								Percent
									4								12
														d I			

⁺ 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.

Listener Estimates/Metro

								'SON nday-Su		+							
	Excli 6AM	JSIV0	Ove	rnight -6AM	7-Day 24-Hr			usive I-MID		rnight -6AM	7-Day 24-Hr		Excl 6AM	usive I-MID	Ove	rnight -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	862	7	172	29 07	12179	WOGL-FM	377	6	66	784	5858	₩XXM-FM	50	1	32	443	409
/BEB-FM	398	6	83	814	6671	WPEN-AM	338	10	57	4 79	3333	WYSP-FM	334	5	31	651	664
DAS-AM	147	12	23	195	1225	WPHI-FM	247	5	47	882	4668	WYXR-FM	221	4	33	592	509
DAS-FM	231	5	121	1386	4417	WPHT-AM			37	285	1837					74	87
HAT-AM	57	6	15	196	907	WPLY-FM	148	3	17	524	4868	WJBR-FM	8	1	2		151
10Q-FM	230	4	37	761	6043	WURD-AM	38	9	3	50	438	WKXW-FM	82	5	9	178	
IP -AM	238	5	34	654	4497	₩USL-FM	329	6	65	1119	5487	WLEV-FM	15	3	3	17	44
JJZ-FM	184	4	70	824	4799	WWDB-FM	296	6	159	1106	4774	WOR -AM	12	3		10	37
/MGK-FM	193	4	32	561	52 95	WWJZ-AM			4	43	416	WPST-FM	86	3	13	312	306
/MMR-FM	130	3	29	488	4604	WXTU-FM	585	15	32	488	3994	WRDR-FM WSTW-FM	22	3	12	61 99	91 95
												TOTALS			1413	13472	394

^{*} Listener estimates adjusted for reported broadcast schedule.

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

Ethnic Composition

Persons 12+ Monday-Sunday 6AM-MID AOH AQH AOH Curne Rtg AQH Rtg Cume Rtg Cume AOH AOH KYW -AM WPHT-AM Totai 11919 29.3 527 100 1.3 100 Total 76 100 . 2 1811 100 4.4 Black 120 23 1.6 1972 17 25.6 Black 174 10 2.3 1.0 2.3 Hispanic 322 3 19.8 Hispanic 38 WBEB-FM WPLY-FM Total 413 100 1.0 6603 100 16.2 159 100 4846 100 11.9 Total Black 37 9 .5 602 9 7.8 Black 144 1.9 6 4 . 1 3 18 1.1 271 16.7 2 Hispanic Hispanic 78 4.8 WDAS-AM WURD-AM 91 1225 3.0 Total 100 100 Total 32 100 . 1 431 100 1.1 Black 87 96 1.1 1148 94 14.9 Black 28 Hispanic 1.0 31 97 1.9 24.8 Hispanic 403 93 WDAS-FM VIISI -FM 100 454 4360 100 10.7 303 5466 Total Total 100 100 13.4 Black 414 91 5.4 3751 86 48.7 Black 234 77 3.0 3295 60 42.8 Hispanic 10 .6 156 Δ 9.6 Hispanic 23 8 1.4 519 9 31.9 WHAT-AM WWDB-FM . 2 Total 75 100 907 100 2.2 Total 363 100 . 9 4722 100 11.6 Black 62 83 . 8 760 84 9.9 Black 39 . 5 346 4.5 Hispanic Hispanic 31 1.9 VIDD-EM WA-SLVV 264 100 . 6 Total 6008 100 14.8 Total 24 100 416 100 1.0 Black 23 9 . 3 547 9 7.1 Black 21 5 3 Hispanic 55 21 3.4 765 13 47.1 Hispanic 2 . 1 13 3 .8 WIP -AM WXTU-FM 245 100 6 4461 100 11.0 .7 3977 Total Total 302 100 100 9.8 Black 21 8 . 3 453 10 5.9 Black 4 74 2 1.0 4.8 Hispanic Hispanic 4 78 . 2 68 4.2 WJJZ-FM WXXM-FM 4725 Total 359 100 100 11.6 100 4082 Total 158 4 100 10.0 198 2.6 Black 55 2203 47 28.6 Black 4 2 104 3 1.4 Hispanic 10.2 .6 166 4 Hispanic 59 3.6 -1 . 1 WMGK-FM WYSP-FM Total 278 100 5262 100 12.9 . 9 Total 382 100 6637 100 16.3 . 2 3.9 230 3.0 Black 15 Black . 2 6 12 297 4 Hispanic 101 6.2 Hispanic 9 2 . 1 . h 121 WMMR-FM WYXR-FM Total 220 100 .5 4598 100 11.3 224 100 5 5061 100 Total 12.4 Black 3 109 2 1.4 Black 9 . 3 490 10 6.4 21 Hispanic 4.1 Hispanic 346 21.3 WOGL-FM Total 324 100 . 8 5806 100 WJBR-FM 14.3 Black 23 3 572 7.4 Total 10 100 838 100 . 1 2.1 Black Hispanic 2 122 7.5 11 80 10 1.0 Hispanic 24 3 1.5 WPEN-AM Total 270 100 .7 3281 100 WKXW-FM Black 211 2.7 Total 100 . 2 1499 100 3.7 Hispanic . 4 Black 47 . 6 Hispanic 76 5 . 1 VPH1-FM Total 250 100 .6 4623 100 WLEV-FM Black 160 64 2.1 2440 53 31.7 Total 100 444 . 1 100 1.1 Hispanic 20 8 472 10 29.0 Black Hispanic 1.2

^{*} Listener estimates adjusted for reported broadcast schedule.

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

[&]amp; Both of the previous footnotes apply.

Ethnic Composition

Ethnic Composition

					P	erson	s 12+ y 6AM-MID			=11/2			
	AQH (00)	AOH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WOR -AM Total Black Hispanic	21	100	. 1	374	100	.9	WRDR-FM Total Black Hispanic	47 3 6	100 6 12	. 1	912 42 75	100 5 8	2.2 .5 4.6
WPST-FM Total Black Hispanic	89 3 3	100	.2	3035 106 108	100 3 4	7.5 1.4 6.6	WSTW-FM Total Black Hi s panic	24	100 6 2	.11	927 67 24	100 7 3	2.3 .9 1.5
							TOTALS Total Black Hispanic	7109 1694 271	100 24 4	17.5 22.0 16.7	39445 7578 1559	100 19 4	96.8 98.5 95.9

^{*} Listener estimates adjusted for reported broadcast schedule.

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

[&]amp; Both of the previous footnotes apply.



Arbitron Radio Reliability Tables

								Ta	ble A									
RATING	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
	16 5.1 47 5.2 47 5.3 31 5.4 5.5 5.5 5.6 34 5.7 91 5.8 94 6.2 33 6.3 6.3 6.4 43 6.1 89 6.2 33 6.3 6.5 6.6 6.6 6.6 6.7 6.5 6.6 6.7 7.2 9.3 6.7 7.2 9.3 6.3 8.3 8.3 8.3 8.3 8.3 8.3 8.3 8	22.00 22.20 22.40 22.60 22.99 23.18 23.37 23.75 23.93 24.48 24.63 24.83 24.83 24.83 24.83 25.55 26.01 25.17 25.55 26.01 26.66 26.87 27.74 27.74 27.79 28.94 28.18 28.37 27.74 28.62 28.73 28.93 29.94 29.94 29.18 29.54 29.60 29.73	10.1 10.2 10.3 10.4 10.6 10.7 10.8 11.0 11.1 11.2 11.3 11.4 11.5 11.6 11.6 11.7 11.8 11.9 12.0 12.1 12.2 12.3 12.4 12.5 12.6 13.0 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.9 14.0 14.0 14.0 14.0 14.0 14.0 14.0 14.0	30.13 30.26 30.40 30.56 30.78 31.04 31.16 31.16 31.16 31.29 31.41 31.86 31.78 32.02 32.32 32.32 32.32 32.33 33.37 33.37 33.38 33.37 33.38	15.1 15.2 15.3 15.4 15.6 15.6 15.6 15.6 16.3 16.3 16.3 16.4 16.3 16.6 16.7 17.7 17.8 17.7 17.8 17.7 17.8 17.7 17.8 18.1 18.2 18.3 18.4 18.5 18.7 18.9 19.1 19.2 19.3 19.4 19.6 19.8	A 35.80 35.90 36.09 36.29 36.37 36.36 36.75 36.66 36.75 36.67 37.21 37.21 37.21 37.21 37.21 37.25 37.2	20.1 20.2 20.3 20.4 20.5 20.6 20.7 20.8 20.9 21.0 21.1 21.2 21.3 21.4 21.5 21.6 21.6 22.1 22.2 22.3 22.4 22.5 22.6 22.7 22.8 22.7 22.8 22.9 23.0 23.1 23.2 24.4 24.5 24.6 24.6 24.7 24.8	40.07 40.07 40.07 40.22 40.30 40.37 40.44 40.59 40.67 40.87 40.87 40.94 41.08 41.15 41.22 41.29 41.49 41.45 41	25.1 25.2 25.3 25.4 25.5 25.6 25.7 25.8 25.9 26.0 26.1 26.2 26.3 26.4 26.5 26.7 26.8 27.0 27.1 27.2 27.3 27.4 27.5 27.8 27.7 27.8 27.8 28.0 28.1 28.2 28.3 28.4 28.5 28.9 28.0 28.1 28.2 28.3 28.0 28.1 28.0 28.1 28.0 28.0 28.0 28.0 28.0 28.0 28.0 28.0	43,42 43,47 43,53 43,64 43,75 43,86 43,75 43,86 43,97 44,03 44,13 44,19 44,19 44,40 44,40 44,40 44,40 44,40 44,50 44,50 44,50 44,50 44,50 44,50 44,50 44,50 45,50	30.1 30.2 30.3 30.4 30.5 30.6 30.7 30.8 30.9 31.0 31.1 31.2 31.3 31.4 31.5 31.6 31.7 31.6 32.0 32.1 32.2 32.3 32.4 32.5 32.7 32.8 32.9 33.1 33.2 33.3 33.4 33.5 33.6 33.7 33.8 33.9 33.1 33.6 33.7 33.8 33.9 33.1 33.1 33.1 33.1 33.1 33.1 33.1	45.871 45.96 46.04 46.08 46.17 46.25 46.27 46.47 46.25 46.49 46.45 46.49 46.45 46.65 46.65 46.67 46.65 46.67 46.65 46.87 46.67 47.06 47.09 47.16 47.20 47.34 47.37 47.47 47.50 47.47 47.50 47.63	35.1 35.2 35.3 35.4 35.5 35.6 35.7 35.8 36.1 36.3 36.3 36.3 36.3 36.3 36.3 36.3	47.73 47.78 47.82 47.82 47.83 47.94 47.94 47.94 48.03 48.03 48.11 48.12 48.23 48.33 48.36 48.31 48.36 48.41 48.54 48.44 48.54 48.54 48.54 48.54 48.66 48.66 48.71 48.75 48.82 48.83 48.91 48.95	40.1 40.3 40.4 40.6 40.6 40.6 40.8 41.0 41.1 41.3 41.4 41.5 41.6 41.7 42.2 42.3 42.4 42.5 42.6 42.7 42.8 42.8 43.0 43.1 43.3 43.4 43.5 43.7 43.8 43.9 44.1 44.3 44.4 44.6 44.6 44.6 44.6 44.6 44.6	49.01 49.03 49.05 49.07 49.11 49.15 49.16 49.18 49.20 49.24 49.24 49.24 49.24 49.24 49.24 49.24 49.25 49.31 49.36 49.37 49.40 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.60 49.70	45.1.2.3.4.5.6.7.8.9.0.1.2.3.4.5.6.4.6.6.7.8.9.0.1.2.3.4.5.6.7.8.9.0.1.2.2.3.4.5.6.7.8.9.0.1.2.3.4.5.6.7.8.9.0.1.2.3.4.5.6.7.8.9.0.1.2.3.2.2.3.4.5.6.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2	49.76 49.77 49.78 49.78 49.78 49.81 49.82 49.83 49.84 49.85 49.86 49.88 49.90 49.91 49.92 49.93 49.94 49.94 49.95 49.96 49.97 49.97 49.97 49.98 49.98 49.99 49.99 49.99 49.99 49.99 49.99 49.99 49.99 49.99 49.99 49.99 49.99

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 day part (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 + 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 +/- (1.64 x 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. ([Persons + the population] x 100). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ([Standard error x 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 day parts 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.

