

Fall 1999
Delivery Schedule
Inside!

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for details.

Radio Market Report

Philadelphia



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Media Rating
Council

Summer 1999
July 1 - September 22

64 Philadelphia
Summer 1999

ARBITRON

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and the Rating Point Planner Online*

We've expanded the Arbitron Web site once again to help you work faster and more effectively! In addition to the latest Arbitron news you've come to expect from www.arbitron.com, we've added three great new reports to our "Ratings, Reports & Studies" section. These reports will be updated with each survey.

First Preference (P1) Report

Arbitron's new online First Preference Report offers an easy, efficient and useful way of tracking P1s, the core listeners who tune in to one particular station more than any other radio station. While this service replaces the traditional First Preference book, the online First Preference Report provides much more detailed information on the very important P1 audience. Some of the never-before-available features in this report include P1 Time Spent Listening (TSL) information and P1 national averages by format and demo. Plus, users can now compare P1 performance with same-format stations in their market or nationwide. The First Preference Report is available to all radio station and advertising agency clients. MaximiSer® and Media ProfessionalSM clients who are registered Arbitron Data ExpressSM users are automatically registered for online access to the First Preference Report.

American Radio Listening Trends

This section provides a fascinating look at listening trends in the American radio audience. The reports examine what formats Americans listen to, where they listen from and what their demographic breakdown is. The information is based on compilations of top-line data from Arbitron's regular syndicated surveys of radio listeners and consumers and is updated on a continuing basis. Best of all, American Radio Listening Trends reports are available free to anyone visiting the Arbitron Web site.

Rating Point Planner

The Radio Rating Point Planner (RRPP) provides media buyers with Metro AQH Rating averages. Buyers can view averages by rank groups (Top 1, Top 3, Top 5 and Top 10) or by a particular Metro. Information is also available on a variety of demos and dayparts for each of the Top 100 markets as well as some groupings of the Top 100 markets. This service is available to all full-service or regional advertiser and advertising agency clients. Detailed access information is available on the Arbitron Web site.

Radio Market Report

**Fall '99
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1999-2000 Survey Schedule

Summer 1999
July 1 - September 22

Fall 1999
September 23 - December 15

Winter 2000
January 6 - March 29

Spring 2000
March 30 - June 21

Summer 2000
June 29 - September 20



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 the audit.

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

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Summer 1999 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

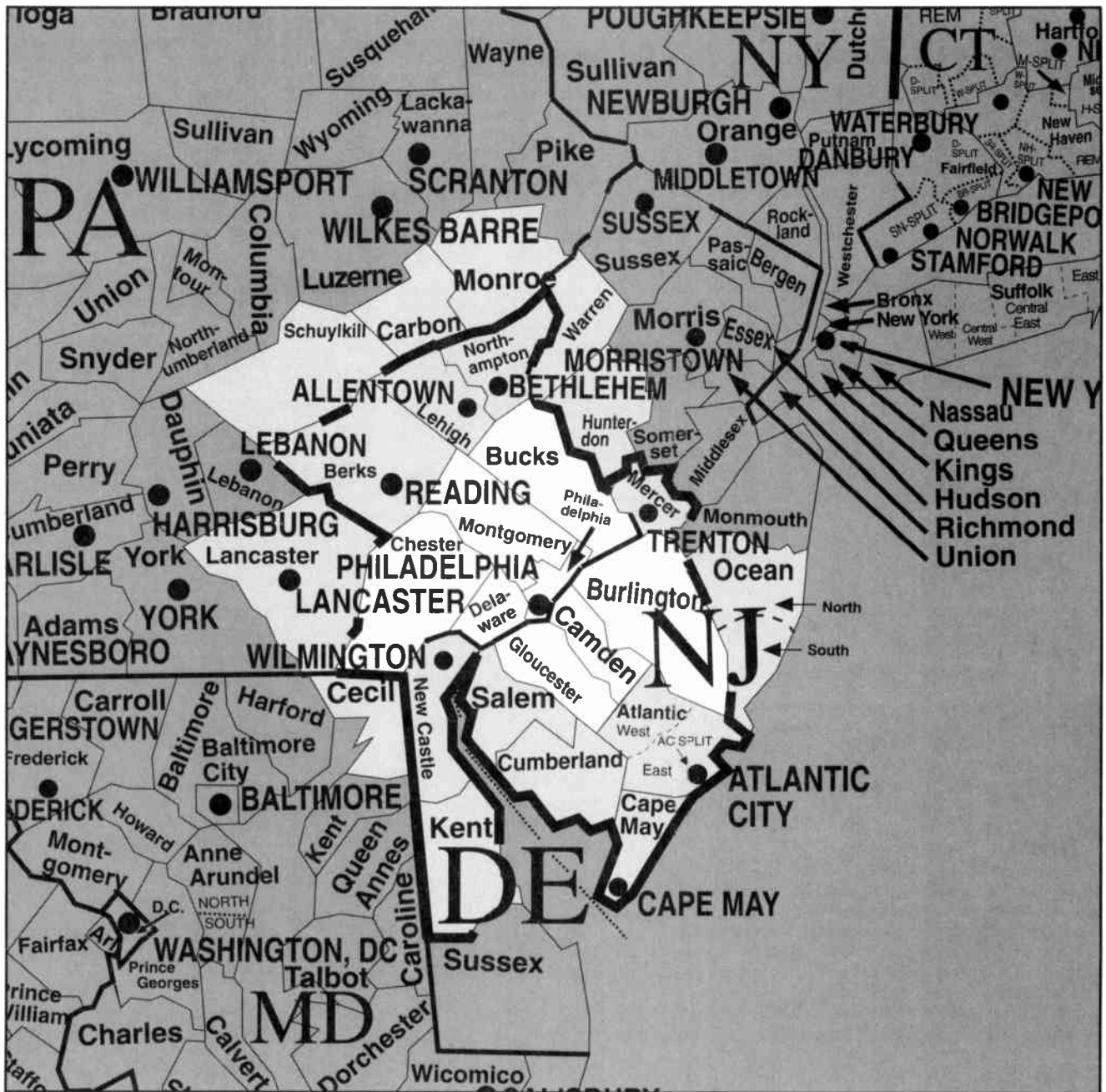
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

Philadelphia



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Metro
 TSA
 DMA®

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

Metro Rank: 5

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WEJM-FM	WEMG-AM
WIOQ-FM	WIP-AM	WJJZ-FM	WMGK-FM	WMMR-FM	WOGL-FM
WPEN-AM	WPHI-FM	WPHT-AM	WPLY-FM	WSSJ-AM	WUSL-FM
WWDB-FM	WXTU-FM	WYSP-FM	WYXR-FM		

* Station subscribers as of release to print.

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

Estimated P12+					Estimated P12+				
Population	In-Tab	Area	County/ Split County	HDA ST Blk. / Hisp.	Population	In-Tab	Area	County/ Split County	HDA ST Blk. / Hisp.
345,700	393	M	BURLINGTON	NJ B	353,000	388	M	CHESTER	PA
412,800	472	M	CAMDEN	NJ B H	455,700	585	M	DELAWARE	PA B
204,600	251	M	GLOUCESTER	NJ	607,900	712	M	MONTGOMERY	PA
488,100	578	M	BUCKS	PA	1,198,100	1,339	M	PHILADELPHIA	PA B H

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

HDA - High-Density Area
(Black or Hispanic)

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

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	841	706,000	608	516,100
HDHA	49	59,000	21	32,500

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1998 survey, population estimates for this report are based on Market Statistics 1/1/99 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/99 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/98 zip code population estimates (1990 Census-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men					
12-24	407,300	10.0	477	10.1	10.0
18-24	213,100	5.2	250	5.3	5.2
25-34	351,900	8.7	364	7.7	8.7
35-44	383,100	9.4	390	8.3	9.4
45-49	170,200	4.2	206	4.4	4.2
50-54	144,500	3.6	182	3.9	3.6
55-64	212,700	5.2	222	4.7	5.2
65+	258,300	6.4	272	5.8	6.4
18+	1,733,800	42.6	1,886	40.0	42.6
Women					
12-24	399,000	9.8	544	11.5	9.8
18-24	213,300	5.2	272	5.8	5.2
25-34	354,400	8.7	401	8.5	8.7
35-44	404,900	10.0	514	10.9	10.0
45-49	184,400	4.5	266	5.6	4.5
50-54	156,700	3.9	222	4.7	3.9
55-64	237,900	5.9	270	5.7	5.9
65+	400,600	9.9	388	8.2	9.9
18+	1,952,200	48.0	2,333	49.4	48.0
P18+	3,686,000	90.7	4,219	89.4	90.7
Teens 12-17	379,900	9.3	499	10.6	9.3
Black P12+	766,600	18.9	988	20.9	18.9
Hispanic P12+	167,900	4.1	185	3.9	4.1
Total P12+	4,065,900		4,718		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	2,883
UNL - Est. Usable Households in Sample	3,036
TOT - Est. Usable Households in Sample	5,919
LST - Est. Persons in Usable Households	6,511
UNL - Est. Persons in Usable Households	7,425
TOT - Est. Persons in Usable Households	13,936
LST - Contacted Households	2,745
UNL - Contacted Households	2,755
TOT - Contacted Households	5,500
LST - Households Accepting Diaries	1,921
UNL - Households Accepting Diaries	2,079
TOT - Households Accepting Diaries	4,000
LST - Persons Sent Diaries	4,368
UNL - Persons Sent Diaries	5,141
TOT - Persons Sent Diaries	9,509
LST - Diaries In-Tab	2,239
UNL - Diaries In-Tab	2,479
TOT - Diaries In-Tab	4,718
Metro Sample Target	4,630
Metro In-Tab/Target Index	102
Metro Response Rate %	34

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1998 survey, population estimates for this report are based on Market Statistics 1/1/99 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/99 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/98 zip code population estimates (1990 Census-based).

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

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area

- (s) **KYW-AM 1060**
 Independence Mall E
 Philadelphia, PA 19106
 (215) 238-4971 Fax: (215) 238-4545
 Format: All News
 Sales Rep: CBS RADIO SALES
 Network: CBS, ABC, CNN
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 Power Day/Night (watts): 50,000/50,000
- (s) **WBEB-FM 101.1**
 10 Presidential Blvd
 Bala Cynwyd, PA 19004
 (610) 667-8400 Fax: (610) 667-6795
 Format: Adult Contemporary
 Sales Rep: MCGAVREN GUILD
 Network: IND
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 14,000/287
- (s) **WDAS-AM 1480**
 23 West City Line Ave
 Bala Cynwyd, PA 19004
 (610) 617-8500 Fax: (610) 617-8501
 Format: Religious
 Sales Rep: EASTMAN RADIO, INC
 Network: AJRN, AMFM
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 Power Day/Night (watts): 5,000/1,000
- (s) **WDAS-FM 105.3**
 23 West City Line Ave
 Bala Cynwyd, PA 19004
 (610) 617-8500 Fax: (610) 617-8501
 Format: Urban Adult Contemporary
 Sales Rep: EASTMAN RADIO, INC
 Network: ABC
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 16,500/266
- (s) **WEJM-FM 95.7**
 1 Bala Plz Ste 424
 Bala Cynwyd, PA 19004
 (610) 771-0957 Fax: (610) 771-9690
 Format: Rhythmic Oldies
 Sales Rep: MCGAVREN GUILD
 Network: INO
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 50,000/153
- (s) **WEMG-AM 900** (simulcast w/WEMG-FM)‡
 1080 N Delaware Ave Ste 500
 Philadelphia, PA 19125
 (215) 426-1900 Fax: (215) 426-1550
 Format: Spanish Tropical
 Sales Rep: CABALLERO SPANISH MEDIA, INC
 Network: INO
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 Power Day/Night (watts): 1,000/42
- WEMG-FM 104.9** (simulcast w/WEMG-AM)‡
 1080 N Delaware Ave Ste 500
 Philadelphia, PA 19125
 (215) 426-1900 Fax: (215) 426-1550
 Format: Spanish Tropical
 Sales Rep: CABALLERO SPANISH MEDIA, INC
 Network: INO
 City of Lic./Alt City ID: <Egg Hrbr/Phldphi>, NJ
 County/Split Co.: Atlantic East, NJ
 ERP (watts) / HAAT (meters): 10,000/155
- WFIL-AM 560**
 117 Ridge Pike
 Lafayette Hill, PA 19444
 (610) 828-6965 Fax: (610) 828-8879
 Format: Religious
 Sales Rep: SALEM RADIO REPRESENTATIVES
 Network: IND
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 Power Day/Night (watts): 5,000/5,000
- WHAT-AM 1340**
 2471 N 54th St
 Philadelphia, PA 19131
 (215) 581-5161 Fax: (215) 581-5185
 Format: News Talk Information
 Sales Rep: IN HOUSE
 Network: INO
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 Power Day/Night (watts): 1,000/1,000
- (s) **WIOQ-FM 102.1**
 1 Bala Plz 2nd Fl Ste 243 W
 Bala Cynwyd, PA 19004
 (610) 667-8102 Fax: (610) 668-4657
 Format: Contemporary Hit Radio
 Sales Rep: EASTMAN RADIO, INC
 Network: INO
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 27,000/204
- (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, CBS
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 Power Day/Night (watts): 5,000/5,000
- (s) **WJZZ-FM 106.1**
 440 Domino Ln
 Philadelphia, PA 19128
 (215) 508-1200 Fax: (215) 508-4444
 Format: New AC (NAC)/Smooth Jazz
 Sales Rep: CHRISTAL RADIO
 Network: AMFM
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 22,500/226
- (s) **WMGK-FM 102.9**
 3rd Fl W 1 Bala Cynwyd Plz
 Bala Cynwyd, PA 19004
 (610) 667-8500 Fax: (610) 664-9610
 Format: 70's Oldies/Classic Hits
 Sales Rep: MCGAVREN GUILD
 Network: IND
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 8,500/360
- (s) **WMMR-FM 93.3**
 One Bala Plaza #424
 Bala Cynwyd, PA 19004
 (610) 771-0933 Fax: (610) 771-9710
 Format: Album Oriented Rock
 Sales Rep: MCGAVREN GUILD
 Network: IND
 City of Lic./Alt City ID: Philadelphia, PA
 County/Split Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 18,000/252
- WNAP-AM 1110**
 2311 Old Arch Rd
 Norristown, PA 19401
 (610) 272-7600 Fax: (610) 272-5793
 Format: Religious
 Sales Rep: IN HOUSE
 Network: INO
 City of Lic./Alt City ID: Norristown/Philadelp, PA
 County/Split Co.: Montgomery, PA
 Power Day/Night (watts): 4,800/NA

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
 ESPN: ESPN Radio Network
 JRN: Jones Radio Network
 SBUSA: Sports Byline USA
 SOURCE: Westwood One Source Radio Network
 SRN: Salem Radio Network
- TALKNT: Talknet
 TARN: Talk America Radio Network
 UBN: United Broadcasting Network
 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.

- (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 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. Commercial 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). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). 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 I3 of this report for additional station information.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) WOGL-FM 98.1

City Line + Monument Aves
Philadelphia, PA 19131
(610) 668-5940 Fax: (610) 667-1904
Format: Oldies
Sales Rep: CBS RADIO SALES
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 12,500/305

(s) WPHT-AM 1210

10 Monument Rd
Bala Cynwyd, PA 19004
(610) 668-5984 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: INTEREP
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

(s) WUSL-FM 98.9

440 Domino Ln
Philadelphia, PA 19128
(215) 483-8900 Fax: (215) 508-2933
Format: Urban Contemporary
Sales Rep: KATZ RADIO
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/253

WWJZ-AM 640

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

(s) WYXR-FM 104.5

One Bala 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

(s) WPEN-AM 950

3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: MCGAVREN GUILD
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split 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

WWDB-AM 860

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
Power Day/Night (watts): 10,000/NA

(s) WXTU-FM 92.5

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

(s) WPHI-FM 103.9

100 Old York Rd Ste A-1
Jenkintown, PA 19046
(215) 884-9400 Fax: (215) 884-1707
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) WSSJ-AM 1310

1080 N Delaware Ave Ste 500
Philadelphia, PA 19125
(215) 426-1900 Fax: (215) 426-1550
Format: Spanish Contemporary
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: WESTWD
City of Lic./Alt City ID: Camden/Philadelphia, NJ
County/Split Co.: Camden, NJ
Power Day/Night (watts): 1,000/250

(s) WWDB-FM 96.5

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

(s) WYSP-FM 94.1

101 S Independence Mall East
Philadelphia, PA 19106
(215) 625-9460 Fax: (215) 625-6555
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

(s) Station subscribers as of release to print

- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
- ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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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
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
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

[Stations listed alphabetically left to right.]

Outside Arbitron Radio Metro Area

WJBR-FM 99.5

3001 Philadelphia Pke
Claymont, DE 19703
(302) 791-4110 Fax: (302) 791-9669
Format: Adult Contemporary
Sales Rep: D & R
Network: APNET, WESTWD
City of Lic./Alt City ID: Wilmington, DE
County/Split Co.: New Castle, DE
ERP (watts) / HAAT (meters): 50,000/152

WPST-FM 97.5

619 Alexander Rd 3rd Fl
Princeton, NJ 08540
(609) 924-3600 Fax: (609) 924-1725
Format: Contemporary Hit Radio
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/131

WKXW-FM 101.5

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

WSTW-FM 93.7

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

WNJO-FM 94.5

619 Alexander Rd
Princeton, NJ 08540
(609) 419-0300 Fax: (609) 419-0143
Format: Oldies
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Trenton, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/150

(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. Commercial 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). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). 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 of this report 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
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
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 M8.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,802,800	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	148,551	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	184,668	10.3	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,437	9.8	High school grad	1,042,876	32.9
\$30,000-39,999	169,645	9.4	College 1-3 yrs	641,096	20.2
\$40,000-49,999	163,686	9.1	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,946	20.2	Colleges & Universities		
\$75,000-99,999	246,602	13.7	Total enrollment	247,454	100.0
\$100,000+	348,265	19.3	Full-time enrollment	138,901	56.1
Median income: \$53,572			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population		
Median value: \$100,800				10,441	
Monthly Gross Rent			Transportation to Work		
Less than \$200	36,209	2.0	Public	265,207	11.6
\$200-349	60,202	3.4	Driving to work	1,545,143	67.8
\$350-499	143,904	8.1	Carpool	271,619	11.9
\$500-649	144,950	8.2	Other	198,590	8.7
\$650-749	55,375	3.1	Average Travel Time to Work (Min.)		
\$750+	76,408	4.3		25	
Median rent: \$516			Car Ownership by Household		
Household Size			0 Cars	350,900	19.5
1 Person	465,800	25.8	1 Car	666,900	37.0
2 Persons	539,900	30.0	2 Cars	567,500	31.4
3-4 Persons	588,100	32.6	3+ Cars	217,500	12.1
5+ Persons	209,000	11.6			

Group Quarters Population Estimates

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

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	1,400	.0	34,600	.9	83,900	2.1
Teens 12-17	0	.0	1,100	.3	3,000	.8
Men						
18-24	600	.3	13,400	6.3	9,000	4.2
25-34	400	.1	1,600	.5	8,700	2.5
35-44	100	.0	400	.1	6,400	1.7
45-49	0	.0	0	.0	2,000	1.2
50-54	0	.0	0	.0	1,500	1.0
55-64	0	.0	0	.0	2,400	1.1
65+	0	.0	0	.0	9,900	3.8
Women						
18-24	200	.1	16,600	7.8	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	1,900	.8
65+	0	.0	500	.1	31,100	7.8

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on 1990 Census data, updated and projected to 1/1/99 by Market Statistics.

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

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	766,600	100.0	18.9	167,900	100.0	4.1
Teens 12-17	82,700	10.8	21.8	23,900	14.2	6.3
Men						
18-24	49,000	6.4	23.0	11,700	7.0	5.5
25-34	67,300	8.8	19.1	20,300	12.1	5.8
35-44	66,000	8.6	17.2	18,100	10.8	4.7
45-49	28,600	3.7	16.8	6,900	4.1	4.1
50-54	23,500	3.1	16.3	4,900	2.9	3.4
55-64	35,800	4.7	16.8	6,000	3.6	2.8
65+	37,100	4.8	14.4	4,300	2.6	1.7
Women						
18-24	48,200	6.3	22.6	12,200	7.3	5.7
25-34	73,700	9.6	20.8	18,400	11.0	5.2
35-44	80,900	10.6	20.0	17,800	10.6	4.4
45-49	36,000	4.7	19.5	6,300	3.8	3.4
50-54	29,800	3.9	19.0	4,800	2.9	3.1
55-64	45,500	5.9	19.1	5,900	3.5	2.5
65+	62,500	8.2	15.6	6,400	3.8	1.6

Area Lifestyle Profile

by PRIZM® Groups

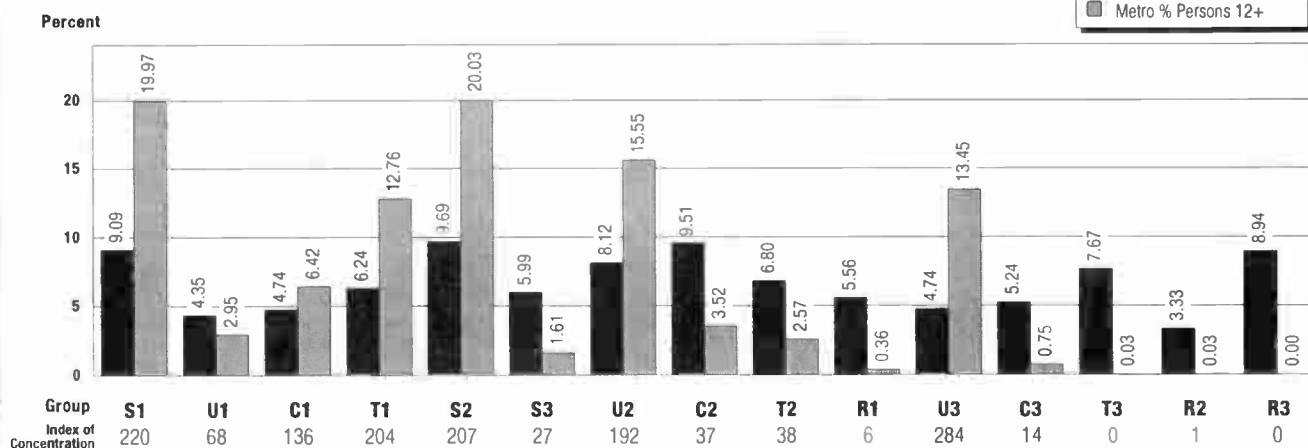
PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers, and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

The 15 PRIZM social groups are identified by codes that are listed below the graph.

In this graph, 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 Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M8.)

■ National % Persons 12+
■ Metro % Persons 12+



PRIZM® Groups

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

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

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

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

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

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

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

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

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

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

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

C3 2nd City Blues - low-inc. older sncls., 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 1998 publication of *Survey of Buying Power* (1/1/98 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$128,111,606
Median Household Income	\$53,572
Income per Household	\$71,063

* 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	\$47,779,250
Retail Expenditures per Household (\$)	\$26,503
Food Stores	\$7,689,506
Supermarkets	\$6,997,156
Eating & Drinking Places	\$3,805,530
General Merchandise Stores	\$4,462,079
Department Stores	\$3,649,449
Apparel and Accessories Stores	\$2,760,150
Automotive Dealers	\$12,548,954
Building Materials & Hardware Stores	\$2,115,270
Drugstores	\$2,508,865
Furniture and Appliance Stores	\$751,535
Radio, TV & Music Stores	\$1,048,287

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 M8.)

Manufacturer	%
Chrysler Corporation	8.4
Ford Motor Company	14.5
General Motors Corporation	23.9
Honda	12.6
Mazda	2.1
Nissan	5.1
Toyota	11.9
Volkswagen/Audi	5.4
Other	16.1

* Note: Figures are shown for October through December of the 1999 model year.

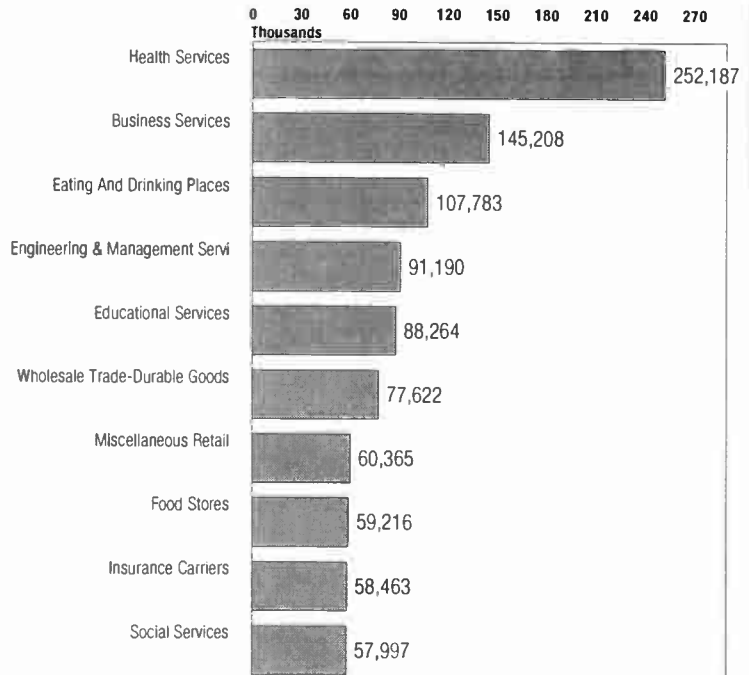
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1995 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
1,905,964

Top 10 Total Employees
998,295
52.4% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	446,927	24.9	YM	39,315	2.2
TV GUIDE	333,362	18.5	GLAMOUR	39,114	2.2
RDRS DIGST	232,300	12.9	PARENTS	36,816	2.0
BTR HOME	124,470	6.9	TEEN	36,615	2.0
NAT GEO	116,224	6.5	SP OP DGST	34,906	1.9
FAMILY CRCL	98,257	5.5	ROLLING STN	33,805	1.9
TIME	98,063	5.5	NATL ENGR	32,983	1.8
WOMANS DAY	89,426	5.0	COOKING LT	32,496	1.8
GD HSEKPNG	85,128	4.7	MENS HLTH	31,557	1.8
LS HOME JN	85,110	4.7	GOLF DIGST	30,790	1.7
MCCALLS	74,911	4.2	LIFE	29,317	1.6
PEOPLE	70,371	3.9	CTRY LVNG	29,218	1.6
NEWSWEEK	69,466	3.9	ENTERTNMNT	28,066	1.6
SPORTS ILS	67,601	3.8	MADMOSELL	26,062	1.4
PREVENTION	65,302	3.6	KIPLINGERS	25,324	1.4
EBONY	57,022	3.2	BOYS LIFE	25,083	1.4
PLAYBOY	52,835	2.9	SELF	23,974	1.3
REDBOOK	50,924	2.8	VOGUE	23,921	1.3
SEVENTEEN	50,375	2.8	GOLF MGZNE	23,387	1.3
MONEY	49,088	2.7	POP SCIENC	22,835	1.3
COSMOPLTN	48,539	2.7	POP MECHAN	22,638	1.3
STAR	48,028	2.7	FIELD STRM	18,983	1.1
SMTHSONIAN	47,249	2.6	OUTDR LIFE	14,555	0.8
MARTHA STW	45,581	2.5	SOU LVNG	-	-
US NWS&WR	41,886	2.3	SUNSET	-	-

Newspapers

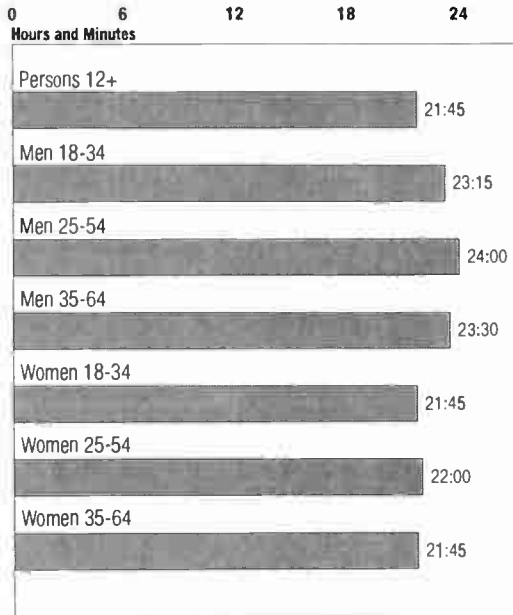
Paper	Circulation	%
PHILADELPHIA INQUIRER	398,373	22
PHILADELPHIA DAILY NEWS	165,026	9
CAMDEN COURIER POST	84,163	5
BUCKS COUNTY COURIER TIMES	69,269	4
DELAWARE COUNTY TIMES	50,035	3
INTELLIGENCER RECORD	44,016	2
BURLINGTON COUNTY TIMES	39,398	2
WEST CHESTER DAILY LOCAL NEWS	33,841	2
USA TODAY	30,569	2
GLOUCESTER COUNTY TIMES	27,778	2
NORRISTOWN TIMES HERALD	23,040	1
POTTSTOWN MERCURY	21,993	1
LANSDALE REPORTER	19,706	1
TRENTONIAN	13,437	1
TRENTON TIMES	11,251	1
ALLENTOWN MORNING CALL	8,129	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,288	-
PRESS OF ATLANTIC CITY	1,003	-
LANCASTER INTELLIGENCER-JRNL	927	-
DAILY JOURNAL	865	-
SALEM, TODAY'S SUNBEAM	213	-

For more information on magazine and newspaper data, see Page M8.

Radio Time Spent Listening*

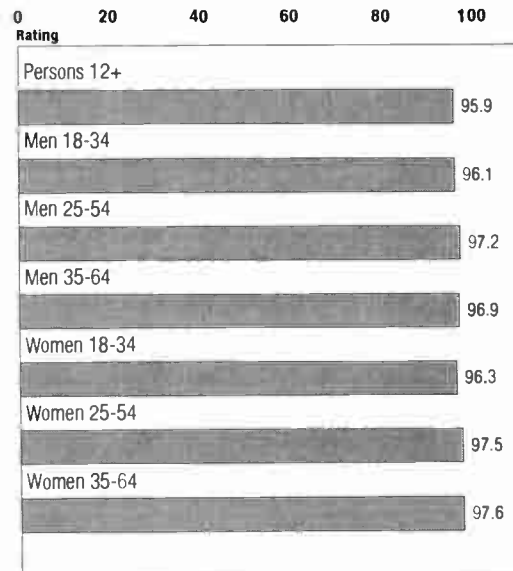
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



* Based on Arbitron's Summer 1999 radio survey.

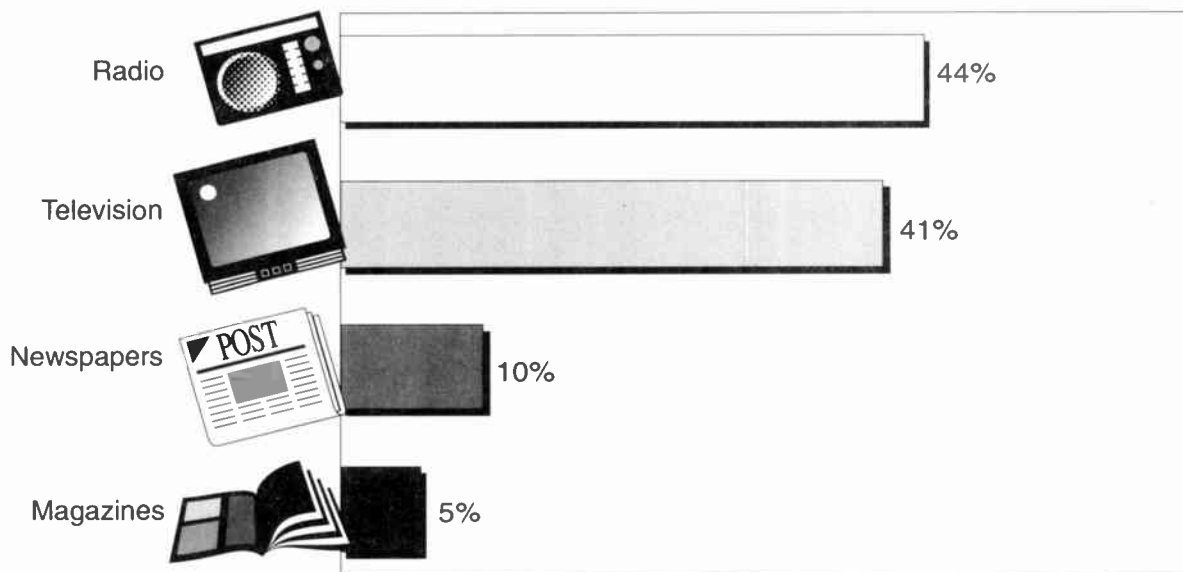
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

* For the 48 contiguous states of the United States.

How to Read

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

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

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

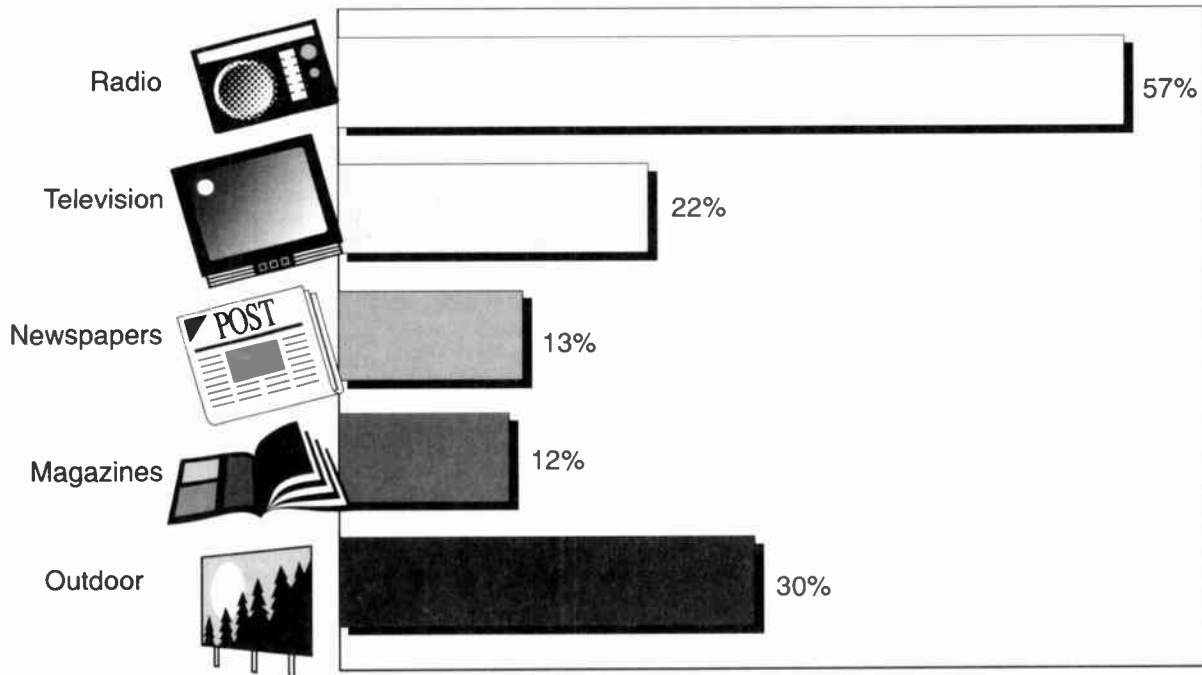
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

* For the 48 contiguous states of the United States.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

Diarykeeper Solicitation is any attempt by, or on behalf of, a station that 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 that may not directly appeal to diarykeepers, but that may nevertheless cause diarykeepers to misreport their actual listening. Improper Promotional Activities include, but are not limited to, contests that 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 that might cause a diarykeeper to surrender a diary.

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

Rating Distortion Violations

Rating Distortion Violations may result in a station's call letters and audience estimates being delisted from the applicable report (s) and other services. Rating Distortion that Arbitron concludes does not warrant delisting may be noted by placement of a notice inside Arbitron's reports; placement of a notice on report covers; placement of a flag on computer disks; and placement of a station's call letters and audience

estimates out of alphabetical sequence, below a special distinguishing line at the bottom of each applicable page in the market report (known as "below-the-line" listing).

Rating Bias

Rating Bias is defined as: Any announcement, statement or activity that could alert, sensitize or remind diarykeepers or potential diarykeepers about past, current or future surveys in any way that 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 pre-planned, 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 that alert listeners that a survey is, or soon will be, in progress or that 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 that 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, that mentions or alludes to a past, current, or future Arbitron survey, diary (ies) or radio ratings in any way that might sensitize diarykeepers to a current or future survey, or that may affect the way diarykeepers report their listening in a current or future survey.

The circumstances surrounding a reference will generally affect Arbitron's decision on whether to cite that reference as Extemporaneous Comments. As the name implies, Extemporaneous Comments are generally one-time-only, spontaneous remarks that 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 the cover of the Report and/or on Page 13 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 air-check 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 THAT, IN ARBITRON'S OPINION, HAS THE POTENTIAL TO UNDERMINE THE CREDIBILITY OF THE SURVEY, EVEN THOUGH SUCH ACTIVITY DOES NOT MEET ANY OF THE SPECIFIC CRITERIA STATED ABOVE. Arbitron further reserves the right to take other appropriate action depending upon the content, context, frequency, or repetition of the activity.

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

Young Male Differential Survey Treatment (DST)/

In this market, Metro consenting Black households with a Male 18-34 year old receive higher diary premiums, additional follow-up calls, per-person follow-up premiums, and diaries are mailed in a special box mailer.

Metro consenting non-Black households with a Male 18-24 year old receive higher diary premiums, additional follow-up calls, household follow-up premiums, and diaries are mailed in a special box mailer.

Additionally, Metro consenting non-Black households with a Male 25-34 year old receive additional follow-up calls, and diaries are mailed in a special box mailer.

Metro Ethnic Controls/ Black and Hispanic Differential Survey Treatments (DST) 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.

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 sex/age, or format ratings and shares.

Radio Diary Expanded to Include Four New Questions/

Effective with the Fall 1998 survey, Arbitron has expanded the radio diary used in this market (in both the Metro and non-Metro areas) to include four new questions that will provide new socioeconomic and work-related information about diarykeepers and their households. In addition to the existing questions on age, sex, place of residence and employment status, the four new questions cover: respondent education level; household income; number of children under age 12 in the household; and workplace zip code for employed persons.

The added questions are printed at the back of the diary on the existing "Quick Questions" page; no new pages were added to the diary. In addition, there are no changes to the section of the diary that captures daily listening activity. The other existing components of Arbitron's standard survey methods for this market (e.g., sample selection, telephone placement and follow-up calls, respondent incentives, etc.) are also unaffected by this change.

In 1990, Arbitron conducted a large-scale research test of similar diary questions in 15 diverse Metros. Results from that test indicated that the addition of the five questions at the back of the standard radio diary caused no statistically significant changes in diary return rates or overall Average Quarter Hour Persons Using Radio ratings (AQH PUR). Overall Cume ratings for Persons 12+, Monday-Sunday, 6AM-Midnight showed a statistically significant increase of 0.1 rating point. In addition, the test results did suggest that ratings for two specific radio formats could possibly be affected. Statistically significant differences were noted for the Oldies format (+0.2 P12+ AQH rating point overall) and the Classical format (-0.1 P12+ AQH rating point overall). No other significant ratings effects were detected in the 1990 research test for any of the remaining 16 station format groupings examined.

The 1990 test of a five-question diary did not include the question about workplace zip code. This question was tested separately in 1997 in five diverse Metros. Results from that test indicate that the added question did not affect diary return rates. But the results did indicate that the test group with the Workplace Zip Code question printed in the diary had an overall Average Quarter Hour Persons Using Radio (AQH PUR) rating 1.0 point (6.5 percent) higher than the standard diary group. The higher AQH PUR rating appeared to be driven by an increase in reported "at work" radio listening.

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
WEJM-FM	WXXM-FM	SP99 WI99 FA98 SU98	09/01/99
WEMG-AM	WURD-AM	WI99 FA98 SU98	06/21/99
WEMG-FM	WRDR-FM	WI99 FA98 SU98	05/15/99
WWDB-AM	WTEL-AM		10/06/98

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 are made to the reported estimates for a station that does not broadcast for the entire survey period. Since the time a station is off the air is counted as zero listening in the 12-week average, the reported estimates for a station that is on the air less than the entire survey period could understate the audience for the time the station is on the air.

Simulcasting

Listed below are the dayparts simulcast throughout the survey by the respective simulcast partners. Only the broadcast simulcast daypart(s) is (are) indicated for each simulcast combination.

Users of this report may add the published Average Quarter-Hour persons, ratings and shares in order to obtain the respective combined audience for simulcast partners. Cume estimates are not additive.

Simulcast Stations	Mon-Sun 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
WEMG-AM/ WEMG-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	457	11443	1.1	6.8	1102	7814	2.7	11.5	430	4980	1.1	4.5	487	5417	1.2	6.2	154	2438	.4	4.8
SP '99	405	10682	1.0	5.9	1017	7563	2.5	10.0	360	4297	.9	3.7	424	4983	1.0	5.2	139	2126	.3	4.2
WI '99	545	11790	1.3	7.8	1372	8451	3.4	13.0	500	5142	1.2	5.0	516	5603	1.3	6.3	165	2469	.4	5.1
FA '98	444	10420	1.1	6.4	1054	7222	2.6	10.4	419	4202	1.0	4.4	466	4963	1.1	5.7	156	2314	.4	4.5
4-Book	463	11084	1.1	6.7	1136	7763	2.8	11.2	427	4655	1.1	4.4	473	5242	1.2	5.9	154	2337	.4	4.7
SU '98	466	11395	1.1	6.4	1157	7873	2.8	11.2	393	4599	1.0	3.8	455	5206	1.1	5.5	181	2574	.4	4.8
WBEB-FM																				
SU '99	385	6057	.9	5.7	507	2901	1.2	5.3	717	3337	1.8	7.5	463	3146	1.1	5.9	159	1946	.4	5.0
SP '99	478	6970	1.2	7.0	633	3793	1.6	6.2	916	3690	2.3	9.5	567	3750	1.4	7.0	175	2035	.4	5.3
WI '99	444	6502	1.1	6.3	563	3288	1.4	5.3	769	3305	1.9	7.8	520	3406	1.3	6.3	197	2022	.5	6.0
FA '98	408	6243	1.0	5.9	534	3351	1.3	5.3	750	3202	1.8	7.9	491	3446	1.2	6.0	154	1854	.4	4.4
4-Book	429	6443	1.1	6.2	559	3333	1.4	5.5	788	3384	2.0	8.2	510	3437	1.3	6.3	171	1964	.4	5.2
SU '98	451	6390	1.1	6.2	569	3347	1.4	5.5	837	3586	2.1	8.2	536	3530	1.3	6.5	194	2067	.5	5.2
WDAS-AM																				
SU '99	92	1241	.2	1.4	160	596	.4	1.7	110	525	.3	1.2	82	434	.2	1.0	28	267	.1	.9
SP '99	89	1213	.2	1.3	162	595	.4	1.6	81	498	.2	.8	60	358	.1	.7	32	219	.1	1.0
WI '99	76	1099	.2	1.1	127	537	.3	1.2	69	385	.2	.7	70	314	.2	.9	25	236	.1	.8
FA '98	80	1055	.2	1.2	150	545	.4	1.5	72	415	.2	.8	53	345	.1	.6	21	149	.1	.6
4-Book	84	1152	.2	1.3	150	568	.4	1.5	83	456	.2	.9	66	363	.2	.8	27	218	.1	.8
SU '98	73	944	.2	1.0	142	528	.3	1.4	78	404	.2	.8	44	242	.1	.5	18	179	.1	.5
WDAS-FM																				
SU '99	372	4367	.9	5.5	525	2387	1.3	5.5	447	2120	1.1	4.7	384	2181	.9	4.9	247	1845	.6	7.7
SP '99	381	4394	.9	5.5	551	2628	1.4	5.4	438	2127	1.1	4.5	427	2367	1.1	5.2	281	1725	.7	8.6
WI '99	410	4122	1.0	5.8	561	2356	1.4	5.3	518	2139	1.3	5.2	448	2370	1.1	5.5	304	1762	.7	9.3
FA '98	411	4336	1.0	5.9	562	2590	1.4	5.6	478	2122	1.2	5.0	455	2394	1.1	5.5	307	1967	.8	8.9
4-Book	394	4305	1.0	5.7	550	2490	1.4	5.5	470	2127	1.2	4.9	429	2328	1.1	5.3	285	1825	.7	8.6
SU '98	422	4465	1.0	5.8	565	2397	1.4	5.5	533	2331	1.3	5.2	458	2408	1.1	5.5	321	1928	.8	8.6
+WEJM-FM WXXM-FM																				
SU '99	253	4412	.6	3.8	233	1964	.6	2.4	392	2214	1.0	4.1	335	2546	.8	4.3	149	1257	.4	4.6
SP '99	152	3963	.4	2.2	203	1718	.5	2.0	217	1477	.5	2.2	206	2283	.5	2.5	75	1163	.2	2.3
WI '99	157	4427	.4	2.2	230	2133	.6	2.2	213	1706	.5	2.1	217	2632	.5	2.6	69	1524	.2	2.1
FA '98	145	4011	.4	2.1	169	1931	.4	1.7	193	1655	.5	2.0	224	2456	.6	2.7	85	1433	.2	2.5
4-Book	177	4203	.5	2.6	209	1937	.5	2.1	254	1763	.6	2.6	246	2479	.6	3.0	95	1344	.3	2.9
SU '98	169	4468	.4	2.3	179	1923	.4	1.7	226	2008	.6	2.2	236	2635	.6	2.9	102	1599	.3	2.7
+WEMG-AM																				
SU '99	20	282	.1	.3	21	116	.1	.2	31	111	.1	.3	22	124	.1	.3	13	86	.1	.4
SP '99	36	389	.1	.5	55	226	.1	.5	49	203	.1	.5	42	279	.1	.5	15	134	.1	.5
WI '99	24	242	.1	.3	34	131	.1	.3	34	108	.1	.3	32	158	.1	.4	10	94	.1	.3
FA '98	35	333	.1	.5	37	200	.1	.4	53	180	.1	.6	45	219	.1	.5	14	86	.1	.4
4-Book	29	312	.1	.4	37	168	.1	.4	42	151	.1	.4	35	195	.1	.4	13	100	.1	.4
SU '98	34	378	.1	.5	33	204	.1	.3	37	225	.1	.4	43	232	.1	.5	15	104	.1	.4
+WEMG-FM																				
SU '99	29	488	.1	.4	37	242	.1	.4	27	196	.1	.3	45	292	.1	.6	15	136	.1	.5
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	21	615	.1	.3	22	141	.1	.2	38	274	.1	.4	29	332	.1	.4	5	102	.1	.2
FA '98	31	700	.1	.4	39	315	.1	.4	38	304	.1	.4	39	364	.1	.5	9	223	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	25	626	.1	.3	21	253	.1	.2	35	327	.1	.3	24	292	.1	.3	13	156	.1	.3
WFIL-AM																				
SU '99	27	611	.1	.4	60	355	.1	.6	33	211	.1	.3	29	216	.1	.4	14	149	.1	.4
SP '99	32	580	.1	.5	62	343	.2	.6	49	281	.1	.5	40	200	.1	.5	13	146	.1	.4
WI '99	24	592	.1	.3	50	300	.1	.5	25	236	.1	.3	26	224	.1	.3	14	172	.1	.4
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	28	606	.1	.4	69	334	.2	.7	17	185	.1	.2	45	249	.1	.5	13	143	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	64	868	.2	1.0	104	381	.3	1.1	83	406	.2	.9	61	278	.2	.8	35	227	.1	1.1
SP '99	69	654	.2	1.0	96	356	.2	.9	89	373	.2	.9	73	260	.2	.9	29	93	.1	.9
WI '99	109	981	.3	1.6	162	522	.4	1.5	165	599	.4	1.7	94	325	.2	1.1	51	221	.1	1.6
FA '98	54	703	.1	.8	89	343	.2	.9	63	295	.2	.7	53	229	.1	.6	18	105	.1	.5
4-Book	74	802	.2	1.1	113	401	.3	1.1	100	418	.3	1.1	70	298	.2	.9	33	162	.1	1.0
SU '98	90	884	.2	1.2	150	501	.4	1.5	135	535	.3	1.3	76	327	.2	.9	42	185	.1	1.1
W10Q-FM																				
SU '99	280	6661	.7	4.2	260	2668	.6	2.7	394	3470	1.0	4.1	343	3574	.8	4.4	198	2597	.5	6.2
SP '99	318	7351	.8	4.6	358	3391	.9	3.5	428	3296	1.1	4.4	431	4496	1.1	5.3	196	2684	.5	6.0
WI '99	263	6064	.6	3.7	320	2701	.8	3.0	357	2933	.9	3.6	359	3375	.9	4.4	157	2346	.4	4.8
FA '98	287	5998	.7	4.1	354	2818	.9	3.5	397	2848	1.0	4.2	394	3529	1.0	4.8	166	2181	.4	4.8
4-Book	287	6519	.7	4.2	323	2895	.8	3.2	394	3137	1.0	4.1	382	3744	1.0	4.7	179	2452	.5	5.5
SU '98	288	6133	.7	4.0	309	2492	.8	3.0	424	3336	1.0	4.1	363	3520	.9	4.4	172	2236	.4	4.6
WIP -AM																				
SU '99	167	3583	.4	2.5	331	2090	.8	3.5	242	1651	.6	2.5	230	1976	.6	2.9	52	805	.1	1.6
SP '99	208	3802	.5	3.0	404	2088	1.0	4.0	269	1634	.7	2.8	265	2177	.7	3.3	103	1183	.3	3.1
WI '99	248	4520	.6	3.5	391	2271	1.0	3.7	361	2115	.9	3.6	330	2530	.8	4.0	115	1393	.3	3.5
FA '98	204	3875	.5	2.9	352	2125	.9	3.5	270	1623	.7	2.8	293	2252	.7	3.6	89	1253	.2	2.6
4-Book	207	3945	.5	3.0	370	2144	.9	3.7	286	1756	.7	2.9	280	2234	.7	3.5	90	1159	.2	2.7
SU '98	194	3232	.5	2.7	378	1847	.9	3.7	263	1537	.6	2.6	271	1899	.7	3.3	70	935	.2	1.9
WJJZ-FM																				
SU '99	297	4243	.7	4.4	277	1644	.7	2.9	520	2139	1.3	5.5	391	2448	1.0	5.0	169	1598	.4	5.3
SP '99	368	4578	.9	5.4	413	2176	1.0	4.1	614	2427	1.5	6.3	469	2672	1.2	5.8	159	1419	.4	4.9
WI '99	342	4504	.8	4.9	352	2020	.9	3.3	558	2325	1.4	5.6	458	2596	1.1	5.6	163	1437	.4	5.0
FA '98	295	4502	.7	4.2	289	1907	.7	2.9	473	2162	1.2	5.0	401	2462	1.0	4.9	149	1434	.4	4.3
4-Book	326	4457	.8	4.7	333	1937	.8	3.3	541	2263	1.4	5.6	430	2545	1.1	5.3	160	1472	.4	4.9
SU '98	300	4419	.7	4.1	270	1913	.7	2.6	485	2227	1.2	4.7	381	2591	.9	4.6	172	1436	.4	4.6
WMGK-FM																				
SU '99	232	4634	.6	3.5	260	2084	.6	2.7	400	2381	1.0	4.2	311	2631	.8	3.9	94	1245	.2	2.9
SP '99	259	4632	.6	3.8	311	2032	.8	3.1	479	2253	1.2	5.0	336	2622	.8	4.1	85	1309	.2	2.6
WI '99	227	4638	.6	3.2	247	2059	.6	2.3	416	2335	1.0	4.2	308	2850	.8	3.8	75	1220	.2	2.3
FA '98	273	4757	.7	3.9	325	2288	.8	3.2	504	2353	1.2	5.3	384	2860	.9	4.7	92	1219	.2	2.7
4-Book	248	4665	.6	3.6	286	2116	.7	2.8	450	2331	1.1	4.7	335	2741	.8	4.1	87	1248	.2	2.6
SU '98	298	4922	.7	4.1	302	2204	.7	2.9	557	2688	1.4	5.4	382	3085	.9	4.6	120	1387	.3	3.2
WMMR-FM																				
SU '99	227	4922	.6	3.4	290	2145	.7	3.0	383	2281	.9	4.0	277	2642	.7	3.5	90	1493	.2	2.8
SP '99	235	4613	.6	3.4	334	2139	.8	3.3	437	2182	1.1	4.5	279	2498	.7	3.4	73	1087	.2	2.2
WI '99	209	4260	.5	3.0	310	1949	.8	2.9	346	1959	.9	3.5	262	2292	.6	3.2	72	1071	.2	2.2
FA '98	248	4592	.6	3.6	316	2023	.8	3.1	460	2134	1.1	4.8	333	2792	.8	4.1	85	1174	.2	2.5
4-Book	230	4597	.6	3.4	313	2064	.8	3.1	407	2139	1.0	4.2	288	2556	.7	3.6	80	1206	.2	2.4
SU '98	258	4991	.6	3.6	306	2016	.8	3.0	441	2325	1.1	4.3	326	2732	.8	3.9	120	1675	.3	3.2
WNAP-AM																				
SU '99	* 21	292	.1	.3	* 14	105	.1	.1	24	140	.1	.3	20	139	.1	.3	**	**	**	**
SP '99	24	329	.1	.3	16	118	.1	.2	27	181	.1	.3	26	115	.1	.3	**	**	**	**
WI '99	29	328	.1	.4	26	129	.1	.2	37	228	.1	.4	25	110	.1	.3	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	40	476	.1	.6	41	199	.1	.4	54	298	.1	.5	25	179	.1	.3	**	**	**	**
WGL-FM																				
SU '99	253	5404	.6	3.8	314	2352	.8	3.3	360	2428	.9	3.8	302	2704	.7	3.8	103	1562	.3	3.2
SP '99	299	5854	.7	4.4	356	2490	.9	3.5	483	2843	1.2	5.0	344	2973	.8	4.2	101	1520	.2	3.1
WI '99	331	5580	.8	4.7	408	2570	1.0	3.9	512	2478	1.3	5.2	390	2967	1.0	4.8	123	1386	.3	3.8
FA '98	382	6442	.9	5.5	460	2974	1.1	4.6	602	3172	1.5	6.3	403	3391	1.0	4.9	153	1748	.4	4.4
4-Book	316	5820	.8	4.6	385	2597	1.0	3.8	489	2730	1.2	5.1	360	3009	.9	4.4	120	1554	.3	3.6
SU '98	355	6270	.9	4.9	466	2830	1.1	4.5	529	3035	1.3	5.2	417	3216	1.0	5.0	122	1658	.3	3.3

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	272	3024	.7	4.1	402	1691	1.0	4.2	400	1903	1.0	4.2	305	1829	.8	3.9	96	830	.2	3.0
SP '99	276	3084	.7	4.0	376	1708	.9	3.7	411	1980	1.0	4.2	301	1613	.7	3.7	107	707	.3	3.3
WI '99	251	2915	.6	3.6	349	1518	.9	3.3	409	1941	1.0	4.1	295	1635	.7	3.6	57	668	.1	1.7
FA '98	280	2810	.7	4.0	410	1688	1.0	4.1	421	1886	1.0	4.4	301	1712	.7	3.7	92	686	.2	2.7
4-Book	270	2958	.7	3.9	384	1651	1.0	3.8	410	1928	1.0	4.2	301	1697	.7	3.7	88	723	.2	2.7
SU '98	242	2864	.6	3.3	371	1586	.9	3.6	373	1866	.9	3.6	244	1514	.6	2.9	95	761	.2	2.5
WPHI-FM																				
SU '99	172	3628	.4	2.6	155	1340	.4	1.6	218	1812	.5	2.3	229	2093	.6	2.9	125	1467	.3	3.9
SP '99	204	4388	.5	3.0	198	1993	.5	1.9	207	2014	.5	2.1	296	2645	.7	3.6	171	1923	.4	5.2
WI '99	210	4064	.5	3.0	214	1870	.5	2.0	197	1814	.5	2.0	281	2420	.7	3.4	212	2034	.5	6.5
FA '98	228	4035	.6	3.3	225	1808	.6	2.2	198	1848	.5	2.1	325	2495	8	4.0	230	1972	6	6.6
4-Book	204	4029	.5	3.0	198	1753	.5	1.9	205	1872	.5	2.1	283	2413	.7	3.5	185	1849	.5	5.6
SU '98	225	3963	.6	3.1	186	1647	.5	1.8	274	2325	.7	2.7	306	2546	.8	3.7	218	2016	.5	5.8
WPHT-AM																				
SU '99	112	2430	.3	1.7	178	733	.4	1.9	87	647	.2	.9	137	859	.3	1.7	98	948	.2	3.1
SP '99	76	1933	.2	1.1	118	548	.3	1.2	64	490	.2	.7	90	725	.2	1.1	84	742	.2	2.6
WI '99	76	1745	.2	1.1	145	773	.4	1.4	105	701	.3	1.1	85	603	.2	1.0	44	316	.1	1.3
FA '98	70	1485	.2	1.0	129	575	.3	1.3	76	482	.2	.8	68	501	.2	.8	32	287	.1	.9
4-Book	84	1898	.2	1.2	143	657	.4	1.5	83	580	.2	.9	95	672	.2	1.2	65	573	.2	2.0
SU '98	95	2268	.2	1.3	163	727	.4	1.6	72	604	.2	.7	95	749	.2	1.1	93	876	.2	2.5
WPLY-FM																				
SU '99	233	5439	.6	3.5	274	2261	.7	2.9	317	2782	.8	3.3	326	3389	.8	4.1	130	1935	.3	4.1
SP '99	216	5243	.5	3.1	261	2210	.6	2.6	299	2382	.7	3.1	307	3347	.8	3.8	127	1912	.3	3.9
WI '99	176	4490	.4	2.5	212	2078	.5	2.0	237	1925	.6	2.4	262	2817	6	3.2	93	1617	2	2.8
FA '98	143	4441	.4	2.1	158	1925	.4	1.6	160	1708	.4	1.7	227	2734	.6	2.8	87	1657	.2	2.5
4-Book	192	4903	.5	2.8	226	2119	.6	2.3	253	2199	.6	2.6	281	3072	.7	3.5	109	1780	.3	3.3
SU '98	164	4806	.4	2.3	181	1970	.4	1.8	202	2199	.5	2.0	223	2548	.5	2.7	105	1590	.3	2.8
WSSJ-AM																				
SU '99	33	272	.1	.5	57	188	.1	.6	31	128	.1	.3	36	117	.1	.5	23	145	.1	.7
SP '99	25	206	.1	.4	28	101	.1	.3	27	145	.1	.3	29	131	.1	.4	14	90	.1	.4
WI '99	26	205	.1	.4	20	104	.2	.2	26	104	.1	.3	35	110	.1	.4	11	48	.1	.3
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	338	5398	.8	5.0	378	2519	.9	3.9	388	2779	1.0	4.1	421	3068	1.0	5.3	257	2302	.6	8.0
SP '99	319	5505	.8	4.6	354	2706	.9	3.5	324	2657	.8	3.3	421	3228	1.0	5.2	291	2461	.7	8.9
WI '99	353	5657	.9	5.0	454	2812	1.1	4.3	336	2622	.8	3.4	427	3169	1.1	5.2	313	2454	.8	9.6
FA '98	369	5941	.9	5.3	440	2915	1.1	4.4	366	2653	.9	3.9	472	3271	1.2	5.7	334	2659	.8	9.6
4-Book	345	5625	.9	5.0	407	2738	1.0	4.0	354	2678	.9	3.7	435	3184	1.1	5.4	299	2469	.7	9.0
SU '98	338	5641	.8	4.7	343	2501	.8	3.3	391	2960	1.0	3.8	401	3179	1.0	4.8	294	2598	.7	7.9
+WDB-AM																				
SU '99	* 48	664	.1	.7	* 56	260	.1	.6	89	483	.2	.9	* 29	220	.1	.4	**	**	**	**
SP '99	29	483	.1	.4	35	214	.1	.3	55	330	.1	.6	11	128	.1	.1	**	**	**	**
WI '99	43	607	.1	.6	45	249	.1	.4	76	450	.2	.8	17	116	.2	.2	**	**	**	**
FA '98	39	492	.1	.6	35	182	.1	.3	59	287	.1	.6	34	126	.1	.4	**	**	**	**
4-Book	40	562	.1	.6	43	226	.1	.4	70	388	.2	.7	23	148	.1	.3	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDB-FM																				
SU '99	241	4149	.6	3.6	262	1660	.6	2.7	445	2381	1.1	4.7	261	1494	.6	3.3	111	984	.3	3.5
SP '99	230	3656	.6	3.3	274	1525	.7	2.7	409	1888	1.0	4.2	140	1227	.3	1.7	148	1025	.4	4.5
WI '99	326	4310	.8	4.6	412	1949	1.0	3.9	559	2467	1.4	5.6	242	1577	.6	3.0	203	1206	.5	6.2
FA '98	309	4379	.8	4.4	417	2096	1.0	4.1	503	2319	1.2	5.3	229	1721	.6	2.8	221	1235	.5	6.4
4-Book	277	4124	.7	4.0	341	1808	.8	3.4	479	2264	1.2	5.0	218	1505	.5	2.7	171	1113	.4	5.2
SU '98	365	4683	.9	5.0	433	2189	1.1	4.2	617	2518	1.5	6.0	347	1952	.9	4.2	209	1350	.5	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.

Target Listener Trends

Persons 12+

Target Listener Trends - Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99	27	453	.1	.4	29	202	.1	.3	45	296	.1	.5	28	174	.1	.4	13	159	.1	.4
SP '99	43	491	.1	.6	62	275	.2	.6	63	334	.2	.7	57	275	.1	.7	4	112	.1	.1
WI '99	26	524	.1	.4	24	193	.1	.2	46	273	.1	.5	26	234	.1	.3	6	52	.2	.2
FA '98	25	469	.1	.4	25	226	.1	.2	43	319	.1	.5	23	203	.1	.3	7	56	.2	.2
4-Book	30	484	.1	.5	35	224	.1	.3	49	306	.1	.6	34	222	.1	.4	8	95	.2	.2
SU '98	48	593	.1	.7	49	247	.1	.5	64	360	.2	.6	49	262	.1	.6	32	213	.1	.9
WXTU-FM																				
SU '99	215	3419	.5	3.2	315	1864	.8	3.3	318	1899	.8	3.3	262	2049	.6	3.3	57	926	.1	1.8
SP '99	238	3397	.6	3.5	355	1997	.9	3.5	345	1765	.8	3.6	298	2134	.7	3.7	88	1116	.2	2.7
WI '99	241	3265	.6	3.4	314	1729	.8	3.0	363	1667	.9	3.7	301	2029	.7	3.7	90	1076	.2	2.8
FA '98	295	3984	.7	4.2	425	2378	1.0	4.2	389	2123	1.0	4.1	358	2517	.9	4.4	124	1224	.3	3.6
4-Book	247	3516	.6	3.6	352	1992	.9	3.5	354	1864	.9	3.7	305	2182	.7	3.8	90	1086	.2	2.7
SU '98	340	4319	.8	4.7	444	2555	1.1	4.3	503	2561	1.2	4.9	393	2755	1.0	4.8	136	1502	.3	3.6
WYSP-FM																				
SU '99	391	6809	1.0	5.8	1170	4273	2.9	12.2	485	3113	1.2	5.1	260	2515	.6	3.3	95	1543	.2	3.0
SP '99	414	6320	1.0	6.0	1184	4411	2.9	11.7	500	2920	1.2	5.2	350	2707	.9	4.3	127	1429	.3	3.9
WI '99	412	6416	1.0	5.9	1288	4612	3.2	12.2	493	3197	1.2	5.0	322	2661	.8	3.9	101	1182	.2	3.1
FA '98	392	6926	1.0	5.6	1162	4379	2.9	11.5	460	2817	1.1	4.8	268	2194	.7	3.3	99	1233	.2	2.9
4-Book	402	6618	1.0	5.8	1201	4419	3.0	11.9	485	3012	1.2	5.0	300	2519	.8	3.7	106	1347	.2	3.2
SU '98	393	6814	1.0	5.4	1235	4670	3.0	12.0	455	3097	1.1	4.4	265	2373	.7	3.2	125	1532	.3	3.3
WYXR-FM																				
SU '99	165	4442	.4	2.5	199	1914	.5	2.1	277	2055	.7	2.9	199	2156	.5	2.5	69	1301	.2	2.2
SP '99	185	4338	.5	2.7	258	2060	.6	2.5	279	1756	.7	2.9	235	2314	.6	2.9	84	1185	.2	2.6
WI '99	221	4816	.5	3.1	315	2280	.8	3.0	356	2042	.9	3.6	259	2387	.6	3.2	104	1318	.3	3.2
FA '98	217	4846	.5	3.1	302	2378	.7	3.0	294	2052	.7	3.1	248	2443	.6	3.0	140	1609	.3	4.0
4-Book	197	4611	.5	2.9	269	2158	.7	2.7	302	1976	.8	3.1	235	2325	.6	2.9	99	1353	.3	3.0
SU '98	223	4583	.5	3.1	274	1952	.7	2.7	353	2011	.9	3.4	272	2374	.7	3.3	109	1577	.3	2.9
WJBR-FM																				
SU '99	47	852	.1	.7	60	331	.1	.6	77	357	.2	.8	48	396	.1	.6	29	331	.1	.9
SP '99	42	836	.1	.6	55	325	.1	.5	70	413	.2	.7	49	409	.1	.6	23	242	.1	.7
WI '99	40	927	.1	.6	61	376	.2	.6	76	364	.2	.8	43	411	.1	.5	12	204	.1	.4
FA '98	41	995	.1	.6	45	401	.1	.4	75	450	.2	.8	62	564	.2	.8	15	269	.4	.4
4-Book	43	903	.1	.6	55	358	.1	.5	75	396	.2	.8	51	445	.1	.6	20	262	.1	.6
SU '98	39	713	.1	.5	44	297	.1	.4	74	308	.2	.7	50	302	.1	.6	27	214	.1	.7
WKXW-FM																				
SU '99	68	1735	.2	1.0	85	735	.2	.9	121	811	.3	1.3	102	927	.3	1.3	30	476	.1	.9
SP '99	71	1355	.2	1.0	92	640	.2	.9	112	597	.3	1.2	109	740	.3	1.3	23	294	.1	.7
WI '99	78	1536	.2	1.1	139	856	.3	1.3	128	718	.3	1.3	113	979	.3	1.4	19	377	.1	.6
FA '98	89	1707	.2	1.3	106	667	.3	1.0	162	858	.4	1.7	133	865	.3	1.6	43	464	.1	1.2
4-Book	77	1583	.2	1.1	106	725	.3	1.0	131	746	.3	1.4	114	878	.3	1.4	29	403	.1	.9
SU '98	65	1507	.2	.9	85	686	.2	.8	113	696	.3	1.1	105	910	.3	1.3	25	328	.1	.7
WNJO-FM																				
SU '99	66	1372	.2	1.0	87	707	.2	.9	127	765	.3	1.3	67	670	.2	.9	20	354	.1	.6
SP '99	55	1099	.1	.8	58	449	.1	.6	101	500	.2	1.0	81	609	.2	1.0	11	256	.1	.3
WI '99	64	1184	.2	.9	61	460	.2	.6	113	596	.3	1.1	76	618	.2	.9	21	289	.1	.6
FA '98	45	989	.1	.6	44	449	.1	.4	87	449	.2	.9	60	470	.1	.7	14	225	.1	.4
4-Book	58	1161	.2	.8	63	516	.2	.6	107	578	.3	1.1	71	592	.2	.9	17	281	.1	.5
SU '98	75	1138	.2	1.0	99	504	.2	1.0	121	558	.3	1.2	79	596	.2	1.0	36	347	.1	1.0
WPST-FM																				
SU '99	122	3455	.3	1.8	120	1417	.3	1.3	174	1627	.4	1.8	168	1838	.4	2.1	87	1308	.2	2.7
SP '99	97	3362	.2	1.4	123	1333	.3	1.2	121	1255	.3	1.3	137	1850	.3	1.7	54	1071	.1	1.6
WI '99	88	3295	.2	1.3	105	1380	.3	1.0	109	1192	.3	1.1	123	1883	.3	1.5	59	1088	.1	1.8
FA '98	95	3109	.2	1.4	116	1294	.3	1.1	100	1141	.2	1.1	134	1633	.3	1.6	59	926	.1	1.7
4-Book	101	3305	.2	1.5	116	1356	.3	1.2	126	1304	.3	1.3	141	1801	.3	1.7	65	1098	.1	2.0
SU '98	106	3323	.3	1.5	115	1191	.3	1.1	140	1489	.3	1.4	144	1861	.4	1.7	76	1221	.2	2.0

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '99	37	1118	.1	.6	49	432	.1	.5	59	408	.1	.6	43	518	.1	.5	16	283		.5
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	30	904	.1	.4	52	341	.1	.5	38	346	.1	.4	28	390	.1	.3	17	299		.5
TOTALS																				
SU '99	6705	38941	16.5		9583	32771	23.6		9512	30805	23.4		7879	32595	19.4		3205	22877	7.9	
SP '99	6868	39201	16.9		10157	33901	25.0		9673	30112	23.8		8147	32982	20.0		3276	22286	8.1	
WI '99	7020	39162	17.3		10564	34351	26.0		9920	30066	24.4		8196	32892	20.2		3267	22210	8.0	
FA '98	6945	39022	17.1		10109	34087	24.9		9493	29653	23.3		8220	32770	20.2		3466	22301	8.5	
4-Book	6885	39082	17.0		10103	33778	24.9		9650	30159	23.7		8111	32810	20.0		3304	22419	8.1	
SU '98	7244	39194	17.8		10316	33798	25.3		10234	31398	25.1		8273	33257	20.3		3738	23780	9.2	

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

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

Target Listener Estimates

Persons 12+

Target Listener Estimates - Persons 12+

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	654	10318	1.6	7.2	312	6080	.8	6.4	685	2895	1.7	13.9	354	1967	.9	4.4	201	1007	.5	3.5
4-Book	660	10155	1.6	7.1	323	5955	.8	6.6	738	3014	1.8	14.2	368	1815	.9	4.6	214	1066	.5	3.8
WBEB-FM																				
SU '99	574	4962	1.4	6.4	202	2965	.5	4.1	178	615	.4	3.6	382	1243	.9	4.8	260	959	.6	4.5
4-Book	632	5339	1.6	6.8	241	3109	.6	4.9	241	827	.6	4.6	457	1342	1.1	5.7	289	976	.7	5.1
WDAS-AM																				
SU '99	117	840	.3	1.3	91	853	.2	1.9	95	231	.2	1.9	92	210	.2	1.1	31	93	.1	.5
4-Book	99	789	.2	1.1	98	879	.3	2.0	78	175	.2	1.5	71	163	.2	.9	42	94	.1	.7
WDAS-FM																				
SU '99	452	3489	1.1	5.0	314	2641	.8	6.4	266	640	.7	5.4	465	1173	1.1	5.8	319	744	.8	5.5
4-Book	482	3562	1.2	5.2	310	2599	.8	6.3	292	741	.7	5.6	421	1084	1.0	5.2	361	826	.9	6.3
+WEJM-FM																				
WXXM-FM																				
SU '99	326	3735	.8	3.6	196	2396	.5	4.0	119	461	.3	2.4	320	993	.8	4.0	284	847	.7	4.9
4-Book	237	3521	.6	2.6	126	2178	.3	2.6	89	418	.2	1.7	226	895	.6	2.8	170	678	.4	3.0
+WEMG-AM																				
SU '99	25	211	.1	.3	16	210	.1	.3	3	20	.1	.1	49	151	.1	.6	15	37	.1	.3
4-Book	39	264	.1	.4	23	200	.1	.5	21	57	.1	.4	45	115	.1	.6	34	73	.1	.6
+WEMG-FM																				
SU '99	36	403	.1	.4	25	306	.1	.5	14	56	.1	.3	41	140	.1	.5	47	121	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	40	457	.1	.4	14	252	.1	.3	18	55	.1	.4	15	49	.1	.2	28	66	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	82	604	.2	.9	51	563	.1	1.0	38	101	.1	.8	62	118	.2	.8	39	55	.1	.7
4-Book	95	607	.2	1.0	65	533	.2	1.3	70	156	.2	1.4	91	162	.2	1.1	63	97	.2	1.1
WIOQ-FM																				
SU '99	337	5511	.8	3.7	234	3660	.6	4.8	143	597	.4	2.9	413	1529	1.0	5.2	319	1096	.8	5.5
4-Book	368	5538	.9	4.0	215	3625	.6	4.4	151	644	.4	2.9	402	1605	1.0	5.0	277	1132	.7	4.9
WIP -AM																				
SU '99	266	3268	.7	2.9	70	1412	.2	1.4	140	518	.3	2.8	130	482	.3	1.6	66	287	.2	1.1
4-Book	310	3389	.8	3.3	103	1781	.3	2.1	143	505	.3	2.8	191	691	.5	2.4	113	458	.3	2.0
WJJZ-FM																				
SU '99	406	3345	1.0	4.5	190	2240	.5	3.9	164	468	.4	3.3	342	889	.8	4.3	240	649	.6	4.1
4-Book	443	3562	1.1	4.7	229	2452	.6	4.7	205	589	.5	4.0	387	1017	.9	4.8	329	864	.8	5.8
WMGK-FM																				
SU '99	330	3910	.8	3.7	152	2218	.4	3.1	120	459	.3	2.4	250	819	.6	3.1	239	806	.6	4.1
4-Book	364	3937	.9	3.9	150	2300	.4	3.1	129	510	.3	2.5	302	1036	.8	3.8	226	806	.6	4.0
WMMR-FM																				
SU '99	322	4025	.8	3.6	149	2432	.4	3.1	157	501	.4	3.2	269	997	.7	3.4	181	766	.4	3.1
4-Book	341	3817	.9	3.7	132	2267	.3	2.7	134	516	.3	2.6	274	985	.7	3.4	187	729	.5	3.3
WNAP-AM																				
SU '99	* 20	214	.2	.2	* 24	160	.1	.5	* 8	22	.1	.2	48	82	.1	.6	26	53	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	328	4233	.8	3.6	223	3099	.5	4.6	211	794	.5	4.3	370	1164	.9	4.6	348	1044	.9	6.0
4-Book	417	4571	1.0	4.5	271	3404	.7	5.5	240	831	.6	4.6	469	1453	1.2	5.8	340	1047	.9	6.0
WPEN-AM																				
SU '99	372	2655	.9	4.1	216	2083	.5	4.4	307	778	.8	6.2	529	1202	1.3	6.6	278	729	.7	4.8
4-Book	369	2557	.9	4.0	218	2017	.6	4.4	323	839	.8	6.2	477	1065	1.2	5.9	276	718	.7	4.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12+																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																						
SU '99		202	3064	.5	2.2	151	2056	.4	3.1	92	317	.2	1.9	234	790	.6	2.9	237	742	.6	4.1	
4-Book		227	3431	.6	2.4	174	2319	.4	3.6	113	426	.3	2.2	287	971	.7	3.5	235	783	.6	4.1	
WPHT-AM																						
SU '99		130	1549	.3	1.4	89	1223	.2	1.8	85	226	.2	1.7	120	392	.3	1.5	82	269	.2	1.4	
4-Book		105	1282	.3	1.2	58	829	.2	1.2	51	156	.1	1.0	69	209	.2	.8	44	140	.1	.8	
WPLY-FM																						
SU '99		307	4736	.8	3.4	172	3104	.4	3.5	124	529	.3	2.5	326	1429	.8	4.1	228	927	.6	3.9	
4-Book		254	4226	.6	2.7	138	2609	.4	2.8	89	415	.2	1.7	265	1159	.6	3.3	177	817	.5	3.1	
WSSJ-AM																						
SU '99		41	226	.1	.5	26	198	.1	.5	40	81	.1	.8	44	95	.1	.5	22	49	.1	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																						
SU '99		395	4512	1.0	4.4	291	3222	.7	6.0	167	574	.4	3.4	397	1170	1.0	5.0	438	1079	1.1	7.5	
4-Book		395	4697	1.0	4.3	286	3362	.7	5.8	191	631	.5	3.7	419	1323	1.1	5.2	404	1121	1.0	7.1	
+WWDB-AM																						
SU '99	*	62	606	.2	.7	* 12	150	.2	.2	* 19	77	.4	.4	18	75	.2	.2	* 6	10	.1	.1	
4-Book		50	490	.1	.6	13	157	.3	.3	20	59	.4	.4	22	68	.1	.3	5	13	.1	.1	
WWDB-FM																						
SU '99		332	3223	.8	3.7	168	2177	.4	3.4	208	604	.5	4.2	206	669	.5	2.6	87	305	.2	1.5	
4-Book		356	3230	.9	3.8	206	2221	.5	4.2	285	769	.7	5.5	230	677	.6	2.9	107	319	.3	1.9	
WWJZ-AM																						
SU '99		35	359	.1	.4	23	253	.1	.5	23	43	.1	.5	49	119	.1	.6	40	107	.1	.7	
4-Book		40	398	.1	.4	28	304	.1	.6	29	87	.1	.6	52	146	.1	.6	29	91	.1	.5	
WXTU-FM																						
SU '99		300	2939	.7	3.3	172	2120	.4	3.5	213	638	.5	4.3	328	1027	.8	4.1	182	640	.4	3.1	
4-Book		338	3019	.8	3.6	193	2176	.5	3.9	233	709	.6	4.5	336	1042	.8	4.2	221	758	.5	3.9	
WYSP-FM																						
SU '99		626	5847	1.5	6.9	171	2785	.4	3.5	139	461	.3	2.8	257	1039	.6	3.2	186	680	.5	3.2	
4-Book		648	5805	1.6	6.9	165	2585	.4	3.4	153	486	.4	2.9	263	981	.7	3.3	172	678	.4	3.0	
WYXR-FM																						
SU '99		229	3551	.6	2.5	114	2009	.3	2.3	95	394	.2	1.9	207	832	.5	2.6	127	564	.3	2.2	
4-Book		271	3671	.7	2.9	131	2179	.3	2.6	116	441	.3	2.2	224	837	.5	2.8	171	610	.4	3.0	
WJBR-FM																						
SU '99		63	616	.2	.7	31	378	.1	.6	21	70	.1	.4	41	133	.1	.5	39	104	.1	.7	
4-Book		61	699	.2	.7	25	387	.1	.5	21	82	.1	.4	50	156	.1	.6	39	120	.1	.7	
WKXW-FM																						
SU '99		104	1484	.3	1.2	28	532	.1	.6	24	131	.1	.5	51	218	.1	.6	46	193	.1	.8	
4-Book		118	1356	.3	1.3	34	548	.1	.7	38	155	.1	.8	57	216	.1	.7	40	143	.1	.7	
WNJO-FM																						
SU '99		96	1166	.2	1.1	43	653	.1	.9	41	169	.1	.8	69	234	.2	.9	59	245	.1	1.0	
4-Book		83	933	.2	.9	40	581	.1	.8	30	116	.1	.6	84	274	.2	1.1	49	192	.1	.9	
WPST-FM																						
SU '99		156	2863	.4	1.7	86	1597	.2	1.8	69	293	.2	1.4	138	640	.3	1.7	107	482	.3	1.8	
4-Book		128	2731	.3	1.4	77	1662	.2	1.6	54	277	.2	1.0	136	624	.3	1.7	100	472	.3	1.8	
WSTW-FM																						
SU '99		51	823	.1	.6	25	608	.1	.5	16	78	.3	.3	70	232	.2	.9	24	131	.1	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SU '99		9033	38083	22.2		4879	32693	12.0		4937	13699	12.1		8019	20165	19.7		5810	15274	14.3		
4-Book		9319	38356	22.9		4916	32692	12.1		5190	14498	12.8		8077	20356	19.9		5700	15088	14.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	154	967	.4	4.8	571	2509	1.4	14.6	278	1470	.7	4.7	192	896	.5	4.4	139	846	.3	5.2
4-Book	122	730	.3	3.8	614	2494	1.5	14.8	288	1448	.7	4.9	203	907	.5	4.8	128	748	.3	4.9
WBEB-FM																				
SU '99	120	591	.3	3.8	140	486	.3	3.6	276	1000	.7	4.6	143	552	.4	3.3	99	462	.2	3.7
4-Book	138	618	.3	4.2	173	616	.4	4.2	314	1068	.8	5.3	193	682	.5	4.6	110	486	.3	4.2
WDAS-AM																				
SU '99	26	70	.1	.8	261	492	.6	6.7	152	427	.4	2.6	45	98	.1	1.0	38	90	.1	1.4
4-Book	27	60	.1	.8	281	582	.7	6.8	190	515	.5	3.2	74	176	.2	1.8	39	92	.1	1.5
WDAS-FM																				
SU '99	233	708	.6	7.3	196	546	.5	5.0	297	889	.7	5.0	260	587	.6	5.9	434	886	1.1	16.2
4-Book	243	633	.6	7.5	197	513	.5	4.8	276	777	.7	4.7	267	647	.6	6.3	395	759	1.0	15.1
+WEJM-FM																				
WXXM-FM																				
SU '99	170	631	.4	5.3	68	257	.2	1.7	244	822	.6	4.1	247	742	.6	5.6	101	370	.2	3.8
4-Book	98	466	.2	3.0	47	235	.1	1.2	149	677	.4	2.5	143	572	.4	3.4	71	340	.2	2.7
+WEMG-AM																				
SU '99	11	11	.3		3	22	.1		24	105	.1	.4	10	22	.2		8	23	.3	
4-Book	13	33	.4		12	39	.3		28	81	.1	.5	21	46	.1	.5	6	21	.2	
+WEMG-FM																				
SU '99	10	62	.3		9	24	.2		37	81	.1	.6	23	49	.1	.5	20	53	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	9	19	.3		19	44	.5		12	50	.2		10	52	.2		3	22	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	48	122	.1	1.5	94	216	.2	2.4	81	247	.2	1.4	41	100	.1	.9	11	50	.4	
4-Book	37	90	.1	1.2	111	242	.3	2.7	88	248	.2	1.5	47	104	.1	1.1	22	57	.1	.9
W100-FM																				
SU '99	235	896	.6	7.4	62	333	.2	1.6	256	1117	.6	4.3	249	876	.6	5.7	161	737	.4	6.0
4-Book	205	915	.5	6.3	90	422	.2	2.2	240	1132	.6	4.1	200	843	.5	4.7	122	572	.3	4.7
WIP -AM																				
SU '99	17	103	.5		65	254	.2	1.7	72	382	.2	1.2	48	194	.1	1.1	27	180	.1	1.0
4-Book	52	258	.1	1.6	74	275	.2	1.8	97	437	.3	1.6	94	365	.2	2.2	58	286	.2	2.2
WJJZ-FM																				
SU '99	176	598	.4	5.5	120	371	.3	3.1	183	659	.5	3.1	163	515	.4	3.7	116	414	.3	4.3
4-Book	179	609	.5	5.5	150	460	.4	3.6	248	720	.6	4.2	210	557	.5	5.0	121	409	.3	4.6
WMGK-FM																				
SU '99	90	388	.2	2.8	68	312	.2	1.7	204	825	.5	3.4	164	527	.4	3.7	76	291	.2	2.8
4-Book	86	409	.2	2.6	60	290	.2	1.4	195	769	.5	3.3	141	488	.4	3.3	54	252	.1	2.1
WMMR-FM																				
SU '99	86	469	.2	2.7	75	314	.2	1.9	203	828	.5	3.4	142	568	.3	3.2	72	344	.2	2.7
4-Book	78	418	.2	2.4	61	257	.2	1.5	148	630	.4	2.5	113	480	.3	2.7	57	268	.2	2.2
WNAP-AM																				
SU '99					* 34	69	.1	.9	24	64	.1	.4	6	22	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '99	101	520	.2	3.2	249	720	.6	6.4	212	839	.5	3.6	194	578	.5	4.4	118	391	.3	4.4
4-Book	160	616	.4	4.9	292	831	.7	7.0	294	1029	.7	4.9	222	672	.6	5.3	149	493	.4	5.7
WPEN-AM																				
SU '99	90	384	.2	2.8	114	364	.3	2.9	190	544	.5	3.2	145	384	.4	3.3	72	298	.2	2.7
4-Book	107	379	.3	3.3	121	414	.3	2.9	213	637	.5	3.6	145	396	.4	3.4	82	277	.2	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	142	604	.3	4.5	107	299	.3	2.7	169	527	.4	2.8	148	489	.4	3.4	72	351	.2	2.7
4-Book	204	750	.5	6.2	84	276	.2	2.0	174	592	.4	2.9	156	550	.4	3.7	119	418	.3	4.6
WPHT-AM																				
SU '99	62	257	.2	2.0	106	254	.3	2.7	101	430	.2	1.7	74	323	.2	1.7	79	219	.2	3.0
4-Book	40	147	.1	1.3	92	241	.3	2.2	69	262	.2	1.2	54	187	.1	1.3	48	146	.1	1.8
WPLY-FM																				
SU '99	116	578	.3	3.7	82	316	.2	2.1	186	966	.5	3.1	188	844	.5	4.3	114	545	.3	4.3
4-Book	108	563	.3	3.4	65	309	.2	1.6	168	834	.4	2.9	142	640	.4	3.4	75	401	.2	2.9
WSSJ-AM																				
SU '99					35	54	.1	.9	31	68	.1	.5	31	62	.1	.7	6	21		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	326	1036	.8	10.3	249	660	.6	6.4	304	1056	.7	5.1	253	741	.6	5.8	184	610	.5	6.9
4-Book	317	993	.8	9.8	222	696	.5	5.4	320	1105	.8	5.4	234	743	.6	5.5	162	542	.4	6.2
+WWDB-AM																				
SU '99					* 2	15		.1	17	45		.3	* 6	28		.1				
4-Book	**	**	**	**	10	26		.3	12	39		.2	4	16		.1	**	**	**	**
WWDB-FM																				
SU '99	90	345	.2	2.8	164	591	.4	4.2	443	1045	1.1	7.4	47	191	.1	1.1	67	263	.2	2.5
4-Book	114	402	.3	3.5	215	734	.6	5.2	489	1015	1.2	8.3	76	226	.2	1.8	104	328	.3	4.0
WWJZ-AM																				
SU '99	3	19		.1	20	70		.5	25	109	.1	.4	20	84		.5	9	38		.3
4-Book	5	25		.2	37	117	.1	.9	50	153	.1	.9	20	71		.5	4	20		.2
WXTU-FM																				
SU '99	77	389	.2	2.4	140	433	.3	3.6	217	679	.5	3.6	171	516	.4	3.9	50	226	.1	1.9
4-Book	85	371	.2	2.6	158	514	.4	3.8	269	832	.7	4.5	188	585	.5	4.4	62	256	.2	2.4
WYSP-FM																				
SU '99	117	450	.3	3.7	44	142	.1	1.1	291	948	.7	4.9	252	894	.6	5.7	70	328	.2	2.6
4-Book	115	443	.3	3.5	59	205	.2	1.4	263	921	.7	4.4	206	735	.5	4.8	74	309	.2	2.8
WYXR-FM																				
SU '99	62	359	.2	2.0	42	236	.1	1.1	160	749	.4	2.7	118	443	.3	2.7	89	369	.2	3.3
4-Book	103	429	.3	3.2	74	298	.2	1.8	157	688	.4	2.7	113	463	.3	2.7	80	311	.2	3.0
WJBR-FM																				
SU '99	25	130	.1	.8	13	56		.3	42	124	.1	.7	33	64	.1	.8	29	98	.1	1.1
4-Book	16	78		.5	11	60		.3	29	113	.1	.5	15	59		.4	11	49		.4
WKXV-FM																				
SU '99	15	112		.5	10	47		.3	31	130	.1	.5	28	105	.1	.6	16	37		.6
4-Book	19	97		.6	25	94	.1	.6	48	144	.1	.8	29	92	.1	.7	14	51		.5
WNJO-FM																				
SU '99	20	105		.6	29	120	.1	.7	66	234	.2	1.1	51	190	.1	1.2	9	86		.3
4-Book	18	107		.6	26	91	.1	.6	62	197	.2	1.1	43	147	.1	1.1	10	67		.4
WPST-FM																				
SU '99	69	292	.2	2.2	20	135		.5	105	478	.3	1.8	117	434	.3	2.7	58	294	.1	2.2
4-Book	64	339	.2	2.0	28	176	.1	.7	92	489	.3	1.6	90	396	.2	2.1	43	240	.1	1.7
WSTW-FM																				
SU '99	14	99		.4	6	28		.2	36	223	.1	.6	14	75		.3	12	43		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	3178	10803	7.8		3914	11357	9.6		5947	16719	14.6		4385	11572	10.8		2671	8547	6.6	
4-Book	3253	10501	8.0		4139	12001	10.2		5940	16559	14.6		4234	11614	10.4		2607	8119	6.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12-24