						Average O	uarter-Hour	Estimates				
Wetro Survey Are	10	All Cume	Sat 6A-10A Sat 3P-7P Sun 6A-10A Sun 3P-7P	Weekend 10A-7P	Sat 10A-3P Sat 7P-MID Sun 10A-3P Sun 7P-MID	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
											MID-04	DA-MIU
Persons Persons		55.56	83.54	101.83 96.98	82.68	103.67	1 04.6 5 9 6 .0 4	122.43	122.73 117.13	114.00	126.28	131.65 125.65
Men	18+	40.69	*****	****	****	****	****	****	****	****	****	98.46
	18-24	14.91	*****	****	****	****	****	****	****	****	****	43.49
	25-34	19.27	*****	****	****	****	****	****	****	****	****	51.10
	35-44	19.97	*****	****	****	****	****	****	****	****	****	50.15
	45-54	18.48	*****	****	****	****	****	****	****	****	****	45.78
	55-64	13.67	*****	****	****	****	****	****	****	****	****	36.89
	65+	15.38	*****	****	****	****	****	****	****	****	****	33.53
	-		20.04	****	27.02	47.00	AE 17	EC 04	****	E0.04	****	
	12-24 18-34	21.60	38.04		37.03	47.96	45.17	56.21		50.64	*****	60.56
	18-49	24.68 34.18	38.72 53.03	47.43 61.89	37.37 51.38	50.52 67.24	47.38	57.36	57.29	55.60	*****	64.97
	25-49			*****			61.66	74.85	74.76	72.55	*****	84.79
		31.24	47.31		46.63	59.61	55.09	70.15		61.13	*****	75.39
	25-54	33.45	49.96	61.24	49.65	63.24	58.17	74.06	68.83	64.54	*****	79.60
	35-64	3 0.5 6	44.67	56.41	45.61	57.94	53.74	68.22	63.40	59.45	*****	73.32
Women	18+	44.03	*****	****	****	*****	*****	****	****	****	****	101.22
	18-24	14.03	*****	****	****	*****	*****	****	****	****	****	38.03
	25-34	20.46	****	****	****	*****	*****	****	****	****	****	52.42
	35-44	21.00	*****	****	****	*****	****	****	****	****	****	54.15
	45-54	20.14	*****	****	*****	****	*****	****	****	****	****	47.82
	55-64	16.38	*****	****	****	****	*****	****	****	****	****	39.11
	65+	19.38	*****	****	*****	****	*****	****	****	****	****	43.86
	12-24	20.95	34.32	****	33.93	41.98	42.68	51.47	****	45.76	****	53.60
	18-34	24.94	38.43	47.45	37.11	48.54	47.02	57.62	53.87	51.53	****	62.52
	18-49	34.88	53.49	64.46	52.24	66.68	63.96	78.28	73.18	70.01	****	84.93
	25-49	33.29	49.40	*****	49.29	62.64	59.60	74.05	*****	67.86	****	79.99
	25-54	35.80	52.55	64.65	52.49	66.79	62.86	78.51	75.27	71.96	****	84.81
	35-64	33.72	48.84	59.06	48.90	61.49	58.67	71.73	68.76	65.74	****	77.48
Persons	12-24	28.50	46.55	****	45.91	57.72	56.02	68.15	****	63.01	****	73.28
	18-34	32.94	50.85	63.21	49.20	64.83	62.65	76.17	76.35	70.42	****	81.90
	18-49	45.35	69.17	84.13	67.32	86.24	81.70	101.38	101.62	93.72	****	109.01
	25-49	41.55	62.28	*****	61.74	78.19	73.87	91.87	****	84.93	****	98.79
	25-54	44.38	65.74	81.31	65.57	82.91	78.21	97.98	98.21	90.58	****	105.35
	35-64	41.44	59.83	74.72	60.48	76.68	73.02	90.04	90.25	83.24	*****	96.81
Teens	12-17	21.03	34.45	****	35.10	47.09	52.06	53.52	****	56.93	****	62.09
Black	P12+	24.74	*****	****	****	****	****	*****	****	****	****	58.63
Hispanic		9.92	*****	****	*****	****	*****	****	****	*****	****	23.51

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 nonresidential 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 sevenday 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. Dlary 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 diary keepers 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 computerentered 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.

1. 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 day part 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 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:
- **a.** The station must have received five or more minutes of listening in a quarter-hour in at least 10 intab Metro diaries (10 in-tab DMA diaries for DMA qualification), and,
- **b.** 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,
- **c.** 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 day part 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:
- **a.** 9.49 percent or less Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)

- b. 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.
- c. 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 6A M-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 Bof 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 diary keepers) 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 diary keepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diary keeper approximations or could have been influenced by comments made by the interviewer or others to diary keepers.
- 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.
- **I.** Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.
- m. Data analysis, preprocessing preparation, ascription 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, Winter 1998, 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 AC (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 Winter 1998 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 1/1/98.

- 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 households (1990 Censusbased, updated to 1/1/98).
- **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 1/1/98.
- **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 1/1/98 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 8, 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, (248) 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).

IETRO ANK	MARKET	WINTER 98	SPRING 98	SURMIER 98	METRO RANK	MARKET	WINTER 98	SPRING 96	CIMINES OR	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING DE	SITTEMEN OF	
224 67 246 57 70	Abilene, TX Akron Albany, GA Albany-Schenectady-Troy Albuquerque	-	C	C	65 263 182 40	Grand Rapids Great Falls, MT Green Bay Greensboro Winston Salem- High Point	•	C		$\overline{}$	123 134 5 17	Pensacola Peoria Philadelphia Phoenix Pittshurgh	:			-
200 66 239 188	Alexandria, LA Allentown-Bethlehem Altoona Amarillo, TX		C . C	C	58	Greenville-New Bern-Jacksonville Greenville-Spartanburg Hagerstown-Chambersburg-		=			162 24 117	Pittsburgh Portland, ME Portland, OR Portsmouth-Dover-Rochester Pounhkensie NY		C	-	L
170 146	Anchorage Ann Arbor Appleton-Oshkosh Asheville				73 252 42	Waynesboro, MD-PA Harrisburg-Lebanon-Carlisle Harrisonburg, VA Hartford-New Britain-Middletown		C		C	31 238 132	Poughkeepsie, NY Providence-Warwick-Pawtucket Pueblo Quad Cities (Davenport-	-		•	
12 136 109 245	Atlanta Atlantic City-Cape May Augusta, GA Augusta-Waterville, ME		C	C	9	Honolulu Houston-Galveston Huntington-Ashland Huntsville					48 250	Rock Island-Moline) Raleigh-Durham Rapid City, SD Reading, PA	-	• =000	•	
50 84 19	Auštin Bakersfield Baltimore					Indianapolis Ithaca, NY Jackson, MS		C		C	130 56	Redding, CA Reno Richmond	-	•		ı
81 232 128	Bangor, ME Baton Rouge Battle Creek, MI Beaumont-Port Arthur, TX	-	0 000	C CC	259	Jackson, MS Jacksonville Johnson City-Kingsport-Bristol Johnstown		C			47	Riverside-San Bernardino Roanoke-Lynchburg Rochester, NY Rockford			=	
137 164	Beckley, WV Billings, MT Billings, Gulfport-Pascagoula, MS Binghamton Birmingham		000000	000000	26	Joplin, MO Kalamazoo Kansas City		0			124 214 18	Sacramento Saginaw-Bay City-Midland St. Cloud, MN St. Louis	•	C		
55 258 212 228	Birmarck, ND Bismarck, ND Blacksburg-Christiansburg-Radford- Pulaski, VA Bloomington		C C ·	C C	151 68 230 98	Killeen-Temple, TX Knoxville Lafayette, IN Lafayette, LA	•	0	-		153 35 253	Salisbury-Ocean City Salt Lake City-Ogden-Provo San Angelo, TX San Antonio		•	1	
126 10 114	Boise Boston Bridgeport Bryan-College Station, TX			. C	203 100	Lake Charles, LA Lakeland-Winter Haven Lancaster		C • •	The state of the s	C	28 167	San Diego San Francisco San Jose San Luis Obispo, CA		C		
41 222 122	Buffato-Niagara Falls Burlington, VT Canton	1 1	C	C	43	Lansing-East Lansing Laredo, TX Las Vegas Laurel-Hattiesburg, MS Lawton, OK	-	C	1	C	233	Santa Barbara, CA Santa Fe, NM Santa Maria-Lompoc, CA Santa Rosa Sarasota-Bradenton		0000	Appropriate the second	
199	Cape Cod, MA Casper, WY Cedar Rapids Champaign, IL Charleston, SC		00.0	•00•0	251 108 221 171	Lewiston-Auburn, ME Lexington-Fayette Lima, OH Lincoln		0000.00		c	13 129 243	Savannah Seattle-Tacoma Shreveport Sioux City, IA	-	•	-	
160	Charleston, SC Charletson, WV Charlotte-Gastonia-Rock Hill Charlottesville, VA Chattanooga			• C	52 172	Little Rock Los Angeles Louisville Lubbock	-				211 158 87	Sioux Falls South Bend Spokane Spokane		•		
264 3 189	Cheyenne, WY Chicago Chico, CA Cincinnati	-	c	C	120 194	Macon Madison Manchester Marion-Carbondale	-	•	-	•	77 145	Springfield, MA Springfield, MO Stamford-Norwalk, CT State College, PA	•		-	
25 23 94 240 90	Cleveland Colorado Springs Columbia, MO Columbia, SC Columbus, GA		C	C	62 204 96	(Southern Illinois) McAllen-Brownsville-Harlingen Medford-Ashland, OR Melbourne-Titusville-Cocoa			-		234	Stockton Sussex, NJ Syracuse	-	C	-	
32 257	Columbus, GA Columbus, OH Cookeville, TN Corpus Christi		C	- C	265 11	Memphis Merced, CA Meridian, MS Miami-Ft. Lauderdale-Hollywood	•	CC		CC	21 186 241 76	Tallahassee Tampa-St. Petersburg-Clearwater Terre Haute Texarkana, TX-AR Toledo		C		
260 54	Dallas-Ft. Worth Danbury, CT Danville, IL Dayton		C	- CC	30 14 86 121 46 229	Milwaukee-Racine Minneapolis-St. Paul Mobile Modesto Monmouth-Ocean	:	С			139 202	Topeka Trenton, NJ Tri-Cities, WA (Richland- Kennewick-Pasco)		C	The second secon	
88 7 181	Daytona Beach Denver-Boulder Des Moines Detroit Dothan, AL			- CC.	78	Monroe, LA Monterey-Salinas-Santa Cruz Montgomery Morgantown-Clarksburg- Fairmont, WV	•	C		C	60 176 215	Tucson Tulsa Tupelo, MS Tuscaloosa, AL Tyler-Longview, TX	=			
217 216 231 197	Dubuque, IA Duluth-Superior Eau Claire, WI Elmira-Corning, NY	- 1	C - CC	C • CC	175 44	Morristown, NJ Myrtle Beach, SC Nashville		CCC	-		106	Utica-Rome Visalia-Tulare-Hanford		•	-	
69 55 44	El Paso Erie Eugene-Springfield Evansville	1 1				Nassau-Suffolk (Long Island) New Bedford-Fall River, MA New Haven New London, CT New Orleans	-	0		C	179 227	Waco, TX Washington, DC Waterbury, CT Waterloo-Cedar Falls	-	0.00		
08 25 56	Fargo-Moorhead Fayetteville, NC Fayetteville (Northwest Arkansas)			• • • • • • •	1 4	New York Newburgh-Middletown, NY (Mid-Hudson Valley) Norfolk-Virginia Beach-	:	C	•		159	Watertown, NY Wausau-Stevens Point, WI (Central WI) West Palm Beach-Boca Raton Wheeling		С		•
16 198 135 75 119	Flint Florence, SC Ft. Collins-Greeley, CO Ft. Myers-Naples-Marco Island Ft. Pierce-Stuart-Vero Beach Ft. Smith, AR		0.00.00.00			Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	ŀ	C		C	89 236 63	Wichita Wichita Falis, TX Wilkes Barre-Scranton Williamsport, PA		C	-	
101 200	Ft. Wayne Frederick, MD			•00•0		Odessa-Midland, TX Oklahoma City Omaha-Council Bluffs Orlando Owensboro, KY		0	E	E	178 219	Wilmington, DE Wilmington, NC Winchester, VA Worcester		• · · ·		
64 105 254 247	Fresno Gainesville-Ocala Grand Forks, ND-MN Grand Junction, CO			·CC	107	Oxnard-Ventura Palm Springs, CA Panama City, FL Parkersburg-Marietta, WV-OH		• 000		000	185	Yakima, WA York Youngstown-Warren		C .		

NOTE/Metro ranks listed above are based on Winter 1998 market definitions. The survey frequency of some markets may change.

denotes Continuous Measurement Markets
 denotes Standard Radio Market Report
 denotes Condensed Radio Market Report

Media Targeting 2000[™]

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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LIMITATION ON LIABILITY/The sole and exclusive remedy for Arbitron's liability of any kind, including without limitation liability for negligence with respect to this report shall be limited to an amount not to exceed \$500. In no event shall Arbitron be liable for incidental or consequential damages, nor shall Arbitron be subject to injunctive relief with respect to the Media Targeting 2000 data or estimates.

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Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 243 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 (140* 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 (Aug. 96 Jul. 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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Restrictions on Use of Report	Q1
Special Notices	Q2
How to Read an Instant Qualitative Profile	Q3
Instant Qualitative Profile	Q4
Qualitative Categories Available	Q10
Qualitative Survey Schedules	Q11

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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 WHYY-FM WIOQ-FM WIP -AM WKXW-FM WMGK-FM WMMR-FM WPEN-AM WPHI-FM WUSL-FM WWDB-FM WXPN-FM WXTU-FM WXXM-FM

WYSP-FM

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is **2,224**.



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 Maximi\$er 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 the Scarborough

Service, RetailDirect® Qualitative Service or Qualitative Diary 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

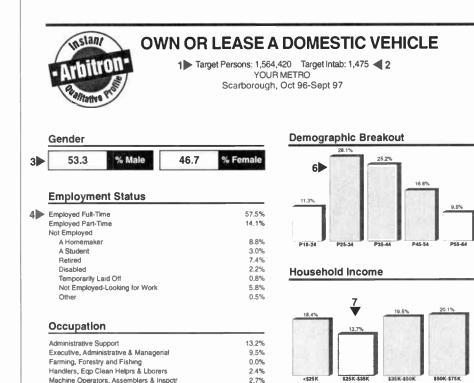
In this report, we've provided profiles on five important consumer characteristics to get you started toward having a more

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.

instan

How to Read an Instant Qualitative Profile



5.3%

12.7%

8.1% 11.4%

3.1%

3.1%

22.1%

Completed Trade School College or More

- **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

This report is based on Persons 18+ in YOUR METRO OWN OR LEASE DOMESTIC VEHICLE

40.1%

High School Graduate

23.1%

Some College/

Precision Production, Craft & Repair

Technicians & Related Support

Transportation & Material Moving

Professional Specialty

Education

11.8%

Less Than

12th Grade

Sales

Estimates displayed are reported for % Composition @1998 The Arbitron Company and Scarborough Research Corp./VNU

49.2%

18.7%

20.1%

12.0%

Rent

Home Ownership

56.9% ◀9

40.1%

Presence of Children Under 12

in Household

None

One

Two

Three or More



MARKET PROFILE - PERSONS 18+

Target Persons: 3,674,490 Target Intab: 2,224 PHILADELPHIA Scarborough, Aug96-Jul97

Gender

47.3	% Male	52.7	% Female
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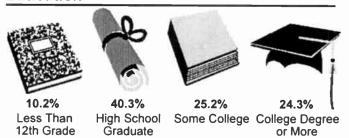
Employment Status

Employed Full-Time	54.8%
Employed Part-Time	13.6%
Not Employed	
A Homemaker	10.0%
A Student	2.4%
Retired	13.5%
Disabled	3.4%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.7%
Other	0.2%

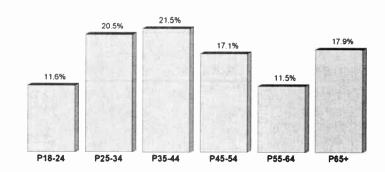
Occupation

15.5%
9.8%
0.4%
2.0%
2.3%
5.7%
11.1%
7.0%
8.5%
4.0%
2.1%

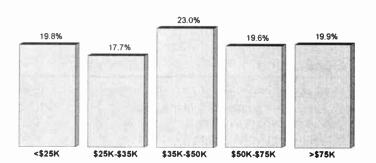
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.9%	Own	71.0%
One	14.9%	Rent	25.2%
Two	16.5%	Other	3.7%
Three or More	8.8%		

Home Ownership



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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DRINK DOMESTIC REGULAR BEER

Target Persons: 545,895 Target Intab: 325 PHILADELPHIA Scarborough, Aug96-Jul97

Gender

75.4	% Male	24.6	% Female
75.4	70 IVIAIC	24.0	70 T CITICIO

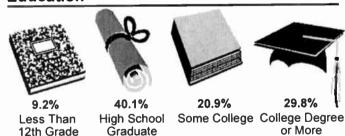
Employment Status

Employed Full-Time	70.1%	
Employed Part-Time	14.2%	
Not Employed		
A Homemaker	2.3%	
A Student	2.6%	
Retired	7.1%	
Disabled	2.8%	
Temporarily Laid-Off	0.0%	
Not Employed-Looking for Work	0.8%	
Other	0.0%	

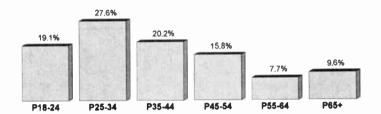
Occupation

·	
Administrative Support	12.6%
Executive, Administrative & Managerial	15.6%
Farming, Forestry & Fishing	0.5%
Handlers, Eqp Clnrs, Helprs & Lborers	4.8%
Machine Operators, Assemblers & Inspctr	4.7%
Precision Production, Craft & Repair	8.7%
Professional Specialty	9.6%
Sales	8.3%
Service	9.8%
Technicians & Related Support	5.7%
Transportation & Material Moving	4.0%

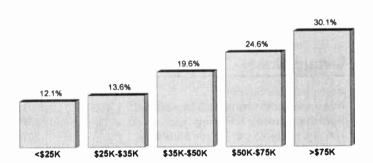
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

Home Ownership 64.8% Own 67.7%

 None
 64.8%
 Own
 67.7%

 One
 12.8%
 Rent
 27.8%

 Two
 15.6%
 Other
 4.4%

 Three or More
 6.8%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

DRINK DOMESTIC REGULAR BEER (Any Beverage is Any Domestic Regular Beer Past Week)

Estimates displayed are reported for % Composition.
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DRINK DOMESTIC LIGHT BEER

Target Persons: 468,395 Target Intab: 286 PHILADELPHIA Scarborough, Aug96-Jul97

Gender

.4 % Female

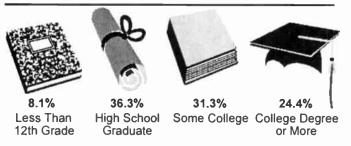
Employment Status

Employed Full-Time	 71.8%
Employed Part-Time	11.0%
Not Employed	
A Homemaker	3.1%
A Student	4.6%
Retired	6.3%
Disabled	2.0%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	0.9%
Other	0.0%

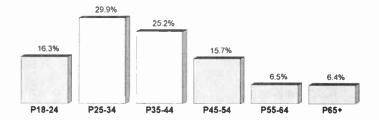
Occupation

Administrative Support	17.1%
Executive, Administrative & Managerial	14.8%
Farming, Forestry & Fishing	0.4%
Handlers, Eqp Clnrs, Helprs & Lborers	2.7%
Machine Operators, Assemblers & Inspctr	2.6%
Precision Production, Craft & Repair	8.9%
Professional Specialty	10.5%
Sales	8.3%
Service	10.6%
Technicians & Related Support	4.4%
Transportation & Material Moving	2.6%

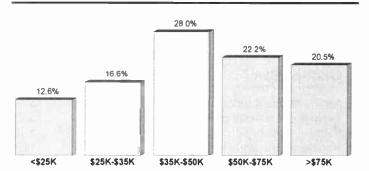
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

Home Ownership

None	59.9%	Own	66.5%
One	16.4%	Rent	27.4%
Two	16.2%	Other	6.1%
Three or More	7.5%		



Es

Estimates displayed are reported for % Composition. ©1998 The Arbitron Company and Scarborough Research Corp./VNU

This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std DRINK DOMESTIC LIGHT BEER (Any Beverage is Any Domestic Light Beer

Past Week)



SPENT \$250+ ON LAWN/GARDEN

Target Persons: 379,485 Target Intab: 263
PHILADELPHIA
Scarborough, Aug96-Jul97

Gender

62.9	% Male	37.1	% Female
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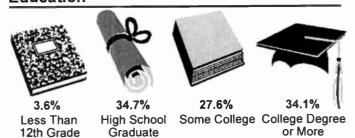
Employment Status

Employed Full-Time	66.2%
Employed Part-Time	16.3%
Not Employed	
A Homemaker	5.1%
A Student	0.9%
Retired	7.2%
Disabled	2.9%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	0.8%
Other	0.3%