	Persons 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	12	654	.1	1.1	33	365	.4	2.9	7	164	.1	.5	8	161	.1	.6	5	78	.1	.6
SP '99	14	641	.2	1.3	35	388	.4	2.7	12	130	.1	1.0	16	208	.2	1.1	3	104	.3	.3
WI '99	15	679	.2	1.3	38	416	.5	2.8	13	142	.2	1.1	15	176	.2	1.0	8	127	.1	.8
FA '98	9	562	.1	.8	37	381	.5	2.7	4	88	.4	.4	3	90	.2	.2	1	35	.1	.1
4-Book	13	634	.2	1.1	36	388	.5	2.8	9	131	.1	.8	11	159	.1	.7	4	86	.1	.5
SU '98	13	687	.2	1.0	33	332	.4	2.6	7	122	.1	.4	10	148	.1	.6	7	122	.1	.7
WBEB-FM																				
SU '99	38	1007	.5	3.4	36	345	.4	3.1	65	410	.8	4.6	42	358	.5	3.1	27	327	.3	3.0
SP '99	53	1128	.7	4.8	54	477	.7	4.1	102	445	1.3	8.3	82	531	1.0	5.5	27	425	.3	2.9
WI '99	48	1043	.6	4.3	43	387	.5	3.1	75	355	.9	6.5	54	418	.7	3.7	36	417	.4	3.7
FA '98	42	965	.5	3.7	43	393	.5	3.2	61	393	.8	5.4	55	402	.7	3.5	37	448	.5	3.5
4-Book	45	1036	.6	4.1	44	401	.5	3.4	76	401	1.0	6.2	58	427	.7	4.0	32	404	.4	3.3
SU '98	43	986	.5	3.4	36	343	.4	2.8	76	415	.9	4.6	45	442	.6	2.9	35	390	.4	3.5
WDAS-AM																				
SU '99	6	167	.1	.5	6	39	.1	.5	7	64	.1	.5	6	30	.1	.4	2	28	.2	.2
SP '99	2	75	.2	.4	1	16	.1	.1	3	20	.2	.2	9	9	.2	.2	1	5	.1	.1
WI '99	4	140	.4	.4	6	80	.1	.4	3	27	.3	.3	3	29	.2	.2	6	52	.1	.6
FA '98	5	128	.1	.4	12	59	.1	.9	4	27	.4	.4	4	33	.3	.3				
4-Book	4	128	.1	.4	6	49	.1	.5	4	35	.4	.4	3	25	.2	.2	2	21	.2	.2
SU '98	1	40	.1	.1	1	28	.1	.1	5	5	.4	.4								
WDAS-FM																				
SU '99	28	790	.3	2.5	28	261	.3	2.4	29	320	.4	2.0	27	345	.3	2.0	32	370	.4	3.6
SP '99	45	741	.6	4.0	48	303	.6	3.7	45	259	.6	3.6	53	283	.7	3.6	43	290	.5	4.7
WI '99	32	710	.4	2.9	33	279	.4	2.4	26	223	.3	2.3	36	264	.4	2.5	38	373	.5	3.9
FA '98	53	871	.7	4.6	55	401	.7	4.1	52	327	.6	4.6	58	364	.7	3.7	59	436	.7	5.6
4-Book	40	778	.5	3.5	41	311	.5	3.2	38	282	.5	3.1	44	314	.5	3.0	43	367	.5	4.5
SU '98	35	687	.4	2.8	36	237	.4	2.8	47	285	.6	2.8	41	278	.5	2.6	43	287	.5	4.3
+WEJM-FM																				
WXXM-FM																				
SU '99	19	531	.2	1.7	13	185	.2	1.1	31	224	.4	2.2	22	243	.3	1.6	9	140	.1	1.0
SP '99	26	1239	.3	2.3	34	427	.4	2.6	16	313	.2	1.3	49	762	.6	3.3	20	423	.2	2.2
WI '99	53	1705	.7	4.8	77	781	1.0	5.6	61	548	.8	5.3	72	969	.9	5.0	31	807	.4	3.2
FA '98	62	1781	.8	5.4	74	839	.9	5.5	69	673	.9	6.1	93	1073	1.2	6.0	49	746	.6	4.7
4-Book	40	1314	.5	3.6	50	558	.6	3.7	44	440	.6	3.7	59	762	.8	4.0	27	529	.3	2.8
SU '98	65	1818	.8	5.2	45	629	.6	3.5	90	992	1.1	5.4	92	1105	1.1	5.9	46	758	.6	4.6
+WEMG-AM																				
SU '99	2	62	.2	.2					3	38	.2	.2	2	39	.1	.1	1	15	.1	.1
SP '99	4	86	.4	.4	3	22	.2	.2	3	32	.2	.2	4	44	.3	.3	4	45	.4	.4
WI '99	4	51	.4	.4	6	27	.1	.4	7	9	.1	.6	4	36	.3	.3	1	14	.1	.1
FA '98	10	103	.1	.9	8	39	.1	.6	14	71	.2	1.2	19	58	.2	1.2	5	31	.1	.5
4-Book	5	76	.5	.5	4	22	.1	.3	7	38	.1	.6	7	44	.1	.5	3	26	.3	.3
SU '98	4	42	.3	.3	9	33	.1	.7	3	27	.2	.2	3	27	.2	.2				
+WEMG-FM																				
SU '99	2	48	.2	.2	4	16	.3	.3	1	7	.1	.1	3	25	.2	.2	1	16	.1	.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	19	19	.1	.1	1	10	.1	.1												
FA '98	**	**	**	**	**	**	**	**	1	6	.1	.1	10	10	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	35	35	.1	.1					1	9	.1	.1	18	18	.1	.1				
WFIL-AM																				
SU '99	1	37	.1	.1	2	22	.2	.2	2	15	.1	.1	1	6	.1	.1				
SP '99		23				5											1	18	.1	.1
WI '99		9								9										
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	18	18	.1	.1					1	14	.1	.1	5	5	.1	.1				

** Station(s) not reported for this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	5	39	.1	.5	10	18	.1	.9	3	24		.2	10	30	.1	.7	3	24		.3
SP '99		29				5														
WI '99		13								6				7						
FA '98		4				4														
4-Book	1	21		.1	3	7		.2	1	8		.1	3	9		.2	1	6		.1
SU '98	1	55		.1		11				11										
W10Q-FM																				
SU '99	153	3245	1.9	13.9	110	1352	1.4	9.6	189	1763	2.3	13.3	194	1901	2.4	14.4	140	1658	1.7	15.8
SP '99	127	3226	1.6	11.4	136	1420	1.7	10.4	121	1376	1.5	9.3	180	2129	2.2	12.1	120	1481	1.5	13.0
WI '99	130	2788	1.6	11.7	150	1348	1.9	10.9	117	1098	1.5	10.2	187	1687	2.3	12.9	118	1442	1.5	12.2
FA '98	97	2495	1.2	8.4	95	1233	1.2	7.1	70	1015	.9	6.2	148	1514	1.8	9.5	95	1248	1.2	9.1
4-Book	127	2939	1.6	11.4	123	1338	1.6	9.5	124	1313	1.6	9.9	177	1808	2.2	12.2	118	1457	1.5	12.5
SU '98	140	2853	1.7	11.2	128	1159	1.6	9.9	198	1670	2.4	11.9	198	1688	2.4	12.7	100	1238	1.2	9.9
WIP-AM																				
SU '99	12	310	.1	1.1	24	169	.3	2.1	15	110	.2	1.1	11	131	.1	.8	9	101	.1	1.0
SP '99	13	346	.2	1.2	16	153	.2	1.2	18	71	.2	1.5	12	110	.1	.8	11	134	.1	1.2
WI '99	18	485	.2	1.6	23	210	.3	1.7	21	133	.3	1.8	19	194	.2	1.3	21	202	.3	2.2
FA '98	15	412	.2	1.3	21	189	.3	1.6	18	126	.2	1.6	22	165	.3	1.4	11	137	.1	1.0
4-Book	15	388	.2	1.3	21	180	.3	1.7	18	110	.2	1.5	16	150	.2	1.1	13	144	.2	1.4
SU '98	11	287	.1	.9	19	124	.2	1.5	15	127	.2	.9	18	145	.2	1.2	8	106	.1	.8
WJJZ-FM																				
SU '99	18	538	.2	1.6	15	140	.2	1.3	34	206	.4	2.4	25	248	.3	1.9	10	155	.1	1.1
SP '99	11	316	.1	1.0	8	73	.1	.6	19	114	.2	1.5	10	132	.1	.7	6	69	.1	.6
WI '99	16	303	.2	1.4	19	138	.2	1.4	23	139	.3	2.0	20	100	.2	1.4	9	114	.1	.9
FA '98	20	380	.2	1.7	18	132	.2	1.3	29	134	.4	2.6	33	164	.4	2.1	14	111	.2	1.3
4-Book	16	384	.2	1.4	15	121	.2	1.2	26	148	.3	2.1	22	161	.3	1.5	10	112	.1	1.0
SU '98	12	219	.1	1.0	5	61	.1	.4	25	92	.3	1.5	12	83	.1	.8	2	46		.2
WMGK-FM																				
SU '99	34	767	.4	3.1	30	274	.4	2.6	63	392	.8	4.4	47	414	.6	3.5	17	258	.2	1.9
SP '99	23	683	.3	2.1	19	202	.2	1.5	32	222	.4	2.5	41	344	.5	2.8	17	173	.2	1.8
WI '99	22	753	.3	2.0	20	297	.2	1.5	38	291	.5	3.3	36	434	.4	2.5	13	228	.2	1.3
FA '98	39	895	.5	3.4	40	398	.5	3.0	66	361	.8	5.3	63	434	.8	4.0	19	290	.2	1.8
4-Book	30	775	.4	2.7	27	293	.3	2.2	50	317	.6	4.0	47	407	.6	3.2	17	237	.2	1.7
SU '98	43	942	.5	3.4	30	279	.4	2.3	75	478	.9	4.5	55	494	.7	3.5	23	340	.3	2.3
WMMR-FM																				
SU '99	41	1144	.5	3.7	37	364	.5	3.2	61	507	.8	4.3	55	572	.7	4.1	29	389	.4	3.3
SP '99	39	1065	.5	3.5	39	333	.5	3.0	67	487	.8	5.4	45	495	.6	3.0	28	381	.3	3.0
WI '99	35	1078	.4	3.1	48	393	.6	3.5	51	377	.6	4.4	46	548	.6	3.2	17	338	.2	1.8
FA '98	40	948	.5	3.5	31	284	.4	2.3	68	363	.8	6.0	67	586	.8	4.3	24	316	.3	2.3
4-Book	39	1059	.5	3.5	39	344	.5	3.0	62	434	.8	5.0	53	550	.7	3.7	25	356	.3	2.6
SU '98	58	1309	.7	4.6	52	366	.6	4.0	110	665	1.4	6.6	77	733	1.0	5.0	34	554	.4	3.4
WNAP-AM																				
SU '99	*	1	30	.1	*	11							1	16		.1	**	**	**	**
SP '99			3			3				3							**	**	**	**
WI '99			14			3				7							**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	3	46		.2	3	14		.2	3	30		.2	1	7		.1	**	**	**	**
WOGL-FM																				
SU '99	13	603	.2	1.2	15	230	.2	1.3	22	193	.3	1.6	14	246	.2	1.0	8	153	.1	.9
SP '99	29	681	.4	2.6	31	225	.4	2.4	53	293	.7	4.3	32	233	.4	2.2	12	178	.1	1.3
WI '99	22	445	.3	2.0	34	172	.4	2.5	45	150	.6	3.9	27	174	.3	1.9	7	140	.1	.7
FA '98	24	702	.3	2.1	20	289	.2	1.5	29	245	.4	2.5	34	316	.4	2.2	17	137	.2	1.6
4-Book	22	608	.3	2.0	25	229	.3	1.9	37	220	.5	3.1	27	242	.3	1.8	11	152	.1	1.1
SU '98	32	753	.4	2.6	24	213	.3	1.9	57	368	.7	3.4	50	371	.6	3.2	13	206	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	2	21	.2		5	21	.1	.4	7	11	.1	.5								
SP '99	1	36	.1							19							1	17		.1
WI '99	2	21	.2		2	21		.1	4	9		.3	3	9		.2		5		
FA '98		37				9														
4-Book	1	29	.1		2	13		.1	3	10		.2	1	2		.1		6		
SU '98		26								9										
WPHI-FM																				
SU '99	105	2144	1.3	9.5	80	772	1.0	7.0	121	1165	1.5	8.5	153	1315	1.9	11.4	89	1013	1.1	10.0
SP '99	133	2646	1.6	12.0	129	1281	1.6	9.9	131	1257	1.6	10.6	188	1650	2.3	12.6	114	1399	1.4	12.3
WI '99	135	2601	1.7	12.1	130	1267	1.6	9.5	104	1134	1.3	9.1	184	1626	2.3	12.7	147	1461	1.8	15.2
FA '98	150	2477	1.9	13.1	139	1213	1.7	10.3	102	1183	1.3	9.0	226	1629	2.8	14.5	172	1366	2.1	16.4
4-Book	131	2467	1.6	11.7	120	1133	1.5	9.2	115	1185	1.4	9.3	188	1555	2.3	12.8	131	1310	1.6	13.5
SU '98	153	2642	1.9	12.2	125	1134	1.5	9.7	179	1637	2.2	10.7	213	1754	2.6	13.7	157	1477	1.9	15.6
WPHT-AM																				
SU '99	1	69	.1			9							2	27	.1		2	26	.2	
SP '99	1	42	.1		1	5	.1						2	15	.1		1	28	.1	
WI '99	1	19	.1		3	10	.2		4	10	.3			9						
FA '98	4	57	.3		11	32	.1	.8					1	14	.1		7	11	.1	.7
4-Book	2	47	.2		4	14		.3	1	3		.1	1	16		.1	3	16		.3
SU '98	2	64	.2						4	6	.2		2	20	.1		3	43	.3	
WPLY-FM																				
SU '99	112	2477	1.4	10.2	99	948	1.2	8.6	159	1311	2.0	11.2	154	1549	1.9	11.5	83	1095	1.0	9.3
SP '99	95	2382	1.2	8.5	100	984	1.2	7.7	104	1090	1.3	8.4	143	1547	1.8	9.6	86	1217	1.1	9.3
WI '99	77	2101	1.0	6.9	85	1032	1.1	6.2	84	954	1.0	7.3	113	1293	1.4	7.8	63	995	.8	6.5
FA '98	68	2119	.8	5.9	75	909	.9	5.6	57	813	.7	5.0	108	1306	1.3	6.9	57	1013	.7	5.4
4-Book	88	2270	1.1	7.9	90	968	1.1	7.0	101	1042	1.3	8.0	130	1424	1.6	9.0	72	1080	.9	7.6
SU '98	83	2337	1.0	6.6	76	972	.9	5.9	101	1325	1.2	6.0	106	1275	1.3	6.8	73	960	.9	7.3
WSSJ-AM																				
SU '99	3	31	.3		9	24	.1	.8	2	14	.1						2	15	.2	
SP '99		30			1	10	.1			10				9				9		
WI '99	1	26	.1		3	18	.2		1	13	.1									
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	184	2801	2.3	16.7	181	1249	2.2	15.7	210	1640	2.6	14.8	235	1728	2.9	17.5	176	1514	2.2	19.8
SP '99	177	2965	2.2	15.9	176	1504	2.2	13.5	154	1436	1.9	12.5	243	1840	3.0	16.3	190	1537	2.4	20.6
WI '99	182	3038	2.3	16.4	214	1577	2.7	15.6	121	1267	1.5	10.5	239	1876	3.0	16.5	204	1605	2.5	21.1
FA '98	181	3122	2.2	15.8	211	1625	2.6	15.7	127	1380	1.6	11.2	236	1892	2.9	15.1	212	1727	2.6	20.2
4-Book	181	2982	2.3	16.2	196	1489	2.4	15.1	153	1431	1.9	12.3	238	1834	3.0	16.4	196	1596	2.4	20.4
SU '98	188	2923	2.3	15.0	156	1294	1.9	12.1	205	1704	2.5	12.3	240	1855	3.0	15.5	194	1610	2.4	19.3
+WVDB-AM																				
SU '99	*	5	.1	.5	*	7	.1	.6	8	16	.1	.6	*	5	.1	.4				
SP '99		10															**	**	**	**
WI '99		6								6			1	6	.1		**	**	**	**
FA '98	2	10	.2						4	10	.4						**	**	**	**
4-Book	2	11	.2		2	2		.2	3	8	.3		2	4	.1		**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	4	139	.4		4	35	.3		10	82	.1	.7	3	33	.2			16		
SP '99	5	191	.1	.4	3	40	.2		12	111	.1	1.0	7	63	.1	.5	2	44	.2	
WI '99	5	104	.1	.4	2	29	.1		10	61	.1	.9	7	46	.1	.5	3	20	.3	
FA '98	3	133	.3		1	30	.1		3	58	.3		2	10	.1		5	47	.1	.5
4-Book	4	142	.1	.4	3	34	.2		9	78	.1	.7	5	38	.1	.3	3	32	.3	
SU '98	7	130	.1	.6	9	55	.1	.7	6	50	.1	.4	4	39	.3		11	31	.1	1.1

Target Listener Trends - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99																				
SP '99																				
WI '99																				
FA '98																				
4-Book																				
SU '98		7																7		
WXTU-FM																				
SU '99	12	329	.1	1.1	18	193	.2	1.6	16	149	.2	1.1	18	183	.2	1.3	3	61		.3
SP '99	31	456	.4	2.8	49	270	.6	3.8	45	234	.6	3.6	35	256	.4	2.4	16	198	.2	1.7
WI '99	21	365	.3	1.9	18	147	.2	1.3	28	166	.3	2.4	30	228	.4	2.1	16	161	.2	1.7
FA '98	33	470	.4	2.9	34	233	.4	2.5	50	246	.6	4.4	46	282	.6	3.0	15	174	.2	1.4
4-Book	24	405	.3	2.2	30	211	.4	2.3	35	199	.4	2.9	32	237	.4	2.2	13	149	.2	1.3
SU '98	38	442	.5	3.0	44	253	.5	3.4	63	277	.8	3.8	50	311	.6	3.2	21	186	.3	2.1
WYSP-FM																				
SU '99	90	1826	1.1	8.2	192	967	2.4	16.7	115	853	1.4	8.1	78	852	1.0	5.8	44	629	.5	5.0
SP '99	126	1772	1.6	11.3	285	1117	3.5	21.8	140	845	1.7	11.3	123	838	1.5	8.3	79	683	1.0	8.5
WI '99	121	1871	1.5	10.9	252	1194	3.1	18.4	135	923	1.7	11.8	132	1015	1.6	9.1	71	639	.9	7.3
FA '98	103	1704	1.3	9.0	262	1109	3.2	19.5	121	731	1.5	10.7	96	708	1.2	6.2	47	556	.6	4.5
4-Book	110	1793	1.4	9.9	248	1097	3.1	19.1	128	838	1.6	10.5	107	853	1.3	7.4	60	627	.8	6.3
SU '98	115	1977	1.4	9.2	277	1245	3.4	21.5	130	994	1.6	7.8	101	853	1.2	6.5	61	561	.8	6.1
WYXR-FM																				
SU '99	40	1150	.5	3.6	35	319	.4	3.0	62	470	.8	4.4	41	519	.5	3.1	32	454	.4	3.6
SP '99	33	1100	.4	3.0	22	322	.3	1.7	33	335	.4	2.7	33	410	.4	2.2	41	507	.5	4.4
WI '99	44	1206	.5	4.0	46	478	.6	3.4	57	327	.7	5.0	46	478	.6	3.2	44	454	.5	4.5
FA '98	42	1281	.5	3.7	37	415	.5	2.7	30	303	.4	2.7	42	507	.5	2.7	71	658	.9	6.8
4-Book	40	1184	.5	3.6	35	384	.5	2.7	46	359	.6	3.7	41	479	.5	2.8	47	518	.6	4.8
SU '98	46	1200	.6	3.7	35	369	.4	2.7	68	470	.8	4.1	45	483	.6	2.9	48	531	.6	4.8
WJBR-FM																				
SU '99	4	96		.4	4	33		.3	5	42	.1	.4	4	37		.3	6	42	.1	.7
SP '99	3	115		.3	1	25		.1	2	25		.2	9	56	.1	.6	3	47		.3
WI '99	3	110		.3	3	27		.2	3	38		.3	2	43		.1	2	38		.2
FA '98	3	182		.3	3	61		.2	5	76	.1	.4	3	93		.2	3	57		.3
4-Book	3	126		.3	3	37		.2	4	45	.1	.3	5	57		.3	4	46		.4
SU '98	2	94		.2	2	36		.2	2	18		.1	1	18		.1	3	43		.3
WKXV-FM																				
SU '99	4	113		.4	3	27		.3	11	51	.1	.8	4	56		.3				
SP '99	4	74		.4	3	33		.2	3	17		.2	9	33	.1	.6	4	27		.4
WI '99	3	167		.3	6	52	.1	.4	1	42		.1	4	92		.3	2	33		.2
FA '98	7	154	.1	.6	5	21	.1	.4	7	70	.1	.6	14	66	.2	.9	4	27		.4
4-Book	5	127		.4	4	33	.1	.3	6	45	.1	.4	8	62	.1	.5	3	22		.3
SU '98	5	172	.1	.4	4	54		.3	11	78	.1	.7	8	115	.1	.5	3	61		.3
WNJO-FM																				
SU '99	7	232	.1	.6	9	76	.1	.8	15	137	.2	1.1	7	94	.1	.5	3	76		.3
SP '99	3	108		.3	3	46		.2	1	26		.1	4	37		.3	2	53		.2
WI '99	4	188		.4	4	56		.3	5	82	.1	.4	5	94	.1	.3	2	51		.2
FA '98	4	119		.3	2	64		.1	4	39		.4	9	35	.1	.6	3	35		.3
4-Book	5	162		.4	5	61		.4	6	71	.1	.5	6	65	.1	.4	3	54		.3
SU '98	2	80		.2	1	8		.1	2	45		.1	1	24		.1	4	16		.4
WPST-FM																				
SU '99	64	1625	.8	5.8	58	660	.7	5.0	67	840	.8	4.7	81	950	1.0	6.0	71	851	.9	8.0
SP '99	37	1480	.5	3.3	38	512	.5	2.9	34	561	.4	2.8	55	812	.7	3.7	33	618	.4	3.6
WI '99	47	1554	.6	4.2	50	707	.6	3.6	41	501	.5	3.6	68	909	.8	4.7	49	705	.6	5.1
FA '98	51	1492	.6	4.4	49	614	.6	3.6	48	515	.6	4.2	77	781	1.0	4.9	49	642	.6	4.7
4-Book	50	1538	.6	4.4	49	623	.6	3.8	48	604	.6	3.8	70	863	.9	4.8	51	704	.6	5.4
SU '98	51	1716	.6	4.1	45	571	.6	3.5	56	774	.7	3.4	64	986	.8	4.1	50	725	.6	5.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12-24

	Persons 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '99	4	289		.4	6	69	.1	.5	5	98	.1	.4	5	156	.1	.4	3	87		.3
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	8	233	.1	.6	10	49	.1	.8	11	71	.1	.7	10	82	.1	.6	6	112	.1	.6
TOTALS																				
SU '99	1102	7674	13.7		1151	5471	14.3		1419	5961	17.6		1343	6524	16.7		888	5616	11.0	
SP '99	1112	7811	13.8		1306	6039	16.2		1234	5129	15.3		1488	6632	18.5		924	5665	11.5	
WI '99	1113	7740	13.8		1370	6355	17.0		1148	4926	14.2		1452	6513	18.0		969	5764	12.0	
FA '98	1148	7726	14.2		1346	6252	16.7		1130	4924	14.0		1558	6379	19.3		1049	5785	13.0	
4-Book	1119	7738	13.9		1293	6029	16.1		1233	5235	15.3		1460	6512	18.1		958	5708	11.9	
SU '98	1253	7714	15.5		1289	5781	15.9		1670	6259	20.7		1553	6600	19.2		1006	5770	12.4	

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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.

Target Listener Estimates

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	15	499	.2	1.1	11	273	.1	1.3	23	70	.3	4.3	20	131	.2	1.5	4	39	.4	
4-Book	18	504	.2	1.4	8	252	.1	1.0	19	76	.2	3.2	10	63	.1	.7	4	28	.4	
WBEB-FM																				
SU '99	49	661	.6	3.7	26	464	.3	3.0	17	58	.2	3.2	46	128	.6	3.4	18	93	.2	1.7
4-Book	61	740	.8	4.6	27	447	.3	3.2	22	80	.3	3.8	47	148	.6	3.5	28	91	.4	2.5
WDAS-AM																				
SU '99	6	81	.1	.5	7	105	.1	.8	3	12	.6		3	19	.2		3	6	.3	
4-Book	5	70	.1	.4	5	75	.1	.6	3	8	.5		2	9	.1		1	2	.1	
WDAS-FM																				
SU '99	28	551	.3	2.1	26	372	.3	3.0	15	52	.2	2.8	41	133	.5	3.0	24	65	.3	2.2
4-Book	41	550	.5	3.1	36	394	.5	4.2	30	71	.4	5.1	43	127	.5	3.2	49	106	.6	4.5
+WEJM-FM																				
WXXM-FM																				
SU '99	23	433	.3	1.8	19	227	.2	2.2	3	25	.6		33	82	.4	2.5	29	69	.4	2.7
4-Book	51	1078	.7	3.9	30	669	.4	3.5	20	113	.2	3.4	57	241	.7	4.2	39	188	.5	3.5
+WEMG-AM																				
SU '99	2	62	.2		3	46	.3		2	8	.4		8	32	.1	.6				
4-Book	7	62	.1	.5	4	47	.5		2	9	.3		9	27	.1	.7	6	12	.1	.5
+WEMG-FM																				
SU '99	3	25	.2		3	48	.3						5	18	.1	.4	4	7	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	22	.1		1	22	.1		3	9	.6							7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	7	30	.1	.5	2	33	.2					2	8	.1		5	6	.1	.5	
4-Book	2	13	.1		1	14	.1					1	2			1	2	.1	.1	
W100-FM																				
SU '99	166	2701	2.1	12.6	136	1956	1.7	15.7	85	301	1.1	15.9	233	870	2.9	17.3	191	562	2.4	17.7
4-Book	140	2529	1.8	10.6	108	1802	1.3	12.5	70	287	.9	12.2	180	781	2.2	13.3	144	577	1.8	13.1
WIP -AM																				
SU '99	17	266	.2	1.3	5	159	.1	.6	8	51	.1	1.5	8	26	.1	.6	3	23	.3	
4-Book	18	289	.2	1.4	9	185	.1	1.0	6	32	.1	1.1	14	57	.2	1.0	11	37	.1	1.0
WJJZ-FM																				
SU '99	25	373	.3	1.9	11	238	.1	1.3	12	27	.1	2.2	10	45	.1	.7	5	26	.1	.5
4-Book	22	274	.3	1.6	11	178	.1	1.3	14	33	.2	2.4	17	42	.2	1.2	11	35	.1	1.0
WMGK-FM																				
SU '99	48	577	.6	3.7	20	311	.2	2.3	15	56	.2	2.8	24	99	.3	1.8	10	44	.1	.9
4-Book	42	621	.5	3.2	16	321	.2	1.9	13	55	.2	2.1	24	101	.3	1.8	20	90	.3	1.8
WMMR-FM																				
SU '99	52	886	.6	4.0	30	548	.4	3.5	11	47	.1	2.1	61	191	.8	4.5	41	172	.5	3.8
4-Book	52	831	.6	4.0	25	516	.3	2.9	10	47	.1	1.8	52	203	.7	3.8	41	157	.5	3.7
WNAP-AM																				
SU '99	*	27			* 2	24	.2		*				2	15	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	18	449	.2	1.4	6	214	.1	.7	4	34	.7		6	43	.1	.4	8	49	.1	.7
4-Book	31	448	.4	2.3	14	251	.2	1.6	9	40	.1	1.5	24	79	.3	1.7	18	70	.2	1.6
WPEN-AM																				
SU '99	4	21	.3																	
4-Book	2	18	.1		1	18	.1		1	3	.2		1	4			1	4	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

	Persons 12-24																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	118	1877	1.5	9.0	91	1274	1.1	10.5	50	179	.6	9.3	144	467	1.8	10.7	126	438	1.6	11.7
4-Book	138	2154	1.7	10.5	117	1530	1.4	13.6	73	272	.9	12.6	187	621	2.3	13.9	150	502	1.9	13.4
WPHT-AM																				
SU '99	1	36	.1	.2	2	25	.2	.1					2	8	.1					
4-Book	2	29	.2		1	15	.1			1	.1		1	2						
WPLY-FM																				
SU '99	139	2190	1.7	10.6	83	1523	1.0	9.6	42	172	.5	7.8	152	695	1.9	11.3	107	469	1.3	9.9
4-Book	106	1981	1.3	8.1	66	1257	.8	7.6	33	158	.4	5.6	112	551	1.4	8.3	83	404	1.0	7.5
WSSJ-AM																				
SU '99	4	24	.3		1	14	.1										4	8	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	209	2457	2.6	15.9	145	1710	1.8	16.8	85	319	1.1	15.9	182	596	2.3	13.5	197	551	2.4	18.3
4-Book	192	2590	2.4	14.6	150	1845	1.9	17.4	92	339	1.2	15.9	226	754	2.8	16.7	208	627	2.6	18.9
+WVDB-AM																				
SU '99	* 7	16	.1	.5	* 2	8	.2						2	8	.1		*			
4-Book	2	8	.2		1	5	.1			3	.1		2	5	.2					
WVDB-FM																				
SU '99	6	99	.1	.5	2	40	.2		4	8	.7		2	8	.1		3	8	.3	
4-Book	5	105	.1	.4	4	49	.4		3	5	.5		2	14	.1		1	4	.1	
WWJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	18	279	.2	1.4	9	163	.1	1.0	1	10	.2		9	61	.1	.7	8	52	.1	.7
4-Book	33	325	.4	2.5	17	232	.2	2.0	14	60	.2	2.4	20	86	.3	1.5	23	82	.3	2.1
WYSP-FM																				
SU '99	127	1586	1.6	9.7	56	889	.7	6.5	33	143	.4	6.2	87	368	1.1	6.5	76	300	.9	7.0
4-Book	159	1583	2.0	12.0	58	840	.7	6.7	48	159	.6	8.3	86	349	1.1	6.4	64	258	.8	5.8
WYXR-FM																				
SU '99	47	823	.6	3.6	31	540	.4	3.6	13	90	.2	2.4	65	211	.8	4.8	50	181	.6	4.6
4-Book	41	798	.5	3.1	32	568	.4	3.8	15	62	.2	2.5	42	151	.5	3.1	45	141	.6	4.1
WJBR-FM																				
SU '99	4	61	.3		3	33	.3						3	8	.2		1	9	.1	
4-Book	4	92	.3		3	42	.3						4	14	.1	.3	4	11	.1	.4
WKXW-FM																				
SU '99	6	82	.1	.5	1	38	.1						1	8	.1		2	6	.2	
4-Book	6	88	.1	.5	3	49	.3		3	12	.4		4	15	.1	.3	1	4	.1	
WNJO-FM																				
SU '99	11	197	.1	.8	2	82	.2		1	10	.2		4	27	.3		2	8	.2	
4-Book	6	123	.1	.5	3	70	.4		2	7	.3		8	42	.1	.6	3	13	.3	
WPST-FM																				
SU '99	69	1421	.9	5.3	51	841	.6	5.9	45	149	.6	8.4	58	282	.7	4.3	45	201	.6	4.2
4-Book	55	1298	.7	4.2	40	837	.5	4.6	28	134	.4	4.9	60	285	.8	4.5	50	217	.6	4.4
WSTW-FM																				
SU '99	5	212	.1	.4	3	153	.3		1	16	.2		7	61	.1	.5	4	16	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1313	7458	16.3		864	6318	10.7		536	1585	6.6		1345	3585	16.7		1079	2866	13.4	
4-Book	1322	7507	16.4		861	6406	10.7		578	1789	7.1		1353	3710	16.8		1106	2956	13.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	9	54	.1	1.1	18	61	.2	3.8	6	33	.1	.6	7	36	.1	.8	3	21	.5	
4-Book	4	34		.5	15	67	.2	3.3	6	41	.1	.6	6	25	.1	.7	4	37	.7	
WBEB-FM																				
SU '99	15	81	.2	1.8	22	87	.3	4.6	47	165	.6	4.5	11	72	.1	1.2	28	141	.3	4.5
4-Book	21	89	.3	2.4	20	68	.3	4.4	31	123	.4	3.3	22	81	.3	2.7	26	121	.3	4.1
WDAS-AM																				
SU '99	3	13		.4	27	57	.3	5.7	16	52	.2	1.5	1	6		.1	2	12	.3	
4-Book	1	3		.1	17	51	.2	3.8	11	39	.1	1.2	1	8		.1	2	9	.4	
WDAS-FM																				
SU '99	8	44	.1	1.0	20	55	.2	4.2	25	127	.3	2.4	25	71	.3	2.7	43	100	.5	7.0
4-Book	37	87	.5	4.0	22	57	.3	5.0	28	98	.4	3.0	34	97	.4	4.0	42	94	.5	6.7
+WEJM-FM																				
WXXM-FM																				
SU '99	14	50	.2	1.7	2	11		.4	27	62	.3	2.6	30	60	.4	3.3	11	51	.1	1.8
4-Book	29	159	.4	3.1	10	59	.1	2.2	31	167	.4	3.4	31	172	.4	3.7	20	122	.2	3.2
+WEMG-AM																				
SU '99					3	22		.6	3	28		.3					5	8	.1	.8
4-Book	4	14		.4	2	10		.3	5	19		.5	3	5		.3	1	2		.2
+WEMG-FM																				
SU '99	3	19		.4	**	**	**	**	4	14		.4	**	**	**	**	4	9		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99					**	**	**	**	**	**	**	**	1	6		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	3	14		.4	1	6		.2	7	24		.7		6						
4-Book	1	4		.1		2		.1	3	12		.3		2						
WIOQ-FM																				
SU '99	160	601	2.0	19.7	34	187	.4	7.2	145	600	1.8	14.0	131	462	1.6	14.3	87	419	1.1	14.1
4-Book	122	547	1.5	13.7	47	211	.6	10.5	119	576	1.5	12.6	103	430	1.3	12.2	63	316	.8	10.0
WIP -AM																				
SU '99	3	23		.4	2	25		.4	5	17		.5	10	42		1.1	3	32		.5
4-Book	7	38		.8	4	15		.8	7	43		.8	10	36		1.1	9	51		1.4
WJZZ-FM																				
SU '99	7	32	.1	.9	13	35	.2	2.7	18	64	.2	1.7	17	69	.2	1.9	9	39	.1	1.5
4-Book	12	41	.2	1.3	8	26	.1	1.8	10	36	.1	1.0	11	35	.1	1.2	7	30	.1	1.0
WMGK-FM																				
SU '99	18	83	.2	2.2	6	43	.1	1.3	29	124	.4	2.8	41	115	.5	4.5	11	56	.1	1.8
4-Book	12	66	.1	1.3	5	31	.1	1.1	22	102	.3	2.3	19	69	.2	2.1	10	58	.1	1.6
WMMR-FM																				
SU '99	23	123	.3	2.8	14	47	.2	2.9	32	143	.4	3.1	33	108	.4	3.6	25	104	.3	4.0
4-Book	23	128	.3	2.5	7	29	.1	1.5	23	118	.3	2.5	24	89	.3	2.8	16	86	.2	2.5
WNAP-AM																				
SU '99					* 8	14		1.7	2	9		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '99					13	41	.2	2.7	9	47	.1	.9	8	42	.1	.9	6	43	.1	1.0
4-Book	7	33	.1	.7	16	46	.2	3.7	13	53	.2	1.5	13	45	.2	1.5	11	40	.2	1.7
WPEN-AM																				
SU '99					1	1		.1		1			1	6		.2	1	4		.1
4-Book																				

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	106	404	1.3	13.0	61	174	.8	12.8	90	313	1.1	8.7	91	343	1.1	9.9	53	255	.7	8.6
4-Book	147	541	1.8	16.0	55	180	.7	12.2	109	395	1.4	12.0	107	384	1.3	12.8	91	327	1.1	14.4
WPHT-AM																				
SU '99									7	17	.1	.7	3	17		.3				
4-Book									2	4		.2	4	12		.4				
WPLY-FM																				
SU '99	48	257	.6	5.9	38	145	.5	8.0	97	503	1.2	9.4	95	432	1.2	10.3	75	302	.9	12.1
4-Book	66	351	.8	7.3	28	132	.4	6.3	75	389	.9	8.1	69	316	.9	8.2	48	227	.6	7.7
WSSJ-AM																				
SU '99									2	6		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	170	596	2.1	20.9	97	299	1.2	20.4	164	568	2.0	15.9	159	472	2.0	17.3	101	355	1.3	16.3
4-Book	168	600	2.1	18.7	84	292	1.0	18.6	162	578	2.0	17.6	145	488	1.8	17.2	100	370	1.3	16.0
+WWDB-AM																				
SU '99					*				8	8	.1	.8	*							
4-Book	**	**	**	**					2	2		.2					**	**	**	**
WWDB-FM																				
SU '99					1	8		.2	1	10		.1	4	15		.4	3	8		.5
4-Book	1	5		.1	2	11		.5	10	28	.1	1.1	5	11	.1	.5	3	12		.4
WWJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	5	63	.1	.6	5	16	.1	1.1	23	84	.3	2.2	16	61	.2	1.7	3	24		.5
4-Book	17	69	.2	1.8	11	55	.1	2.4	22	95	.3	2.4	21	68	.3	2.5	12	50	.1	2.0
WYSP-FM																				
SU '99	61	211	.8	7.5	11	44	.1	2.3	52	171	.6	5.0	76	282	.9	8.3	47	163	.6	7.6
4-Book	60	220	.8	6.7	18	69	.2	4.0	71	263	.9	7.8	64	202	.8	7.6	45	163	.6	7.1
WYXR-FM																				
SU '99	23	145	.3	2.8	10	69	.1	2.1	38	170	.5	3.7	27	125	.3	2.9	18	120	.2	2.9
4-Book	38	161	.5	4.2	19	69	.2	4.2	37	196	.5	4.1	30	122	.4	3.5	30	125	.4	4.8
WJBR-FM																				
SU '99	1	17		.1	1	8		.2	8	8	.1	.8	6	8	.1	.7		9		
4-Book	3	15		.3	2	9		.4	3	9		.3	3	11		.3	1	5		.1
WKXW-FM																				
SU '99	3	18		.4									5	14	.1	.5				
4-Book	5	21	.1	.6	1	4		.3	3	10	.1	.3	3	9	.1	.3	1	3		.2
WNJO-FM																				
SU '99									4	39		.4	2	10		.2	2	26		.3
4-Book		4			3	9		.6	3	21		.4	4	18		.5	2	14		.3
WPST-FM																				
SU '99	49	189	.6	6.0	18	94	.2	3.8	66	287	.8	6.4	69	235	.9	7.5	49	193	.6	7.9
4-Book	43	218	.5	4.8	14	88	.2	3.1	44	240	.5	4.7	45	197	.6	5.3	32	163	.4	5.1
WSTW-FM																				
SU '99	2	32		.2	1	10		.2	6	45	.1	.6	3	25		.3		7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	814	2612	10.1		475	1465	5.9		1033	3020	12.8		918	2436	11.4		618	2103	7.7	
4-Book	904	2782	11.2		448	1458	5.6		924	2871	11.5		845	2359	10.5		629	2055	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	46	1731	.4	2.4	121	1104	1.1	4.5	39	496	.3	1.4	53	675	.5	2.3	13	277	.1	1.2
SP '99	38	1478	.3	1.9	113	1009	1.0	3.8	27	386	.2	.9	44	567	.4	1.7	9	228	.1	.9
WI '99	42	1682	.4	2.1	126	1148	1.1	4.2	30	420	.3	1.0	48	657	.4	1.9	17	306	.2	1.6
FA '98	31	1450	.3	1.5	90	872	.8	3.0	26	431	.2	.9	31	559	.3	1.2	11	233	.1	1.0
4-Book	39	1585	.4	2.0	113	1033	1.0	3.9	31	433	.3	1.1	44	615	.4	1.8	13	261	.1	1.2
SU '98	43	1773	.4	2.1	114	977	1.0	4.1	31	465	.3	1.0	52	673	.5	2.0	17	350	.1	1.4
WBEB-FM																				
SU '99	93	1678	.8	4.8	113	720	1.0	4.2	184	865	1.6	6.6	103	832	.9	4.4	46	579	.4	4.3
SP '99	130	1886	1.1	6.3	147	960	1.3	4.9	275	963	2.4	9.0	165	947	1.5	6.5	60	631	.5	5.7
WI '99	113	1551	1.0	5.5	131	738	1.2	4.4	191	778	1.7	6.4	138	816	1.2	5.4	53	528	.5	4.9
FA '98	111	1689	1.0	5.3	131	868	1.2	4.4	209	838	1.8	7.0	145	904	1.3	5.5	46	566	.4	4.0
4-Book	112	1701	1.0	5.5	131	822	1.2	4.5	215	861	1.9	7.3	138	875	1.2	5.5	51	576	.5	4.7
SU '98	109	1737	.9	5.2	115	877	1.0	4.1	227	945	2.0	7.3	125	897	1.1	4.8	53	577	.5	4.4
WDAS-AM																				
SU '99	13	240	.1	.7	16	76	.1	.6	15	83	.1	.5	15	76	.1	.6	4	30		.4
SP '99	12	118	.1	.6	12	59	.1	.4	22	84	.2	.7	12	47	.1	.5	6	42	.1	.6
WI '99	17	245	.2	.8	26	116	.2	.9	18	74	.2	.6	18	75	.2	.7	9	77	.1	.8
FA '98	13	210	.1	.6	27	125	.2	.9	12	59	.1	.4	12	81	.1	.5	3	28		.3
4-Book	14	203	.1	.7	20	94	.2	.7	17	75	.2	.6	14	70	.1	.6	6	44	.1	.5
SU '98	11	123	.1	.5	26	89	.2	.9	18	42	.2	.6	4	17		.2				
WDAS-FM																				
SU '99	120	1461	1.1	6.2	133	726	1.2	4.9	153	699	1.4	5.5	126	695	1.1	5.4	102	764	.9	9.6
SP '99	113	1467	1.0	5.5	148	821	1.3	5.0	143	703	1.3	4.7	136	805	1.2	5.3	92	597	.8	8.8
WI '99	140	1461	1.2	6.8	154	796	1.4	5.2	171	797	1.5	5.7	169	833	1.5	6.6	152	793	1.3	14.1
FA '98	166	1719	1.5	7.9	230	1096	2.0	7.8	202	880	1.8	6.8	180	887	1.6	6.8	140	892	1.2	12.1
4-Book	135	1527	1.2	6.6	166	860	1.5	5.7	167	770	1.5	5.7	153	805	1.4	6.0	122	762	1.1	11.2
SU '98	125	1631	1.1	6.0	184	892	1.6	6.6	158	862	1.4	5.1	137	893	1.2	5.3	102	694	.9	8.5
+WEJM-FM																				
WXMM-FM																				
SU '99	102	1659	.9	5.2	93	766	.8	3.4	181	844	1.6	6.5	130	883	1.1	5.5	49	473	.4	4.6
SP '99	72	1955	.6	3.5	95	818	.8	3.2	118	766	1.0	3.9	101	1153	.9	4.0	28	597	.2	2.7
WI '99	104	2442	.9	5.1	152	1244	1.3	5.1	145	1011	1.3	4.9	143	1515	1.3	5.6	45	864	.4	4.2
FA '98	86	2085	.8	4.1	93	1027	.8	3.2	142	1096	1.3	4.8	130	1378	1.1	4.9	35	756	.3	3.0
4-Book	91	2035	.8	4.5	108	964	.9	3.7	147	929	1.3	5.0	126	1232	1.1	5.0	39	673	.3	3.6
SU '98	111	2441	1.0	5.3	109	1139	.9	3.9	167	1199	1.4	5.4	158	1500	1.4	6.1	69	1009	.6	5.8
+WEMG-AM																				
SU '99	4	97	.2	.2	4	33		.1	5	29		.2	5	63		.2	3	24		.3
SP '99	4	66		.2	4	37		.1	8	42		.3	2	29		.1				
WI '99	12	95	.1	.6	17	60	.2	.6	22	53	.2	.7	17	70	.2	.7	4	38		.4
FA '98	16	153	.1	.8	15	71	.1	.5	22	85	.2	.7	25	102	.2	.9	8	61	.1	.7
4-Book	9	103	.1	.5	10	50	.1	.3	14	52	.1	.5	12	66	.1	.5	4	31		.4
SU '98	11	124	.1	.5	13	69	.1	.5	19	85	.2	.6	13	89	.1	.5	1	23		.1
+WEMG-FM																				
SU '99	19	275	.2	1.0	21	125	.2	.8	17	105	.2	.6	32	195	.3	1.4	10	82	.1	.9
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	1	29							1	10			1	20			1	9		.1
FA '98	2	63		.1		9			5	18		.2	1	19			1	26		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	55							9				1	37			2	9		.2
WFIL-AM																				
SU '99	2	66		.1	7	48	.1	.3	1	19			3	25		.1		8		
SP '99	2	81		.1	5	48		.2	1	19			1	8			2	25		.2
WI '99	2	75		.1	6	36	.1	.2	1	26			2	36		.1	2	26		.2
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	3	128		.1	8	60	.1	.3	1	19			8	56	.1	.3	1	25		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHAT-AM																					
SU '99	14	100	.1	.7	24	39	.2	.9	18	66	.2	.6	19	40	.2	.8	6	54	.1	.6	
SP '99	1	55			2	29		.1	1	16				9							
WI '99	1	70			1	11			1	15			1	19							
FA '98	3	49		.1	5	16		.2	3	12		.1	4	21		.2					
4-Book	5	69		.2	8	24		.3	6	27		.2	6	22		.3	2	14		.2	
SU '98	6	143	.1	.3	12	52	.1	.4	7	63	.1	.2	4	31		.2	2	17		.2	
WIOQ-FM																					
SU '99	139	3254	1.2	7.1	149	1371	1.3	5.5	193	1609	1.7	6.9	178	1770	1.6	7.6	98	1211	.9	9.2	
SP '99	178	3599	1.6	8.7	194	1807	1.7	6.5	295	1899	2.6	9.6	234	2208	2.1	9.2	84	1355	.7	8.0	
WI '99	127	2780	1.1	6.2	146	1185	1.3	4.9	198	1622	1.7	6.6	175	1602	1.5	6.8	64	1053	.6	5.9	
FA '98	124	2711	1.1	5.9	144	1238	1.3	4.9	188	1552	1.7	6.3	162	1645	1.4	6.1	70	963	.6	6.1	
4-Book	142	3086	1.3	7.0	158	1400	1.4	5.5	219	1671	1.9	7.4	187	1806	1.7	7.4	79	1146	.7	7.3	
SU '98	138	2854	1.2	6.6	152	1191	1.3	5.4	228	1635	2.0	7.3	190	1714	1.6	7.3	67	1082	.6	5.6	
WIP-AM																					
SU '99	42	987	.4	2.2	58	477	.5	2.1	69	470	.6	2.5	77	549	.7	3.3	16	243	.1	1.5	
SP '99	57	947	.5	2.8	102	529	.9	3.4	85	365	.8	2.8	72	555	.6	2.8	28	321	.2	2.7	
WI '99	69	1325	.6	3.4	85	634	.8	2.9	109	579	1.0	3.7	106	785	.9	4.1	34	434	.3	3.2	
FA '98	62	1143	.5	3.0	74	534	.7	2.5	88	522	.8	3.0	105	750	.9	4.0	28	390	.2	2.4	
4-Book	58	1101	.5	2.9	80	544	.7	2.7	88	484	.8	3.0	90	660	.8	3.6	27	347	.2	2.5	
SU '98	57	1024	.5	2.7	82	577	.7	2.9	93	487	.8	3.0	98	649	.8	3.8	17	307	.1	1.4	
WJJZ-FM																					
SU '99	50	870	.4	2.6	37	307	.3	1.4	80	371	.7	2.9	61	424	.5	2.6	40	351	.4	3.8	
SP '99	49	815	.4	2.4	59	389	.5	2.0	92	375	.8	3.0	59	435	.5	2.3	22	239	.2	2.1	
WI '99	51	913	.5	2.5	43	342	.4	1.4	89	382	.8	3.0	65	434	.6	2.5	32	309	.3	3.0	
FA '98	60	901	.5	2.9	64	376	.6	2.2	92	394	.8	3.1	74	399	.7	2.8	44	369	.4	3.8	
4-Book	53	875	.5	2.6	51	354	.5	1.8	88	381	.8	3.0	65	423	.6	2.6	35	317	.3	3.2	
SU '98	44	804	.4	2.1	33	319	.3	1.2	71	299	.6	2.3	50	376	.4	1.9	33	272	.3	2.8	
WMGK-FM																					
SU '99	87	1744	.8	4.5	90	774	.8	3.3	158	935	1.4	5.7	128	1126	1.1	5.4	36	527	.3	3.4	
SP '99	93	1744	.8	4.5	105	720	.9	3.5	178	888	1.6	5.8	126	1035	1.1	5.0	35	414	.3	3.3	
WI '99	67	1806	.6	3.3	67	732	.6	2.3	122	819	1.1	4.1	102	1110	.9	4.0	29	469	.3	2.7	
FA '98	113	1838	.6	5.4	128	901	1.1	4.3	215	911	1.9	7.2	169	1128	1.5	6.4	36	430	.3	3.1	
4-Book	90	1783	.8	4.4	98	782	.9	3.4	168	888	1.5	5.7	131	1100	1.2	5.2	34	460	.3	3.1	
SU '98	134	1986	1.2	6.4	109	815	.9	3.9	258	1117	2.2	8.3	177	1272	1.5	6.8	50	576	.4	4.2	
WMMR-FM																					
SU '99	83	2206	.7	4.3	90	905	.8	3.3	135	937	1.2	4.8	105	1165	.9	4.5	46	730	.4	4.3	
SP '99	107	2295	.9	5.2	156	1102	1.4	5.2	189	1078	1.7	6.2	126	1197	1.1	5.0	33	542	.3	3.1	
WI '99	96	2109	.8	4.7	124	931	1.1	4.2	164	1032	1.4	5.5	129	1109	1.1	5.0	36	639	.3	3.3	
FA '98	128	2097	1.1	6.1	133	802	1.2	4.5	267	1059	2.4	9.0	187	1358	1.7	7.1	43	561	.4	3.7	
4-Book	104	2177	.9	5.1	126	935	1.1	4.3	189	1027	1.7	6.4	137	1207	1.2	5.4	40	618	.4	3.6	
SU '98	138	2515	1.2	6.6	150	951	1.3	5.4	249	1275	2.2	8.0	178	1351	1.5	6.9	72	949	.6	6.0	
WNAP-AM																					
SU '99	*	3	90	.2	*	2	21	.1	2	17		.1	4	39		.2					
SP '99		1	16				8			1							**	**	**	**	
WI '99		6	98	.1	.3	9	37	.1	.3	6	54	.1	.2	5	30		.2	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	6	86	.1	.3	7	26	.1	.3	9	26	.1	.3	4	24		.2	**	**	**	**	
WUGL-FM																					
SU '99	20	781	.2	1.0	20	293	.2	.7	35	332	.3	1.3	19	304	.2	.8	10	207	.1	.9	
SP '99	45	952	.4	2.2	55	361	.5	1.8	82	460	.7	2.7	51	365	.5	2.0	19	229	.2	1.8	
WI '99	48	932	.4	2.3	60	358	.5	2.0	78	405	.7	2.6	63	508	.6	2.5	19	274	.2	1.8	
FA '98	48	1134	.4	2.3	52	495	.5	1.8	87	523	.8	2.9	60	464	.5	2.3	21	214	.2	1.8	
4-Book	40	950	.4	2.0	47	377	.4	1.6	71	430	.6	2.4	48	410	.5	1.9	17	231	.2	1.6	
SU '98	48	1185	.4	2.3	46	406	.4	1.6	83	529	.7	2.7	73	525	.6	2.8	21	264	.2	1.8	

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

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	9	46	.1	.5	10	20	.1	.4	17	30	.2	.6	10	18	.1	.4	6	9	.1	.6
SP '99	4	75	.2		3	29	.1		4	50	.1		7	30	.1	.3	1	28		.1
WI '99	5	90	.2		7	70	.1	.2	9	46	.1	.3	7	45	.1	.3		10		
FA '98		57				9				28				9						
4-Book	5	67	.2	.2	5	32	.1	.2	8	39	.1	.3	6	26	.1	.3	2	12		.2
SU '98	4	106	.2		2	28	.1	.1	6	48	.1	.2	5	37	.2		4	29		.3
WPHI-FM																				
SU '99	97	2002	.9	5.0	99	785	.9	3.6	134	1043	1.2	4.8	122	1181	1.1	5.2	67	791	.6	6.3
SP '99	118	2373	1.0	5.8	108	1041	1.0	3.6	140	1236	1.2	4.6	177	1465	1.6	7.0	89	1002	.8	8.5
WI '99	120	2044	1.1	5.9	112	906	1.0	3.8	136	1150	1.2	4.6	148	1250	1.3	5.8	124	1121	1.1	11.5
FA '98	126	2126	1.1	6.0	137	973	1.2	4.6	124	1073	1.1	4.2	179	1309	1.6	6.8	121	1017	1.1	10.5
4-Book	115	2136	1.0	5.7	114	926	1.0	3.9	134	1126	1.2	4.6	157	1301	1.4	6.2	100	983	.9	9.2
SU '98	117	2019	1.0	5.6	112	933	1.0	4.0	138	1189	1.2	4.4	169	1441	1.5	6.5	119	1095	1.0	9.9
WPHT-AM																				
SU '99	11	280	.1	.6	13	47	.1	.5	8	63	.1	.3	25	128	.2	1.1	9	90	.1	.8
SP '99	2	135	.1		1	15							5	51	.2		1	63		.1
WI '99	8	205	.1	.4	9	79	.1	.3	17	86	.2	.6	13	56	.1	.5	3	39		.3
FA '98	5	109	.2		17	38	.2	.6		4			2	23	.1		8	30		.7
4-Book	7	182	.1	.3	10	45	.1	.4	6	38	.1	.2	11	65	.1	.5	5	56	.1	.5
SU '98	9	344	.1	.4	10	84	.1	.4	7	36	.1	.2	9	81	.1	.3	12	210	.1	1.0
WPLY-FM																				
SU '99	145	3133	1.3	7.4	170	1350	1.5	6.3	198	1713	1.7	7.1	210	2120	1.9	8.9	73	1070	.6	6.9
SP '99	137	3006	1.2	6.7	181	1351	1.6	6.1	219	1528	1.9	7.1	182	1888	1.6	7.2	69	1106	.6	6.6
WI '99	107	2558	.9	5.2	130	1198	1.1	4.4	161	1253	1.4	5.4	154	1605	1.4	6.0	52	973	.5	4.8
FA '98	82	2491	.7	3.9	88	1055	.8	3.0	111	1114	1.0	3.7	130	1621	1.1	4.9	40	877	.4	3.5
4-Book	118	2797	1.0	5.8	142	1239	1.3	5.0	172	1402	1.5	5.8	169	1809	1.5	6.8	59	1007	.5	5.5
SU '98	71	2507	.6	3.4	82	1007	.7	2.9	88	1071	.8	2.8	100	1327	.9	3.9	42	841	.4	3.5
WSSJ-AM																				
SU '99	8	107	.1	.4	19	75	.2	.7	4	31	.1	.1	8	49	.1	.3	8	65	.1	.8
SP '99	2	32	.1		3	7	.1		2	21	.1		4	21	.2		1	7		.1
WI '99	4	67	.2		8	41	.1	.3	1	28			3	22	.1		3	14		.3
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	184	2716	1.6	9.5	234	1449	2.1	8.6	221	1422	2.0	7.9	237	1636	2.1	10.1	131	1252	1.2	12.3
SP '99	180	2827	1.6	8.8	199	1430	1.8	6.7	205	1542	1.8	6.7	223	1730	2.0	8.8	154	1304	1.4	14.7
WI '99	187	2672	1.7	9.1	264	1396	2.3	8.9	216	1511	1.9	7.2	204	1524	1.8	8.0	141	1237	1.2	13.1
FA '98	211	2966	1.9	10.1	250	1554	2.2	8.5	232	1497	2.0	7.8	267	1741	2.4	10.1	182	1380	1.6	15.8
4-Book	191	2795	1.7	9.4	237	1457	2.1	8.2	219	1493	1.9	7.4	233	1658	2.1	9.3	152	1293	1.4	14.0
SU '98	194	2742	1.7	9.3	200	1366	1.7	7.1	222	1490	1.9	7.1	232	1720	2.0	9.0	178	1444	1.5	14.8
+WWDB-AM																				
SU '99	* 12	71	.1	.6	* 13	25	.1	.5	22	53	.2	.8	* 5	16		.2				
SP '99		20				10			1	10				10			**	**	**	**
WI '99		6								6			1	6			**	**	**	**
FA '98	2	29	.1						4	10	.1		2	18	.1		**	**	**	**
4-Book	4	32	.2	.2	3	9	.1	.1	7	20	.1	.2	2	13	.1	.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	25	550	.2	1.3	12	130	.1	.4	54	283	.5	1.9	29	160	.3	1.2	16	147	.1	1.5
SP '99	25	497	.2	1.2	20	171	.2	.7	63	282	.6	2.1	20	198	.2	.8	11	131	.1	1.0
WI '99	23	470	.2	1.1	15	139	.1	.5	64	253	.6	2.1	20	121	.2	.8	6	75	.1	.6
FA '98	22	575	.2	1.1	34	173	.3	1.2	32	232	.3	1.1	17	172	.2	.6	12	121	.1	1.0
4-Book	24	523	.2	1.2	20	153	.2	.7	53	263	.5	1.8	22	163	.2	.9	11	119	.1	1.0
SU '98	29	646	.3	1.4	24	171	.2	.9	44	288	.4	1.4	35	250	.3	1.4	25	162	.2	2.1

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Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99		9																		
SP '99	1	8							2	8	.1		2	8	.1					9
WI '99		5																		
FA '98		18								8			1	18						8
4-Book		10							1	4			1	7						4
SU '98		27								9			1	18						9
WXTU-FM																				
SU '99	43	791	.4	2.2	59	448	.5	2.2	64	442	.6	2.3	61	531	.5	2.6	16	243	.1	1.5
SP '99	63	894	.6	3.1	91	516	.8	3.1	93	469	.8	3.0	79	568	.7	3.1	27	331	.2	2.6
WI '99	61	824	.5	3.0	87	448	.8	2.9	98	410	.9	3.3	85	596	.8	3.3	18	293	.2	1.7
FA '98	75	1111	.7	3.6	101	650	.9	3.4	103	633	.9	3.5	112	784	1.0	4.2	26	412	.2	2.3
4-Book	61	905	.6	3.0	85	516	.8	2.9	90	489	.8	3.0	84	620	.8	3.3	22	320	.2	2.0
SU '98	68	1057	.6	3.2	83	559	.7	3.0	109	537	.9	3.5	96	691	.8	3.7	29	414	.3	2.4
WYSP-FM																				
SU '99	236	3468	2.1	12.1	692	2426	6.1	25.5	311	1767	2.7	11.1	159	1406	1.4	6.8	59	953	.5	5.5
SP '99	267	3579	2.4	13.0	720	2573	6.4	24.2	331	1849	2.9	10.8	231	1687	2.0	9.1	95	942	.8	9.0
WI '99	262	3623	2.3	12.8	741	2733	6.5	25.0	337	1924	3.0	11.3	241	1641	2.1	9.4	68	768	.6	6.3
FA '98	239	3480	2.1	11.4	699	2414	6.2	23.7	319	1610	2.8	10.7	177	1338	1.6	6.7	52	749	.5	4.5
4-Book	251	3538	2.2	12.3	713	2537	6.3	24.6	325	1788	2.9	11.0	202	1518	1.8	8.0	69	853	.6	6.3
SU '98	221	3546	1.9	10.5	682	2538	5.9	24.4	250	1753	2.2	8.0	164	1385	1.4	6.3	73	930	.6	6.1
WYXR-FM																				
SU '99	82	1958	.7	4.2	89	830	.8	3.3	150	877	1.3	5.4	99	1006	.9	4.2	35	671	.3	3.3
SP '99	86	2165	.8	4.2	112	997	1.0	3.8	109	952	1.0	3.6	108	1175	1.0	4.2	51	665	.5	4.9
WI '99	105	2314	.9	5.1	122	978	1.1	4.1	178	990	1.6	6.0	134	1157	1.2	5.2	60	689	.5	5.6
FA '98	101	2320	.9	4.8	140	1172	1.2	4.7	132	1089	1.2	4.4	118	1244	1.0	4.5	72	873	.6	6.2
4-Book	94	2189	.8	4.6	116	994	1.0	4.0	142	977	1.3	4.9	115	1146	1.0	4.5	55	725	.5	5.0
SU '98	108	2112	.9	5.2	136	956	1.2	4.9	194	960	1.7	6.2	124	1058	1.1	4.8	46	788	.4	3.8
WJBR-FM																				
SU '99	14	304	.1	.7	17	133	.2	.6	25	120	.2	.9	14	119	.1	.6	12	108	.1	1.1
SP '99	7	265	.1	.3	3	68	.1	.1	6	91	.1	.2	17	130	.2	.7	10	126	.1	1.0
WI '99	13	324	.1	.6	20	127	.2	.7	25	127	.2	.8	10	152	.1	.4	4	77	.1	.4
FA '98	7	318	.1	.3	8	118	.1	.3	11	134	.1	.4	15	172	.1	.6	4	73	.1	.3
4-Book	10	303	.1	.5	12	112	.1	.4	17	118	.2	.6	14	143	.1	.6	8	96	.1	.7
SU '98	10	202	.1	.5	12	90	.1	.4	22	70	.2	.7	16	97	.1	.6	4	90	.1	.3
WKXV-FM																				
SU '99	12	451	.1	.6	12	179	.1	.4	22	172	.2	.8	22	240	.2	.9	5	159	.1	.5
SP '99	17	275	.2	.8	23	123	.2	.8	31	117	.3	1.0	33	191	.3	1.3	6	68	.1	.6
WI '99	13	451	.1	.6	19	185	.2	.6	21	194	.2	.7	31	300	.3	1.2	3	102	.1	.3
FA '98	33	474	.3	1.6	26	98	.2	.9	62	251	.5	2.1	60	258	.5	2.3	20	148	.2	1.7
4-Book	19	413	.2	.9	20	146	.2	.7	34	184	.3	1.2	37	247	.3	1.4	9	119	.1	.8
SU '98	14	472	.1	.7	11	198	.1	.4	31	200	.3	1.0	21	265	.2	.8	5	89	.1	.4
WNJO-FM																				
SU '99	7	208	.1	.4	12	132	.1	.4	15	143	.1	.5	7	91	.1	.3	2	57	.1	.2
SP '99	10	214	.1	.5	16	96	.1	.5	20	88	.2	.7	9	90	.1	.4	1	47	.1	.1
WI '99	9	252	.1	.4	9	87	.1	.3	16	124	.1	.5	8	92	.1	.3	2	46	.1	.2
FA '98	6	133	.1	.3	4	66	.1	.1	11	68	.1	.4	11	47	.1	.4	3	28	.1	.3
4-Book	8	202	.1	.4	10	95	.1	.3	16	106	.1	.5	9	80	.1	.4	2	45	.1	.2
SU '98	13	214	.1	.6	22	77	.2	.8	25	77	.2	.8	13	87	.1	.5	4	30	.1	.3
WPST-FM																				
SU '99	39	1548	.3	2.0	46	606	.4	1.7	47	685	.4	1.7	60	816	.5	2.5	27	554	.2	2.5
SP '99	54	1852	.5	2.6	74	711	.7	2.5	84	851	.7	2.7	68	1064	.6	2.7	24	506	.2	2.3
WI '99	42	1594	.4	2.1	47	638	.4	1.6	67	687	.6	2.2	66	913	.6	2.6	19	473	.2	1.8
FA '98	51	1526	.5	2.4	61	548	.5	2.1	73	654	.6	2.4	74	822	.7	2.8	21	371	.2	1.8
4-Book	47	1630	.4	2.3	57	626	.5	2.0	68	719	.6	2.3	67	904	.6	2.7	23	476	.2	2.1
SU '98	56	1660	.5	2.7	63	618	.5	2.3	82	772	.7	2.6	83	1023	.7	3.2	32	511	.3	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

WSTW-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '99	16	509	.1	.8	29	250	.3	1.1	21	201	.2	.3	19	261	.2	.8	8	149	.1	.8
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	14	426	.1	.7	19	166	.2	.7	18	185	.2	.6	14	211	.1	.5	8	142	.1	.7
TOTALS																				
SU '99	1947	10886	17.2		2713	9099	24.0		2794	8640	24.7		2355	9323	20.8		1065	7123	9.4	
SP '99	2049	11030	18.1		2975	9597	26.3		3063	8841	27.0		2545	9619	22.5		1050	7059	9.3	
WI '99	2047	10927	18.1		2966	9682	26.2		2981	8720	26.3		2563	9563	22.6		1076	7077	9.5	
FA '98	2093	10923	18.5		2952	9544	26.1		2981	8446	26.3		2648	9436	23.4		1155	6928	10.2	
4-Book	2034	10942	18.0		2902	9481	25.7		2955	8662	26.1		2528	9485	22.3		1087	7047	9.6	
SU '98	2096	11186	18.2		2799	9440	24.3		3114	9012	27.0		2587	9759	22.4		1199	7457	10.4	