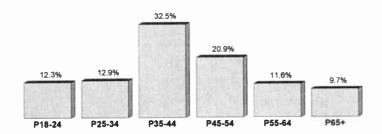
Occupation

Administrative Support	13.6%
Executive, Administrative & Managerial	18.7%
Farming, Forestry & Fishing	2.1%
Handlers, Egp Clnrs, Helprs & Lborers	1.5%
Machine Operators, Assemblers & Inspctr	2.0%
Precision Production, Craft & Repair	6.7%
Professional Specialty	13.0%
Sales	9.0%
Service	6.4%
Technicians & Related Support	7.5%
Transportation & Material Moving	2.0%

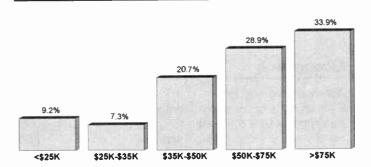
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

Home Ownership

None	53.1%	Own	83.2%
One	16.4%	Rent	15.4%
Two	20.3%	Other	1.4%
Three or More	10.2%		



Estimates displayed are reported for % Composition.
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This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

SPENT \$250+ ON LAWN/GARDEN (Amount Spent on Household Items is \$250 - \$499:Lawn or Garden Items or \$500 - \$999:Lawn or Garden Items or \$1,000 or More:Lawn or Garden Items)



PURCHASED VEHICLE PAST 4 YRS

Target Persons: 1,385,750 Target Intab: 870 PHILADELPHIA
Scarborough, Aug96-Jul97

Gender

49.3 % Male	50.7	% Female
-------------	------	----------

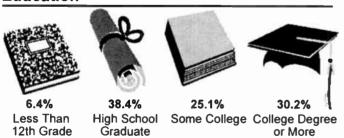
Employment Status

Employed Full-Time	61.2%
Employed Part-Time	15.5%
Not Employed	
A Homemaker	7.1%
A Student	2.2%
Retired	9.7%
Disabled	2.4%
Temporarily Laid-Off	0.2%
Not Employed-Looking for Work	1.6%
Other	0.1%

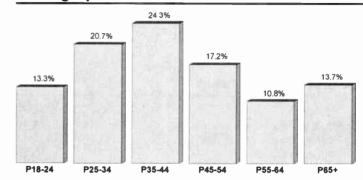
Occupation

Administrative Support	17.1%
Executive, Administrative & Managerial	12.3%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helprs & Lborers	2.3%
Machine Operators, Assemblers & Inspctr	2.5%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.6%
Sales	8.4%
Service	8.1%
Technicians & Related Support	5.2%
Transportation & Material Moving	2.8%

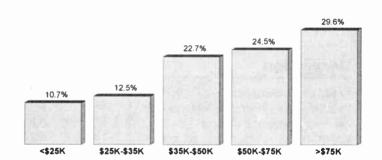
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

		1101110 0 1111101011111		
None	60.6%	Own	77.3%	
One	14.4%	Rent	19.2%	
Two	16.3%	Other	3.5%	
Three or More	8.7%			

Home Ownership



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

PURCHASED VEHICLE PAST 4 YRS (When Purchased Last New Vehicle is Less Than 1 Year Ago or 1 Year to Less Than 2 Years Ago or 2 Years to Less Than 3 Years Ago or 3 Years to Less Than 4 Years Ago)

Estimates displayed are reported for % Composition.
©1998 The Arbitron Company and Scarborough Research Corp./VNU



2+ VACATION TRIPS PAST 12 MOS

Target Persons: 1,944,910 Target Intab: 1,140 PHILADELPHIA Scarborough, Aug96-Jul97

Gender

9 % Female

Employment Status

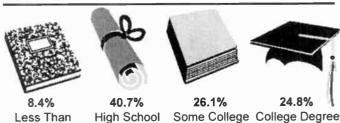
Employed Full-Time	52.6%
Employed Part-Time	14.8%
Not Employed	
A Homemaker	10.1%
A Student	2.5%
Retired	14.7%
Disabled	3.5%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.2%
Other	0.1%

Occupation

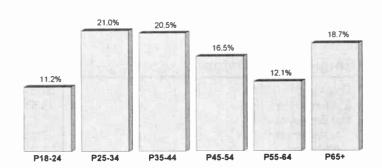
Administrative Support	16.4%
Executive, Administrative & Managerial	9.7%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helprs & Lborers	1.7%
Machine Operators, Assemblers & Inspctr	2.4%
Precision Production, Craft & Repair	6.3%
Professional Specialty	10.2%
Sales	6.3%
Service	8.7%
Technicians & Related Support	3.9%
Transportation & Material Moving	1.5%

Education

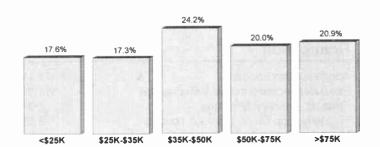
12th Grade



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.7%	Own	73.8%
One	15.0%	Rent	22.6%
Two	16.7%	Other	3.6%
Three or More	8.6%		

Home Ownership



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

Graduate

2+ VACATION TRIPS PAST 12 MOS (Trips:Personal/Vacation Only is 2 Trips:Personal/Vacation or 3 Trips:Personal/Vacation or 4 Trips:Personal/Vacation or 5 - 9 Trips:Personal/Vacation or 10 - 14 Trips:Personal/Vacation or 15+ Trips:Personal/Vacation)

Estimates displayed are reported for % Composition.

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or More

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 MaximiŞer 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





Selected markets only.

^{**} Hispanic markets only.

Qualitative 1997-1998 Survey Schedule

RD =	= RetailDirect S = Scarborough	19	997	19	998
	Market	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
pn	Charleston CC	Dot 06 Nov 06	Apr 07 May 07	Oot 07 May 07	Anr OO May OO
RD S	Charleston, SC	Oct 96 - Nov 96 Oct 96 - Mar 97	Apr 97 - May 97	Oct 97 - Nov 97 Oct 97 - Mar 98	Apr 98 - May 98 Apr 98 - Sep 98
S	Charleston, WV Charlotte-Gastonia-Rock Hill	Sep 96 - Feb 97	Apr 97 - Sep 97 Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Sep 98
RD	Chattanooga	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
110	Vinetain00ffα	ma ar - Aprar	30p 37 - 00137	mai 30 - Api 30	00p 30 - 001 30
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
	. •		1		'
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	Con OC Fob O7	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Des Moines	Sep 96 - Feb 97 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
'''	611 000		0000, 00.07		
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
	0.1				
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 Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98 Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Greensboro-Winston Salem-High Point Greenville-New Bern-Jacksonville	Mar 97 - Apr 97	Apr 97 - Sep 97 Sep 97 - Oct 97	Mar 98 - Apr 98	Apr 98 - Sep 98 Sep 98 - Oct 98
no	Greetallie-Mew Delli-29CK20tiallie	Mai 97 - Api 97	3ep 37 - Oct 37	Mai 30 - Apr 30	36h 30 - DCI 30
S	Greenville-Spartanburg	Oct 96 - Mar 97	Apr 97 - Sep 97	Dct 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 - Dct 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	Dct 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	mai or may or	Jul 98 - Aug 98	mu oo nag oo
RD	Lafayette, LA	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
				3	
RD	Las Vegas	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	
S	Las Vegas				Apr 98 - Sep 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

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative 1997-1998 Survey Schedule

	RetailDirect S = Scarborough	13	997	1998			
	Market	Release 1	Release 2	Release 1	Release 2		
RD	Lubbock	Sep 97 - Oct 97		Sep 98 - Oct 98			
RD	Macon	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	ŀ		
RD	Madison	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Dct 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 RD	Mantagay Calling Conta Cour	5.03.44.03		5			
RD RD	Monterey-Salinas-Santa Cruz	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98		
s I	Montgomery Nashville	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98		
s	New Orleans	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98		
۰	New Officials	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		
S	Oklahoma City	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98		
RD	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	10007 00107	Jan 98 - Feb 98	100 30 301 30		
RD	Pensacola	Jul 97 - Aug 97		Jul 98 - Aug 98			
RD	Peoria	, , , , , , , , , , , , , , , , , , ,	Aug 97 - Sep 97	our oo mag oo	Aug 98 - Sep 98		
s	Dhiladalahia	A. = 00 Inc 07	5-1-07-1-107	4 . 07 . 1 . 00			
	Philadelphia Phoenix	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98		
s s	Pittsburgh	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98		
s	Portland, OR	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98		
۰	rolliand, On	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	Jun 96 - Nov 96	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	1,01 50 1112, 50		
s	Sacramento	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98		
RD	Saginaw-Bay City-Midland	5-1-07-1407	4 - 07 - 0 - 07	5-1 00 44 00			
S	St. Louis	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 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 Aug 96 - Jan 97	Feb 97 - Jul 97 Feb 97 - Jul 97	Aug 97 - Jan 98 Aug 97 - Jan 98	Feb 98 - Jul 98 Feb 98 - Jul 98		
	A:	-		-			
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 RD	Tucson	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98		
S	Tulsa	Sep 96 - Feb 97	Mar 97 - Juli 97 Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Juli 98		
s	Washington, D.C.	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98		
	Wast Pales David Rass Rass						
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		
	l l						

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative 1998 Survey Schedule

QUALITATIVE DIARY MARKETS

Abilene, TX Albany, GA Alexandria, LA Altoona Amarillo, TX Anchorage Ann Arbor Appleton-Oshkosh Augusta, GA Augusta-Waterville, ME Bangor, ME

Battle Creek, MI Beaumont-Port Arthur, TX Beckley, WV

Billings, MT

Biloxi-Gulfport-Pascagoula, MS Binghamton

Binghamton Bismarck, ND

Blacksburg-Christiansburg-Radford-Pulaski, VA

Bloomington Boise

Bryan-College Station, TX

Burlington, VT
Canton, OH
Cape Cod, MA
Casper, WY
Cedar Rapids
Champaign, IL
Charlottesville, VA
Cheyenne, WY

Chico, CA
Columbia, MO
Columbus, GA
Cookeville, TN
Corpus Christi
Danville, IL
Daytona Beach
Dothan, AL
Dubuque, IA
Duluth-Superior
Eau Claire, WI

Elmira-Corning, NY Erie

Eugene-Springfield Fargo-Moorhead Fayetteville, NC Fayetteville

(Northwest Arkansas)

Florence, SC Ft. Collins-Greeley, CO Ft. Smith, AR

Ft. Walton Beach, FL Grand Forks, ND-MN Grand Junction, CO

Great Falls, MT Green Bay

Hagerstown-Chambersburg-Waynesboro, MD-PA

Harrisonburg, VA Huntington-Ashland Ithaca, NY Jackson, TN

Johnson City-Kingsport-Bristol

Johnstown Joplin, MO Kalamazoo Killeen-Temple, TX La Crosse, WI

La Crosse, WI Lake Charles, LA Lakeland-Winter Haven Lansing-East Lansing, MI

Laredo, TX

Laurel-Hattiesburg, MS

Lawton, OK

Lewiston-Auburn, ME Lexington-Fayette Lima, OH Lincoln

Manchester, NH

Marion-Carbondale (Southern Illinois)

Medford-Ashland, OR Melbourne-Titusville-Cocoa

Merced, CA Meridian, MS Modesto Monroe, LA

Morgantown-Clarksburg-Fairmont, WV

Myrtle Beach, SC New London, CT

Newburgh-Middletown, NY (Mid-Hudson Valley) Northwest Michigan, MI

(Traverse City-Petoskey-Charlevoix)