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	69	1522	.6	2.6	27	736	.2	2.1	73	270	.6	7.2	26	159	.2	1.3	22	113	.2	1.3
4-Book	60	1391	.5	2.2	21	611	.2	1.6	48	239	.4	4.7	23	127	.2	1.1	14	85	.2	.8
WBEB-FM																				
SU '99	137	1267	1.2	5.2	46	746	.4	3.5	43	128	.4	4.2	93	294	.8	4.5	53	171	.5	3.1
4-Book	165	1357	1.5	5.9	58	735	.5	4.5	48	159	.4	4.6	109	282	1.0	5.1	70	203	.7	4.2
WDAS-AM																				
SU '99	16	131	.1	.6	15	163	.1	1.2	14	22	.1	1.4	6	24	.1	.3	8	16	.1	.5
4-Book	17	139	.1	.6	14	136	.1	1.1	9	17	.1	.9	7	19	.1	.3	7	13	.1	.5
WDAS-FM																				
SU '99	139	1100	1.2	5.3	98	857	.9	7.5	57	130	.5	5.6	125	360	1.1	6.0	107	238	.9	6.3
4-Book	163	1249	1.5	5.8	93	848	.8	7.2	64	156	.6	6.1	113	310	1.0	5.3	122	279	1.1	7.3
+WEJM-FM																				
WXM-FM																				
SU '99	138	1387	1.2	5.2	75	841	.7	5.8	42	123	.4	4.1	120	411	1.1	5.8	121	333	1.1	7.1
4-Book	129	1736	1.1	4.6	60	1034	.6	4.7	44	202	.4	4.3	114	438	1.0	5.3	80	352	.7	4.8
+WEMG-AM																				
SU '99	5	85	.2	.2	4	43	.3	.3	2	8	.2	.2	10	29	.1	.5	4	9	.2	.2
4-Book	13	92	.1	.5	6	55	.5	.5	5	14	.5	.5	12	34	.1	.6	10	18	.1	.6
+WEMG-FM																				
SU '99	23	224	.2	.9	17	216	.2	1.3	6	43	.1	.6	32	99	.3	1.5	40	95	.4	2.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	4	56	.2	.2	1	19	.1	.1	3	9	.3	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	20	72	.2	.8	7	84	.1	.5	10	10	.1	1.0	3	10	.1	.1	5	6	.3	.3
4-Book	7	47	.1	.2	4	42	.3	.3	3	5	.3	.3	3	6	.1	.1	2	3	.2	.2
WIOQ-FM																				
SU '99	175	2694	1.5	6.6	104	1793	.9	8.0	62	286	.5	6.1	182	721	1.6	8.8	139	464	1.2	8.2
4-Book	191	2669	1.7	6.8	99	1671	.9	7.7	76	316	.7	7.3	190	726	1.7	8.8	138	535	1.2	8.4
WIP -AM																				
SU '99	68	876	.6	2.6	15	358	.1	1.2	22	72	.2	2.2	22	86	.2	1.1	15	65	.1	.9
4-Book	86	944	.8	3.1	28	486	.2	2.2	38	126	.3	3.7	48	176	.4	2.2	26	115	.3	1.6
WJJZ-FM																				
SU '99	61	628	.5	2.3	38	460	.3	2.9	31	89	.3	3.0	72	176	.6	3.5	52	107	.5	3.1
4-Book	70	643	.6	2.5	35	405	.3	2.7	30	77	.3	2.9	58	144	.5	2.7	53	123	.5	3.1
WMGK-FM																				
SU '99	128	1522	1.1	4.9	50	706	.4	3.8	45	163	.4	4.4	79	276	.7	3.8	55	210	.5	3.2
4-Book	135	1547	1.2	4.8	48	773	.4	3.7	41	160	.4	3.9	93	338	.9	4.3	76	263	.7	4.6
WMMR-FM																				
SU '99	112	1792	1.0	4.3	55	1104	.5	4.2	41	155	.4	4.0	110	390	1.0	5.3	78	328	.7	4.6
4-Book	154	1830	1.4	5.5	57	1054	.5	4.5	44	180	.4	4.3	121	412	1.1	5.6	91	314	.8	5.4
WNAP-AM																				
SU '99	* 3	56	.1	.1	* 3	44	.2	.2	* **	**	**	**	2	4	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '99	25	565	.2	.9	16	335	.1	1.2	10	31	.1	1.0	17	110	.2	.8	35	118	.3	2.1
4-Book	56	732	.5	2.0	26	403	.2	2.1	22	80	.2	2.1	42	139	.4	1.9	38	138	.4	2.3
WPEN-AM																				
SU '99	13	38	.1	.5	4	17	.3	.3	7	9	.1	.7	9	9	.1	.4	9	9	.1	.5
4-Book	7	54	.1	.3	4	39	.3	.3	5	7	.1	.5	9	18	.1	.4	7	12	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	119	1733	1.1	4.5	76	1106	.7	5.8	42	137	.4	4.1	91	417	.8	4.4	117	384	1.0	6.9
4-Book	134	1843	1.2	4.8	91	1239	.8	7.1	55	201	.5	5.3	140	487	1.2	6.5	120	406	1.1	7.2
WPHT-AM																				
SU '99	15	186	.1	.6	7	124	.1	.5	6	19	.1	.6	9	38	.1	.4	9	29	.1	.5
4-Book	9	112	.1	.4	3	78	.1	.3	2	11	.1	.2	3	12	.1	.1	3	12	.1	.2
WPLY-FM																				
SU '99	193	2832	1.7	7.3	108	1804	1.0	8.3	93	379	.8	9.1	221	876	2.0	10.6	134	537	1.2	7.9
4-Book	162	2476	1.4	5.8	80	1464	.7	6.2	52	255	.4	5.0	158	668	1.4	7.4	96	444	.9	5.8
WSSJ-AM																				
SU '99	10	100	.1	.4	3	59	.2	.2	5	15	.5	.5	7	24	.1	.3	8	17	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	230	2349	2.0	8.7	138	1685	1.2	10.6	100	358	.9	9.8	185	580	1.6	8.9	185	523	1.6	10.9
4-Book	229	2419	2.0	8.2	148	1733	1.3	11.5	99	333	.9	9.5	230	702	2.0	10.6	209	584	1.8	12.6
+WWDB-AM																				
SU '99	* 15	62	.1	.6	* 3	27	.2	.2	* 3	10	.3	.3	4	18	.2	.2	*			
4-Book	5	29	.2	.2	1	7	.1	.1	1	3	.1	.1	1	5	.1	.1				
WWDB-FM																				
SU '99	33	376	.3	1.3	15	209	.1	1.2	10	25	.1	1.0	2	8	.1	.1	8	50	.1	.5
4-Book	33	375	.3	1.2	15	203	.1	1.2	12	29	.1	1.2	7	29	.1	.3	4	21	.1	.3
WWJZ-AM																				
SU '99																				
4-Book		7				6	.1	.1		1				3	.1	.1		3		
WXTU-FM																				
SU '99	62	692	.5	2.4	29	494	.3	2.2	18	96	.2	1.8	43	228	.4	2.1	45	183	.4	2.6
4-Book	87	787	.8	3.1	40	548	.4	3.1	41	176	.4	3.9	59	253	.5	2.7	54	207	.5	3.3
WYSP-FM																				
SU '99	382	3203	3.4	14.5	95	1463	.8	7.3	67	256	.6	6.6	153	567	1.4	7.4	130	457	1.1	7.6
4-Book	407	3255	3.6	14.5	97	1411	.9	7.6	98	302	.9	9.4	177	588	1.6	8.2	118	433	1.0	7.1
WYXR-FM																				
SU '99	115	1529	1.0	4.4	54	937	.5	4.1	42	181	.4	4.1	109	413	1.0	5.2	51	280	.5	3.0
4-Book	125	1747	1.1	4.5	63	1041	.6	4.9	51	204	.5	4.9	106	405	1.0	4.9	76	272	.7	4.6
WJBR-FM																				
SU '99	19	212	.2	.7	6	98	.1	.5					6	17	.1	.3	1	9		.1
4-Book	15	232	.2	.5	5	102	.1	.4	3	11		.3	7	27	.1	.3	6	22	.1	.4
WKXW-FM																				
SU '99	19	367	.2	.7	5	111		.4	1	8		.1	5	24		.2	4	14		.2
4-Book	31	350	.3	1.1	5	103		.4	3	16		.3	7	30	.1	.3	3	12		.2
WNJO-FM																				
SU '99	11	197	.1	.4	2	63		.2	2	19		.2	5	19		.2	2	16		.1
4-Book	12	166	.1	.4	5	73	.1	.4	2	14		.2	9	25	.1	.4	5	14	.1	.3
WPST-FM																				
SU '99	50	1266	.4	1.9	25	713	.2	1.9	23	145	.2	2.3	37	308	.3	1.8	35	219	.3	2.1
4-Book	64	1369	.6	2.3	31	763	.3	2.4	24	135	.2	2.3	54	281	.5	2.5	49	243	.4	2.9
WSTW-FM																				
SU '99	23	405	.2	.9	10	253	.1	.8	7	29	.1	.7	20	85	.2	1.0	10	53	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2635	10659	23.3		1304	8893	11.5		1018	2828	9.0		2078	5351	18.3		1702	4248	15.0	
4-Book	2807	10776	24.8		1286	8925	11.3		1040	3051	9.2		2157	5354	19.0		1665	4298	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	15	122	.1	1.4	40	193	.4	5.6	25	146	.2	1.5	14	98	.1	1.1	11	86	.1	1.3
4-Book	10	87	.1	.9	37	168	.3	5.1	17	117	.2	1.1	10	53	.1	.9	11	82	.1	1.4
WBEB-FM																				
SU '99	41	192	.4	3.9	23	103	.2	3.2	56	199	.5	3.5	16	76	.1	1.3	33	138	.3	3.8
4-Book	45	170	.4	4.0	35	123	.3	4.7	69	221	.6	4.7	49	141	.4	4.2	35	120	.3	4.5
WDAS-AM																				
SU '99					47	97	.4	6.6	38	104	.3	2.4	4	12		.3	5	16		.6
4-Book	2	3		.2	37	82	.3	4.9	34	94	.3	2.3	7	22	.1	.6	5	17		.7
WDAS-FM																				
SU '99	83	237	.7	7.9	56	146	.5	7.8	99	315	.9	6.1	94	213	.8	7.4	146	275	1.3	16.7
4-Book	90	222	.8	8.0	58	127	.5	7.9	81	246	.7	5.3	89	210	.8	7.5	122	253	1.1	15.7
+WEJM-FM																				
WXM-FM																				
SU '99	74	186	.7	7.0	29	96	.3	4.1	96	310	.8	5.9	90	274	.8	7.1	24	104	.2	2.8
4-Book	47	204	.4	4.2	23	111	.2	3.1	73	314	.6	4.9	62	276	.6	5.3	28	146	.3	3.7
+WEMG-AM																				
SU '99									6	15	.1	.4	4	9		.3	5	8		.6
4-Book	4	13		.3	1	4		.1	7	21	.1	.5	8	19	.1	.6	2	4		.2
+WEMG-FM																				
SU '99	4	34		.4	5	19		.7	28	68	.2	1.7	10	10	.1	.8	10	20	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	10		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	18	40	.2	1.7	3	10		.4	13	50	.1	.8		6				2		
4-Book	5	10	.1	.4	5	7	.1	.6	6	25	.1	.4	1	4		.1	2	2		.3
WIOQ-FM																				
SU '99	118	431	1.0	11.2	27	128	.2	3.8	103	459	.9	6.4	116	411	1.0	9.2	68	345	.6	7.8
4-Book	108	421	.9	9.7	36	160	.3	4.9	94	465	.9	6.2	82	352	.7	6.9	51	254	.5	6.5
WIP -AM																				
SU '99	7	49	.1	.7	6	46	.1	.8	15	96	.1	.9	18	75	.2	1.4	13	93	.1	1.5
4-Book	11	66	.1	1.0	17	64	.2	2.3	37	135	.3	2.5	30	125	.3	2.6	19	91	.2	2.5
WJZ-FM																				
SU '99	49	139	.4	4.7	26	57	.2	3.6	34	126	.3	2.1	13	54	.1	1.0	22	89	.2	2.5
4-Book	41	137	.4	3.7	17	46	.2	2.3	28	85	.2	1.9	25	74	.2	2.1	23	98	.2	3.0
WMGK-FM																				
SU '99	25	123	.2	2.4	26	92	.2	3.6	69	252	.6	4.3	69	177	.6	5.5	28	107	.2	3.2
4-Book	30	134	.3	2.7	17	75	.2	2.3	58	240	.5	3.9	50	171	.4	4.2	17	84	.1	2.1
WMMR-FM																				
SU '99	32	197	.3	3.0	8	64	.1	1.1	75	402	.7	4.6	62	260	.5	4.9	29	203	.3	3.3
4-Book	33	195	.3	2.9	18	78	.2	2.4	69	321	.6	4.6	57	236	.5	4.8	25	145	.2	3.1
WNAP-AM																				
SU '99					* 5	26		.7	10	26	.1	.6								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGI-FM																				
SU '99	2	27		.2	28	54	.2	3.9	15	117	.1	.9	21	66	.2	1.7	3	26		.3
4-Book	19	75	.2	1.7	30	80	.3	4.2	24	117	.2	1.6	25	77	.2	2.2	13	43	.1	1.7
WPEN-AM																				
SU '99	6	9	.1	.6									2	8		.2				
4-Book	2	9		.2	1	2		.1	2	6		.1	2	7		.2				.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	72	297	.6	6.8	51	121	.5	7.1	93	262	.8	5.8	97	306	.9	7.7	44	216	.4	5.0
4-Book	118	404	1.0	10.5	41	127	.4	5.7	100	319	.9	6.7	85	306	.8	7.2	58	197	.5	7.5
WPHT-AM																				
SU '99	1	9	.1		7	20	.1	1.0	7	37	.1	.4	4	26	.3		11	31	.1	1.3
4-Book	2	10	.2		4	20	.1	.6	3	18	.2		4	16	.4		6	18	.1	.8
WPLY-FM																				
SU '99	66	287	.6	6.3	50	180	.4	7.0	110	563	1.0	6.8	109	485	1.0	8.6	70	352	.6	8.0
4-Book	61	302	.6	5.5	36	153	.3	4.9	98	462	.9	6.6	77	360	.7	6.5	48	253	.4	6.1
WSSJ-AM																				
SU '99					2	8		.3	2	6		.1	3	13		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	144	502	1.3	13.7	113	322	1.0	15.8	139	479	1.2	8.6	118	368	1.0	9.3	111	363	1.0	12.7
4-Book	164	536	1.4	14.6	104	347	.9	14.2	154	515	1.4	10.3	126	385	1.1	10.7	92	292	.8	11.7
+WVDB-AM																				
SU '99					* 2	9		.3	8	8		.5	*							
4-Book	**	**	**	**	1	2		.1	2	2		.1					**	**	**	**
WVDB-FM																				
SU '99	3	28	.3		19	75	.2	2.7	59	144	.5	3.6	6	29	.1	.5	8	26	.1	.9
4-Book	6	28	.1	.6	14	57	.1	2.0	58	131	.5	3.9	8	21	.1	.7	5	20	.1	.6
WWJZ-AM																				
SU '99													2	2		.1				
4-Book																				
WXTU-FM																				
SU '99	25	161	.2	2.4	24	88	.2	3.4	39	154	.3	2.4	28	117	.2	2.2	12	53	.1	1.4
4-Book	27	123	.2	2.5	31	128	.3	4.2	51	198	.4	3.4	46	144	.4	3.9	18	78	.2	2.3
WYSP-FM																				
SU '99	79	295	.7	7.5	10	34	.1	1.4	139	436	1.2	8.5	124	421	1.1	9.8	47	213	.4	5.4
4-Book	74	274	.7	6.7	30	111	.3	4.3	128	459	1.1	8.5	96	330	.9	8.0	48	199	.4	6.1
WYXR-FM																				
SU '99	27	161	.2	2.6	10	60	.1	1.4	74	335	.7	4.6	65	201	.6	5.1	47	237	.4	5.4
4-Book	62	235	.5	5.5	25	110	.2	3.4	74	327	.7	5.0	60	238	.6	5.1	43	173	.4	5.5
WJBR-FM																				
SU '99	9	46	.1	.9	2	17		.3	12	27	.1	.7	7	16	.1	.6	8	28	.1	.9
4-Book	5	29		.4	2	19		.3	7	22	.1	.4	3	22		.3	2	13		.3
WKXV-FM																				
SU '99	3	28	.3		2	9		.3	14	45	.1	.9	2	8		.2	9	22	.1	1.0
4-Book	7	27	.1	.6	2	10		.3	9	32	.1	.5	3	11		.3	6	15	.1	.8
WNJO-FM																				
SU '99					2	10		.3	5	30		.3	3	19		.2	1	17		.1
4-Book	1	9		.1	4	9		.5	9	27	.1	.6	10	30	.1	.8	3	18		.3
WPST-FM																				
SU '99	25	123	.2	2.4	4	28		.6	28	159	.2	1.7	25	147	.2	2.0	20	123	.2	2.3
4-Book	26	145	.2	2.3	11	70	.1	1.5	31	203	.3	2.1	34	167	.3	2.9	17	99	.2	2.2
WSTV-FM																				
SU '99	8	35	.1	.8	1	10		.1	14	105	.1	.9	8	19	.1	.6	10	28	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1052	3296	9.3		716	2094	6.3		1617	4430	14.3		1263	3171	11.2		872	2667	7.7	
4-Book	1114	3333	9.9		728	2196	6.4		1501	4256	13.3		1182	3215	10.5		779	2345	6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	176	5434	.8	4.5	436	3648	1.9	7.6	153	1919	.7	2.7	235	2652	1.0	4.9	58	980	.3	3.1
SP '99	136	4824	.6	3.3	383	3471	1.7	6.2	100	1381	.4	1.7	169	2308	.7	3.4	40	821	.2	2.1
WI '99	170	5472	.7	4.1	482	3800	2.1	7.7	122	1734	.5	2.0	193	2534	.8	3.9	62	1070	.3	3.3
FA '98	134	4783	.6	3.2	377	3238	1.7	6.2	90	1464	.4	1.5	164	2228	.7	3.2	47	1002	.2	2.3
4-Book	154	5128	.7	3.8	420	3539	1.9	6.9	116	1625	.5	2.0	190	2431	.8	3.9	52	968	.3	2.7
SU '98	156	5189	.7	3.7	393	3287	1.7	6.6	118	1591	.5	1.9	189	2309	.8	3.8	66	1037	.3	3.1
WBEB-FM																				
SU '99	237	3763	1.0	6.0	308	1837	1.4	5.4	454	2097	2.0	7.9	286	2026	1.3	6.0	97	1222	.4	5.1
SP '99	287	4072	1.3	7.0	363	2271	1.6	5.9	600	2103	2.6	9.9	352	2155	1.5	7.0	105	1262	.5	5.5
WI '99	284	3949	1.2	6.9	375	2044	1.6	6.0	505	2073	2.2	8.3	325	2219	1.4	6.5	123	1251	.5	6.6
FA '98	269	3847	1.2	6.5	350	2183	1.5	5.7	499	2002	2.2	8.4	320	2167	1.4	6.2	110	1223	.5	5.4
4-Book	269	3908	1.2	6.6	349	2084	1.5	5.8	515	2069	2.3	8.6	321	2142	1.4	6.4	109	1240	.5	5.7
SU '98	270	3788	1.2	6.5	333	2129	1.4	5.6	552	2129	2.4	9.1	328	2131	1.4	6.5	107	1232	.5	5.0
WDAS-AM																				
SU '99	32	518	.1	.8	52	227	.2	.9	38	178	.2	.7	31	189	.1	.7	12	128	.1	.6
SP '99	23	373	.1	.6	37	179	.2	.6	26	121	.1	.4	17	116	.1	.3	7	62	.1	.4
WI '99	37	499	.2	.9	55	252	.2	.9	41	186	.2	.7	33	176	.1	.7	16	135	.1	.9
FA '98	27	441	.1	.6	48	233	.2	.8	19	129	.1	.3	25	165	.1	.5	5	49	.1	.2
4-Book	30	458	.1	.7	48	233	.2	.8	31	154	.2	.5	27	162	.1	.6	10	94	.1	.5
SU '98	22	355	.1	.5	47	224	.2	.8	24	140	.1	.4	13	65	.1	.3	5	78	.1	.2
WDAS-FM																				
SU '99	281	3082	1.2	7.1	392	1801	1.7	6.8	334	1515	1.5	5.8	299	1542	1.3	6.3	208	1432	.9	11.0
SP '99	292	3086	1.3	7.1	405	1965	1.8	6.6	348	1584	1.5	5.7	351	1849	1.5	7.0	231	1326	1.0	12.2
WI '99	329	3056	1.4	8.0	429	1791	1.9	6.8	411	1639	1.8	6.8	369	1845	1.6	7.4	271	1475	1.2	14.6
FA '98	326	3230	1.4	7.8	444	2058	2.0	7.3	384	1675	1.7	6.5	362	1806	1.6	7.0	251	1598	1.1	12.3
4-Book	307	3114	1.3	7.5	418	1904	1.9	6.9	369	1603	1.6	6.2	345	1761	1.5	6.9	240	1458	1.1	12.5
SU '98	340	3301	1.5	8.1	465	1927	2.0	7.8	427	1835	1.9	7.0	361	1881	1.6	7.2	269	1525	1.2	12.6
+WEJM-FM																				
WXXM-FM																				
SU '99	206	3555	.9	5.2	188	1647	.8	3.3	318	1761	1.4	5.6	270	2104	1.2	5.7	124	1014	.5	6.6
SP '99	123	3084	.5	3.0	167	1374	.7	2.7	189	1224	.8	3.1	171	1823	.8	3.4	53	896	.2	2.8
WI '99	138	3489	.6	3.4	200	1721	.9	3.2	199	1499	.9	3.3	190	2127	.8	3.8	53	1096	.2	2.9
FA '98	117	2953	.5	2.8	131	1460	.6	2.1	178	1409	.8	3.0	183	1909	.8	3.6	54	1016	.2	2.6
4-Book	146	3270	.6	3.6	172	1551	.8	2.8	221	1473	1.0	3.8	204	1991	.9	4.1	71	1006	.3	3.7
SU '98	141	3516	.6	3.4	154	1610	.7	2.6	197	1560	.9	3.2	199	2107	.9	4.0	82	1320	.4	3.8
+WEMG-AM																				
SU '99	13	195	.1	.3	16	81	.1	.3	15	52	.1	.3	15	87	.1	.3	9	47	.1	.5
SP '99	20	231	.1	.5	27	165	.1	.4	29	131	.1	.5	25	160	.1	.5	10	79	.1	.5
WI '99	18	145	.1	.4	24	83	.1	.4	29	77	.1	.5	25	110	.1	.5	9	63	.1	.5
FA '98	27	251	.1	.6	27	161	.1	.4	37	135	.2	.6	34	156	.1	.7	14	78	.1	.7
4-Book	20	206	.1	.5	24	123	.1	.4	28	99	.1	.5	25	128	.1	.5	11	67	.1	.6
SU '98	24	222	.1	.6	23	150	.1	.4	34	175	.1	.6	31	153	.1	.6	10	68	.1	.5
+WEMG-FM																				
SU '99	28	436	.1	.7	36	226	.2	.6	27	189	.1	.5	44	275	.2	.9	15	119	.1	.8
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	102	.1	.1	7	32	.1	.1	6	49	.1	.1	8	79	.1	.2	1	24	.1	.1
FA '98	3	97	.1	.1	18	18	.1	.1	6	26	.1	.1	4	45	.1	.1	2	44	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	105	.1	.1	8	8	.1	.1	1	26	.1	.1	2	79	.1	.1	2	9	.1	.1
WFIL-AM																				
SU '99	19	334	.1	.5	35	234	.2	.6	29	156	.1	.5	21	143	.1	.4	10	72	.1	.5
SP '99	12	242	.1	.3	25	148	.1	.4	20	97	.1	.3	12	108	.1	.2	5	85	.1	.3
WI '99	10	271	.1	.2	20	160	.1	.3	5	98	.1	.3	12	124	.1	.2	9	89	.1	.5
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	14	303	.1	.3	36	176	.2	.6	4	78	.1	.3	23	140	.1	.5	7	56	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	28	317	.1	.7	42	142	.2	.7	41	164	.2	.7	37	124	.2	.8	11	111		.6
SP '99	10	173		.2	16	78	.1	.3	8	73		.1	14	65	.1	.3	3	20		.2
WI '99	16	263	.1	.4	19	115	.1	.3	20	138	.1	.3	19	96	.1	.4	8	48		.4
FA '98	14	206	.1	.3	25	119	.1	.4	10	60		.2	19	70	.1	.4	7	23		.3
4-Book	17	240	.1	.4	26	114	.1	.4	20	109	.1	.3	22	89	.1	.5	7	51		.4
SU '98	24	360	.1	.6	37	154	.2	.6	43	189	.2	.7	15	92	.1	.3	5	69		.2
WIOQ-FM																				
SU '99	192	4700	.8	4.9	204	1888	.9	3.5	276	2340	1.2	4.8	240	2422	1.1	5.0	119	1585	.5	6.3
SP '99	244	5293	1.1	6.0	281	2600	1.2	4.6	381	2625	1.7	6.3	314	3141	1.4	6.2	115	1818	.5	6.1
WI '99	184	4243	.8	4.5	231	1849	1.0	3.7	295	2310	1.3	4.9	244	2305	1.1	4.9	79	1385	.3	4.3
FA '98	204	4208	.9	4.9	260	1897	1.1	4.2	331	2263	1.5	5.6	264	2415	1.2	5.1	93	1329	.4	4.6
4-Book	206	4611	.9	5.1	244	2059	1.1	4.0	321	2385	1.4	5.4	266	2571	1.2	5.3	102	1529	.4	5.3
SU '98	203	4309	.9	4.9	228	1734	1.0	3.8	319	2333	1.4	5.2	258	2578	1.1	5.1	103	1546	.4	4.8
WIP -AM																				
SU '99	104	2188	.5	2.6	186	1218	.8	3.2	159	1000	.7	2.8	165	1242	.7	3.5	31	512	.1	1.6
SP '99	127	2277	.6	3.1	238	1256	1.0	3.9	179	923	.8	3.0	175	1368	.8	3.5	60	674	.3	3.2
WI '99	169	2968	.7	4.1	255	1512	1.1	4.1	230	1307	1.0	3.8	257	1764	1.1	5.2	79	986	.3	4.3
FA '98	139	2565	.6	3.3	217	1339	1.0	3.5	194	1124	.9	3.3	213	1608	.9	4.1	63	898	.3	3.1
4-Book	135	2500	.6	3.3	224	1331	1.0	3.7	191	1089	.9	3.2	203	1496	.9	4.1	58	768	.3	3.1
SU '98	116	1907	.5	2.8	209	1100	.9	3.5	167	952	.7	2.7	172	1191	.7	3.4	40	534	.2	1.9
WJZZ-FM																				
SU '99	171	2429	.8	4.3	152	956	.7	2.6	318	1214	1.4	5.6	209	1277	.9	4.4	108	910	.5	5.7
SP '99	206	2774	.9	5.0	238	1316	1.0	3.9	352	1419	1.5	5.8	255	1638	1.1	5.1	96	874	.4	5.1
WI '99	179	2652	.8	4.4	177	1174	.8	2.8	310	1212	1.4	5.1	237	1390	1.0	4.8	97	840	.4	5.2
FA '98	183	2799	.8	4.4	202	1290	.9	3.3	309	1354	1.4	5.2	249	1551	1.1	4.8	92	963	.4	4.5
4-Book	185	2664	.8	4.5	192	1184	.9	3.2	322	1300	1.4	5.4	238	1464	1.0	4.8	98	897	.4	5.1
SU '98	173	2620	.8	4.1	157	1137	.7	2.6	273	1173	1.2	4.5	224	1555	1.0	4.5	115	830	.5	5.4
WMGK-FM																				
SU '99	192	3804	.8	4.9	219	1723	1.0	3.8	334	2002	1.5	5.8	252	2238	1.1	5.3	71	1007	.3	3.8
SP '99	220	3960	1.0	5.4	257	1747	1.1	4.2	407	1968	1.8	6.7	288	2277	1.3	5.7	72	1094	.3	3.8
WI '99	206	3979	.9	5.0	228	1783	1.0	3.6	388	2046	1.7	6.4	275	2498	1.2	5.5	63	1048	.3	3.4
FA '98	249	4067	1.1	6.0	295	1975	1.3	4.8	467	2058	2.1	7.9	349	2541	1.5	6.8	79	1057	.3	3.9
4-Book	217	3953	1.0	5.3	250	1807	1.1	4.1	399	2019	1.8	6.7	291	2389	1.3	5.8	71	1052	.3	3.7
SU '98	258	4134	1.1	6.2	253	1845	1.1	4.2	475	2263	2.1	7.8	340	2678	1.5	6.8	108	1200	.5	5.0
WMMR-FM																				
SU '99	203	4159	.9	5.1	266	1913	1.2	4.6	348	1958	1.5	6.1	244	2287	1.1	5.1	77	1322	.3	4.1
SP '99	212	3910	.9	5.2	306	1944	1.3	5.0	396	1922	1.7	6.5	253	2175	1.1	5.0	65	898	.3	3.4
WI '99	193	3714	.8	4.7	282	1747	1.2	4.5	321	1827	1.4	5.3	241	1998	1.1	4.8	66	956	.3	3.6
FA '98	219	3854	1.0	5.3	269	1682	1.2	4.4	421	1864	1.9	7.1	305	2477	1.3	5.9	66	997	.3	3.2
4-Book	207	3909	.9	5.1	281	1822	1.2	4.6	372	1893	1.6	6.3	261	2234	1.2	5.2	69	1043	.3	3.6
SU '98	226	4303	1.0	5.4	276	1811	1.2	4.6	389	2027	1.7	6.4	289	2395	1.3	5.7	100	1413	.4	4.7
WNAP-AM																				
SU '99	* 7	137		.2	* 6	42		.1	7	45		.1	8	64		.2				
SP '99	2	61			1	18			3	18			1	7			**	**	**	**
WI '99	10	160		.2	11	54		.2	13	98	.1	.2	8	56		.2	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	13	188	.1	.3	13	87	.1	.2	20	100	.1	.3	8	52		.2	**	**	**	**
WOGL-FM																				
SU '99	111	2666	.5	2.8	143	1205	.6	2.5	170	1161	.7	3.0	124	1236	.5	2.6	44	751	.2	2.3
SP '99	159	3253	.7	3.9	201	1430	.9	3.3	262	1504	1.2	4.3	187	1596	.8	3.7	57	765	.3	3.0
WI '99	159	2999	.7	3.9	204	1374	.9	3.2	252	1256	1.1	4.1	207	1601	.9	4.2	65	751	.3	3.5
FA '98	202	3581	.9	4.8	245	1634	1.1	4.0	320	1648	1.4	5.4	213	1762	.9	4.1	90	945	.4	4.4
4-Book	158	3125	.7	3.9	198	1411	.9	3.3	251	1392	1.1	4.2	183	1549	.8	3.7	64	803	.3	3.3
SU '98	176	3472	.8	4.2	242	1552	1.1	4.0	265	1567	1.2	4.4	216	1764	.9	4.3	67	956	.3	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	18	242	.1	.5	27	111	.1	.5	24	88	.1	.4	24	118	.1	.5	8	40		.4
SP '99	16	347	.1	.4	17	122	.1	.3	23	164	.1	.4	21	120	.1	.4	7	81		.4
WI '99	22	369	.1	.5	39	214	.2	.6	36	177	.2	.6	21	148	.1	.4	3	46		.2
FA '98	12	248	.1	.3	21	92	.1	.3	18	118	.1	.3	7	74		.1	4	24		.2
4-Book	17	302	.1	.4	26	135	.1	.4	25	137	.1	.4	18	115	.1	.4	6	48		.3
SU '98	11	260		.3	13	82		.2	13	112		.2	15	108		.3	6	56		.3
WPHI-FM																				
SU '99	117	2518	.5	3.0	115	926	.5	2.0	168	1246	.7	2.9	147	1442	.6	3.1	73	915	.3	3.9
SP '99	138	2952	.6	3.4	128	1267	.6	2.1	161	1459	.7	2.7	205	1724	.9	4.1	106	1147	.5	5.6
WI '99	137	2486	.6	3.3	134	1098	.6	2.1	157	1301	.7	2.6	172	1473	.8	3.5	135	1259	.6	7.3
FA '98	152	2651	.7	3.6	167	1180	.7	2.7	160	1309	.7	2.7	216	1627	.9	4.2	136	1180	.6	6.7
4-Book	136	2652	.6	3.3	136	1118	.6	2.2	162	1329	.7	2.7	185	1567	.8	3.7	113	1125	.5	5.9
SU '98	144	2542	.6	3.4	136	1119	.6	2.3	179	1464	.8	2.9	202	1752	.9	4.0	132	1237	.6	6.2
WPHT-AM																				
SU '99	43	976	.2	1.1	71	277	.3	1.2	32	218	.1	.6	66	383	.3	1.4	33	389	.1	1.7
SP '99	13	583	.1	.3	17	112	.1	.3	3	79			24	220	.1	.5	16	234	.1	.8
WI '99	29	655	.1	.7	52	237	.2	.8	43	262	.2	.7	41	245	.2	.8	11	100		.6
FA '98	26	522	.1	.6	47	210	.2	.8	32	171	.1	.5	31	171	.1	.6	17	103	.1	.8
4-Book	28	684	.1	.7	47	209	.2	.8	28	183	.1	.5	41	255	.2	.8	19	207	.1	1.0
SU '98	33	874	.1	.8	51	225	.2	.9	33	211	.1	.5	37	302	.2	.7	26	413	.1	1.2
WPLY-FM																				
SU '99	185	4142	.8	4.7	232	1797	1.0	4.0	258	2167	1.1	4.5	265	2670	1.2	5.6	88	1383	.4	4.7
SP '99	172	4036	.8	4.2	216	1733	.9	3.5	263	1938	1.2	4.3	234	2566	1.0	4.6	88	1349	.4	4.6
WI '99	136	3293	.6	3.3	173	1528	.8	2.7	203	1549	.9	3.3	193	2052	.8	3.9	57	1115	.3	3.1
FA '98	109	3309	.5	2.6	125	1442	.5	2.0	144	1407	.6	2.4	171	2061	.8	3.3	51	1067	.2	2.5
4-Book	151	3695	.7	3.7	187	1625	.8	3.1	217	1765	1.0	3.6	216	2337	1.0	4.4	71	1229	.3	3.7
SU '98	113	3497	.5	2.7	126	1384	.5	2.1	150	1486	.7	2.5	161	1880	.7	3.2	57	1108	.2	2.7
WSSJ-AM																				
SU '99	18	202	.1	.5	37	148	.2	.6	12	88	.1	.2	16	88	.1	.3	18	118	.1	1.0
SP '99	20	131	.1	.5	15	58	.1	.2	22	90	.1	.4	24	86	.1	.5	13	61	.1	.7
WI '99	12	137	.1	.3	16	81	.1	.3	9	51		.1	9	57		.2	4	37		.2
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	233	3706	1.0	5.9	294	1826	1.3	5.1	276	1831	1.2	4.8	293	2098	1.3	6.2	152	1453	.7	8.0
SP '99	220	3656	1.0	5.4	247	1761	1.1	4.0	249	1903	1.1	4.1	270	2121	1.2	5.4	181	1536	.8	9.5
WI '99	248	3619	1.1	6.0	326	1778	1.4	5.2	284	1911	1.2	4.7	275	1942	1.2	5.5	196	1491	.9	10.6
FA '98	262	3906	1.2	6.3	317	1932	1.4	5.2	292	1879	1.3	4.9	321	2161	1.4	6.2	218	1662	1.0	10.7
4-Book	241	3722	1.1	5.9	296	1824	1.3	4.9	275	1881	1.2	4.6	290	2081	1.3	5.8	187	1536	.9	9.7
SU '98	238	3792	1.0	5.7	257	1744	1.1	4.3	285	1947	1.2	4.7	271	2146	1.2	5.4	201	1727	.9	9.4
+WWDB-AM																				
SU '99	* 22	196	.1	.6	* 27	72	.1	.5	41	139	.2	.7	* 11	77		.2	**	**	**	**
SP '99	6	111		.1	11	58		.2	10	75		.2	2	29			**	**	**	**
WI '99	5	96		.1	2	22			11	81		.2	3	32		.1	**	**	**	**
FA '98	9	105		.2	1	18			19	61		.3	3	23		.1	**	**	**	**
4-Book	11	127	.1	.3	10	43	.1	.2	20	89	.1	.4	5	40	.1	.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	80	1650	.4	2.0	75	552	.3	1.3	155	869	.7	2.7	93	524	.4	2.0	41	371	.2	2.2
SP '99	72	1402	.3	1.8	87	530	.4	1.4	128	659	.6	2.1	66	573	.3	1.3	42	383	.2	2.2
WI '99	94	1605	.4	2.3	95	640	.4	1.5	224	952	1.0	3.7	90	583	.4	1.8	31	315	.1	1.7
FA '98	88	1658	.4	2.1	114	655	.5	1.9	158	758	.7	2.7	77	625	.3	1.5	43	426	.2	2.1
4-Book	84	1579	.4	2.1	93	594	.4	1.5	166	810	.8	2.8	82	576	.4	1.7	39	374	.2	2.1
SU '98	84	1809	.4	2.0	77	596	.3	1.3	143	859	.6	2.4	107	765	.5	2.1	39	366	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99	1	40			1	7			1	22							1	25		.1
SP '99	1	25			7	7			2	15			2	8			1	10		.1
WI '99	1	36			1	8				7				8						
FA '98	1	35								8			1	18				8		
4-Book	1	34			1	6			1	13			1	9			1	11		.1
SU '98	4	86		.1	7	8		.1	2	26			2	26			4	52		.2
WXTU-FM																				
SU '99	98	1654	.4	2.5	136	955	.6	2.4	133	939	.6	2.3	138	1134	.6	2.9	36	546	.2	1.9
SP '99	149	2084	.7	3.6	230	1318	1.0	3.7	218	1007	1.0	3.6	200	1340	.9	4.0	50	676	.2	2.6
WI '99	132	1730	.6	3.2	183	973	.8	2.9	211	871	.9	3.5	168	1076	.7	3.4	38	570	.2	2.1
FA '98	163	2198	.7	3.9	238	1331	1.0	3.9	215	1163	.9	3.6	228	1525	1.0	4.4	63	805	.3	3.1
4-Book	136	1917	.6	3.3	197	1144	.9	3.2	194	995	.9	3.3	184	1269	.8	3.7	47	649	.2	2.4
SU '98	164	2262	.7	3.9	215	1319	.9	3.6	242	1248	1.1	4.0	207	1480	.9	4.1	57	904	.2	2.7
WYSP-FM																				
SU '99	350	5673	1.5	8.9	1081	3833	4.8	18.8	444	2639	2.0	7.8	229	2147	1.0	4.8	75	1278	.3	4.0
SP '99	378	5428	1.7	9.2	1090	3890	4.8	17.7	466	2661	2.0	7.7	310	2339	1.4	6.1	111	1198	.5	5.8
WI '99	373	5526	1.6	9.1	1182	4094	5.2	18.8	470	2833	2.1	7.7	288	2244	1.3	5.8	74	935	.3	4.0
FA '98	354	5820	1.6	8.5	1069	3874	4.7	17.5	432	2528	1.9	7.3	247	1924	1.1	4.8	75	987	.3	3.7
4-Book	364	5612	1.6	8.9	1106	3923	4.9	18.2	453	2665	2.0	7.6	269	2164	1.2	5.4	84	1100	.4	4.4
SU '98	345	5624	1.5	8.2	1101	3966	4.8	18.4	405	2675	1.8	6.7	236	2042	1.0	4.7	99	1253	.4	4.6
WYXR-FM																				
SU '99	139	3480	.6	3.5	173	1607	.8	3.0	243	1665	1.1	4.3	173	1782	.8	3.6	47	980	.2	2.5
SP '99	149	3448	.7	3.6	209	1734	.9	3.4	228	1529	1.0	3.8	183	1899	.8	3.6	64	931	.3	3.4
WI '99	185	3794	.8	4.5	265	1860	1.2	4.2	320	1714	1.4	5.3	227	2000	1.0	4.6	79	1035	.3	4.3
FA '98	175	3740	.8	4.2	243	1969	1.1	4.0	238	1682	1.0	4.0	206	1982	.9	4.0	105	1208	.5	5.1
4-Book	162	3616	.7	4.0	223	1793	1.0	3.7	257	1648	1.1	4.4	197	1916	.9	4.0	74	1039	.3	3.8
SU '98	181	3620	.8	4.3	235	1638	1.0	3.9	287	1596	1.2	4.7	222	1981	1.0	4.4	76	1227	.3	3.5
WJBR-FM																				
SU '99	24	498	.1	.6	32	202	.1	.6	39	200	.2	.7	22	208	.1	.5	21	196	.1	1.1
SP '99	16	457	.1	.4	19	162	.1	.3	25	209	.1	.4	20	189	.1	.4	12	171	.1	.6
WI '99	23	576	.1	.6	40	240	.2	.6	38	205	.2	.6	23	276	.1	.5	10	152		.5
FA '98	26	597	.1	.6	31	241	.1	.5	46	269	.2	.8	34	341	.1	.7	8	173		.4
4-Book	22	532	.1	.6	31	211	.1	.5	37	221	.2	.6	25	254	.1	.5	13	173	.1	.7
SU '98	21	419	.1	.5	21	157	.1	.4	43	151	.2	.7	37	202	.2	.7	9	137		.4
WKXW-FM																				
SU '99	44	1070	.2	1.1	53	437	.2	.9	76	480	.3	1.3	67	593	.3	1.4	22	334	.1	1.2
SP '99	46	859	.2	1.1	70	442	.3	1.1	82	403	.4	1.4	73	483	.3	1.4	17	191	.1	.9
WI '99	36	909	.2	.9	60	432	.3	1.0	60	382	.3	1.0	62	570	.3	1.2	9	219		.5
FA '98	57	1010	.3	1.4	60	370	.3	1.0	100	501	.4	1.7	98	582	.4	1.9	30	310	.1	1.5
4-Book	46	962	.2	1.1	61	420	.3	1.0	80	442	.4	1.4	75	557	.3	1.5	20	264	.1	1.0
SU '98	48	1068	.2	1.1	60	462	.3	1.0	83	468	.4	1.4	82	673	.4	1.6	19	240	.1	.9
WNJO-FM																				
SU '99	42	856	.2	1.1	61	481	.3	1.1	81	462	.4	1.4	38	454	.2	.8	12	196	.1	.6
SP '99	35	640	.2	.9	44	289	.2	.7	67	312	.3	1.1	55	350	.2	1.1	6	137		.3
WI '99	30	644	.1	.7	31	271	.1	.5	50	306	.2	.8	39	324	.2	.8	9	180		.5
FA '98	25	597	.1	.6	22	290	.1	.4	41	261	.2	.7	40	299	.2	.8	10	161		.5
4-Book	33	684	.2	.8	40	333	.2	.7	60	335	.3	1.0	43	357	.2	.9	9	169		.5
SU '98	46	672	.2	1.1	66	327	.3	1.1	78	357	.3	1.3	49	375	.2	1.0	24	178	.1	1.1
WPST-FM																				
SU '99	72	2365	.3	1.8	77	1018	.3	1.3	117	1095	.5	2.0	109	1243	.5	2.3	35	743	.2	1.9
SP '99	76	2465	.3	1.9	97	983	.4	1.6	114	1056	.5	1.9	101	1374	.4	2.0	33	694	.1	1.7
WI '99	61	2279	.3	1.5	76	947	.3	1.2	100	953	.4	1.6	87	1284	.4	1.7	22	581	.1	1.2
FA '98	68	2275	.3	1.6	88	924	.4	1.4	89	913	.4	1.5	99	1198	.4	1.9	25	517	.1	1.2
4-Book	69	2346	.3	1.7	85	968	.4	1.4	105	1004	.5	1.8	99	1275	.4	2.0	29	634	.1	1.5
SU '98	76	2367	.3	1.8	90	875	.4	1.5	106	1057	.5	1.7	109	1391	.5	2.2	44	753	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

WSTV-FM
SU '99
SP '99
WI '99
FA '98
4-Book
SU '98

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '99	27	858	.1	.7	43	392	.2	.7	39	335	.2	.7	29	396	.1	.6	15	221	.1	.8
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	22	694	.1	.5	35	259	.2	.6	28	279	.1	.5	21	318	.1	.4	12	243	.1	.6
TOTALS																				
SU '99	3954	22043	17.4		5750	19016	25.3		5714	17214	25.1		4764	18834	20.9		1889	13279	8.3	
SP '99	4097	22190	18.0		6149	19776	27.0		6055	17289	26.6		5042	19421	22.2		1899	12969	8.3	
WI '99	4102	22086	18.0		6296	19835	27.7		6075	17286	26.7		4975	19126	21.9		1851	13019	8.1	
FA '98	4169	22075	18.3		6123	19627	26.9		5930	17010	26.1		5152	19231	22.6		2040	13295	9.0	
4-Book	4081	22099	17.9		6080	19564	26.7		5944	17200	26.1		4983	19153	21.9		1920	13141	8.4	
SU '98	4184	22324	18.2		5983	19275	26.1		6083	17621	26.5		5027	19428	21.9		2142	14055	9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	265	4907	1.2	4.9	95	2435	.4	3.5	208	987	.9	8.7	108	708	.5	2.5	67	361	.3	2.0
4-Book	232	4654	1.0	4.1	83	2210	.4	3.1	195	986	.9	8.0	92	560	.4	2.1	57	349	.3	1.8
WBEB-FM																				
SU '99	357	3092	1.6	6.6	119	1754	.5	4.4	109	369	.5	4.5	226	708	1.0	5.2	132	489	.6	3.9
4-Book	404	3265	1.8	7.1	138	1786	.6	5.2	137	484	.6	5.6	252	734	1.1	5.7	160	531	.7	4.9
WDAS-AM																				
SU '99	40	334	.2	.7	30	324	.1	1.1	27	68	.1	1.1	17	66	.1	.4	15	39	.1	.4
4-Book	35	309	.2	.6	34	328	.2	1.3	21	50	.1	.9	23	58	.1	.5	16	31	.1	.5
WDAS-FM																				
SU '99	341	2491	1.5	6.3	226	1926	1.0	8.4	179	454	.8	7.5	303	837	1.3	6.9	227	529	1.0	6.7
4-Book	377	2647	1.7	6.7	229	1875	1.0	8.6	204	517	.9	8.3	298	780	1.3	6.7	269	626	1.2	8.2
+WEJM-FM WXXM-FM																				
SU '99	264	3009	1.2	4.9	159	1962	.7	5.9	101	369	.4	4.2	273	852	1.2	6.3	226	666	1.0	6.7
4-Book	201	2779	.9	3.6	100	1699	.4	3.8	71	331	.3	2.9	193	741	.9	4.4	133	550	.6	4.0
+WEMG-AM																				
SU '99	15	144	.1	.3	12	142	.1	.4	2	8	.1	.1	30	108	.1	.7	11	25	.1	.3
4-Book	25	178	.1	.5	15	131	.1	.6	13	35	.1	.6	31	85	.1	.7	25	51	.1	.8
+WEMG-FM																				
SU '99	35	369	.2	.6	25	280	.1	.9	14	56	.1	.6	40	130	.2	.9	46	106	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	29	272	.1	.5	7	127	.1	.3	13	38	.1	.5					15	29	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	40	250	.2	.7	16	254	.1	.6	19	49	.1	.8	21	50	.1	.5	10	27	.1	.3
4-Book	22	184	.1	.4	14	161	.1	.5	15	37	.1	.6	17	35	.1	.4	12	26	.1	.4
WIOQ-FM																				
SU '99	243	3845	1.1	4.5	152	2494	.7	5.7	86	402	.4	3.6	283	1008	1.2	6.5	198	722	.9	5.8
4-Book	280	3918	1.2	4.9	145	2441	.7	5.5	105	453	.5	4.3	283	1071	1.3	6.4	194	774	.9	5.9
WIP -AM																				
SU '99	169	1975	.7	3.1	38	782	.2	1.4	79	253	.3	3.3	58	228	.3	1.3	46	189	.2	1.4
4-Book	205	2159	.9	3.6	62	1075	.3	2.4	93	310	.4	3.8	99	379	.5	2.2	68	279	.3	2.1
WJJZ-FM																				
SU '99	234	1861	1.0	4.3	103	1224	.5	3.8	93	220	.4	3.9	177	430	.8	4.1	127	352	.6	3.7
4-Book	256	2091	1.1	4.5	116	1364	.5	4.4	97	291	.4	4.0	185	494	.8	4.2	173	471	.8	5.3
WMGK-FM																				
SU '99	273	3267	1.2	5.0	130	1800	.6	4.8	98	394	.4	4.1	219	687	1.0	5.0	207	692	.9	6.1
4-Book	320	3366	1.4	5.6	131	1979	.6	4.9	113	454	.5	4.6	270	924	1.2	6.1	200	714	.9	6.1
WMMR-FM																				
SU '99	291	3467	1.3	5.4	131	2073	.6	4.9	140	443	.6	5.3	247	894	1.1	5.7	159	665	.7	4.7
4-Book	309	3316	1.4	5.5	118	1948	.5	4.5	122	464	.5	5.0	248	869	1.1	5.6	170	644	.8	5.2
WNAP-AM																				
SU '99	* 7	96		.1	* 9	72		.3	* *				13	17	.1	.3	10	13		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '99	147	2061	.6	2.7	92	1420	.4	3.4	76	306	.3	3.2	130	491	.6	3.0	153	492	.7	4.5
4-Book	214	2452	1.0	3.7	123	1674	.5	4.6	104	379	.5	4.2	209	672	.9	4.7	157	490	.7	4.8
WPEN-AM																				
SU '99	25	189	.1	.5	11	150	.1	.4	9	21	.1	.4	35	55	.2	.8	20	50	.1	.6
4-Book	24	226	.1	.5	13	163	.1	.5	15	36	.1	.6	29	63	.1	.7	18	43	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	145	2109	.6	2.7	96	1387	.4	3.6	55	194	.2	2.3	131	537	.6	3.0	159	496	.7	4.7
4-Book	161	2256	.7	2.8	108	1474	.5	4.1	69	257	.3	2.8	175	595	.8	4.0	146	487	.7	4.4
WPHT-AM																				
SU '99	54	653	.2	1.0	31	497	.1	1.2	38	117	.2	1.6	40	127	.2	.9	21	90	.1	.6
4-Book	37	456	.2	.7	18	288	.1	.7	17	52	.1	.7	21	65	.1	.5	9	35	.1	.2
WPLY-FM																				
SU '99	252	3636	1.1	4.6	131	2347	.6	4.9	109	482	.5	4.5	266	1101	1.2	6.1	178	712	.8	5.2
4-Book	207	3207	.9	3.6	104	1929	.5	3.9	68	336	.3	2.8	213	881	1.0	4.8	131	596	.6	4.0
WSSJ-AM																				
SU '99	21	186	.1	.4	11	129	.1	.4	14	42	.1	.6	24	66	.1	.5	14	33	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	287	3068	1.3	5.3	193	2243	.8	7.2	119	429	.5	5.0	264	815	1.2	6.0	282	722	1.2	8.3
4-Book	286	3111	1.3	5.1	197	2260	.9	7.4	127	420	.6	5.2	297	895	1.3	6.7	274	741	1.2	8.4
+WWDB-AM																				
SU '99	* 29	178	.1	.5	* 5	42	.2	.2	* 4	17	.2	.2	7	24	.2	.2	*			
4-Book	14	112	.2	.2	3	31	.1	.1	3	15	.1	.1	6	17	.1	.1				
WWDB-FM																				
SU '99	111	1203	.5	2.0	49	759	.2	1.8	53	211	.2	2.2	33	112	.1	.8	32	131	.1	.9
4-Book	118	1197	.5	2.1	53	685	.2	2.0	48	163	.2	1.9	36	128	.1	.8	22	85	.1	.7
WWJZ-AM																				
SU '99	1	22			1	22			3	7		.1	1	7						
4-Book	1	18			1	20			1	5			1	4				3		
WXTU-FM																				
SU '99	135	1461	.6	2.5	74	1020	.3	2.8	77	260	.3	3.2	143	504	.6	3.3	106	376	.5	3.1
4-Book	192	1655	.8	3.4	95	1154	.4	3.6	109	371	.5	4.5	156	556	.7	3.5	120	419	.5	3.7
WYSP-FM																				
SU '99	574	5025	2.5	10.6	137	2243	.6	5.1	123	395	.5	5.1	227	887	1.0	5.2	149	549	.7	4.4
4-Book	597	5025	2.6	10.5	138	2126	.6	5.2	135	419	.6	5.5	235	838	1.1	5.3	154	586	.7	4.7
WYXR-FM																				
SU '99	200	2827	.9	3.7	94	1602	.4	3.5	77	327	.3	3.2	171	694	.8	3.9	93	474	.4	2.7
4-Book	228	2954	1.0	4.0	105	1718	.4	3.9	90	351	.4	3.6	180	676	.8	4.0	140	509	.6	4.3
WJBR-FM																				
SU '99	31	358	.1	.6	14	170	.1	.5					7	35	.2	.2	13	26	.1	.4
4-Book	31	414	.1	.6	12	208	.1	.5	10	43	.1	.4	22	73	.1	.5	18	53	.1	.6
WKXW-FM																				
SU '99	66	921	.3	1.2	21	337	.1	.8	17	92	.1	.7	37	132	.2	.8	31	111	.1	.9
4-Book	73	826	.3	1.3	17	308	.1	.6	15	70	.1	.6	26	116	.1	.6	20	73	.1	.6
WNJO-FM																				
SU '99	62	741	.3	1.1	26	386	.1	1.0	23	107	.1	1.0	54	152	.2	1.2	45	157	.2	1.3
4-Book	49	560	.2	.9	21	315	.1	.8	17	69	.1	.7	49	155	.2	1.1	30	107	.1	.9
WPST-FM																				
SU '99	102	1976	.4	1.9	44	1014	.2	1.6	32	191	.1	1.3	84	449	.4	1.9	66	331	.3	1.9
4-Book	97	1954	.4	1.7	48	1105	.2	1.8	32	182	.1	1.3	93	432	.4	2.1	72	336	.3	2.2
WSTV-FM																				
SU '99	37	670	.2	.7	16	436	.1	.6	15	71	.1	.6	30	136	.1	.7	14	95	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	5434	21626	23.9		2690	18242	11.8		2401	6793	10.6		4366	11128	19.2		3395	8789	14.9	
4-Book	5691	21765	25.0		2651	18179	11.7		2458	7176	10.8		4425	11196	19.5		3284	8628	14.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYV -AM																				
SU '99	64	375	.3	3.3	143	743	.6	8.2	91	561	.4	2.7	56	301	.2	2.2	43	309	.2	2.7
4-Book	36	251	.2	1.8	154	746	.7	8.4	73	447	.3	2.3	49	249	.2	2.0	34	270	.2	2.3
WBEB-FM																				
SU '99	73	369	.3	3.7	77	294	.3	4.4	178	630	.8	5.3	76	291	.3	3.0	66	283	.3	4.1
4-Book	89	393	.4	4.5	88	335	.4	4.8	184	623	.8	5.8	110	384	.5	4.7	70	275	.3	4.7
WDAS-AM																				
SU '99	4	14	.2	.2	98	207	.4	5.6	63	165	.3	1.9	12	40	.1	.5	12	35	.1	.7
4-Book	8	17	.1	.4	94	220	.4	5.2	79	208	.4	2.5	18	48	.1	.8	13	33	.1	.9
WDAS-FM																				
SU '99	190	561	.8	9.7	142	405	.6	8.1	203	634	.9	6.1	200	448	.9	7.8	331	684	1.5	20.6
4-Book	196	504	.9	9.9	132	342	.6	7.2	197	560	.9	6.2	206	492	.9	8.7	307	583	1.4	20.8
+WEJM-FM																				
WXXM-FM																				
SU '99	133	486	.6	6.8	59	206	.3	3.4	207	661	.9	6.2	196	605	.9	7.7	65	286	.3	4.0
4-Book	70	334	.3	3.6	38	186	.2	2.1	123	515	.5	3.8	112	448	.5	4.7	50	241	.2	3.3
+WEMG-AM																				
SU '99	11	11	.6	.6					21	66	.1	.6	10	22	.4	.4	7	14	.4	.4
4-Book	11	27	.6	.6	4	11	.2	.2	18	50	.1	.5	14	33	.1	.6	4	15	.3	.3
+WEMG-FM																				
SU '99	9	52	.5	.5	9	24	.5	.5	37	81	.2	1.1	22	42	.1	.9	19	43	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	9	19	.5	.5	4	16	.2	.2	8	22	.2	.2	6	30	.2	.2	3	13	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	20	54	.1	1.0	21	62	.1	1.2	20	69	.1	.6	14	46	.1	.5	4	18	.2	.2
4-Book	13	30	.1	.7	22	54	.1	1.2	16	54	.1	.5	11	23	.1	.4	6	17	.4	.4
WIOQ-FM																				
SU '99	156	555	.7	8.0	37	205	.2	2.1	159	690	.7	4.8	169	607	.7	6.6	104	477	.5	6.5
4-Book	136	566	.6	6.9	55	265	.3	3.0	156	722	.7	4.9	130	562	.6	5.4	81	372	.4	5.5
WIP -AM																				
SU '99	13	77	.1	.7	21	100	.1	1.2	35	204	.2	1.0	37	146	.2	1.5	23	149	.1	1.4
4-Book	32	160	.2	1.6	43	161	.2	2.4	64	267	.3	2.0	65	243	.3	2.8	38	186	.2	2.6
WJJZ-FM																				
SU '99	121	400	.5	6.2	77	207	.3	4.4	104	364	.5	3.1	54	175	.2	2.1	56	209	.2	3.5
4-Book	109	369	.5	5.6	79	227	.3	4.4	127	374	.6	4.0	98	281	.4	4.1	59	215	.3	4.0
WMGK-FM																				
SU '99	75	315	.3	3.8	57	237	.3	3.3	177	701	.8	5.3	136	408	.6	5.3	64	244	.3	4.0
4-Book	69	332	.3	3.5	52	246	.3	2.9	171	660	.8	5.3	121	417	.6	5.1	44	202	.2	2.9
WMMR-FM																				
SU '99	78	398	.3	4.0	55	250	.2	3.1	174	727	.8	5.2	128	499	.6	5.0	57	304	.3	3.5
4-Book	68	352	.3	3.5	51	227	.2	2.8	132	561	.6	4.1	101	420	.5	4.2	47	228	.2	3.1
WNAP-AM																				
SU '99					* 14	41	.1	.8	13	39	.1	.4	1	6						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	51	267	.2	2.6	98	269	.4	5.6	90	352	.4	2.7	98	266	.4	3.8	50	172	.2	3.1
4-Book	83	328	.4	4.2	122	347	.6	6.6	129	465	.6	4.0	112	338	.5	4.7	68	220	.3	4.6
WPEN-AM																				
SU '99	8	28	.4	.4	5	17	.3	.3	6	27	.2	.2	7	31	.3	.3	1	7	.1	.1
4-Book	8	30	.4	.4	7	28	.4	.4	16	49	.1	.5	8	25	.4	.4	4	19	.3	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM	89	376	.4	4.5	64	165	.3	3.7	117	347	.5	3.5	106	347	.5	4.2	50	239	.2	3.1
SU '99	89	376	.4	4.5	64	165	.3	3.7	117	347	.5	3.5	106	347	.5	4.2	50	239	.2	3.1
4-Book	131	459	.6	6.6	50	157	.2	2.8	116	376	.5	3.6	96	342	.4	4.0	68	222	.3	4.6
WPHT-AM	8	53	.4		39	123	.2	2.2	37	157	.2	1.1	24	124	.1	.9	40	101	.2	2.5
SU '99	8	53	.4		39	123	.2	2.2	37	157	.2	1.1	24	124	.1	.9	40	101	.2	2.5
4-Book	8	37	.4		24	80	.1	1.3	21	87	.1	.7	18	67	.1	.8	22	63	.1	1.5
WPLY-FM	85	414	.4	4.3	61	241	.3	3.5	133	695	.6	4.0	132	655	.6	5.2	77	417	.3	4.8
SU '99	85	414	.4	4.3	61	241	.3	3.5	133	695	.6	4.0	132	655	.6	5.2	77	417	.3	4.8
4-Book	72	374	.4	3.6	50	222	.2	2.8	125	601	.6	3.9	104	482	.5	4.4	53	292	.2	3.6
WSSJ-AM					2	8		.1	6	15		.2	22	50	.1	.9	6	21		.4
SU '99					2	8		.1	6	15		.2	22	50	.1	.9	6	21		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	201	664	.9	10.3	183	477	.8	10.4	203	689	.9	6.1	160	484	.7	6.3	128	419	.6	8.0
SU '99	201	664	.9	10.3	183	477	.8	10.4	203	689	.9	6.1	160	484	.7	6.3	128	419	.6	8.0
4-Book	220	666	1.0	11.2	161	502	.7	8.8	224	748	1.0	7.0	149	456	.7	6.3	105	337	.5	7.1
+WVDB-AM					2	15		.1	11	16		.3								
SU '99					2	15		.1	11	16		.3								
4-Book	**	**	**	**	1	6		.1	3	7		.1					**	**	**	**
WVDB-FM	13	72	.1	.7	51	223	.2	2.9	174	428	.8	5.2	12	71	.1	.5	16	73	.1	1.0
SU '99	13	72	.1	.7	51	223	.2	2.9	174	428	.8	5.2	12	71	.1	.5	16	73	.1	1.0
4-Book	30	99	.2	1.5	54	225	.3	2.9	186	377	.8	5.8	20	67	.1	.9	15	73	.1	1.0
WVJZ-AM						7			1	7			1	8						
SU '99						7			1	7			1	8						
4-Book					2	8		.1	2	8		.1	2	4		.1				
WXTU-FM	48	263	.2	2.5	45	175	.2	2.6	85	317	.4	2.5	71	250	.3	2.8	21	88	.1	1.3
SU '99	48	263	.2	2.5	45	175	.2	2.6	85	317	.4	2.5	71	250	.3	2.8	21	88	.1	1.3
4-Book	54	231	.2	2.7	79	276	.4	4.3	120	404	.5	3.7	96	300	.4	4.0	35	148	.2	2.4
WYSP-FM	88	371	.4	4.5	34	98	.1	1.9	229	762	1.0	6.9	191	691	.8	7.5	49	238	.2	3.0
SU '99	88	371	.4	4.5	34	98	.1	1.9	229	762	1.0	6.9	191	691	.8	7.5	49	238	.2	3.0
4-Book	91	362	.4	4.6	48	169	.2	2.7	215	751	.9	6.6	156	566	.7	6.5	55	235	.3	3.7
WYXR-FM	46	259	.2	2.4	36	183	.2	2.1	131	581	.6	3.9	102	362	.4	4.0	82	335	.4	5.1
SU '99	46	259	.2	2.4	36	183	.2	2.1	131	581	.6	3.9	102	362	.4	4.0	82	335	.4	5.1
4-Book	86	343	.4	4.4	55	219	.3	3.0	124	541	.6	3.9	92	375	.4	3.9	64	250	.3	4.3
WJBR-FM	18	79	.1	.9	4	28		.2	23	65	.1	.7	21	41	.1	.8	23	55	.1	1.4
SU '99	18	79	.1	.9	4	28		.2	23	65	.1	.7	21	41	.1	.8	23	55	.1	1.4
4-Book	11	48		.5	5	35		.3	15	58	.1	.5	8	39		.3	7	29		.4
WKXW-FM	10	75	.5		7	25		.4	27	100	.1	.8	20	68	.1	.8	16	37	.1	1.0
SU '99	10	75	.5		7	25		.4	27	100	.1	.8	20	68	.1	.8	16	37	.1	1.0
4-Book	13	65	.7		12	47	.1	.7	22	78	.1	.7	16	53	.1	.7	9	28	.1	.6
WNJO-FM	8	34	.4		12	67	.1	.7	27	117	.1	.8	31	119	.1	1.2	6	55		.4
SU '99	8	34	.4		12	67	.1	.7	27	117	.1	.8	31	119	.1	1.2	6	55		.4
4-Book	8	46	.4		12	54	.1	.7	23	84	.1	.7	25	97	.1	1.1	7	42		.5
WPST-FM	32	149	.1	1.6	5	44		.3	49	270	.2	1.5	58	281	.3	2.3	23	162	.1	1.4
SU '99	32	149	.1	1.6	5	44		.3	49	270	.2	1.5	58	281	.3	2.3	23	162	.1	1.4
4-Book	35	193	.1	1.8	17	110	.1	.9	54	317	.3	1.7	57	269	.3	2.4	21	129	.1	1.4
WSTV-FM	11	67	.6		6	28		.3	28	185	.1	.8	9	34		.4	12	36	.1	.7
SU '99	11	67	.6		6	28		.3	28	185	.1	.8	9	34		.4	12	36	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	1957	6341	8.6		1752	5265	7.7		3337	9265	14.7		2548	6629	11.2		1607	4915	7.1	
SU '99	1957	6341	8.6		1752	5265	7.7		3337	9265	14.7		2548	6629	11.2		1607	4915	7.1	
4-Book	1971	6110	8.7		1829	5582	8.1		3211	8980	14.1		2388	6597	10.5		1481	4473	6.5	

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	168	5103	.9	5.1	416	3450	2.2	8.4	149	1833	.8	3.1	229	2558	1.2	5.8	55	933	.3	3.8
SP '99	127	4474	.7	3.8	360	3250	1.9	6.9	92	1281	.5	1.8	158	2187	.9	3.8	39	758	.2	2.8
WI '99	158	5055	.9	4.6	452	3563	2.4	8.4	110	1609	.6	2.2	181	2434	1.0	4.4	56	987	.3	4.1
FA '98	129	4494	.7	3.8	357	3072	1.9	6.9	87	1415	.5	1.7	162	2161	.9	3.9	46	967	.2	3.1
4-Book	146	4782	.8	4.3	396	3334	2.1	7.7	110	1535	.6	2.2	183	2335	1.0	4.5	49	911	.3	3.5
SU '98	151	4794	.8	4.4	379	3114	2.0	7.4	114	1525	.6	2.3	185	2215	1.0	4.6	63	954	.3	3.9
WBEB-FM																				
SU '99	212	3251	1.1	6.5	282	1623	1.5	5.7	400	1849	2.2	8.4	256	1790	1.4	6.5	84	1061	.5	5.9
SP '99	244	3389	1.3	7.3	319	1967	1.7	6.1	500	1712	2.7	10.0	288	1825	1.6	7.0	90	1025	.5	6.5
WI '99	245	3377	1.3	7.2	341	1814	1.8	6.3	434	1796	2.3	8.5	279	1949	1.5	6.8	99	1020	.5	7.3
FA '98	236	3324	1.3	6.9	318	1959	1.7	6.1	442	1680	2.4	8.9	278	1926	1.5	6.6	88	989	.5	5.9
4-Book	234	3335	1.3	7.0	315	1841	1.7	6.1	444	1759	2.4	9.0	275	1873	1.5	6.7	90	1024	.5	6.4
SU '98	241	3235	1.3	7.0	305	1906	1.6	6.0	489	1869	2.6	9.9	295	1841	1.6	7.3	94	1042	.5	5.8
WDAS-AM																				
SU '99	27	423	.1	.8	47	200	.3	1.0	32	134	.2	.7	25	165	.1	.6	11	116	.1	.8
SP '99	22	350	.1	.7	36	169	.2	.7	23	108	.1	.5	17	107	.1	.4	7	56	.1	.5
WI '99	35	443	.2	1.0	53	221	.3	1.0	39	173	.2	.8	32	160	.2	.8	12	105	.1	.9
FA '98	23	372	.1	.7	38	182	.2	.7	16	108	.1	.3	22	132	.1	.5	5	49	.1	.3
4-Book	27	397	.1	.8	44	193	.3	.9	28	131	.2	.6	24	141	.1	.6	9	82	.1	.6
SU '98	22	342	.1	.6	46	210	.2	.9	24	140	.1	.5	13	65	.1	.3	5	78	.1	.3
WDAS-FM																				
SU '99	260	2613	1.4	7.9	370	1631	2.0	7.5	314	1336	1.7	6.6	282	1366	1.5	7.1	179	1165	1.0	12.5
SP '99	258	2628	1.4	7.7	369	1768	2.0	7.1	306	1382	1.7	6.1	306	1648	1.7	7.4	196	1114	1.1	14.1
WI '99	305	2579	1.6	9.0	401	1592	2.2	7.4	386	1441	2.1	7.5	342	1655	1.8	8.3	246	1209	1.3	18.2
FA '98	283	2645	1.5	8.3	395	1751	2.1	7.6	335	1398	1.8	6.7	321	1586	1.7	7.7	208	1333	1.1	14.0
4-Book	277	2616	1.5	8.2	384	1686	2.1	7.4	335	1389	1.8	6.7	313	1564	1.7	7.6	207	1205	1.1	14.7
SU '98	312	2871	1.7	9.1	435	1759	2.3	8.5	391	1608	2.1	7.9	331	1697	1.8	8.2	232	1358	1.2	14.3
+WEJM-FM																				
WXXM-FM																				
SU '99	189	3174	1.0	5.8	178	1503	1.0	3.6	289	1589	1.6	6.1	251	1917	1.4	6.4	117	910	.6	8.2
SP '99	106	2275	.6	3.2	144	1114	.8	2.8	175	959	.9	3.5	140	1344	.8	3.4	40	618	.2	2.9
WI '99	100	2528	.5	2.9	148	1270	.8	2.7	144	1094	.8	2.8	137	1560	.7	3.3	38	685	.2	2.8
FA '98	79	2088	.4	2.3	88	1036	.5	1.7	116	913	.6	2.3	126	1321	.7	3.0	36	667	.2	2.4
4-Book	119	2516	.6	3.6	140	1231	.8	2.7	181	1139	1.0	3.7	164	1536	.9	4.0	58	720	.3	4.1
SU '98	98	2493	.5	2.9	125	1246	.7	2.5	129	940	.7	2.6	137	1455	.7	3.4	52	817	.3	3.2
+WEMG-AM																				
SU '99	12	166	.1	.4	16	81	.1	.3	13	45	.1	.3	13	57	.1	.3	8	31	.1	.6
SP '99	19	218	.1	.6	26	153	.1	.5	28	119	.2	.6	25	160	.1	.6	10	79	.1	.7
WI '99	15	128	.1	.4	17	66	.1	.3	23	68	.1	.4	22	93	.1	.5	8	55	.1	.6
FA '98	17	174	.1	.5	18	122	.1	.3	25	83	.1	.5	16	114	.1	.4	9	47	.1	.6
4-Book	16	172	.1	.5	19	106	.1	.4	22	79	.1	.5	19	106	.1	.5	9	53	.1	.6
SU '98	22	192	.1	.6	20	126	.1	.4	31	150	.2	.6	30	136	.2	.7	10	68	.1	.6
+WEMG-FM																				
SU '99	26	388	.1	.8	32	210	.2	.6	27	182	.1	.6	41	249	.2	1.0	13	102	.1	.9
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	102	.1	.3	7	32	.1	.3	6	49	.1	.3	8	79	.1	.3	1	24	.1	.3
FA '98	3	88	.1	.3	18	18	.1	.3	6	26	.1	.3	3	35	.1	.3	2	44	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	87	.1	.3	8	8	.1	.3	1	26	.1	.3	2	61	.1	.3	2	9	.1	.3
WFIL-AM																				
SU '99	18	325	.1	.5	35	225	.2	.7	28	147	.2	.6	21	143	.1	.5	10	72	.1	.7
SP '99	12	233	.1	.4	25	148	.1	.5	20	97	.1	.4	12	108	.1	.3	5	76	.1	.4
WI '99	10	262	.1	.3	20	160	.1	.4	5	89	.1	.3	12	124	.1	.3	9	89	.1	.7
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	14	289	.1	.4	36	176	.2	.7	4	68	.1	.3	22	135	.1	.5	7	50	.1	.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.

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	23	293	.1	.7	32	130	.2	.6	39	146	.2	.8	28	100	.2	.7	9	93		.6
SP '99	10	164	.1	.3	16	78	.1	.3	8	73		.2	14	65	.1	.3	3	20		.2
WI '99	16	250	.1	.5	19	115	.1	.4	19	132	.1	.4	18	89	.1	.4	8	48		.6
FA '98	14	206	.1	.4	25	119	.1	.5	10	60	.1	.2	19	70	.1	.5	7	23		.5
4-Book	16	228	.1	.5	23	111	.1	.5	19	103	.1	.4	20	81	.1	.5	7	46		.5
SU '98	24	323	.1	.7	37	154	.2	.7	43	189	.2	.9	15	92	.1	.4	5	69		.3
W10Q-FM																				
SU '99	115	3063	.6	3.5	141	1190	.8	2.9	180	1516	1.0	3.8	136	1477	.7	3.4	51	830	.3	3.6
SP '99	177	3670	1.0	5.3	206	1798	1.1	3.9	285	1740	1.5	5.7	229	2110	1.2	5.6	72	1147	.4	5.2
WI '99	118	2889	.6	3.5	152	1222	.8	2.8	207	1604	1.1	4.0	157	1551	.8	3.8	36	794	.2	2.7
FA '98	169	3137	.9	4.9	220	1423	1.2	4.2	286	1641	1.5	5.7	223	1782	1.2	5.3	69	878	.4	4.7
4-Book	145	3190	.8	4.3	180	1408	1.0	3.5	240	1625	1.3	4.8	186	1730	1.0	4.5	57	912	.3	4.1
SU '98	135	2841	.7	3.9	157	1130	.8	3.1	205	1454	1.1	4.1	155	1684	.8	3.8	68	934	.4	4.2
WIP -AM																				
SU '99	98	2010	.5	3.0	177	1136	1.0	3.6	148	916	.8	3.1	155	1141	.8	3.9	29	459	.2	2.0
SP '99	120	2104	.6	3.6	231	1184	1.2	4.4	161	868	.9	3.2	166	1300	.9	4.0	54	601	.3	3.9
WI '99	155	2681	.8	4.6	236	1345	1.3	4.4	209	1193	1.1	4.1	240	1641	1.3	5.8	67	893	.4	5.0
FA '98	128	2334	.7	3.7	203	1216	1.1	3.9	179	1025	1.0	3.6	198	1501	1.1	4.7	59	834	.3	4.0
4-Book	125	2282	.7	3.7	212	1220	1.2	4.1	174	1001	1.0	3.5	190	1396	1.0	4.6	52	697	.3	3.7
SU '98	106	1724	.6	3.1	194	1014	1.0	3.8	154	855	.8	3.1	154	1076	.8	3.8	35	474	.2	2.2
WJZ-FM																				
SU '99	158	2142	.9	4.8	140	866	.8	2.8	289	1086	1.6	6.1	192	1150	1.0	4.9	103	828	.6	7.2
SP '99	199	2608	1.1	5.9	232	1279	1.3	4.4	337	1348	1.8	6.7	248	1546	1.3	6.0	95	846	.5	6.8
WI '99	171	2510	.9	5.0	164	1094	.9	3.0	292	1122	1.6	5.7	228	1332	1.2	5.5	92	782	.5	6.8
FA '98	166	2574	.9	4.8	188	1203	1.0	3.6	281	1244	1.5	5.6	219	1434	1.2	5.2	81	881	.4	5.5
4-Book	174	2459	1.0	5.1	181	1111	1.0	3.5	300	1200	1.6	6.0	222	1366	1.2	5.4	93	834	.5	6.6
SU '98	165	2480	.9	4.8	152	1085	.8	3.0	258	1133	1.4	5.2	215	1503	1.1	5.3	114	792	.6	7.0
WMGK-FM																				
SU '99	166	3347	.9	5.1	194	1525	1.0	3.9	282	1748	1.5	5.9	218	1952	1.2	5.5	57	840	.3	4.0
SP '99	202	3492	1.1	6.0	241	1601	1.3	4.6	376	1776	2.0	7.5	260	2055	1.4	6.3	63	1006	.3	4.5
WI '99	188	3443	1.0	5.5	212	1568	1.1	3.9	353	1805	1.9	6.9	248	2183	1.3	6.0	52	885	.3	3.8
FA '98	217	3464	1.2	6.3	268	1735	1.4	5.2	406	1787	2.2	8.2	297	2222	1.6	7.1	67	830	.4	4.5
4-Book	193	3437	1.1	5.7	229	1607	1.2	4.4	354	1779	1.9	7.1	256	2103	1.4	6.2	60	890	.3	4.2
SU '98	225	3536	1.2	6.6	230	1671	1.2	4.5	413	1942	2.2	8.3	293	2303	1.6	7.2	90	964	.5	5.6
VMMR-FM																				
SU '99	174	3433	.9	5.3	237	1637	1.3	4.8	303	1638	1.6	6.4	209	1951	1.1	5.3	60	1076	.3	4.2
SP '99	180	3192	1.0	5.4	271	1671	1.5	5.2	336	1537	1.8	6.7	217	1831	1.2	5.3	43	623	.2	3.1
WI '99	163	2936	.9	4.8	244	1466	1.3	4.5	275	1490	1.5	5.4	203	1603	1.1	4.9	53	689	.3	3.9
FA '98	185	3206	1.0	5.4	241	1475	1.3	4.6	356	1577	1.9	7.2	249	2048	1.3	5.9	47	766	.3	3.2
4-Book	176	3192	1.0	5.2	248	1562	1.4	4.8	318	1561	1.7	6.4	220	1858	1.2	5.4	51	789	.3	3.6
SU '98	178	3388	1.0	5.2	226	1497	1.2	4.4	293	1507	1.6	5.9	222	1841	1.2	5.5	77	1026	.4	4.8
WNAP-AM																				
SU '99	* 7	118		.2	* 6	42		.1	7	45		.1	8	48		.2				
SP '99	2	58		.1		15			3	15		.1	1	7			**	**	**	**
WI '99	10	153	.1	.3	11	51	.1	.2	13	98	.1	.3	8	56		.2	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	13	172	.1	.4	13	87	.1	.3	20	100	.1	.4	8	52		.2	**	**	**	**
WVGL-FM																				
SU '99	102	2353	.6	3.1	133	1064	.7	2.7	151	1074	.8	3.2	115	1108	.6	2.9	38	648	.2	2.7
SP '99	135	2820	.7	4.0	172	1264	.9	3.3	212	1277	1.1	4.2	160	1453	.9	3.9	49	661	.3	3.5
WI '99	141	2746	.8	4.1	175	1263	.9	3.2	212	1153	1.1	4.1	184	1505	1.0	4.5	61	674	.3	4.5
FA '98	185	3170	1.0	5.4	229	1431	1.2	4.4	293	1436	1.6	5.9	187	1553	1.0	4.5	79	893	.4	5.3
4-Book	141	2772	.8	4.2	177	1256	.9	3.4	217	1235	1.2	4.4	162	1405	.9	4.0	57	719	.3	4.0
SU '98	154	3026	.8	4.5	221	1390	1.2	4.3	218	1336	1.2	4.4	181	1528	1.0	4.5	61	857	.3	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPEN-AM																				
SU '99	16	231	.1	.5	23	100	.1	.5	18	77	.1	.4	24	118	.1	.6	8	40	.6	.6
SP '99	15	321	.1	.4	17	122	.1	.3	22	154	.1	.4	21	120	.1	.5	5	64	.4	.4
WI '99	20	360	.1	.6	38	205	.2	.7	33	168	.2	.6	18	139	.1	.4	3	46	.2	.2
FA '98	12	219	.1	.4	20	82	.1	.4	18	118	.1	.4	7	74	.2	.2	4	24	.3	.3
4-Book	16	283	.1	.5	25	127	.1	.5	23	129	.1	.5	18	113	.1	.4	5	44	.4	.4
SU '98	11	251	.1	.3	13	82	.1	.3	13	103	.1	.3	15	108	.1	.4	6	56	.4	.4
WPHI-FM																				
SU '99	63	1368	.3	1.9	68	544	.4	1.4	96	640	.5	2.0	70	739	.4	1.8	30	412	.2	2.1
SP '99	67	1587	.4	2.0	62	643	.3	1.2	71	718	.4	1.4	103	924	.6	2.5	56	486	.3	4.0
WI '99	65	1264	.4	1.9	73	568	.4	1.4	79	616	.4	1.5	86	703	.5	2.1	53	516	.3	3.9
FA '98	73	1433	.4	2.1	83	560	.4	1.6	90	608	.5	1.8	97	818	.5	2.3	48	559	.3	3.2
4-Book	67	1413	.4	2.0	72	579	.4	1.4	84	646	.5	1.7	89	796	.5	2.2	47	493	.3	3.3
SU '98	66	1234	.4	1.9	56	472	.3	1.1	84	633	.4	1.7	89	760	.5	2.2	58	512	.3	3.6
WPHT-AM																				
SU '99	43	950	.2	1.3	71	277	.4	1.4	32	218	.2	.7	64	373	.3	1.6	33	389	.2	2.3
SP '99	13	550	.1	.4	16	107	.1	.3	3	79	.1	.1	22	206	.1	.5	16	216	.1	1.2
WI '99	28	645	.2	.8	49	226	.3	.9	39	252	.2	.8	41	245	.2	1.0	11	100	.1	.8
FA '98	23	484	.1	.7	37	188	.2	.7	32	171	.2	.6	30	165	.2	.7	10	92	.1	.7
4-Book	27	657	.2	.8	43	200	.3	.8	27	180	.2	.6	39	247	.2	1.0	18	199	.1	1.3
SU '98	31	825	.2	.9	51	225	.3	1.0	29	205	.2	.6	35	287	.2	.9	24	380	.1	1.5
WPLY-FM																				
SU '99	111	2712	.6	3.4	164	1191	.9	3.3	142	1386	.8	3.0	159	1702	.9	4.0	43	779	.2	3.0
SP '99	111	2653	.6	3.3	151	1149	.8	2.9	178	1211	1.0	3.5	150	1696	.8	3.6	40	660	.2	2.9
WI '99	89	2183	.5	2.6	117	961	.6	2.2	134	922	.7	2.6	130	1371	.7	3.2	29	584	.2	2.1
FA '98	71	2119	.4	2.1	79	952	.4	1.5	97	849	.5	1.9	114	1375	.6	2.7	27	599	.1	1.8
4-Book	96	2417	.5	2.9	128	1063	.7	2.5	138	1092	.8	2.8	138	1536	.8	3.4	35	656	.2	2.5
SU '98	76	2293	.4	2.2	94	947	.5	1.8	97	822	.5	2.0	113	1233	.6	2.8	32	622	.2	2.0
WSSJ-AM																				
SU '99	15	171	.1	.5	28	124	.2	.6	10	74	.1	.2	16	88	.1	.4	16	103	.1	1.1
SP '99	20	120	.1	.6	15	58	.1	.3	22	90	.1	.4	24	86	.1	.6	13	61	.1	.9
WI '99	11	115	.1	.3	13	69	.1	.2	8	38	.2	.2	9	57	.2	.2	4	37	.3	.3
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	132	2242	.7	4.0	182	1143	1.0	3.7	152	984	.8	3.2	160	1192	.9	4.1	72	723	.4	5.0
SP '99	126	2142	.7	3.7	163	1047	.9	3.1	140	1026	.8	2.8	158	1198	.9	3.8	89	806	.5	6.4
WI '99	158	2199	.9	4.6	226	1114	1.2	4.2	200	1208	1.1	3.9	171	1111	.9	4.2	102	761	.6	7.5
FA '98	162	2273	.9	4.7	207	1135	1.1	4.0	203	1011	1.1	4.1	199	1177	1.1	4.8	110	803	.6	7.4
4-Book	145	2214	.8	4.3	195	1110	1.1	3.8	174	1057	1.0	3.5	172	1170	1.0	4.2	93	773	.5	6.6
SU '98	132	2296	.7	3.9	168	1051	.9	3.3	169	1101	.9	3.4	137	1147	.7	3.4	91	892	.5	5.6
+WWDB-AM																				
SU '99	* 17	180	.1	.5	* 21	65	.1	.4	34	123	.2	.7	* 6	70	.2	.2				
SP '99	6	111	.2	.2	11	58	.1	.2	10	75	.1	.2	2	29			**	**	**	**
WI '99	4	90	.1	.1	2	22			10	75	.1	.2	2	26			**	**	**	**
FA '98	7	95	.2	.2	1	18			15	50	.1	.3	3	23			**	**	**	**
4-Book	9	119	.3	.3	9	41	.1	.2	17	81	.1	.4	3	37	.1	.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	77	1558	.4	2.3	73	534	.4	1.5	147	818	.8	3.1	91	500	.5	2.3	41	355	.2	2.9
SP '99	68	1256	.4	2.0	85	504	.5	1.6	117	576	.6	2.3	59	520	.3	1.4	40	339	.2	2.9
WI '99	90	1522	.5	2.6	93	618	.5	1.7	215	897	1.2	4.2	85	543	.5	2.1	28	295	.2	2.1
FA '98	85	1571	.5	2.5	114	645	.6	2.2	156	719	.8	3.1	75	615	.4	1.8	40	396	.2	2.7
4-Book	80	1477	.5	2.4	91	575	.5	1.8	159	753	.9	3.2	78	545	.4	1.9	37	346	.2	2.7
SU '98	77	1710	.4	2.3	68	563	.4	1.3	137	809	.7	2.8	103	726	.6	2.5	29	335	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WWJZ-AM																				
SU '99	1	40			1	7			1	22							1	25		.1
SP '99	1	25			1	7			2	15			2	8			1	10		.1
WI '99	1	36			1	8				7				8						
FA '98	1	35								8			1	18				8		
4-Book	1	34			1	6			1	13			1	9			1	11		.1
SU '98	4	86		.1	7	8		.1	2	26			2	26			4	52		.2
WXTU-FM																				
SU '99	87	1433	.5	2.7	118	793	.6	2.4	119	830	.6	2.5	122	989	.7	3.1	35	511	.2	2.4
SP '99	123	1750	.7	3.7	186	1107	1.0	3.6	178	813	1.0	3.5	170	1150	.9	4.1	40	532	.2	2.9
WI '99	118	1485	.6	3.5	171	876	.9	3.2	191	751	1.0	3.7	148	926	.8	3.6	29	469	.2	2.1
FA '98	139	1899	.8	4.1	211	1176	1.1	4.1	170	952	.9	3.4	190	1294	1.0	4.5	55	698	.3	3.7
4-Book	117	1642	.7	3.5	172	988	.9	3.3	165	837	.9	3.3	158	1090	.9	3.8	40	553	.2	2.8
SU '98	140	1994	.7	4.1	186	1159	1.0	3.6	196	1061	1.0	4.0	174	1287	.9	4.3	48	805	.3	3.0
WYSP-FM																				
SU '99	282	4443	1.5	8.6	909	3047	4.9	18.4	351	2077	1.9	7.4	175	1579	.9	4.4	48	860	.3	3.4
SP '99	268	4101	1.4	8.0	823	2965	4.5	15.7	334	1916	1.8	6.7	212	1743	1.1	5.1	48	727	.3	3.5
WI '99	276	4195	1.5	8.1	962	3149	5.2	17.8	346	2099	1.9	6.8	186	1560	1.0	4.5	29	528	.2	2.1
FA '98	262	4530	1.4	7.6	825	2975	4.5	15.9	317	1883	1.7	6.4	162	1369	.9	3.9	42	597	.2	2.8
4-Book	272	4317	1.5	8.1	880	3034	4.8	17.0	337	1994	1.8	6.8	184	1563	1.0	4.5	42	678	.3	3.0
SU '98	255	4236	1.4	7.5	867	3003	4.6	17.0	301	1952	1.6	6.1	158	1418	.8	3.9	60	911	.3	3.7
WYXR-FM																				
SU '99	114	2799	.6	3.5	147	1383	.8	3.0	199	1365	1.1	4.2	144	1463	.8	3.6	32	714	.2	2.2
SP '99	125	2748	.7	3.7	195	1547	1.1	3.7	198	1248	1.1	3.9	162	1597	.9	3.9	33	573	.2	2.4
WI '99	155	3099	.8	4.6	234	1583	1.3	4.3	269	1490	1.5	5.3	192	1729	1.0	4.7	54	761	.3	4.0
FA '98	146	2974	.8	4.3	214	1682	1.2	4.1	211	1434	1.1	4.2	179	1661	1.0	4.3	61	798	.3	4.1
4-Book	135	2905	.7	4.0	198	1549	1.1	3.8	219	1384	1.2	4.4	169	1613	.9	4.1	45	712	.3	3.2
SU '98	151	2862	.8	4.4	207	1362	1.1	4.1	237	1285	1.3	4.8	195	1672	1.0	4.8	50	914	.3	3.1
WJBR-FM																				
SU '99	20	410	.1	.6	27	170	.1	.5	34	157	.2	.7	18	171	.1	.5	15	162	.1	1.0
SP '99	14	402	.1	.4	19	154	.1	.4	25	202	.1	.5	16	165	.1	.4	10	146	.1	.7
WI '99	21	513	.1	.6	37	222	.2	.7	36	188	.2	.7	22	251	.1	.5	9	122		.7
FA '98	24	479	.1	.7	29	200	.2	.6	42	207	.2	.8	33	289	.2	.8	7	142		.5
4-Book	20	451	.1	.6	28	187	.2	.6	34	189	.2	.7	22	219	.1	.6	10	143	.1	.7
SU '98	21	356	.1	.6	21	147	.1	.4	42	141	.2	.8	37	192	.2	.9	8	108		.5
WKXV-FM																				
SU '99	42	993	.2	1.3	49	409	.3	1.0	66	437	.4	1.4	64	553	.3	1.6	22	334	.1	1.5
SP '99	43	812	.2	1.3	67	415	.4	1.3	79	386	.4	1.6	69	464	.4	1.7	13	163	.1	.9
WI '99	34	795	.2	1.0	55	385	.3	1.0	59	345	.3	1.2	59	513	.3	1.4	8	201		.6
FA '98	51	883	.3	1.5	57	360	.3	1.1	93	431	.5	1.9	83	525	.4	2.0	27	290	.1	1.8
4-Book	43	871	.2	1.3	57	392	.3	1.1	74	400	.4	1.5	69	514	.4	1.7	18	247	.1	1.2
SU '98	43	957	.2	1.3	57	436	.3	1.1	73	408	.4	1.5	75	578	.4	1.8	16	188	.1	1.0
WNJO-FM																				
SU '99	37	737	.2	1.1	55	437	.3	1.1	68	390	.4	1.4	33	401	.2	.8	10	159	.1	.7
SP '99	34	592	.2	1.0	41	260	.2	.8	66	293	.4	1.3	54	331	.3	1.3	6	128		.4
WI '99	26	514	.1	.8	27	225	.1	.5	46	242	.2	.9	34	268	.2	.8	7	143		.5
FA '98	23	538	.1	.7	20	251	.1	.4	37	222	.2	.7	37	280	.2	.9	10	151	.1	.7
4-Book	30	595	.2	.9	36	293	.2	.7	54	287	.3	1.1	40	320	.2	1.0	8	145	.1	.6
SU '98	44	638	.2	1.3	64	319	.3	1.3	78	349	.4	1.6	49	358	.3	1.2	21	169	.1	1.3
WPST-FM																				
SU '99	50	1649	.3	1.5	52	696	.3	1.1	89	719	.5	1.9	79	838	.4	2.0	15	431	.1	1.0
SP '99	57	1680	.3	1.7	83	761	.4	1.6	83	625	.4	1.7	79	951	.4	1.9	19	422	.1	1.4
WI '99	39	1569	.2	1.1	54	621	.3	1.0	65	629	.4	1.3	52	880	.3	1.3	10	360	.1	.7
FA '98	41	1504	.2	1.2	59	636	.3	1.1	49	585	.3	1.0	56	822	.3	1.3	10	284	.1	.7
4-Book	47	1601	.3	1.4	62	679	.3	1.2	72	640	.4	1.5	67	873	.4	1.6	14	374	.1	1.0
SU '98	51	1499	.3	1.5	64	576	.3	1.3	78	670	.4	1.6	74	829	.4	1.8	26	469	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTW-FM																				
SU '99	24	730	.1	.7	38	339	.2	.8	35	275	.2	.7	27	323	.1	.7	14	196	.1	1.0
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	17	568	.1	.5	32	251	.2	.6	19	242	.1	.4	13	263	.1	.3	10	171	.1	.6
TDOTALS																				
SU '99	3278	17992	17.7		4940	15877	26.7		4755	13956	25.7		3946	15336	21.3		1431	10384	7.7	
SP '99	3361	18026	18.2		5234	16393	28.3		5020	13934	27.2		4123	15827	22.3		1389	9984	7.5	
WI '99	3401	18001	18.4		5401	16360	29.2		5113	14055	27.7		4113	15675	22.2		1352	10075	7.3	
FA '98	3426	17979	18.5		5194	16195	28.1		4976	13831	26.9		4189	15750	22.7		1481	10342	8.0	
4-Book	3367	18000	18.2		5192	16206	28.1		4966	13944	26.9		4093	15647	22.1		1413	10196	7.6	
SU '98	3420	18191	18.3		5100	15936	27.3		4953	14169	26.5		4058	15771	21.7		1618	10971	8.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYV -AM																				
SU '99	256	4642	1.4	5.6	88	2296	.5	4.0	192	952	1.0	9.2	96	643	.5	2.7	67	361	.4	2.4
4-Book	220	4371	1.2	4.6	78	2076	.5	3.6	185	942	1.0	8.7	88	532	.5	2.4	56	338	.3	2.1
VBEB-FM																				
SU '99	319	2724	1.7	7.0	106	1543	.6	4.8	97	325	.5	4.7	193	634	1.0	5.4	129	470	.7	4.6
4-Book	352	2825	1.9	7.4	121	1551	.7	5.6	122	433	.7	5.7	222	650	1.2	6.1	144	488	.8	5.4
VDAS-AM																				
SU '99	34	279	.2	.7	26	261	.1	1.2	24	62	.1	1.2	17	60	.1	.5	12	33	.1	.4
4-Book	31	267	.2	.6	32	294	.2	1.5	20	48	.1	1.0	22	54	.1	.6	15	30	.1	.6
VDAS-FM																				
SU '99	321	2187	1.7	7.0	205	1668	1.1	9.2	165	413	.9	7.9	272	725	1.5	7.6	209	490	1.1	7.4
4-Book	343	2289	1.9	7.2	204	1628	1.1	9.3	181	471	1.0	8.4	269	696	1.5	7.4	236	556	1.3	8.9
+WEJM-FM																				
WXXM-FM																				
SU '99	243	2687	1.3	5.3	142	1803	.8	6.4	101	358	.5	4.9	243	783	1.3	6.8	198	605	1.1	7.0
4-Book	163	2134	.9	3.4	82	1343	.5	3.7	60	268	.3	2.9	153	602	.8	4.2	109	433	.6	4.1
+VEMG-AM																				
SU '99	14	114	.1	.3	11	127	.1	.5					30	108	.2	.8	11	25	.1	.4
4-Book	20	149	.1	.4	13	109	.1	.6	12	27	.1	.6	26	72	.2	.7	21	43	.1	.8
+VEMG-FM																				
SU '99	33	344	.2	.7	22	232	.1	1.0	14	56	.1	.7	35	111	.2	1.0	42	99	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	28	263	.2	.6	7	118	**	.3	9	29	**	.4	**	**	**	**	15	29	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	33	226	.2	.7	14	236	.1	.6	19	49	.1	.9	21	50	.1	.6	5	21	.1	.2
4-Book	20	175	.1	.4	13	154	.1	.6	15	37	.1	.7	17	35	.1	.5	11	25	.1	.4
W100-FM																				
SU '99	155	2519	.8	3.4	89	1521	.5	4.0	51	256	.3	2.5	171	589	.9	4.8	115	479	.6	4.1
4-Book	205	2682	1.1	4.3	98	1650	.5	4.5	74	323	.4	3.4	204	747	1.1	5.6	124	512	.7	4.7
WIP -AM																				
SU '99	159	1825	.9	3.5	35	681	.2	1.6	74	228	.4	3.6	56	219	.3	1.6	44	173	.2	1.6
4-Book	191	1982	1.0	4.0	57	982	.3	2.7	90	299	.5	4.3	93	350	.5	2.6	63	261	.3	2.4
WJZ-FM																				
SU '99	213	1655	1.2	4.7	95	1092	.5	4.3	89	208	.5	4.3	174	406	.9	4.8	123	336	.7	4.4
4-Book	239	1934	1.3	5.1	110	1277	.6	5.1	91	277	.5	4.3	178	478	1.0	4.9	167	447	.9	6.4
WMGK-FM																				
SU '99	235	2892	1.3	5.1	117	1619	.6	5.3	86	347	.5	4.1	203	630	1.1	5.6	200	655	1.1	7.1
4-Book	285	2942	1.6	6.0	120	1761	.6	5.5	103	409	.6	4.8	250	848	1.4	6.8	184	643	1.0	7.0
WMMR-FM																				
SU '99	254	2919	1.4	5.6	109	1697	.6	4.9	132	405	.7	6.4	193	746	1.0	5.4	123	525	.7	4.4
4-Book	266	2737	1.5	5.6	99	1588	.5	4.6	115	428	.6	5.4	206	721	1.1	5.7	134	519	.7	5.1
WNAP-AM																				
SU '99	* 7	80	.2	.2	* 8	59	.4	.4	* **	**	**	**	12	13	.1	.3	10	13	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	135	1844	.7	3.0	88	1314	.5	4.0	75	296	.4	3.6	127	464	.7	3.5	147	459	.8	5.2
4-Book	188	2182	1.0	3.9	114	1537	.6	5.2	99	358	.6	4.6	193	620	1.1	5.3	143	441	.8	5.4
WPEN-AM																				
SU '99	21	178	.1	.5	11	150	.1	.5	9	21	.1	.4	35	55	.2	1.0	20	50	.1	.7
4-Book	22	216	.1	.5	13	152	.1	.6	15	36	.1	.7	29	60	.2	.8	17	41	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM	SU '99	80	1124	.4	1.8	55	728	.3	2.5	33	112	.2	1.6	79	296	.4	2.2	111	305	.6	3.9
	4-Book	82	1177	.4	1.7	54	729	.3	2.5	36	142	.2	1.7	89	311	.5	2.4	82	266	.4	3.1
WPHT-AM	SU '99	54	643	.3	1.2	30	481	.2	1.4	38	117	.2	1.8	38	119	.2	1.1	21	90	.1	.7
	4-Book	36	440	.2	.8	17	277	.1	.8	17	51	.1	.8	20	63	.1	.6	9	35		.3
WPLY-FM	SU '99	154	2343	.8	3.4	81	1465	.4	3.7	70	338	.4	3.4	163	679	.9	4.5	113	426	.6	4.0
	4-Book	135	2074	.7	2.8	67	1251	.4	3.1	49	236	.3	2.3	145	567	.8	4.0	84	373	.5	3.2
WSSJ-AM	SU '99	18	162	.1	.4	10	114	.1	.5	14	42	.1	.7	24	66	.1	.7	10	24	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	SU '99	164	1792	.9	3.6	116	1317	.6	5.2	64	225	.3	3.1	168	493	.9	4.7	179	426	1.0	6.3
	4-Book	180	1790	1.0	3.8	117	1311	.7	5.4	82	250	.4	3.8	171	505	.9	4.7	166	429	.9	6.3
+WVDB-AM	SU '99	* 22	162	.1	.5	* 3	35		.1	* 4	17		.2	5	17		.1	*			
	4-Book	11	104		.3	2	29		.1	3	15		.2	5	16		.1				
WVDB-FM	SU '99	107	1136	.6	2.3	48	742	.3	2.2	49	203	.3	2.4	31	104	.2	.9	32	131	.2	1.1
	4-Book	113	1122	.6	2.4	50	649	.3	2.3	45	158	.3	2.1	34	115	.2	.9	22	83	.1	.8
WVJZ-AM	SU '99	1	22			1	22			3	7		.1	1	7						
	4-Book	1	18			1	20			1	5			1	4				3		
WXTU-FM	SU '99	119	1265	.6	2.6	66	898	.4	3.0	76	251	.4	3.7	135	442	.7	3.8	98	332	.5	3.5
	4-Book	165	1420	.9	3.4	84	1001	.5	3.9	99	328	.5	4.7	145	493	.8	4.0	102	358	.6	3.9
WYSP-FM	SU '99	469	3913	2.5	10.3	106	1692	.6	4.8	100	295	.5	4.8	168	637	.9	4.7	108	371	.6	3.8
	4-Book	457	3848	2.5	9.6	98	1552	.6	4.5	97	302	.5	4.6	172	600	.9	4.7	107	405	.6	4.0
WYXR-FM	SU '99	166	2310	.9	3.6	78	1309	.4	3.5	69	266	.4	3.3	135	577	.7	3.8	70	355	.4	2.5
	4-Book	197	2460	1.1	4.1	86	1386	.5	3.9	84	316	.5	3.9	154	582	.8	4.2	108	406	.6	4.1
WJBR-FM	SU '99	27	298	.1	.6	12	138	.1	.5					4	27		.1	12	17	.1	.4
	4-Book	29	356	.2	.6	11	178	.1	.5	10	43	.1	.5	20	66	.1	.6	17	49	.1	.7
WKXW-FM	SU '99	60	855	.3	1.3	21	326	.1	.9	17	92	.1	.8	37	132	.2	1.0	31	111	.2	1.1
	4-Book	67	759	.4	1.4	15	277	.1	.7	14	61	.1	.6	24	109	.2	.7	20	73	.1	.8
WNJO-FM	SU '99	53	632	.3	1.2	25	339	.1	1.1	23	98	.1	1.1	52	143	.3	1.4	45	157	.2	1.6
	4-Book	44	486	.3	.9	20	277	.1	.9	17	67	.1	.8	46	140	.3	1.3	30	104	.2	1.1
WPST-FM	SU '99	75	1341	.4	1.6	29	663	.2	1.3	19	118	.1	.9	65	319	.4	1.8	48	236	.3	1.7
	4-Book	67	1308	.4	1.4	33	757	.2	1.6	23	129	.1	1.1	68	310	.4	1.9	46	231	.3	1.8
WSTW-FM	SU '99	33	564	.2	.7	15	375	.1	.7	15	62	.1	.7	27	116	.1	.8	11	86	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SU '99	4564	17683	24.7		2218	14926	12.0		2078	5868	11.2		3599	9198	19.5		2827	7333	15.3	
	4-Book	4768	17755	25.8		2176	14806	11.8		2136	6229	11.5		3652	9245	19.8		2648	7017	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.

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	57	339	.3	3.7	129	713	.7	8.5	87	546	.5	3.1	52	289	.3	2.5	41	296	.2	3.3
4-Book	33	226	.2	2.2	142	705	.8	8.9	69	430	.4	2.6	45	238	.2	2.3	31	248	.2	2.7
WBEB-FM																				
SU '99	66	335	.4	4.3	72	258	.4	4.8	155	562	.8	5.6	70	260	.4	3.4	53	229	.3	4.2
4-Book	77	354	.4	5.3	75	292	.4	4.7	166	559	.9	6.2	96	347	.5	5.0	55	215	.3	4.8
WDAS-AM																				
SU '99	4	14	.3		79	174	.4	5.2	52	133	.3	1.9	12	34	.1	.6	12	30	.1	1.0
4-Book	8	17	.1	.6	87	202	.5	5.5	73	188	.4	2.7	18	41	.1	.9	12	29	.1	1.1
WDAS-FM																				
SU '99	183	528	1.0	12.0	125	374	.7	8.3	185	561	1.0	6.7	178	392	1.0	8.7	294	610	1.6	23.4
4-Book	173	449	.9	11.7	117	313	.7	7.4	177	498	1.0	6.6	182	433	1.0	9.4	275	516	1.5	24.0
+WEJM-FM																				
WXXM-FM																				
SU '99	121	463	.7	7.9	57	195	.3	3.8	182	607	1.0	6.5	166	551	.9	8.1	57	248	.3	4.5
4-Book	56	261	.3	3.7	32	156	.2	2.1	104	443	.6	3.8	92	345	.5	4.7	39	190	.2	3.4
+WEMG-AM																				
SU '99	11	11	.1	.7					20	60	.1	.7	10	22	.1	.5	2	6		.2
4-Book	9	19	.1	.6	3	8		.2	16	44	.1	.6	12	29	.1	.6	3	13		.3
+WEMG-FM																				
SU '99	7	34	.5		9	24	.6		33	67	.2	1.2	22	42	.1	1.1	15	34	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	9	19	.6		4	16	.3		8	22	.3		6	30	.3		3	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	18	48	.1	1.2	21	62	.1	1.4	14	51	.1	.5	14	41	.1	.7	4	18		.3
4-Book	12	29	.1	.9	22	54	.1	1.3	14	47	.1	.5	11	21	.1	.6	6	17		.5
WIOQ-FM																				
SU '99	70	261	.4	4.6	27	138	.1	1.8	96	424	.5	3.5	107	365	.6	5.2	64	295	.3	5.1
4-Book	75	327	.4	5.1	39	193	.2	2.4	109	491	.6	4.0	88	379	.5	4.5	55	244	.3	4.8
WIP -AM																				
SU '99	12	61	.1	.8	21	92	.1	1.4	30	187	.2	1.1	27	112	.1	1.3	19	117	.1	1.5
4-Book	29	146	.2	2.0	40	150	.2	2.5	57	233	.3	2.1	56	215	.3	2.9	33	162	.2	2.9
WJJZ-FM																				
SU '99	115	376	.6	7.5	68	190	.4	4.5	88	310	.5	3.2	44	141	.2	2.1	49	197	.3	3.9
4-Book	103	347	.6	7.0	75	216	.4	4.8	120	352	.7	4.5	91	263	.5	4.7	55	200	.3	4.8
WMGK-FM																				
SU '99	60	264	.3	3.9	54	220	.3	3.6	162	626	.9	5.8	112	341	.6	5.5	56	209	.3	4.4
4-Book	63	295	.4	4.3	48	228	.3	3.0	157	597	.8	5.8	110	376	.6	5.7	38	166	.2	3.2
WMMR-FM																				
SU '99	60	322	.3	3.9	54	242	.3	3.6	159	632	.9	5.7	105	433	.6	5.1	42	216	.2	3.3
4-Book	53	266	.3	3.6	48	208	.3	3.0	115	472	.6	4.2	84	350	.5	4.3	36	162	.2	3.1
WNAP-AM																				
SU '99					* 14	37	.1	.9	12	29	.1	.4	1	6						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	51	267	.3	3.3	88	246	.5	5.8	84	329	.5	3.0	94	242	.5	4.6	49	156	.3	3.9
4-Book	79	306	.5	5.4	109	319	.6	6.8	121	433	.7	4.5	104	308	.6	5.4	63	204	.4	5.5
WPEN-AM																				
SU '99	8	28	.5		5	17	.3		6	27	.2		7	31	.3		1	7		.1
4-Book	7	26	.5		7	28	.4		16	49	.1	.6	7	20	.4		4	18		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	36	200	.2	2.4	40	112	.2	2.6	70	194	.4	2.5	57	146	.3	2.8	18	89	.1	1.4
4-Book	55	199	.3	3.8	28	92	.2	1.8	63	192	.4	2.3	49	157	.3	2.5	28	85	.2	2.5
WPHT-AM																				
SU '99	8	53		.5	39	123	.2	2.6	34	149	.2	1.2	22	116	.1	1.1	40	101	.2	3.2
4-Book	8	37		.5	24	80	.1	1.5	20	85	.1	.8	15	60	.1	.8	22	63	.1	1.9
WPLY-FM																				
SU '99	66	303	.4	4.3	39	154	.2	2.6	78	409	.4	2.8	76	377	.4	3.7	37	236	.2	2.9
4-Book	39	190	.2	2.6	35	160	.2	2.2	85	408	.5	3.2	65	302	.4	3.3	26	166	.2	2.2
WSSJ-AM																				
SU '99					2	8		.1	4	9		.1	22	50	.1	1.1	6	21		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	122	373	.7	8.0	125	323	.7	8.3	114	420	.6	4.1	74	240	.4	3.6	76	241	.4	6.0
4-Book	134	354	.7	9.1	115	347	.6	7.3	135	457	.7	5.0	74	216	.4	3.8	56	156	.3	4.8
+WVDB-AM																				
SU '99					* 2	15		.1	4	9		.1	*							
4-Book	**	**	**	**	1	6		.1	1	5							**	**	**	**
WVDB-FM																				
SU '99	13	72	.1	.9	51	223	.3	3.4	172	418	.9	6.2	11	61	.1	.5	13	66	.1	1.0
4-Book	28	94	.2	2.0	53	218	.3	3.3	176	354	1.0	6.5	17	57	.1	.9	13	64	.1	1.1
WWJZ-AM																				
SU '99					2	7			1	7			1	8						
4-Book					2	8		.1	2	8		.1	2	4		.1				
WXTU-FM																				
SU '99	44	215	.2	2.9	40	159	.2	2.6	64	249	.3	2.3	55	198	.3	2.7	18	73	.1	1.4
4-Book	42	183	.2	2.8	71	232	.4	4.4	103	333	.6	3.8	83	256	.5	4.3	29	117	.2	2.5
WYSP-FM																				
SU '99	56	239	.3	3.7	33	90	.2	2.2	204	665	1.1	7.3	152	518	.8	7.4	19	142	.1	1.5
4-Book	51	210	.3	3.5	37	126	.2	2.4	167	561	.9	6.1	119	441	.7	6.1	26	134	.2	2.3
WYXR-FM																				
SU '99	36	192	.2	2.4	31	158	.2	2.0	113	497	.6	4.1	90	302	.5	4.4	71	249	.4	5.6
4-Book	57	230	.3	3.9	48	199	.3	3.0	106	436	.6	3.9	76	304	.4	3.9	47	175	.3	4.1
WJBR-FM																				
SU '99	17	62	.1	1.1	3	20		.2	16	57	.1	.6	16	34	.1	.8	23	47	.1	1.8
4-Book	9	36		.6	4	25		.2	13	51	.1	.5	6	30		.4	7	25		.6
WKXW-FM																				
SU '99	9	64		.6	7	25		.5	27	100	.1	1.0	20	68	.1	1.0	16	37	.1	1.3
4-Book	10	50	.1	.7	11	44	.1	.7	19	69	.1	.7	14	48	.1	.8	8	25	.1	.7
WNJO-FM																				
SU '99	8	34		.5	12	67	.1	.8	25	97	.1	.9	29	110	.2	1.4	5	38		.4
4-Book	8	44		.5	11	50	.1	.7	21	72	.1	.8	22	80	.1	1.1	5	31		.5
WPST-FM																				
SU '99	16	86	.1	1.0	2	35		.1	33	169	.2	1.2	41	183	.2	2.0	9	100		.7
4-Book	19	110	.1	1.3	13	84	.1	.8	44	230	.3	1.6	41	188	.2	2.1	11	77	.1	1.0
WSTW-FM																				
SU '99	10	59	.1	.7	5	19		.3	25	161	.1	.9	9	34		.4	12	36	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1529	5027	8.3		1515	4630	8.2		2780	7707	15.0		2052	5351	11.1		1259	3811	6.8	
4-Book	1471	4641	8.0		1594	4896	8.6		2705	7496	14.6		1942	5377	10.5		1150	3440	6.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	225	6291	1.0	5.9	553	4383	2.6	9.6	211	2341	1.0	3.8	289	3163	1.3	6.2	69	1226	.3	4.3
SP '99	173	5558	.8	4.4	476	4133	2.2	7.8	131	1720	.6	2.3	218	2765	1.0	4.6	51	926	.2	3.2
WI '99	218	6322	1.0	5.5	595	4489	2.8	9.5	166	2165	.8	2.8	238	3030	1.1	5.0	74	1291	.3	4.8
FA '98	185	5553	.9	4.7	479	3832	2.2	8.0	149	1837	.7	2.6	224	2725	1.0	4.6	62	1147	.3	3.7
4-Book	200	5931	.9	5.1	526	4209	2.5	8.7	164	2016	.8	2.9	242	2921	1.1	5.1	64	1148	.3	4.0
SU '98	194	5885	.9	4.9	502	3868	2.3	8.5	138	1901	.6	2.4	233	2763	1.1	5.0	79	1217	.4	4.3
WBEB-FM																				
SU '99	266	3883	1.2	7.0	366	2001	1.7	6.3	504	2213	2.3	9.1	324	2163	1.5	7.0	99	1257	.5	6.1
SP '99	309	4139	1.4	7.9	407	2396	1.9	6.7	624	2164	2.9	10.7	356	2296	1.7	7.5	114	1278	.5	7.1
WI '99	298	4057	1.4	7.6	400	2218	1.9	6.4	548	2184	2.5	9.3	353	2322	1.6	7.4	113	1232	.5	7.3
FA '98	289	3959	1.3	7.3	388	2337	1.8	6.5	545	2044	2.5	9.5	350	2334	1.6	7.2	98	1141	.5	5.9
4-Book	291	4010	1.3	7.5	390	2238	1.8	6.5	555	2151	2.6	9.7	346	2279	1.6	7.3	106	1227	.5	6.6
SU '98	290	3902	1.3	7.3	376	2306	1.7	6.3	574	2238	2.7	10.1	352	2287	1.6	7.5	110	1221	.5	5.9
WDAS-AM																				
SU '99	35	528	.2	.9	64	267	.3	1.1	40	188	.2	.7	32	212	.1	.7	12	134	.1	.7
SP '99	28	498	.1	.7	45	231	.2	.7	26	145	.1	.4	22	145	.1	.5	13	104	.1	.8
WI '99	51	583	.2	1.3	78	290	.4	1.2	59	266	.3	1.0	46	207	.2	1.0	16	130	.1	1.0
FA '98	26	441	.1	.7	42	209	.2	.7	17	133	.1	.3	25	166	.1	.5	5	49	.0	.3
4-Book	35	513	.2	.9	57	249	.3	.9	36	183	.2	.6	31	183	.1	.7	12	104	.1	.7
SU '98	28	450	.1	.7	55	244	.3	.9	32	173	.1	.6	18	98	.1	.4	6	94	.0	.3
WDAS-FM																				
SU '99	290	2908	1.3	7.6	419	1790	1.9	7.2	356	1463	1.7	6.4	315	1538	1.5	6.8	191	1269	.9	11.8
SP '99	297	3042	1.4	7.6	426	2003	2.0	7.0	345	1555	1.6	5.9	344	1838	1.6	7.2	223	1316	1.0	13.9
WI '99	339	2928	1.6	8.6	456	1786	2.1	7.3	422	1642	2.0	7.2	375	1827	1.7	7.9	262	1332	1.2	16.9
FA '98	320	2936	1.5	8.1	456	1961	2.1	7.6	375	1531	1.7	6.5	363	1778	1.7	7.5	228	1454	1.1	13.7
4-Book	312	2954	1.5	8.0	439	1885	2.0	7.3	375	1548	1.8	6.5	349	1745	1.6	7.4	226	1343	1.1	14.1
SU '98	339	3152	1.6	8.5	467	1900	2.2	7.9	425	1782	2.0	7.4	359	1855	1.7	7.6	252	1469	1.2	13.6
+WEJM-FM																				
WXFM-FM																				
SU '99	211	3510	1.0	5.5	200	1613	.9	3.5	322	1806	1.5	5.8	287	2105	1.3	6.2	131	1013	.6	8.1
SP '99	113	2448	.5	2.9	153	1202	.7	2.5	181	1018	.8	3.1	146	1441	.7	3.1	45	672	.2	2.8
WI '99	101	2616	.5	2.6	150	1302	.7	2.4	145	1118	.7	2.5	139	1615	.6	2.9	39	718	.2	2.5
FA '98	80	2131	.4	2.0	89	1053	.4	1.5	119	945	.6	2.1	128	1343	.6	2.6	36	667	.2	2.2
4-Book	126	2676	.6	3.3	148	1293	.7	2.5	192	1222	.9	3.4	175	1626	.8	3.7	63	768	.3	3.9
SU '98	102	2568	.5	2.6	131	1267	.6	2.2	134	982	.6	2.3	140	1497	.6	3.0	52	830	.2	2.8
+WEMG-AM																				
SU '99	14	198	.1	.4	18	104	.1	.3	18	62	.1	.3	14	74	.1	.3	9	48	.0	.6
SP '99	26	271	.1	.7	37	182	.2	.6	38	159	.2	.7	31	213	.1	.6	11	89	.1	.7
WI '99	18	151	.1	.5	23	76	.1	.4	24	82	.1	.4	25	105	.1	.5	8	67	.0	.5
FA '98	18	179	.1	.5	21	126	.1	.3	27	88	.1	.5	16	114	.1	.3	9	47	.0	.5
4-Book	19	200	.1	.5	25	122	.1	.4	27	98	.1	.5	22	127	.1	.4	9	63	.0	.6
SU '98	27	252	.1	.7	22	161	.1	.4	32	187	.1	.6	33	145	.2	.7	15	77	.1	.8
+WEMG-FM																				
SU '99	26	430	.1	.7	32	226	.1	.6	27	188	.1	.5	41	257	.2	.9	14	120	.1	.9
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	7	173	.2	.7	9	47	.1	.3	12	73	.1	.2	10	109	.1	.3	2	41	.0	.1
FA '98	5	109	.1	.3	3	40	.0	.1	6	26	.0	.1	6	57	.1	.3	2	50	.0	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	3	158	.1	.3	3	53	.1	.3	3	77	.1	.3	5	107	.1	.3	2	24	.0	.1
WFIL-AM																				
SU '99	20	383	.1	.5	39	251	.2	.7	28	147	.1	.5	23	164	.1	.5	12	94	.1	.7
SP '99	13	261	.1	.3	27	165	.1	.4	20	116	.1	.3	12	108	.1	.3	5	76	.0	.3
WI '99	12	317	.1	.3	28	200	.1	.4	5	106	.0	.1	17	141	.1	.4	9	97	.0	.6
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	17	358	.1	.4	40	220	.2	.7	6	87	.0	.1	33	164	.2	.7	8	66	.0	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	27	383	.1	.7	38	154	.2	.7	43	178	.2	.8	31	127	.1	.7	10	104		.6
SP '99	19	217	.1	.5	29	120	.1	.5	18	105	.1	.3	26	86	.1	.5	7	31		.4
WI '99	23	341	.1	.6	28	151	.1	.4	29	182	.1	.5	27	117	.1	.6	9	62		.6
FA '98	16	265	.1	.4	27	132	.1	.4	13	90	.1	.2	22	85	.1	.5	7	23		.4
4-Book	21	302	.1	.6	31	139	.1	.5	26	139	.1	.5	27	104	.1	.6	8	55		.5
SU '98	28	419	.1	.7	42	190	.2	.7	51	246	.2	.9	19	123	.1	.4	6	73		.3
WIOQ-FM																				
SU '99	123	3268	.6	3.2	146	1263	.7	2.5	195	1615	.9	3.5	144	1591	.7	3.1	56	914	.3	3.5
SP '99	185	3897	.9	4.7	217	1908	1.0	3.6	301	1845	1.4	5.2	239	2240	1.1	5.0	74	1174	.3	4.6
WI '99	127	3072	.6	3.2	164	1283	.8	2.6	225	1707	1.0	3.8	168	1637	.8	3.5	38	852	.2	2.4
FA '98	174	3268	.8	4.4	232	1483	1.1	3.9	297	1694	1.4	5.2	228	1872	1.1	4.7	70	908	.3	4.2
4-Book	152	3376	.7	3.9	190	1484	.9	3.2	255	1715	1.2	4.4	195	1835	.9	4.1	60	962	.3	3.7
SU '98	141	2971	.7	3.5	168	1199	.8	2.8	211	1481	1.0	3.7	161	1740	.7	3.4	70	967	.3	3.8
WIP-AM																				
SU '99	116	2380	.5	3.0	225	1416	1.0	3.9	169	1096	.8	3.0	180	1366	.8	3.9	32	532	.1	2.0
SP '99	141	2489	.7	3.6	285	1468	1.3	4.7	179	1034	.8	3.1	192	1561	.9	4.0	64	712	.3	4.0
WI '99	177	3093	.8	4.5	287	1589	1.3	4.6	238	1403	1.1	4.1	266	1876	1.2	5.6	73	996	.3	4.7
FA '98	153	2685	.7	3.9	264	1465	1.2	4.4	204	1147	.9	3.5	231	1714	1.1	4.8	66	926	.3	4.0
4-Book	147	2662	.7	3.8	265	1485	1.2	4.4	198	1170	.9	3.4	217	1629	1.0	4.6	59	792	.3	3.7
SU '98	122	2043	.6	3.1	234	1204	1.1	3.9	170	963	.8	3.0	181	1297	.8	3.9	38	523	.2	2.1
WJZ-FM																				
SU '99	188	2561	.9	4.9	169	1053	.8	2.9	329	1252	1.5	5.9	240	1437	1.1	5.2	123	1033	.6	7.6
SP '99	259	3134	1.2	6.6	303	1585	1.4	5.0	442	1592	2.1	7.6	321	1858	1.5	6.7	124	1026	.6	7.7
WI '99	210	2987	1.0	5.3	213	1348	1.0	3.4	347	1340	1.6	5.9	279	1641	1.3	5.9	103	914	.5	6.6
FA '98	198	3002	.9	5.0	220	1390	1.0	3.7	335	1461	1.6	5.8	269	1696	1.3	5.6	88	988	.4	5.3
4-Book	214	2921	1.0	5.5	226	1344	1.1	3.8	363	1411	1.7	6.3	277	1658	1.3	5.9	110	990	.5	6.8
SU '98	209	2958	1.0	5.3	205	1369	.9	3.5	334	1431	1.5	5.8	271	1801	1.3	5.8	131	971	.6	7.1
WMGK-FM																				
SU '99	190	3647	.9	5.0	220	1703	1.0	3.8	325	1885	1.5	5.9	255	2132	1.2	5.5	71	934	.3	4.4
SP '99	227	3754	1.1	5.8	280	1767	1.3	4.6	427	1907	2.0	7.3	285	2183	1.3	6.0	66	1094	.3	4.1
WI '99	196	3694	.9	5.0	223	1711	1.0	3.6	366	1917	1.7	6.2	259	2317	1.2	5.5	54	942	.3	3.5
FA '98	229	3714	1.1	5.8	283	1864	1.3	4.7	426	1919	2.0	7.4	312	2357	1.5	6.4	72	904	.3	4.3
4-Book	211	3702	1.0	5.4	252	1761	1.2	4.2	386	1907	1.8	6.7	278	2247	1.3	5.9	66	969	.3	4.1
SU '98	240	3736	1.1	6.0	247	1776	1.1	4.2	439	2017	2.0	7.7	314	2454	1.5	6.7	95	1038	.4	5.1
WMMR-FM																				
SU '99	180	3603	.8	4.7	245	1702	1.1	4.2	311	1693	1.4	5.6	219	2018	1.0	4.7	60	1094	.3	3.7
SP '99	191	3366	.9	4.9	289	1761	1.3	4.7	358	1610	1.7	6.2	229	1919	1.1	4.8	45	671	.2	2.8
WI '99	171	3085	.8	4.3	255	1514	1.2	4.1	291	1554	1.4	5.0	212	1694	1.0	4.5	56	723	.3	3.6
FA '98	197	3433	.9	5.0	267	1622	1.2	4.4	374	1667	1.7	6.5	259	2139	1.2	5.4	54	807	.3	3.2
4-Book	185	3372	.9	4.7	264	1650	1.2	4.4	334	1631	1.6	5.8	230	1943	1.1	4.9	54	824	.3	3.3
SU '98	188	3518	.9	4.7	242	1563	1.1	4.1	313	1589	1.4	5.5	232	1924	1.1	4.9	82	1066	.4	4.4
WNAP-AM																				
SU '99	* 11	151	.1	.3	* 8	59		.1	12	70	.1	.2	11	69	.1	.2				
SP '99	6	109		.2	4	37		.1	4	34		.1	9	39		.2	**	**	**	**
WI '99	15	182	.1	.4	16	68	.1	.3	18	126	.1	.3	16	79	.1	.3	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	24	263	.1	.6	23	146	.1	.4	36	181	.2	.6	16	96	.1	.3	**	**	**	**
WOGL-FM																				
SU '99	152	3182	.7	4.0	194	1437	.9	3.4	222	1478	1.0	4.0	176	1578	.8	3.8	60	927	.3	3.7
SP '99	195	3717	.9	5.0	245	1718	1.1	4.0	302	1684	1.4	5.2	230	1992	1.1	4.8	69	1000	.3	4.3
WI '99	199	3685	.9	5.1	255	1786	1.2	4.1	285	1537	1.3	4.9	249	2041	1.2	5.3	88	919	.4	5.7
FA '98	263	4084	1.2	6.6	322	1931	1.5	5.4	409	1973	1.9	7.1	281	2162	1.3	5.8	108	1193	.5	6.5
4-Book	202	3667	.9	5.2	254	1718	1.2	4.2	305	1668	1.4	5.3	234	1943	1.1	4.9	81	1010	.4	5.1
SU '98	211	3852	1.0	5.3	297	1828	1.4	5.0	306	1743	1.4	5.4	243	1999	1.1	5.2	79	1060	.4	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.

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	27	366	.1	.7	39	183	.2	.7	44	160	.2	.8	38	184	.2	.8	8	47	.5	
SP '99	18	428	.1	.5	18	152	.1	.3	27	192	.1	.5	24	169	.1	.5	9	89	.6	
WI '99	29	505	.1	.7	58	301	.3	.9	46	238	.2	.8	27	192	.1	.6	6	76	.4	
FA '98	27	330	.1	.7	40	150	.2	.7	40	177	.2	.7	27	139	.1	.6	15	57	.1	.9
4-Book	25	407	.1	.7	39	197	.2	.7	39	192	.2	.7	29	171	.1	.6	10	67	.6	
SU '98	21	399	.1	.5	24	150	.1	.4	29	170	.1	.5	27	190	.1	.6	10	86	.5	
WPHI-FM																				
SU '99	64	1399	.3	1.7	72	558	.3	1.2	97	647	.5	1.8	71	746	.3	1.5	30	412	.1	1.8
SP '99	67	1626	.3	1.7	62	643	.3	1.0	71	727	.3	1.2	103	945	.5	2.2	57	505	.3	3.5
WI '99	71	1391	.3	1.8	77	594	.4	1.2	84	656	.4	1.4	94	769	.4	2.0	66	563	.3	4.2
FA '98	75	1480	.3	1.9	85	583	.4	1.4	91	621	.4	1.6	98	842	.5	2.0	53	582	.2	3.2
4-Book	69	1474	.3	1.8	74	595	.4	1.2	86	663	.4	1.5	92	826	.4	1.9	52	516	.2	3.2
SU '98	67	1271	.3	1.7	58	490	.3	1.0	87	664	.4	1.5	90	766	.4	1.9	58	518	.3	3.1
WPHT-AM																				
SU '99	56	1239	.3	1.5	91	376	.4	1.6	39	257	.2	.7	80	487	.4	1.7	43	512	.2	2.6
SP '99	23	776	.1	.6	31	175	.1	.5	13	125	.1	.2	37	325	.2	.8	24	294	.1	1.5
WI '99	35	800	.2	.9	53	295	.2	.8	49	314	.2	.8	54	294	.3	1.1	17	123	.1	1.1
FA '98	29	668	.1	.7	49	256	.2	.8	41	220	.2	.7	35	243	.2	.7	10	110	.6	
4-Book	36	871	.2	.9	56	276	.2	.9	36	229	.2	.6	52	337	.3	1.1	24	260	.1	1.5
SU '98	44	1103	.2	1.1	80	336	.4	1.3	30	247	.1	.5	51	390	.2	1.1	39	489	.2	2.1
WPLY-FM																				
SU '99	114	2836	.5	3.0	167	1258	.8	2.9	144	1416	.7	2.6	163	1759	.8	3.5	43	786	.2	2.6
SP '99	114	2725	.5	2.9	155	1181	.7	2.5	178	1211	.8	3.1	155	1720	.7	3.2	41	676	.2	2.6
WI '99	91	2291	.4	2.3	119	1000	.6	1.9	134	922	.6	2.3	135	1470	.6	2.8	29	614	.1	1.9
FA '98	74	2268	.3	1.9	83	994	.4	1.4	99	875	.5	1.7	117	1404	.5	2.4	29	644	.1	1.7
4-Book	98	2530	.4	2.5	131	1108	.6	2.2	139	1106	.7	2.4	143	1588	.7	3.0	36	680	.2	2.2
SU '98	77	2357	.4	1.9	95	954	.4	1.6	98	844	.5	1.7	114	1247	.5	2.4	32	622	.1	1.7
WSSJ-AM																				
SU '99	20	194	.1	.5	34	141	.2	.6	14	90	.1	.3	23	104	.1	.5	20	119	.1	1.2
SP '99	22	163	.1	.6	18	78	.1	.3	25	122	.1	.4	28	109	.1	.6	13	81	.1	.8
WI '99	11	115	.1	.3	13	69	.1	.2	8	38	.1	.1	9	57	.1	.2	4	37	.3	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	140	2355	.7	3.7	187	1179	.9	3.2	166	1047	.8	3.0	172	1241	.8	3.7	77	740	.4	4.7
SP '99	129	2254	.6	3.3	169	1095	.8	2.8	142	1062	.7	2.4	160	1243	.7	3.3	91	838	.4	5.7
WI '99	161	2332	.7	4.1	228	1152	1.1	3.6	202	1243	.9	3.4	175	1174	.8	3.7	105	811	.5	6.8
FA '98	170	2463	.8	4.3	217	1212	1.0	3.6	217	1089	1.0	3.8	208	1242	1.0	4.3	114	855	.5	6.8
4-Book	150	2351	.7	3.9	200	1160	1.0	3.3	182	1110	.9	3.2	179	1225	.8	3.8	97	811	.5	6.0
SU '98	141	2428	.7	3.5	177	1108	.8	3.0	176	1173	.8	3.1	148	1199	.7	3.2	94	925	.4	5.1
+WVDB-AM																				
SU '99	* 17	187	.1	.4	* 21	65	.1	.4	34	130	.2	.6	* 6	70	.1					
SP '99	9	158	.2		13	82	.1	.2	17	114	.1	.3	3	54	.1		**	**	**	**
WI '99	6	122	.2		2	22			15	98	.1	.3	2	26			**	**	**	**
FA '98	9	161	.2		2	34			16	67	.1	.3	7	40	.1		**	**	**	**
4-Book	10	157	.3		10	51	.1	.2	21	102	.1	.4	5	48	.1		**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	91	1851	.4	2.4	90	649	.4	1.6	173	968	.8	3.1	108	615	.5	2.3	43	398	.2	2.6
SP '99	85	1568	.4	2.2	104	625	.5	1.7	148	709	.7	2.5	69	628	.3	1.4	51	411	.2	3.2
WI '99	116	1839	.5	2.9	124	786	.6	2.0	269	1082	1.3	4.6	110	664	.5	2.3	47	418	.2	3.0
FA '98	104	1964	.5	2.6	135	819	.6	2.2	195	928	.9	3.4	90	774	.4	1.9	47	502	.2	2.8
4-Book	99	1806	.5	2.5	113	720	.5	1.9	196	922	.9	3.4	94	670	.4	2.0	47	432	.2	2.9
SU '98	107	2069	.5	2.7	101	701	.5	1.7	179	982	.8	3.1	136	904	.6	2.9	50	464	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WWJZ-AM																			
SU '99	1	62			2	14			1	29							1	25		.1
SP '99	1	40			3	22			2	15			2	16			1	10		.1
WI '99	3	76		.1	1	16			4	23		.1	3	31		.1		8		
FA '98	1	35								8			1	18				8		
4-Book	2	53			2	13			2	19			2	16			1	13		.1
SU '98	7	106		.2	11	28		.2	5	46		.1	7	46		.1	4	65		.2
WXTU-FM																				
SU '99	119	1830	.6	3.1	180	1044	.8	3.1	154	998	.7	2.8	162	1233	.8	3.5	40	595	.2	2.5
SP '99	140	2019	.7	3.6	221	1290	1.0	3.6	200	921	.9	3.4	190	1324	.9	4.0	45	640	.2	2.8
WI '99	138	1829	.6	3.5	197	1064	.9	3.1	223	897	1.0	3.8	173	1123	.8	3.7	40	588	.2	2.6
FA '98	169	2276	.8	4.3	262	1453	1.2	4.4	206	1158	1.0	3.6	226	1539	1.1	4.7	65	747	.3	3.9
4-Book	142	1989	.7	3.6	215	1213	1.0	3.6	196	994	.9	3.4	188	1305	.9	4.0	48	643	.2	3.0
SU '98	183	2430	.8	4.6	244	1446	1.1	4.1	263	1335	1.2	4.6	222	1557	1.0	4.7	63	955	.3	3.4
WYSP-FM																				
SU '99	289	4657	1.3	7.6	938	3181	4.4	16.2	361	2157	1.7	6.5	177	1628	.8	3.8	49	892	.2	3.0
SP '99	278	4289	1.3	7.1	856	3116	4.0	14.0	347	1968	1.6	6.0	225	1816	1.0	4.7	48	738	.2	3.0
WI '99	287	4397	1.3	7.3	1021	3311	4.7	16.3	353	2164	1.6	6.0	189	1616	.9	4.0	30	544	.1	1.9
FA '98	268	4775	1.2	6.8	845	3107	3.9	14.1	320	1923	1.5	5.6	164	1408	.8	3.4	43	622	.2	2.6
4-Book	281	4530	1.3	7.2	915	3179	4.3	15.2	345	2053	1.6	6.0	189	1617	.9	4.0	43	699	.2	2.6
SU '98	265	4490	1.2	6.7	910	3178	4.2	15.3	306	2010	1.4	5.4	159	1459	.7	3.4	62	941	.3	3.4
WYXR-FM																				
SU '99	119	2986	.6	3.1	157	1480	.7	2.7	205	1431	1.0	3.7	149	1540	.7	3.2	33	776	.2	2.0
SP '99	140	2990	.7	3.6	217	1660	1.0	3.6	223	1338	1.0	3.8	186	1762	.9	3.9	37	638	.2	2.3
WI '99	166	3312	.8	4.2	262	1720	1.2	4.2	285	1600	1.3	4.9	202	1798	.9	4.3	56	808	.3	3.6
FA '98	157	3168	.7	4.0	237	1788	1.1	3.9	225	1529	1.0	3.9	188	1767	.9	3.9	66	867	.3	4.0
4-Book	146	3114	.7	3.7	218	1662	1.0	3.6	235	1475	1.1	4.1	181	1717	.9	3.8	48	772	.3	3.0
SU '98	167	3063	.8	4.2	225	1463	1.0	3.8	270	1379	1.2	4.7	217	1784	1.0	4.6	55	980	.3	3.0
WJBR-FM																				
SU '99	30	538	.1	.8	37	207	.2	.6	51	203	.2	.9	33	223	.2	.7	20	221	.1	1.2
SP '99	24	552	.1	.6	28	225	.1	.5	46	322	.2	.8	26	261	.1	.5	14	172	.1	.9
WI '99	28	593	.1	.7	45	257	.2	.7	54	246	.3	.9	32	300	.1	.7	9	122		.6
FA '98	32	614	.1	.8	39	282	.2	.6	60	267	.3	1.0	45	377	.2	.9	9	174		.5
4-Book	29	574	.1	.7	37	243	.2	.6	53	260	.3	.9	34	290	.2	.7	13	172	.1	.8
SU '98	26	430	.1	.7	26	172	.1	.4	51	176	.2	.9	43	224	.2	.9	18	143	.1	1.0
WKXV-FM																				
SU '99	49	1134	.2	1.3	61	495	.3	1.1	76	484	.4	1.4	77	636	.4	1.7	24	365	.1	1.5
SP '99	52	1002	.2	1.3	79	502	.4	1.3	89	451	.4	1.5	87	582	.4	1.8	15	204	.1	.9
WI '99	39	879	.2	1.0	59	429	.3	.9	68	383	.3	1.2	69	566	.3	1.5	9	231		.6
FA '98	59	1082	.3	1.5	63	427	.3	1.0	104	540	.5	1.8	103	651	.5	2.1	29	325	.1	1.7
4-Book	50	1024	.2	1.3	66	463	.3	1.1	84	465	.4	1.5	84	609	.4	1.8	19	281	.1	1.2
SU '98	49	1093	.2	1.2	69	537	.3	1.2	82	494	.4	1.4	82	650	.4	1.7	20	208	.1	1.1
WNJO-FM																				
SU '99	46	920	.2	1.2	66	529	.3	1.1	85	494	.4	1.5	42	476	.2	.9	13	213	.1	.8
SP '99	41	772	.2	1.0	49	328	.2	.8	79	345	.4	1.4	63	463	.3	1.3	8	169		.5
WI '99	34	693	.2	.9	32	291	.1	.5	56	310	.3	1.0	45	350	.2	.9	10	190		.6
FA '98	35	725	.2	.9	34	351	.2	.6	68	336	.3	1.2	47	401	.2	1.0	11	182	.1	.7
4-Book	39	778	.2	1.0	45	375	.2	.8	72	371	.4	1.3	49	423	.2	1.0	11	189	.1	.7
SU '98	53	784	.2	1.3	77	389	.4	1.3	86	393	.4	1.5	58	430	.3	1.2	26	254	.1	1.4
WPST-FM																				
SU '99	57	1763	.3	1.5	62	739	.3	1.1	104	761	.5	1.9	87	887	.4	1.9	16	440	.1	1.0
SP '99	58	1753	.3	1.5	85	785	.4	1.4	85	649	.4	1.5	81	993	.4	1.7	19	422	.1	1.2
WI '99	41	1674	.2	1.0	55	663	.3	.9	67	669	.3	1.1	54	935	.3	1.1	10	383		.6
FA '98	41	1549	.2	1.0	59	643	.3	1.0	49	585	.2	.9	56	836	.3	1.2	10	284		.6
4-Book	49	1685	.3	1.3	65	708	.3	1.1	76	666	.4	1.4	70	913	.4	1.5	14	382	.1	.9
SU '98	54	1567	.2	1.4	66	602	.3	1.1	83	697	.4	1.5	77	857	.4	1.6	27	496	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '99	28	772	.1	.7	43	354	.2	.7	42	290	.2	.8	32	338	.1	.7	14	196	.1	.9
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	17	576	.1	.4	33	259	.2	.6	19	250	.1	.3	13	271	.1	.3	10	179		.5
TOTALS																				
SU '99	3817	20939	17.8		5785	18555	26.9		5541	16147	25.8		4629	17842	21.5		1623	11918	7.5	
SP '99	3917	20995	18.2		6102	19066	28.4		5815	16180	27.0		4778	18359	22.2		1606	11600	7.5	
WI '99	3934	20915	18.3		6259	19021	29.1		5875	16224	27.3		4739	18186	22.0		1553	11632	7.2	
FA '98	3959	20888	18.4		6003	18895	27.9		5753	16126	26.8		4838	18298	22.5		1668	11743	7.8	
4-Book	3907	20934	18.2		6037	18884	28.1		5746	16169	26.7		4746	18171	22.1		1613	11723	7.5	
SU '98	3974	21028	18.4		5938	18492	27.5		5711	16332	26.4		4698	18363	21.7		1850	12589	8.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	340	5740	1.6	6.4	125	2973	.6	4.9	282	1305	1.3	11.2	136	865	.6	3.2	88	491	.4	2.7
4-Book	299	5456	1.4	5.4	115	2716	.5	4.6	271	1285	1.2	10.5	128	743	.6	3.0	77	451	.4	2.5
WBEB-FM																				
SU '99	406	3260	1.9	7.6	128	1876	.6	5.0	129	432	.6	5.1	230	750	1.1	5.4	156	583	.7	4.8
4-Book	440	3401	2.1	8.0	149	1899	.7	5.9	158	553	.7	6.1	283	813	1.3	6.6	177	608	.8	5.8
WDAS-AM																				
SU '99	45	358	.2	.8	33	321	.2	1.3	35	79	.2	1.4	25	83	.1	.6	18	48	.1	.6
4-Book	41	347	.2	.8	41	382	.2	1.6	26	58	.2	1.0	30	71	.1	.7	22	45	.1	.7
WDAS-FM																				
SU '99	363	2423	1.7	6.8	227	1855	1.1	8.8	191	477	.9	7.6	313	798	1.5	7.4	231	534	1.1	7.1
4-Book	387	2553	1.8	7.0	235	1864	1.1	9.2	215	558	1.0	8.3	316	799	1.5	7.4	271	629	1.3	8.9
+WEJM-FM																				
WXXM-FM																				
SU '99	274	2993	1.3	5.1	154	1953	.7	6.0	111	399	.5	4.4	267	852	1.2	6.3	218	657	1.0	6.7
4-Book	173	2282	.8	3.2	86	1410	.4	3.4	64	282	.3	2.5	161	628	.7	3.8	116	449	.5	3.7
+WEMG-AM																				
SU '99	17	138	.1	.3	11	153	.1	.4					30	108	.1	.7	11	25	.1	.3
4-Book	25	173	.1	.4	15	129	.1	.6	14	32	.1	.5	30	78	.2	.7	24	50	.1	.8
+WEMG-FM																				
SU '99	33	367	.2	.6	23	257	.1	.9	14	56	.1	.6	36	122	.2	.8	44	114	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	30	304	.1	.6	7	134		.3	9	29		.4					15	29	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	38	273	.2	.7	20	279	.1	.8	19	49	.1	.8	28	56	.1	.7	11	27	.1	.3
4-Book	28	224	.1	.5	19	199	.1	.8	19	42	.1	.8	24	45	.1	.6	14	31	.1	.5
WIOQ-FM																				
SU '99	164	2679	.8	3.1	96	1652	.4	3.7	55	285	.3	2.2	177	643	.8	4.2	123	501	.6	3.8
4-Book	216	2836	1.0	3.9	102	1748	.5	4.0	76	342	.4	2.9	213	793	1.0	5.0	129	531	.6	4.3
WIP -AM																				
SU '99	190	2175	.9	3.6	42	855	.2	1.6	99	335	.5	3.9	75	283	.3	1.8	46	183	.2	1.4
4-Book	225	2328	1.1	4.1	68	1150	.3	2.7	105	357	.5	4.1	116	432	.5	2.7	72	294	.3	2.4
WJJZ-FM																				
SU '99	253	2010	1.2	4.7	116	1346	.5	4.5	110	268	.5	4.4	217	526	1.0	5.1	153	425	.7	4.7
4-Book	295	2320	1.4	5.3	139	1538	.7	5.5	121	357	.6	4.7	226	612	1.0	5.3	215	574	1.0	7.1
WMGK-FM																				
SU '99	271	3170	1.3	5.1	125	1798	.6	4.9	91	370	.4	3.6	217	682	1.0	5.1	216	717	1.0	6.7
4-Book	311	3171	1.5	5.7	128	1893	.6	5.1	110	435	.5	4.3	267	901	1.3	6.3	198	686	.9	6.5
WMMR-FM																				
SU '99	263	3032	1.2	4.9	115	1819	.5	4.5	143	436	.7	5.7	201	786	.9	4.7	135	577	.6	4.2
4-Book	280	2876	1.3	5.1	104	1668	.5	4.1	121	450	.6	4.7	215	754	1.0	5.0	143	555	.7	4.7
WNAP-AM																				
SU '99	* 11	109	.1	.2	* 14	76	.1	.5	* 4	7		.2	24	26	.1	.6	18	26	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '99	199	2514	.9	3.7	130	1847	.6	5.0	116	434	.5	4.6	214	710	1.0	5.0	212	636	1.0	6.5
4-Book	267	2905	1.2	4.8	169	2131	.8	6.6	150	523	.7	5.8	294	909	1.4	6.8	210	629	1.0	6.8
WPEN-AM																				
SU '99	41	305	.2	.8	14	167	.1	.5	12	29	.1	.5	41	72	.2	1.0	27	67	.1	.8
4-Book	36	317	.2	.7	17	196	.1	.7	20	51	.1	.8	38	82	.2	.9	24	57	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHT-FM																				
SU '99	81	1145	.4	1.5	56	752	.3	2.2	35	118	.2	1.4	83	302	.4	2.0	111	305	.5	3.4
4-Book	84	1223	.4	1.5	56	760	.3	2.2	38	149	.2	1.5	95	335	.5	2.2	85	277	.4	2.8
WPHT-AM																				
SU '99	68	812	.3	1.3	43	607	.2	1.7	54	143	.3	2.1	59	168	.3	1.4	26	98	.1	.8
4-Book	47	587	.2	.9	24	351	.1	.9	22	59	.1	.9	30	84	.1	.7	13	45	.1	.4
WPLY-FM																				
SU '99	157	2438	.7	2.9	85	1547	.4	3.3	70	338	.3	2.8	167	707	.8	3.9	118	440	.5	3.6
4-Book	138	2154	.7	2.5	70	1312	.3	2.8	52	247	.3	2.0	149	590	.7	3.5	91	395	.4	3.0
WSSJ-AM																				
SU '99	23	179	.1	.4	16	137	.1	.6	22	58	.1	.9	34	83	.2	.8	18	41	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	174	1882	.8	3.3	123	1367	.6	4.8	66	234	.3	2.6	187	525	.9	4.4	196	451	.9	6.0
4-Book	187	1885	.9	3.4	122	1377	.6	4.8	85	263	.4	3.3	178	522	.9	4.2	173	445	.8	5.6
WVDB-AM																				
SU '99	* 22	169	.1	.4	* 3	35	.1	.1	* 4	17	.2	.2	5	17	.1	.1	*			
4-Book	13	131	.1	.2	3	43	.1	.1	3	15	.1	.1	8	24	.2	.2				
WVDB-FM																				
SU '99	127	1363	.6	2.4	60	871	.3	2.3	60	227	.3	2.4	48	141	.2	1.1	36	138	.2	1.1
4-Book	139	1372	.7	2.5	63	796	.3	2.5	65	210	.3	2.5	48	161	.2	1.1	29	98	.2	.9
WVJZ-AM																				
SU '99	1	37			1	28			3	7		.1	1	7			1	7		
4-Book	2	31			2	27		.1	1	5			3	9		.1	1	7		
WXTU-FM																				
SU '99	164	1610	.8	3.1	90	1139	.4	3.5	111	340	.5	4.4	188	565	.9	4.4	113	383	.5	3.5
4-Book	199	1723	.9	3.6	102	1207	.5	4.0	125	401	.6	4.8	180	588	.9	4.2	121	425	.6	3.9
WYSP-FM																				
SU '99	482	4070	2.2	9.0	109	1760	.5	4.2	106	318	.5	4.2	170	652	.8	4.0	108	371	.5	3.3
4-Book	472	4022	2.2	8.5	100	1614	.5	3.9	100	316	.5	3.9	175	614	.8	4.1	107	409	.5	3.5
WYXR-FM																				
SU '99	173	2467	.8	3.2	81	1381	.4	3.1	74	274	.3	2.9	137	600	.6	3.2	76	372	.4	2.3
4-Book	213	2632	1.0	3.9	91	1480	.4	3.6	93	345	.4	3.6	162	618	.8	3.8	115	430	.6	3.8
WJBR-FM																				
SU '99	41	365	.2	.8	18	217	.1	.7	2	15	.1	.1	20	67	.1	.5	29	75	.1	.9
4-Book	42	456	.2	.8	14	230	.1	.6	11	51	.1	.4	30	92	.2	.7	23	71	.1	.8
WKXV-FM																				
SU '99	72	976	.3	1.3	24	388	.1	.9	20	113	.1	.8	44	170	.2	1.0	39	142	.2	1.2
4-Book	78	890	.4	1.4	19	337	.1	.7	18	81	.1	.7	30	131	.2	.7	25	91	.1	.8
WNJD-FM																				
SU '99	66	780	.3	1.2	33	439	.2	1.3	30	130	.1	1.2	62	181	.3	1.5	53	208	.2	1.6
4-Book	57	630	.3	1.0	26	390	.1	1.1	23	92	.1	.9	57	179	.3	1.4	37	143	.2	1.2
WPST-FM																				
SU '99	86	1405	.4	1.6	34	726	.2	1.3	23	133	.1	.9	76	349	.4	1.8	51	252	.2	1.6
4-Book	71	1371	.4	1.3	35	795	.2	1.4	24	137	.1	.9	73	327	.4	1.7	47	244	.2	1.6
WSTV-FM																				
SU '99	39	579	.2	.7	19	410	.1	.7	15	62	.1	.6	50	150	.2	1.2	14	103	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	5336	20586	24.8	2576	17325	12.0	2520	7093	11.7	4250	10716	19.8	3240	8434	15.1					
4-Book	5529	20664	25.7	2547	17222	11.9	2588	7460	12.0	4283	10815	19.9	3061	8140	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.

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYV -AM																				
SU '99	79	487	.4	4.6	188	1006	.9	10.2	122	711	.6	3.9	73	395	.3	3.2	59	408	.3	4.0
4-Book	52	321	.3	3.1	204	972	1.0	10.5	106	605	.5	3.4	70	348	.4	3.2	45	329	.2	3.3
WBEB-FM																				
SU '99	74	371	.3	4.3	92	314	.4	5.0	184	683	.9	5.8	93	346	.4	4.0	58	245	.3	4.0
4-Book	90	409	.4	5.4	98	377	.5	5.0	194	663	.9	6.2	118	428	.6	5.3	61	247	.3	4.6
WDAS-AM																				
SU '99	8	20	.1	.5	90	194	.4	4.9	61	172	.3	1.9	16	40	.1	.7	13	38	.1	.9
4-Book	11	24	.1	.7	107	249	.5	5.5	89	242	.4	2.9	29	68	.2	1.3	19	42	.1	1.4
WDAS-FM																				
SU '99	199	576	.9	11.6	138	414	.6	7.5	201	616	.9	6.4	193	418	.9	8.4	322	659	1.5	22.0
4-Book	189	500	.9	11.4	138	372	.7	7.2	204	568	1.0	6.5	209	488	1.0	9.4	315	593	1.5	23.5
+WEJM-FM																				
WXXM-FM																				
SU '99	128	471	.6	7.5	58	210	.3	3.1	187	638	.9	5.9	188	618	.9	8.2	65	261	.3	4.4
4-Book	58	270	.3	3.5	33	161	.2	1.7	107	463	.5	3.4	101	372	.5	4.5	43	198	.2	3.1
+WEMG-AM																				
SU '99	11	11	.1	.6					21	77	.1	.7	10	22		.4	3	15		.2
4-Book	9	19	.1	.5	6	17		.3	21	58	.1	.7	15	34	.1	.7	4	19		.3
+WEMG-FM																				
SU '99	8	44	.5	.5	9	24	.5	.5	33	67	.2	1.0	23	49	.1	1.0	16	44	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	9	19	.5	.5	4	16	.2	.2	10	31	.3	.3	9	37	.4	.4	3	22	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	21	54	.1	1.2	37	99	.2	2.0	26	81	.1	.8	14	41	.1	.6	4	18		.3
4-Book	16	36	.1	1.0	34	82	.2	1.8	25	74	.1	.8	12	27	.1	.5	7	22		.5
WIOQ-FM																				
SU '99	74	285	.3	4.3	28	147	.1	1.5	109	501	.5	3.4	115	397	.5	5.0	73	318	.3	5.0
4-Book	79	346	.4	4.8	40	203	.2	2.1	115	531	.5	3.7	93	397	.4	4.2	58	253	.3	4.3
WIP -AM																				
SU '99	12	61	.1	.7	31	124	.1	1.7	34	209	.2	1.1	28	119	.1	1.2	21	131	.1	1.4
4-Book	30	155	.2	1.8	49	177	.2	2.5	69	282	.3	2.2	66	241	.3	3.0	38	189	.2	2.9
WJJZ-FM																				
SU '99	129	445	.6	7.5	80	230	.4	4.3	98	380	.5	3.1	66	196	.3	2.9	66	249	.3	4.5
4-Book	119	411	.6	7.2	93	282	.4	4.8	147	436	.7	4.7	115	320	.5	5.2	74	251	.4	5.5
WMGK-FM																				
SU '99	62	286	.3	3.6	59	252	.3	3.2	174	690	.8	5.5	117	381	.5	5.1	61	225	.3	4.2
4-Book	65	316	.3	3.9	53	250	.3	2.8	170	648	.8	5.4	117	398	.6	5.2	41	181	.2	3.0
WMMR-FM																				
SU '99	63	338	.3	3.7	60	259	.3	3.3	164	666	.8	5.2	106	449	.5	4.6	45	232	.2	3.1
4-Book	55	278	.3	3.3	51	220	.2	2.6	117	484	.6	3.7	85	364	.4	3.8	40	173	.2	2.9
WNAP-AM																				
SU '99					* 18	42	.1	1.0	17	41	.1	.5	3	11	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	69	352	.3	4.0	119	329	.6	6.5	118	454	.5	3.7	129	379	.6	5.6	76	234	.4	5.2
4-Book	115	448	.6	7.0	162	462	.8	8.2	169	608	.8	5.4	150	447	.7	6.7	97	323	.5	7.2
WPN-AM																				
SU '99	8	28	.5	.5	7	26	.4	.4	9	35	.3	.3	7	31	.3	.3	1	7		.1
4-Book	9	32	.6	.6	10	41	.5	.5	22	68	.1	.7	10	30	.1	.4	5	21		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	36	200	.2	2.1	42	115	.2	2.3	71	204	.3	2.2	57	146	.3	2.5	19	96	.1	1.3
4-Book	56	203	.3	3.4	29	93	.1	1.5	63	194	.3	2.0	50	160	.3	2.2	28	87	.2	2.1
WPHT-AM																				
SU '99	18	99	.1	1.0	55	147	.3	3.0	40	166	.2	1.3	26	132	.1	1.1	62	148	.3	4.2
4-Book	13	57	.1	.8	34	105	.2	1.8	25	108	.1	.8	17	70	.1	.8	32	87	.2	2.3
WPLY-FM																				
SU '99	67	312	.3	3.9	40	163	.2	2.2	85	453	.4	2.7	86	402	.4	3.7	39	243	.2	2.7
4-Book	40	200	.2	2.4	36	169	.2	1.9	89	429	.4	2.9	70	313	.4	3.1	27	173	.1	2.0
WSSJ-AM																				
SU '99					17	30	.1	.9	10	25	.3	.3	22	50	.1	1.0	6	21	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	128	384	.6	7.5	132	334	.6	7.2	115	423	.5	3.6	74	240	.3	3.2	79	244	.4	5.4
4-Book	138	368	.7	8.4	122	361	.6	6.3	139	470	.6	4.4	76	226	.4	3.4	57	162	.3	4.2
+WVDB-AM																				
SU '99					2	15	.1	.1	4	9	.1	.1								
4-Book	**	**	**	**	2	8	.1	.1	3	8	.1	.1					**	**	**	**
WVDB-FM																				
SU '99	27	110	.1	1.6	56	245	.3	3.0	201	493	.9	6.4	11	68	.1	.5	25	96	.1	1.7
4-Book	34	112	.2	2.0	62	257	.3	3.2	211	427	1.0	6.7	19	64	.1	.9	18	79	.1	1.3
WWJZ-AM																				
SU '99					2	13	.1	.1	1	7	.1	.1	1	8	.1	.1				
4-Book					2	10	.1	.1	4	12	.1	.1	2	4	.1	.1				
WXTU-FM																				
SU '99	50	231	.2	2.9	66	234	.3	3.6	101	321	.5	3.2	68	228	.3	3.0	25	110	.1	1.7
4-Book	47	206	.2	2.8	87	283	.4	4.4	136	431	.7	4.3	96	310	.5	4.3	32	134	.2	2.4
WYSP-FM																				
SU '99	56	239	.3	3.3	33	98	.2	1.8	210	688	1.0	6.6	157	542	.7	6.8	23	164	.1	1.6
4-Book	51	212	.3	3.1	38	130	.2	2.0	173	585	.8	5.4	124	462	.6	5.5	27	140	.1	2.0
WYXR-FM																				
SU '99	38	214	.2	2.2	32	167	.1	1.7	116	520	.5	3.7	91	318	.4	4.0	71	249	.3	4.9
4-Book	62	251	.3	3.7	52	216	.2	2.6	110	461	.5	3.5	78	317	.4	3.5	49	178	.2	3.6
WJBR-FM																				
SU '99	20	88	.1	1.2	6	29	.3	.3	22	88	.1	.7	16	34	.1	.7	28	72	.1	1.9
4-Book	11	48	.7	.7	5	33	.3	.3	17	71	.1	.6	7	34	.3	.3	9	35	.6	.6
WKXV-FM																				
SU '99	10	74	.6	.6	8	32	.4	.4	31	130	.1	1.0	22	82	.1	1.0	16	37	.1	1.1
4-Book	11	58	.7	.7	14	57	.1	.7	27	94	.1	.9	18	61	.1	.9	9	27	.1	.6
WNJO-FM																				
SU '99	15	64	.1	.9	14	82	.1	.8	38	150	.2	1.2	45	164	.2	2.0	7	60	.5	.5
4-Book	13	76	.1	.8	14	63	.1	.7	33	121	.2	1.1	27	101	.1	1.2	7	46	.6	.6
WPST-FM																				
SU '99	19	104	.1	1.1	3	41	.2	.2	39	191	.2	1.2	48	199	.2	2.1	9	100	.6	.6
4-Book	21	119	.1	1.2	13	86	.1	.7	46	240	.3	1.5	43	192	.2	1.9	11	77	.1	.8
WSTW-FM																				
SU '99	11	67	.1	.6	5	19	.3	.3	29	170	.1	.9	9	34	.4	.4	12	36	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1716	5801	8.0		1842	5623	8.6		3161	8905	14.7		2303	6054	10.7		1461	4398	6.8	
4-Book	1661	5360	7.7		1946	5942	9.1		3138	8761	14.6		2238	6182	10.4		1350	4036	6.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	274	6734	1.4	8.3	670	4796	3.5	13.3	251	2719	1.3	5.2	326	3387	1.7	8.2	94	1491	.5	7.2
SP '99	220	6140	1.2	6.5	597	4620	3.2	11.4	179	2228	.9	3.6	261	3134	1.4	6.5	66	1162	.3	4.8
WI '99	283	6979	1.5	8.3	746	4986	3.9	13.7	235	2814	1.2	4.6	294	3480	1.6	7.4	85	1453	.4	6.6
FA '98	250	6054	1.3	7.3	599	4295	3.2	11.5	227	2231	1.2	4.6	302	3178	1.6	7.5	82	1351	.4	6.1
4-Book	257	6477	1.4	7.6	653	4674	3.5	12.5	223	2498	1.2	4.5	296	3295	1.6	7.4	82	1364	.4	6.2
SU '98	237	6335	1.3	6.9	614	4462	3.3	11.7	185	2289	1.0	3.8	254	3029	1.4	6.5	95	1453	.5	6.4
WBEB-FM																				
SU '99	252	3415	1.3	7.6	344	1832	1.8	6.8	481	1996	2.5	10.1	314	1971	1.7	7.9	92	1090	.5	7.1
SP '99	306	3911	1.6	9.0	424	2358	2.2	8.1	592	2192	3.1	12.0	354	2285	1.9	8.9	95	1101	.5	7.0
WI '99	296	3967	1.6	8.7	393	2177	2.1	7.2	532	2152	2.8	10.5	349	2291	1.8	8.8	121	1215	.6	9.4
FA '98	263	3496	1.4	7.7	360	2022	1.9	6.9	507	1939	2.7	10.3	305	2029	1.6	7.6	86	976	.5	6.4
4-Book	279	3697	1.5	8.3	380	2097	2.0	7.3	528	2070	2.8	10.7	331	2144	1.8	8.3	99	1096	.5	7.5
SU '98	271	3483	1.4	7.9	380	2054	2.0	7.3	517	1986	2.8	10.6	329	2140	1.8	8.4	86	1056	.5	5.8
WDAS-AM																				
SU '99	43	600	.2	1.3	72	325	.4	1.4	45	251	.2	.9	39	232	.2	1.0	18	185	.1	1.4
SP '99	46	656	.2	1.4	78	324	.4	1.5	36	190	.2	.7	29	204	.2	.7	17	109	.1	1.2
WI '99	45	531	.2	1.3	76	268	.4	1.4	47	254	.2	.9	35	182	.2	.9	12	95	.1	.9
FA '98	39	516	.2	1.1	65	262	.3	1.2	36	213	.2	.7	30	201	.2	.7	8	67	.1	.6
4-Book	43	576	.2	1.3	73	295	.4	1.4	41	227	.2	.8	33	205	.2	.8	14	114	.1	1.0
SU '98	28	511	.1	.8	51	275	.3	1.0	31	205	.2	.6	20	126	.1	.5	8	111	.1	.5
WDAS-FM																				
SU '99	223	2328	1.2	6.8	353	1459	1.9	7.0	252	1125	1.3	5.3	232	1199	1.2	5.9	130	890	.7	10.0
SP '99	245	2397	1.3	7.2	357	1564	1.9	6.8	281	1248	1.5	5.7	276	1404	1.5	6.9	175	1015	.9	12.8
WI '99	255	2260	1.3	7.5	389	1407	2.1	7.2	337	1262	1.8	6.7	260	1373	1.4	6.5	139	856	.7	10.8
FA '98	224	2129	1.2	6.6	311	1326	1.6	6.0	259	1082	1.4	5.3	251	1277	1.3	6.3	145	870	.8	10.8
4-Book	237	2279	1.3	7.0	353	1439	1.9	6.8	282	1179	1.5	5.8	255	1313	1.4	6.4	147	908	.8	11.1
SU '98	271	2326	1.4	7.9	366	1394	2.0	7.0	343	1294	1.8	7.0	278	1289	1.5	7.1	201	1047	1.1	13.6
+WEJM-FM																				
WXXM-FM																				
SU '99	143	2509	.8	4.3	136	1140	.7	2.7	200	1270	1.1	4.2	195	1569	1.0	4.9	96	737	.5	7.4
SP '99	67	1453	.4	2.0	92	715	.5	1.8	89	606	.5	1.8	82	813	.4	2.1	38	392	.2	2.8
WI '99	37	1212	.2	1.1	53	547	.3	1.0	61	552	.3	1.2	53	705	.3	1.3	9	264	.1	.7
FA '98	35	979	.2	1.0	45	476	.2	.9	45	373	.2	.9	57	584	.3	1.4	20	268	.1	1.5
4-Book	71	1538	.4	2.1	82	720	.4	1.6	99	700	.5	2.0	97	918	.5	2.4	41	415	.2	3.1
SU '98	33	1182	.2	1.0	53	510	.3	1.0	36	418	.2	.7	45	649	.2	1.2	13	324	.1	.9
+WEMG-AM																				
SU '99	15	142	.1	.5	17	82	.1	.3	24	51	.1	.5	17	53	.1	.4	10	51	.1	.8
SP '99	29	239	.2	.9	49	180	.3	.9	39	142	.2	.8	36	205	.2	.9	11	89	.1	.8
WI '99	9	77	.3	.3	12	33	.1	.2	10	42	.1	.2	11	56	.1	.3	5	37	.1	.4
FA '98	18	145	.1	.5	21	121	.1	.4	29	76	.2	.6	18	93	.1	.4	5	17	.1	.4
4-Book	18	151	.1	.6	25	104	.2	.5	26	78	.2	.5	21	102	.1	.5	8	49	.1	.6
SU '98	20	210	.1	.6	13	122	.1	.2	17	133	.1	.3	28	119	.1	.7	14	81	.1	.9
+WEMG-FM																				
SU '99	10	213	.1	.3	16	117	.1	.3	10	91	.1	.2	13	97	.1	.3	5	54	.1	.4
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	12	366	.1	.4	11	84	.1	.2	20	187	.1	.4	16	203	.1	.4	2	56	.1	.2
FA '98	13	283	.1	.4	17	103	.1	.3	9	103	.1	.2	20	162	.1	.5	4	107	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	10	265	.1	.3	7	95	.1	.1	11	130	.1	.2	12	156	.1	.3	5	60	.1	.3
WFIL-AM																				
SU '99	22	413	.1	.7	45	263	.2	.9	30	153	.2	.6	23	164	.1	.6	12	104	.1	.9
SP '99	19	309	.1	.6	33	181	.2	.6	29	171	.2	.6	25	166	.1	.6	10	89	.1	.7
WI '99	13	309	.1	.4	30	194	.2	.6	8	109	.2	.2	18	131	.1	.5	9	106	.1	.7
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	18	353	.1	.5	45	233	.2	.9	9	122	.2	.2	30	145	.2	.8	12	101	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	35	446	.2	1.1	49	189	.3	1.0	46	198	.2	1.0	35	149	.2	.9	25	99	.1	1.9
SP '99	33	305	.2	1.0	55	195	.3	1.0	28	159	.1	.6	38	137	.2	1.0	18	51	.1	1.3
WI '99	45	518	.2	1.3	57	261	.3	1.1	61	297	.3	1.2	53	228	.3	1.3	20	112	.1	1.6
FA '98	28	395	.1	.8	39	189	.2	.7	36	159	.2	.7	26	125	.1	.6	10	61	.1	.7
4-Book	35	416	.2	1.1	50	209	.3	1.0	43	203	.2	.9	38	160	.2	1.0	18	81	.1	1.4
SU '98	39	447	.2	1.1	64	228	.3	1.2	73	292	.4	1.5	26	145	.1	.7	10	75	.1	.7
WIOQ-FM																				
SU '99	63	1719	.3	1.9	64	631	.3	1.3	101	874	.5	2.1	73	807	.4	1.8	27	474	.1	2.1
SP '99	79	2047	.4	2.3	103	957	.5	2.0	107	889	.6	2.2	99	1143	.5	2.5	34	509	.2	2.5
WI '99	70	1795	.4	2.1	102	772	.5	1.9	127	884	.7	2.5	83	832	.4	2.1	18	433	.1	1.4
FA '98	95	1773	.5	2.8	145	787	.8	2.8	172	851	.9	3.5	119	952	.6	3.0	25	413	.1	1.9
4-Book	77	1834	.4	2.3	104	787	.5	2.0	127	875	.7	2.6	94	934	.5	2.4	26	457	.1	2.0
SU '98	76	1749	.4	2.2	97	701	.5	1.9	103	789	.5	2.1	77	977	.4	2.0	38	504	.2	2.6
WIP -AM																				
SU '99	97	1988	.5	2.9	210	1264	1.1	4.2	132	919	.7	2.8	135	1169	.7	3.4	25	430	.1	1.9
SP '99	122	2269	.6	3.6	243	1306	1.3	4.6	155	1012	.8	3.2	159	1355	.8	4.0	63	641	.3	4.6
WI '99	147	2517	.8	4.3	271	1365	1.4	5.0	191	1214	1.0	3.8	201	1429	1.1	5.1	58	754	.3	4.5
FA '98	119	2125	.6	3.5	245	1320	1.3	4.7	160	894	.8	3.2	158	1250	.8	3.9	45	656	.2	3.3
4-Book	121	2225	.6	3.6	242	1314	1.3	4.6	160	1010	.8	3.3	163	1301	.9	4.1	48	620	.2	3.6
SU '98	105	1610	.6	3.1	220	960	1.2	4.2	140	766	.7	2.9	140	999	.7	3.6	36	392	.2	2.4
WJZZ-FM																				
SU '99	207	2568	1.1	6.3	218	1118	1.2	4.3	383	1359	2.0	8.0	269	1531	1.4	6.8	108	983	.6	8.3
SP '99	272	3157	1.4	8.0	309	1574	1.6	5.9	449	1707	2.4	9.1	345	1921	1.8	8.6	120	978	.6	8.8
WI '99	239	2926	1.3	7.0	258	1417	1.4	4.8	398	1540	2.1	7.9	326	1811	1.7	8.2	106	941	.6	8.2
FA '98	200	2879	1.1	5.9	199	1263	1.1	3.8	335	1467	1.8	6.8	281	1740	1.5	7.0	81	891	.4	6.0
4-Book	230	2883	1.2	6.8	246	1343	1.3	4.7	391	1518	2.1	8.0	305	1751	1.6	7.7	104	948	.6	7.8
SU '98	212	2893	1.1	6.2	212	1325	1.1	4.1	331	1496	1.8	6.8	286	1858	1.5	7.3	120	964	.6	8.1
WMGK-FM																				
SU '99	136	2535	.7	4.1	164	1201	.9	3.3	229	1267	1.2	4.8	169	1367	.9	4.3	55	616	.3	4.2
SP '99	160	2605	.8	4.7	199	1238	1.1	3.8	298	1287	1.6	6.1	196	1449	1.0	4.9	43	801	.2	3.2
WI '99	150	2526	.8	4.4	173	1234	.9	3.2	283	1402	1.5	5.6	189	1577	1.0	4.8	36	656	.2	2.8
FA '98	152	2585	.8	4.5	185	1230	1.0	3.6	283	1340	1.5	5.7	203	1609	1.1	5.1	50	725	.3	3.7
4-Book	150	2563	.8	4.4	180	1226	1.0	3.5	273	1324	1.5	5.6	189	1501	1.0	4.8	46	700	.3	3.5
SU '98	147	2462	.8	4.3	173	1201	.9	3.3	260	1284	1.4	5.3	193	1622	1.0	4.9	65	707	.3	4.4
WMMR-FM																				
SU '99	131	2235	.7	4.0	191	1124	1.0	3.8	231	1138	1.2	4.8	152	1221	.8	3.8	32	620	.2	2.5
SP '99	122	1939	.6	3.6	174	977	.9	3.3	240	980	1.3	4.9	144	1130	.8	3.6	34	431	.2	2.5
WI '99	107	1813	.6	3.1	175	897	.9	3.2	177	887	.9	3.5	125	1030	.7	3.1	33	361	.2	2.6
FA '98	109	2097	.6	3.2	172	1087	.9	3.3	181	955	1.0	3.7	135	1277	.7	3.4	34	495	.2	2.5
4-Book	117	2021	.6	3.5	178	1021	.9	3.4	207	990	1.1	4.2	139	1165	.8	3.5	33	477	.2	2.5
SU '98	109	2030	.6	3.2	153	1002	.8	2.9	176	884	.9	3.6	135	1160	.7	3.5	36	548	.2	2.4
VNAP-AM																				
SU '99	* 14	116	.1	.4	* 7	53		.1	18	76	.1	.4	12	68	.1	.3				
SP '99	14	153	.1	.4	11	79	.1	.2	10	65	.1	.2	20	79	.1	.5	**	**	**	**
WI '99	18	157	.1	.5	14	66	.1	.3	24	121	.1	.5	19	74	.1	.5	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	23	253	.1	.7	23	145	.1	.4	30	185	.2	.6	15	107	.1	.4	**	**	**	**
VOGL-FM																				
SU '99	202	3828	1.1	6.1	260	1723	1.4	5.2	284	1749	1.5	5.9	244	2018	1.3	6.2	78	1119	.4	6.0
SP '99	232	4241	1.2	6.8	279	1948	1.5	5.3	361	2078	1.9	7.3	271	2328	1.4	6.8	72	1122	.4	5.3
WI '99	248	4050	1.3	7.3	308	2018	1.6	5.7	366	1834	1.9	7.2	296	2214	1.6	7.5	96	979	.5	7.5
FA '98	286	4299	1.5	8.4	345	2109	1.8	6.6	443	2186	2.3	9.0	302	2422	1.6	7.5	116	1289	.6	8.6
4-Book	242	4105	1.3	7.2	298	1950	1.6	5.7	364	1962	1.9	7.4	278	2246	1.5	7.0	91	1127	.5	6.9
SU '98	257	4086	1.4	7.5	359	2080	1.9	6.9	371	1915	2.0	7.6	292	2267	1.6	7.5	90	1207	.5	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	81	938	.4	2.5	130	494	.7	2.6	124	477	.7	2.6	103	552	.5	2.6	26	255	.1	2.0
SP '99	47	871	.2	1.4	63	404	.3	1.2	76	409	.4	1.5	44	322	.2	1.1	21	153	.1	1.5
WI '99	71	873	.4	2.1	107	472	.6	2.0	120	489	.6	2.4	85	467	.4	2.1	21	180	.1	1.6
FA '98	71	853	.4	2.1	104	455	.5	2.0	114	486	.6	2.3	73	413	.4	1.8	23	166	.1	1.7
4-Book	68	884	.4	2.0	101	456	.5	2.0	109	465	.6	2.2	76	439	.4	1.9	23	189	.1	1.7
SU '98	63	920	.3	1.8	95	430	.5	1.8	97	447	.5	2.0	69	491	.4	1.8	17	230	.1	1.1
WPHI-FM																				
SU '99	24	598	.1	.7	23	164	.1	.5	34	211	.2	.7	27	278	.1	.7	10	156	.1	.8
SP '99	21	674	.1	.6	22	265	.1	.4	21	242	.1	.4	29	301	.2	.7	17	165	.1	1.2
WI '99	27	622	.1	.8	34	228	.2	.6	36	215	.2	.7	35	303	.2	.9	24	185	.1	1.9
FA '98	31	628	.2	.9	33	230	.2	.6	40	271	.2	.8	38	356	.2	.9	26	210	.1	1.9
4-Book	26	631	.1	.8	28	222	.2	.5	33	235	.2	.7	32	310	.2	.8	19	179	.1	1.5
SU '98	32	600	.2	.9	28	218	.1	.5	52	330	.3	1.1	37	344	.2	.9	15	160	.1	1.0
WPHT-AM																				
SU '99	67	1373	.4	2.0	137	517	.7	2.7	53	314	.3	1.1	66	443	.3	1.7	49	559	.3	3.8
SP '99	50	1060	.3	1.5	86	356	.5	1.6	41	256	.2	.8	69	445	.4	1.7	49	384	.3	3.6
WI '99	45	1049	.2	1.3	88	474	.5	1.6	54	412	.3	1.1	57	395	.3	1.4	25	154	.1	1.9
FA '98	47	890	.2	1.4	88	378	.5	1.7	59	294	.3	1.2	53	352	.3	1.3	12	147	.1	.9
4-Book	52	1093	.3	1.6	100	431	.6	1.9	52	319	.3	1.1	61	409	.3	1.5	34	311	.2	2.6
SU '98	55	1187	.3	1.6	103	380	.5	2.0	41	323	.2	.8	68	466	.4	1.7	37	392	.2	2.5
WPLY-FM																				
SU '99	47	1214	.2	1.4	73	559	.4	1.5	67	510	.4	1.4	64	651	.3	1.6	17	356	.1	1.3
SP '99	44	1218	.2	1.3	45	459	.2	.9	60	479	.3	1.2	67	782	.4	1.7	21	278	.1	1.5
WI '99	38	919	.2	1.1	54	407	.3	1.0	61	345	.3	1.2	57	587	.3	1.4	6	180	.1	.5
FA '98	31	998	.2	.9	41	438	.2	.8	35	328	.2	.7	44	483	.2	1.1	14	236	.1	1.0
4-Book	40	1087	.2	1.2	53	466	.3	1.1	56	416	.3	1.1	58	626	.3	1.5	15	263	.1	1.1
SU '98	44	1111	.2	1.3	48	400	.3	.9	64	446	.3	1.3	63	573	.3	1.6	15	276	.1	1.0
WSSJ-AM																				
SU '99	23	130	.1	.7	36	102	.2	.7	24	87	.1	.5	28	68	.1	.7	14	70	.1	1.1
SP '99	20	142	.1	.6	15	71	.1	.3	22	101	.1	.4	24	89	.1	.6	12	74	.1	.9
WI '99	16	101	.1	.5	10	48	.1	.2	21	55	.1	.4	20	56	.1	.5	1	23	.1	.1
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	63	1244	.3	1.9	69	458	.4	1.4	75	527	.4	1.6	76	573	.4	1.9	27	237	.1	2.1
SP '99	52	1112	.3	1.5	59	450	.3	1.1	65	471	.3	1.3	62	540	.3	1.6	35	319	.2	2.6
WI '99	71	1239	.4	2.1	75	480	.4	1.4	79	504	.4	1.6	81	549	.4	2.0	62	342	.3	4.8
FA '98	72	1352	.4	2.1	86	514	.5	1.7	88	589	.5	1.8	83	576	.4	2.1	47	399	.2	3.5
4-Book	65	1237	.4	1.9	72	476	.4	1.4	77	523	.4	1.6	76	560	.4	1.9	43	324	.2	3.3
SU '98	59	1356	.3	1.7	74	519	.4	1.4	78	565	.4	1.6	56	542	.3	1.4	30	342	.2	2.0
+WVDB-AM																				
SU '99	* 16	216	.1	.5	* 24	93	.1	.5	28	159	.1	.6	* 8	81	.1	.2	**	**	**	**
SP '99	16	221	.1	.5	23	117	.1	.4	33	159	.2	.7	4	53	.1	.1	**	**	**	**
WI '99	8	208	.2	.5	5	80	.1	.1	17	156	.1	.3	3	36	.1	.1	**	**	**	**
FA '98	18	251	.1	.5	13	89	.1	.2	32	144	.2	.6	11	64	.1	.3	**	**	**	**
4-Book	15	224	.1	.4	16	95	.1	.3	28	155	.2	.6	7	59	.2	.2	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	115	2158	.6	3.5	121	839	.6	2.4	212	1117	1.1	4.4	142	829	.7	3.6	41	441	.2	3.1
SP '99	118	2026	.6	3.5	147	833	.8	2.8	196	1035	1.0	4.0	84	771	.4	2.1	68	519	.4	5.0
WI '99	152	2193	.8	4.5	185	1007	1.0	3.4	300	1285	1.6	5.9	131	861	.7	3.3	79	560	.4	6.1
FA '98	149	2323	.8	4.4	181	1107	1.0	3.5	271	1196	1.4	5.5	125	981	.7	3.1	79	585	.4	5.9
4-Book	134	2175	.7	4.0	159	947	.9	3.0	245	1158	1.3	5.0	121	861	.6	3.0	67	526	.4	5.0
SU '98	137	2287	.7	4.0	141	963	.8	2.7	242	1201	1.3	5.0	137	962	.7	3.5	59	534	.3	4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WWJZ-AM																			
SU '99	5	109	.2		6	46	.1		9	70	.2		4	28	.1		2	24	.2	
SP '99	6	96	.2		13	59	.1	.2	6	35	.1		8	44	.2		2	46	.1	
WI '99	5	141	.1		8	77	.1		7	46	.1		5	42	.1		3	19	.2	
FA '98	2	82	.1		3	38	.1		4	27	.1			18			1	9	.1	
4-Book	5	107	.2		8	55	.1		7	45	.1		4	33	.1		2	25	.2	
SU '98	16	153	.1	.5	20	44	.1	.4	14	87	.1	.3	14	51	.1	.4	13	82	.1	.9
WXTU-FM																				
SU '99	135	1907	.7	4.1	205	1092	1.1	4.1	186	1024	1.0	3.9	164	1188	.9	4.1	34	560	.2	2.6
SP '99	139	1985	.7	4.1	221	1231	1.2	4.2	194	988	1.0	3.9	181	1290	1.0	4.5	44	648	.2	3.2
WI '99	133	1846	.7	3.9	185	1046	1.0	3.4	190	927	1.0	3.7	171	1101	.9	4.3	51	626	.3	4.0
FA '98	180	2141	1.0	5.3	278	1384	1.5	5.3	240	1122	1.3	4.9	214	1502	1.1	5.3	68	610	.4	5.1
4-Book	147	1970	.8	4.4	222	1188	1.2	4.3	203	1015	1.1	4.1	183	1270	1.0	4.6	49	611	.3	3.7
SU '98	215	2422	1.1	6.3	290	1509	1.5	5.5	312	1458	1.7	6.4	244	1624	1.3	6.2	80	898	.4	5.4
WYSP-FM																				
SU '99	126	2580	.7	3.8	430	1622	2.3	8.6	147	996	.8	3.1	72	804	.4	1.8	17	358	.1	1.3
SP '99	129	2258	.7	3.8	436	1626	2.3	8.3	158	952	.8	3.2	94	778	.5	2.4	17	274	.1	1.2
WI '99	124	2201	.7	3.6	508	1589	2.7	9.4	142	1041	.7	2.8	51	680	.3	1.3	7	182		.5
FA '98	136	2834	.7	4.0	430	1705	2.3	8.3	131	1053	.7	2.7	76	680	.4	1.9	30	290	.2	2.2
4-Book	129	2468	.7	3.8	451	1636	2.4	8.7	145	1011	.8	3.0	73	736	.4	1.9	18	276	.1	1.3
SU '98	143	2528	.8	4.2	499	1762	2.7	9.5	174	1032	.9	3.6	75	728	.4	1.9	27	361	.1	1.8
WYXR-FM																				
SU '99	67	1877	.4	2.0	100	958	.5	2.0	107	930	.6	2.2	88	939	.5	2.2	18	431	.1	1.4
SP '99	87	1650	.5	2.6	133	894	.7	2.5	165	723	.9	3.4	109	952	.6	2.7	17	341	.1	1.2
WI '99	96	1896	.5	2.8	173	1074	.9	3.2	168	912	.9	3.3	110	979	.6	2.8	22	417	.1	1.7
FA '98	100	1856	.5	2.9	150	1027	.8	2.9	154	835	.8	3.1	110	963	.6	2.7	40	449	.2	3.0
4-Book	88	1820	.5	2.6	139	988	.7	2.7	149	850	.8	3.0	104	958	.6	2.6	24	410	.1	1.8
SU '98	98	1952	.5	2.9	128	872	.7	2.4	139	842	.7	2.9	127	1124	.7	3.2	40	559	.2	2.7
WJBR-FM																				
SU '99	27	501	.1	.8	35	177	.2	.7	40	207	.2	.8	31	256	.2	.8	17	215	.1	1.3
SP '99	26	446	.1	.8	38	199	.2	.7	53	272	.3	1.1	19	215	.1	.5	6	71		.4
WI '99	24	466	.1	.7	38	212	.2	.7	47	194	.2	.9	29	237	.2	.7	8	119		.6
FA '98	29	479	.2	.8	35	222	.2	.7	60	251	.3	1.2	39	311	.2	1.0	6	150		.4
4-Book	27	473	.1	.8	37	203	.2	.7	50	231	.3	1.0	30	255	.2	.8	9	139		.7
SU '98	23	358	.1	.7	25	123	.1	.5	42	148	.2	.9	31	157	.2	.8	21	110	.1	1.4
WKXV-FM																				
SU '99	49	1077	.3	1.5	64	472	.3	1.3	83	529	.4	1.7	75	622	.4	1.9	23	272	.1	1.8
SP '99	50	955	.3	1.5	68	500	.4	1.3	75	402	.4	1.5	68	485	.4	1.7	17	216	.1	1.2
WI '99	47	797	.2	1.4	83	488	.4	1.5	83	394	.4	1.6	67	506	.4	1.7	11	200	.1	.9
FA '98	42	925	.2	1.2	65	438	.3	1.2	71	427	.4	1.4	63	517	.3	1.6	16	244	.1	1.2
4-Book	47	939	.3	1.4	70	475	.4	1.3	78	438	.4	1.6	68	533	.4	1.7	17	233	.1	1.3
SU '98	49	912	.3	1.4	68	430	.4	1.3	81	445	.4	1.7	81	595	.4	2.1	20	231	.1	1.3
WNJO-FM																				
SU '99	54	967	.3	1.6	67	511	.4	1.3	108	516	.6	2.3	59	539	.3	1.5	14	239	.1	1.1
SP '99	40	788	.2	1.2	41	325	.2	.8	76	394	.4	1.5	66	483	.3	1.7	9	165		.7
WI '99	43	744	.2	1.3	42	326	.2	.8	76	343	.4	1.5	56	410	.3	1.4	16	210	.1	1.2
FA '98	36	756	.2	1.1	40	358	.2	.8	75	363	.4	1.5	40	389	.2	1.0	9	172		.7
4-Book	43	814	.2	1.3	48	380	.3	.9	84	404	.5	1.7	55	455	.3	1.4	12	197	.1	.9
SU '98	60	817	.3	1.8	73	397	.4	1.4	92	426	.5	1.9	65	484	.3	1.7	31	309	.2	2.1
WPST-FM																				
SU '99	24	987	.2	1.3	42	473	.2	.8	87	466	.5	1.8	57	477	.3	1.4	9	215		.7
SP '99	24	785	.1	.7	25	322	.1	.5	34	275	.2	.7	36	396	.2	.9	10	199	.1	.7
WI '99	20	829	.1	.6	32	362	.2	.6	34	317	.2	.7	24	456	.1	.6	3	131		.2
FA '98	19	839	.1	.6	28	409	.1	.5	17	288	.1	.3	27	407	.1	.7	4	146		.3
4-Book	26	860	.1	.8	32	392	.2	.6	43	337	.3	.9	36	434	.2	.9	7	173		.5
SU '98	24	793	.1	.7	32	291	.2	.6	29	320	.2	.6	33	414	.2	.8	12	269	.1	.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.