Odessa-Midland, TX Owensboro, KY Oxnard-Ventura Panama City, FL

Parkersburg-Marietta, WV-OH

Peoria Portland, ME

Portsmouth-Dover-Rochester, NH

Portsmouth-Dover-Poughkeepsie, NY Pueblo

Pueblo Rapid City, SD Reading, PA Redding, CA Reno St. Cloud, MN Salisbury-Ocean City

San Angelo, TX San Luis Obispo, CA Santa Fe, NM Santa Maria-Lompoc

Savannah Shreveport, LA Sioux City, IA Sioux Falls South Bend Springfield, IL Springfield, MO

State College, PA Stockton Sussex, NJ Tallahassee Terre Haute Texarkana, TX-AR

Topeka Tri-Cities, WA

(Richland-Kennewick-Pasco)

Tupelo, MS Tuscaloosa, AL Tyler-Longview, TX Utica-Rome Visalia-Tulare-Hanford

Waco, TX

Waterloo-Cedar Falls Watertown, NY

Wausau-Stevens Point, WI

(Central Wisconsin)
Wheeling
Wichita Falls, TX
Williamsport, PA
Wilmington, DE
Wilmington, NC
Winchester, VA
Yakima, WA

WINTER SURVEY

January 8 - April 1, 1998

		JA	NUA	RY		
				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
		FE	BRU	ARY	Serie.	
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
	8/19	N	MARC	H	1820	
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				
		33	APRI			
	4900	01043	1	2	3	4
5	6	7	8	9	10	11
12 19	13 20	14 21	15 22	16 23	17 24	18 25
13	20	21	22	23	24	23

SPRING SURVEY

April 2 - June 24, 1998

		- 1	\PRI	L		
5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24	4 11 18 25
		TOTAL STATE	MAY			
3 10 17 24 31	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30
	648	1863	JUNE			200
7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24	4 11 18 25	5 12 19 26	6 13 20 27

SUMMER SURVEY

July 2 - September 23, 1998

28 29

			JUL	Y		
5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	9 16 23 30	3 10 17 24 31	4 11 18 25
		A	UGU	ST	ST.	
2 9 16 23 30	3 10 17 24 31	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29
714	1	SEF	TEM	BER	2.14	City
6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24	4 11 18 25	5 12 19 26

FALL SURVEY

September 24 - December 16, 1998

		SEP	TEM	BER		
6 13 20 27	7 14 21 28	1 8 15 22 29	2 9 16 23 30	3 10 17 24	4 11 18 25	5 12 19 26
		0(стов	ER	\$ 10	
4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24 31
		NO	VEM	BER	N A	
1 8 15 22 29	9 16 23 30	3 10 17 24	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28
		DE	CEM	BER		
Sec. 1	100	-	0	0	100	III S

16 23

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18 19 25 26

NOTE/The survey dates are subject to change.



Notations

Notations

	Feb-Mar-Apr Arbitrends	Mar-Apr-May Arbitrends	Spring Arbitrends	Advance Ratings	Maximi\$er ⁵ / MediaProfessional ⁶⁴	Market Report		tinic Iail Dates
Market	Date Time*	Date Time*	Date Time*	Date Time*	Mail Date	Mail Date	Black	Hispanio
Abilene, TX				Aug 10 0:204M 0:454M	Ave 44			
Akron	May 26 2:30PM EST	Jun 22 2:30PM	Jul 21 10:00AM	Aug 10 9:30AM-9:45AM	Aug 11	Aug 12		1
Albany, GA	, may 20 2.001 m 201	0011 EE 2.301 MI	Jul 21 10.00AW	Jul 21 1:00PM-1:15PM	Jul 22	Jul 23		1
Albany-Schenectady-Troy	Jun 04 10:00AM EST	Jul 01 10:00AM	hil 20 10:00414	Aug 12 11:30AM-11:45AM	Aug 13	Aug 14		
,,	0011 04 10.00FW EST	Jul 01 10.00AW	Jul 29 10:00AM	Jul 29 1:00PM-1:15PM	Jul 30	Jul 31		
Albuquerque	Jun 08 11:00AM MST	Jul 06 11:00AM	Aug 03 9:30AM	Aug 03 12:30PM-12:45PM				
Alexandria, LA	11.00	301 00 11.00AM	Aug 05 S.SUMM		Aug 04	Aug 05		Aug 14
Alientown-Bethlehem	May 21 1:00PM EST	Jun 18 1:00PM	Jul 16 11:30AM	Aug 12 9:30AM-9:45AM	Aug 13	Aug 14		
Altoona	May 21 1.007 M 231	JUILIO LUUPM	Jul 16 11:30AM	Jul 16 2:30PM-2:45PM	Jul 17	Jul 20		
				Jul 23 1:30PM-1:45PM	Jul 24	Jul 27		
Amarillo, TX				Ave 10 41-00444 44-45444				
Anchorage				Aug 10 11:30AM-11:45AM	Aug 11	Aug 12		
Ann Arbor				Aug 12 9:00AM-9:15AM	Aug 13	Aug 14		
Appleton-Oshkosh				Jul 20 12:30PM-12:45PM	Jul 21	Jul 22		
Abrael Californ				Aug 10 10:30AM-10:45AM	Aug 11	Aug 12		
Asheville						.		
Atlanta	May 20 10:00AM SCT	hum 05 10.00414	1.100 44.00111	Jul 31 1:30PM-1:45PM	Aug 03	Aug 04		
Atlantic City-Cape May	May 29 10:00AM EST	Jun 25 10:00AM	Jul 23 11:30AM	Jul 23 2:30PM-2:45PM	Jul 24	Jul 27	Aug 25	
Augusta, GA				Jul 15 1:30PM-1:45PM	Jul 16	Jul 17		
wyoud, un				Aug 07 1:30PM-1:45PM	Aug 10	Aug 11		
Augusta-Waterville, ME				A 40 4				
Austin	lun 00 1,000 1,000	hum 20 4 const		Aug 10 1:00PM-1:15PM	Aug 11	Aug 12		
Rusuii Bakersfield	Jun 02 1:30PM CST	Jun 29 1:30PM	Jul 28 10:30AM	Jul 28 1:30PM-1:45PM	Jul 29	Jul 30		Aug 14
Baltimore	May 21 10:00AM PST	Jun 18 10:00AM	Jul 16 10:00AM	Jul 16 1:00PM-1:15PM	Jul 17	Jul 20		Aug 14
salumore	May 26 11:30AM EST	Jun 22 11:30AM	Jul 20 11:30AM	Jul 20 2:30PM-2:45PM	Jul 21	Jul 22	Aug 24	
Pangar MF				1				
Bangor, ME				Aug 10 2:00PM-2:15PM	Aug 11	Aug 12		
Baton Rouge	Jun 08 12:00PM CST	Jul 06 12:00PM	Aug 03 10:30AM	Aug 03 1:30PM-1:45PM	Aug 04	Aug 05	Aug 28	
Battle Creek, MI				Jul 31 2:00PM-2:15PM	Aug 03	Aug 04		
Beaumont-Port Arthur, TX				Aug 04 11:30AM-11:45AM	Aug 05	Aug 06		
bokim 1881						-		
Seckley, WV				Aug 10 10:00AM-10:15AM	Aug 11	Aug 12		
Billings, MT				Aug 11 9:30AM-9:45AM	Aug 12	Aug 13		
Blood-Gulfport-Pascagoula, MS				Jul 31 11:00AM-11:15AM	Aug 03	Aug 04		
Binghamton				Aug 06 11:30AM-11:45AM	Aug 07	Aug 10		
Neminaham					-	-		
Sirmingham	Jun 02 12:00PM CST	Jun 29 12:00PM	Jul 27 1:30PM	Jul 27 4:30PM-4:45PM	Jul 28	Jul 29	Aug 26	
Bismarck, ND				Aug 11 9:00AM-9:15AM	Aug 12	Aug 13		
Blksbrg-Chrstnbrg-Rdfrd-Plski,VA				Aug 03 1:30PM-1:45PM	Aug 04	Aug 05		
loomington				Jul 17 12:30PM-12:45PM	Jul 20	Jul 21		
duofield MA/								
lluefield, WV loise				Aug 07 10:30AM-10:45AM	Aug 10	Aug 11		
oston	N=-00 +0.00	t 40		Aug 07 1:30PM-1:45PM	Aug 10	Aug 11		
	May 22 10:00AM EST	Jun 19 10:00AM	Jul 17 10:00AM	Jul 17 1:00PM-1:15PM	Jul 20	Jul 21	Aug 21	
ridgeport				Jul 14 1:30PM-1:45PM	Jul 15	Jul 16		
irunswick, GA								
ryan-College Station, TX				Aug 07 10:00AM-10:15AM	Aug 10	Aug 11		
kuffalo-Niagara Falis	May 20 10.00414 com	h-n 04 40 0044		Jul 24 2:00PM-2:15PM	Jul 27	Jul 28		
urlington, VT	May 28 10:00AM EST	Jun 24 10:00AM	Jul 22 10:00AM	Jul 22 1:00PM-1:15PM	Jul 23	Jul 24	Aug 25	
armigoni, vi				Aug 07 11:30AM-11:45AM	Aug 10	Aug 11		
anton								
Cape Cod, MA				Jul 22 1:30PM-1:45PM	Jul 23	Jul 24		
asper, WY				Jul 20 1:30PM-1:45PM	Jul 21	Jul 22		
edar Rapids				Aug 11 9:00AM-9:15AM	Aug 12	Aug 13		
oou rapus				Aug 05 11:00AM-11:15AM	Aug 06	Aug 07		
hampaign, IL				bil 47 4 paper 4 ages				
harleston, SC	Jun 10 10:00AM EST	hi 00 40:00444	Aug 04 40 00411	Jul 17 1:30PM-1:45PM	Jul 20	Jul 21		
harleston, W	JUI TO TO:OUAM EST	Jul 08 10:00AM	Aug 04 10:00AM	Aug 04 1:00PM-1:15PM	Aug 05	Aug 06	Aug 28	
harlotte-Gastonia-Rock Hill	May 28 10:00AM EST	hm 04 40.00414	hd 00 40 55111	Aug 05 10:00AM-10:15AM	Aug 06	Aug 07		
CONTRACTOR IN	may 20 TU:UUAM EST	Jun 24 10:00AM	Jul 22 10:00AM	Jul 22 1:00PM-1:15PM	Jul 23	Jul 24	Aug 25	
harlottesville, VA				40.00				
hattanooga	hip 05 10-00414 507	h4.00 40.00444	h-100 44 00441	Aug 07 10:30AM-10:45AM	Aug 10	Aug 11		
hallanooga heyenne, WY	Jun 05 10:00AM EST	Jul 02 10:00AM	Jul 30 11:30AM	Jul 30 2:30PM-2:45PM	Jul 31	Aug 03	Aug 27	
hicago	May 00 0 00111 000	1		Jul 27 1:00PM-1:15PM	Jul 28	Jul 29		
iivago	May 20 9:00AM CST	Jun 17 9:00AM	Jul 15 9:00AM	Jul 15 12:00PM-12:15PM	Jul 16	Jul 17	Aug 21	Aug 14
bles CA								
hico, CA	11-07-11-07-1			Jul 21 11:00AM-11:15AM	Jul 22	Jul 23		
incinnati	May 27 11:30AM EST	Jun 23 11:30AM	Jul 21 11:30AM	Jul 21 2:30PM-2:45PM	Jul 22	Jul 23	Aug 24	
leveland	May 26 1:00PM EST	Jun 22 1:00PM	Jul 20 1:00PM	Jul 20 4:00PM-4:15PM	Jul 21	Jul 22	Aug 24	
Colorado Springs	May 29 2:00PM MST	Jun 25 2:00PM	Jul 23 12:30PM	Jul 23 3:30PM-3:45PM				

^{*} All times are local market times.
Maximi\$er® is a registered trademark of The Arbitron Company.
Media Professional® is a service mark of The Arbitron Company.