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '99	15	425	.1	.5	19	166	.1	.4	26	158	.1	.5	14	150	.1	.4	7	72		.5
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	11	325	.1	.3	24	122	.1	.5	17	117	.1	.3	10	130	.1	.3	4	116		.3
TOTALS																				
SU '99	3301	18416	17.4		5027	16281	26.5		4785	14148	25.3		3958	15555	20.9		1303	10150	6.9	
SP '99	3387	18448	17.9		5245	16680	27.7		4916	14250	26.0		3989	15918	21.1		1363	9648	7.2	
WI '99	3410	18353	18.0		5428	16592	28.7		5067	14307	26.7		3971	15710	21.0		1285	9624	6.8	
FA '98	3415	18387	18.0		5203	16649	27.5		4927	14301	26.0		4007	15894	21.2		1345	9832	7.1	
4-Book	3378	18401	17.8		5226	16551	27.6		4924	14252	26.0		3981	15769	21.1		1324	9814	7.0	
SU '98	3426	18209	18.3		5226	16202	27.9		4877	14129	26.0		3913	15736	20.9		1483	10532	7.9	

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	403	6144	2.1	8.7	167	3402	.9	7.2	353	1560	1.9	13.9	192	1036	1.0	4.9	105	525	.6	3.9
4-Book	378	6009	2.0	8.0	160	3299	.8	6.9	383	1657	2.1	14.5	181	951	1.0	4.7	108	563	.6	4.1
WBEB-FM																				
SU '99	388	2984	2.0	8.4	119	1662	.6	5.1	110	412	.6	4.3	231	723	1.2	5.9	154	568	.8	5.7
4-Book	422	3180	2.2	8.9	148	1848	.8	6.3	166	577	.9	6.3	278	841	1.5	7.2	179	612	1.0	6.8
WDAS-AM																				
SU '99	51	445	.3	1.1	46	389	.2	2.0	39	103	.2	1.5	32	88	.2	.8	15	53	.1	.6
4-Book	48	405	.3	1.0	54	446	.3	2.3	37	81	.2	1.4	40	99	.2	1.0	22	55	.1	.8
WDAS-FM																				
SU '99	277	1928	1.5	6.0	190	1556	1.0	8.2	182	464	1.0	7.2	290	711	1.5	7.4	184	436	1.0	6.8
4-Book	295	1951	1.6	6.2	193	1484	1.0	8.3	208	528	1.1	7.9	277	678	1.5	7.2	213	488	1.1	8.0
+WEJM-FM																				
WXXM-FM																				
SU '99	179	2161	.9	3.9	110	1414	.6	4.8	74	316	.4	2.9	186	545	1.0	4.7	139	464	.7	5.1
4-Book	93	1306	.5	2.0	52	797	.3	2.2	35	164	.2	1.4	93	349	.5	2.4	69	246	.4	2.6
+WEMG-AM																				
SU '99	20	94	.1	.4	10	136	.1	.4	1	11			31	91	.2	.8	10	28	.1	.4
4-Book	24	129	.1	.5	14	109	.1	.6	14	32	.1	.5	27	65	.2	.7	24	50	.2	.9
+WEMG-FM																				
SU '99	13	179	.1	.3	8	89		.3	8	13		.3	8	41		.2	8	26		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	32	324	.2	.7	10	171	.1	.4	12	37	.1	.5	5	18		.1	24	48	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	44	332	.2	1.0	27	294	.1	1.2	11	48	.1	.4	40	76	.2	1.0	22	38	.1	.8
4-Book	44	313	.2	.9	33	284	.2	1.4	26	67	.2	1.0	41	79	.2	1.1	29	57	.2	1.1
WIOQ-FM																				
SU '99	81	1370	.4	1.8	56	864	.3	2.4	29	145	.2	1.1	108	348	.6	2.7	71	303	.4	2.6
4-Book	110	1512	.6	2.3	54	907	.3	2.3	33	161	.2	1.2	107	410	.6	2.8	64	271	.4	2.4
WIP -AM																				
SU '99	157	1853	.8	3.4	40	774	.2	1.7	96	364	.5	3.8	72	268	.4	1.8	43	184	.2	1.6
4-Book	186	1964	1.0	3.9	55	957	.3	2.4	85	305	.4	3.3	98	362	.6	2.6	60	243	.3	2.3
WJJZ-FM																				
SU '99	297	2075	1.6	6.4	114	1344	.6	4.9	104	283	.5	4.1	203	539	1.1	5.2	145	431	.8	5.3
4-Book	320	2368	1.7	6.8	154	1608	.8	6.6	140	408	.7	5.3	246	666	1.3	6.4	222	600	1.2	8.4
WMGK-FM																				
SU '99	190	2141	1.0	4.1	95	1373	.5	4.1	72	287	.4	2.8	161	491	.8	4.1	181	588	1.0	6.7
4-Book	219	2144	1.2	4.6	96	1394	.5	4.1	85	338	.5	3.2	202	661	1.1	5.2	145	513	.8	5.5
WMMR-FM																				
SU '99	195	1856	1.0	4.2	84	1133	.4	3.6	113	337	.6	4.5	150	553	.8	3.8	99	404	.5	3.6
4-Book	177	1701	.9	3.8	68	1030	.3	2.9	86	318	.5	3.3	142	512	.8	3.6	90	377	.5	3.4
WNAP-AM																				
SU '99	* 13	92	.1	.3	* 16	65	.1	.7	* 6	14		.2	33	39	.2	.8	22	33	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '99	264	3042	1.4	5.7	174	2359	.9	7.5	163	616	.9	6.4	299	931	1.6	7.6	256	785	1.4	9.4
4-Book	317	3266	1.7	6.7	211	2566	1.1	9.0	184	647	1.0	7.0	375	1161	2.0	9.7	263	782	1.4	9.9
WPEN-AM																				
SU '99	119	775	.6	2.6	51	614	.3	2.2	62	167	.3	2.4	156	348	.8	4.0	84	205	.4	3.1
4-Book	96	704	.5	2.1	47	520	.3	2.0	59	176	.3	2.2	105	239	.6	2.7	67	158	.3	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	29	417	.2	.6	25	324	.1	1.1	22	83	.1	.9	50	136	.3	1.3	42	112	.2	1.5
4-Book	31	490	.2	.7	20	290	.1	.9	17	68	.1	.7	45	144	.3	1.2	30	95	.1	1.1
WPHT-AM																				
SU '99	83	891	.4	1.8	52	665	.3	2.3	58	150	.3	2.3	81	210	.4	2.1	29	111	.2	1.1
4-Book	69	774	.3	1.5	34	444	.2	1.5	30	86	.2	1.2	46	124	.2	1.2	25	74	.1	1.0
WPLY-FM																				
SU '99	68	970	.4	1.5	31	651	.2	1.3	28	122	.1	1.1	53	271	.3	1.3	51	207	.3	1.9
4-Book	56	878	.3	1.2	30	562	.2	1.3	24	102	.1	.9	62	251	.4	1.6	45	191	.3	1.7
WSSJ-AM																				
SU '99	29	115	.2	.6	18	105	.1	.8	30	56	.2	1.2	37	71	.2	.9	14	32	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	74	917	.4	1.6	68	683	.4	2.9	25	90	.1	1.0	103	286	.5	2.6	131	260	.7	4.8
4-Book	75	922	.4	1.6	60	677	.3	2.6	41	121	.2	1.6	83	241	.5	2.2	86	203	.5	3.2
+WWDB-AM																				
SU '99	* 21	207	.1	.5	* 2	25	.1	.1	* 1	6	.1	.1	3	6	.1	.1	*			
4-Book	19	198	.1	.4	4	57	.2	.2	4	17	.2	.2	9	26	.1	.2	1	5	.1	.1
WWDB-FM																				
SU '99	162	1654	.9	3.5	81	1071	.4	3.5	86	280	.5	3.4	105	320	.6	2.7	44	142	.2	1.6
4-Book	180	1716	1.0	3.8	95	1091	.5	4.1	118	354	.6	4.5	101	318	.6	2.6	48	155	.3	1.8
WWJZ-AM																				
SU '99	7	85	.2	.2	6	65	.3	.3	9	16	.4	.4	16	35	.1	.4	10	26	.1	.4
4-Book	7	80	.2	.2	4	62	.2	.2	4	19	.2	.2	8	27	.2	.2	6	20	.1	.2
WXTU-FM																				
SU '99	185	1661	1.0	4.0	115	1186	.6	5.0	163	441	.9	6.4	242	615	1.3	6.1	118	373	.6	4.3
4-Book	203	1718	1.1	4.3	114	1201	.6	4.9	150	424	.8	5.7	207	591	1.1	5.3	127	424	.7	4.8
WYSP-FM																				
SU '99	211	2086	1.1	4.6	47	904	.2	2.0	61	162	.3	2.4	75	343	.4	1.9	20	101	.1	.7
4-Book	217	2085	1.2	4.6	47	843	.2	2.0	44	136	.2	1.7	62	272	.3	1.6	37	169	.2	1.4
WYXR-FM																				
SU '99	99	1605	.5	2.1	44	796	.2	1.9	46	176	.2	1.8	69	325	.4	1.8	49	221	.3	1.8
4-Book	132	1525	.7	2.8	51	852	.3	2.2	54	196	.3	2.0	96	350	.5	2.5	75	279	.4	2.8
WJBR-FM																				
SU '99	36	365	.2	.8	19	259	.1	.8	14	59	.1	.6	24	104	.1	.6	29	75	.2	1.1
4-Book	40	379	.2	.9	15	224	.1	.6	13	57	.1	.5	34	103	.2	.9	22	69	.1	.8
WKXV-FM																				
SU '99	75	948	.4	1.6	20	370	.1	.9	22	115	.1	.9	43	181	.2	1.1	37	157	.2	1.4
4-Book	73	808	.4	1.5	22	347	.1	1.0	25	105	.1	1.0	37	139	.2	1.0	28	102	.1	1.0
WNJO-FM																				
SU '99	80	818	.4	1.7	35	492	.2	1.5	29	128	.2	1.1	62	196	.3	1.6	53	209	.3	2.0
4-Book	64	661	.3	1.3	28	429	.2	1.2	24	89	.2	.9	61	204	.3	1.6	37	152	.2	1.4
WPST-FM																				
SU '99	64	800	.3	1.4	25	393	.1	1.1	14	72	.1	.6	61	179	.3	1.5	44	158	.2	1.6
4-Book	38	695	.2	.8	20	406	.1	.9	10	57	.1	.4	47	180	.3	1.2	28	118	.2	1.0
WSTV-FM																				
SU '99	20	288	.1	.4	11	251	.1	.5	9	42	.4	.4	34	95	.2	.9	7	59	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	4606	18038	24.3		2311	15417	12.2		2531	7044	13.4		3936	9736	20.8		2717	7387	14.3	
4-Book	4728	18127	25.0		2339	15353	12.4		2637	7424	13.9		3878	9821	20.5		2658	7130	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	91	552	.5	6.7	288	1328	1.5	14.5	159	821	.8	5.8	101	465	.5	5.2	83	514	.4	7.0
4-Book	57	366	.3	4.3	297	1310	1.6	14.0	145	764	.8	5.0	98	456	.5	5.0	63	407	.3	5.5
WBEB-FM																				
SU '99	62	300	.3	4.6	85	284	.4	4.3	166	618	.9	6.0	93	349	.5	4.7	45	210	.2	3.8
4-Book	77	359	.4	5.8	106	398	.5	5.0	200	665	1.1	6.9	114	425	.6	5.8	56	276	.3	4.9
WDAS-AM																				
SU '99	20	46	.1	1.5	137	240	.7	6.9	80	220	.4	2.9	31	68	.2	1.6	21	45	.1	1.8
4-Book	15	34	.1	1.2	154	309	.8	7.2	107	271	.6	3.7	46	102	.3	2.3	23	41	.1	2.0
WDAS-FM																				
SU '99	145	451	.8	10.6	109	341	.6	5.5	171	498	.9	6.2	145	332	.8	7.4	266	545	1.4	22.3
4-Book	135	370	.7	10.2	112	320	.6	5.3	171	454	.9	5.9	159	381	.9	8.1	254	455	1.4	21.9
+WEJM-FM																				
WXXM-FM																				
SU '99	88	390	.5	6.5	35	143	.2	1.8	141	475	.7	5.1	143	435	.8	7.3	66	235	.3	5.5
4-Book	36	170	.2	2.7	19	87	.1	.9	61	254	.3	2.1	66	219	.4	3.4	31	115	.2	2.7
+WEMG-AM																				
SU '99	11	11	.1	.8					16	68	.1	.6	5	13		.3	3	15		.3
4-Book	7	13		.6	8	21	.1	.4	17	46	.1	.6	13	24	.1	.7	4	17		.4
+WEMG-FM																				
SU '99	7	29		.5	4	5		.2	9	13		.3	13	39	.1	.7	10	33	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	8	9		.6	12	35	.1	.6	11	41	.1	.4	9	37		.5	3	22		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	22	50	.1	1.6	55	129	.3	2.8	34	109	.2	1.2	29	71	.2	1.5	6	28		.5
4-Book	22	49	.1	1.7	56	138	.3	2.7	44	118	.3	1.5	31	67	.2	1.6	11	33	.1	1.0
WIOQ-FM																				
SU '99	42	157	.2	3.1	10	85	.1	.5	71	325	.4	2.6	64	244	.3	3.3	45	154	.2	3.8
4-Book	33	171	.2	2.5	23	120	.1	1.1	72	314	.4	2.5	55	239	.3	2.8	34	129	.2	2.9
WIP -AM																				
SU '99	6	28		.4	40	121	.2	2.0	32	180	.2	1.2	27	101	.1	1.4	13	78	.1	1.1
4-Book	27	124	.1	2.0	49	171	.3	2.3	48	237	.3	1.7	53	187	.3	2.7	28	138	.2	2.4
WJJZ-FM																				
SU '99	100	394	.5	7.3	81	253	.4	4.1	117	432	.6	4.2	96	283	.5	4.9	61	218	.3	5.1
4-Book	108	389	.6	8.2	110	337	.6	5.1	179	519	1.0	6.2	146	381	.8	7.5	78	243	.4	6.7
VMGK-FM																				
SU '99	61	233	.3	4.5	39	195	.2	2.0	120	525	.6	4.3	77	292	.4	3.9	45	163	.2	3.8
4-Book	48	238	.2	3.7	41	200	.2	2.0	127	480	.7	4.4	80	279	.4	4.1	32	141	.2	2.8
WMMR-FM																				
SU '99	49	225	.3	3.6	54	210	.3	2.7	105	367	.6	3.8	67	255	.4	3.4	34	124	.2	2.8
4-Book	37	178	.2	2.8	39	167	.2	1.9	69	269	.4	2.4	50	217	.3	2.5	27	102	.2	2.3
WNAP-AM																				
SU '99					* 13	19	.1	.7	14	38	.1	.5	3	11		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	88	436	.5	6.5	179	528	.9	9.0	165	586	.9	6.0	147	434	.8	7.5	106	328	.6	8.9
4-Book	131	498	.7	10.0	220	630	1.2	10.3	224	764	1.2	7.7	167	510	.9	8.4	121	394	.7	10.4
WPEN-AM																				
SU '99	15	108	.1	1.1	18	71	.1	.9	34	122	.2	1.2	25	91	.1	1.3	14	67	.1	1.2
4-Book	17	75	.1	1.3	24	93	.1	1.1	54	156	.3	1.9	32	86	.2	1.6	16	76	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	17	79	.1	1.2	19	58	.1	1.0	33	105	.2	1.2	9	41	.5		6	31	.5	
4-Book	15	66	.1	1.2	10	36	.1	.5	19	62	.1	.7	12	43	.1	.7	11	32	.1	1.0
WPHT-AM																				
SU '99	26	116	.1	1.9	68	172	.4	3.4	56	217	.3	2.0	41	186	.2	2.1	57	128	.3	4.8
4-Book	16	68	.1	1.3	51	136	.3	2.4	41	140	.2	1.4	31	107	.2	1.6	31	90	.2	2.7
WPLY-FM																				
SU '99	20	144	.1	1.5	16	78	.1	.8	34	185	.2	1.2	40	204	.2	2.0	9	72	.8	
4-Book	14	94	.1	1.1	17	87	.1	.8	35	175	.2	1.2	34	141	.2	1.7	6	47	.5	
WSSJ-AM																				
SU '99					28	35	.1	1.4	15	38	.1	.5	18	36	.1	.9	6	21	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	68	200	.4	5.0	80	176	.4	4.0	71	242	.4	2.6	47	127	.2	2.4	20	59	.1	1.7
4-Book	65	159	.4	4.9	71	192	.4	3.3	85	283	.5	2.9	32	94	.2	1.6	18	55	.1	1.6
+WVDB-AM																				
SU '99					*	6			5	19		.2	*							
4-Book	**	**	**	**	4	11		.2	4	16		.1					**	**	**	**
WVDB-FM																				
SU '99	41	122	.2	3.0	65	251	.3	3.3	237	545	1.3	8.6	16	76	.1	.8	29	133	.2	2.4
4-Book	53	169	.3	4.0	89	344	.5	4.1	268	528	1.4	9.2	34	100	.2	1.7	34	124	.2	2.9
WVJZ-AM																				
SU '99					7	22		.4	3	16		.1	1	8		.1				
4-Book	1	3		.1	4	18		.2	7	26		.3	3	11		.2				
WXTU-FM																				
SU '99	43	173	.2	3.2	100	313	.5	5.0	136	394	.7	4.9	100	283	.5	5.1	25	137	.1	2.1
4-Book	43	181	.2	3.3	105	320	.6	4.9	158	471	.8	5.4	96	320	.5	4.8	29	135	.2	2.5
WYSP-FM																				
SU '99	9	77		.7	24	71	.1	1.2	105	378	.6	3.8	75	311	.4	3.8	6	47	.5	
4-Book	20	99	.1	1.5	21	63	.1	1.0	104	353	.6	3.5	73	283	.4	3.7	10	45	.9	
WYXR-FM																				
SU '99	22	119	.1	1.6	27	132	.1	1.4	63	307	.3	2.3	38	178	.2	1.9	36	98	.2	3.0
4-Book	31	139	.2	2.3	36	138	.2	1.7	59	258	.3	2.1	38	168	.2	1.9	23	83	.1	2.0
WJBR-FM																				
SU '99	17	85	.1	1.2	6	27		.3	19	86	.1	.7	18	36	.1	.9	21	70	.1	1.8
4-Book	10	41	.1	.7	6	30		.3	18	73	.1	.6	7	28	.1	.4	7	32		.6
WKXW-FM																				
SU '99	9	77		.7	6	30		.3	17	85	.1	.6	21	83	.1	1.1	8	15	.7	
4-Book	10	56	.1	.7	17	68	.1	.8	32	94	.2	1.1	23	73	.1	1.2	5	24	.4	
WNJO-FM																				
SU '99	16	73	.1	1.2	16	89	.1	.8	50	175	.3	1.8	48	171	.3	2.5	7	60	.6	
4-Book	16	86	.1	1.2	13	66	.1	.6	40	144	.2	1.4	27	107	.2	1.4	7	44	.6	
WPST-FM																				
SU '99	10	44	.1	.7	1	23		.1	27	134	.1	1.0	40	150	.2	2.0	3	39	.3	
4-Book	10	58	.1	.8	7	42		.3	27	131	.1	.9	27	113	.2	1.4	4	30	.3	
WSTW-FM																				
SU '99	4	41		.3	5	19		.3	19	97	.1	.7	3	31		.2	2	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1362	4822	7.2		1983	5771	10.5		2761	7907	14.6		1959	5369	10.3		1193	3678	6.3	
4-Book	1319	4459	7.0		2129	6208	11.3		2916	8025	15.4		1970	5436	10.4		1160	3572	6.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	7	322	.2	1.3	20	184	.5	3.4	4	65	.1	.6	2	79	.3		4	59	.1	1.0
SP '99	8	301	.2	1.5	17	190	.4	2.6	11	100	.3	1.7	11	140	.3	1.5	3	70	.1	.7
WI '99	10	310	.2	1.8	25	215	.6	3.8	11	52	.3	1.7	12	84	.3	1.7	5	46	.1	1.1
FA '98	4	291	.1	.8	15	181	.4	2.4	2	36		.4	1	40		.1		29		
4-Book	7	306	.2	1.4	19	193	.5	3.1	7	63	.2	1.1	7	86	.2	.9	3	51	.1	.7
SU '98	7	362	.2	1.2	15	161	.4	2.2	4	96	.1	.5	4	75	.1	.5	5	80	.1	1.2
WBEB-FM																				
SU '99	11	329	.3	2.0	11	74	.3	1.9	18	114	.4	2.6	10	98	.2	1.6	8	71	.2	1.9
SP '99	9	308	.2	1.6	8	128	.2	1.2	10	80	.2	1.6	13	111	.3	1.8	12	132	.3	2.8
WI '99	11	315	.3	2.0	4	91	.1	.6	8	85	.2	1.3	17	131	.4	2.4	9	110	.2	2.0
FA '98	8	286	.2	1.5	5	67	.1	.8	10	102	.2	1.9	15	117	.4	2.0	15	91	.4	3.1
4-Book	10	310	.3	1.8	7	90	.2	1.1	12	95	.3	1.9	14	114	.3	2.0	11	101	.3	2.5
SU '98	9	293	.2	1.5	8	91	.2	1.2	16	126	.4	1.9	7	101	.2	1.0	5	64	.1	1.2
WDAS-AM																				
SU '99	2	55		.4		9			2	16		.3		7			1	11		.2
SP '99	1	30		.2	1	9		.2	3	16	.1	.5		9						
WI '99	1	48		.2	2	32		.3	2	17		.3	2	10		.3		10		
FA '98	2	69		.4	7	37	.2	1.1					2	12		.3				
4-Book	2	51		.3	3	22	.1	.4	2	12		.3	1	10		.2		5		.1
SU '98		7																		
WDAS-FM																				
SU '99	10	359	.2	1.9	5	95	.1	.9	14	143	.3	2.0	14	173	.3	2.2	12	161	.3	2.9
SP '99	20	360	.5	3.7	26	153	.6	4.0	21	118	.5	3.3	22	133	.5	3.0	16	120	.4	3.7
WI '99	12	266	.3	2.2	12	107	.3	1.8	7	41	.2	1.1	12	68	.3	1.7	15	86	.4	3.3
FA '98	18	338	.4	3.4	25	187	.6	4.0	21	153	.5	4.0	23	128	.6	3.0	12	111	.3	2.5
4-Book	15	331	.4	2.8	17	136	.4	2.7	16	114	.4	2.6	18	126	.4	2.5	14	120	.4	3.1
SU '98	10	196	.2	1.7	8	70	.2	1.2	17	69	.4	2.0	18	79	.4	2.5	10	62	.2	2.3
+WEJM-FM																				
WXXM-FM																				
SU '99	8	232	.2	1.5	5	69	.1	.9	15	116	.4	2.1	13	119	.3	2.0	4	66	.1	1.0
SP '99	10	551	.2	1.8	13	200	.3	2.0	6	120	.1	.9	19	357	.5	2.6	6	172	.1	1.4
WI '99	25	660	.6	4.5	34	271	.8	5.1	46	264	1.1	7.3	33	343	.8	4.6	9	274	.2	2.0
FA '98	19	674	.5	3.6	20	274	.5	3.2	16	265	.4	3.1	35	398	.9	4.6	16	232	.4	3.3
4-Book	16	529	.4	2.9	18	204	.4	2.8	21	191	.5	3.4	25	304	.6	3.5	9	186	.2	1.9
SU '98	23	707	.6	3.9	15	217	.4	2.2	36	353	.9	4.3	33	449	.8	4.5	13	229	.3	3.0
+WEMG-AM																				
SU '99	1	45		.2					2	28		.3	2	23		.3		8		
SP '99	1	24		.2	1	13		.2	1	13		.2						11		
WI '99	3	19	.1	.5	6	14	.1	.9	7	9	.2	1.1	2	9		.3		6		
FA '98	2	38		.4	3	8	.1	.5	2	18		.4	3	16	.1	.4				
4-Book	2	32		.3	3	9	.1	.4	3	17	.1	.5	2	12		.3		6		
SU '98		7			1	7		.1	1	7		.1								
+WEMG-FM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	19	**	**	**	10	**	.2	**	**	**	**	**	**	**	**	**	9	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	18	**	**	**	**	**	**	**	1	**	.1	**	9	**	.1	**	**	**	**
WFIL-AM																				
SU '99	1	17		.2	1	9		.2	1	9		.1						8		
SP '99		9								9								9		
WI '99		9								9										
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	9	**	**	**	**	**	**	**	1	**	.1	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	4	27	.1	.7	10	18	.2	1.7	1	18	.1		8	18	.2	1.2	1	18		.2
SP '99		23																		
W1 '99																				
FA '98		4				4														
4-Book	1	14		.2	3	6	.1	.4		5			2	5	.1	.3		5		.1
SU '98		24																		
W10Q-FM																				
SU '99	44	1168	1.1	8.2	37	488	.9	6.4	48	523	1.2	6.9	50	568	1.2	7.8	42	549	1.0	10.1
SP '99	39	1102	1.0	7.1	41	407	1.0	6.2	43	410	1.1	6.7	50	655	1.2	6.9	41	397	1.0	9.4
W1 '99	52	1000	1.3	9.4	50	464	1.2	7.5	59	411	1.4	9.4	78	518	1.9	10.9	50	532	1.2	10.8
FA '98	25	809	.6	4.7	23	389	.6	3.7	14	283	.3	2.7	46	430	1.1	6.0	24	350	.6	4.9
4-Book	40	1020	1.0	7.4	38	437	.9	6.0	41	407	1.0	6.4	56	543	1.4	7.9	39	457	1.0	8.8
SU '98	39	916	1.0	6.6	34	398	.8	5.1	61	481	1.5	7.3	57	509	1.4	7.8	23	329	.6	5.4
WIP-AM																				
SU '99	11	251	.3	2.0	23	153	.6	4.0	15	86	.4	2.1	10	100	.2	1.6	9	81	.2	2.2
SP '99	12	281	.3	2.2	13	122	.3	2.0	18	71	.4	2.8	12	103	.3	1.7	10	126	.2	2.3
W1 '99	17	427	.4	3.1	21	186	.5	3.2	21	133	.5	3.3	19	186	.5	2.7	18	180	.4	3.9
FA '98	13	337	.3	2.5	17	168	.4	2.7	17	110	.4	3.3	20	143	.5	2.6	8	93	.2	1.6
4-Book	13	324	.3	2.5	19	157	.5	3.0	18	100	.4	2.9	15	133	.4	2.2	11	120	.3	2.5
SU '98	11	278	.3	1.9	19	124	.5	2.8	15	127	.4	1.8	18	145	.4	2.5	8	96	.2	1.9
WJZ-FM																				
SU '99	11	371	.3	2.0	6	75	.1	1.0	25	144	.6	3.6	13	158	.3	2.0	6	98	.1	1.4
SP '99	5	166	.1	.9	3	42	.1	.5	5	64	.1	.8	5	63	.1	.7	5	42	.1	1.2
W1 '99	5	116	.1	.9	7	39	.2	1.1	8	53	.2	1.3	3	18	.1	.4	3	32	.1	.7
FA '98	7	187	.2	1.3	6	76	.1	1.0	9	52	.2	1.7	11	68	.3	1.4	6	50	.1	1.2
4-Book	7	210	.2	1.3	6	58	.1	.9	12	78	.3	1.9	8	77	.2	1.1	5	56	.1	1.1
SU '98	5	106	.1	.8	1	18		.1	9	27	.2	1.1	4	38	.1	.5	1	23		.2
WMGK-FM																				
SU '99	14	364	.3	2.6	9	121	.2	1.6	26	214	.6	3.7	23	209	.6	3.6	7	93	.2	1.7
SP '99	14	329	.3	2.6	13	99	.3	2.0	22	110	.5	3.4	21	157	.5	2.9	14	112	.3	3.2
W1 '99	11	331	.3	2.0	10	122	.2	1.5	23	126	.6	3.7	16	149	.4	2.2	6	99	.1	1.3
FA '98	25	496	.6	4.7	17	170	.4	2.7	45	189	1.1	8.6	45	229	1.1	5.9	15	188	.4	3.1
4-Book	16	380	.4	3.0	12	128	.3	2.0	29	160	.7	4.9	26	186	.7	3.7	11	123	.3	2.3
SU '98	25	474	.6	4.2	21	157	.5	3.1	44	238	1.1	5.3	23	231	.6	3.1	15	199	.4	3.5
WMMR-FM																				
SU '99	32	734	.8	6.0	33	276	.8	5.7	52	387	1.3	7.4	41	382	1.0	6.4	18	212	.4	4.3
SP '99	30	699	.7	5.5	28	237	.7	4.3	57	348	1.4	8.9	38	375	.9	5.2	18	278	.4	4.1
W1 '99	25	649	.6	4.5	32	279	.8	4.8	35	269	.9	5.6	35	323	.9	4.9	11	197	.3	2.4
FA '98	29	629	.7	5.5	19	169	.5	3.1	54	280	1.3	10.3	51	416	1.3	6.7	21	224	.5	4.3
4-Book	29	678	.7	5.4	28	240	.7	4.5	50	321	1.2	8.1	41	374	1.0	5.8	17	228	.4	3.8
SU '98	41	785	1.0	6.9	37	242	.9	5.5	80	408	2.0	9.6	58	466	1.4	7.9	23	312	.6	5.4
WNAP-AM																				
SU '99	*	11			*	11											**	**	**	**
SP '99																	**	**	**	**
W1 '99		11								7							**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	2	30		.3	3	14	.1	.4	2	21		.2	1	7		.1	**	**	**	**
WGL-FM																				
SU '99	6	315	.1	1.1	6	111	.1	1.0	8	104	.2	1.1	7	124	.2	1.1	4	89	.1	1.0
SP '99	18	298	.4	3.3	18	115	.4	2.7	36	169	.9	5.6	22	93	.5	3.0	8	87	.2	1.8
W1 '99	18	175	.4	3.3	27	79	.7	4.1	39	90	1.0	6.2	24	93	.6	3.4	3	67	.1	.7
FA '98	12	304	.3	2.3	14	141	.3	2.3	15	129	.4	2.9	18	142	.4	2.3	12	54	.3	2.5
4-Book	14	273	.3	2.5	16	112	.4	2.5	25	123	.6	4.0	18	113	.4	2.5	7	74	.2	1.5
SU '98	16	307	.4	2.7	14	83	.3	2.1	36	165	.9	4.3	24	178	.6	3.3	4	55	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99		10			1	10	.2													
SP '99		9																		
WI '99	1	9	.2			9		4	9	.1	.6		3	9	.1	.4				
FA '98		19				9														
4-Book		12	.1			7	.1	1	5	.2			1	2	.1					
SU '98		9							9											
WPHI-FM																				
SU '99	57	1049	1.4	10.6	41	344	1.0	7.1	60	534	1.5	8.6	85	643	2.1	13.2	49	535	1.2	11.8
SP '99	74	1236	1.8	13.5	65	610	1.6	9.9	84	615	2.1	13.0	114	839	2.8	15.7	55	657	1.4	12.7
WI '99	66	1214	1.6	12.0	55	508	1.4	8.3	46	498	1.1	7.3	89	689	2.2	12.4	76	674	1.9	16.5
FA '98	79	1160	1.9	15.0	75	514	1.8	12.1	39	490	1.0	7.5	128	778	3.1	16.7	95	668	2.3	19.6
4-Book	69	1165	1.7	12.8	59	494	1.5	9.4	57	534	1.4	9.1	104	737	2.6	14.5	69	634	1.7	15.2
SU '98	68	1141	1.7	11.5	54	495	1.3	8.1	89	737	2.2	10.6	104	756	2.5	14.2	68	636	1.7	15.9
WPHT-AM																				
SU '99	1	69	.2			9							2	27	.3		2	26	.5	
SP '99	1	37	.2										2	9	.3		1	28	.2	
WI '99	1	19	.2		3	10	.1	.5	4	10	.1	.6		9						
FA '98	3	43	.1	.6	11	32	.3	1.8									7	11	.2	1.4
4-Book	2	42	.3		4	13	.1	.6	1	3	.2		1	11	.2		3	16	.1	.5
SU '98	1	52	.2										1	9	.1		3	43	.1	.7
WPLY-FM																				
SU '99	53	1154	1.3	9.9	45	424	1.1	7.8	70	665	1.7	10.0	75	683	1.8	11.6	44	492	1.1	10.6
SP '99	50	1134	1.2	9.1	53	483	1.3	8.1	51	559	1.3	7.9	77	721	1.9	10.6	52	626	1.3	12.0
WI '99	35	997	.9	6.4	28	356	.7	4.2	48	431	1.2	7.6	51	567	1.3	7.1	28	439	.7	6.1
FA '98	36	1025	.9	6.8	41	430	1.0	6.6	29	385	.7	5.6	55	579	1.4	7.2	33	540	.8	6.8
4-Book	44	1078	1.1	8.1	42	423	1.0	6.7	50	510	1.2	7.8	65	638	1.6	9.1	39	524	1.0	8.9
SU '98	40	1068	1.0	6.8	34	432	.8	5.1	56	641	1.4	6.7	49	547	1.2	6.7	35	370	.9	8.2
WSSJ-AM																				
SU '99	2	14	.4		8	14	.2	1.4	2	14	.3						1	8	.2	
SP '99																				
WI '99		9																		
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	93	1343	2.3	17.3	86	578	2.1	14.8	115	792	2.8	16.4	117	858	2.9	18.2	89	708	2.2	21.3
SP '99	91	1385	2.2	16.6	78	658	1.9	11.9	91	682	2.2	14.1	125	860	3.1	17.3	95	651	2.3	21.9
WI '99	85	1446	2.1	15.4	86	670	2.1	12.9	59	601	1.4	9.4	109	802	2.7	15.2	100	712	2.5	21.7
FA '98	79	1440	1.9	15.0	73	662	1.8	11.8	53	589	1.3	10.2	118	830	2.9	15.4	102	778	2.5	21.0
4-Book	87	1404	2.1	16.1	81	642	2.0	12.9	80	666	1.9	12.5	117	838	2.9	16.5	97	712	2.4	21.5
SU '98	83	1341	2.0	14.1	63	564	1.5	9.4	90	767	2.2	10.8	117	853	2.9	16.0	87	743	2.1	20.3
+WWDB-AM																				
SU '99	*	5	.1	.9	*	7	.2	1.2	8	16	.2	1.1	*	5	.1	.8				
SP '99		10																		
WI '99																				
FA '98	2	10	.4						4	10	.1	.8								
4-Book	2	9	.3		2	2	.1	.3	3	7	.1	.5	1	2	.2					
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	1	76	.2						2	34	.3		2	17	.3			8		
SP '99	4	126	.1	.7		8			8	63	.2	1.2	5	44	.1	.7	2	34	.5	
WI '99	3	40	.1	.5	1	10	.2		5	21	.1	.8	4	21	.1	.6	3	9	.1	.7
FA '98	2	80	.4		1	30	.2		2	41	.4		2	10	.3		3	20	.1	.6
4-Book	3	81	.1	.5	1	12	.1		4	40	.1	.7	3	23	.1	.5	2	18	.1	.5
SU '98	6	108	.1	1.0	6	50	.1	.9	5	45	.1	.6	4	39	.1	.5	11	31	.3	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-AM																				
SU '99																				
SP '99																				
WI '99																				
FA '98																				
4-Book																				
SU '98																				
WXTU-FM																				
SU '99	4	139	.1	.7	4	64	.1	.7	4	51	.1	.6	4	67	.1	.6	2	41		.5
SP '99	14	201	.3	2.6	22	119	.5	3.3	28	132	.7	4.3	12	106	.3	1.7	4	53	.1	.9
WI '99	10	177	.2	1.8	4	60	.1	.6	15	92	.4	2.4	13	111	.3	1.8	9	107	.2	2.0
FA '98	12	200	.3	2.3	11	83	.3	1.8	15	91	.4	2.9	16	92	.4	2.1	6	79	.1	1.2
4-Book	10	179	.2	1.9	10	82	.3	1.6	16	92	.4	2.6	11	94	.3	1.6	5	70	.1	1.2
SU '98	22	199	.5	3.7	23	108	.6	3.4	36	118	.9	4.3	30	172	.7	4.1	12	90	.3	2.8
WYSP-FM																				
SU '99	76	1229	1.9	14.2	148	635	3.6	25.5	106	671	2.6	15.1	69	647	1.7	10.7	38	457	.9	9.1
SP '99	90	1153	2.2	16.5	206	784	5.1	31.3	101	604	2.5	15.7	89	625	2.2	12.3	49	461	1.2	11.3
WI '99	96	1249	2.4	17.4	200	851	4.9	30.0	124	698	3.0	19.7	110	747	2.7	15.4	41	412	1.0	8.9
FA '98	83	1194	2.0	15.7	197	820	4.8	31.7	104	544	2.6	19.9	81	502	2.0	10.6	37	382	.9	7.6
4-Book	86	1206	2.1	16.0	188	773	4.6	29.6	109	629	2.7	17.6	87	630	2.2	12.3	41	428	1.0	9.2
SU '98	93	1319	2.3	15.8	229	902	5.6	34.3	111	684	2.7	13.3	76	592	1.9	10.4	46	413	1.1	10.7
WYXR-FM																				
SU '99	11	371	.3	2.0	9	85	.2	1.6	17	115	.4	2.4	11	120	.3	1.7	7	151	.2	1.7
SP '99	8	219	.2	1.5	8	79	.2	1.2	5	86	.1	.8	10	103	.2	1.4	8	68	.2	1.8
WI '99	12	310	.3	2.2	17	140	.4	2.6	7	90	.2	1.1	11	86	.3	1.5	14	105	.3	3.0
FA '98	12	364	.3	2.3	4	49	.1	.6	5	78	.1	1.0	13	132	.3	1.7	23	204	.6	4.7
4-Book	11	316	.3	2.0	10	88	.2	1.5	9	92	.2	1.3	11	110	.3	1.6	13	132	.3	2.8
SU '98	14	375	.3	2.4	14	98	.3	2.1	22	147	.5	2.6	15	143	.4	2.0	11	147	.3	2.6
WJBR-FM																				
SU '99	3	41	.1	.6	4	24	.1	.7	5	33	.1	.7	3	17	.1	.5	1	8		.2
SP '99	1	37		.2	1	19		.2		7			2	18		.3		7		
WI '99	2	38		.4	1	9		.2	3	29	.1	.5	1	19		.1	1	8		.2
FA '98		40				9							1	21		.1				
4-Book	2	39		.3	2	15		.3	2	17		.3	2	19		.3	1	6		.1
SU '98		13				4												9		
WKXW-FM																				
SU '99	1	48		.2					4	17	.1	.6	2	34		.3				
SP '99	1	26		.2	2	10		.3					6	18	.1	.8				
WI '99	2	67		.4	4	27	.1	.6	1	26		.2	3	49	.1	.4	1	14		.2
FA '98	3	31	.1	.6					4	21	.1	.8	11	21	.3	1.4	1	10		.2
4-Book	2	43		.4	2	9		.2	2	16		.4	6	31		.7	1	6		.1
SU '98	2	69		.3		10			7	34	.2	.8	5	44	.1	.7	1	25		.2
WNJO-FM																				
SU '99	5	104	.1	.9	9	52	.2	1.6	10	71	.2	1.4	5	43	.1	.8	2	26		.5
SP '99	2	55		.4	1	20		.2					3	27	.1	.4	2	36		.5
WI '99	1	85		.2	2	37		.3	2	46		.3	2	38		.3				
FA '98	1	49		.2	1	29		.2	1	19		.2	1	9		.1		19		
4-Book	2	73		.4	3	35		.6	3	34		.5	3	29		.4	1	20		.3
SU '98	1	18		.2										9			3	9	.1	.7
WPST-FM																				
SU '99	20	576	.5	3.7	15	191	.4	2.6	24	324	.6	3.4	28	306	.7	4.3	23	274	.6	5.5
SP '99	11	510	.3	2.0	10	102	.2	1.5	11	208	.3	1.7	14	216	.3	1.9	10	195	.2	2.3
WI '99	14	607	.3	2.5	13	261	.3	2.0	7	182	.2	1.1	22	327	.5	3.1	19	279	.5	4.1
FA '98	15	502	.4	2.8	8	177	.2	1.3	20	218	.5	3.8	23	245	.6	3.0	15	218	.4	3.1
4-Book	15	549	.4	2.8	12	183	.3	1.9	16	233	.4	2.5	22	274	.5	3.1	17	242	.4	3.8
SU '98	22	786	.5	3.7	16	209	.4	2.4	25	317	.6	3.0	29	412	.7	4.0	22	294	.5	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTW-FM																				
SU '99	2	124		.4	3	24	.1	.5	4	58	.1	.6	2	50		.3	1	25		.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	132	.1	.8	4	29	.1	.6	9	28	.2	1.1	9	46	.2	1.2	3	55	.1	.7
TOTALS																				
SU '99	537	3827	13.2		580	2572	14.2		700	2846	17.2		644	3134	15.8		417	2625	10.2	
SP '99	547	3889	13.4		658	2915	16.2		644	2515	15.8		724	3260	17.8		434	2656	10.7	
WI '99	551	3860	13.5		666	3092	16.4		629	2416	15.4		715	3118	17.6		461	2663	11.3	
FA '98	527	3854	12.9		621	3006	15.2		522	2361	12.8		766	3027	18.8		485	2755	11.9	
4-Book	541	3858	13.3		631	2896	15.5		624	2535	15.3		712	3135	17.5		449	2675	11.0	
SU '98	590	3833	14.4		667	2784	16.3		836	3000	20.5		733	3208	17.9		428	2599	10.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	8	233	.2	1.2	7	146	.2	1.7	14	39	.3	5.3	11	62	.3	1.7	3	27	.1	.6
4-Book	11	242	.3	1.6	5	124	.1	1.2	11	44	.3	4.1	5	29	.1	.8	3	21	.1	.6
WBEB-FM																				
SU '99	13	180	.3	2.0	10	215	.2	2.4	4	23	.1	1.5	12	57	.3	1.8	12	51	.3	2.3
4-Book	11	204	.2	1.7	7	127	.2	1.7	3	17	.1	1.2	7	37	.2	1.1	9	32	.2	1.9
WDAS-AM																				
SU '99	1	16	.2		3	35	.1	.7					1	7	.2					
4-Book	2	27	.3		2	33		.4	1	1		.2	1	5	.2					
WDAS-FM																				
SU '99	11	248	.3	1.7	8	125	.2	1.9	3	12	.1	1.1	20	58	.5	3.0	17	35	.4	3.3
4-Book	17	234	.4	2.6	13	153	.3	3.2	10	22	.3	3.7	15	45	.4	2.4	22	39	.5	4.4
+WEJM-FM																				
WXXM-FM																				
SU '99	11	188	.3	1.7	4	71	.1	1.0					7	8	.2	1.1	8	36	.2	1.5
4-Book	21	433	.5	3.2	10	230	.2	2.5	9	40	.2	3.3	15	57	.4	2.5	10	54	.3	2.1
+WEMG-AM																				
SU '99	1	45	.2		2	37	.5		2	8	.8		2	22	.3					
4-Book	3	25	.1	.4	1	20	.3		1	2	.2		5	14	.1	.8	2	3		.3
+WEMG-FM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	9	.2			9			3	9	.1	1.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	6	18	.1	.9	1	27	.2						2	8	.3					
4-Book	2	6	.2			13	.1						1	2	.1					
WIOQ-FM																				
SU '99	45	913	1.1	7.0	43	702	1.1	10.3	34	117	.8	12.9	57	292	1.4	8.6	51	176	1.3	9.8
4-Book	45	835	1.1	6.8	32	588	.8	8.1	26	96	.6	9.5	51	208	1.3	8.2	41	177	1.0	8.1
WIP -AM																				
SU '99	16	219	.4	2.5	5	134	.1	1.2	8	51	.2	3.0	8	26	.2	1.2	3	23	.1	.6
4-Book	17	253	.4	2.7	7	155	.2	1.8	6	29	.1	2.1	11	48	.3	1.9	9	28	.2	1.9
WJJZ-FM																				
SU '99	16	268	.4	2.5	7	144	.2	1.7	1	7	.4		2	20	.3		4	16	.1	.8
4-Book	9	147	.2	1.4	6	97	.2	1.5	6	16	.1	2.2	6	18	.1	.9	6	17	.2	1.2
VMGK-FM																				
SU '99	20	299	.5	3.1	10	126	.2	2.4	8	25	.2	3.0	7	37	.2	1.1	4	16	.1	.8
4-Book	23	302	.6	3.5	9	148	.2	2.2	7	23	.2	2.5	13	44	.3	2.2	10	39	.3	2.0
WMMR-FM																				
SU '99	43	599	1.1	6.7	21	378	.5	5.0	7	27	.2	2.7	46	152	1.1	6.9	24	117	.6	4.6
4-Book	40	565	1.0	6.2	17	319	.4	4.1	7	23	.2	2.5	39	127	.9	6.2	28	98	.7	5.5
WNAP-AM																				
SU '99	*	11			* 1	11		.2	*				1	11	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '99	7	210	.2	1.1	5	141	.1	1.2	3	26	.1	1.1	3	26	.1	.5	6	33	.1	1.2
4-Book	20	210	.5	3.0	6	107	.1	1.6	3	14	.1	1.0	9	24	.2	1.4	8	28	.2	1.7
WPEN-AM																				
SU '99		10																		
4-Book	1	9	.1			7	.1										1	2		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WPHI-FM																				
SU '99	62	890	1.5	9.6	53	583	1.3	12.6	21	86	.5	8.0	87	247	2.1	13.1	82	250	2.0	15.8
4-Book	73	1007	1.8	11.1	62	697	1.5	15.7	38	131	.9	14.2	92	260	2.3	15.0	85	243	2.1	16.7
WPHT-AM																				
SU '99	1	36		.2	2	25		.5					2	8		.3				
4-Book	2	24		.3	1	14		.2					1	2		.1				
WPLY-FM																				
SU '99	64	1001	1.6	9.9	39	682	1.0	9.3	30	87	.7	11.4	81	296	2.0	12.2	44	218	1.1	8.5
4-Book	52	901	1.3	7.9	31	572	.8	7.8	16	68	.4	5.8	53	233	1.3	8.6	36	192	.9	7.0
WSSJ-AM																				
SU '99	3	14	.1	.5	1	14		.2									4	8	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	106	1177	2.6	16.4	72	775	1.8	17.2	48	148	1.2	18.3	104	297	2.6	15.6	97	241	2.4	18.7
4-Book	91	1194	2.2	14.0	73	832	1.8	18.3	42	143	1.0	15.5	115	336	2.8	18.8	106	282	2.6	20.9
+WVDB-AM																				
SU '99	* 7	16	.2	1.1	* 2	8		.5	*				2	8		.3	*			
4-Book	2	7	.1	.4	1	5		.3		3		.1	2	5	.1	.4				
WVDB-FM																				
SU '99	1	43		.2	2	26		.5	4	8	.1	1.5	2	8		.3				
4-Book	3	57	.1	.4	3	37	.1	.7	3	5	.1	1.1	2	11		.3	1	2		.1
WVJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	4	106	.1	.6	5	67	.1	1.2	1	10		.4	3	26	.1	.5	3	16	.1	.6
4-Book	13	141	.3	1.9	8	93	.2	2.0	4	20	.1	1.5	8	32	.2	1.3	8	28	.2	1.6
WYSP-FM																				
SU '99	107	1067	2.6	16.6	47	657	1.2	11.2	28	122	.7	10.6	77	309	1.9	11.6	56	208	1.4	10.8
4-Book	127	1081	3.1	19.4	45	609	1.1	11.4	38	120	1.0	14.1	66	255	1.6	10.7	46	175	1.1	9.1
WYXR-FM																				
SU '99	13	228	.3	2.0	10	187	.2	2.4	5	24	.1	1.9	25	91	.6	3.8	17	61	.4	3.3
4-Book	10	204	.3	1.5	11	153	.3	2.7	7	26	.2	2.7	18	48	.4	3.0	17	38	.4	3.3
WJBR-FM																				
SU '99	4	41	.1	.6	2	15		.5					3	8	.1	.5				
4-Book	2	37		.3	1	11		.3					3	7	.1	.4	1	3		.3
WKXV-FM																				
SU '99	2	41		.3		6											2	6		.4
4-Book	3	37	.1	.5		3							2		.1		1	2		.1
WNJO-FM																				
SU '99	8	95	.2	1.2	1	36		.2	1	10		.4	1	10		.2				
4-Book	3	59	.1	.5	1	28		.2	1	5		.2	4	19	.1	.7	1	5		.3
WPST-FM																				
SU '99	22	492	.5	3.4	14	299	.3	3.3	8	34	.2	3.0	24	107	.6	3.6	11	74	.3	2.1
4-Book	16	443	.4	2.5	12	279	.3	3.0	6	40	.1	2.0	22	92	.6	3.6	10	59	.3	2.0
WSTV-FM																				
SU '99	3	83	.1	.5	1	58		.2					2	17		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	646	3662	15.9		419	3046	10.3		263	749	6.5		666	1708	16.4		518	1403	12.7	
4-Book	654	3705	16.1		397	3057	9.8		268	800	6.6		616	1662	15.1		507	1339	12.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 12-24

Target Listener Estimates

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	5	35	.1	1.2	14	31	.3	6.4	4	16	.1	.8	6	24	.1	1.4	3	17	.1	1.1
4-Book	2	21		.5	9	34	.2	4.5	2	9	.1	.5	4	12	.1	1.1	3	19	.1	.9
WBEB-FM																				
SU '99	10	38	.2	2.5	5	30	.1	2.3	22	116	.5	4.2	5	34	.1	1.1	6	37	.1	2.3
4-Book	7	27	.2	1.7	2	10	.1	.9	10	43	.2	2.2	9	30	.2	2.2	7	27	.2	2.3
WDAS-AM																				
SU '99	1	7		.2	14	28	.3	6.4	7	23	.2	1.3								
4-Book		2		.1	9	27	.2	4.7	3	17	.1	.7	1	5		.1	1	2		.2
WDAS-FM																				
SU '99	2	11		.5	1	6		.5	8	44	.2	1.5	5	9	.1	1.1	3	8	.1	1.1
4-Book	13	25	.3	3.2	6	17	.2	3.9	10	40	.2	2.3	13	37	.3	3.2	11	26	.3	3.5
+WEJM-FM																				
WXXM-FM																				
SU '99	2	11		.5					6	24	.1	1.1	6	16	.1	1.4	1	8		.4
4-Book	5	33	.1	1.3	3	22	.1	1.4	12	62	.3	3.0	14	64	.3	3.5	9	49	.2	2.8
+WEMG-AM																				
SU '99					3	22	.1	1.4	3	28	.1	.6					5	8	.1	1.9
4-Book					1	6		.4	1	7		.2					1	2		.5
+WEMG-FM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	2	8		.5	1	6		.5	6	18	.1	1.1								
4-Book	1	2		.1		2		.1	3	10	.1	.5								
W100-FM																				
SU '99	63	217	1.5	15.6	8	42	.2	3.6	50	205	1.2	9.5	47	140	1.2	10.7	25	103	.6	9.4
4-Book	44	174	1.1	10.8	14	61	.4	7.6	31	162	.8	7.1	29	117	.7	7.0	18	90	.4	6.2
WIP -AM																				
SU '99	2	15		.5	2	25		.9	5	17	.1	.9	7	26	.2	1.6	2	16		.8
4-Book	6	30	.1	1.5	4	15	.1	2.0	6	35	.1	1.6	8	29	.2	1.9	7	41	.2	2.4
WJZ-FM																				
SU '99	2	12		.5	10	25	.2	4.5	16	43	.4	3.0	15	52	.4	3.4	8	35	.2	3.0
4-Book	8	22	.2	1.8	5	16	.1	2.4	6	20	.1	1.2	7	23	.2	1.7	4	18	.1	1.3
WMGK-FM																				
SU '99	8	22	.2	2.0	2	17		.9	18	42	.4	3.4	32	50	.8	7.3	3	16	.1	1.1
4-Book	7	32	.2	1.6	2	14		1.3	11	42	.3	2.4	13	31	.3	3.0	7	33	.2	2.4
WMMR-FM																				
SU '99	15	82	.4	3.7	12	40	.3	5.5	28	108	.7	5.3	19	71	.5	4.3	15	76	.4	5.7
4-Book	12	72	.3	3.0	5	24	.1	2.6	17	76	.4	3.8	15	60	.4	3.7	10	57	.2	3.5
WNAP-AM																				
SU '99	**	**	**	**	* 8	11	.2	3.6	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '99					8	32	.2	3.6	7	32	.2	1.3	6	27	.1	1.4	6	43	.1	2.3
4-Book	2	14	.1	.5	9	21	.2	4.5	6	20	.2	1.5	6	19	.1	1.5	8	25	.2	2.7
WPEN-AM																				
SU '99													1	5		.2				.1
4-Book																				

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	53	180	1.3	13.1	24	37	.6	10.9	62	184	1.5	11.8	56	166	1.4	12.8	37	132	.9	14.0
4-Book	81	267	2.0	19.6	27	71	.7	14.1	61	188	1.5	14.3	59	176	1.5	14.2	49	156	1.2	16.8
WPHT-AM																				
SU '99									7	17	.2	1.3	3	17	.1	.7				
4-Book									2	4	.1	.3	4	12	.1	.9				
WPLY-FM																				
SU '99	29	141	.7	7.2	25	46	.6	11.4	35	199	.9	6.6	31	167	.8	7.1	29	115	.7	10.9
4-Book	34	173	.8	8.2	12	41	.3	6.3	36	166	.9	8.3	32	147	.8	7.8	23	100	.6	7.7
WSSJ-AM																				
SU '99	**	**	**	**	**	**	**	**	2	6	.4	.4	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
SU '99	90	276	2.2	22.3	45	128	1.1	20.5	77	248	1.9	14.6	72	208	1.8	16.4	41	153	1.0	15.5
4-Book	79	267	1.9	19.3	39	127	1.0	19.6	76	241	1.9	18.2	74	213	1.8	17.9	48	168	1.2	15.6
+WWDB-AM					*								*							
SU '99	**	**	**	**					8	8	.2	1.5					**	**	**	
4-Book	**	**	**	**					2	2	.1	.4					**	**	**	
WWDB-FM																				
SU '99					1	8	.5	.5	1	10	.2	.2	2	10	.5	.5	3	8	.1	1.1
4-Book	1	5		.3	1	5	.5	.5	7	21	.2	1.9	3	7	.1	.7	2	9	.1	.8
WVJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	1	9		.2	1	8	.5	.5	15	50	.4	2.8	11	42	.3	2.5	1	16		.4
4-Book	6	25	.2	1.5	5	22	.1	3.0	12	47	.3	2.9	10	27	.3	2.4	5	20	.1	1.9
WYSP-FM																				
SU '99	49	154	1.2	12.1	11	44	.3	5.0	45	131	1.1	8.5	58	206	1.4	13.2	43	122	1.1	16.2
4-Book	46	154	1.1	11.1	13	53	.3	6.5	57	206	1.4	13.8	54	162	1.4	13.1	36	124	.9	11.9
WYXR-FM																				
SU '99	5	42	.1	1.2	1	8	.5	.5	11	67	.3	2.1	12	68	.3	2.7	5	32	.1	1.9
4-Book	11	40	.2	2.6	5	22	.1	2.8	12	55	.3	2.8	10	43	.2	2.3	8	32	.2	2.6
WJBR-FM																				
SU '99					1	8	.5	.5	8	8	.2	1.5	6	8	.1	1.4				
4-Book					1	4	.4	.4	2	2	.1	.4	2	5		.4				
WKXW-FM																				
SU '99																				
4-Book																				
WNJO-FM																				
SU '99									2	19	.4	.4	2	10	.5	.5	1	17		.4
4-Book					1	2	.3	.3	1	7	.1	.1	1	5	.3	.3	1	7		.2
WPST-FM																				
SU '99	20	81	.5	5.0	2	33	.9	.9	19	91	.5	3.6	15	58	.4	3.4	9	57	.2	3.4
4-Book	16	84	.4	3.9	2	22	1.1	1.1	14	73	.4	3.2	14	63	.4	3.4	8	55	.2	2.7
WSTV-FM																				
SU '99	1	8		.2	**	**	**	**	5	22	.1	.9	2	18	.5	.5	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
SU '99	404	1212	9.9		220	633	5.4		527	1415	12.9		438	1104	10.8		265	875	6.5	
4-Book	410	1226	10.1		194	618	4.8		426	1284	10.5		413	1077	10.2		296	938	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	28	966	.5	2.8	63	600	1.1	4.3	31	279	.5	2.1	33	369	.6	2.8	9	158	.2	1.7
SP '99	22	855	.4	2.0	63	578	1.1	3.8	16	251	.3	1.0	25	343	.4	1.9	5	120	.1	.9
WI '99	25	869	.4	2.3	75	644	1.3	4.7	20	223	.4	1.3	29	352	.5	2.2	11	150	.2	1.8
FA '98	15	759	.3	1.4	37	425	.7	2.3	16	232	.3	1.1	18	307	.3	1.3	6	163	.1	1.0
4-Book	23	862	.4	2.1	60	562	1.1	3.8	21	246	.4	1.4	26	343	.5	2.1	8	148	.2	1.4
SU '98	28	1025	.5	2.6	75	626	1.3	4.9	23	284	.4	1.4	38	467	.7	2.9	11	220	.2	1.9
WBEB-FM																				
SU '99	31	553	.5	3.1	45	184	.8	3.1	50	277	.9	3.5	28	275	.5	2.4	18	196	.3	3.3
SP '99	39	515	.7	3.6	36	229	.6	2.2	71	232	1.3	4.4	50	251	.9	3.8	26	191	.5	4.6
WI '99	28	439	.5	2.6	26	158	.5	1.6	38	202	.7	2.4	44	268	.8	3.3	18	134	.3	3.0
FA '98	30	483	.5	2.8	29	196	.5	1.8	57	220	1.0	3.8	46	263	.8	3.3	18	136	.3	2.9
4-Book	32	498	.6	3.0	34	192	.6	2.2	54	233	1.0	3.5	42	264	.8	3.2	20	164	.4	3.5
SU '98	20	488	.3	1.9	26	201	.5	1.7	35	207	.6	2.2	18	207	.3	1.4	11	150	.2	1.9
WDAS-AM																				
SU '99	3	82	.1	.3	1	15	.1	.1	3	17	.1	.2	3	22	.1	.3		8		
SP '99	2	32	.2	.2	3	23	.1	.2	7	32	.1	.4	1	18	.1	.1		5		
WI '99	2	74	.2	.2	1	6	.1	.1	3	21	.1	.2	1	19	.1	.1		6		
FA '98	3	65	.1	.3	9	56	.2	.6		10			3	22	.1	.2				
4-Book	3	63	.1	.3	4	25	.1	.3	3	20	.1	.2	2	20	.1	.2		5		
SU '98	3	34	.1	.3	9	34	.2	.6	4	17	.1	.3	3	9	.1	.2				
WDAS-FM																				
SU '99	46	606	.8	4.6	56	279	1.0	3.8	58	280	1.0	4.0	50	270	.9	4.2	40	304	.7	7.4
SP '99	51	665	.9	4.7	69	387	1.2	4.2	76	343	1.3	4.7	63	325	1.1	4.8	43	292	.8	7.6
WI '99	68	635	1.2	6.3	72	357	1.3	4.6	89	316	1.6	5.6	78	339	1.4	5.8	83	340	1.5	13.8
FA '98	70	757	1.2	6.5	106	527	1.9	6.7	90	408	1.6	6.0	82	387	1.5	5.9	48	367	.8	7.8
4-Book	59	666	1.0	5.5	76	388	1.4	4.8	78	337	1.4	5.1	68	330	1.2	5.2	54	326	1.0	9.2
SU '98	43	607	.7	4.1	58	357	1.0	3.8	63	340	1.1	4.0	51	331	.9	3.9	33	235	.6	5.6
+WEJM-FM																				
WXXM-FM																				
SU '99	39	684	.7	3.9	30	233	.5	2.0	74	338	1.3	5.1	48	341	.8	4.0	21	208	.4	3.9
SP '99	33	845	.6	3.0	40	338	.7	2.4	55	285	1.0	3.4	41	468	.7	3.1	13	253	.2	2.3
WI '99	50	1066	.9	4.6	56	484	1.0	3.5	85	412	1.5	5.3	66	614	1.2	4.9	24	338	.4	4.0
FA '98	26	853	.5	2.4	25	337	.4	1.6	42	449	.7	2.8	47	558	.8	3.4	13	292	.2	2.1
4-Book	37	862	.7	3.5	38	348	.7	2.4	64	371	1.1	4.2	51	495	.9	3.9	18	273	.3	3.1
SU '98	49	1032	.9	4.6	48	463	.8	3.2	75	465	1.3	4.7	71	617	1.2	5.4	34	409	.6	5.8
+WEMG-AM																				
SU '99	1	30	.1	.1					2	6	.1	.1	3	30	.1	.3		8		
SP '99	3	44	.1	.3	4	37	.1	.2	5	20	.1	.3	1	7	.1	.1				
WI '99	6	37	.1	.6	8	31	.1	.5	16	18	.3	1.0	9	23	.2	.7		6		
FA '98	4	59	.1	.4	4	18	.1	.3	4	24	.1	.3	6	41	.1	.4	3	24	.1	.5
4-Book	4	43	.1	.4	4	22	.1	.3	7	17	.1	.4	5	25	.1	.4	1	10		.1
SU '98	5	43	.1	.5	3	27	.1	.2	13	43	.2	.8	7	30	.1	.5	1	6		.2
+WEMG-FM																				
SU '99	5	79	.1	.5	5	45	.1	.3	5	37	.1	.3	7	48	.1	.6		13		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99		9				9							1	9		.1		17		
FA '98	1	26	.1	.1		9												17		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		18											1	18		.1				
WFIL-AM																				
SU '99	1	19	.1	.1	2	19	.1	.1	1	19	.1	.1								
SP '99	1	43	.1	.1	4	26	.1	.2		11							1	16		.2
WI '99	1	41	.1	.1	5	10	.1	.3		9			1	20	.1	.1		10		
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	2	70	.2	.2	5	40	.1	.3	1	5	.1	.1	4	19	.1	.3		10		

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	9	68	.2	.9	19	29	.3	1.3	10	50	.2	.7	17	29	.3	1.4	3	38	.1	.6
SP '99		29				11				9				9						
WI '99		13																		
FA '98	1	10		.1									4	10	.1	.3				
4-Book	3	30	.1	.3	5	10	.1	.3	3	15	.1	.2	5	12	.1	.4	1	10		.2
SU '98	4	83	.1	.4	7	29	.1	.5	6	40	.1	.4	3	23	.1	.2	2	17		.3
W100-FM																				
SU '99	48	1323	.8	4.8	51	530	.9	3.5	63	625	1.1	4.4	54	603	1.0	4.5	40	498	.7	7.4
SP '99	71	1364	1.3	6.6	75	593	1.3	4.6	120	654	2.1	7.4	87	819	1.5	6.6	44	489	.8	7.8
WI '99	46	1026	.8	4.3	44	389	.8	2.8	72	558	1.3	4.5	69	510	1.2	5.2	26	428	.5	4.3
FA '98	43	964	.8	4.0	43	347	.8	2.7	61	488	1.1	4.1	58	555	1.0	4.2	36	321	.6	5.9
4-Book	52	1169	.9	4.9	53	465	1.0	3.4	79	581	1.4	5.1	67	622	1.2	5.1	37	434	.7	6.4
SU '98	53	1043	.9	5.0	59	407	1.0	3.9	82	492	1.4	5.1	79	602	1.4	6.0	30	431	.5	5.1
WIP -AM																				
SU '99	40	797	.7	4.0	54	387	1.0	3.7	68	424	1.2	4.7	75	487	1.3	6.3	14	195	.2	2.6
SP '99	54	863	1.0	5.0	92	478	1.6	5.6	85	365	1.5	5.3	70	529	1.2	5.3	27	304	.5	4.8
WI '99	66	1165	1.2	6.1	79	554	1.4	5.0	109	571	1.9	6.8	101	735	1.8	7.6	32	392	.6	5.3
FA '98	58	942	1.0	5.4	71	505	1.3	4.5	87	478	1.5	5.8	101	656	1.8	7.2	24	327	.4	3.9
4-Book	55	942	1.0	5.1	74	481	1.3	4.7	87	460	1.5	5.7	87	602	1.5	6.6	24	305	.4	4.2
SU '98	52	879	.9	4.9	69	512	1.2	4.5	84	447	1.5	5.3	91	611	1.6	6.9	16	267	.3	2.7
WJZ-FM																				
SU '99	24	410	.4	2.4	16	123	.3	1.1	43	156	.8	3.0	33	215	.6	2.8	19	134	.3	3.5
SP '99	13	362	.2	1.2	17	166	.3	1.0	19	153	.3	1.2	16	189	.3	1.2	9	112	.2	1.6
WI '99	19	350	.3	1.8	13	111	.2	.8	29	115	.5	1.8	32	160	.6	2.4	8	108	.1	1.3
FA '98	28	385	.5	2.6	33	159	.6	2.1	48	180	.8	3.2	32	174	.6	2.3	22	172	.4	3.6
4-Book	21	377	.4	2.0	20	140	.4	1.3	35	151	.6	2.3	28	185	.5	2.2	15	132	.3	2.5
SU '98	18	315	.3	1.7	14	131	.2	.9	26	115	.5	1.6	19	149	.3	1.4	16	114	.3	2.7
WMGK-FM																				
SU '99	47	803	.8	4.7	49	329	.9	3.3	87	434	1.5	6.0	71	546	1.3	6.0	19	223	.3	3.5
SP '99	58	818	1.0	5.4	65	334	1.2	4.0	118	427	2.1	7.3	72	453	1.3	5.4	22	179	.4	3.9
WI '99	35	831	.6	3.2	35	344	.6	2.2	67	442	1.2	4.2	49	503	.9	3.7	17	233	.3	2.8
FA '98	70	940	1.2	6.5	80	449	1.4	5.0	139	490	2.5	9.3	100	577	1.8	7.2	22	252	.4	3.6
4-Book	53	848	.9	5.0	57	364	1.0	3.6	103	448	1.8	6.7	73	520	1.3	5.6	20	223	.4	3.5
SU '98	70	933	1.2	6.6	61	379	1.1	4.0	140	487	2.4	8.8	84	548	1.5	6.4	28	273	.5	4.8
WMMR-FM																				
SU '99	60	1359	1.1	6.0	65	563	1.2	4.4	100	696	1.8	6.9	76	759	1.3	6.4	35	411	.6	6.4
SP '99	77	1436	1.4	7.1	114	739	2.0	6.9	132	733	2.3	8.2	95	798	1.7	7.2	23	364	.4	4.1
WI '99	73	1324	1.3	6.7	94	589	1.7	5.9	131	762	2.3	8.2	100	733	1.8	7.5	24	380	.4	4.0
FA '98	86	1285	1.5	8.0	81	478	1.4	5.1	189	707	3.3	12.6	125	871	2.2	9.0	33	375	.6	5.4
4-Book	74	1351	1.3	7.0	89	592	1.6	5.6	138	725	2.4	9.0	99	790	1.8	7.5	29	383	.5	5.0
SU '98	100	1610	1.7	9.4	103	656	1.8	6.8	195	884	3.4	12.2	137	883	2.4	10.4	50	619	.9	8.5
WNAP-AM																				
SU '99	*	1	29	.1	*	1	6	.1		6			2	14		.2				
SP '99		5				5											**	**	**	**
WI '99		39		.1		13	.1	.2	1	24		.1	1	11		.1	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	42	.1	.5	4	17	.1	.3	8	17	.1	.5	3	16	.1	.2	**	**	**	**
WUGL-FM																				
SU '99	9	383	.2	.9	7	112	.1	.5	13	165	.2	.9	10	150	.2	.8	5	112	.1	.9
SP '99	25	415	.4	2.3	26	149	.5	1.6	49	269	.9	3.0	36	191	.6	2.7	8	101	.1	1.4
WI '99	33	470	.6	3.0	40	165	.7	2.5	60	235	1.1	3.8	43	271	.8	3.2	16	146	.3	2.7
FA '98	26	518	.5	2.4	30	237	.5	1.9	43	272	.8	2.9	33	219	.6	2.4	16	92	.3	2.6
4-Book	23	447	.4	2.2	26	166	.5	1.6	41	235	.8	2.7	31	208	.6	2.3	11	113	.2	1.9
SU '98	26	607	.5	2.5	27	198	.5	1.8	46	284	.8	2.9	43	262	.7	3.3	10	127	.2	1.7

Target Listener Trends - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99		9							1	9	.1									
SP '99	2	32	.2		1	21	.1		2	32	.1		5	22	.1	.4		11		
WI '99	4	61	.1	.4	6	41	.1	.4	6	36	.1	.4	5	25	.1	.4				
FA '98		47				9			1	28	.1			9						
4-Book	2	37	.2		2	18	.1		3	26	.2		3	14	.1	.2		3		
SU '98		49			2	18	.1		1	30	.1									
WPHI-FM																				
SU '99	58	1003	1.0	5.8	68	370	1.2	4.6	80	541	1.4	5.5	66	603	1.2	5.5	42	455	.7	7.7
SP '99	76	1251	1.3	7.0	63	519	1.1	3.8	91	644	1.6	5.6	115	834	2.0	8.7	63	570	1.1	11.2
WI '99	62	1006	1.1	5.7	51	404	.9	3.2	68	577	1.2	4.3	72	570	1.3	5.4	66	563	1.2	11.0
FA '98	71	1047	1.3	6.6	82	454	1.5	5.2	58	485	1.0	3.9	101	619	1.8	7.2	78	528	1.4	12.7
4-Book	67	1077	1.2	6.3	66	437	1.2	4.2	74	562	1.3	4.8	89	657	1.6	6.7	62	529	1.1	10.7
SU '98	54	859	.9	5.1	44	400	.8	2.9	75	579	1.3	4.7	81	627	1.4	6.2	55	514	1.0	9.3
WPHT-AM																				
SU '99	8	235	.1	.8	6	37	.1	.4	8	63	.1	.6	17	102	.3	1.4	9	83	.2	1.7
SP '99	1	105	.1		1	10	.1						4	37	.1	.3	1	47		.2
WI '99	7	160	.1	.6	7	53	.1	.4	17	86	.3	1.1	7	46	.1	.5	2	20		.3
FA '98	4	60	.1	.4	14	29	.2	.9									8	21	.1	1.3
4-Book	5	140	.1	.5	7	32	.1	.5	6	37	.1	.4	7	46	.1	.6	5	43	.1	.9
SU '98	6	260	.1	.6	7	53	.1	.5	1	11	.1	.1	7	55	.1	.5	10	190	.2	1.7
WPLY-FM																				
SU '99	77	1544	1.4	7.7	93	629	1.6	6.3	103	907	1.8	7.1	110	1024	1.9	9.2	41	508	.7	7.5
SP '99	69	1493	1.2	6.4	100	617	1.8	6.1	118	700	2.1	7.3	83	897	1.5	6.3	36	565	.6	6.4
WI '99	61	1229	1.1	5.6	61	515	1.1	3.9	108	636	1.9	6.8	87	749	1.5	6.5	25	433	.4	4.2
FA '98	41	1234	.7	3.8	40	446	.7	2.5	58	553	1.0	3.9	62	736	1.1	4.4	20	412	.4	3.3
4-Book	62	1375	1.1	5.9	74	552	1.3	4.7	97	699	1.7	6.3	86	852	1.5	6.6	31	480	.5	5.4
SU '98	38	1183	.7	3.6	37	381	.6	2.4	53	486	.9	3.3	58	605	1.0	4.4	23	401	.4	3.9
WSSJ-AM																				
SU '99	3	46	.1	.3	8	33	.1	.5	2	14	.1	.1	2	13		.2	4	40	.1	.7
SP '99																				
WI '99	1	29	.1	.1	1	14	.1	.1					1	7		.1				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	103	1318	1.8	10.3	116	685	2.1	7.9	135	748	2.4	9.3	131	834	2.3	11.0	81	682	1.4	14.9
SP '99	97	1419	1.7	9.0	95	665	1.7	5.8	107	778	1.9	6.6	129	888	2.3	9.7	90	668	1.6	16.0
WI '99	105	1325	1.9	9.7	126	705	2.2	8.0	122	766	2.2	7.6	106	775	1.9	7.9	90	645	1.6	15.0
FA '98	102	1399	1.8	9.5	100	703	1.8	6.3	93	661	1.6	6.2	149	825	2.6	10.7	107	727	1.9	17.4
4-Book	102	1365	1.8	9.6	109	690	2.0	7.0	114	738	2.0	7.4	129	831	2.3	9.8	92	681	1.6	15.8
SU '98	81	1259	1.4	7.6	79	582	1.4	5.2	92	654	1.6	5.8	105	813	1.8	8.0	76	677	1.3	12.9
+WVDB-AM																				
SU '99	* 10	54	.2	1.0	* 7	17	.1	.5	21	45	.4	1.5	* 5	8	.1	.4				
SP '99		20				10			1	10		.1		10			**	**	**	**
WI '99																	**	**	**	**
FA '98	2	20	.2						4	10	.1	.3	1	9		.1	**	**	**	**
4-Book	3	24	.1	.3	2	7	.1	.1	7	16	.1	.5	2	7		.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	14	275	.2	1.4	6	41	.1	.4	31	150	.5	2.1	21	119	.4	1.8	9	80	.2	1.7
SP '99	9	242	.2	.8	3	53	.1	.2	21	117	.4	1.3	9	89	.2	.7	8	73	.1	1.4
WI '99	12	238	.2	1.1	6	62	.1	.4	33	126	.6	2.1	10	58	.2	.7	6	46	.1	1.0
FA '98	14	268	.2	1.3	25	74	.4	1.6	20	132	.4	1.3	13	94	.2	.9	8	76	.1	1.3
4-Book	12	256	.2	1.2	10	58	.2	.7	26	131	.5	1.7	13	90	.3	1.0	8	69	.1	1.4
SU '98	18	401	.3	1.7	10	88	.2	.7	24	180	.4	1.5	23	177	.4	1.8	19	110	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVJZ-AM																				
SU '99		9																9		
SP '99																				
WI '99																				
FA '98		10											10							
4-Book		5											3					2		
SU '98		9											9		1					
WXTU-FM																				
SU '99	15	313	.3	1.5	12	157	.2	.8	20	133	.4	1.4	22	206	.4	1.8	9	94	.2	1.7
SP '99	27	370	.5	2.5	38	195	.7	2.3	46	224	.8	2.9	29	236	.5	2.2	10	111	.2	1.8
WI '99	32	401	.6	3.0	46	206	.8	2.9	55	225	1.0	3.4	40	281	.7	3.0	14	169	.2	2.3
FA '98	29	481	.5	2.7	42	275	.7	2.6	38	263	.7	2.5	45	343	.8	3.2	10	205	.2	1.6
4-Book	26	391	.5	2.4	35	208	.6	2.2	40	211	.7	2.6	34	267	.6	2.6	11	145	.2	1.9
SU '98	31	435	.5	2.9	45	232	.8	3.0	50	195	.9	3.1	37	284	.6	2.8	13	193	.2	2.2
WYSP-FM																				
SU '99	186	2322	3.3	18.6	533	1683	9.4	36.2	255	1289	4.5	17.6	132	1069	2.3	11.1	50	658	.9	9.2
SP '99	204	2333	3.6	18.8	542	1748	9.6	33.0	264	1390	4.7	16.4	182	1258	3.2	13.7	61	625	1.1	10.8
WI '99	206	2335	3.6	19.0	558	1830	9.9	35.3	282	1325	5.0	17.6	199	1157	3.5	14.9	48	516	.8	8.0
FA '98	191	2365	3.4	17.8	554	1698	9.8	34.9	265	1192	4.7	17.6	141	943	2.5	10.1	41	517	.7	6.7
4-Book	197	2339	3.5	18.6	547	1740	9.7	34.9	267	1299	4.7	17.3	164	1107	2.9	12.5	50	579	.9	8.7
SU '98	167	2331	2.9	15.7	541	1802	9.4	35.6	190	1226	3.3	11.9	114	928	2.0	8.7	47	608	.8	8.0
WYXR-FM																				
SU '99	22	639	.4	2.2	20	189	.4	1.4	40	245	.7	2.8	29	262	.5	2.4	12	217	.2	2.2
SP '99	31	682	.5	2.9	37	281	.7	2.3	42	300	.7	2.6	43	370	.8	3.2	18	165	.3	3.2
WI '99	28	686	.5	2.6	34	234	.6	2.2	26	250	.5	1.6	26	317	.5	1.9	30	233	.5	5.0
FA '98	29	704	.5	2.7	33	263	.6	2.1	29	273	.5	1.9	34	325	.6	2.4	24	287	.4	3.9
4-Book	28	678	.5	2.6	31	242	.6	2.0	34	267	.6	2.2	33	319	.6	2.5	21	226	.4	3.6
SU '98	39	734	.7	3.7	52	276	.9	3.4	70	324	1.2	4.4	40	330	.7	3.0	12	273	.2	2.0
WJBR-FM																				
SU '99	4	77	.1	.4	4	40	.1	.3	5	33	.1	.3	3	45	.1	.3	5	27	.1	.9
SP '99	1	71		.1		16			2	25		.1	2	26		.2	1	37		.2
WI '99	3	146	.1	.3	5	54	.1	.3	8	63	.1	.5	2	53	.1	.1	2	21		.3
FA '98		50				9							1	20		.1				
4-Book	2	86	.1	.2	2	30	.1	.2	4	30	.1	.2	2	36		.2	2	21		.4
SU '98	4	66	.1	.4	3	34	.1	.2	8	24	.1	.5	6	24	.1	.5	1	27		.2
WKXV-FM																				
SU '99	3	132	.1	.3	2	20		.1	4	55	.1	.3	11	103	.2	.9	1	39		.2
SP '99	6	80	.1	.6	7	30	.1	.4	13	31	.2	.8	12	59	.2	.9				
WI '99	5	198	.1	.5	11	92	.2	.7	8	102	.1	.5	10	125	.2	.7	1	57		.2
FA '98	20	206	.4	1.9	17	31	.3	1.1	39	126	.7	2.6	42	125	.7	3.0	10	68	.2	1.6
4-Book	9	154	.2	.8	9	43	.2	.6	16	79	.3	1.1	19	103	.3	1.4	3	41	.1	.5
SU '98	7	182	.1	.7	2	35		.1	19	62	.3	1.2	11	98	.2	.8	1	25		.2
WNJO-FM																				
SU '99	4	91	.1	.4	7	65	.1	.5	9	65	.2	.6	5	45	.1	.4	1	27		.2
SP '99	3	78	.1	.3	8	40	.1	.5	5	10	.1	.3	2	30		.2		21		
WI '99	2	122		.2	2	33		.1	3	61	.1	.2	2	38		.1		9		
FA '98	3	76	.1	.3	2	28		.1	2	39		.1	7	28	.1	.5	3	28	.1	.5
4-Book	3	92	.1	.3	5	42	.1	.3	5	44	.1	.3	4	35	.1	.3	1	21		.2
SU '98	9	113	.2	.8	17	41	.3	1.1	16	41	.3	1.0	8	50	.1	.6	4	30	.1	.7
WPST-FM																				
SU '99	12	642	.2	1.2	10	144	.2	.7	12	286	.2	.8	20	333	.4	1.7	10	202	.2	1.8
SP '99	19	742	.3	1.8	27	173	.5	1.6	28	315	.5	1.7	21	392	.4	1.6	8	160	.1	1.4
WI '99	12	600	.2	1.1	13	201	.2	.8	18	225	.3	1.1	20	327	.4	1.5	7	192	.1	1.2
FA '98	21	600	.4	2.0	23	169	.4	1.4	30	276	.5	2.0	31	317	.5	2.2	9	164	.2	1.5
4-Book	16	646	.3	1.5	18	172	.3	1.1	22	276	.4	1.4	23	342	.4	1.8	9	180	.2	1.5
SU '98	25	747	.4	2.4	21	223	.4	1.4	35	303	.6	2.2	31	432	.5	2.4	19	236	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

WSTV-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '99	5	191	.1	.5	11	104	.2	.7	10	107	.2	.7	7	77	.1	.6		29		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	6	149	.1	.6	5	55	.1	.3	10	36	.2	.6	10	82	.2	.8	6	74	.1	1.0
TOTALS																				
SU '99	1001	5421	17.7		1473	4495	26.1		1446	4325	25.6		1190	4569	21.1		544	3381	9.6	
SP '99	1083	5439	19.2		1643	4778	29.1		1612	4271	28.5		1326	4777	23.5		563	3492	10.0	
WI '99	1082	5472	19.2		1580	4847	28.0		1600	4311	28.3		1335	4778	23.6		601	3495	10.6	
FA '98	1075	5404	19.0		1588	4744	28.1		1502	4068	26.6		1394	4691	24.7		615	3502	10.9	
4-Book	1060	5434	18.8		1571	4716	27.8		1540	4244	27.3		1311	4704	23.2		581	3468	10.3	
SU '98	1061	5557	18.4		1518	4746	26.4		1594	4348	27.7		1313	4798	22.8		589	3635	10.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	42	849	.7	3.1	18	407	.3	2.8	55	172	1.0	10.5	20	85	.4	2.1	13	39	.2	1.6
4-Book	35	755	.6	2.4	13	346	.2	2.0	32	141	.6	5.9	15	75	.3	1.5	9	43	.2	1.0
WBEB-FM																				
SU '99	42	411	.7	3.1	22	306	.4	3.5	29	75	.5	5.6	47	141	.8	4.9	21	84	.4	2.6
4-Book	44	371	.8	3.0	20	221	.4	3.1	18	58	.3	3.3	42	95	.7	4.0	28	75	.5	3.4
WDAS-AM																				
SU '99	2	32	.1	.1	5	58	.1	.8					2	8	.2	.2				
4-Book	3	39	.1	.2	3	41	.1	.5					1	5	.1	.1				
WDAS-FM																				
SU '99	55	442	1.0	4.0	33	304	.6	5.2	14	45	.2	2.7	51	150	.9	5.3	53	78	.9	6.5
4-Book	74	541	1.3	5.0	35	341	.6	5.5	28	67	.5	5.0	44	127	.8	4.2	55	113	1.0	6.6
+WEJM-FM																				
WXXM-FM																				
SU '99	52	533	.9	3.8	29	311	.5	4.6	6	12	.1	1.1	34	129	.6	3.5	46	139	.8	5.7
4-Book	52	702	.9	3.5	24	415	.4	3.8	18	73	.3	3.2	40	146	.7	3.8	30	134	.5	3.6
+WEMG-AM																				
SU '99	2	30	.1	.1	1	14	.2	.2	2	8	.4	.4								
4-Book	6	38	.1	.4	2	21	.1	.3	2	6	.3	.3	5	11	.1	.5	3	5	.1	.3
+WEMG-FM																				
SU '99	6	69	.1	.4	8	69	.1	1.3	3	24	.1	.6	13	34	.2	1.3	21	35	.4	2.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	19	.1	.1		9			3	9	.1	.6								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	15	50	.3	1.1	3	58	.1	.5												
4-Book	4	20	.1	.3	1	20		.2					2	3		.2				
WIOQ-FM																				
SU '99	57	1050	1.0	4.1	38	706	.7	6.0	21	124	.4	4.0	50	253	.9	5.2	48	178	.8	5.9
4-Book	68	970	1.2	4.6	36	599	.6	5.6	26	113	.5	4.7	60	216	1.1	5.7	51	189	.9	6.2
WIP -AM																				
SU '99	66	732	1.2	4.8	12	296	.2	1.9	18	53	.3	3.4	18	67	.3	1.9	13	55	.2	1.6
4-Book	83	841	1.5	5.6	25	414	.4	3.9	36	114	.6	6.6	44	153	.8	4.1	24	105	.4	2.8
WJZZ-FM																				
SU '99	32	303	.6	2.3	13	183	.2	2.1	5	8	.1	1.0	15	64	.3	1.6	16	34	.3	2.0
4-Book	28	277	.5	1.9	13	164	.3	2.1	7	23	.2	1.3	20	56	.4	1.9	23	53	.4	2.7
WMGK-FM																				
SU '99	71	715	1.3	5.2	23	303	.4	3.6	24	78	.4	4.6	35	130	.6	3.6	34	116	.6	4.2
4-Book	80	731	1.4	5.4	26	347	.5	4.1	23	78	.4	4.2	48	155	.9	4.5	44	132	.8	5.3
WMMR-FM																				
SU '99	82	1163	1.5	6.0	37	668	.7	5.8	30	110	.5	5.7	81	261	1.4	8.4	44	189	.8	5.4
4-Book	111	1189	2.0	7.5	39	635	.7	6.2	36	125	.6	6.6	88	256	1.5	8.3	62	194	1.1	7.4
WNAP-AM																				
SU '99	* 1	14	.1	.1	* 1	14	.2	.2	* **	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	10	258	.2	.7	9	179	.2	1.4	10	31	.2	1.9	6	53	.1	.6	22	64	.4	2.7
4-Book	33	354	.6	2.2	14	192	.3	2.3	13	40	.2	2.4	20	60	.4	1.9	23	71	.4	2.8
WPEN-AM																				
SU '99		9																		
4-Book	3	33	.1	.2	1	21		.2					2	7		.2	2	7		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	72	850	1.3	5.2	44	531	.8	7.0	22	62	.4	4.2	41	212	.7	4.2	49	186	.9	6.0
4-Book	76	910	1.4	5.2	53	620	.9	8.4	28	80	.5	5.0	73	228	1.3	6.9	64	211	1.2	7.7
WPHT-AM																				
SU '99	10	160	.2	.7	5	95	.1	.8	1	9	.2		9	38	.2	.9	9	29	.2	1.1
4-Book	7	90	.1	.5	3	52	.4		1	7	.2		3	12	.1	.3	3	12	.1	.4
WPLY-FM																				
SU '99	102	1387	1.8	7.4	56	856	1.0	8.8	64	215	1.1	12.3	128	466	2.3	13.3	58	240	1.0	7.2
4-Book	86	1188	1.5	5.9	40	695	.7	6.3	30	131	.5	5.6	81	306	1.4	7.8	40	198	.7	4.8
WSSJ-AM																				
SU '99	4	46	.1	.3	1	36		.2									4	8	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	128	1180	2.3	9.3	72	797	1.3	11.4	35	136	.6	6.7	94	300	1.7	9.7	103	284	1.8	12.7
4-Book	117	1197	2.1	8.0	81	840	1.4	12.8	47	149	.8	8.7	128	349	2.3	12.1	119	309	2.1	14.4
+WWDB-AM																				
SU '99	* 12	45	.2	.9	* 3	27	.1	.5	* 3	10	.1	.6	4	18	.1	.4	*			
4-Book	4	21	.1	.3	1	7	.1	.1	1	3	.2		1	5	.1	.1				
WWDB-FM																				
SU '99	21	208	.4	1.5	6	91	.1	.9	4	8	.1	.8	2	8	.2		5	34	.1	.6
4-Book	18	185	.3	1.2	7	101	.1	1.1	9	16	.2	1.6	4	21	.1	.3	3	15	.1	.3
WWJZ-AM																				
SU '99								.1					1	3	.1					
4-Book		3				3		.1										3		
WXTU-FM																				
SU '99	18	278	.3	1.3	14	205	.2	2.2	10	49	.2	1.9	17	101	.3	1.8	21	75	.4	2.6
4-Book	36	343	.6	2.4	17	228	.3	2.7	16	68	.3	3.0	23	89	.4	2.1	23	88	.4	2.8
WYSP-FM																				
SU '99	303	2188	5.4	22.0	70	1013	1.2	11.1	58	210	1.0	11.1	112	411	2.0	11.6	90	305	1.6	11.1
4-Book	321	2175	5.7	21.7	75	981	1.3	11.8	83	233	1.5	15.2	136	413	2.4	12.9	84	284	1.5	10.2
WYXR-FM																				
SU '99	31	456	.5	2.3	15	304	.3	2.4	11	56	.2	2.1	27	132	.5	2.8	16	95	.3	2.0
4-Book	33	509	.6	2.3	22	319	.4	3.5	24	82	.4	4.4	34	122	.6	3.2	27	87	.5	3.2
WJBR-FM																				
SU '99	4	77	.1	.3	3	25	.1	.5					3	8	.1	.3				
4-Book	3	72	.1	.2	1	25		.2		2	.1		1	7	.1	.1				
WKXW-FM																				
SU '99	6	120	.1	.4	1	21		.2					1	5	.1		1	4		
4-Book	15	143	.3	1.0	1	18		.2		1	.2	.1							.2	
WNJO-FM																				
SU '99	7	91	.1	.5		17			1	10		.2								
4-Book	5	77	.1	.3	1	26		.2		1	.8	.2		3	.7	.1	.2	2	5	
WPST-FM																				
SU '99	14	492	.2	1.0	10	311	.2	1.6	9	70	.2	1.7	18	144	.3	1.9	13	91	.2	1.6
4-Book	21	508	.4	1.4	12	315	.2	1.9	8	57	.2	1.5	19	105	.3	1.8	19	102	.3	2.2
WSTW-FM																				
SU '99	9	159	.2	.7	2	91		.3					4	29	.1	.4	3	19	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1376	5305	24.4		633	4279	11.2		522	1422	9.2		965	2523	17.1		810	2025	14.3	
4-Book	1480	5349	26.2		633	4326	11.2		545	1528	9.6		1053	2530	18.7		828	2065	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	7	58	.1	1.2	26	114	.5	7.5	17	80	.3	2.1	4	18	.1	.7	8	55	.1	2.0
4-Book	5	42	.1	1.0	20	93	.4	5.9	11	58	.2	1.4	6	19	.1	.9	8	56	.1	2.1
WBEB-FM																				
SU '99	23	102	.4	4.1	12	36	.2	3.5	32	115	.6	4.0	7	36	.1	1.2	5	23	.1	1.2
4-Book	18	61	.3	3.2	7	28	.1	2.2	23	65	.4	3.2	15	50	.3	2.4	8	21	.1	1.9
WDAS-AM																				
SU '99					21	42	.4	6.1	16	38	.3	2.0								
4-Book					9	26	.2	2.8	12	34	.2	1.6	1	6		.2				
WDAS-FM																				
SU '99	31	56	.5	5.5	6	22	.1	1.7	31	91	.5	3.9	30	72	.5	5.1	41	85	.7	10.1
4-Book	33	80	.6	5.9	18	34	.3	5.5	30	86	.5	4.0	33	93	.6	5.4	40	89	.7	10.7
+WEJM-FM																				
WXXM-FM																				
SU '99	32	68	.6	5.7	13	33	.2	3.7	44	125	.8	5.5	39	97	.7	6.6	13	52	.2	3.2
4-Book	16	65	.3	2.8	10	43	.2	3.1	31	122	.6	4.3	29	118	.5	4.8	16	79	.3	4.2
+WEMG-AM																				
SU '99									1	6		.1					5	8	.1	1.2
4-Book	1	4		.2					2	8	.1	.3	1	4		.2	1	2		.3
+WEMG-FM																				
SU '99					3	10	.1	.9	13	34	.2	1.6	10	10	.2	1.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	13	24	.2	2.3					9	34	.2	1.1								
4-Book	3	6	.1	.6					3	11	.1	.3								
W100-FM																				
SU '99	65	218	1.2	11.6	6	34	.1	1.7	36	142	.6	4.5	51	138	.9	8.6	22	110	.4	5.4
4-Book	50	170	.9	8.9	12	50	.2	3.8	30	135	.5	4.0	31	115	.5	5.2	20	94	.4	5.4
WIP -AM																				
SU '99	6	41	.1	1.1	6	46	.1	1.7	14	88	.2	1.8	12	49	.2	2.0	11	77	.2	2.7
4-Book	9	58	.2	1.7	16	63	.3	5.0	32	119	.6	4.6	25	100	.5	4.2	15	79	.3	4.0
WJZ-FM																				
SU '99	19	43	.3	3.4	12	38	.2	3.5	21	59	.4	2.6	9	34	.2	1.5	7	28	.1	1.7
4-Book	17	55	.3	3.1	8	18	.2	2.2	12	33	.2	1.6	12	34	.2	2.0	8	36	.1	2.0
WMGK-FM																				
SU '99	15	62	.3	2.7	10	38	.2	2.9	24	112	.4	3.0	32	65	.6	5.4	9	25	.2	2.2
4-Book	15	57	.3	2.8	9	38	.2	2.7	28	107	.5	3.9	30	85	.6	5.0	8	35	.2	2.2
WMMR-FM																				
SU '99	20	113	.4	3.6	7	48	.1	2.0	51	273	.9	6.4	35	149	.6	5.9	22	156	.4	5.4
4-Book	20	113	.4	3.7	12	54	.2	3.6	44	203	.8	6.1	32	139	.6	5.3	15	100	.3	3.9
WNAP-AM																				
SU '99					* 1	6		.3	6	8	.1	.8					**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99					14	25	.2	4.0	10	70	.2	1.3	11	38	.2	1.9	1	16		.2
4-Book	11	39	.2	2.0	15	26	.3	4.4	10	48	.2	1.3	14	41	.3	2.3	9	28	.2	2.6
WPEN-AM																				
SU '99																				
4-Book		3		.1	1	2		.1	2	6		.3	1	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.

Target Listener Estimates

Men 18-34																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																			
SU '99																			
41	148	.7	7.3	42	69	.7	12.1	71	173	1.3	8.9	50	137	.9	8.4	31	130	.5	7.7
4-Book																			
71	212	1.3	12.8	30	64	.5	8.8	62	163	1.1	8.4	53	170	.9	8.7	35	112	.6	9.1
WPHT-AM																			
SU '99																			
1	9	.2		3	10	.1	.9	7	37	.1	.9	3	17	.1	.5	3	11	.1	.7
4-Book																			
2	7	.3		2	10	.1	.5	2	14		.3	4	12	.1	.7	3	8	.1	.7
WPLY-FM																			
SU '99																			
45	187	.8	8.0	32	70	.6	9.2	44	252	.8	5.5	39	171	.7	6.6	29	182	.5	7.2
4-Book																			
33	153	.6	5.9	18	62	.3	5.3	49	209	.9	6.8	35	165	.6	5.9	26	141	.5	6.7
WSSJ-AM																			
SU '99																			
				2	8		.6	2	6		.3	3	13	.1	.5				
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SU '99																			
88	274	1.6	15.7	51	149	.9	14.7	66	222	1.2	8.3	64	206	1.1	10.8	69	208	1.2	17.0
4-Book																			
94	273	1.7	17.0	52	165	.9	15.3	75	236	1.3	10.4	75	208	1.3	12.6	52	161	.9	13.4
+WVDB-AM																			
SU '99																			
				* 2	9		.6	8	8	.1	1.0	*							
4-Book																			
**	**	**	**	1	2		.2	2	2		.3					**	**	**	**
WVDB-FM																			
SU '99																			
1	12	.2		9	31	.2	2.6	16	52	.3	2.0	4	19	.1	.7	4	17	.1	1.0
4-Book																			
3	12	.5		6	22	.1	1.8	23	59	.4	3.2	6	14	.1	1.0	3	13	.1	.8
WVJZ-AM																			
SU '99																			
4-Book																			
WXTU-FM																			
SU '99																			
13	69	.2	2.3	9	46	.2	2.6	20	53	.4	2.5	16	63	.3	2.7	7	27	.1	1.7
4-Book																			
11	45	.2	1.9	10	47	.2	3.1	25	82	.5	3.5	21	63	.4	3.6	8	37	.2	2.2
WYSP-FM																			
SU '99																			
57	207	1.0	10.1	8	17	.1	2.3	102	283	1.8	12.8	88	293	1.6	14.8	40	158	.7	9.9
4-Book																			
52	180	.9	9.4	24	84	.4	7.4	100	333	1.8	13.7	74	245	1.3	12.6	37	144	.6	9.7
WYXR-FM																			
SU '99																			
7	56	.1	1.2					13	74	.2	1.6	26	76	.5	4.4	21	74	.4	5.2
4-Book																			
24	77	.4	4.3	9	34	.2	2.6	21	89	.3	2.8	22	79	.4	3.7	18	55	.3	4.5
WJBR-FM																			
SU '99																			
2	10	.4		1	8		.3	8	8	.1	1.0	6	8	.1	1.0	4	10	.1	1.0
4-Book																			
1	5	.2		1	9		.4	3	4	.1	.4	2	5		.3	1	3		.3
WKXW-FM																			
SU '99																			
								3	10	.1	.4					5	12	.1	1.2
4-Book																			
1	5	.2						2	7	.1	.3					3	8	.1	.8
WNJO-FM																			
SU '99																			
												2	10	.3		1	17		.2
4-Book																			
	2	.1		1	2	.1		1	5	.1		4	9	.1	.6	1	13		.3
WPST-FM																			
SU '99																			
14	75	.2	2.5	1	11		.3	11	47	.2	1.4	3	45	.1	.5	7	59	.1	1.7
4-Book																			
13	70	.2	2.4	4	22	.1	1.1	13	74	.3	1.8	13	67	.2	2.2	6	38	.1	1.5
WSTW-FM																			
SU '99																			
2	18	.4						6	35	.1	.8						9		
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SU '99																			
562	1634	9.9		347	980	6.1		795	2069	14.1		594	1471	10.5		405	1283	7.2	
4-Book																			
554	1556	9.8		333	999	5.9		726	1971	12.9		596	1567	10.5		380	1153	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	105	2907	.9	5.2	232	1961	2.1	7.4	110	1042	1.0	3.8	152	1476	1.4	6.3	30	491	.3	3.1
SP '99	78	2617	.7	3.7	219	1927	2.0	6.7	60	785	.5	2.0	97	1338	.9	3.8	26	469	.2	2.6
WI '99	93	2978	.8	4.4	251	2059	2.2	7.7	74	1004	.7	2.4	119	1446	1.1	4.6	39	626	.3	4.0
FA '98	71	2579	.6	3.3	182	1742	1.6	5.6	48	786	.4	1.6	102	1248	.9	3.8	29	649	.3	2.7
4-Book	87	2770	.8	4.2	221	1922	2.0	6.9	73	904	.7	2.5	118	1377	1.1	4.6	31	559	.3	3.1
SU '98	88	2821	.8	4.1	210	1844	1.9	6.5	82	875	.7	2.7	118	1395	1.0	4.5	34	568	.3	3.1
WBEB-FM																				
SU '99	64	1221	.6	3.2	90	453	.8	2.9	93	548	.8	3.2	76	627	.7	3.1	41	442	.4	4.2
SP '99	85	1273	.8	4.1	96	606	.9	2.9	153	526	1.4	5.1	101	560	.9	3.9	40	440	.4	3.9
WI '99	70	1154	.6	3.3	90	493	.8	2.8	100	474	.9	3.3	93	630	.8	3.6	35	326	.3	3.6
FA '98	72	1169	.6	3.4	82	541	.7	2.5	129	535	1.2	4.3	85	568	.8	3.2	41	327	.4	3.8
4-Book	73	1204	.7	3.5	90	523	.8	2.8	119	521	1.1	4.0	89	596	.8	3.5	39	384	.4	3.9
SU '98	54	1088	.5	2.5	73	550	.6	2.3	83	474	.7	2.7	61	490	.5	2.3	31	334	.3	2.9
WDAS-AM																				
SU '99	8	175	.1	.4	10	72	.1	.3	12	43	.1	.4	8	61	.1	.3	2	27	.1	.2
SP '99	6	121	.1	.3	12	59	.1	.4	7	32	.1	.2	3	38	.1	.1	1	17	.1	.1
WI '99	5	132	.2	.9	4	36	.1	.1	4	41	.1	.1	3	40	.1	.1		11		
FA '98	6	138	.1	.3	13	71	.1	.4	2	43	.1	.1	3	42	.1	.1				
4-Book	6	142	.1	.3	10	60	.1	.3	6	40	.1	.2	4	45	.1	.2	1	14	.1	.1
SU '98	5	90	.2	.2	11	59	.1	.3	5	32	.1	.2	6	31	.1	.2	1	22	.1	.1
WDAS-FM																				
SU '99	116	1280	1.0	5.7	175	763	1.6	5.6	139	623	1.2	4.8	122	597	1.1	5.0	84	569	.8	8.7
SP '99	122	1327	1.1	5.8	176	859	1.6	5.4	152	704	1.4	5.0	143	757	1.3	5.5	101	561	.9	10.0
WI '99	137	1230	1.2	6.5	162	682	1.4	5.0	189	668	1.7	6.2	155	709	1.4	6.0	129	565	1.2	13.1
FA '98	136	1392	1.2	6.4	213	938	1.9	6.5	158	714	1.4	5.3	148	753	1.3	5.5	88	607	.8	8.2
4-Book	128	1307	1.1	6.1	182	811	1.6	5.6	160	677	1.4	5.3	142	704	1.3	5.5	101	576	.9	10.0
SU '98	140	1346	1.2	6.5	208	791	1.8	6.4	178	719	1.6	5.8	158	723	1.4	6.0	101	570	.9	9.3
+WEJM-FM																				
WXM-FM																				
SU '99	86	1549	.8	4.3	66	624	.6	2.1	134	707	1.2	4.6	121	844	1.1	5.0	65	429	.6	6.7
SP '99	50	1255	.4	2.4	64	515	.6	2.0	81	439	.7	2.7	67	738	.6	2.6	21	372	.2	2.1
WI '99	63	1497	.6	3.0	79	632	.7	2.4	109	613	1.0	3.6	82	841	.7	3.2	25	417	.2	2.5
FA '98	39	1228	.3	1.8	42	507	.4	1.3	54	550	.5	1.8	67	803	.6	2.5	20	431	.2	1.9
4-Book	60	1382	.5	2.9	63	570	.6	2.0	95	577	.9	3.2	84	807	.8	3.3	33	412	.3	3.3
SU '98	60	1514	.5	2.8	67	696	.6	2.1	79	564	.7	2.6	86	838	.8	3.3	41	540	.4	3.8
+WEMG-AM																				
SU '99	6	93	.1	.3	5	29	.1	.2	10	18	.1	.3	9	42	.1	.4	1	20	.1	.1
SP '99	10	97	.1	.5	12	89	.1	.4	10	35	.1	.3	10	34	.1	.4	6	31	.1	.6
WI '99	7	57	.1	.3	8	31	.1	.2	16	18	.1	.5	9	33	.1	.4		6		
FA '98	7	102	.1	.3	6	53	.1	.2	4	24	.1	.1	7	54	.1	.3	7	31	.1	.7
4-Book	8	87	.1	.4	8	51	.1	.3	10	24	.1	.3	9	41	.1	.4	4	22	.1	.4
SU '98	7	74	.1	.3	5	57	.1	.2	17	74	.2	.6	9	41	.1	.3	1	16	.1	.1
+WEMG-FM																				
SU '99	8	155	.1	.4	15	101	.1	.5	7	64	.1	.2	12	81	.1	.5	1	25	.1	.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	53	.1	.1	3	17	.1	.1	3	16	.1	.1	7	46	.1	.3		9		
FA '98	1	34	.1	.1		9	.1	.1			.1	.1	2	8	.1	.1		17		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	35	.1	.1			.1	.1		9	.1	.1	1	28	.1	.1				
WFIL-AM																				
SU '99	12	162	.1	.6	17	109	.2	.5	21	73	.2	.7	10	46	.1	.4	8	26	.1	.8
SP '99	3	114	.1	.1	10	73	.1	.3	1	28	.1	.1	2	42	.1	.1	2	55	.1	.2
WI '99	6	132	.1	.3	15	86	.1	.5	3	41	.1	.1	6	61	.1	.2	6	42	.1	.6
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	9	182	.1	.4	24	110	.2	.7	1	26	.1	.1	15	80	.1	.6	4	26	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																			
SU '99	17	229	.2	.8	29	113	.3	.9	24	130	.2	.8	27	85	.2	1.1	5	78	.5
SP '99	5	73		.2	5	27		.2	4	33		.1	8	45	.1	.3	3	20	.3
WI '99	8	104	.1	.4	6	34	.1	.2	9	61	.1	.3	9	49	.1	.4	3	12	.3
FA '98	3	56		.1	1	19			3	7		.1	12	37	.1	.4		10	
4-Book	8	116	.1	.4	10	48	.1	.3	10	58	.1	.3	14	54	.1	.6	3	30	.3
SU '98	12	177	.1	.6	24	85	.2	.7	24	111	.2	.8	6	31	.1	.2	4	46	.4
WIOQ-FM																			
SU '99	68	1857	.6	3.4	71	695	.6	2.3	99	802	.9	3.4	76	827	.7	3.1	49	644	.4
SP '99	96	1965	.9	4.6	108	841	1.0	3.3	155	876	1.4	5.1	117	1148	1.0	4.5	55	659	.5
WI '99	68	1597	.6	3.2	71	616	.6	2.2	109	788	1.0	3.6	98	741	.9	3.8	30	534	.3
FA '98	81	1489	.7	3.8	96	563	.9	2.9	137	707	1.2	4.6	107	814	1.0	4.0	47	437	.4
4-Book	78	1727	.7	3.8	87	679	.8	2.7	125	793	1.1	4.2	100	883	.9	3.9	45	569	.4
SU '98	70	1544	.6	3.3	77	556	.7	2.4	102	609	.9	3.3	101	881	.9	3.8	43	636	.4
WIP -AM																			
SU '99	98	1806	.9	4.8	170	1021	1.5	5.4	154	910	1.4	5.3	157	1125	1.4	6.5	28	437	.3
SP '99	120	1953	1.1	5.7	214	1114	1.9	6.6	176	887	1.6	5.8	170	1288	1.5	6.6	58	604	.5
WI '99	158	2530	1.4	7.5	231	1310	2.1	7.1	221	1224	2.0	7.2	242	1617	2.2	9.4	76	903	.7
FA '98	122	2122	1.1	5.7	187	1164	1.7	5.7	180	991	1.6	6.0	195	1404	1.7	7.3	52	784	.5
4-Book	125	2103	1.1	5.9	201	1152	1.8	6.2	183	1003	1.7	6.1	191	1359	1.7	7.5	54	682	.5
SU '98	103	1623	.9	4.8	173	948	1.5	5.3	155	862	1.4	5.0	160	1107	1.4	6.1	36	477	.3
WJZZ-FM																			
SU '99	75	1141	.7	3.7	69	423	.6	2.2	138	543	1.2	4.8	88	619	.8	3.6	49	407	.4
SP '99	84	1272	.8	4.0	96	557	.9	2.9	116	610	1.0	3.8	102	749	.9	4.0	54	458	.5
WI '99	70	1058	.6	3.3	61	445	.5	1.9	98	460	.9	3.2	103	531	.9	4.0	42	348	.4
FA '98	91	1241	.8	4.3	96	590	.9	2.9	156	609	1.4	5.2	128	692	1.1	4.8	51	466	.5
4-Book	80	1178	.7	3.8	81	504	.7	2.5	127	556	1.1	4.3	105	648	.9	4.1	49	420	.5
SU '98	83	1226	.7	3.9	75	544	.7	2.3	131	548	1.2	4.3	107	740	.9	4.0	57	411	.5
WMGK-FM																			
SU '99	99	1850	.9	4.9	114	799	1.0	3.6	173	924	1.5	6.0	129	1083	1.2	5.3	38	494	.3
SP '99	134	1906	1.2	6.4	156	862	1.4	4.8	256	990	2.3	8.5	164	1029	1.5	6.4	43	502	.4
WI '99	121	1949	1.1	5.8	134	890	1.2	4.1	233	1083	2.1	7.6	157	1262	1.4	6.1	39	587	.3
FA '98	151	2209	1.4	7.1	188	1018	1.7	5.7	274	1118	2.5	9.1	206	1349	1.8	7.7	55	610	.5
4-Book	126	1797	1.2	6.1	148	892	1.3	4.6	234	1029	2.1	7.8	164	1181	1.5	6.4	44	548	.4
SU '98	147	2097	1.3	6.9	149	960	1.3	4.6	275	1076	2.4	8.9	183	1314	1.6	6.9	65	596	.6
WMMR-FM																			
SU '99	146	2581	1.3	7.2	190	1216	1.7	6.1	266	1327	2.4	9.2	184	1496	1.6	7.6	55	813	.5
SP '99	154	2448	1.4	7.4	226	1303	2.0	6.9	283	1265	2.5	9.4	181	1425	1.6	7.0	49	582	.4
WI '99	146	2283	1.3	7.0	202	1080	1.8	6.2	251	1265	2.2	8.2	189	1294	1.7	7.4	48	610	.4
FA '98	143	2392	1.3	6.7	166	1031	1.5	5.1	293	1208	2.6	9.8	189	1512	1.7	7.1	48	656	.4
4-Book	147	2426	1.3	7.1	196	1158	1.8	6.1	273	1266	2.4	9.2	186	1432	1.7	7.3	50	665	.4
SU '98	170	2732	1.5	7.9	206	1238	1.8	6.4	309	1347	2.7	10.0	230	1616	2.0	8.7	71	920	.6
WNAP-AM																			
SU '99	*	2		.1	*	1			1	14			3	22		.1			
SP '99		24				5				5							**	**	**
WI '99	3	57		.1	5	26		.2	3	31		.1	2	18		.1	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	6	64	.1	.3	5	26		.2	9	26	.1	.3	4	22		.2	**	**	**
WGL-FM																			
SU '99	57	1280	.5	2.8	79	579	.7	2.5	77	550	.7	2.7	62	561	.6	2.6	24	394	.2
SP '99	68	1323	.6	3.2	80	547	.7	2.5	116	637	1.0	3.8	94	652	.8	3.6	24	343	.2
WI '99	76	1292	.7	3.6	104	539	.9	3.2	123	527	1.1	4.0	101	668	.9	3.9	30	346	.3
FA '98	99	1497	.9	4.6	116	660	1.0	3.5	171	710	1.5	5.7	101	703	.9	3.8	46	405	.4
4-Book	75	1348	.7	3.6	95	581	.8	2.9	122	606	1.1	4.1	90	646	.8	3.5	31	372	.3
SU '98	94	1703	.8	4.4	130	740	1.2	4.0	145	729	1.3	4.7	124	900	1.1	4.7	37	438	.3

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	3	118	.1	.1	6	32	.1	.2	1	18			7	49	.1	.3	1	9	.1	.1
SP '99	5	137	.2	.2	3	45	.1	.1	8	87	.1	.3	10	59	.1	.4	1	26	.1	.1
WI '99	10	203	.1	.5	20	131	.2	.6	14	86	.1	.5	12	62	.1	.5	2	20	.2	.2
FA '98	8	117	.1	.4	14	46	.1	.4	16	72	.1	.5	5	36	.2	.2	3	8	.3	.3
4-Book	7	144	.1	.3	11	64	.1	.3	10	66	.1	.3	9	52	.1	.4	2	16	.2	.2
SU '98	3	114	.1	.1	2	28	.1	.1	1	49			6	26	.1	.2	1	18	.1	.1
WPHI-FM																				
SU '99	67	1269	.6	3.3	70	419	.6	2.2	94	638	.8	3.2	79	741	.7	3.2	46	510	.4	4.8
SP '99	84	1501	.8	4.0	70	589	.6	2.1	102	738	.9	3.4	130	969	1.2	5.0	66	609	.6	6.5
WI '99	72	1191	.6	3.4	64	474	.6	2.0	82	660	.7	2.7	87	668	.8	3.4	72	639	.6	7.3
FA '98	83	1335	.7	3.9	95	586	.8	2.9	70	582	.6	2.3	119	818	1.1	4.4	88	623	.8	8.2
4-Book	77	1324	.7	3.7	75	517	.7	2.3	87	655	.8	2.9	104	799	1.0	4.0	68	595	.6	6.7
SU '98	66	1020	.6	3.1	53	464	.5	1.6	89	660	.8	2.9	98	732	.9	3.7	63	574	.6	5.8
WPHT-AM																				
SU '99	36	756	.3	1.8	58	232	.5	1.9	29	173	.3	1.0	47	255	.4	1.9	31	348	.3	3.2
SP '99	11	457	.1	.5	16	107	.1	.5	2	58		.1	21	170	.2	.8	13	181	.1	1.3
WI '99	23	488	.2	1.1	40	173	.4	1.2	39	229	.3	1.3	31	193	.3	1.2	6	64	.1	.6
FA '98	13	304	.1	.6	26	127	.2	.8	13	80	.1	.4	13	71	.1	.5	9	49	.1	.8
4-Book	21	501	.2	1.0	35	160	.3	1.1	21	135	.2	.7	28	172	.3	1.1	15	161	.2	1.5
SU '98	24	650	.2	1.1	34	162	.3	1.1	16	125	.1	.5	32	223	.3	1.2	22	355	.2	2.0
WPLY-FM																				
SU '99	94	2058	.8	4.6	118	831	1.1	3.8	122	1130	1.1	4.2	135	1292	1.2	5.6	51	684	.5	5.3
SP '99	82	1887	.7	3.9	110	743	1.0	3.4	132	848	1.2	4.4	106	1159	.9	4.1	44	654	.4	4.3
WI '99	75	1494	.7	3.6	82	628	.7	2.5	128	722	1.1	4.2	106	902	.9	4.1	28	492	.3	2.8
FA '98	53	1636	.5	2.5	55	649	.5	1.7	70	668	.6	2.3	81	916	.7	3.0	27	509	.2	2.5
4-Book	76	1769	.7	3.7	91	713	.8	2.9	113	842	1.0	3.8	107	1067	.9	4.2	38	585	.4	3.7
SU '98	65	1641	.6	3.0	70	601	.6	2.2	92	681	.8	3.0	100	867	.9	3.8	33	506	.3	3.0
WSSJ-AM																				
SU '99	7	90	.1	.3	17	68	.2	.5	3	21		.1	5	29		.2	6	55	.1	.6
SP '99	13	39	.1	.6	10	19	.1	.3	13	31	.1	.4	15	27	.1	.6	10	24	.1	1.0
WI '99	3	63		.1	3	24		.1					3	17		.1	1	10		.1
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	120	1710	1.1	5.9	135	805	1.2	4.3	152	910	1.4	5.2	150	1030	1.3	6.2	89	761	.8	9.2
SP '99	117	1760	1.0	5.6	111	773	1.0	3.4	135	958	1.2	4.5	157	1080	1.4	6.1	103	779	.9	10.2
WI '99	123	1673	1.1	5.9	138	818	1.2	4.2	135	907	1.2	4.4	129	922	1.2	5.0	112	750	1.0	11.4
FA '98	130	1848	1.2	6.1	127	885	1.1	3.9	126	840	1.1	4.2	187	1044	1.7	7.0	132	898	1.2	12.4
4-Book	123	1748	1.1	5.9	128	820	1.1	4.0	137	904	1.2	4.6	156	1019	1.4	6.1	109	797	1.0	10.8
SU '98	96	1609	.9	4.5	93	664	.8	2.9	115	825	1.0	3.7	123	970	1.1	4.7	85	791	.8	7.8
+WVDB-AM																				
SU '99	* 15	113	.1	.7	* 15	50	.1	.5	31	97	.3	1.1	* 8	41	.1	.3		**	**	**
SP '99	4	66	.2	.2	7	36	.1	.2	7	46	.1	.2	2	29		.1	**	**	**	**
WI '99	4	67	.2	.2	2	14		.1	9	59	.1	.3	2	26		.1	**	**	**	**
FA '98	5	56	.2	.2					10	37	.1	.3	1	9			**	**	**	**
4-Book	7	76	.3	.3	6	25	.1	.2	14	60	.2	.5	3	26		.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	40	836	.4	2.0	36	221	.3	1.1	83	421	.7	2.9	51	323	.5	2.1	20	198	.2	2.1
SP '99	34	700	.3	1.6	35	203	.3	1.1	56	306	.5	1.9	36	297	.3	1.4	23	175	.2	2.3
WI '99	50	886	.4	2.4	46	274	.4	1.4	110	500	1.0	3.6	49	325	.4	1.9	23	203	.2	2.3
FA '98	56	912	.5	2.6	73	349	.7	2.2	100	456	.9	3.3	60	384	.5	2.2	29	244	.3	2.7
4-Book	45	834	.4	2.2	48	262	.4	1.5	87	421	.8	2.9	49	332	.4	1.9	24	205	.2	2.4
SU '98	52	1054	.5	2.4	39	331	.3	1.2	90	483	.8	2.9	75	478	.7	2.8	25	187	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVJZ-AM																				
SU '99		18							8									9		
SP '99		10															1	10		.1
WI '99		8			1	8								8						
FA '98		10												10						
4-Book		12				2			2				5				5			
SU '98	3	43		.1	7	8	.1	.2	2	8		.1	2	17		.1	3	27		.3
WXTU-FM																				
SU '99	39	706	.3	1.9	45	377	.4	1.4	57	375	.5	2.0	56	456	.5	2.3	16	190	.1	1.7
SP '99	66	952	.6	3.2	101	580	.9	3.1	93	447	.8	3.1	92	661	.8	3.6	24	298	.2	2.4
WI '99	64	822	.6	3.1	86	441	.8	2.6	102	426	.9	3.3	84	508	.8	3.3	23	280	.2	2.3
FA '98	65	991	.6	3.1	100	555	.9	3.1	98	514	.9	3.3	82	661	.7	3.1	27	389	.2	2.5
4-Book	59	868	.5	2.8	83	488	.8	2.6	88	441	.8	2.9	79	572	.7	3.1	23	289	.2	2.2
SU '98	88	1029	.8	4.1	130	637	1.2	4.0	128	538	1.1	4.2	105	693	.9	4.0	26	443	.2	2.4
WYSP-FM																				
SU '99	275	3753	2.5	13.6	839	2716	7.5	26.8	361	1878	3.2	12.5	184	1608	1.6	7.6	62	899	.6	6.4
SP '99	288	3532	2.6	13.7	809	2608	7.2	24.8	372	2020	3.3	12.3	248	1760	2.2	9.6	71	814	.6	7.0
WI '99	295	3600	2.6	14.1	919	2821	8.2	28.2	386	1993	3.5	12.6	232	1513	2.1	9.0	53	630	.5	5.4
FA '98	278	3948	2.5	13.0	840	2709	7.5	25.7	357	1816	3.2	11.9	184	1303	1.6	6.9	53	681	.5	5.0
4-Book	284	3708	2.6	13.6	852	2714	7.6	26.4	369	1927	3.3	12.3	212	1546	1.9	8.3	60	756	.6	6.0
SU '98	260	3676	2.3	12.1	851	2801	7.5	26.3	311	1895	2.8	10.1	169	1348	1.5	6.4	69	813	.6	6.4
WYXR-FM																				
SU '99	44	1200	.4	2.2	51	497	.5	1.6	69	521	.6	2.4	59	519	.5	2.4	16	329	.1	1.7
SP '99	46	983	.4	2.2	62	464	.6	1.9	72	421	.6	2.4	59	494	.5	2.3	20	217	.2	2.0
WI '99	44	1163	.4	2.1	66	465	.6	2.0	41	419	.4	1.3	46	557	.4	1.8	35	320	.3	3.6
FA '98	52	1281	.5	2.4	65	561	.6	2.0	53	439	.5	1.8	61	594	.5	2.3	35	459	.3	3.3
4-Book	47	1157	.4	2.2	61	497	.6	1.9	59	450	.5	2.0	56	541	.5	2.2	27	331	.2	2.7
SU '98	65	1235	.6	3.0	78	474	.7	2.4	108	457	1.0	3.5	81	662	.7	3.1	19	410	.2	1.7
WJBR-FM																				
SU '99	7	151	.1	.3	6	51	.1	.2	7	54	.1	.2	5	71		.2	8	63	.1	.8
SP '99	2	120		.1	2	39		.1	3	51		.1	3	34		.1	2	47		.2
WI '99	6	251	.1	.3	7	86	.1	.2	9	80	.1	.3	6	103	.1	.2	5	62		.5
FA '98	10	160	.1	.5	16	52	.1	.5	18	43	.2	.6	8	65	.1	.3	2	50		.2
4-Book	6	171	.1	.3	8	57	.1	.3	9	57	.1	.3	6	68	.1	.2	4	56		.4
SU '98	6	136	.1	.3	5	52		.2	9	39	.1	.3	14	74	.1	.5	1	27		.1
WKXW-FM																				
SU '99	23	459	.2	1.1	27	176	.2	.9	38	239	.3	1.3	34	288	.3	1.4	17	155	.2	1.8
SP '99	21	318	.2	1.0	30	162	.3	.9	36	151	.3	1.2	34	185	.3	1.3	10	85	.1	1.0
WI '99	15	389	.1	.7	31	198	.3	1.0	25	167	.2	.8	23	231	.2	.9	3	91		.3
FA '98	30	420	.3	1.4	33	156	.3	1.0	57	215	.5	1.9	57	264	.5	2.1	14	148	.1	1.3
4-Book	22	397	.2	1.1	30	173	.3	1.0	39	193	.3	1.3	37	242	.3	1.4	11	120	.1	1.1
SU '98	22	405	.2	1.0	22	128	.2	.7	34	138	.3	1.1	46	244	.4	1.7	12	100	.1	1.1
WNJO-FM																				
SU '99	22	440	.2	1.1	33	252	.3	1.1	49	215	.4	1.7	22	201	.2	.9	4	66		.4
SP '99	19	265	.2	.9	24	142	.2	.7	38	105	.3	1.3	32	157	.3	1.2	4	63		.4
WI '99	11	285	.1	.5	11	121	.1	.3	23	149	.2	.8	13	147	.1	.5	2	69		.2
FA '98	12	321	.1	.6	10	140	.1	.3	18	145	.2	.6	20	161	.2	.7	5	79		.5
4-Book	16	328	.2	.8	20	164	.2	.6	32	154	.3	1.1	22	167	.2	.8	4	69		.4
SU '98	24	295	.2	1.1	32	107	.3	1.0	38	148	.3	1.2	28	187	.2	1.1	15	113	.1	1.4
WPST-FM																				
SU '99	23	939	.2	1.1	19	299	.2	.6	36	417	.3	1.2	34	482	.3	1.4	10	241	.1	1.0
SP '99	23	964	.2	1.1	32	256	.3	1.0	30	349	.3	1.0	29	476	.3	1.1	11	230	.1	1.1
WI '99	18	798	.2	.9	20	273	.2	.6	29	304	.3	.9	27	457	.2	1.1	7	200	.1	.7
FA '98	28	911	.3	1.3	33	316	.3	1.0	35	362	.3	1.2	44	487	.4	1.6	10	211	.1	.9
4-Book	23	903	.2	1.1	26	286	.3	.8	33	358	.3	1.1	34	476	.3	1.3	10	221	.1	.9
SU '98	31	996	.3	1.4	32	307	.3	1.0	42	386	.4	1.4	38	540	.3	1.4	23	326	.2	2.1

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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.

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (0C)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
YSTV-FM																				
SU '99	13	355	.1	.6	22	166	.2	.7	26	165	.2	.9	13	167	.1	.5	6	65	.1	.6
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	8	273	.1	.4	11	105	.1	.3	10	56	.1	.3	11	118	.1	.4	9	113	.1	.8
TOTALS																				
SU '99	2023	10805	18.1		3135	9357	28.0		2899	8266	25.9		2431	9149	21.7		966	6288	8.6	
SP '99	2095	10807	18.7		3263	9649	29.2		3020	8233	27.0		2578	9507	23.1		1014	6338	9.1	
WI '99	2097	10857	18.8		3261	9697	29.2		3062	8261	27.4		2571	9350	23.0		983	6285	8.8	
FA '98	2131	10771	19.1		3274	9648	29.3		3004	8011	26.9		2676	9479	23.9		1067	6590	9.5	
4-Book	2087	10810	18.7		3233	9588	28.9		2996	8193	26.8		2564	9371	22.9		1008	6375	9.0	
SU '98	2144	10958	19.0		3238	9515	28.7		3077	8214	27.3		2643	9490	23.4		1086	6798	9.6	

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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.

Target Listener Trends - Men 18-49

Target Listener Estimates

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	161	2662	1.4	5.7	57	1337	.5	4.4	132	570	1.2	10.3	64	373	.6	3.1	48	221	.4	3.0
4-Book	132	2522	1.2	4.5	44	1201	.4	3.4	106	539	1.0	8.2	48	296	.5	2.2	30	184	.3	1.9
WBEB-FM																				
SU '99	87	936	.8	3.1	39	613	.3	3.0	45	124	.4	3.5	68	230	.6	3.3	37	171	.3	2.3
4-Book	101	921	.9	3.4	46	558	.4	3.5	50	153	.4	3.9	84	213	.8	3.9	50	163	.5	3.2
WDAS-AM																				
SU '99	10	106	.1	.4	7	107	.1	.5	4	10	.3		2	15	.1					
4-Book	7	92	.1	.2	9	99	.1	.7	3	9	.2		3	13	.1		4	4	.1	.3
WDAS-FM																				
SU '99	145	1032	1.3	5.1	84	712	.8	6.5	89	226	.8	7.0	117	327	1.0	5.7	97	184	.9	6.0
4-Book	161	1117	1.4	5.5	87	729	.8	6.7	89	222	.8	6.9	116	315	1.0	5.4	111	246	1.0	6.9
+WEJM-FM WXXM-FM																				
SU '99	109	1247	1.0	3.9	58	778	.5	4.5	20	113	.2	1.6	79	289	.7	3.8	92	295	.8	5.7
4-Book	81	1132	.7	2.8	38	670	.3	2.9	25	119	.2	2.0	67	252	.6	3.1	52	220	.5	3.2
+WEMG-AM																				
SU '99	8	71	.1	.3	6	77	.1	.5	2	8	.2		11	51	.1	.5	6	11	.1	.4
4-Book	9	73	.1	.3	8	61	.1	.6	8	18	.1	.7	13	33	.1	.6	9	17	.1	.6
+WEMG-FM																				
SU '99	11	133	.1	.4	8	85	.1	.6	7	31	.1	.5	15	42	.1	.7	21	35	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	16	109	.1	.6	6	73	.1	.5	12	30	.1	.9	**	**	**	**	12	16	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	26	193	.2	.9	9	192	.1	.7	7	31	.1	.5	16	32	.1	.8	5	21	.1	.3
4-Book	11	94	.1	.4	6	77	.1	.5	5	13	.1	.4	13	21	.1	.6	7	15	.1	.4
W100-FM																				
SU '99	84	1436	.8	3.0	52	924	.5	4.0	29	168	.3	2.3	79	332	.7	3.8	60	244	.5	3.7
4-Book	106	1397	1.0	3.6	52	864	.5	4.0	38	172	.4	3.0	95	337	.9	4.4	67	260	.6	4.2
WIP -AM																				
SU '99	160	1676	1.4	5.7	33	652	.3	2.6	67	211	.6	5.3	48	186	.4	2.3	44	173	.4	2.7
4-Book	191	1886	1.7	6.5	55	895	.5	4.2	87	285	.8	6.8	89	330	.8	4.1	61	246	.6	3.8
WJZZ-FM																				
SU '99	102	900	.9	3.6	45	596	.4	3.5	34	88	.3	2.7	66	204	.6	3.2	65	180	.6	4.0
4-Book	106	920	1.0	3.6	55	618	.5	4.3	39	132	.4	3.1	83	217	.8	3.8	83	221	.8	5.2
WMGK-FM																				
SU '99	141	1572	1.3	5.0	64	850	.6	5.0	59	216	.5	4.6	108	341	1.0	5.3	114	382	1.0	7.0
4-Book	186	1667	1.7	6.3	76	984	.7	5.9	75	260	.7	5.8	157	460	1.4	7.3	122	398	1.1	7.6
WMMR-FM																				
SU '99	217	2201	1.9	7.7	82	1210	.7	6.4	99	288	.9	7.8	168	559	1.5	8.2	90	391	.8	5.5
4-Book	223	2102	2.0	7.6	78	1174	.7	6.1	93	320	.8	7.2	181	552	1.6	8.4	113	389	1.0	7.1
WNAP-AM																				
SU '99	* 1	22	**	**	* 3	22	**	.2	* **	**	**	**	6	7	.1	.3	6	7	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	73	982	.7	2.6	50	733	.4	3.9	45	192	.4	3.5	79	254	.7	3.8	82	252	.7	5.1
4-Book	104	1053	1.0	3.5	55	703	.5	4.3	45	158	.4	3.5	92	265	.8	4.2	73	221	.7	4.6
WPEN-AM																				
SU '99	4	80	.1	.1	3	74	.2	.2	1	11	.1	.1	6	17	.1	.3	7	20	.1	.4
4-Book	10	115	.1	.3	5	70	.3	.3	4	16	.3	.3	8	22	.1	.4	6	17	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPXI-FM																				
SU '99	82	1018	.7	2.9	54	689	.5	4.2	25	89	.2	2.0	64	281	.6	3.1	76	261	.7	4.7
4-Book	89	1110	.8	3.0	61	738	.5	4.7	32	105	.3	2.5	93	290	.8	4.3	78	257	.7	4.8
WPHT-AM																				
SU '99	44	489	.4	1.6	24	370	.2	1.9	26	92	.2	2.0	35	98	.3	1.7	18	72	.2	1.1
4-Book	28	332	.3	1.0	13	198	.1	1.0	13	40	.1	1.0	18	47	.2	.8	8	28	.1	.5
WPLY-FM																				
SU '99	125	1779	1.1	4.4	67	1125	.6	5.2	76	294	.7	6.0	156	588	1.4	7.6	77	314	.7	4.7
4-Book	105	1502	.9	3.6	50	891	.5	3.9	37	168	.3	2.9	104	397	1.0	4.9	56	267	.5	3.5
WSSJ-AM																				
SU '99	8	81	.1	.3	5	60	.4	.4	5	15	.4	.4	7	24	.1	.3	9	17	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	146	1467	1.3	5.2	95	1027	.8	7.4	42	175	.4	3.3	122	383	1.1	5.9	152	381	1.4	9.4
4-Book	140	1486	1.3	4.8	101	1049	.9	7.8	59	184	.5	4.5	160	427	1.5	7.4	155	385	1.4	9.7
+WWDB-AM																				
SU '99	* 20	104	.2	.7	* 3	27	.2	.2	* 3	10	.2	.2	4	18	.2	.2	*			
4-Book	9	67	.1	.3	1	18	.1	.1	2	10	.2	.2	2	9	.1	.1				
WWDB-FM																				
SU '99	59	614	.5	2.1	19	367	.2	1.5	20	87	.2	1.6	15	51	.1	.7	15	72	.1	.9
4-Book	63	632	.6	2.2	27	354	.3	2.1	25	76	.3	2.0	18	70	.2	.8	13	53	.1	.8
WWJZ-AM																				
SU '99		8				8														
4-Book		7				5							1	3	.1			3		
WXTU-FM																				
SU '99	53	623	.5	1.9	30	433	.3	2.3	38	116	.3	3.0	55	219	.5	2.7	38	146	.3	2.3
4-Book	84	752	.7	2.8	39	501	.4	3.0	48	158	.5	3.8	62	208	.6	2.9	48	180	.4	3.0
WYSP-FM																				
SU '99	454	3447	4.1	16.0	101	1502	.9	7.8	106	320	.9	8.3	173	655	1.5	8.4	98	351	.9	6.0
4-Book	469	3367	4.2	16.0	105	1465	1.0	8.1	113	329	1.0	8.8	178	594	1.6	8.3	105	376	1.0	6.6
WYXR-FM																				
SU '99	60	925	.5	2.1	33	579	.3	2.6	28	112	.3	2.2	60	245	.5	2.9	37	189	.3	2.3
4-Book	59	888	.5	2.0	38	565	.4	3.0	38	138	.4	3.0	60	207	.5	2.8	50	166	.4	3.1
WJBR-FM																				
SU '99	6	124	.1	.2	9	73	.1	.7					4	25	.2	.2	7	10	.1	.4
4-Book	8	132	.1	.3	5	69	.1	.4	3	16	.2	.2	11	25	.1	.5	7	14	.1	.5
WKXW-FM																				
SU '99	33	422	.3	1.2	9	138	.1	.7	11	68	.1	.9	27	78	.2	1.3	9	48	.1	.6
4-Book	35	352	.3	1.2	7	117	.1	.5	7	33	.1	.6	15	56	.1	.7	11	33	.1	.7
WNJO-FM																				
SU '99	36	367	.3	1.3	10	183	.1	.8	16	61	.1	1.3	25	81	.2	1.2	11	49	.1	.7
4-Book	25	272	.2	.9	8	135	.1	.6	8	30	.1	.6	21	67	.2	1.0	10	39	.1	.6
WPST-FM																				
SU '99	30	750	.3	1.1	17	418	.2	1.3	14	81	.1	1.1	36	195	.3	1.8	21	129	.2	1.3
4-Book	31	703	.3	1.1	18	444	.2	1.4	13	75	.1	1.1	35	165	.3	1.6	25	137	.3	1.6
WSTW-FM																				
SU '99	21	285	.2	.7	5	172	.4	.4	4	19	.3	.3	11	57	.1	.5	3	19	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2829	10597	25.3		1287	8661	11.5		1276	3548	11.4		2056	5322	18.4		1623	4242	14.5	
4-Book	2937	10647	26.3		1290	8684	11.5		1291	3634	11.6		2162	5303	19.4		1599	4121	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.