	I .	b-Mar-Apr rbitrends	1	Apr-May litrends		oring trends	Ad	vance Ratings	Maximi\$er°/ MediaProfessional**	Market Report		hnic Iail Dates
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mall Date	Mail Date	Black	Hispani
Columbia, MO							Jul 30	2:30PM-2:45PM	Jul 31	Aug 02		
Columbia, SC	Jun 08	10:00AM EST	Jul 06	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM-1:15PM		Aug 03	A 00	
Columbus, GA	301100	TO.OOPMI EST	Jul 00	TO.OGPWI	Jul 31	TO.UUAWI	1	- '	Aug 03	Aug 04	Aug 28	1
Columbus, OH	Jun 01	10:00AM EST	hun 26	10:00AM	1404	11,20414	_	11:00AM-11:15AM	Aug 07	Aug 10		
Columbus, Off	Juli 0 i	10:00AM E21	Jun 26	TU:UUAW	Jul 24	11:30AM	Jul 24	2:30PM-2:45PM	Jul 27	Jul 28	Aug 25	
Cookeville, TN							_	9:00AM-9:15AM	Aug 12	Aug 13		
Corpus Christi	1						Aug 05	11:30AM-11:45AM	Aug 06	Aug 07		
Dallas-Ft. Worth	May 27	1:30PM CST	Jun 23	1:30PM	Jul 22	10:30AM	Jul 22	1:30PM-1:45PM	Jul 23	Jul 24	Aug 24	Aug 14
Danbury, CT							Jul 15	3:00PM-3:15PM	Jul 16	Jul 17		
Danville, IL							Jul 17	12:30PM-12:45PM	Jul 20	Jul 21		
Dayton	Jun 03	10:00AM EST	Jun 30	10:00AM	Jul 28	1:00PM	Jul 28	4:00PM-4:15PM	Jul 29	Jul 30	Aug 27	
Daytona Beach							Jul 23	2:30PM-2:45PM	Jul 24	Jul 27	rwg Er	
Denver-Boulder	May 29	12:30PM MST	Jun 25	12:30PM	Jul 22	2:00PM	Jul 22	5:00PM-5:15PM	Jul 23	Jul 24		Aug 14
Dec Malana												
Des Moines	Jun 08	10:30AM CST	Jul 06	10:30AM	Jul 31	10:30AM	Jul 31	1:30PM-1:45PM	Aug 03	Aug 04		
Detroit	May 21	11:30AM EST	Jun 18	11:30AM	Jul 16	10:00AM	Jul 16	1:00PM-1:15PM	Jul 17	Ju! 20	Aug 21	
Dothan, AL							1 *	1:30PM-1:45PM	Aug 06	Aug 07		
Dubuque, IA							Aug 05	9:00AM-9:15AM	Aug 06	Aug 07		
Duluth-Superior							Aun n7	10:00AM-10:15AM	Aug 10	Aug 11		
Eau Claire, WI							1 -	9:00AM-9:15AM	Aug 13	_		
El Paso	Jun 10	9:30AM MST	Jul 08	9:30AM	Aug 04	9:30AM		12:30PM-12:45PM	Aug 05	Aug 14		
Elmira-Corning, NY	0011 10	3.50 W NOT	30100	J.JUPW	Aug 04	3.30PW	_	10:00AM-10:15AM	Aug 10	Aug 06 Aug 11		
							rug or	10.00F4W1 10.13F4W1	Aug IU	Augii		
Erie							Aug 06	10:30AM-10:45AM	Aug 07	Aug 10		
Eugene-Springfield			1				Jul 31	9:30AM-9:45AM	Aug 03	Aug 04		
Evansville								9:30AM-9:45AM	Aug 06	Aug 07		
Fargo-Moorhead							_	10:30AM-10:45AM	Aug 11	Aug 12		
Fayetteville (NW Arkansas)							Aug 10	0.00414 0.45414	Ave 44	440		,
Fayetteville, NC								9:00AM-9:15AM 11:00AM-11:15AM	Aug 11	Aug 12		-
Flint							Jul 21	1:30PM-1:45PM	Aug 13	Aug 14		
Florence, SC							1	12:00PM-12:15PM	Jul 22 Aug 05	Jul 23 Aug 06		
							/ Lug U .	72.007 W 72.101 W	Aug 05	Aug 00		
Frederick, MD							Jul 20	2:00PM-2:15PM	Jul 21	Jul 22		
Fresno	Jun 01	11:30AM PST	Jun 26	11:30AM	Jul 24	11:30AM	Jul 24	2:30PM-2:45PM	Jul 27	Jul 28		Aug 14
Ft. Collins-Greeley, CO							Jul 27	1:00PM-1:15PM	Jul 28	Jul 29		
Ft. Myers-Naples-Marco Island							Jul 27	1:30PM-1:45PM	Jul 28	Jul 29		
Ft. Pierce-Stuart-Vero Beach							Jul 24	2:00PM-2:15PM	Jul 27	Jul 28		
Ft. Smith, AR							1	9:00AM-9:15AM	Aug 12	Aug 13		
Ft. Walton Beach, FL							Jul 31	1:00PM-1:15PM	Aug 03	Aug 04		
Ft. Wayne							Jul 30	3:00PM-3:15PM	Jul 31	Aug 03		
								0.000 0.100	00101	Aug 00		
Gainesville-Ocala Grand Forks, ND+MN							Jul 30	2:00PM-2:15PM	Jul 31	Aug 03		
							_	9:00AM-9:15AM	Aug 13	Aug 14		
Grand Junction, CO Grand Bankle	her O.C	1.00014 507	h./ 04	4.00P**		44.00		9:00AM-9:15AM	Aug 12	Aug 13		
Grand Rapids	Jun 04	1:00PM EST	Jul 01	1:00PM	Jul 30	11:30AM	Jul 30	2:30PM-2:45PM	Jul 31	Aug 03		
Great Fails, MT							Aug 11	9:30AM-9:45AM	Aug 12	Aug 13		
Green Bay							_	11:00AM-11:15AM	Aug 11	Aug 12		
Greensboro-Winston Salem-High Point	Jun 05	10:00AM EST	Jul 02	10:00AM	Jul 30	11:30AM	Jul 30	2:30PM-2:45PM	Jul 31	Aug 03	Aug 27	
Greenville-New Bern-Jacksonville	1	10:00AM EST	Jul 09	10:00AM		10:00AM	1	1:00PM-1:15PM	Aug 06	Aug 07	Aug 28	
Greenville-Spartanburg	lue OC	10:00414 FOT	hu 00	10.00***	h.i. 64	10.00***		4.00044.4	-	,	•	
Hagerstn-Chambrsg-Waynsb, MD-PA	Jun 08	10:00AM EST	Jul 06	10:00AM	Jul 31	10:00AM	Jul 31 Jul 23	1:00PM-1:15PM 12:30PM-12:45PM	Aug 03 Jul 24	Aug 04	Aug 28	
Harrisburg-Lebanon-Carlisle	Jun 04	1:00PM EST	Jul 01	1:00PM	Jul 29	10:00AM	Jul 29	1:00PM-1:15PM		Jul 27		
Harrisonburg, VA	331104	, III LO1	00.01		00123	TO. USPAN	Aug 07	3:00PM-3:15PM	Jul 30 Aug 10	Jul 31 Aug 11		
Hartford Naw Debate Attendance		4.00044.555		4.0000					•	-		
Hartford-New Britain-Middletown		1:00PM EST	1	1:00PM		1:00PM	Jul 20	4:00PM-4:15PM	Jul 21	Jul 22		
Honolulu	1	11:00AM HST	1	11:00AM	Jul 28	11:00AM	Jul 28	2:00PM-2:15PM	Jul 29	Jul 30		
Houston-Galveston	May 27	3:00PM CST	Jun 23	3:00PM	Jul 22	12:00PM	Jul 22	3:00PM-3:15PM	Jul 23	Jul 24	Aug 24	Aug 14
Huntington-Ashland							Aug 05	10:00AM-10:15AM	Aug 06	Aug 07		
Huntsville	Jun 11	9:00AM CST	Jul 09	9:00AM	Aug 05	9:00AM	Aug 05	12:00PM-12:15PM	Aun 06	Aug 07	Aug 31	
Huntsville Indianapolis	1	9:00AM CST 10:00AM EST	1	9:00AM 10:00AM	Aug 05 Jul 27	9:00AM 11:30AM	Aug 05 Jul 27	12:00PM-12:15PM 2:30PM-2:45PM	Aug 06 Jul 28	Aug 07 Jul 29	Aug 31 Aug 26	