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	35	185	.3	3.6	88	426	.8	10.2	50	325	.4	3.2	24	137	.2	2.1	26	178	.2	3.7
4-Book	20	135	.2	2.1	77	412	.7	8.9	38	244	.3	2.4	23	119	.2	2.0	21	162	.2	3.0
WBEB-FM																				
SU '99	38	178	.3	3.9	28	108	.3	3.2	63	255	.6	4.0	13	72	.1	1.1	15	52	.1	2.1
4-Book	34	134	.3	3.5	27	94	.3	3.1	62	203	.6	4.1	33	122	.3	2.9	23	71	.2	3.2
WDAS-AM																				
SU '99					35	91	.3	4.1	16	38	.1	1.0								
4-Book	3	7		.3	29	73	.3	3.4	24	61	.2	1.6	5	11		.5	4	8		.5
WDAS-FM																				
SU '99	71	189	.6	7.2	50	134	.4	5.8	79	249	.7	5.0	73	157	.7	6.3	93	203	.8	13.2
4-Book	79	198	.7	8.2	50	121	.4	5.8	77	209	.7	5.0	74	184	.7	6.4	95	194	.9	13.8
+WEJM-FM																				
WXXM-FM																				
SU '99	64	226	.6	6.5	18	47	.2	2.1	80	245	.7	5.1	74	245	.7	6.3	31	125	.3	4.4
4-Book	27	123	.2	2.7	13	59	.2	1.6	47	186	.4	3.1	45	187	.4	3.9	24	113	.3	3.5
+WEMG-AM																				
SU '99	11	11	.1	1.1					7	35	.1	.4					5	8		.7
4-Book	7	12	.1	.7	2	5		.2	10	29	.1	.7	5	9	.1	.4	3	9		.5
+WEMG-FM																				
SU '99					3	10		.3	13	34	.1	.8	10	10	.1	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	8	9	.1	.8					8	22	.1	.5	5	22		.4	1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	14	38	.1	1.4	9	33	.1	1.0	9	34	.1	.6	10	27	.1	.9	1	13		.1
4-Book	8	17	.1	.8	4	15		.5	5	17	.1	.4	6	11	.1	.5	1	8		.1
WIOQ-FM																				
SU '99	70	255	.6	7.1	9	59	.1	1.0	66	222	.6	4.2	70	220	.6	6.0	28	135	.3	4.0
4-Book	55	211	.5	5.7	19	79	.2	2.2	53	214	.5	3.5	48	191	.5	4.1	31	131	.3	4.5
WIP -AM																				
SU '99	12	69	.1	1.2	21	100	.2	2.4	28	174	.3	1.8	30	111	.3	2.6	21	133	.2	3.0
4-Book	26	130	.3	2.7	39	150	.4	4.6	53	225	.5	3.5	54	195	.5	4.8	31	158	.3	4.5
WJZZ-FM																				
SU '99	49	176	.4	5.0	32	123	.3	3.7	63	201	.6	4.0	25	79	.2	2.1	25	103	.2	3.6
4-Book	50	170	.5	5.1	41	116	.4	4.8	65	175	.6	4.3	47	129	.4	4.0	28	95	.2	4.0
WMGK-FM																				
SU '99	39	152	.3	4.0	36	153	.3	4.2	73	307	.7	4.7	60	179	.5	5.1	26	88	.2	3.7
4-Book	36	153	.3	3.8	34	156	.3	3.9	94	339	.9	6.2	69	222	.6	6.0	23	97	.2	3.3
WMMR-FM																				
SU '99	40	215	.4	4.1	42	187	.4	4.9	103	433	.9	6.6	65	286	.6	5.6	44	226	.4	6.3
4-Book	39	198	.4	4.0	34	153	.3	3.9	80	331	.7	5.2	56	247	.5	4.8	30	161	.3	4.3
WNAP-AM																				
SU '99					* 1	6		.1	6	8	.1	.4								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	23	95	.2	2.3	39	99	.3	4.5	52	193	.5	3.3	54	138	.5	4.6	30	105	.3	4.3
4-Book	36	146	.3	3.7	48	126	.4	5.6	60	195	.5	3.9	50	144	.5	4.4	33	103	.3	4.7
WPEN-AM																				
SU '99	2	11		.2	1	10		.1	6	27	.1	.4	2	8		.2				
4-Book	2	11		.2	4	12		.4	7	22	.1	.5	3	12		.3	3	11		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	51	194	.5	5.2	44	90	.4	5.1	82	212	.7	5.2	55	159	.5	4.7	33	138	.3	4.7
4-Book	78	241	.7	8.0	32	78	.3	3.7	68	186	.6	4.5	58	188	.5	5.0	39	124	.4	5.5
WPHT-AM																				
SU '99	8	53	.1	.8	32	99	.3	3.7	33	128	.3	2.1	23	107	.2	2.0	21	56	.2	3.0
4-Book	6	25	.1	.6	17	55	.2	2.0	17	64	.2	1.1	15	54	.2	1.3	10	30	.1	1.5
WPLY-FM																				
SU '99	53	252	.5	5.4	41	117	.4	4.8	50	308	.4	3.2	47	233	.4	4.0	32	214	.3	4.5
4-Book	36	181	.4	3.8	25	97	.3	2.9	60	264	.6	4.0	49	215	.5	4.3	28	159	.3	3.9
WSSJ-AM																				
SU '99					2	8		.2	6	15	.1	.4	11	29	.1	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	115	360	1.0	11.7	80	204	.7	9.3	94	287	.8	6.0	82	250	.7	7.0	71	219	.6	10.1
4-Book	117	333	1.0	12.1	68	212	.6	7.9	101	318	.9	6.6	83	228	.7	7.3	56	173	.5	8.2
+WWDB-AM																				
SU '99					* 2	9		.2	8	8	.1	.5	*							
4-Book	**	**	**	**	1	2		.1	2	5		.2					**	**	**	**
WWDB-FM																				
SU '99	2	21		.2	23	104	.2	2.7	61	206	.5	3.9	9	47	.1	.8	7	37	.1	1.0
4-Book	20	58	.2	2.1	26	117	.3	3.1	86	190	.8	5.7	13	45	.1	1.2	8	42	.1	1.2
WWJZ-AM																				
SU '99													1	8		.1				
4-Book													2							
WXTU-FM																				
SU '99	21	104	.2	2.1	13	72	.1	1.5	31	114	.3	2.0	34	123	.3	2.9	7	27	.1	1.0
4-Book	24	96	.2	2.5	30	113	.3	3.6	52	167	.5	3.4	38	130	.3	3.3	14	60	.2	2.1
WYSP-FM																				
SU '99	65	260	.6	6.6	30	67	.3	3.5	154	485	1.4	9.8	131	473	1.2	11.2	42	176	.4	6.0
4-Book	64	238	.6	6.6	40	131	.4	4.7	165	546	1.5	10.6	120	422	1.1	10.6	43	167	.4	6.2
WYXR-FM																				
SU '99	11	99	.1	1.1	14	62	.1	1.6	36	165	.3	2.3	42	145	.4	3.6	31	122	.3	4.4
4-Book	31	106	.3	3.1	23	80	.2	2.7	38	160	.3	2.4	37	138	.3	3.2	26	87	.3	3.8
WJBR-FM																				
SU '99	6	19	.1	.6	3	18		.3	17	38	.2	1.1	15	17	.1	1.3	16	29	.1	2.3
4-Book	2	9		.2	2	16		.3	6	16	.1	.4	4	9		.4	4	9		.6
WKXW-FM																				
SU '99	2	22		.2	1	7		.1	12	27	.1	.8	4	20		.3	5	12		.7
4-Book	3	16		.3	5	20		.6	7	26	.1	.4	4	21		.4	3	8		.4
WNJO-FM																				
SU '99	1	9		.1	4	27		.5	9	34	.1	.6	12	35	.1	1.0	3	34		.4
4-Book	3	15		.3	3	21		.4	5	25	.1	.4	11	39	.1	.9	3	20		.4
WPST-FM																				
SU '99	19	85	.2	1.9	1	11		.1	20	84	.2	1.3	16	90	.1	1.4	7	68	.1	1.0
4-Book	16	84	.2	1.7	7	37	.1	.8	19	108	.2	1.3	23	112	.2	2.1	7	49	.1	1.0
WSTV-FM																				
SU '99	4	43		.4	4	11		.5	12	71	.1	.8						9		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	983	3078	8.8		862	2604	7.7		1569	4265	14.0		1166	3042	10.4		704	2262	6.3	
4-Book	970	2869	8.7		858	2643	7.7		1530	4144	13.7		1148	3146	10.3		694	2130	6.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	100	2729	1.1	6.0	219	1846	2.4	8.1	108	1007	1.2	4.5	150	1428	1.7	7.4	27	457	.3	3.7
SP '99	72	2418	.8	4.2	207	1805	2.3	7.5	52	704	.6	2.1	88	1244	1.0	4.1	25	433	.3	3.3
WI '99	84	2751	.9	4.9	230	1918	2.5	8.3	63	952	.7	2.5	109	1396	1.2	5.2	34	580	.4	4.8
FA '98	70	2426	.8	4.0	177	1678	2.0	6.3	47	767	.5	1.8	101	1208	1.1	4.6	29	620	.3	3.8
4-Book	82	2581	.9	4.8	208	1812	2.3	7.6	68	858	.8	2.7	112	1319	1.3	5.3	29	523	.3	3.9
SU '98	85	2610	.9	4.8	201	1733	2.2	7.3	78	814	.9	3.1	116	1356	1.3	5.4	33	518	.4	3.9
WBEB-FM																				
SU '99	57	1042	.6	3.4	84	395	.9	3.1	79	475	.9	3.3	69	559	.8	3.4	37	394	.4	5.0
SP '99	80	1122	.9	4.7	91	545	1.0	3.3	144	465	1.6	5.8	96	510	1.1	4.5	32	369	.4	4.2
WI '99	63	1050	.7	3.7	88	474	1.0	3.2	94	423	1.0	3.7	77	558	.9	3.7	29	280	.3	4.1
FA '98	66	1033	.7	3.7	77	485	.9	2.7	120	453	1.3	4.7	77	515	.9	3.5	30	279	.3	3.9
4-Book	67	1062	.7	3.9	85	475	1.0	3.1	109	454	1.2	4.4	80	536	.9	3.8	32	331	.4	4.3
SU '98	48	929	.5	2.7	67	489	.7	2.4	74	417	.8	3.0	55	423	.6	2.6	28	300	.3	3.3
WDAS-AM																				
SU '99	7	145	.1	.4	10	63	.1	.4	10	34	.1	.4	8	61	.1	.4	2	27	.1	.3
SP '99	5	111	.1	.3	11	50	.1	.4	5	23	.1	.2	2	29	.1	.1	1	17	.1	.1
WI '99	5	126	.1	.3	3	31	.1	.1	2	36	.1	.1	2	34	.1	.1		5		
FA '98	4	101	.2	.2	6	34	.1	.2	2	43	.1	.1	1	30						
4-Book	5	121	.1	.3	8	45	.1	.3	5	34	.1	.2	3	39		.2	1	12		.1
SU '98	5	90	.1	.3	11	59	.1	.4	5	32	.1	.2	6	31	.1	.3	1	22		.1
WDAS-FM																				
SU '99	109	1073	1.2	6.5	171	700	1.9	6.3	131	535	1.4	5.5	116	526	1.3	5.7	74	448	.8	10.1
SP '99	108	1098	1.2	6.3	155	749	1.7	5.6	132	602	1.5	5.3	124	669	1.4	5.8	87	462	1.0	11.5
WI '99	128	1065	1.4	7.5	152	605	1.7	5.5	183	632	2.0	7.2	146	657	1.6	7.0	117	516	1.3	16.5
FA '98	122	1150	1.3	6.9	191	794	2.1	6.8	138	578	1.5	5.4	134	675	1.5	6.2	83	550	.9	10.8
4-Book	117	1097	1.3	6.8	167	712	1.9	6.1	146	587	1.6	5.9	130	632	1.5	6.2	90	494	1.0	12.2
SU '98	132	1216	1.4	7.5	203	747	2.2	7.4	167	657	1.8	6.7	144	671	1.6	6.7	93	539	1.0	10.9
+WEJM-FM																				
WXM-FM																				
SU '99	79	1380	.9	4.7	62	563	.7	2.3	119	609	1.3	5.0	111	752	1.2	5.5	61	372	.7	8.3
SP '99	44	871	.5	2.6	56	411	.6	2.0	75	336	.8	3.0	55	498	.6	2.6	18	252	.2	2.4
WI '99	42	1116	.5	2.4	53	475	.6	1.9	66	417	.7	2.6	54	635	.6	2.6	19	252	.2	2.7
FA '98	29	919	.3	1.6	31	378	.3	1.1	41	363	.5	1.6	49	598	.5	2.3	15	335	.2	1.9
4-Book	49	1072	.6	2.8	51	457	.6	1.8	75	431	.8	3.1	67	621	.7	3.3	28	303	.3	3.8
SU '98	44	1142	.5	2.5	57	586	.6	2.1	51	356	.6	2.1	62	594	.7	2.9	31	383	.3	3.6
+WEMG-AM																				
SU '99	5	70	.1	.3	5	29	.1	.2	8	11	.1	.3	7	19	.1	.3	1	11	.1	.1
SP '99	9	84	.1	.5	11	77	.1	.4	9	22	.1	.4	10	34	.1	.5	6	31	.1	.8
WI '99	4	48	.2	.2	2	23	.1	.1	9	9	.1	.4	7	24	.1	.3		6		
FA '98	6	83	.1	.3	3	45	.1	.1	3	16	.1	.1	4	46	.2	.2	7	31	.1	.9
4-Book	6	71	.1	.3	5	44	.1	.2	7	15	.1	.3	7	31	.1	.3	4	20	.1	.5
SU '98	7	67	.1	.4	3	50	.1	.1	16	67	.2	.6	9	41	.1	.4	1	16		.1
+WEMG-FM																				
SU '99	8	155	.1	.5	15	101	.2	.6	7	64	.1	.3	12	81	.1	.6	1	25	.1	.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	53	.1	.1	3	17	.1	.1	3	16	.1	.1	7	46	.1	.3		9		
FA '98	1	34	.1	.1		9							2	8	.1	.1		17		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	27	.1	.1						9			1	19						
WFIL-AM																				
SU '99	11	152	.1	.7	16	100	.2	.6	20	64	.2	.8	10	46	.1	.5	8	26	.1	1.1
SP '99	3	114	.2	.2	10	73	.1	.4	1	28			2	42	.1	.1	2	55	.1	.3
WI '99	6	124	.1	.3	15	86	.2	.5	3	32	.1	.1	6	61	.1	.3	6	42	.1	.8
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	9	172	.1	.5	24	110	.3	.9	1	21			15	80	.2	.7	4	26		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WHAT-AM																			
SU '99	14	217	.2	.8	20	101	.2	.7	23	117	.3	1.0	20	73	.2	1.0	4	66	.5	
SP '99	5	64	.1	.3	5	27	.1	.2	4	33	.2		8	45	.1	.4	3	20	.4	
WI '99	8	104	.1	.5	6	34	.1	.2	9	61	.1	.4	9	49	.1	.4	3	12	.4	
FA '98	3	56	.2		1	19			3	7	.1		12	37	.1	.6		10		
4-Book	8	110	.1	.5	8	45	.1	.3	10	55	.1	.4	12	51	.1	.6	3	27	.3	
SU '98	12	160	.1	.7	24	85	.3	.9	24	111	.3	1.0	6	31	.1	.3	4	46	.5	
W100-FM																				
SU '99	41	1222	.5	2.4	50	420	.6	1.8	68	503	.8	2.8	42	488	.5	2.1	22	326	.2	3.0
SP '99	72	1388	.8	4.2	81	570	.9	2.9	118	614	1.3	4.8	91	816	1.0	4.3	34	472	.4	4.5
WI '99	40	1121	.4	2.3	46	418	.5	1.7	67	556	.7	2.6	55	509	.6	2.6	13	319	.1	1.8
FA '98	72	1153	.8	4.1	86	433	1.0	3.1	126	534	1.4	4.9	97	632	1.1	4.5	40	320	.4	5.2
4-Book	56	1221	.6	3.3	66	460	.8	2.4	95	552	1.1	3.8	71	611	.8	3.4	27	359	.3	3.6
SU '98	47	1040	.5	2.7	54	334	.6	2.0	68	382	.7	2.7	63	551	.7	2.9	31	420	.3	3.6
WIP -AM																				
SU '99	91	1674	1.0	5.4	162	955	1.8	6.0	143	842	1.6	6.0	148	1049	1.6	7.3	26	396	.3	3.5
SP '99	113	1790	1.2	6.6	207	1042	2.3	7.5	159	832	1.8	6.4	162	1220	1.8	7.6	51	531	.6	6.8
WI '99	144	2263	1.6	8.4	214	1162	2.4	7.7	200	1109	2.2	7.9	225	1494	2.5	10.7	63	811	.7	8.9
FA '98	114	1944	1.3	6.5	174	1048	1.9	6.2	165	902	1.8	6.5	183	1313	2.0	8.4	50	757	.6	6.5
4-Book	116	1918	1.3	6.7	189	1052	2.1	6.9	167	921	1.9	6.7	180	1269	2.0	8.5	48	624	.6	6.4
SU '98	94	1449	1.0	5.3	158	863	1.7	5.8	142	765	1.6	5.7	142	992	1.6	6.6	32	426	.3	3.8
WJZZ-FM																				
SU '99	66	935	.7	3.9	64	393	.7	2.4	117	455	1.3	4.9	80	541	.9	4.0	46	355	.5	6.3
SP '99	82	1200	.9	4.8	95	545	1.0	3.4	112	578	1.2	4.5	97	696	1.1	4.6	54	450	.6	7.2
WI '99	69	1020	.8	4.0	58	427	.6	2.1	94	430	1.0	3.7	103	531	1.1	4.9	41	339	.5	5.8
FA '98	86	1136	1.0	4.9	94	560	1.0	3.4	147	567	1.6	5.8	117	645	1.3	5.4	46	424	.5	6.0
4-Book	76	1073	.9	4.4	78	481	.8	2.8	118	508	1.3	4.7	99	603	1.1	4.7	47	392	.5	6.3
SU '98	81	1161	.9	4.6	74	535	.8	2.7	131	548	1.4	5.3	106	718	1.2	4.9	57	393	.6	6.7
WMGK-FM																				
SU '99	89	1624	1.0	5.3	109	730	1.2	4.0	155	796	1.7	6.5	113	940	1.2	5.6	32	435	.4	4.4
SP '99	125	1691	1.4	7.3	144	789	1.6	5.2	234	896	2.6	9.4	154	935	1.7	7.2	37	459	.4	4.9
WI '99	111	1708	1.2	6.5	127	818	1.4	4.6	210	973	2.3	8.3	143	1146	1.6	6.8	33	512	.4	4.7
FA '98	131	1865	1.4	7.4	177	920	2.0	6.3	232	959	2.6	9.1	169	1171	1.9	7.8	45	464	.5	5.8
4-Book	114	1722	1.3	6.6	139	814	1.6	5.0	208	906	2.3	8.3	145	1048	1.6	6.9	37	468	.4	5.0
SU '98	128	1807	1.4	7.3	134	868	1.5	4.9	240	927	2.6	9.7	163	1141	1.8	7.6	53	472	.6	6.2
WMMR-FM																				
SU '99	122	2081	1.3	7.3	163	1006	1.8	6.0	225	1037	2.5	9.4	154	1242	1.7	7.6	42	677	.5	5.7
SP '99	128	1970	1.4	7.4	201	1102	2.2	7.3	230	988	2.5	9.3	150	1164	1.7	7.0	35	382	.4	4.6
WI '99	124	1817	1.4	7.2	177	888	2.0	6.4	221	1027	2.4	8.7	161	1058	1.8	7.7	39	461	.4	5.5
FA '98	118	1967	1.3	6.7	150	925	1.7	5.4	242	989	2.7	9.5	147	1196	1.6	6.8	32	502	.4	4.1
4-Book	123	1959	1.4	7.2	173	980	1.9	6.3	230	1010	2.5	9.2	153	1165	1.7	7.3	37	506	.4	5.0
SU '98	135	2172	1.5	7.7	170	1035	1.9	6.2	234	1003	2.6	9.4	178	1256	1.9	8.3	58	709	.6	6.8
WNAP-AM																				
SU '99	*	2	36	.1	*	1	6		1	14			3	22		.1				
SP '99			24				5		3	31		.1	2	18		.1	**	**	**	**
WI '99	3	53		.2	5	26	.1	.2									**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	6	55	.1	.3	5	26	.1	.2	9	26	.1	.4	4	22		.2	**	**	**	**
WGL-FM																				
SU '99	53	1111	.6	3.2	76	529	.8	2.8	70	490	.8	2.9	57	487	.6	2.8	21	332	.2	2.9
SP '99	52	1121	.6	3.0	63	470	.7	2.3	82	491	.9	3.3	73	585	.8	3.4	17	281	.2	2.3
WI '99	61	1181	.7	3.6	80	484	.9	2.9	88	452	1.0	3.5	81	611	.9	3.9	28	308	.3	3.9
FA '98	89	1285	1.0	5.0	105	550	1.2	3.7	157	592	1.7	6.2	84	601	.9	3.9	36	383	.4	4.7
4-Book	64	1175	.7	3.7	81	508	.9	2.9	99	506	1.1	4.0	74	571	.8	3.5	26	326	.3	3.5
SU '98	81	1500	.9	4.6	116	663	1.3	4.2	113	610	1.2	4.5	106	790	1.2	4.9	36	421	.4	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPEN-AM																				
SU '99	3	118	.2	6	32	.1	.2	1	18			7	49	.1	.3	1	9		.1	
SP '99	5	137	.1	3	45		.1	8	87	.1	.3	10	59	.1	.5	1	26		.1	
WI '99	9	194	.1	19	122	.2	.7	10	77	.1	.4	9	53	.1	.4	2	20		.3	
FA '98	8	98	.1	13	36	.1	.5	16	72	.2	.6	5	36	.1	.2	3	8		.4	
4-Book	6	137	.1	10	59	.1	.4	9	64	.1	.3	8	49	.1	.4	2	16		.2	
SU '98	3	106	.2	2	28		.1	1	41			6	26	.1	.3	1	18		.1	
WPHI-FM																				
SU '99	35	704	.4	2.1	42	239	.5	1.5	55	336	.6	2.3	36	399	.4	1.8	18	204	.2	2.4
SP '99	38	816	.4	2.2	34	293	.4	1.2	39	368	.4	1.6	63	518	.7	3.0	33	258	.4	4.4
WI '99	36	622	.4	2.1	39	259	.4	1.4	47	356	.5	1.9	44	340	.5	2.1	28	293	.3	3.9
FA '98	38	744	.4	2.2	44	308	.5	1.6	46	284	.5	1.8	48	450	.5	2.2	28	305	.3	3.6
4-Book	37	722	.4	2.2	40	275	.5	1.4	47	336	.5	1.9	48	427	.5	2.3	27	265	.3	3.6
SU '98	29	462	.3	1.6	15	170	.2	.5	38	248	.4	1.5	41	294	.4	1.9	32	258	.3	3.8
WPHT-AM																				
SU '99	35	730	.4	2.1	58	232	.6	2.1	29	173	.3	1.2	45	246	.5	2.2	31	348	.3	4.2
SP '99	11	429	.1	.6	16	107	.2	.6	2	58		.1	19	161	.2	.9	13	163	.1	1.7
WI '99	22	477	.2	1.3	37	163	.4	1.3	35	218	.4	1.4	31	193	.3	1.5	6	64	.1	.8
FA '98	10	272	.1	.6	16	105	.2	.6	13	80	.1	.5	13	71	.1	.6	2	37		.3
4-Book	20	477	.2	1.2	32	152	.4	1.2	20	132	.2	.8	27	168	.3	1.3	13	153	.1	1.8
SU '98	23	607	.3	1.3	34	162	.4	1.2	16	125	.2	.6	30	214	.3	1.4	19	321	.2	2.2
WPLY-FM																				
SU '99	58	1389	.6	3.5	89	573	1.0	3.3	70	707	.8	2.9	83	870	.9	4.1	26	401	.3	3.5
SP '99	51	1190	.6	3.0	73	459	.8	2.6	90	475	1.0	3.6	66	738	.7	3.1	16	306	.2	2.1
WI '99	52	997	.6	3.0	63	439	.7	2.3	85	442	.9	3.4	77	634	.9	3.7	14	251	.2	2.0
FA '98	33	1075	.4	1.9	30	423	.3	1.1	45	383	.5	1.8	52	632	.6	2.4	14	280	.2	1.8
4-Book	49	1163	.6	2.9	64	474	.7	2.3	73	502	.8	2.9	70	719	.8	3.3	18	310	.2	2.4
SU '98	46	1123	.5	2.6	57	457	.6	2.1	61	384	.7	2.5	71	580	.8	3.3	20	305	.2	2.3
WSSJ-AM																				
SU '99	4	76	.2		9	53	.1	.3	1	7			5	29	.1	.2	5	47	.1	.7
SP '99	13	39	.1	.8	10	19	.1	.4	13	31	.1	.5	15	27	.2	.7	10	24	.1	1.3
WI '99	2	55	.1		3	24		.1					3	17		.1	1	10		.1
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	67	1011	.7	4.0	80	482	.9	2.9	84	470	.9	3.5	80	571	.9	4.0	45	393	.5	6.1
SP '99	64	1011	.7	3.7	66	438	.7	2.4	69	492	.8	2.8	96	614	1.1	4.5	50	433	.6	6.6
WI '99	71	995	.8	4.1	90	495	1.0	3.2	91	563	1.0	3.6	71	548	.8	3.4	51	384	.6	7.2
FA '98	79	1075	.9	4.5	82	537	.9	2.9	88	461	1.0	3.5	120	604	1.3	5.5	68	457	.8	8.8
4-Book	70	1023	.8	4.1	80	488	.9	2.9	83	497	.9	3.4	92	584	1.0	4.4	54	417	.6	7.2
SU '98	50	915	.5	2.8	57	363	.6	2.1	67	434	.7	2.7	61	499	.7	2.8	36	414	.4	4.2
+WWDB-AM																				
SU '99	* 10	97	.1	.6	* 8	43	.1	.3	23	81	.3	1.0	* 3	33		.1				
SP '99	4	66	.2		7	36	.1	.3	7	46	.1	.3	2	29		.1	**	**	**	**
WI '99	4	67	.2		2	14		.1	9	59	.1	.4	2	26		.1	**	**	**	**
FA '98	3	46	.2						6	27	.1	.2	1	9			**	**	**	**
4-Book	5	69	.3		4	23	.1	.2	11	53	.2	.5	2	24		.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	39	778	.4	2.3	36	221	.4	1.3	82	397	.9	3.4	49	307	.5	2.4	20	190	.2	2.7
SP '99	31	601	.3	1.8	35	195	.4	1.3	48	253	.5	1.9	31	262	.3	1.5	21	141	.2	2.8
WI '99	47	846	.5	2.7	45	264	.5	1.6	105	479	1.2	4.1	45	304	.5	2.1	21	195	.2	3.0
FA '98	54	862	.6	3.1	72	339	.8	2.6	98	426	1.1	3.8	59	374	.7	2.7	27	234	.3	3.5
4-Book	43	772	.5	2.5	47	255	.5	1.7	83	389	.9	3.3	46	312	.5	2.2	22	190	.2	3.0
SU '98	47	968	.5	2.7	33	303	.4	1.2	85	438	.9	3.4	71	439	.8	3.3	14	156	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-49

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWJZ-AM																				
SU '99		18							8								9			
SP '99		10														1	10		.1	
WI '99		8		1	8								8							
FA '98		10											10							
4-Book		12			2				2				5				5			
SU '98	3	43	.2	7	8	.1	.3	2	8		.1	2	17		.1	3	27		.4	
WXTU-FM																				
SU '99	36	617	.4	2.1	41	330	.5	1.5	54	349	.6	2.3	53	406	.6	2.6	16	175	.2	2.2
SP '99	55	812	.6	3.2	83	506	.9	3.0	71	343	.8	2.9	81	589	.9	3.8	21	254	.2	2.8
WI '99	57	700	.6	3.3	82	390	.9	3.0	93	372	1.0	3.7	74	434	.8	3.5	16	200	.2	2.3
FA '98	59	881	.7	3.3	94	513	1.0	3.4	86	443	1.0	3.4	71	589	.8	3.3	25	351	.3	3.2
4-Book	52	753	.6	3.0	75	435	.8	2.7	76	377	.9	3.1	70	505	.8	3.3	20	245	.2	2.6
SU '98	76	910	.8	4.3	114	559	1.2	4.2	106	461	1.2	4.3	89	583	1.0	4.1	23	400	.3	2.7
WYSP-FM																				
SU '99	217	2927	2.4	12.9	707	2210	7.8	26.1	273	1417	3.0	11.4	136	1173	1.5	6.7	39	595	.4	5.3
SP '99	211	2708	2.3	12.3	619	1994	6.8	22.4	280	1496	3.1	11.3	181	1320	2.0	8.5	35	519	.4	4.6
WI '99	212	2753	2.3	12.4	741	2184	8.2	26.7	267	1441	2.9	10.5	144	1024	1.6	6.9	21	376	.2	3.0
FA '98	204	3076	2.3	11.6	656	2061	7.2	23.4	258	1344	2.9	10.1	111	900	1.2	5.1	28	420	.3	3.6
4-Book	211	2866	2.3	12.3	681	2112	7.5	24.7	270	1425	3.0	10.8	143	1104	1.6	6.8	31	478	.3	4.1
SU '98	191	2786	2.1	10.8	662	2131	7.2	24.1	223	1412	2.4	9.0	114	937	1.2	5.3	44	593	.5	5.2
WYXR-FM																				
SU '99	38	990	.4	2.3	45	441	.5	1.7	62	450	.7	2.6	52	453	.6	2.6	12	222	.1	1.6
SP '99	40	848	.4	2.3	58	419	.6	2.1	68	354	.8	2.7	54	407	.6	2.5	12	157	.1	1.6
WI '99	37	1014	.4	2.2	55	402	.6	2.0	37	369	.4	1.5	38	499	.4	1.8	26	256	.3	3.7
FA '98	43	1042	.5	2.4	61	512	.7	2.2	48	371	.5	1.9	53	512	.6	2.4	19	307	.2	2.5
4-Book	40	974	.4	2.3	55	444	.6	2.0	54	386	.6	2.2	49	468	.6	2.3	17	236	.2	2.4
SU '98	56	1020	.6	3.2	65	405	.7	2.4	90	359	1.0	3.6	73	572	.8	3.4	14	325	.2	1.6
WJBR-FM																				
SU '99	4	110	.2		2	27	.1		3	21	.1		3	55	.1		7	56	.1	1.0
SP '99	2	112	.1		2	31	.1		3	51	.1		3	34	.1		2	47	.3	
WI '99	5	233	.1	.3	6	77	.1	.2	7	71	.1	.3	5	95	.1	.2	4	54	.6	
FA '98	10	141	.1	.6	16	43	.2	.6	18	43	.2	.7	8	65	.1	.4	2	50	.3	
4-Book	5	149	.1	.3	7	45	.1	.3	8	47	.1	.3	5	62	.1	.2	4	52	.6	
SU '98	5	127	.1	.3	5	52	.1	.2	9	39	.1	.4	14	74	.2	.6	1	18	.1	
WKXV-FM																				
SU '99	22	426	.2	1.3	27	176	.3	1.0	34	222	.4	1.4	32	263	.4	1.6	17	155	.2	2.3
SP '99	21	307	.2	1.2	28	152	.3	1.0	36	151	.4	1.5	32	174	.4	1.5	10	85	.1	1.3
WI '99	14	346	.2	.8	27	171	.3	1.0	24	141	.3	.9	22	206	.2	1.0	3	82	.4	
FA '98	27	389	.3	1.5	33	156	.4	1.2	52	194	.6	2.0	46	243	.5	2.1	13	138	.1	1.7
4-Book	21	367	.2	1.2	29	164	.3	1.1	37	177	.4	1.5	33	222	.4	1.6	11	115	.1	1.4
SU '98	20	366	.2	1.1	22	128	.2	.8	28	114	.3	1.1	42	219	.5	1.9	11	75	.1	1.3
WNJO-FM																				
SU '99	18	380	.2	1.1	27	218	.3	1.0	40	170	.4	1.7	17	167	.2	.8	3	48	.4	
SP '99	19	245	.2	1.1	23	132	.3	.8	38	105	.4	1.5	32	148	.4	1.5	4	63	.5	
WI '99	10	229	.1	.6	9	93	.1	.3	22	113	.2	.9	11	129	.1	.5	2	69	.3	
FA '98	11	302	.1	.6	9	120	.1	.3	17	126	.2	.7	19	151	.2	.9	5	70	.1	.6
4-Book	15	289	.2	.9	17	141	.2	.6	29	129	.3	1.2	20	149	.2	.9	4	63	.5	
SU '98	23	286	.3	1.3	32	107	.3	1.2	38	148	.4	1.5	27	179	.3	1.3	12	104	.1	1.4
WPST-FM																				
SU '99	17	669	.2	1.0	16	244	.2	.6	27	254	.3	1.1	27	343	.3	1.3	6	152	.1	.8
SP '99	18	689	.2	1.0	31	235	.3	1.1	20	185	.2	.8	24	350	.3	1.1	6	139	.1	.8
WI '99	14	557	.2	.8	14	160	.2	.5	26	220	.3	1.0	20	340	.2	1.0	4	110	.6	
FA '98	19	614	.2	1.1	28	228	.3	1.0	18	216	.2	.7	28	336	.3	1.3	5	108	.1	.6
4-Book	17	632	.2	1.0	22	217	.3	.8	23	219	.3	.9	25	342	.3	1.2	5	127	.1	.7
SU '98	17	579	.2	1.0	20	173	.2	.7	25	218	.3	1.0	19	290	.2	.9	12	200	.1	1.4

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																				
SU '99	12	292	.1	.7	19	142	.2	.7	22	125	.2	.9	13	150	.1	.6	6	58	.1	.8
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	212	.1	.3	8	97	.1	.3	2	39		.1	4	92		.2	7	78	.1	.8
TOTALS																				
SU '99	1676	8785	18.5		2713	7831	30.0		2400	6637	26.5		2024	7397	22.4		735	4868	8.1	
SP '99	1720	8743	19.0		2769	7977	30.6		2477	6557	27.4		2128	7709	23.5		754	4903	8.3	
WI '99	1715	8825	18.9		2779	7937	30.7		2533	6683	28.0		2099	7656	23.2		709	4888	7.8	
FA '98	1765	8746	19.5		2803	7959	31.0		2549	6477	28.2		2175	7786	24.0		772	5150	8.5	
4-Book	1719	8775	19.0		2766	7926	30.6		2490	6589	27.5		2107	7637	23.3		743	4952	8.2	
SU '98	1761	8904	19.2		2742	7843	29.9		2487	6549	27.2		2155	7682	23.5		853	5402	9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	155	2521	1.7	6.5	51	1258	.6	4.9	119	548	1.3	10.8	55	337	.6	3.3	48	221	.5	3.6
4-Book	125	2373	1.4	5.1	40	1119	.5	3.8	98	510	1.1	8.7	45	277	.5	2.5	30	174	.3	2.3
WBEB-FM																				
SU '99	77	821	.9	3.2	35	517	.4	3.3	42	108	.5	3.8	59	189	.7	3.5	36	163	.4	2.7
4-Book	93	818	1.0	3.8	43	507	.5	4.0	48	141	.6	4.2	81	195	.9	4.5	47	155	.5	3.7
WDAS-AM																				
SU '99	9	97	.1	.4	5	86	.1	.5	4	10		.4	2	15		.1				
4-Book	5	77	.1	.2	8	86	.1	.8	3	9		.3	3	10		.2	4	4	.1	.3
WDAS-FM																				
SU '99	139	900	1.5	5.8	80	637	.9	7.6	86	214	1.0	7.8	106	280	1.2	6.3	86	167	1.0	6.4
4-Book	148	961	1.6	6.0	80	636	.9	7.5	80	203	.9	7.1	108	285	1.2	5.9	98	221	1.1	7.5
+WEJM-FM																				
WXXM-FM																				
SU '99	99	1103	1.1	4.2	55	726	.6	5.3	20	113	.2	1.8	73	280	.8	4.4	85	267	.9	6.3
4-Book	65	868	.7	2.7	32	547	.4	3.0	20	97	.2	1.8	55	218	.6	3.1	45	182	.5	3.4
+WEMG-AM																				
SU '99	7	48	.1	.3	4	62		.4					11	51	.1	.7	6	11	.1	.4
4-Book	7	60	.1	.3	7	51	.1	.6	8	16	.1	.7	11	30	.1	.6	8	14	.1	.6
+WEMG-FM																				
SU '99	11	133	.1	.5	8	85	.1	.8	7	31	.1	.6	15	42	.2	.9	21	35	.2	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	16	100	.2	.7	5	64	.1	.5	8	21	.1	.7					12	16	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	21	181	.2	.9	8	180	.1	.8	7	31	.1	.6	16	32	.2	1.0	5	21	.1	.4
4-Book	10	91	.1	.4	6	72	.1	.6	5	13	.1	.4	13	21	.1	.7	7	15	.1	.5
W100-FM																				
SU '99	54	937	.6	2.3	30	547	.3	2.9	14	100	.2	1.3	54	167	.6	3.2	40	162	.4	3.0
4-Book	79	980	.9	3.2	36	604	.4	3.4	27	133	.3	2.4	71	247	.8	4.0	47	181	.5	3.7
WIP -AM																				
SU '99	150	1559	1.7	6.3	30	577	.3	2.9	63	186	.7	5.7	46	177	.5	2.8	42	157	.5	3.1
4-Book	178	1726	2.0	7.2	50	815	.6	4.8	85	274	1.0	7.5	84	305	.9	4.7	57	230	.7	4.4
WJJZ-FM																				
SU '99	89	759	1.0	3.7	40	505	.4	3.8	34	88	.4	3.1	63	184	.7	3.8	61	165	.7	4.6
4-Book	100	846	1.1	4.1	52	572	.6	4.9	38	128	.4	3.4	81	209	.9	4.5	81	210	.9	6.3
WMGK-FM																				
SU '99	128	1385	1.4	5.4	57	777	.6	5.4	54	200	.6	4.9	104	324	1.1	6.2	110	366	1.2	8.2
4-Book	168	1466	1.9	6.8	70	882	.8	6.7	71	241	.8	6.3	147	430	1.6	8.2	113	366	1.3	8.8
WMMR-FM																				
SU '99	184	1793	2.0	7.7	67	944	.7	6.4	96	271	1.1	8.7	126	442	1.4	7.5	69	293	.8	5.2
4-Book	189	1699	2.1	7.7	66	955	.7	6.2	88	305	1.0	7.8	150	464	1.7	8.4	88	309	1.0	6.8
WNAP-AM																				
SU '99	* 1	22			* 3	22		.3	*				6	7	.1	.4	6	7	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	68	884	.8	2.9	48	653	.5	4.6	45	182	.5	4.1	77	236	.9	4.6	76	219	.8	5.7
4-Book	86	917	1.0	3.5	50	639	.6	4.7	43	151	.5	3.9	84	246	1.0	4.6	65	196	.7	5.0
WPEN-AM																				
SU '99	4	80		.2	3	74		.3	1	11		.1	6	17	.1	.4	7	20	.1	.5
4-Book	9	110	.1	.4	4	65		.4	4	16		.4	8	22	.1	.5	5	15	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	45	552	.5	1.9	28	373	.3	2.7	19	63	.2	1.7	42	162	.5	2.5	45	141	.5	3.4
4-Book	45	597	.5	1.8	29	378	.3	2.7	14	54	.2	1.3	52	174	.6	2.9	39	145	.5	3.0
WPHT-AM																				
SU '99	43	480	.5	1.8	23	353	.3	2.2	26	92	.3	2.4	32	90	.4	1.9	18	72	.2	1.3
4-Book	26	320	.3	1.1	12	189	.2	1.2	13	40	.2	1.1	17	45	.2	1.0	8	28	.1	.6
WPLY-FM																				
SU '99	80	1173	.9	3.4	41	742	.5	3.9	45	206	.5	4.1	90	387	1.0	5.4	46	173	.5	3.4
4-Book	69	985	.8	2.8	33	595	.4	3.2	27	127	.3	2.4	72	277	.8	4.0	36	169	.4	2.8
WSSJ-AM																				
SU '99	4	67	.2	.2	4	46	.4	.4	5	15	.1	.5	7	24	.1	.4	4	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	81	843	.9	3.4	55	581	.6	5.3	14	74	.2	1.3	65	202	.7	3.9	96	223	1.1	7.2
4-Book	85	846	.9	3.4	56	596	.6	5.3	35	108	.4	3.1	87	238	.9	4.8	91	228	1.0	7.0
+WWDB-AM																				
SU '99	* 13	88	.1	.5	* 1	19	.1	.1	* 3	10	.3	.3	2	10	.1	.1	*			
4-Book	7	60	.1	.3	1	16	.1	.1	2	10	.2	.2	2	7	.1	.1				
WWDB-FM																				
SU '99	57	581	.6	2.4	18	350	.2	1.7	16	80	.2	1.5	14	44	.2	.8	15	72	.2	1.1
4-Book	61	590	.7	2.5	25	324	.3	2.3	22	72	.2	2.0	16	58	.2	.9	13	50	.2	1.0
WWJZ-AM																				
SU '99		8				8														
4-Book		7				5							1	3	.1	.1		3		
WXTU-FM																				
SU '99	50	549	.6	2.1	25	391	.3	2.4	37	106	.4	3.4	52	193	.6	3.1	35	138	.4	2.6
4-Book	74	657	.8	3.0	35	443	.4	3.3	45	143	.5	4.0	58	186	.7	3.2	41	163	.5	3.2
WYSP-FM																				
SU '99	365	2706	4.0	15.3	75	1095	.8	7.2	88	241	1.0	8.0	122	450	1.3	7.3	71	233	.8	5.3
4-Book	357	2593	3.9	14.5	73	1055	.8	6.9	81	242	.9	7.2	130	430	1.4	7.3	72	256	.8	5.6
WYXR-FM																				
SU '99	54	797	.6	2.3	28	479	.3	2.7	24	87	.3	2.2	52	206	.6	3.1	27	145	.3	2.0
4-Book	53	764	.6	2.2	32	487	.4	3.0	35	124	.4	3.1	52	182	.6	2.9	36	137	.4	2.8
WJBR-FM																				
SU '99	2	83	.1	.1	6	58	.1	.6					1	17	.1	.1	7	10	.1	.5
4-Book	6	113	.1	.3	4	60	.1	.4	3	16	.1	.2	10	21	.1	.5	7	14	.1	.6
WKXW-FM																				
SU '99	31	389	.3	1.3	9	138	.1	.9	11	68	.1	1.0	27	78	.3	1.6	9	48	.1	.7
4-Book	33	326	.4	1.4	7	117	.1	.7	7	33	.1	.6	15	56	.2	.9	11	33	.1	.8
WNJD-FM																				
SU '99	29	306	.3	1.2	10	166	.1	1.0	16	52	.2	1.5	25	81	.3	1.5	11	49	.1	.8
4-Book	23	236	.3	.9	8	124	.1	.7	8	27	.1	.7	20	63	.2	1.1	10	39	.1	.8
WPST-FM																				
SU '99	24	512	.3	1.0	14	305	.2	1.3	11	64	.1	1.0	27	130	.3	1.6	17	99	.2	1.3
4-Book	23	478	.3	1.0	15	328	.2	1.4	11	61	.1	1.0	26	124	.3	1.4	21	114	.2	1.6
WSTW-FM																				
SU '99	18	245	.2	.8	4	149	.4	.4	4	19	.4	.4	11	57	.1	.7	3	19	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDOTALS																				
SU '99	2382	8634	26.3		1047	7062	11.6		1103	3072	12.2		1672	4372	18.5		1339	3509	14.8	
4-Book	2458	8659	27.2		1057	7056	11.7		1126	3196	12.4		1798	4412	19.9		1295	3379	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.

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	33	168	.4	4.4	76	409	.8	10.2	46	315	.5	3.6	21	129	.2	2.3	24	168	.3	4.5
4-Book	19	121	.2	2.5	68	386	.8	9.2	36	239	.4	2.8	19	111	.2	2.1	19	147	.2	3.6
WBEB-FM																				
SU '99	33	163	.4	4.4	27	100	.3	3.6	54	214	.6	4.2	9	54	.1	1.0	12	46	.1	2.2
4-Book	30	126	.4	4.1	26	90	.3	3.4	58	185	.6	4.6	26	108	.3	2.9	19	62	.2	3.7
WDAS-AM																				
SU '99					24	70	.3	3.2	13	29	.1	1.0					4	8		
4-Book	3	7		.3	25	62	.3	3.4	22	55	.3	1.8	5	8	.1	.6				.8
WDAS-FM																				
SU '99	71	189	.8	9.5	50	134	.6	6.7	75	233	.8	5.8	69	148	.8	7.5	89	194	1.0	16.6
4-Book	73	187	.8	10.1	45	114	.5	6.0	72	189	.8	5.6	66	163	.8	7.2	89	178	1.0	17.0
+WEJM-FM																				
WXXM-FM																				
SU '99	64	226	.7	8.5	18	47	.2	2.4	75	229	.8	5.8	68	228	.8	7.4	30	117	.3	5.6
4-Book	25	111	.3	3.3	12	53	.2	1.6	41	154	.5	3.2	38	149	.5	4.1	19	92	.2	3.7
+WEMG-AM																				
SU '99	11	11	.1	1.5					6	29	.1	.5								
4-Book	7	12	.1	.9	2	5		.3	10	28	.1	.7	5	9	.1	.5	2	7		.4
+WEMG-FM																				
SU '99					3	10		.4	13	34	.1	1.0	10	10	.1	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	8	9	.1	1.1					8	22	.1	.6	5	22	.1	.5	1	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	14	38	.2	1.9	9	33	.1	1.2	4	22		.3	10	27	.1	1.1	1	13		.2
4-Book	8	17	.1	1.0	4	15	.1	.6	4	12		.3	6	11	.1	.6	1	8		.2
WIOQ-FM																				
SU '99	22	98	.2	2.9	5	34	.1	.7	43	139	.5	3.3	46	157	.5	5.0	16	81	.2	3.0
4-Book	28	120	.3	3.8	12	55	.2	1.7	42	154	.5	3.2	35	144	.4	3.7	23	92	.3	4.5
VIP -AM																				
SU '99	12	61	.1	1.6	21	92	.2	2.8	23	157	.3	1.8	23	94	.3	2.5	19	117	.2	3.5
4-Book	24	119	.3	3.3	36	139	.4	4.8	48	195	.5	3.8	47	174	.5	5.2	28	140	.3	5.4
WJJZ-FM																				
SU '99	48	164	.5	6.4	23	106	.3	3.1	49	168	.5	3.8	17	53	.2	1.8	20	94	.2	3.7
4-Book	47	160	.5	6.5	38	109	.4	5.2	61	163	.7	4.8	43	118	.5	4.7	26	88	.3	4.8
VMGK-FM																				
SU '99	31	129	.3	4.1	35	145	.4	4.7	65	282	.7	5.1	40	154	.4	4.4	23	72	.3	4.3
4-Book	32	135	.4	4.5	32	145	.4	4.2	88	314	1.0	6.9	61	203	.7	6.6	20	80	.2	3.8
WMMR-FM																				
SU '99	28	158	.3	3.7	41	180	.5	5.5	91	358	1.0	7.1	52	242	.6	5.7	33	159	.4	6.1
4-Book	30	150	.3	4.1	31	138	.4	4.1	68	273	.8	5.3	45	200	.5	4.9	23	113	.3	4.3
WNAP-AM																				
SU '99					* 1	6		.1	6	8	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	23	95	.3	3.1	33	85	.4	4.4	49	178	.5	3.8	51	123	.6	5.5	29	90	.3	5.4
4-Book	34	136	.4	4.7	42	115	.5	5.6	58	184	.6	4.5	46	133	.5	5.1	27	89	.3	5.1
WPEN-AM																				
SU '99	2	11		.3	1	10		.1	6	27	.1	.5	2	8		.2				
4-Book	2	11		.3	4	12	.1	.5	7	22	.1	.6	2	7		.2	3	11		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	
WPHI-FM																					
SU '99	15	79	.2	2.0	28	73	.3	3.8	47	119	.5	3.7	22	66	.2	2.4	10	53	.1	1.9	
4-Book	29	95	.3	4.0	17	48	.2	2.2	35	95	.4	2.7	25	86	.3	2.7	16	49	.2	3.1	
WPHT-AM																					
SU '99	8	53	.1	1.1	32	99	.4	4.3	29	120	.3	2.3	21	100	.2	2.3	21	56	.2	3.9	
4-Book	6	25	.1	.8	17	55	.2	2.3	16	62	.2	1.3	13	47	.1	1.3	10	30	.1	2.0	
WPLY-FM																					
SU '99	41	186	.5	5.5	29	98	.3	3.9	31	206	.3	2.4	30	141	.3	3.3	15	132	.2	2.8	
4-Book	21	94	.3	2.8	20	80	.2	2.6	41	190	.5	3.3	34	142	.4	3.7	13	97	.2	2.5	
WSSJ-AM																					
SU '99					2	8		.3	4	9		.3	11	29	.1	1.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
SU '99	71	216	.8	9.5	51	143	.6	6.9	53	166	.6	4.1	38	131	.4	4.1	47	132	.5	8.8	
4-Book	71	185	.8	9.8	43	144	.5	5.8	55	182	.6	4.2	38	107	.4	4.2	27	75	.3	5.2	
+WWDB-AM																					
SU '99					*	2		.3				*						**	**	**	**
4-Book	**	**	**	**		1		.1			3							**	**	**	**
WWDB-FM																					
SU '99	2	21		.3	23	104	.3	3.1	59	196	.7	4.6	7	37	.1	.8	4	29		.7	
4-Book	19	54	.2	2.6	26	114	.3	3.5	79	171	.9	6.2	11	37	.1	1.2	6	36	.1	1.2	
WWJZ-AM																					
SU '99													1	8		.1					
4-Book														2							
WXTU-FM																					
SU '99	20	95	.2	2.7	12	64	.1	1.6	18	79	.2	1.4	23	89	.3	2.5	6	19	.1	1.1	
4-Book	20	81	.2	2.8	27	98	.3	3.7	44	134	.5	3.4	31	112	.4	3.4	12	50	.2	2.3	
WYSP-FM																					
SU '99	41	163	.5	5.5	29	59	.3	3.9	130	407	1.4	10.1	101	349	1.1	11.0	15	107	.2	2.8	
4-Book	33	129	.4	4.5	32	98	.4	4.3	124	393	1.4	9.4	88	320	1.0	9.7	19	92	.2	3.6	
WYXR-FM																					
SU '99	9	74	.1	1.2	14	62	.2	1.9	33	141	.4	2.6	39	121	.4	4.2	28	98	.3	5.2	
4-Book	21	75	.2	3.0	23	78	.3	3.0	34	136	.4	2.7	32	119	.4	3.5	21	61	.2	4.0	
WJBR-FM																					
SU '99	6	19	.1	.8	2	11		.3	9	30	.1	.7	10	10	.1	1.1	16	29	.2	3.0	
4-Book	2	9		.3	2	12		.2	4	14		.3	3	5		.3	4	9	.1	.8	
WKXW-FM																					
SU '99	2	22		.3	1	7		.1	12	27	.1	.9	4	20		.4	5	12	.1	.9	
4-Book	3	16	.1	.5	5	20		.6	7	26	.1	.5	4	21		.5	3	8	.1	.5	
WNJO-FM																					
SU '99	1	9		.1	4	27		.5	9	34	.1	.7	11	25	.1	1.2	1	16		.2	
4-Book	3	15		.3	3	19		.4	5	23	.1	.4	10	34	.1	1.1	2	13		.4	
WPST-FM																					
SU '99	13	53	.1	1.7	1	11		.1	18	68	.2	1.4	15	73	.2	1.6	6	53	.1	1.1	
4-Book	12	55	.1	1.6	6	32	.1	.9	17	81	.2	1.3	19	86	.2	2.1	6	33	.1	1.1	
WSTW-FM																					
SU '99	4	35		.5	4	11		.5	9	56	.1	.7						9			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SU '99	751	2424	8.3		743	2344	8.2		1286	3573	14.2		919	2476	10.2		537	1756	5.9		
4-Book	729	2212	8.1		745	2339	8.2		1285	3468	14.2		914	2563	10.1		523	1622	5.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	128	3316	1.2	6.6	286	2299	2.7	9.1	142	1232	1.4	5.1	182	1729	1.7	7.6	31	559	.3	3.7
SP '99	101	3080	1.0	5.0	273	2335	2.6	8.5	83	990	.8	2.9	129	1616	1.2	5.2	32	523	.3	3.7
WI '99	115	3388	1.1	5.8	304	2368	2.9	9.5	91	1205	.9	3.1	140	1686	1.3	5.8	42	750	.4	5.2
FA '98	98	2985	.9	4.8	232	2068	2.2	7.2	86	1030	.8	3.0	136	1518	1.3	5.4	38	725	.4	4.4
4-Book	111	3192	1.1	5.6	274	2268	2.6	8.6	101	1114	1.0	3.5	147	1637	1.4	6.0	36	639	.4	4.3
SU '98	106	3145	1.0	5.2	260	2076	2.5	8.2	89	1005	.8	3.1	140	1603	1.3	5.6	40	629	.4	4.2
WBEB-FM																				
SU '99	84	1298	.8	4.3	121	547	1.2	3.9	129	600	1.2	4.6	104	722	1.0	4.3	45	489	.4	5.4
SP '99	102	1369	1.0	5.1	121	662	1.2	3.8	186	590	1.8	6.4	120	665	1.1	4.8	40	456	.4	4.6
WI '99	74	1282	.7	3.8	102	603	1.0	3.2	116	518	1.1	4.0	94	657	.9	3.9	33	363	.3	4.1
FA '98	84	1260	.8	4.1	94	593	.9	2.9	159	591	1.5	5.5	107	678	1.0	4.3	32	313	.3	3.7
4-Book	86	1302	.8	4.3	110	601	1.1	3.5	148	575	1.4	5.1	106	681	1.0	4.3	38	405	.4	4.5
SU '98	66	1192	.6	3.3	95	614	.9	3.0	104	538	1.0	3.7	78	607	.7	3.1	34	367	.3	3.6
WDAS-AM																				
SU '99	8	178	.1	.4	12	77	.1	.4	11	45	.1	.4	9	65	.1	.4	3	31	.1	.4
SP '99	7	167	.1	.3	15	72	.1	.5	5	29	.2	.2	2	46	.1	.1	1	28	.1	.1
WI '99	8	182	.1	.4	6	37	.1	.2	4	56	.1	.1	4	48	.2	.2	4	19	.5	.5
FA '98	5	124	.2	.2	6	43	.1	.2	3	52	.1	.1	2	43	.1	.1				
4-Book	7	163	.1	.3	10	57	.1	.3	6	46	.2	.2	4	51	.2	.2	2	20	.3	.3
SU '98	6	109	.1	.3	11	59	.1	.3	5	32	.2	.2	6	31	.1	.2	1	22	.1	.1
WDAS-FM																				
SU '99	123	1213	1.2	6.3	196	777	1.9	6.3	147	584	1.4	5.2	134	618	1.3	5.6	81	495	.8	9.7
SP '99	132	1301	1.3	6.6	188	863	1.8	5.9	161	692	1.5	5.6	153	769	1.5	6.2	102	570	1.0	11.8
WI '99	143	1223	1.4	7.3	174	679	1.7	5.4	198	716	1.9	6.8	160	732	1.5	6.7	120	553	1.1	15.0
FA '98	137	1260	1.3	6.8	215	891	2.0	6.7	154	636	1.5	5.3	151	763	1.4	6.0	92	607	.9	10.6
4-Book	134	1249	1.3	6.8	193	803	1.9	6.1	165	657	1.6	5.7	150	721	1.4	6.1	99	556	1.0	11.8
SU '98	142	1339	1.3	7.0	220	807	2.1	6.9	178	724	1.7	6.3	152	729	1.4	6.1	95	576	.9	9.9
+WEJM-FM																				
WXFM-FM																				
SU '99	92	1556	.9	4.7	80	618	.8	2.6	143	715	1.4	5.1	132	861	1.3	5.5	65	419	.6	7.8
SP '99	47	992	.4	2.3	62	463	.6	1.9	80	365	.8	2.8	57	550	.5	2.3	22	292	.2	2.5
WI '99	43	1166	.4	2.2	55	499	.5	1.7	67	434	.6	2.3	55	660	.5	2.3	20	277	.2	2.5
FA '98	30	935	.3	1.5	31	381	.3	1.0	43	375	.4	1.5	49	606	.5	2.0	15	335	.1	1.7
4-Book	53	1162	.5	2.7	57	490	.6	1.8	83	472	.8	2.9	73	669	.7	3.0	31	331	.3	3.6
SU '98	46	1190	.4	2.3	59	594	.6	1.9	52	377	.5	1.8	65	621	.6	2.6	32	389	.3	3.3
+WEMG-AM																				
SU '99	5	70	.3	.3	5	29	.2	.2	8	11	.1	.3	7	19	.1	.3	1	11	.1	.1
SP '99	10	107	.1	.5	11	77	.1	.3	10	33	.1	.3	12	58	.1	.5	6	31	.1	.7
WI '99	4	48	.2	.2	2	23	.1	.1	9	9	.1	.3	7	24	.1	.3		6		
FA '98	6	83	.1	.3	3	45	.1	.1	3	16	.1	.1	4	46	.2	.2	7	31	.1	.8
4-Book	6	77	.1	.3	5	44	.2	.2	8	17	.1	.3	8	37	.1	.3	4	20	.1	.4
SU '98	9	104	.1	.4	5	80	.2	.2	17	97	.2	.6	9	41	.1	.4	1	16	.1	.1
+WEMG-FM																				
SU '99	8	173	.1	.4	15	101	.1	.5	7	64	.1	.2	12	81	.1	.5	1	33	.1	.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	93	.2	.2	4	25	.1	.1	4	32	.1	.1	7	61	.1	.3	1	17	.1	.1
FA '98	1	43	.1	.1	1	18	.1	.1					2	16	.1	.1		17		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	53	.1	.1	1	14	.1	.1	1	28	.1	.1	2	33	.1	.1		8		
WFIL-AM																				
SU '99	12	173	.1	.6	18	113	.2	.6	20	64	.2	.7	11	53	.1	.5	9	33	.1	1.1
SP '99	4	123	.2	.2	10	82	.1	.3	1	37	.1	.1	2	42	.1	.1	2	55	.2	.2
WI '99	8	154	.1	.4	21	102	.2	.7	3	40	.1	.1	7	70	.1	.3	6	42	.1	.7
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	11	227	.1	.5	26	139	.2	.8	3	33	.1	.1	25	109	.2	1.0	5	34	.5	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	16	260	.2	.8	21	112	.2	.7	27	137	.3	1.0	22	94	.2	.9	4	70		.5
SP '99	11	86	.1	.5	10	38	.1	.3	13	55	.1	.4	19	56	.2	.8	7	31	.1	.8
WI '99	13	141	.1	.7	13	48	.1	.4	17	89	.2	.6	18	76	.2	.8	5	26		.6
FA '98	4	82		.2	1	19			5	25		.2	15	45	.1	.6		10		
4-Book	11	142	.1	.6	11	54	.1	.4	16	77	.2	.6	19	68	.2	.8	4	34		.5
SU '98	15	200	.1	.7	29	104	.3	.9	31	143	.3	1.1	10	50	.1	.4	4	46		.4
WIOQ-FM																				
SU '99	44	1286	.4	2.3	51	444	.5	1.6	74	535	.7	2.6	45	537	.4	1.9	24	359	.2	2.9
SP '99	74	1455	.7	3.7	85	590	.8	2.6	123	645	1.2	4.3	93	837	.9	3.8	34	472	.3	3.9
WI '99	43	1195	.4	2.2	52	433	.5	1.6	72	579	.7	2.5	60	524	.6	2.5	14	345	.1	1.7
FA '98	74	1220	.7	3.6	89	463	.8	2.8	127	551	1.2	4.4	101	682	1.0	4.0	40	333	.4	4.6
4-Book	59	1289	.6	3.0	69	483	.7	2.2	99	578	1.0	3.5	75	645	.7	3.1	28	377	.3	3.3
SU '98	51	1084	.5	2.5	61	348	.6	1.9	73	388	.7	2.6	67	566	.6	2.7	31	420	.3	3.2
WIP -AM																				
SU '99	108	1980	1.0	5.5	205	1193	2.0	6.6	161	981	1.5	5.7	171	1231	1.6	7.1	29	462	.3	3.5
SP '99	132	2099	1.3	6.6	256	1277	2.4	8.0	176	971	1.7	6.1	185	1447	1.8	7.5	61	629	.6	7.1
WI '99	163	2584	1.6	8.3	260	1374	2.5	8.1	227	1287	2.2	7.8	247	1688	2.4	10.3	68	896	.6	8.5
FA '98	137	2240	1.3	6.8	230	1274	2.2	7.2	189	1017	1.8	6.5	212	1483	2.0	8.5	58	841	.6	6.7
4-Book	135	2226	1.3	6.8	238	1280	2.3	7.5	188	1064	1.8	6.5	204	1462	2.0	8.4	54	707	.5	6.5
SU '98	107	1696	1.0	5.3	187	1005	1.8	5.9	157	843	1.5	5.5	167	1172	1.6	6.7	34	469	.3	3.6
WJZ-FM																				
SU '99	85	1187	.8	4.4	82	507	.8	2.6	139	568	1.3	5.0	111	734	1.1	4.6	58	485	.6	7.0
SP '99	114	1471	1.1	5.7	133	708	1.3	4.1	166	700	1.6	5.7	136	842	1.3	5.5	75	569	.7	8.7
WI '99	82	1231	.8	4.2	69	520	.7	2.1	107	510	1.0	3.7	125	686	1.2	5.2	47	401	.4	5.9
FA '98	101	1376	1.0	5.0	118	679	1.1	3.7	168	692	1.6	5.8	139	795	1.3	5.5	51	492	.5	5.9
4-Book	96	1316	.9	4.8	101	604	1.0	3.1	145	618	1.4	5.1	128	764	1.2	5.2	58	487	.6	6.9
SU '98	103	1386	1.0	5.1	107	680	1.0	3.4	171	690	1.6	6.0	130	860	1.2	5.2	65	468	.6	6.8
WMGK-FM																				
SU '99	101	1823	1.0	5.2	122	833	1.2	3.9	172	881	1.6	6.1	135	1068	1.3	5.6	42	499	.4	5.0
SP '99	142	1854	1.4	7.1	171	899	1.6	5.3	266	997	2.5	9.2	171	1020	1.6	6.9	40	532	.4	4.6
WI '99	116	1853	1.1	5.9	134	915	1.3	4.2	218	1047	2.1	7.5	150	1236	1.4	6.3	34	530	.3	4.2
FA '98	140	2027	1.3	6.9	189	1000	1.8	5.9	248	1049	2.4	8.5	181	1269	1.7	7.2	49	510	.5	5.6
4-Book	125	1889	1.2	6.3	154	912	1.5	4.8	226	994	2.2	7.8	159	1148	1.5	6.5	41	518	.4	4.9
SU '98	136	1912	1.3	6.7	147	926	1.4	4.6	256	969	2.4	9.0	173	1211	1.6	7.0	54	485	.5	5.6
WMMR-FM																				
SU '99	128	2186	1.2	6.6	171	1056	1.6	5.5	233	1077	2.2	8.3	164	1309	1.6	6.8	42	695	.4	5.0
SP '99	138	2085	1.3	6.9	217	1171	2.1	6.8	252	1053	2.4	8.7	160	1230	1.5	6.5	35	403	.3	4.1
WI '99	130	1902	1.2	6.6	186	921	1.8	5.8	235	1078	2.2	8.1	166	1117	1.6	6.9	39	470	.4	4.9
FA '98	128	2125	1.2	6.3	171	1030	1.6	5.3	259	1066	2.5	8.9	154	1252	1.5	6.1	39	529	.4	4.5
4-Book	131	2075	1.2	6.6	186	1045	1.8	5.9	245	1069	2.3	8.5	161	1227	1.6	6.6	39	524	.4	4.6
SU '98	143	2254	1.4	7.1	184	1074	1.7	5.8	251	1058	2.4	8.8	186	1310	1.8	7.5	61	735	.6	6.4
WNAP-AM																				
SU '99	* 4	43		.2	* 2	13		.1	4	20		.1	5	28		.2				
SP '99	1	36			2	17		.1					1	11			**	**	**	**
WI '99	3	53		.2	5	26		.2	3	31		.1	2	18		.1	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	9	76	.1	.4	7	46	.1	.2	13	46	.1	.5	7	34	.1	.3	**	**	**	**
WOGL-FM																				
SU '99	77	1470	.7	3.9	102	673	1.0	3.3	106	664	1.0	3.8	91	684	.9	3.8	31	456	.3	3.7
SP '99	78	1543	.7	3.9	93	646	.9	2.9	117	666	1.1	4.0	105	814	1.0	4.2	26	477	.2	3.0
WI '99	91	1645	.9	4.6	129	730	1.2	4.0	119	653	1.1	4.1	109	863	1.0	4.5	44	435	.4	5.5
FA '98	125	1674	1.2	6.2	149	758	1.4	4.6	205	806	2.0	7.0	132	892	1.3	5.3	49	503	.5	5.6
4-Book	93	1583	.9	4.7	118	702	1.1	3.7	137	697	1.3	4.7	109	813	1.1	4.5	38	468	.4	4.5
SU '98	109	1842	1.0	5.4	152	843	1.4	4.8	154	736	1.5	5.4	139	980	1.3	5.6	41	505	.4	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.

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPEN-AM																					
SU '99	5	157		.3	8	41	.1	.3	3	42		.1	10	72	.1	.4	1	9			.1
SP '99	7	191	.1	.3	5	68		.2	11	110	.1	.4	12	85	.1	.5	3	42			.3
WI '99	11	243	.1	.6	26	153	.2	.8	14	109	.1	.5	11	77	.1	.5	2	26			.2
FA '98	16	153	.2	.8	25	75	.2	.8	28	102	.3	1.0	14	57	.1	.6	9	21	.1		1.0
4-Book	10	186	.1	.5	16	84	.1	.5	14	91	.1	.5	12	73	.1	.5	4	25			.4
SU '98	6	162	.1	.3	4	49		.1	5	61		.2	12	60	.1	.5	1	24			.1
WPHI-FM																					
SU '99	35	718	.3	1.8	42	247	.4	1.3	55	336	.5	2.0	37	407	.4	1.5	18	204	.2		2.2
SP '99	38	837	.4	1.9	34	293	.3	1.1	39	378	.4	1.3	63	529	.6	2.5	34	268	.3		3.9
WI '99	38	644	.4	1.9	39	259	.4	1.2	49	370	.5	1.7	48	354	.5	2.0	37	307	.4		4.6
FA '98	39	757	.4	1.9	45	317	.4	1.4	46	284	.4	1.6	48	455	.5	1.9	30	314	.3		3.4
4-Book	38	739	.4	1.9	40	279	.4	1.3	47	342	.5	1.7	49	436	.5	2.0	30	273	.3		3.5
SU '98	30	474	.3	1.5	17	182	.2	.5	39	260	.4	1.4	41	294	.4	1.6	32	258	.3		3.3
WPHT-AM																					
SU '99	44	937	.4	2.3	73	304	.7	2.3	35	197	.3	1.2	54	329	.5	2.2	39	441	.4		4.7
SP '99	18	601	.2	.9	28	168	.3	.9	9	87	.1	.3	27	249	.3	1.1	20	231	.2		2.3
WI '99	28	590	.3	1.4	40	216	.4	1.2	43	263	.4	1.5	44	234	.4	1.8	11	72	.1		1.4
FA '98	15	435	.1	.7	26	166	.2	.8	22	122	.2	.8	18	141	.2	.7	2	55			.2
4-Book	26	641	.3	1.3	42	214	.4	1.3	27	167	.3	1.0	36	238	.4	1.5	18	200	.2		2.2
SU '98	32	804	.3	1.6	57	252	.5	1.8	16	146	.2	.6	39	266	.4	1.6	32	394	.3		3.3
WPLY-FM																					
SU '99	59	1435	.6	3.0	89	589	.8	2.8	70	714	.7	2.5	86	900	.8	3.6	26	409	.2		3.1
SP '99	53	1225	.5	2.6	76	476	.7	2.4	90	475	.9	3.1	70	746	.7	2.8	17	315	.2		2.0
WI '99	53	1039	.5	2.7	64	455	.6	2.0	85	442	.8	2.9	78	676	.7	3.3	14	259	.1		1.7
FA '98	34	1153	.3	1.7	32	443	.3	1.0	45	395	.4	1.5	52	640	.5	2.1	15	298	.1		1.7
4-Book	50	1213	.5	2.5	65	491	.6	2.1	73	507	.7	2.5	72	741	.7	3.0	18	320	.2		2.1
SU '98	46	1153	.4	2.3	58	465	.6	1.8	63	406	.6	2.2	72	587	.7	2.9	20	305	.2		2.1
WSSJ-AM																					
SU '99	4	76		.2	9	53	.1	.3	1	7			5	29		.2	5	47			.6
SP '99	14	62	.1	.7	12	30	.1	.4	15	54	.1	.5	18	50	.2	.7	10	24	.1		1.2
WI '99	2	55		.1	3	24		.1					3	17		.1	1	10			.1
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																					
SU '99	73	1051	.7	3.7	82	499	.8	2.6	96	495	.9	3.4	89	595	.8	3.7	50	400	.5		6.0
SP '99	65	1048	.6	3.2	67	459	.6	2.1	69	512	.7	2.4	97	624	.9	3.9	51	444	.5		5.9
WI '99	73	1038	.7	3.7	91	509	.9	2.8	93	577	.9	3.2	73	568	.7	3.0	52	398	.5		6.5
FA '98	82	1145	.8	4.0	84	564	.8	2.6	90	475	.9	3.1	125	630	1.2	5.0	70	483	.7		8.0
4-Book	73	1071	.7	3.7	81	508	.8	2.5	87	515	.9	3.0	96	604	.9	3.9	56	431	.6		6.6
SU '98	56	971	.5	2.8	62	380	.6	2.0	72	482	.7	2.5	68	520	.6	2.7	37	428	.4		3.9
+WVDB-AM																					
SU '99	* 10	105	.1	.5	* 8	43	.1	.3	23	88	.2	.8	* 3	33		.1					
SP '99	6	91	.1	.3	9	45	.1	.3	13	71	.1	.4	2	47		.1	**	**	**	**	**
WI '99	4	76		.2	2	14		.1	10	69	.1	.3	2	26		.1	**	**	**	**	**
FA '98	5	106		.2	1	8			7	44	.1	.2	6	26	.1	.2	**	**	**	**	**
4-Book	6	95	.1	.3	5	28	.1	.2	13	68	.1	.4	3	33		.1	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																					
SU '99	46	974	.4	2.4	41	290	.4	1.3	95	478	.9	3.4	56	367	.5	2.3	22	219	.2		2.6
SP '99	40	769	.4	2.0	46	258	.4	1.4	69	322	.7	2.4	37	334	.4	1.5	22	177	.2		2.5
WI '99	59	1004	.6	3.0	58	334	.6	1.8	136	575	1.3	4.7	54	358	.5	2.3	29	278	.3		3.6
FA '98	62	1067	.6	3.1	78	415	.7	2.4	117	545	1.1	4.0	66	449	.6	2.6	29	284	.3		3.3
4-Book	52	954	.5	2.6	56	324	.5	1.7	104	480	1.0	3.6	53	377	.5	2.2	26	240	.3		3.0
SU '98	58	1129	.6	2.9	41	353	.4	1.3	100	519	.9	3.5	92	517	.9	3.7	24	199	.2		2.5

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99		25			1	8				8								9		
SP '99		10															1	10		.1
WI '99		8			1	8								8				10		
FA '98		10											10							
4-Book		13			1	4			2				5				5			
SU '98	4	50		.2	8	15	.1	.3	2	15		.1	4	24		.2	3	34		.3
WXTU-FM																				
SU '99	52	822	.5	2.7	67	445	.6	2.1	75	455	.7	2.7	74	531	.7	3.1	20	232	.2	2.4
SP '99	60	900	.6	3.0	92	560	.9	2.9	76	374	.7	2.6	92	665	.9	3.7	22	292	.2	2.5
WI '99	69	899	.7	3.5	93	506	.9	2.9	113	463	1.1	3.9	90	544	.9	3.8	20	255	.2	2.5
FA '98	77	1078	.7	3.8	126	672	1.2	3.9	111	551	1.1	3.8	93	743	.9	3.7	28	376	.3	3.2
4-Book	65	925	.6	3.3	95	546	.9	3.0	94	461	.9	3.3	87	621	.9	3.6	23	289	.2	2.7
SU '98	98	1124	.9	4.8	143	708	1.4	4.5	140	582	1.3	4.9	116	718	1.1	4.7	31	488	.3	3.2
WYSP-FM																				
SU '99	223	3100	2.1	11.4	725	2318	6.9	23.2	283	1481	2.7	10.1	138	1214	1.3	5.7	40	627	.4	4.8
SP '99	219	2835	2.1	10.9	638	2091	6.1	19.9	292	1534	2.8	10.1	192	1380	1.8	7.8	35	530	.3	4.1
WI '99	221	2884	2.1	11.2	788	2283	7.5	24.5	273	1497	2.6	9.4	145	1058	1.4	6.0	22	392	.2	2.7
FA '98	209	3273	2.0	10.3	673	2172	6.4	20.9	260	1377	2.5	8.9	112	934	1.1	4.5	29	445	.3	3.3
4-Book	218	3023	2.1	11.0	706	2216	6.7	22.1	277	1472	2.7	9.6	147	1147	1.4	6.0	32	499	.3	3.7
SU '98	198	2944	1.9	9.8	695	2253	6.6	21.9	227	1435	2.2	8.0	115	966	1.1	4.6	46	616	.4	4.8
WYXR-FM																				
SU '99	40	1073	.4	2.0	52	483	.5	1.7	65	473	.6	2.3	53	481	.5	2.2	12	249	.1	1.4
SP '99	43	924	.4	2.1	61	444	.6	1.9	73	373	.7	2.5	57	443	.5	2.3	12	157	.1	1.4
WI '99	44	1131	.4	2.2	71	486	.7	2.2	52	453	.5	1.8	43	536	.4	1.8	27	281	.3	3.4
FA '98	47	1140	.4	2.3	65	555	.6	2.0	52	431	.5	1.8	59	563	.6	2.4	22	342	.2	2.5
4-Book	44	1067	.4	2.2	62	492	.6	2.0	61	433	.6	2.1	53	506	.5	2.2	18	257	.2	2.2
SU '98	63	1103	.6	3.1	75	461	.7	2.4	104	396	1.0	3.7	84	622	.8	3.4	17	352	.2	1.8
WJBR-FM																				
SU '99	8	157	.1	.4	2	34		.1	7	37	.1	.2	9	70	.1	.4	9	71	.1	1.1
SP '99	4	158		.2	2	40		.1	10	88	.1	.3	6	63	.1	.2	2	47		.2
WI '99	8	267	.1	.4	10	96	.1	.3	16	91	.2	.6	13	122	.1	.5	4	54		.5
FA '98	14	203	.1	.7	21	82	.2	.7	24	64	.2	.8	15	108	.1	.6	3	73		.3
4-Book	9	196	.1	.4	9	63	.1	.3	14	70	.2	.5	11	91	.1	.4	5	61		.5
SU '98	7	146	.1	.3	5	52		.2	12	52	.1	.4	16	86	.2	.6	3	24		.3
WKXV-FM																				
SU '99	26	485	.2	1.3	30	202	.3	1.0	42	245	.4	1.5	40	287	.4	1.7	19	172	.2	2.3
SP '99	25	372	.2	1.2	33	198	.3	1.0	40	166	.4	1.4	41	223	.4	1.7	11	98	.1	1.3
WI '99	17	385	.2	.9	29	179	.3	.9	31	150	.3	1.1	29	214	.3	1.2	3	90		.4
FA '98	30	478	.3	1.5	36	190	.3	1.1	56	220	.5	1.9	52	302	.5	2.1	13	147	.1	1.5
4-Book	25	430	.2	1.2	32	192	.3	1.0	42	195	.4	1.5	41	257	.4	1.7	12	127	.1	1.4
SU '98	23	427	.2	1.1	28	167	.3	.9	30	154	.3	1.1	45	246	.4	1.8	12	82	.1	1.3
WNJO-FM																				
SU '99	25	506	.2	1.3	36	288	.3	1.2	53	254	.5	1.9	22	219	.2	.9	5	80		.6
SP '99	22	332	.2	1.1	28	164	.3	.9	48	128	.5	1.7	34	215	.3	1.4	4	82		.5
WI '99	15	315	.1	.8	12	120	.1	.4	29	155	.3	1.0	19	179	.2	.8	4	93		.5
FA '98	16	404	.2	.8	13	180	.1	.4	30	185	.3	1.0	23	211	.2	.9	5	78		.6
4-Book	20	389	.2	1.0	22	188	.2	.7	40	181	.4	1.4	25	206	.2	1.0	5	83		.6
SU '98	27	361	.3	1.3	36	145	.3	1.1	43	168	.4	1.5	33	219	.3	1.3	14	151	.1	1.5
WPST-FM																				
SU '99	18	718	.2	.9	17	252	.2	.5	27	254	.3	1.0	27	358	.3	1.1	6	161	.1	.7
SP '99	18	718	.2	.9	31	244	.3	1.0	20	194	.2	.7	24	370	.2	1.0	6	139	.1	.7
WI '99	15	599	.1	.8	16	193	.2	.5	27	244	.3	.9	20	357	.2	.8	5	118		.6
FA '98	19	626	.2	.9	28	228	.3	.9	18	216	.2	.6	28	336	.3	1.1	5	108		.6
4-Book	18	665	.2	.9	23	229	.3	.7	23	227	.3	.8	25	355	.3	1.0	6	132	.1	.7
SU '98	19	619	.2	.9	21	186	.2	.7	29	238	.3	1.0	20	305	.2	.8	13	220	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-54

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VSTW-FM																				
SU '99	13	310	.1	.7	19	142	.2	.6	22	125	.2	.8	13	150	.1	.5	6	58	.1	.7
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	220		.2	9	104	.1	.3	2	46		.1	4	99		.2	7	85	.1	.7
TOTALS																				
SU '99	1952	10205	18.6		3129	9119	29.8		2803	7647	26.7		2401	8652	22.9		833	5635	7.9	
SP '99	2006	10146	19.1		3212	9267	30.6		2889	7605	27.5		2476	8925	23.6		864	5675	8.2	
WI '99	1972	10255	18.8		3212	9233	30.6		2892	7697	27.6		2397	8865	22.8		802	5609	7.6	
FA '98	2028	10157	19.3		3216	9287	30.6		2912	7557	27.7		2506	9018	23.9		870	5851	8.3	
4-Book	1990	10191	19.0		3192	9227	30.4		2874	7627	27.4		2445	8865	23.3		842	5693	8.0	
SU '98	2028	10271	19.2		3172	9056	30.1		2844	7499	27.0		2488	8955	23.6		956	6131	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYV -AM																				
SU '99	199	3044	1.9	7.2	66	1576	.6	5.4	159	717	1.5	11.9	79	436	.8	3.9	60	285	.6	3.9
4-Book	168	2941	1.6	6.0	59	1468	.6	4.8	148	704	1.4	10.9	68	389	.7	3.2	41	231	.4	2.7
WBEB-FM																				
SU '99	119	1029	1.1	4.3	47	664	.4	3.8	62	166	.6	4.6	76	238	.7	3.8	52	219	.5	3.4
4-Book	123	1021	1.2	4.4	53	623	.5	4.3	62	179	.6	4.6	102	250	1.0	4.8	61	198	.6	4.1
WDAS-AM																				
SU '99	11	116	.1	.4	7	101	.1	.6	4	10	.3	.3	6	22	.1	.3	5	9	.1	.4
4-Book	7	99	.1	.2	11	113	.1	.9	3	9	.2	.2	6	15	.1	.3	5	9	.1	.4
WDAS-FM																				
SU '99	158	1014	1.5	5.7	89	718	.8	7.3	103	249	1.0	7.7	128	310	1.2	6.4	97	178	.9	6.3
4-Book	169	1077	1.6	6.0	94	747	.9	7.6	100	251	1.0	7.3	133	335	1.3	6.3	117	255	1.1	7.8
+WEJM-FM																				
WXXM-FM																				
SU '99	120	1255	1.1	4.3	60	796	.6	4.9	27	133	.3	2.0	91	328	.9	4.5	89	291	.8	5.8
4-Book	72	948	.7	2.5	34	581	.4	2.8	22	104	.2	1.6	60	235	.6	2.9	46	189	.4	3.0
+WEMG-AM																				
SU '99	7	48	.1	.3	4	62	.1	.3					11	51	.1	.5	6	11	.1	.4
4-Book	7	65	.1	.3	7	54	.1	.5	8	16	.1	.6	11	30	.1	.5	8	14	.1	.5
+WEMG-FM																				
SU '99	11	133	.1	.4	9	103	.1	.7	7	31	.1	.5	16	53	.2	.8	22	43	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	17	121	.2	.6	5	64	.2	.4	8	21	.1	.6					12	16	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	24	209	.2	.9	9	195	.1	.7	7	31	.1	.5	16	32	.2	.8	5	21	.1	.3
4-Book	15	115	.2	.6	9	93	.1	.7	7	16	.1	.5	18	28	.2	.9	9	20	.1	.6
WIOQ-FM																				
SU '99	58	993	.6	2.1	33	581	.3	2.7	15	109	.1	1.1	55	176	.5	2.7	42	170	.4	2.7
4-Book	82	1028	.8	2.9	38	643	.4	3.0	28	141	.3	2.0	73	256	.7	3.4	49	188	.5	3.3
WIP -AM																				
SU '99	178	1846	1.7	6.4	37	723	.4	3.0	83	272	.8	5.2	63	236	.6	3.1	43	166	.4	2.8
4-Book	208	2016	2.0	7.4	60	948	.6	4.8	99	328	1.0	7.2	105	375	1.0	5.0	65	258	.6	4.4
WJJZ-FM																				
SU '99	113	987	1.1	4.1	55	665	.5	4.5	50	128	.5	3.7	90	246	.9	4.5	81	230	.8	5.3
4-Book	126	1052	1.2	4.5	67	720	.7	5.4	53	172	.5	3.9	103	280	1.0	4.9	108	284	1.1	7.2
WMGK-FM																				
SU '99	145	1569	1.4	5.2	62	881	.6	5.1	57	214	.5	4.3	105	338	1.0	5.2	119	399	1.1	7.7
4-Book	183	1619	1.8	6.4	77	968	.7	6.2	77	264	.7	5.6	157	461	1.5	7.4	121	391	1.2	8.1
WMMR-FM																				
SU '99	192	1882	1.8	6.9	72	1018	.7	5.9	101	287	1.0	7.6	131	467	1.2	6.5	80	327	.8	5.2
4-Book	201	1800	1.9	7.1	69	1001	.7	5.5	92	321	.9	6.8	157	485	1.5	7.4	93	331	.9	6.2
WNAP-AM																				
SU '99	* 4	28	.1	.1	* 6	28	.1	.5	* 4	7	.3	.3	12	14	.1	.6	9	14	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	100	1153	1.0	3.6	67	905	.6	5.5	65	257	.6	4.9	126	367	1.2	6.3	107	291	1.0	6.9
4-Book	123	1230	1.2	4.3	77	931	.7	6.2	69	231	.7	5.1	136	390	1.3	6.4	96	275	.9	6.3
WPEN-AM																				
SU '99	7	119	.1	.3	3	74	.1	.2	1	11	.1	.1	6	17	.1	.3	7	20	.1	.5
4-Book	14	151	.2	.5	6	82	.1	.5	8	23	.1	.6	12	31	.1	.6	7	19	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	46	560	.4	1.7	29	380	.3	2.4	19	63	.2	1.4	42	162	.4	2.1	45	141	.4	2.9
4-Book	46	611	.4	1.6	29	387	.3	2.4	14	54	.2	1.0	54	178	.5	2.6	39	145	.4	2.6
WPHT-AM																				
SU '99	53	595	.5	1.9	32	434	.3	2.6	35	101	.3	2.6	47	123	.4	2.3	18	72	.2	1.2
4-Book	35	431	.3	1.2	17	244	.2	1.4	16	44	.1	1.2	25	62	.2	1.2	11	37	.1	.7
WPLY-FM																				
SU '99	81	1203	.8	2.9	43	781	.4	3.5	45	206	.4	3.4	92	402	.9	4.6	51	188	.5	3.3
4-Book	70	1015	.7	2.5	35	627	.3	2.8	29	134	.3	2.1	73	285	.7	3.5	39	178	.4	2.6
WSSJ-AM																				
SU '99	4	67	.1	.1	4	46	.3	.3	5	15	.4	.4	7	24	.1	.3	4	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	89	874	.8	3.2	59	612	.6	4.8	16	84	.2	1.2	78	218	.7	3.9	105	240	1.0	6.8
4-Book	88	879	.8	3.1	59	625	.6	4.7	37	119	.4	2.7	91	245	.9	4.3	94	236	.9	6.2
+WVDB-AM																				
SU '99	* 13	96	.1	.5	* 1	19	.1	.1	* 3	10	.2	.2	2	10	.1	.1	*			
4-Book	8	79	.1	.3	1	22	.1	.1	2	10	.2	.2	3	9	.1	.1				
WVDB-FM																				
SU '99	66	717	.6	2.4	26	452	.2	2.1	19	97	.2	1.4	24	66	.2	1.2	19	79	.2	1.2
4-Book	74	725	.7	2.6	30	399	.3	2.4	29	93	.3	2.1	23	83	.2	1.1	17	56	.2	1.1
WVJZ-AM																				
SU '99		16				8														
4-Book		9				5							1	3	.1	.1		3		
WXTU-FM																				
SU '99	72	731	.7	2.6	38	503	.4	3.1	58	161	.6	4.3	83	251	.8	4.1	42	162	.4	2.7
4-Book	92	811	.9	3.2	45	540	.4	3.6	58	184	.6	4.3	78	234	.8	3.7	50	191	.5	3.3
WYSP-FM																				
SU '99	374	2829	3.6	13.5	77	1148	.7	6.3	92	257	.9	6.9	124	464	1.2	6.2	71	233	.7	4.6
4-Book	369	2718	3.5	13.0	75	1102	.7	6.0	83	253	.8	6.1	131	437	1.3	6.2	72	260	.7	4.9
WYXR-FM																				
SU '99	57	863	.5	2.1	29	521	.3	2.4	24	87	.2	1.8	52	206	.5	2.6	32	154	.3	2.1
4-Book	59	838	.6	2.1	34	529	.3	2.7	39	135	.4	2.8	53	192	.5	2.5	39	146	.4	2.6
WJBR-FM																				
SU '99	6	99	.1	.2	10	91	.1	.8	1	9	.1	.1	9	34	.1	.4	16	43	.2	1.0
4-Book	12	147	.1	.4	6	83	.1	.5	3	18	.2	.2	14	32	.1	.6	11	26	.1	.7
WKXW-FM																				
SU '99	38	429	.4	1.4	10	164	.1	.8	11	68	.1	.8	28	95	.3	1.4	13	58	.1	.8
4-Book	39	375	.4	1.4	8	139	.1	.6	9	39	.1	.6	16	63	.2	.8	12	36	.1	.8
WHJO-FM																				
SU '99	39	417	.4	1.4	14	222	.1	1.1	21	70	.2	1.6	30	97	.3	1.5	14	64	.1	.9
4-Book	30	318	.3	1.1	11	181	.1	.9	12	44	.1	.9	27	84	.3	1.3	13	54	.1	.9
WPST-FM																				
SU '99	24	527	.2	.9	16	330	.2	1.3	14	72	.1	1.0	31	146	.3	1.5	18	107	.2	1.2
4-Book	24	499	.2	.8	15	342	.2	1.2	12	63	.1	.9	27	128	.3	1.3	21	119	.2	1.4
WSTV-FM																				
SU '99	18	245	.2	.6	7	167	.1	.6	4	19	.3	.3	26	75	.2	1.3	5	28	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2780	10025	26.5		1222	8247	11.6		1334	3707	12.7		2011	5118	19.2		1540	4024	14.7	
4-Book	2840	10063	27.1		1242	8230	11.8		1366	3829	13.0		2118	5192	20.2		1497	3923	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.