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		b-Mar-Apr rbitrends	1	Apr-May itrends		oring trends	Ad	vance Ratings	Maximi\$er³/ MediaProfessional**	Market Report		hnic Iail Dates
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanio
Jackson, MS	Jun 08	10:30AM CST	Jul 06	10:30AM	Aug 03	10:30AM	Aug 03	1:30PM-1:45PM	Aug 04	Aug 05	Aug 28	
Inches Thi									_		,	
Jackson, TN Jacksonville	100	44 00444 507	1 - 00	44.00444			Jul 31	2:00PM-2:15PM	Aug 03	Aug 04		
	Jun 02	11:30AM EST	Jun 29	11:30AM	Jul 28	10:00AM	Jul 28	1:00PM-1:15PM	Jul 29	Jul 30	Aug 26	
Johnson City-Kingsport-Bristol							Aug 07		Aug 10	Aug 11		
Johnstown							Jul 23	1:30PM-1:45PM	Jul 24	Jul 27		
Joplin, MO							Aug 07	11:00AM-11:15AM	Aug 10	Aug 11		
Kalamazoo							Jul 30	2:00PM-2:15PM	Jul 31	Aug 03		
Kansas City	Jun 01	12:00PM CST	Jun 26	12:00PM	Jul 27	9:00AM	Jul 27	12:00PM-12:15PM	Jul 28	Jul 29	Aug 26	
Killeen-Temple, TX							Jul 28	12:30PM-12:45PM	Jul 29	Jul 30		
Knoxville	Jun 04	11:30AM EST	Jul 01	11:30AM	Jul 30	10:00AM	Jul 30	1:00PM-1:15PM	Jul 31	Aug 03		
Lafayette, IN	1						Jul 29	1:30PM-1:45PM	Jul 30	Jul 31		
Lafayette, LA								11:30AM-11:45AM	Aug 07	Aug 10		
Lake Charles, LA								9:30AM-9:45AM	Aug 12	Aug 13		
Lakeland-Winter Haven							1.104	4.00014 4 4504				
Lancaster							Jul 24	1:30PM-1:45PM	Jul 27	Jul 28		
Lansing-East Lansing	hun DE	11-20484 507	141.00	11.20***	6400	1,00014	Jul 29	3:30PM-3:45PM	Jul 30	Jul 31		
Lansing-east lansing Laredo, TX	Jun 05	11:30AM EST	Jul 02	11:30AM	Jul 30	1:00PM	Jul 30	4:00PM-4:15PM	Jul 31	Aug 03		
Carout, TA							Jul 30	12:30PM-12:45PM	Jul 31	Aug 03		
Las Vegas	Jun 01	1:00PM PST	Jun 26	1:00PM	Jul 27	10:00AM	Jul 27	1:00PM-1:15PM	Jul 28	Jul 29		Aug 14
aurel-Hattiesburg, MS							Jul 30	12:30PM-12:45PM	Jul 31	Aug 03		/ wg / /
Lawton, OK							1	12:30PM-12:45PM	Aug 04	Aug 05		
Lewiston-Aubum, ME							"	11:00AM-11:15AM	Aug 10	Aug 11		
adams for the												
exington-Fayette							Aug 06	10:00AM-10:15AM	Aug 07	Aug 10		
Ima, OH	- 1						Aug 07	10:30AM-10:45AM	Aug 10	Aug 11		
incoln							Aug 03	1:00PM-1:15PM	Aug 04	Aug 05		
Little Rock	Jun 05	12:00PM CST	Jul 02	12:00PM	Jul 30	12:00PM	Jul 30	3:00PM-3:15PM	Jul 31	Aug 03	Aug 28	
os Angeles	May 20	10:00AM PST	Jun 17	10:00AM	Jul 15	1:00PM	Jul 15	4:00PM-4:15PM	Jul 16	Jul 17	Aug 21	Aug 14
Louisville		11:30AM EST	1	11:30AM	Jul 28	10:00AM	Jul 28	1:00PM-1:15PM	Jul 29	Jul 30	Aug 26	AND IT
Lubbock	}							12:30PM-12:45PM	Aug 06	Aug 07	nog 20	
Macon	ì						"	1:30PM-1:45PM	Aug 06	Aug 07		
Madison	lue 00	10:30AM CST	hul ne	10.20414	A 02	0.00414	A 00	40.00014.40.45014		·		
Manchester	Jun 08	10:30AWI (2)	Jul 06	10:30AM	Aug 03	9:00AM	_	12:00PM-12:15PM	Aug 04	Aug 05		
Marion-Carbondale (Southern IL)							Jul 20	2:00PM-2:15PM	Jul 21	Jul 22		
McAllen-Brownsville-Hartingen	Jun 05	12:00PM CST	Jul 02	12:00PM	Jul 30	1:30PM	Jul 27 Jul 30	1:00PM-1:15PM 4:30PM-4:45PM	Jul 28 Jul 31	Jul 29 Aug 03		
Madford Askings OR									55.01	, ang 00		
Medford-Ashland, OR								9:30AM-9:45AM	Aug 13	Aug 14		
Melbourne-Titusville-Cocoa							Jul 23	12:30PM-12:45PM	Jul 24	Jul 27		
Memphis Merced, CA	Jun 04	1:30PM CST	Jul 01	1:30PM	Jul 29	10:30AM	Jul 29	1:30PM-1:45PM	Jul 30	Jul 31	Aug 27	
norodu, GM							Jul 20	12:30PM-12:45PM	Jul 21	Jul 22		
Meridian, MS							Aug 12	9:30AM-9:45AM	Aug 13	Aug 14		
Aiami-Ft. Lauderdale-Hollywood		1:00PM EST	Jun 25	1:00PM	Jul 24	10:00AM	Jul 24	1:00PM-1:15PM	Jul 27	Jul 28	Aug 25	
Allwaukee-Racine		10:30AM CST		10:30AM	Jul 24	12:00PM	Jul 24	3:00PM-3:15PM	Jul 27	Jul 28	Aug 26	
Ainneapolis-St. Paul	May 28	12:00PM CST	Jun 24	12:00PM	Jul 22	1:30PM	Jul 22	4:30PM-4:45PM	Jul 23	Jul 24		
<i>N</i> obile	.hin na	9:00AM CST	Jun 30	9:00AM	Jul 29	9:00AM	Jul 29	12:00PM-12:15PM	hil 30	hil 24	Aug 27	
Modesto	0011 03	U.UUANI UUI	0011 30	J. UUPIWI	Jul 29	J. UUMMI	Jul 29 Jul 17	10:00AM-10:15AM	Jul 30 Jul 20	Jul 31 Jul 21	Aug 27	
Monmouth-Ocean							Jul 14	2:00PM-2:15PM	Jul 20 Jul 15	Jul 16		
Aonroe, LA								9:30AM-9:45AM	Aug 12	Aug 13		
Angtomy Pollece Control		44.00****						-	-	-		
Monterey-Salinas-Santa Cruz	May 22	11:30AM PST	Jun 19	11:30AM	Jul 17	11:30AM	Jul 17	2:30PM-2:45PM	Jul 20	Jul 21		Aug 14
Aontgomery Aorrantown Clarks Enimons MAI								1:30PM-1:45PM	Aug 06	Aug 07		
Norgantown-Clarks-Fairmont, WV Norristown, NJ								12:00PM-12:15PM 1:30PM-1:45PM	Aug 05	Aug 06		
							Jul 14	I.JUFM*I.43FM	Jul 15	Jul 16		
Myrtle Beach, SC							Aug 07	4:00PM-4:15PM	Aug 10	Aug 11		
lashville	Jun 04	1:30PM CST	Jul 01	1:30PM	Jul 29	10:30AM	Jul 29	1:30PM-1:45PM	Jul 30	Jul 31	Aug 27	
lassau-Suffolk (Long Island)	May 19	11:30AM EST	Jun 16	11:30AM	Jul 14	11:30AM	Jul 14	2:30PM-2:45PM	Jul 15	Jul 16	Aug 21	
New Bedford-Fail River, MA							Jul 15	2:00PM-2:15PM	Jul 16	Jul 17	-	
Now House							hul oo	1.00014 1.45014	1.164			
New Haven New London, CT							Jul 20	1:30PM-1:45PM	Jul 21	Jul 22		
wew runnon C.I	1		1				Jul 20	12:30PM-12:45PM	Jul 21	Jul 22		

^{*} All times are local market times.

		-Mar-Apr bitrends		Apr-May Itrends	1	ring trends	Adv	vance Ratings	Maximi\$er ^a / MediaProfessional ^a	Market Report		hnic Iail Dates
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispank
New Orleans	Jun 03	10:30AM CST	Jun 30	10:30AM	Jul 28	10:30AM	Jul 28	1:30PM-1:45PM	Jul 29	Jul 30	Aug 27	
New York		10:00AM EST	Jun 16	10:00AM	Jul 14	10:00AM	Jul 14	1:00PM-1:15PM	Jul 15	Jul 16	Aug 21	Aug 14
	Ivay 10	10.00 411 201	Juli 10	10.00/411	00114	10.00	000 14	1.001 111 1.101 111	00110	301.10	nog z i	Aug 14
Newburgh-Middletown, NY(Md-Hud Vly)							Jul 17	12:00PM-12:15PM	Jul 20	Jul 21		
Norfolk-Virginia Beach-Newport News	Jun 02	1:00PM EST	Jun 29	1:00PM	Jul 28	11:30AM	Jul 28	2:30PM-2:45PM	Jul 29	Jul 30	Aug 26	
Northwest Michigan, MI							Aug 10	1:30PM-1:45PM	Aug 11	Aug 12		
Odessa-Midland, TX							Aug 10	9:30AM-9:45AM	Aug 11	Aug 12		
Oklahoma City		10:30AM CST	Jul 02	10:30AM	Jul 30	1:30PM	Jul 30	4:30PM-4:45PM	Jul 31	Aug 03		
Omaha-Council Bluffs		10:30AM CST	Jul 02	10:30AM	Jul 30	1:30PM	Jul 30	4:30PM-4:45PM	Jul 31	Aug 03		
Orlando	May 29	11:30AM EST	Jun 25	11:30AM	Jul 23	1:00PM	Jul 23	4:00PM-4:15PM	Jul 24	Jul 27	Aug 25	Aug 14
Owensboro, KY							Aug 05	10:00AM-10:15AM	Aug 06	Aug 07		
Oxnard-Ventura							Jul 17	9:30AM-9:45AM	Jul 20	Jul 21		
Palm Springs, CA							Jul 16	12:30PM-12:45PM	Jul 17	Jul 20		
Panama City, FL							1	10:30AM-10:45AM	Aug 12	Aug 13		
Parkersburg-Marietta, WV-OH							Aug 10	10:00AM-10:15AM	Aug 11	Aug 12		
The state of the s					1				1.00	7.09 12		
Pensacola							Jul 29	2:30PM-2:45PM	Jul 30	Jul 31		
Peoria							Jul 17	11:00AM-11:15AM	Jul 20	Jul 21		
Philadelphia	May 21	10:00AM EST	Jun 18	10:00AM	Jul 15	11;30AM	Jul 15	2:30PM-2:45PM	Jul 16	Jul 17	Aug 21	
Phoenbx	Jun 03	12:30PM MST	Jun 30	12:30PM	Jul 29	12:30PM	Jul 29	3:30PM-3:45PM	Jul 30	Jul 31		Aug 14
Prince and		40.00414.000		40.00414				4.0004.4.4004				
Pittsburgh Postland ME	May 27	10:00AM EST	Jun 23	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM-1:15PM	Jul 22	Jui 23	Aug 24	
Portland, ME	hin 01	11.20AM DCT	hin ac	11.20414	hil 24	11,20444	Aug 06	12:00PM-12:15PM	Aug 07	Aug 10		
Portland, OR Portsmouth-Dover-Rochester	Juli U I	11:30AM PST	Juli 20	11:30AM	Jul 24	11:30AM	Jul 24 Jul 23	2:30PM-2:45PM 2:30PM-2:45PM	Jul 27 Jul 24	Jul 28 Jul 27		
TOTALIOUUT DOTCH TROPIOSIO							301 23	2.501 M-2.751 M	301 24	Jul 27		
Poughkeepsie, NY							Jul 16	1:30PM-1:45PM	Jul 17	Jul 20		
Providence-Warwick-Pawtucket	May 21	1:00PM EST	Jun 18	1:00PM	Jul 15	1:00PM	Jul 15	4:00PM-4:15PM	Jul 16	Jul 17		
Pueblo							Jul 24	12:30PM-12:45PM	Jul 27	Jul 28		
Quad Cities							Jul 15	2:00PM-2:15PM	Jul 16	Jul 17		
Raleigh-Durham	Jun 04	11:30AM EST	Jul 01	11:30AM	Jul 30	10:00AM	Jul 30	1:00PM-1:15PM	Jul 31	Aug 03	Aug 27	
Rapid City, SD							Aug 11	9:00AM-9:15AM	Aug 12	Aug 13		
Reading, PA							Jul 17	1:30PM-1:45PM	Jul 20	Jul 21		
Redding, CA							Jul 21	11:00AM-11:15AM	Jul 22	Jul 23	,	
Reno			1				Aug 07	11:30AM-11:45AM	Aug 10	Aug 11		
Richmond	Jun 02	10:00AM EST	Jun 29	10:00AM	Jul 27	11:30AM	Jul 27	2:30PM-2:45PM	Jul 28	Jul 29	Aug 26	
Riverside-San Bernardino	May 19	10:00AM PST	Jun 16	10:00AM	Jul 15	10:00AM	Jul 15	1:00PM-1:15PM	Jul 16	Jul 17		
Roanoke-Lynchburg	-						Aug 05	2:00PM-2:15PM	Aug 06	Aug 07		
Rochester, NY Rochester	Jun 04	10:00AM EST	Jul 01	10:00AM	Jul 30	10:00AM	Jul 30	1:00PM-1:15PM	Jul 31	Aug 03		
Rockford Sacramento	Nam. 22	1-00014 DCT	h 10	1.00014	bil 17	10.00414	Jul 15	1:00PM-1:15PM	Jul 16	Jul 17		Aug 14
Saginaw-Bay City-Midland		1:00PM PST 10:00AM EST		1:00PM 10:00AM	Jul 17 Jul 31	10:00AM 10:00AM	Jul 17	1:00PM-1:15PM 1:00PM-1:15PM	Jul 20	Jul 21		Aug 14
Segmaw-bay City-midiand	Juli 06	10.00AW E31	Jul 06	TO:OUPWI	Jul 31	TO.OGAWI	Jul 31	1.00FM-1.13FM	Aug 03	Aug 04		
Salisbury-Ocean City							Jul 24	2:00PM-2:15PM	Jul 27	Jul 28		
Salt Lake City-Ogden-Provo	Jun 02	12:30PM MST	Jun 29	12:30PM	Jul 28	11:00AM	Jul 28	2:00PM-2:15PM	Jul 29	Jul 30		
San Angelo, TX							1	9:00AM-9:15AM	Aug 11	Aug 12		
San Antonio	Jun 03	10:30AM CST	Jun 30	10:30AM	Jul 28	1:30PM	Jul 28	4:30PM-4:45PM	Jul 29	Jul 30		Aug 14
San Diego		11:30AM PST		11:30AM	Jul 15	11:30AM	Jul 15	2:30PM-2:45PM	Jul 16	Jul 17		Aug 14
San Francisco		10:00AM PST		10:00AM	Jul 16	11:30AM	Jul 16	2:30PM-2:45PM	Jul 17	Jul 20	Aug 21	Aug 14
San Jose	May 22	11:30AM PST	Jun 19	11:30AM	Jul 16	10:00AM	Jul 16	1:00PM-1:15PM	Jul 17	Jul 20		Aug 14
San Luis Obispo, CA					1		Jul 20	12:00PM-12:15PM	Jul 21	Jul 22		
Santa Barbara, CA							Jul 16	9:30AM-9:45AM	Jul 17	Jul 20		
Santa Fe, NM							1	9:00AM-9:15AM	Aug 06	Aug 07		
Santa Maria-Lompoc, CA							Jul 20	12:00PM-12:15PM	Jul 21	Jul 22		
Santa Rosa							Jul 16	12:00PM-12:15PM	Jul 17	Jul 20		
Sarasota-Bradenton							Jul 23	2:00PM-2:15PM	Jul 24	Jul 27		
Counnab							1 *	10:00AM-10:15AM	Aug 10	Aug 11		
Savannah										1		1
Seattle-Tacoma		1:00PM PST	1	1:00PM	Jul 23	11:30AM	Jul 23	2:30PM-2:45PM	Jul 24	Jul 27		
		1:00PM PST 12:00PM CST	1	1:00PM 12:00PM	Jul 23 Jul 30	11:30AM 12:00PM	Jul 23 Jul 30	2:30PM-2:45PM 3:00PM-3:15PM	Jul 24 Jul 31	Jul 27 Aug 03	Aug 28	

^{*}All times are local market times.

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	Feb-Mar-Apr Arbitrends	Mar-Apr-May Arbitrends	Spring Arbitrends	Advance Ratings	Maximi\$er*/ MediaProfessional***	Market Report	_	hnic Iail Dates
Market	Date Time*	Date Time*	Date Time*	Date Time*	Mail Date	Mail Date	Black	Hispani
Sioux Falls								
- · · · · - · -				Aug 10 10:00AM-10:15AM	Aug 11	Aug 12		
South Bend				Jul 17 3:00PM-3:15PM	Jul 20	Jul 21		
Spokane	Jun 08 10:00AM PST	Jul 06 10:00AM	Aug 03 10:00AM	Aug 03 1:00PM-1:15PM	Aug 04	Aug 05		
Codooffeld II					ĺ			
Springfield, IL				Jul 24 1:30PM-1:45PM	Jul 27	Jul 28		
Springfield, MA	May 26 11:30AM EST	Jun 22 11:30AM	Jul 20 11:30AM	Jul 20 2:30PM-2:45PM	Jul 21	Jul 22		
Springfield, MO				Aug 07 11:30AM-11:45AM	Aug 10	Aug 11		
St. Cloud, MN				Jul 24 11:30AM-11:45AM	Jul 27	Jul 28		
00 to 10	l							
St. Louis	May 27 12:00PM CST	Jun 23 12:00PM	Jul 21 12:00PM	Jul 21 3:00PM-3:15PM	Jul 22	Jul 23	Aug 24	
Stamford-Norwalk, CT				Jul 14 2:00PM-2:15PM	Jul 15	Jul 16		
State College , PA				Jul 23 2:00PM-2:15PM	Jul 24	Jul 27		
Stockton				Jul 17 9:30AM-9:45AM	Jul 20	Jul 21		
0 111								-
Sussex, NJ				Jul 17 1:30PM-1:45PM	Jul 20	Jul 21		
Syracuse	Jun 04 11:30AM EST	Jul 01 11:30AM	Jul 29 1:00PM	Jul 29 4:00PM-4:15PM	Jul 30	Jul 31		
Taltahassee				Aug 07 2:00PM-2:15PM	Aug 10	Aug 11		
Tampa-St. Petersburg-Clearwater	May 28 11:30AM EST	Jun 24 11:30AM	Jul 23 10:00AM	Jul 23 1:00PM-1:15PM	Jul 24	Jul 27	Aug 25	
							_	
Terre Haute				Aug 12 10:30AM-10:45AM	Aug 13	Aug 14		
Texarkana, TX-AR				Aug 04 1:00PM-1:15PM	Aug 05	Aug 06		
Toledo	Jun 01 10:00AM EST	Jun 26 10:00AM	Jul 24 11:30AM	Jul 24 2:30PM-2:45PM	Jul 27	Jul 28	Aug 25	
Topeka .				Aug 05 10:30AM-10:45AM	Aug 06	Aug 07		
Trenton, NJ				Jul 15 3:30PM-3:45PM	Jul 16	Jul 17		
Tri-Cities, WA				Aug 12 9:30AM-9:45AM	Aug 13	Aug 14		
Tucson	Jun 03 11:00AM MST	Jun 30 11:00AM	Jul 29 11:00AM	Jul 29 2:00PM-2:15PM	Jul 30	Jul 31		
Tulsa	Jun 03 12:00PM CST	Jun 30 12:00PM	Jul 28 1:30PM	Jul 28 4:30PM-4:45PM	Jul 29	Jul 30		
		12.00	1.001 1.1	4.501 10 4.401 10	001 E.5	301 30		
Tupelo, MS				Aug 12 9:00AM-9:15AM	Aug 13	Aug 14		
Tuscaloosa, AL				Jul 27 1:00PM-1:15PM	Jul 28	Jul 29		
Tyler-Longview, TX				Jul 24 2:30PM-2:45PM	Jul 27	Jul 28		
Utica-Rome				Aug 07 1:00PM-1:15PM				
				Aug 07 1.00FW-1.15FW	Aug 10	Aug 11		
Visalia-Tulare-Hanford				Jul 28 10:30AM-10:45AM	Jul 29	Jul 30		
Waco, TX				Jul 24 12:30PM-12:45PM	Jul 27	Jul 28		
Washington, DC	May 26 10:00AM EST	Jun 22 10:00AM	Jul 20 10:00AM	Jul 20 1:00PM-1:15PM	Jul 21		Aug 24	
Waterbury, CT	may 20 To.ourwi Co.	3011 22 10.00AW	30120 10.0040	Jul 14 1:30PM-1:45PM	Jul 15	Jul 22	Aug 24	
				30/14 1.30FM-1.43FM	JU 15	Jul 16		
Waterloo-Cedar Falls				Aug 10 10:00AM-10:15AM	Aug 11	Aug 12		
Watertown, NY				Jul 31 1:30PM-1:45PM				
Wausau-Stevens Point, WI				Aug 04 12:30PM-12:45PM	Aug 03	Aug 04		
West Palm Beach-Boca Ration	Jun 01 11:30AM EST	Jun 26 11:30AM	Jul 24 1:00PM	Jul 24 4:00PM-4:15PM	Aug 05 Jul 27	Aug 06		
Transfer Broad (Broad)	Out of 11.00mm Col	DOILED LLIGORAN	JUI 24 1.00FM	30124 4.00FM-4.13FM	Jul 27	Jul 28		
Wheeling				Aug 03 2:30PM-2:45PM	Aug 04	Aug 05		
Wichita	Jun 05 12:00PM CST	Jul 02 12:00PM	Jul 30 1:30PM	Jul 30 4:30PM-4:45PM	Jul 31	Aug 03		
Wichita Falls, TX		12.00.11	1.001 18	Aug 03 12:30PM-12:45PM	Aug 04	Aug 05		
Wilkes Barre-Scranton	Jun 05 10:00AM EST	Jul 02 10:00AM	Jul 30 1:00PM	Jul 30 4:00PM-4:15PM	Jul 31	Aug 03		
					00.01	, mg 00		
Williamsport, PA				Aug 03 2:00PM-2:15PM	Aug 04	Aug 05		
Wilmington, DE				Jul 17 2:00PM-2:15PM	Jul 20	Jul 21		
Milmington, NC				Aug 07 12:00PM-12:15PM	Aug 10	Aug 11		
Winchester, VA				Jul 23 12:30PM-12:45PM	Jul 24	Jul 27		
				OWIED IEIUUTIMIEEITUTM	Jul 24	Jul 2/		
Worcester				Jul 16 1:30PM-1:45PM	Jul 17	Jul 20		
Yakima, WA				Aug 12 9:00AM-9:15AM	Aug 13	Aug 14		
York	Jun 04 10:00AM EST	Jul 01 10:00AM	Jul 29 1:00PM	Jul 29 4:00PM-4:15PM	Jul 30	Jul 31		
Youngstown-Warren		10.00	7,00714	Jul 29 3:00PM-3:15PM	Jul 30	Jul 31		
				0:00: MI-0: 10! MI	Jul 30	JUI 31		

1998 Radio Survey Schedule

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		
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22	23	24	25	26	27	28		
29	30	31	-70.70	-				

	16		APRI	L	4.11	
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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

			APRI	L		
			1	2	3	4
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i			MAY	No.		
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24 31	25	26	27	28	29	30

			JUNE			
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SUMMER SURVEY

July 2 - September 23, 1998

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

		SEF	TEM	BER		
		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 24 - December 16, 1998

		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				

		NO	VEM	BER		
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30					

		DE	CEM	BER		
9.1		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		

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Training Specialist: Chris Kiske (212) 887-1310

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(212) 887-1368 Bruce Supovitz, Mgr., National Radio Sales (410) 312-8391

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Training Specialist: Karen Young (312) 913-6240

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