Target Listener Estimates

Men 25-54																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SU '99	40	231	.4	4.7	100	552	1.0	11.5	54	370	.5	3.7	23	152	.2	2.2	28	208	.3	4.4	
4-Book	25	164	.3	3.0	99	531	1.0	11.0	53	324	.5	3.6	29	157	.3	2.7	25	185	.3	3.9	
WBEB-FM																					
SU '99	35	171	.3	4.1	39	126	.4	4.5	70	256	.7	4.8	22	96	.2	2.1	17	55	.2	2.7	
4-Book	34	138	.3	4.1	34	114	.3	3.8	68	211	.7	4.6	34	136	.3	3.2	22	71	.2	3.4	
WDAS-AM																					
SU '99					26	77	.2	3.0	17	44	.2	1.2					7	14	.1	1.2	
4-Book	3	7		.3	28	71	.3	3.1	28	72	.3	1.9		7	12	.1	.6	7	14	.1	1.2
WDAS-FM																					
SU '99	77	200	.7	9.1	55	149	.5	6.3	78	246	.7	5.4	69	148	.7	6.6	100	214	1.0	15.6	
4-Book	81	212	.8	9.8	54	141	.5	6.0	84	213	.8	5.7	76	186	.7	7.1	105	213	1.0	16.8	
+WEJM-FM																					
WXXM-FM																					
SU '99	64	226	.6	7.5	19	56	.2	2.2	79	253	.8	5.4	74	252	.7	7.1	30	117	.3	4.7	
4-Book	25	116	.3	3.0	12	55	.1	1.3	42	167	.4	2.9	41	164	.4	3.9	21	97	.2	3.4	
+WEMG-AM																					
SU '99	11	11	.1	1.3					6	29	.1	.4									
4-Book	7	12	.1	.8	2	5		.2	10	31	.1	.7	5	9	.1	.4	3	10		.4	
+WEMG-FM																					
SU '99	1	10		.1	3	10		.3	13	34	.1	.9	10	10	.1	1.0	1	10		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFIL-AM																					
SU '99	8	9	.1	.9					8	22	.1	.6	5	22		.5	1	7		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																					
SU '99	14	38	.1	1.7	13	47	.1	1.5	9	29	.1	.6	10	27	.1	1.0	1	13		.2	
4-Book	11	23	.1	1.3	11	28	.1	1.2	9	22	.1	.6	7	13	.1	.6	2	13		.3	
WIOQ-FM																					
SU '99	25	114	.2	2.9	5	43		.6	49	165	.5	3.4	52	182	.5	5.0	17	88	.2	2.7	
4-Book	29	128	.3	3.5	12	57	.1	1.4	45	173	.4	3.0	37	155	.4	3.5	24	96	.2	3.8	
WIP -AM																					
SU '99	12	61	.1	1.4	31	124	.3	3.6	28	179	.3	1.9	24	100	.2	2.3	21	131	.2	3.3	
4-Book	25	125	.3	3.1	43	161	.4	4.7	58	230	.6	3.9	56	196	.6	5.3	31	163	.3	5.1	
WJJZ-FM																					
SU '99	57	207	.5	6.7	33	139	.3	3.8	58	225	.6	4.0	36	95	.3	3.5	33	129	.3	5.1	
4-Book	54	194	.5	6.5	48	150	.5	5.3	74	207	.7	5.1	58	147	.6	5.4	36	117	.4	5.6	
WMGK-FM																					
SU '99	31	137	.3	3.7	40	171	.4	4.6	72	331	.7	5.0	45	194	.4	4.3	28	88	.3	4.4	
4-Book	35	152	.3	4.2	36	162	.4	3.9	97	351	1.0	6.6	66	222	.6	6.2	23	91	.2	3.6	
WMMR-FM																					
SU '99	30	174	.3	3.5	46	189	.4	5.3	96	392	.9	6.6	53	257	.5	5.1	35	167	.3	5.5	
4-Book	31	158	.3	3.7	34	145	.3	3.8	69	282	.7	4.7	45	203	.4	4.2	25	120	.3	3.9	
WNAP-AM																					
SU '99					* 1	6		.1	7	15	.1	.5									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WQGL-FM																					
SU '99	32	139	.3	3.8	36	101	.3	4.1	55	209	.5	3.8	67	187	.6	6.4	48	124	.5	7.5	
4-Book	53	211	.5	6.5	65	179	.6	7.1	79	264	.7	5.3	69	208	.7	6.6	50	155	.5	7.9	
WPEN-AM																					
SU '99	2	11		.2	1	10		.1	6	27	.1	.4	2	8		.2					
4-Book	3	12		.4	5	19		.6	7	26	.1	.5	3	11		.3	3	13		.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	15	79	.1	1.8	28	73	.3	3.2	48	125	.5	3.3	22	66	.2	2.1	10	53	.1	1.6
4-Book	30	100	.3	3.6	17	48	.2	1.9	35	96	.3	2.4	25	89	.2	2.3	16	49	.2	2.5
WPHT-AM																				
SU '99	17	92	.2	2.0	41	108	.4	4.7	33	129	.3	2.3	22	108	.2	2.1	40	89	.4	6.2
4-Book	11	43	.1	1.3	23	73	.2	2.5	19	78	.2	1.3	14	55	.1	1.3	18	46	.2	2.8
WPLY-FM																				
SU '99	41	195	.4	4.8	29	107	.3	3.3	33	215	.3	2.3	36	157	.3	3.5	15	132	.1	2.3
4-Book	21	100	.2	2.5	20	87	.2	2.2	43	196	.4	2.9	37	149	.4	3.5	13	99	.1	2.1
WSSJ-AM																				
SU '99					2	8		.2	4	9		.3	11	29	.1	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	74	223	.7	8.7	57	150	.5	6.5	53	166	.5	3.7	38	131	.4	3.6	47	132	.4	7.3
4-Book	74	193	.7	8.9	46	148	.4	5.1	55	186	.5	3.7	38	109	.4	3.6	28	78	.3	4.5
+WVDB-AM																				
SU '99					* 2	9		.2					*							
4-Book	**	**	**	**	1	5		.1	1	5		.1					**	**	**	**
WVDB-FM																				
SU '99	14	52	.1	1.7	25	120	.2	2.9	78	250	.7	5.4	7	44	.1	.7	11	52	.1	1.7
4-Book	23	66	.2	2.8	29	131	.3	3.2	93	209	.9	6.3	11	39	.1	1.0	8	41	.1	1.3
WVJZ-AM																				
SU '99													1	8		.1				
4-Book														2						
WXTU-FM																				
SU '99	26	111	.2	3.1	17	89	.2	1.9	33	110	.3	2.3	33	111	.3	3.2	12	42	.1	1.9
4-Book	25	100	.2	3.0	34	122	.3	3.7	60	185	.6	4.1	39	135	.4	3.7	14	60	.2	2.2
WYSP-FM																				
SU '99	41	163	.4	4.8	29	59	.3	3.3	137	430	1.3	9.4	106	372	1.0	10.2	16	115	.2	2.5
4-Book	33	132	.3	4.0	32	98	.3	3.5	129	412	1.3	8.5	93	339	.9	8.8	19	94	.2	3.0
WYXR-FM																				
SU '99	10	82	.1	1.2	15	71	.1	1.7	34	157	.3	2.3	40	138	.4	3.8	28	98	.3	4.4
4-Book	24	87	.2	2.9	25	87	.2	2.7	36	150	.4	2.4	33	127	.3	3.1	21	61	.2	3.4
WJBR-FM																				
SU '99	8	37	.1	.9	2	11		.2	11	46	.1	.8	10	10	.1	1.0	19	47	.2	3.0
4-Book	3	18		.3	2	14		.2	6	25	.1	.4	3	7		.3	5	14	.1	.8
WKXW-FM																				
SU '99	3	33	.4		1	7		.1	13	36	.1	.9	4	20		.4	5	12		.8
4-Book	4	21	.1	.5	6	24		.6	9	36	.1	.6	5	23		.5	3	8		.4
WNJO-FM																				
SU '99	6	24	.1	.7	5	35		.6	17	73	.2	1.2	20	57	.2	1.9	2	24		.3
4-Book	5	26	.1	.6	4	25		.4	13	51	.1	.9	12	45	.1	1.2	3	18		.4
WPST-FM																				
SU '99	15	62	.1	1.8	1	11		.1	22	77	.2	1.5	20	82	.2	1.9	6	53	.1	.9
4-Book	12	60	.1	1.5	6	32	.1	.7	19	85	.2	1.3	20	89	.2	1.9	6	33	.1	.9
WSTW-FM																				
SU '99	4	35	.5		4	11		.5	9	56	.1	.6						9		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDTALS																				
SU '99	848	2805	8.1		872	2799	8.3		1451	4115	13.8		1042	2803	9.9		641	2052	6.1	
4-Book	828	2592	7.9		905	2842	8.6		1485	4057	14.1		1063	2956	10.1		631	1945	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.

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	155	3470	1.7	9.4	360	2509	4.0	13.7	165	1435	1.8	6.9	210	1855	2.3	10.3	37	602	.4	5.9
SP '99	132	3321	1.4	7.8	340	2552	3.7	12.7	120	1263	1.3	5.0	159	1810	1.7	7.8	45	675	.5	6.4
WI '99	140	3716	1.5	8.4	368	2560	4.0	13.5	120	1536	1.3	5.0	161	1879	1.8	8.1	42	830	.5	6.8
FA '98	134	3211	1.5	7.8	301	2287	3.3	11.1	135	1245	1.5	5.5	179	1709	2.0	8.7	41	773	.5	6.1
4-Book	140	3430	1.5	8.4	342	2477	3.8	12.8	135	1370	1.5	5.6	177	1813	2.0	8.7	41	720	.5	6.3
SU '98	124	3293	1.4	7.1	298	2295	3.3	10.9	118	1242	1.3	4.8	146	1660	1.6	6.9	44	686	.5	5.8
WBEB-FM																				
SU '99	81	1223	.9	4.9	108	545	1.2	4.1	142	559	1.6	5.9	106	691	1.2	5.2	38	460	.4	6.1
SP '99	101	1422	1.1	6.0	144	785	1.6	5.4	175	684	1.9	7.3	111	719	1.2	5.4	26	419	.3	3.7
WI '99	81	1338	.9	4.9	117	668	1.3	4.3	125	551	1.4	5.2	100	635	1.1	5.0	38	386	.4	6.2
FA '98	77	1174	.8	4.5	95	568	1.0	3.5	141	585	1.5	5.7	90	589	1.0	4.4	29	300	.3	4.3
4-Book	85	1289	.9	5.1	116	642	1.3	4.3	146	595	1.6	6.0	102	659	1.1	5.0	33	391	.4	5.1
SU '98	78	1212	.9	4.5	112	617	1.2	4.1	128	576	1.4	5.2	99	670	1.1	4.7	34	348	.4	4.5
WDAS-AM																				
SU '99	8	150	.1	.5	12	71	.1	.5	13	54	.1	.5	12	60	.1	.6	2	33		.3
SP '99	13	230	.1	.8	24	102	.3	.9	13	62	.1	.5	10	82	.1	.5	1	23		.1
WI '99	7	147	.1	.4	7	46	.1	.3	4	41	.2	.2	4	35	.2	.2	4	19		.7
FA '98	7	156	.1	.4	13	50	.1	.5	6	68	.1	.2	2	59	.1	.1	2	19		.3
4-Book	9	171	.1	.5	14	67	.2	.6	9	56	.1	.4	7	59	.1	.4	2	19		.3
SU '98	4	123	.2	.2	3	28	.1	.1	1	18			3	22	.1	.1	2	32		.3
WDAS-FM																				
SU '99	94	972	1.0	5.7	156	633	1.7	5.9	105	420	1.2	4.4	97	460	1.1	4.7	53	331	.6	8.5
SP '99	107	1015	1.2	6.3	162	666	1.8	6.0	125	527	1.4	5.2	114	587	1.3	5.6	76	409	.8	10.8
WI '99	99	906	1.1	6.0	143	507	1.6	5.3	144	565	1.6	6.0	106	549	1.2	5.3	48	273	.5	7.8
FA '98	90	876	1.0	5.2	150	580	1.6	5.5	101	404	1.1	4.1	91	517	1.0	4.4	51	305	.6	7.6
4-Book	98	942	1.1	5.8	153	597	1.7	5.7	119	479	1.3	4.9	102	528	1.2	5.0	57	330	.6	8.7
SU '98	120	1043	1.3	6.9	197	602	2.2	7.2	143	509	1.6	5.8	130	517	1.4	6.1	78	429	.9	10.2
+WEJM-FM																				
WXXM-FM																				
SU '99	64	1136	.7	3.9	62	522	.7	2.4	88	522	1.0	3.7	102	681	1.1	5.0	49	295	.5	7.8
SP '99	23	620	.3	1.4	34	273	.4	1.3	35	227	.4	1.5	28	341	.3	1.4	12	169	.1	1.7
WI '99	16	524	.2	1.0	26	194	.3	1.0	27	240	.3	1.1	19	272	.2	1.0	2	104		.3
FA '98	15	426	.2	.9	21	182	.2	.8	16	131	.2	.6	22	270	.2	1.1	7	148	.1	1.0
4-Book	30	677	.4	1.8	36	293	.4	1.4	42	280	.5	1.7	43	391	.5	2.1	18	179	.2	2.7
SU '98	13	539	.1	.7	22	250	.2	.8	5	121	.1	.2	17	249	.2	.8	7	137	.1	.9
+WEMG-AM																				
SU '99	5	62	.1	.3	5	29	.1	.2	8	11	.1	.3	5	11	.1	.2	1	11		.2
SP '99	13	88	.1	.8	19	65	.2	.7	13	38	.1	.5	15	63	.2	.7	6	31	.1	.9
WI '99	1	24		.1					1	4			1	14		.1				
FA '98	9	75	.1	.5	8	57	.1	.3	12	21	.1	.5	9	39	.1	.4	4	8		.6
4-Book	7	62	.1	.4	8	38	.1	.3	9	19	.1	.3	8	32	.1	.4	3	13		.4
SU '98	5	111	.1	.3	3	67	.1	.1	5	60	.1	.2	8	48	.1	.4	1	29		.1
+WEMG-FM																				
SU '99	3	93		.2	9	56	.1	.3	3	27		.1	5	33	.1	.2	1	19		.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	6	211	.1	.4	5	44	.1	.2	9	113	.1	.4	9	91	.1	.5	1	17		.2
FA '98	7	121	.1	.4	6	48	.1	.2	4	33		.2	13	66	.1	.6	1	48		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	4	102		.2	3	33		.1	5	59	.1	.2	5	52	.1	.2		20		
WFIL-AM																				
SU '99	14	195	.2	.8	26	135	.3	1.0	22	70	.2	.9	13	61	.1	.6	9	33	.1	1.4
SP '99	5	146	.1	.3	11	94	.1	.4	2	45	.1	.1	7	61	.1	.3	1	48		.1
WI '99	7	131	.1	.4	16	102	.2	.6	3	40		.1	6	50	.1	.3	6	32	.1	1.0
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	11	213	.1	.6	28	130	.3	1.0	4	49		.2	21	99	.2	1.0	6	54	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	21	243	.2	1.3	27	115	.3	1.0	31	128	.3	1.3	26	97	.3	1.3	12	54	.1	1.9
SP '99	15	119	.2	.9	15	50	.2	.6	18	76	.2	.7	25	76	.3	1.2	7	31	.1	1.0
WI '99	22	197	.2	1.3	25	104	.3	.9	32	126	.4	1.3	30	129	.3	1.5	10	41	.1	1.6
FA '98	12	163	.1	.7	14	71	.2	.5	19	64	.2	.8	14	62	.2	.7	1	23		.1
4-Book	18	181	.2	1.1	20	85	.3	.8	25	99	.3	1.0	24	91	.3	1.2	8	37	.1	1.2
SU '98	15	178	.2	.9	26	91	.3	.9	38	139	.4	1.5	9	44	.1	.4	2	29		.3
W10Q-FM																				
SU '99	24	635	.3	1.5	23	207	.3	.9	44	237	.5	1.8	27	291	.3	1.3	11	189	.1	1.8
SP '99	28	738	.3	1.7	38	293	.4	1.4	41	272	.5	1.7	36	402	.4	1.8	12	178	.1	1.7
WI '99	28	687	.3	1.7	35	248	.4	1.3	52	295	.6	2.2	36	254	.4	1.8	4	144		.7
FA '98	44	682	.5	2.6	64	298	.7	2.4	88	299	1.0	3.6	60	360	.7	2.9	11	136	.1	1.6
4-Book	31	686	.4	1.9	40	262	.5	1.5	56	276	.7	2.3	40	327	.5	2.0	10	162	.1	1.5
SU '98	22	623	.2	1.3	29	210	.3	1.1	27	153	.3	1.1	27	313	.3	1.3	13	204	.1	1.7
WIP -AM																				
SU '99	86	1626	.9	5.2	185	1046	2.0	7.0	120	773	1.3	5.0	121	986	1.3	5.9	21	353	.2	3.3
SP '99	111	1839	1.2	6.5	215	1121	2.4	8.0	148	903	1.6	6.1	151	1223	1.7	7.4	56	529	.6	8.0
WI '99	132	2060	1.4	7.9	243	1157	2.7	8.9	177	1062	1.9	7.4	181	1265	2.0	9.1	51	678	.6	8.3
FA '98	103	1735	1.1	6.0	209	1093	2.3	7.7	143	771	1.6	5.8	141	1075	1.5	6.9	37	585	.4	5.5
4-Book	108	1815	1.2	6.4	213	1104	2.4	7.9	147	877	1.6	6.1	149	1137	1.6	7.3	41	536	.5	6.3
SU '98	94	1312	1.0	5.4	183	793	2.0	6.7	135	662	1.5	5.5	129	873	1.4	6.1	32	352	.4	4.2
WJZ-FM																				
SU '99	99	1259	1.1	6.0	110	552	1.2	4.2	172	644	1.9	7.2	124	781	1.4	6.1	47	515	.5	7.5
SP '99	133	1535	1.5	7.8	148	727	1.6	5.5	196	781	2.2	8.1	168	926	1.8	8.2	76	573	.8	10.8
WI '99	102	1278	1.1	6.1	107	611	1.2	3.9	148	685	1.6	6.2	147	817	1.6	7.4	48	434	.5	7.8
FA '98	105	1339	1.2	6.1	103	625	1.1	3.8	165	681	1.8	6.7	150	835	1.6	7.3	47	469	.5	7.0
4-Book	110	1353	1.2	6.5	117	629	1.3	4.4	170	698	1.9	7.1	147	840	1.6	7.3	55	498	.6	8.3
SU '98	107	1394	1.2	6.1	111	676	1.2	4.0	171	710	1.9	7.0	138	882	1.5	6.5	64	499	.7	8.4
WMG-FM																				
SU '99	68	1313	.7	4.1	82	612	.9	3.1	106	595	1.2	4.4	83	697	.9	4.1	34	354	.4	5.4
SP '99	98	1338	1.1	5.8	122	656	1.3	4.5	183	716	2.0	7.6	115	706	1.3	5.6	25	422	.3	3.6
WI '99	92	1294	1.0	5.5	106	652	1.2	3.9	174	735	1.9	7.2	115	848	1.3	5.8	24	392	.3	3.9
FA '98	95	1501	1.0	5.5	123	674	1.4	4.5	161	760	1.8	6.5	126	931	1.4	6.2	38	421	.4	5.6
4-Book	88	1362	1.0	5.2	108	649	1.2	4.0	156	702	1.7	6.4	110	796	1.2	5.4	30	397	.4	4.6
SU '98	88	1345	1.0	5.0	106	689	1.2	3.9	158	662	1.8	6.4	115	876	1.3	5.4	40	347	.4	5.3
WMMR-FM																				
SU '99	95	1364	1.0	5.8	139	739	1.5	5.3	182	707	2.0	7.6	120	822	1.3	5.9	20	421	.2	3.2
SP '99	88	1208	1.0	5.2	129	649	1.4	4.8	174	621	1.9	7.2	97	721	1.1	4.8	27	255	.3	3.8
WI '99	79	1074	.9	4.8	119	545	1.3	4.4	137	564	1.5	5.7	95	641	1.0	4.8	24	248	.3	3.9
FA '98	72	1343	.8	4.2	111	702	1.2	4.1	130	629	1.4	5.3	78	756	.9	3.8	26	326	.3	3.9
4-Book	84	1247	.9	5.0	125	659	1.4	4.7	156	630	1.7	6.5	98	735	1.1	4.8	24	313	.3	3.7
SU '98	87	1262	1.0	5.0	125	659	1.4	4.6	144	537	1.6	5.9	114	806	1.3	5.4	27	357	.3	3.5
WNAP-AM																				
SU '99	*	4	.2		*	1			4	21	.2		4	21	.2					
SP '99	6	68	.1	.4	7	49	.1	.3	4	29	.2		7	41	.1	.3	**	**	**	**
WI '99	4	26		.2	3	22		.1	5	15	.1	.2	4	15		.2	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	7	64	.1	.4	4	34		.1	6	44	.1	.2	5	30	.1	.2	**	**	**	**
WGL-FM																				
SU '99	105	1876	1.2	6.4	138	842	1.5	5.3	142	833	1.6	5.9	132	967	1.4	6.5	40	572	.4	6.4
SP '99	100	1899	1.1	5.9	118	787	1.3	4.4	154	885	1.7	6.4	129	981	1.4	6.3	33	580	.4	4.7
WI '99	125	1815	1.4	7.5	164	863	1.8	6.0	181	783	2.0	7.5	144	1001	1.6	7.2	49	484	.5	8.0
FA '98	140	1853	1.5	8.1	164	873	1.8	6.0	233	915	2.6	9.4	147	1051	1.6	7.2	55	581	.6	8.2
4-Book	118	1861	1.3	7.0	146	841	1.6	5.4	178	854	2.0	7.3	138	1000	1.5	6.8	44	554	.5	6.8
SU '98	137	2001	1.5	7.8	195	1011	2.2	7.1	201	830	2.2	8.2	165	1152	1.8	7.8	49	597	.5	6.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	32	382	.4	1.9	60	157	.7	2.3	42	139	.5	1.8	42	208	.5	2.1	8	94	.1	1.3
SP '99	17	387	.2	1.0	22	145	.2	.8	25	169	.3	1.0	16	135	.2	.8	10	70	.1	1.4
WI '99	25	369	.3	1.5	34	190	.4	1.3	43	171	.5	1.8	35	209	.4	1.8	8	76	.1	1.3
FA '98	37	374	.4	2.1	57	203	.6	2.1	66	204	.7	2.7	33	142	.4	1.6	12	81	.1	1.8
4-Book	28	378	.3	1.6	43	174	.5	1.6	44	171	.5	1.8	32	174	.4	1.6	10	80	.1	1.5
SU '98	25	380	.3	1.4	35	149	.4	1.3	36	160	.4	1.5	25	175	.3	1.2	5	100	.1	.7
WPHI-FM																				
SU '99	11	299	.1	.7	7	66	.1	.3	14	97	.2	.6	13	146	.1	.6	5	65	.1	.8
SP '99	9	282	.1	.5	7	81	.1	.3	11	104	.1	.5	15	146	.2	.7	3	50		.4
WI '99	13	223	.1	.8	13	70	.1	.5	15	112	.2	.6	19	112	.2	1.0	15	90	.2	2.4
FA '98	13	320	.1	.8	14	140	.2	.5	12	97	.1	.5	18	203	.2	.9	12	104	.1	1.8
4-Book	12	281	.1	.7	10	89	.1	.4	13	103	.2	.6	16	152	.2	.8	9	77	.1	1.4
SU '98	15	193	.2	.9	12	86	.1	.4	24	113	.3	1.0	18	115	.2	.9	8	60	.1	1.1
WPHT-AM																				
SU '99	48	961	.5	2.9	99	380	1.1	3.8	40	201	.4	1.7	43	276	.5	2.1	36	452	.4	5.7
SP '99	35	781	.4	2.1	58	285	.6	2.2	29	178	.3	1.2	50	341	.5	2.5	35	302	.4	5.0
WI '99	34	737	.4	2.0	63	349	.7	2.3	41	298	.5	1.7	50	309	.5	2.5	15	84	.2	2.4
FA '98	28	580	.3	1.6	57	243	.6	2.1	37	186	.4	1.5	28	213	.3	1.4	4	77		.6
4-Book	36	765	.4	2.2	69	314	.8	2.6	37	216	.4	1.5	43	285	.5	2.1	23	229	.3	3.4
SU '98	40	832	.4	2.3	71	279	.8	2.6	27	209	.3	1.1	51	313	.6	2.4	30	301	.3	3.9
WPLY-FM																				
SU '99	18	560	.2	1.1	26	219	.3	1.0	20	231	.2	.8	27	298	.3	1.3	11	183	.1	1.8
SP '99	19	501	.2	1.1	18	162	.2	.7	25	183	.3	1.0	33	333	.4	1.6	9	107	.1	1.3
WI '99	19	339	.2	1.1	28	151	.3	1.0	31	108	.3	1.3	27	216	.3	1.4	2	68		.3
FA '98	13	490	.1	.8	17	223	.2	.6	14	136	.2	.6	19	187	.2	.9	8	115	.1	1.2
4-Book	17	473	.2	1.0	22	189	.3	.8	23	165	.3	.9	27	259	.3	1.3	8	118	.1	1.2
SU '98	28	525	.3	1.6	35	238	.4	1.3	42	227	.5	1.7	42	270	.5	2.0	10	114	.1	1.3
WSSJ-AM																				
SU '99	3	45		.2	8	35	.1	.3	1	7			3	15		.1	2	15		.3
SP '99	14	62	.2	.8	12	30	.1	.4	15	54	.2	.6	18	50	.2	.9	10	24	.1	1.4
WI '99	2	34		.1	2	10		.1					2	10		.1	1	10		.2
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	25	474	.3	1.5	23	152	.3	.9	32	204	.4	1.3	29	234	.3	1.4	13	96	.1	2.1
SP '99	25	452	.3	1.5	19	165	.2	.7	41	254	.5	1.7	33	242	.4	1.6	17	131	.2	2.4
WI '99	20	437	.2	1.2	14	143	.2	.5	16	176	.2	.7	28	183	.3	1.4	23	118	.3	3.7
FA '98	37	620	.4	2.1	33	221	.4	1.2	45	276	.5	1.8	53	298	.6	2.6	30	217	.3	4.5
4-Book	27	496	.3	1.6	22	170	.3	.8	34	228	.4	1.4	36	239	.4	1.8	21	141	.2	3.2
SU '98	23	484	.3	1.3	24	159	.3	.9	33	242	.4	1.3	27	205	.3	1.3	10	133	.1	1.3
+WVDB-AM																				
SU '99	* 7	104	.1	.4	* 8	43	.1	.3	14	87	.2	.6	* 5	43	.1	.2				
SP '99	9	128	.1	.5	11	63	.1	.4	21	91	.2	.9	2	37		.1	**	**	**	**
WI '99	5	126	.1	.3	3	54		.1	12	100	.1	.5	3	36		.2	**	**	**	**
FA '98	7	133	.1	.4	5	26	.1	.2	10	63	.1	.4	6	26	.1	.3	**	**	**	**
4-Book	7	123	.1	.4	7	47	.1	.3	14	85	.2	.6	4	36	.1	.2	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	50	1072	.5	3.0	45	326	.5	1.7	103	504	1.1	4.3	60	404	.7	2.9	15	200	.2	2.4
SP '99	60	1033	.7	3.5	69	389	.8	2.6	111	510	1.2	4.6	48	406	.5	2.4	29	224	.3	4.1
WI '99	73	1162	.8	4.4	87	446	1.0	3.2	139	628	1.5	5.8	69	475	.8	3.5	38	309	.4	6.2
FA '98	78	1259	.9	4.5	81	539	.9	3.0	153	656	1.7	6.2	74	547	.8	3.6	45	296	.5	6.7
4-Book	65	1132	.7	3.9	71	425	.8	2.6	127	575	1.4	5.2	63	458	.7	3.1	32	257	.4	4.9
SU '98	69	1187	.8	3.9	57	480	.6	2.1	130	579	1.4	5.3	90	522	1.0	4.3	21	199	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99	3	47		.2	5	30	.1	.2	8	40	.1	.3	2	20		.1				
SP '99	3	38		.2	8	19	.1	.3	6	28	.1	.2	1	19			1	19		.1
WI '99	2	41		.1	5	41	.1	.2	3	23		.1	2	19		.1	3	11		.5
FA '98	1	25		.1		8			2	9		.1		9			1	9		.1
4-Book	2	38		.2	5	25	.1	.2	5	25	.1	.2	1	17		.1	1	10		.2
SU '98	7	85	.1	.4	10	24	.1	.4	5	59	.1	.2	5	30	.1	.2	7	53	.1	.9
WXTU-FM																				
SU '99	63	946	.7	3.8	89	504	1.0	3.4	99	550	1.1	4.1	77	561	.8	3.8	14	202	.2	2.2
SP '99	63	912	.7	3.7	100	561	1.1	3.7	79	401	.9	3.3	94	659	1.0	4.6	22	320	.2	3.1
WI '99	64	895	.7	3.9	82	520	.9	3.0	85	432	.9	3.5	95	557	1.0	4.8	26	263	.3	4.2
FA '98	84	1079	.9	4.9	127	653	1.4	4.7	124	574	1.4	5.0	93	780	1.0	4.5	28	303	.3	4.2
4-Book	69	958	.8	4.1	100	560	1.1	3.7	97	489	1.1	4.0	90	639	1.0	4.4	23	272	.3	3.4
SU '98	117	1191	1.3	6.7	159	763	1.8	5.8	170	681	1.9	6.9	137	827	1.5	6.5	45	444	.5	5.9
WYSP-FM																				
SU '99	96	1688	1.1	5.8	327	1178	3.6	12.5	117	680	1.3	4.9	54	588	.6	2.6	13	274	.1	2.1
SP '99	96	1460	1.1	5.7	305	1053	3.3	11.4	125	703	1.4	5.2	78	598	.9	3.8	10	208	.1	1.4
WI '99	99	1465	1.1	6.0	413	1130	4.5	15.2	111	764	1.2	4.6	36	411	.4	1.8	6	130	.1	1.0
FA '98	103	1952	1.1	6.0	327	1180	3.6	12.0	108	735	1.2	4.4	48	438	.5	2.3	20	216	.2	3.0
4-Book	99	1641	1.1	5.9	343	1135	3.8	12.8	115	721	1.3	4.8	54	509	.6	2.6	12	207	.1	1.9
SU '98	109	1620	1.2	6.2	370	1223	4.1	13.5	139	744	1.5	5.7	58	471	.6	2.7	24	234	.3	3.2
WYXR-FM																				
SU '99	25	702	.3	1.5	38	379	.4	1.4	33	328	.4	1.4	35	316	.4	1.7	8	179	.1	1.3
SP '99	25	457	.3	1.5	42	236	.5	1.6	53	178	.6	2.2	25	198	.3	1.2	2	52		.3
WI '99	24	656	.3	1.4	48	315	.5	1.8	31	262	.3	1.3	27	308	.3	1.4	7	111	.1	1.1
FA '98	30	754	.3	1.7	40	381	.4	1.5	32	280	.4	1.3	36	358	.4	1.8	14	225	.2	2.1
4-Book	26	642	.3	1.5	42	328	.5	1.6	37	262	.4	1.6	31	295	.4	1.5	8	142	.1	1.2
SU '98	37	691	.4	2.1	41	303	.5	1.5	56	216	.6	2.3	54	433	.6	2.6	14	194	.2	1.8
WJBR-FM																				
SU '99	10	214	.1	.6	5	45	.1	.2	14	75	.2	.6	12	88	.1	.6	7	95	.1	1.1
SP '99	4	131		.2	3	41		.1	8	64	.1	.3	4	55		.2	4	10		
WI '99	10	195	.1	.6	13	70	.1	.5	19	66	.2	.8	12	104	.1	.6	4	62		.7
FA '98	16	209	.2	.9	23	100	.3	.8	30	92	.3	1.2	19	125	.2	.9	4	91		.6
4-Book	10	187	.1	.6	11	64	.1	.4	18	74	.2	.7	12	93	.1	.6	4	65		.6
SU '98	5	110	.1	.3	2	18		.1	4	29		.2	11	73	.1	.5	8	27	.1	1.1
WKXV-FM																				
SU '99	27	523	.3	1.6	36	244	.4	1.4	46	269	.5	1.9	36	293	.4	1.8	18	163	.2	2.9
SP '99	25	404	.3	1.5	29	219	.3	1.1	33	160	.4	1.4	35	197	.4	1.7	12	114	.1	1.7
WI '99	23	345	.3	1.4	45	206	.5	1.7	41	132	.5	1.7	34	209	.4	1.7	5	62	.1	.8
FA '98	19	414	.2	1.1	33	199	.4	1.2	33	158	.4	1.3	24	244	.3	1.2	7	110	.1	1.0
4-Book	24	422	.3	1.4	36	217	.4	1.4	38	180	.5	1.6	32	236	.4	1.6	11	112	.1	1.6
SU '98	23	352	.3	1.3	32	172	.4	1.2	28	150	.3	1.1	46	229	.5	2.2	13	94	.1	1.7
WNJO-FM																				
SU '99	30	567	.3	1.8	39	311	.4	1.5	66	290	.7	2.8	33	264	.4	1.6	5	89	.1	.8
SP '99	22	326	.2	1.3	23	162	.3	.9	48	154	.5	2.0	36	220	.4	1.8	4	78		.6
WI '99	22	347	.2	1.3	22	164	.2	.8	39	169	.4	1.6	27	220	.3	1.4	10	113	.1	1.6
FA '98	16	390	.2	.9	17	197	.2	.6	38	191	.4	1.5	17	192	.2	.8	2	60		.3
4-Book	23	408	.2	1.3	25	209	.3	1.0	48	201	.5	2.0	28	224	.3	1.4	5	85	.1	.8
SU '98	32	397	.4	1.8	31	138	.3	1.1	49	184	.5	2.0	40	252	.4	1.9	18	185	.2	2.4
WPST-FM																				
SU '99	12	358	.1	.7	9	174	.1	.3	24	131	.3	1.0	15	164	.2	.7	2	47		.3
SP '99	5	297	.1	.3	6	101	.1	.2	3	62		.1	10	140	.1	.5	3	71		.4
WI '99	6	261	.1	.4	8	104	.1	.3	12	115	.1	.5	8	168	.1	.4	1	17		.2
FA '98	8	357	.1	.5	12	164	.1	.4	6	105	.1	.2	14	186	.2	.7	1	48		.1
4-Book	8	318	.1	.5	9	136	.1	.3	11	103	.1	.5	12	165	.2	.6	2	46		.3
SU '98	8	289	.1	.5	12	97	.1	.4	11	103	.1	.4	8	122	.1	.4	5	109	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

WSTW-FM

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
SU '99	9	199	.1	.5	12	63	.1	.5	16	57	.2	.7	6	90	.1	.3	6	36	.1	1.0
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	3	157		.2	8	64	.1	.3	1	28			2	44		.1	3	47		.4
TOTALS																				
SU '99	1649	8816	18.1		2625	7879	28.8		2388	6507	26.2		2044	7493	22.4		627	4776	6.9	
SP '99	1695	8840	18.6		2686	7995	29.5		2408	6712	26.4		2037	7667	22.4		702	4705	7.7	
WI '99	1661	8803	18.2		2720	7934	29.9		2405	6590	26.4		1996	7501	21.9		615	4477	6.8	
FA '98	1722	8870	18.9		2721	8064	29.9		2474	6629	27.2		2048	7731	22.5		673	4815	7.4	
4-Book	1682	8832	18.5		2688	7968	29.5		2419	6610	26.6		2031	7598	22.3		654	4693	7.2	
SU '98	1750	8796	19.4		2743	7822	30.5		2452	6375	27.3		2114	7689	23.5		761	5013	8.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	239	3212	2.6	10.1	85	1761	.9	7.9	177	805	1.9	13.5	105	530	1.2	5.6	72	329	.8	5.6
4-Book	212	3203	2.3	8.9	80	1747	.9	7.2	195	878	2.2	14.2	96	506	1.1	5.1	55	300	.6	4.3
WBEB-FM																				
SU '99	121	1004	1.3	5.1	39	587	.4	3.6	38	118	.4	2.9	67	218	.7	3.6	57	227	.6	4.4
4-Book	123	1037	1.4	5.2	52	655	.6	4.7	66	190	.7	4.7	89	263	1.0	4.8	57	197	.6	4.5
WDAS-AM																				
SU '99	12	110	.1	.5	5	87	.1	.5	5	17	.1	.4	6	22	.1	.3	1	10	.1	.1
4-Book	10	113	.1	.4	12	125	.1	1.0	6	14	.1	.4	6	18	.1	.3	6	17	.1	.5
WDAS-FM																				
SU '99	118	793	1.3	5.0	79	617	.9	7.3	110	253	1.2	8.4	123	279	1.4	6.5	81	179	.9	6.3
4-Book	124	802	1.4	5.2	79	596	.9	7.0	98	242	1.1	7.2	116	284	1.3	6.2	89	200	1.0	7.0
+WEJM-FM																				
WXXM-FM																				
SU '99	84	953	.9	3.6	38	604	.4	3.5	25	150	.3	1.9	66	225	.7	3.5	57	221	.6	4.4
4-Book	40	561	.5	1.7	18	323	.2	1.6	12	67	.1	.9	34	130	.4	1.8	26	105	.3	2.0
+WEMG-AM																				
SU '99	6	40	.1	.3	4	62	.1	.4					11	51	.1	.6	6	11	.1	.5
4-Book	8	51	.1	.4	8	52	.1	.7	10	17	.1	.7	10	26	.1	.6	11	19	.1	.9
+WEMG-FM																				
SU '99	5	64	.1	.2	1	34	.1	.1	4	8	.1	.3	4	19	.1	.2	1	8	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	20	142	.2	.8	5	64	.1	.5	8	21	.1	.6					12	16	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	28	200	.3	1.2	13	187	.1	1.2	9	40	.1	.7	26	51	.3	1.4	5	21	.1	.4
4-Book	23	149	.3	1.0	15	123	.2	1.3	11	30	.1	.8	28	47	.3	1.5	19	34	.2	1.5
WIOQ-FM																				
SU '99	32	470	.4	1.4	18	270	.2	1.7	9	52	.1	.7	29	87	.3	1.5	16	82	.2	1.2
4-Book	46	530	.5	2.0	19	316	.2	1.7	13	67	.2	1.0	36	135	.4	1.9	20	82	.2	1.5
WIP -AM																				
SU '99	140	1534	1.5	5.9	32	619	.4	3.0	82	311	.9	6.3	57	205	.6	3.0	37	152	.4	2.9
4-Book	168	1655	1.9	7.0	46	761	.6	4.2	78	277	.9	5.7	83	301	.9	4.5	52	203	.6	4.1
WJZ-FM																				
SU '99	138	1046	1.5	5.9	63	748	.7	5.9	60	187	.7	4.6	115	317	1.3	6.1	92	278	1.0	7.1
4-Book	147	1106	1.6	6.2	81	807	.9	7.3	75	219	.9	5.5	128	335	1.4	6.9	124	320	1.4	9.8
WMGK-FM																				
SU '99	91	1089	1.0	3.9	51	700	.6	4.7	47	162	.5	3.6	78	235	.9	4.1	99	327	1.1	7.6
4-Book	127	1137	1.4	5.3	60	755	.7	5.3	62	213	.7	4.5	124	345	1.4	6.6	89	303	1.0	7.0
WMMR-FM																				
SU '99	150	1164	1.6	6.4	50	615	.5	4.7	74	196	.8	5.6	92	322	1.0	4.9	57	237	.6	4.4
4-Book	128	1060	1.4	5.4	44	611	.5	3.9	61	215	.7	4.5	102	324	1.1	5.4	58	222	.6	4.6
WNAP-AM																				
SU '99	* 4	21	.2	.2	* 4	14	.4	.4	* 4	7	.3	.3	12	14	.1	.6	9	14	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	138	1510	1.5	5.9	92	1238	1.0	8.6	95	380	1.0	7.2	184	514	2.0	9.8	128	372	1.4	9.9
4-Book	156	1449	1.7	6.5	101	1180	1.1	9.0	88	300	1.0	6.4	181	530	2.0	9.7	124	357	1.4	9.8
WPEN-AM																				
SU '99	47	277	.5	2.0	20	228	.2	1.9	27	68	.3	2.1	57	114	.6	3.0	33	88	.4	2.5
4-Book	40	293	.4	1.7	19	197	.2	1.7	25	68	.3	1.9	39	80	.4	2.0	27	65	.3	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	11	185	.1	.5	14	184	.2	1.3	11	46	.1	.8	29	79	.3	1.5	27	74	.3	2.1
4-Book	13	223	.2	.6	10	137	.1	.9	7	30	.1	.5	26	73	.3	1.3	13	46	.2	1.0
WPHT-AM																				
SU '99	59	587	.6	2.5	35	450	.4	3.3	37	102	.4	2.8	54	132	.6	2.9	15	62	.2	1.2
4-Book	49	539	.6	2.1	23	296	.3	2.1	19	50	.2	1.4	34	87	.4	1.8	17	50	.2	1.3
WPLY-FM																				
SU '99	24	423	.3	1.0	13	308	.1	1.2	11	79	.1	.8	29	137	.3	1.5	24	89	.3	1.9
4-Book	24	371	.3	1.0	13	246	.1	1.1	9	49	.1	.7	26	106	.3	1.4	21	83	.3	1.6
WSSJ-AM																				
SU '99	4	35	.2	.2	3	24	.3	.3	5	15	.1	.4	7	24	.1	.4	4	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	28	344	.3	1.2	28	281	.3	2.6	9	48	.1	.7	44	109	.5	2.3	57	114	.6	4.4
4-Book	31	373	.4	1.3	24	263	.3	2.2	18	50	.2	1.3	39	96	.5	2.1	45	97	.5	3.5
+WWDB-AM																				
SU '99	* 10	104	.1	.4	* 10	104	.1	.4	* 10	104	.1	.4	* 10	104	.1	.4	* 10	104	.1	.4
4-Book	9	107	.1	.4	2	32	.2	.2	3	11	.2	.2	4	11	.1	.2	1	5	.1	.1
WWDB-FM																				
SU '99	72	780	.8	3.1	33	520	.4	3.1	24	116	.3	1.8	40	140	.4	2.1	22	73	.2	1.7
4-Book	90	894	1.0	3.8	44	529	.5	3.9	55	159	.6	4.0	41	147	.5	2.2	22	68	.3	1.7
WWJZ-AM																				
SU '99	5	47	.1	.2	1	20	.1	.1	1	10	.1	.1	3	11	.2	.2	1	5	.1	.1
4-Book	4	35	.1	.1	1	20	.1	.1	1	10	.1	.1	3	12	.2	.2	1	5	.1	.1
WXTU-FM																				
SU '99	89	846	1.0	3.8	50	540	.5	4.7	86	232	.9	6.6	106	264	1.2	5.6	43	144	.5	3.3
4-Book	95	848	1.1	4.0	52	559	.6	4.6	76	213	.8	5.6	97	262	1.1	5.1	54	181	.6	4.2
WYSP-FM																				
SU '99	162	1438	1.8	6.9	34	572	.4	3.2	51	126	.6	3.9	62	259	.7	3.3	8	46	.1	.6
4-Book	167	1408	1.8	7.0	35	574	.4	3.1	36	111	.4	2.6	45	193	.5	2.4	22	101	.3	1.8
WYXR-FM																				
SU '99	36	586	.4	1.5	19	339	.2	1.8	19	67	.2	1.4	36	124	.4	1.9	26	114	.3	2.0
4-Book	37	507	.4	1.6	20	322	.2	1.8	20	76	.2	1.5	34	114	.4	1.8	28	98	.3	2.2
WJBR-FM																				
SU '99	11	128	.1	.5	11	146	.1	1.0	4	26	.1	.3	14	63	.2	.7	16	43	.2	1.2
4-Book	14	138	.2	.6	7	94	.1	.6	4	23	.1	.3	18	43	.2	.9	13	34	.1	1.0
WKXW-FM																				
SU '99	40	469	.4	1.7	9	172	.1	.8	13	78	.1	1.0	28	95	.3	1.5	15	78	.2	1.2
4-Book	36	357	.4	1.5	10	162	.1	.9	14	57	.1	1.0	20	69	.3	1.1	14	45	.2	1.1
WNJO-FM																				
SU '99	47	470	.5	2.0	15	256	.2	1.4	23	79	.3	1.8	32	115	.4	1.7	15	81	.2	1.2
4-Book	35	340	.4	1.5	12	198	.2	1.1	13	43	.2	1.0	30	100	.4	1.6	14	65	.2	1.1
WPST-FM																				
SU '99	17	284	.2	.7	10	132	.1	.9	7	19	.1	.5	23	67	.3	1.2	10	47	.1	.8
4-Book	11	242	.1	.5	8	150	.1	.7	5	20	.1	.4	17	66	.2	.9	8	43	.1	.6
WSTW-FM																				
SU '99	12	126	.1	.5	6	115	.1	.6	4	19	.1	.3	23	54	.3	1.2	2	9	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2355	8624	25.9		1075	7290	11.8		1312	3641	14.4		1883	4618	20.7		1296	3546	14.2	
4-Book	2383	8699	26.2		1119	7313	12.3		1374	3752	15.1		1880	4688	20.7		1272	3396	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	44	263	.5	7.2	151	724	1.7	16.9	76	418	.8	6.2	44	218	.5	5.0	33	241	.4	6.6
4-Book	27	191	.3	4.3	145	702	1.6	14.7	73	405	.8	5.5	47	234	.5	5.1	29	208	.3	5.4
WBEB-FM																				
SU '99	23	116	.3	3.8	30	109	.3	3.4	53	212	.6	4.3	26	108	.3	2.9	16	49	.2	3.2
4-Book	27	119	.3	4.3	40	133	.5	4.0	73	236	.8	5.4	40	150	.5	4.4	26	104	.3	4.8
WDAS-AM																				
SU '99	8	10	.1	1.3	17	62	.2	1.9	6	21	.1	.5					7	14	.1	1.4
4-Book	5	10	.1	.7	37	80	.4	3.6	23	64	.3	1.7	7	15	.1	.8	7	14	.1	1.4
WDAS-FM																				
SU '99	49	179	.5	8.0	54	155	.6	6.0	75	231	.8	6.1	58	133	.6	6.6	78	161	.9	15.6
4-Book	60	159	.6	9.4	50	142	.6	5.1	71	180	.8	5.3	55	133	.6	6.1	84	159	.9	15.6
+WEJM-FM																				
WXXM-FM																				
SU '99	36	198	.4	5.9	8	32	.1	.9	47	182	.5	3.8	43	188	.5	4.9	20	83	.2	4.0
4-Book	12	73	.2	2.0	4	22	.4	.4	20	94	.2	1.5	22	95	.3	2.5	11	42	.1	2.0
+WEMG-AM																				
SU '99	11	11	.1	1.8					6	29	.1	.5								
4-Book	5	8	.1	.9	5	10	.1	.5	10	27	.1	.7	7	10	.1	.7	3	10	.1	.5
+WEMG-FM																				
SU '99	1	10	.2	.2													1	10	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	8	9	.1	1.3					8	22	.1	.7	5	22	.1	.6	1	7	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	5	23	.1	.8	27	67	.3	3.0	13	36	.1	1.1	12	36	.1	1.4	4	23	.8	.8
4-Book	11	26	.1	1.7	21	52	.3	2.1	15	31	.1	1.1	10	21	.1	1.1	3	16	.5	.5
W10Q-FM																				
SU '99	9	63	.1	1.5	4	33	.4	.4	36	114	.4	2.9	26	116	.3	2.9	8	33	.1	1.6
4-Book	8	53	.1	1.3	7	32	.1	.7	29	104	.3	2.2	21	92	.2	2.3	12	41	.1	2.2
WIP -AM																				
SU '99	6	28	.1	1.0	31	103	.3	3.5	24	133	.3	2.0	19	69	.2	2.2	12	71	.1	2.4
4-Book	21	95	.3	3.3	40	149	.4	4.0	38	181	.4	2.9	43	142	.5	4.8	22	113	.2	4.1
WJJZ-FM																				
SU '99	53	230	.6	8.7	39	145	.4	4.4	63	242	.7	5.1	45	137	.5	5.1	32	117	.4	6.4
4-Book	52	197	.6	8.1	63	192	.7	6.2	97	258	1.1	7.1	75	186	.8	8.3	41	123	.5	7.4
WMGK-FM																				
SU '99	33	115	.4	5.4	32	150	.4	3.6	57	256	.6	4.7	36	175	.4	4.1	26	89	.3	5.2
4-Book	29	128	.4	4.6	30	139	.4	3.0	76	277	.8	5.7	45	164	.5	5.0	20	82	.2	3.7
WMMR-FM																				
SU '99	22	118	.2	3.6	40	148	.4	4.5	57	193	.6	4.7	32	153	.4	3.6	23	78	.3	4.6
4-Book	20	96	.2	3.1	27	111	.3	2.8	39	145	.4	3.0	27	128	.3	3.0	17	71	.2	3.2
WNAP-AM																				
SU '99					*				1	7	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	40	196	.4	6.5	67	214	.7	7.5	78	257	.9	6.4	74	202	.8	8.4	66	183	.7	13.2
4-Book	62	238	.7	9.8	95	275	1.0	9.5	104	337	1.2	7.6	81	240	.9	9.0	65	202	.7	12.0
WPEN-AM																				
SU '99	5	38	.1	.8	5	28	.1	.6	12	53	.1	1.0	13	44	.1	1.5	6	27	.1	1.2
4-Book	8	32	.1	1.2	11	47	.1	1.1	17	55	.2	1.3	11	32	.1	1.2	10	44	.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.

Target Listener Estimates

Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	10	46	.1	1.6	8	31	.1	.9	20	56	.2	1.6	4	21	.5		2	8	.4	
4-Book	8	36	.1	1.3	4	17	.1	.4	9	27	.1	.7	5	20	.5		4	14	.1	.9
WPHT-AM																				
SU '99	16	83	.2	2.6	54	134	.6	6.0	36	129	.4	2.9	24	118	.3	2.7	44	89	.5	8.8
4-Book	10	41	.1	1.5	36	92	.4	3.7	26	92	.3	2.0	22	73	.3	2.5	20	53	.2	3.9
WPLY-FM																				
SU '99	9	74	.1	1.5	10	56	.1	1.1	8	66	.1	.7	13	78	.1	1.5	3	32	.6	
4-Book	5	40	.1	.9	9	44	.1	.9	14	71	.2	1.0	18	59	.2	2.0	2	21	.4	
WSSJ-AM																				
SU '99	**	**	**	**	**	**	**	**	4	9	.3		8	15	.1	.9	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	30	94	.3	4.9	35	63	.4	3.9	32	75	.4	2.6	19	44	.2	2.2	2	11	.4	
4-Book	27	72	.3	4.3	21	58	.2	2.2	32	97	.4	2.3	11	26	.1	1.2	5	15	.9	
+WWDB-AM					*							*								
SU '99	**	**	**	**	2	5	.2		1	10	.1						**	**	**	**
4-Book	**	**	**	**					1	10	.1						**	**	**	**
WWDB-FM																				
SU '99	13	40	.1	2.1	24	128	.3	2.7	107	293	1.2	8.7	11	45	.1	1.2	10	43	.1	2.0
4-Book	29	85	.3	4.6	43	172	.5	4.2	125	255	1.4	9.3	15	48	.2	1.7	14	51	.2	2.7
WWJZ-AM																				
SU '99	1	3	.1		1	5	.1		1	5	.1		1	8	.1					
4-Book													1	4	.1					
WXTU-FM																				
SU '99	18	71	.2	2.9	35	125	.4	3.9	57	163	.6	4.7	50	135	.5	5.7	7	34	.1	1.4
4-Book	23	88	.3	3.6	45	143	.5	4.5	72	219	.8	5.3	37	139	.4	4.1	12	49	.2	2.1
WYSP-FM																				
SU '99	8	53	.1	1.3	22	49	.2	2.5	68	255	.7	5.6	51	213	.6	5.8	3	26	.6	
4-Book	14	67	.2	2.2	19	49	.2	1.9	80	261	.9	5.7	57	216	.7	6.2	8	27	.1	1.4
WYXR-FM																				
SU '99	5	51	.1	.8	15	71	.2	1.7	25	118	.3	2.0	17	85	.2	1.9	10	47	.1	2.0
4-Book	10	46	.1	1.5	17	57	.2	1.7	22	92	.3	1.6	17	76	.2	1.9	9	36	.1	1.7
WJBR-FM																				
SU '99	9	44	.1	1.5	2	11	.2		12	54	.1	1.0	13	21	.1	1.5	16	46	.2	3.2
4-Book	3	19	.6		1	9	.1		5	25	.1	.4	4	10	.4		4	14	.1	.9
WKXW-FM																				
SU '99	3	44	.5		1	7	.1		10	27	.1	.8	4	20	.5					
4-Book	4	22	.1	.6	9	34	.1	.8	14	42	.2	1.0	8	33	.1	.8				
WNJO-FM																				
SU '99	6	24	.1	1.0	6	44	.1	.7	17	81	.2	1.4	20	57	.2	2.3	2	24	.4	
4-Book	8	32	.1	1.2	4	28	.1	.4	16	61	.2	1.2	12	47	.1	1.3	2	13	.3	
WPST-FM																				
SU '99	7	20	.1	1.1					14	46	.2	1.1	18	53	.2	2.0	1	9	.2	
4-Book	4	20	.1	.6	3	15	.3		9	41	.1	.6	13	49	.2	1.4	2	11	.3	
WSTV-FM																				
SU '99	3	25	.5		4	11	.4		6	36	.1	.5	1	8	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDOTALS																				
SU '99	612	2276	6.7		895	2807	9.8		1224	3556	13.4		882	2490	9.7		501	1622	5.5	
4-Book	633	2130	7.0		998	2993	10.9		1352	3696	14.9		905	2568	10.0		538	1690	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.

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	5	332	.1	.9	14	181	.4	2.5	3	99	.1	.4	5	82	.1	.7	2	19	.1	.4
SP '99	5	340	.1	.9	18	198	.5	2.8	1	30		.2	4	68	.1	.5	1	34		.2
WI '99	5	368	.1	.9	14	201	.4	2.0	2	90	.1	.4	4	92	.1	.5	3	81	.1	.6
FA '98	5	272	.1	.8	22	200	.6	3.0	2	53	.1	.3	2	49	.1	.3		6		
4-Book	5	328	.1	.9	17	195	.5	2.6	2	68	.1	.3	4	73	.1	.5	2	35	.1	.3
SU '98	6	325	.2	.9	18	172	.5	2.9	3	26	.1	.4	5	74	.1	.6	2	43	.1	.3
WBEB-FM																				
SU '99	27	677	.7	4.8	26	271	.7	4.6	47	296	1.2	6.5	32	261	.8	4.6	19	255	.5	4.0
SP '99	44	820	1.1	7.8	46	349	1.2	7.1	93	365	2.3	15.8	69	420	1.7	9.0	15	294	.4	3.1
WI '99	38	729	1.0	6.8	39	296	1.0	5.5	66	270	1.7	12.7	37	288	.9	5.0	27	307	.7	5.3
FA '98	34	679	.9	5.5	38	326	1.0	5.2	51	291	1.3	8.4	40	286	1.0	5.1	22	357	.6	3.9
4-Book	36	726	.9	6.2	37	311	1.0	5.6	64	306	1.6	10.9	45	314	1.1	5.9	21	303	.6	4.1
SU '98	34	694	.9	5.1	28	252	.7	4.5	59	289	1.5	7.1	38	341	1.0	4.6	30	326	.8	5.2
WDAS-AM																				
SU '99	4	112	.1	.7	5	30	.1	.9	5	48	.1	.7	5	23	.1	.7	1	17		.2
SP '99		44				6				3							1	5		.2
WI '99	3	91	.1	.5	4	48	.1	.6		10			1	20		.1	6	42	.2	1.2
FA '98	2	60	.1	.3	5	22	.1	.7	4	27	.1	.7	2	21	.1	.3				
4-Book	2	77	.1	.4	4	27	.1	.6	2	22	.1	.4	2	16	.1	.3	2	16	.1	.4
SU '98		33			1	28		.2		5								5		
WDAS-FM																				
SU '99	18	431	.5	3.2	23	166	.6	4.0	16	177	.4	2.2	13	172	.3	1.9	21	208	.5	4.5
SP '99	26	381	.7	4.6	23	150	.6	3.5	24	141	.6	4.1	31	150	.8	4.1	27	170	.7	5.5
WI '99	20	444	.5	3.6	21	172	.5	3.0	20	181	.5	3.9	24	197	.6	3.3	23	288	.6	4.5
FA '98	36	533	.9	5.8	30	214	.8	4.1	32	174	.8	5.3	35	236	.9	4.4	47	325	1.2	8.3
4-Book	25	447	.7	4.3	24	176	.6	3.7	23	168	.6	3.9	26	189	.7	3.4	30	248	.8	5.7
SU '98	25	490	.6	3.8	28	167	.7	4.5	30	216	.8	3.6	23	199	.6	2.8	34	225	.9	5.9
+WEJM-FM																				
WXXM-FM																				
SU '99	11	299	.3	1.9	8	115	.2	1.4	15	108	.4	2.1	10	124	.3	1.4	5	74	.1	1.1
SP '99	16	688	.4	2.8	21	228	.5	3.2	10	193	.3	1.7	30	405	.8	3.9	14	252	.4	2.9
WI '99	28	1045	.7	5.0	43	510	1.1	6.1	15	283	.4	2.9	39	626	1.0	5.3	22	533	.6	4.3
FA '98	43	1107	1.1	6.9	54	565	1.4	7.4	52	409	1.3	8.6	58	676	1.5	7.3	32	514	.8	5.7
4-Book	25	785	.6	4.2	32	355	.8	4.5	23	248	.6	3.8	34	458	.9	4.5	18	343	.5	3.5
SU '98	41	1111	1.0	6.2	30	411	.8	4.8	54	639	1.4	6.5	60	657	1.5	7.3	33	529	.8	5.7
+WEMG-AM																				
SU '99	1	17		.2					1	9		.1	1	17		.1	1	7		.2
SP '99	3	63	.1	.5	2	10	.1	.3	2	19	.1	.3	4	44	.1	.5	3	34	.1	.6
WI '99	1	32		.2	1	13		.1					2	27	.1	.3	1	8		.2
FA '98	9	66	.2	1.4	5	31	.1	.7	12	53	.3	2.0	16	42	.4	2.0	5	31	.1	.9
4-Book	4	45	.1	.6	2	14	.1	.3	4	20	.1	.6	6	33	.2	.7	3	20	.1	.5
SU '98	3	35	.1	.5	8	27	.2	1.3	2	21	.1	.2	3	27	.1	.4				
+WEMG-FM																				
SU '99	2	48	.1	.4	4	16	.1	.7	1	7		.1	3	25	.1	.4	1	16		.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99																				
FA '98	**	16	**	**	**	**	**	**	1	6		.2	**	10	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		16												9						
WFIL-AM																				
SU '99	1	20		.2	1	13		.2	1	6		.1	1	6		.1		6		.2
SP '99		14				5											1	9		.2
WI '99																				
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		9								9			1	5		.1		5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WHAT-AM																			
SU '99	1	12		.2					2	6	.1	.3	2	12	.1	.3	2	6	.1	.4
SP '99		5				5								7						
WI '99		13								6										
FA '98																				
4-Book		8		.1		1		.1	1	3		.1	1	5		.1	1	2		.1
SU '98		31				11				11										
W100-FM																				
SU '99	109	2077	2.7	19.3	73	863	1.8	12.8	141	1241	3.5	19.6	144	1333	3.6	20.6	99	1109	2.5	21.0
SP '99	88	2124	2.2	15.6	95	1014	2.4	14.7	78	966	2.0	13.2	130	1474	3.3	17.0	80	1084	2.0	16.3
WI '99	77	1788	1.9	13.7	99	884	2.5	14.1	58	688	1.5	11.2	109	1170	2.7	14.8	68	910	1.7	13.4
FA '98	72	1686	1.8	11.6	71	844	1.8	9.8	56	733	1.4	9.2	103	1084	2.6	13.0	72	898	1.8	12.7
4-Book	87	1919	2.2	15.1	85	901	2.1	12.9	83	907	2.1	13.3	122	1265	3.1	16.4	80	1000	2.0	15.9
SU '98	101	1937	2.5	15.2	94	760	2.4	15.1	137	1188	3.4	16.4	141	1179	3.5	17.2	77	909	1.9	13.3
WIP -AM																				
SU '99	1	59		.2	1	16		.2		24			1	31		.1		20		
SP '99	1	65		.2	3	31	.1	.5						8			1	8		.2
WI '99	1	59		.2	2	25	.1	.3						8			3	22	.1	.6
FA '98	2	76	.1	.3	4	21	.1	.6		16			2	22	.1	.3	3	43	.1	.5
4-Book	1	65		.2	3	23	.1	.4		10			1	17		.1	2	23	.1	.3
SU '98		9																9		
WJZ-FM																				
SU '99	7	167	.2	1.2	8	65	.2	1.4	9	62	.2	1.3	11	90	.3	1.6	4	57	.1	.8
SP '99	5	151	.1	.9	5	30	.1	.8	14	50	.4	2.4	5	70	.1	.7	1	26		.2
WI '99	10	188	.3	1.8	12	99	.3	1.7	15	85	.4	2.9	17	83	.4	2.3	6	81	.2	1.2
FA '98	13	193	.3	2.1	12	56	.3	1.7	20	82	.5	3.3	22	96	.6	2.8	8	61	.2	1.4
4-Book	9	175	.2	1.5	9	63	.2	1.4	15	70	.4	2.5	14	85	.4	1.9	5	56	.1	.9
SU '98	7	113	.2	1.1	4	43	.1	.6	16	65	.4	1.9	8	45	.2	1.0	1	23		.2
WMGK-FM																				
SU '99	19	403	.5	3.4	22	153	.6	3.9	37	178	.9	5.1	24	204	.6	3.4	10	165	.3	2.1
SP '99	9	354	.2	1.6	7	103	.2	1.1	10	112	.3	1.7	20	187	.5	2.6	4	60	.1	.8
WI '99	10	422	.3	1.8	10	175	.3	1.4	14	164	.4	2.7	20	286	.5	2.7	7	129	.2	1.4
FA '98	13	399	.3	2.1	23	228	.6	3.2	21	173	.5	3.5	19	204	.5	2.4	4	102	.1	.7
4-Book	13	395	.3	2.2	16	165	.4	2.4	21	157	.5	3.3	21	220	.5	2.8	6	114	.2	1.3
SU '98	18	468	.5	2.7	9	122	.2	1.4	31	241	.8	3.7	31	263	.8	3.8	8	141	.2	1.4
WMMR-FM																				
SU '99	9	411	.2	1.6	3	88	.1	.5	9	121	.2	1.3	13	190	.3	1.9	11	177	.3	2.3
SP '99	9	365	.2	1.6	11	96	.3	1.7	11	139	.3	1.9	7	119	.2	.9	9	103	.2	1.8
WI '99	10	429	.3	1.8	17	114	.4	2.4	16	108	.4	3.1	11	224	.3	1.5	5	141	.1	1.0
FA '98	11	319	.3	1.8	13	115	.3	1.8	14	84	.4	2.3	16	170	.4	2.0	3	92	.1	.5
4-Book	10	381	.3	1.7	11	103	.3	1.6	13	113	.3	2.2	12	176	.3	1.6	7	128	.2	1.4
SU '98	17	524	.4	2.6	15	124	.4	2.4	30	257	.8	3.6	19	266	.5	2.3	12	242	.3	2.1
WNAP-AM																				
SU '99	*	19			*								1	16		.1				
SP '99		3				3				3							**	**	**	**
WI '99		3				3											**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	16		.2					1	9		.1					**	**	**	**
WGL-FM																				
SU '99	7	288	.2	1.2	9	119	.2	1.6	14	89	.4	1.9	7	123	.2	1.0	4	65	.1	.8
SP '99	11	383	.3	1.9	13	110	.3	2.0	17	124	.4	2.9	10	140	.3	1.3	5	91	.1	1.0
WI '99	4	270	.1	.7	6	92	.2	.9	6	60	.2	1.2	3	81	.1	.4	4	73	.1	.8
FA '98	11	397	.3	1.8	7	148	.2	1.0	14	116	.4	2.3	16	174	.4	2.0	5	83	.1	.9
4-Book	8	335	.2	1.4	9	117	.2	1.4	13	97	.4	2.1	9	130	.3	1.2	5	78	.1	.9
SU '98	16	446	.4	2.4	9	131	.2	1.4	21	203	.5	2.5	26	193	.7	3.2	9	151	.2	1.6

** 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.

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	2	11	.1	.4	4	11	.1	.7	7	11	.2	1.0								
SP '99	1	27		.2						10							1	17		.2
WI '99		12			1	12		.1										5		
FA '98		18																		
4-Book	1	17		.2	1	6		.2	2	5	.1	.3						6		.1
SU '98		17																		
WPHI-FM																				
SU '99	48	1095	1.2	8.5	39	429	1.0	6.8	61	631	1.5	8.5	68	671	1.7	9.7	39	478	1.0	8.3
SP '99	60	1410	1.5	10.6	64	671	1.6	9.9	46	642	1.2	7.8	74	811	1.9	9.7	59	742	1.5	12.0
WI '99	69	1387	1.7	12.3	75	759	1.9	10.7	57	637	1.4	11.0	95	937	2.4	12.9	70	787	1.8	13.8
FA '98	71	1317	1.8	11.4	64	700	1.6	8.8	63	693	1.6	10.4	98	850	2.5	12.4	77	698	1.9	13.6
4-Book	62	1302	1.6	10.7	61	640	1.5	9.1	57	651	1.4	9.4	84	817	2.1	11.2	61	676	1.6	11.9
SU '98	85	1501	2.1	12.8	71	639	1.8	11.4	90	900	2.3	10.8	109	998	2.7	13.3	89	842	2.2	15.4
WPHT-AM																				
SU '99													1	5		.1				
SP '99		5			1	5		.2												
WI '99																				
FA '98		14											1	14		.1				
4-Book		5			1	1		.1					1	5		.1				
SU '98	1	12		.2					4	6	.1	.5	1	12		.1				
WPLY-FM																				
SU '99	59	1323	1.5	10.4	54	524	1.4	9.5	89	646	2.2	12.4	80	865	2.0	11.4	40	603	1.0	8.5
SP '99	44	1248	1.1	7.8	47	501	1.2	7.3	52	531	1.3	8.8	66	826	1.7	8.6	34	590	.9	6.9
WI '99	43	1104	1.1	7.7	57	676	1.4	8.1	36	522	.9	6.9	62	727	1.6	8.4	35	556	.9	6.9
FA '98	32	1093	.8	5.2	34	479	.9	4.7	28	428	.7	4.6	53	726	1.3	6.7	24	473	.6	4.2
4-Book	45	1192	1.1	7.8	48	545	1.2	7.4	51	532	1.3	8.2	65	786	1.7	8.8	33	556	.9	6.6
SU '98	43	1269	1.1	6.5	43	540	1.1	6.9	45	683	1.1	5.4	57	728	1.4	6.9	38	589	1.0	6.6
WSSJ-AM																				
SU '99		17			1	10		.2									1	7		.2
SP '99		30			1	10		.2		10				9				9		
WI '99	1	18		.2	3	18	.1	.4	1	13		.2								
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	91	1458	2.3	16.1	96	671	2.4	16.8	96	848	2.4	13.4	118	870	3.0	16.9	87	806	2.2	18.5
SP '99	85	1580	2.1	15.0	98	846	2.5	15.1	63	754	1.6	10.7	118	980	3.0	15.4	95	887	2.4	19.3
WI '99	97	1592	2.4	17.3	128	906	3.2	18.2	62	666	1.6	12.0	131	1074	3.3	17.8	104	893	2.6	20.4
FA '98	101	1682	2.5	16.3	138	963	3.5	19.0	73	791	1.8	12.0	118	1062	3.0	14.9	110	949	2.8	19.5
4-Book	94	1578	2.3	16.2	115	847	2.9	17.3	74	765	1.9	12.0	121	997	3.1	16.3	99	884	2.5	19.4
SU '98	105	1582	2.6	15.8	93	730	2.3	15.0	115	937	2.9	13.8	123	1002	3.1	15.0	107	866	2.7	18.5
+WWDB-AM																				
SU '99	*				*								*							
SP '99																	**	**	**	**
WI '99		6								6			1	6		.1	**	**	**	**
FA '98																	**	**	**	**
4-Book		2								2				2			**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	3	62	.1	.5	4	35	.1	.7	8	49	.2	1.1	1	16		.1		8		
SP '99	2	65	.1	.4	3	32	.1	.5	4	48	.1	.7	2	18	.1	.3		10		
WI '99	2	64	.1	.4	1	19		.1	5	40	.1	1.0	3	25	.1	.4		12		
FA '98	1	53		.2					1	18		.2					2	27	.1	.4
4-Book	2	61	.1	.4	2	22	.1	.3	5	39	.1	.8	2	15	.1	.2	1	14		.1
SU '98	1	22		.2	3	5	.1	.5	2	5	.1	.2								

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWJZ-AM																				
SU '99																				
SP '99																				
WI '99																				
FA '98																				
4-Book																				
SU '98	7															7				
WXTU-FM																				
SU '99	8	190	.2	1.4	14	130	.4	2.5	13	97	.3	1.8	14	117	.4	2.0	1	20	.2	
SP '99	17	254	.4	3.0	27	151	.7	4.2	17	103	.4	2.9	22	150	.6	2.9	12	145	.3	2.4
WI '99	11	188	.3	2.0	14	86	.4	2.0	13	74	.3	2.5	17	117	.4	2.3	7	54	.2	1.4
FA '98	21	270	.5	3.4	23	151	.6	3.2	35	155	.9	5.8	30	190	.8	3.8	8	95	.2	1.4
4-Book	14	226	.4	2.5	20	130	.5	3.0	20	107	.5	3.3	21	144	.6	2.8	7	79	.2	1.4
SU '98	16	243	.4	2.4	21	145	.5	3.4	27	159	.7	3.2	20	139	.5	2.4	9	96	.2	1.6
WYSP-FM																				
SU '99	14	597	.4	2.5	45	332	1.1	7.9	9	182	.2	1.3	9	206	.2	1.3	6	172	.2	1.3
SP '99	36	619	.9	6.4	79	333	2.0	12.2	40	241	1.0	6.8	34	213	.9	4.5	30	222	.8	6.1
WI '99	25	622	.6	4.4	53	344	1.3	7.5	11	225	.3	2.1	22	268	.6	3.0	30	227	.8	5.9
FA '98	21	509	.5	3.4	64	289	1.6	8.8	17	187	.4	2.8	15	206	.4	1.9	9	174	.2	1.6
4-Book	24	587	.6	4.2	60	325	1.5	9.1	19	209	.5	3.3	20	223	.5	2.7	19	199	.5	3.7
SU '98	22	658	.6	3.3	48	343	1.2	7.7	19	310	.5	2.3	25	262	.6	3.0	15	148	.4	2.6
WYXR-FM																				
SU '99	29	779	.7	5.1	25	234	.6	4.4	45	356	1.1	6.3	31	399	.8	4.4	25	303	.6	5.3
SP '99	24	880	.6	4.2	14	243	.4	2.2	28	249	.7	4.7	23	307	.6	3.0	32	439	.8	6.5
WI '99	32	895	.8	5.7	29	338	.7	4.1	50	237	1.3	9.7	35	392	.9	4.7	31	349	.8	6.1
FA '98	30	918	.8	4.8	32	366	.8	4.4	25	225	.6	4.1	29	375	.7	3.7	48	454	1.2	8.5
4-Book	29	868	.7	5.0	25	295	.6	3.8	37	267	.9	6.2	30	368	.8	4.0	34	386	.9	6.6
SU '98	32	825	.8	4.8	21	271	.5	3.4	46	323	1.2	5.5	30	340	.8	3.7	37	384	.9	6.4
WJBR-FM																				
SU '99	1	55	.2	.2	1	9	.2	.2	1	9	.2	.2	1	20	.1	.1	5	35	.1	1.1
SP '99	3	78	.1	.5		6			1	18	.2	.2	6	38	.2	.8	3	40	.1	.6
WI '99	1	72	.2	.2	2	18	.1	.3		9			1	24	.1	.1	1	30	.2	.2
FA '98	3	142	.1	.5	3	51	.1	.4	5	76	.1	.8	2	72	.1	.3	3	57	.1	.5
4-Book	2	87	.1	.4	2	21	.1	.2	2	28	.3	.3	3	39	.1	.3	3	41	.1	.6
SU '98	2	81	.1	.3	2	31	.1	.3	2	18	.1	.2	1	18	.1	.1	3	34	.1	.5
WKXW-FM																				
SU '99	3	65	.1	.5	3	27	.1	.5	7	35	.2	1.0	2	22	.1	.3				
SP '99	3	48	.1	.5	1	23	.2	.2	3	17	.1	.5	3	14	.1	.4	4	27	.1	.8
WI '99	1	100	.2	.1	1	25	.1	.1		16			1	44	.1	.1	1	19	.2	.2
FA '98	4	124	.1	.6	5	21	.1	.7	3	49	.1	.5	4	45	.1	.5	3	17	.1	.5
4-Book	3	84	.1	.5	3	24	.1	.4	3	29	.1	.5	3	31	.1	.3	2	16	.1	.4
SU '98	3	103	.1	.5	3	44	.1	.5	4	44	.1	.5	3	71	.1	.4	2	36	.1	.3
WNJD-FM																				
SU '99	2	127	.1	.4	1	24	.2	.2	5	66	.1	.7	2	51	.1	.3	1	50	.2	.2
SP '99	1	52	.2	.2	2	26	.1	.3	1	26	.2	.2		10				17		
WI '99	3	103	.1	.5	2	18	.1	.3	3	36	.1	.6	3	56	.1	.4	2	51	.1	.4
FA '98	3	70	.1	.5	1	35	.1	.1	4	20	.1	.7	8	25	.2	1.0	2	15	.1	.4
4-Book	2	88	.1	.4	2	26	.1	.2	3	37	.1	.6	3	36	.1	.4	1	33	.1	.3
SU '98	1	62	.2	.2	1	8	.2	.2	2	45	.1	.2	1	15	.1	.1	1	8	.2	.2
WPST-FM																				
SU '99	44	1049	1.1	7.8	43	469	1.1	7.5	44	516	1.1	6.1	53	644	1.3	7.6	48	577	1.2	10.2
SP '99	26	970	.7	4.6	28	409	.7	4.3	23	353	.6	3.9	40	596	1.0	5.2	23	423	.6	4.7
WI '99	32	947	.8	5.7	37	445	.9	5.3	34	318	.9	6.6	46	581	1.2	6.2	30	426	.8	5.9
FA '98	36	990	.9	5.8	42	437	1.1	5.8	28	297	.7	4.6	53	537	1.3	6.7	34	424	.9	6.0
4-Book	35	989	.9	6.0	38	440	1.0	5.7	32	371	.8	5.3	48	590	1.2	6.4	34	463	.9	6.7
SU '98	29	931	.7	4.4	29	362	.7	4.7	31	457	.8	3.7	35	574	.9	4.3	28	431	.7	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends



Target Listener Trends - Women 12-24

Women 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																			
SU '99	2	165	.1	.4	2	44	.1	.4	1	40	.1	3	106	.1	.4	2	62	.1	.4
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	4	101	.1	.6	6	20	.2	1.0	2	43	.1	.2	1	35	.1	4	57	.1	.7
TOTALS																			
SU '99	565	3847	14.2	570	2899	14.3	719	3114	18.0	699	3391	17.5	471	2991	11.8				
SP '99	565	3923	14.2	648	3124	16.2	590	2614	14.8	764	3372	19.1	491	3009	12.3				
WI '99	562	3880	14.1	704	3263	17.6	518	2510	13.0	737	3395	18.5	509	3101	12.8				
FA '98	621	3872	15.6	725	3246	18.2	608	2563	15.2	791	3353	19.8	565	3029	14.2				
4-Book	578	3881	14.5	662	3133	16.6	609	2700	15.3	748	3378	18.7	509	3033	12.8				
SU '98	663	3880	16.6	622	2997	15.6	834	3259	20.9	821	3392	20.5	579	3170	14.5				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYV -AM																				
SU '99	7	266	.2	1.0	4	126	.1	.9	8	31	.2	2.9	9	69	.2	1.3	1	13	.2	
4-Book	7	262	.2	1.0	3	128	.1	.7	7	31	.2	2.3	5	34	.1	.7	1	8	.2	
WBEB-FM																				
SU '99	36	482	.9	5.4	17	249	.4	3.8	13	35	.3	4.8	35	71	.9	5.2	6	42	.2	1.1
4-Book	50	536	1.3	7.5	21	320	.5	4.4	19	63	.5	6.0	40	111	1.0	5.5	18	59	.5	2.9
WDAS-AM																				
SU '99	5	65	.1	.7	4	70	.1	.9	3	12	.1	1.1	1	12	.1		3	6	.1	.5
4-Book	3	43	.1	.4	3	43	.1	.6	2	6	.1	.7	1	4	.1		1	2	.1	.2
WDAS-FM																				
SU '99	17	303	.4	2.5	18	246	.5	4.0	12	40	.3	4.4	21	75	.5	3.1	7	30	.2	1.2
4-Book	24	316	.6	3.6	24	241	.6	5.0	19	49	.5	6.3	28	82	.7	3.8	27	67	.7	4.5
+WEJM-FM																				
WXXM-FM																				
SU '99	11	245	.3	1.6	15	155	.4	3.4	3	25	.1	1.1	27	74	.7	4.0	21	32	.5	3.7
4-Book	29	645	.8	4.3	21	439	.5	4.4	11	73	.3	3.5	42	184	1.1	5.6	30	133	.8	4.9
+WEMG-AM																				
SU '99	1	17	.1		1	9	.2						6	9	.2	.9				
4-Book	4	38	.1	.6	3	27	.1	.6	1	7	.4		5	13	.1	.6	4	9	.1	.7
+WEMG-FM																				
SU '99	3	25	.1	.4	3	48	.1	.7					5	18	.1	.7	4	7	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	13		.1		13													7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	1	12		.1	1	6		.2									5	6	.1	.9
4-Book		8				2		.1									1	2		.2
WIOQ-FM																				
SU '99	121	1789	3.0	18.1	93	1253	2.3	20.9	51	184	1.3	18.7	175	577	4.4	25.8	139	386	3.5	24.7
4-Book	95	1694	2.4	14.3	75	1214	1.9	16.4	45	190	1.1	14.5	129	572	3.2	17.8	103	401	2.6	17.3
WIP -AM																				
SU '99	1	47		.1	1	25		.2											9	.1
4-Book	1	35		.2	2	30		.3		4		.1	3	9	.1	.4	2	9	.1	.3
WJZ-FM																				
SU '99	10	105	.3	1.5	4	93	.1	.9	11	19	.3	4.0	8	25	.2	1.2	1	10		.2
4-Book	13	127	.4	2.0	5	81	.1	1.1	8	16	.2	2.6	11	24	.3	1.5	5	18	.1	.8
WMGK-FM																				
SU '99	28	278	.7	4.2	9	185	.2	2.0	7	31	.2	2.6	17	63	.4	2.5	5	28	.1	.9
4-Book	19	320	.5	2.8	7	172	.2	1.5	6	32	.2	2.1	12	57	.3	1.6	10	50	.3	1.7
WMMR-FM																				
SU '99	9	286	.2	1.3	9	171	.2	2.0	5	20	.1	1.8	15	39	.4	2.2	17	55	.4	3.0
4-Book	12	266	.3	1.8	8	198	.2	1.8	4	25	.1	1.2	14	76	.4	1.9	13	60	.3	2.1
WNAP-AM																				
SU '99	*	16			*	13		.2	*				2	4	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	10	240	.3	1.5	2	73	.1	.4	1	8		.4	2	17	.1	.3	2	16	.1	.4
4-Book	11	239	.3	1.6	8	143	.2	1.6	6	26	.2	1.8	15	55	.4	2.0	10	42	.3	1.6
WPEN-AM																				
SU '99	4	11	.1	.6																
4-Book	1	8		.2	1	12		.1	1	3		.4	1	4		.1	1	2		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

	Women 12-24																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	56	987	1.4	8.4	38	690	1.0	8.5	30	94	.8	11.0	57	220	1.4	8.4	44	188	1.1	7.8
4-Book	66	1147	1.7	9.9	55	833	1.4	11.7	35	142	.9	11.5	96	361	2.4	12.9	64	259	1.6	10.6
WPHT-AM																				
SU '99																				
4-Book		5				1				1		.1								
WPLY-FM																				
SU '99	75	1189	1.9	11.2	44	841	1.1	9.9	11	85	.3	4.0	72	400	1.8	10.6	63	250	1.6	11.2
4-Book	55	1080	1.4	8.2	35	684	.9	7.5	17	91	.4	5.3	59	319	1.5	8.1	47	213	1.2	8.0
WSSJ-AM																				
SU '99		10																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	103	1279	2.6	15.4	73	935	1.8	16.4	37	171	.9	13.6	78	299	2.0	11.5	100	310	2.5	17.8
4-Book	101	1396	2.6	15.1	77	1014	1.9	16.5	51	196	1.3	16.0	111	418	2.8	15.0	102	345	2.6	17.0
+WWDB-AM																				
SU '99	*				*				*								*			
4-Book		2																		
WWDB-FM																				
SU '99	5	56	.1	.7	1	14		.2									3	8	.1	.5
4-Book	3	49	.1	.4	1	13		.2					3				1	2		.1
WWJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	14	173	.4	2.1	4	96	.1	.9					5	35	.1	.7	4	36	.1	.7
4-Book	20	184	.6	3.0	10	139	.3	2.0	10	40	.3	3.0	11	54	.3	1.5	15	54	.4	2.4
WYSP-FM																				
SU '99	20	519	.5	3.0	9	232	.2	2.0	5	20	.1	1.8	9	59	.2	1.3	21	93	.5	3.7
4-Book	32	503	.8	4.8	13	231	.3	2.8	10	39	.3	3.3	20	94	.5	2.6	18	83	.5	3.1
WYXR-FM																				
SU '99	34	595	.9	5.1	21	353	.5	4.7	8	65	.2	2.9	40	120	1.0	5.9	33	120	.8	5.9
4-Book	31	595	.8	4.7	22	414	.5	4.7	7	36	.2	2.2	23	103	.6	3.3	28	103	.7	4.8
WJBR-FM																				
SU '99	1	20		.1		17											1	9		.2
4-Book	2	55	.1	.4	1	30		.3					2	8	.1	.2	3	8	.1	.5
WKXW-FM																				
SU '99	4	41	.1	.6	1	32		.2					1	8		.1				
4-Book	3	51	.1	.4	3	46	.1	.6	3	12	.1	.8	3	13	.1	.4	2			.1
WNJO-FM																				
SU '99	3	102	.1	.4	1	46		.2					3	18	.1	.4	2	8	.1	.4
4-Book	3	64	.1	.4	2	42	.1	.5	1	2		.4	4	24	.1	.6	2	8	.1	.3
WPST-FM																				
SU '99	46	929	1.2	6.9	37	543	.9	8.3	37	116	.9	13.6	34	176	.9	5.0	34	127	.9	6.0
4-Book	39	856	1.0	5.8	28	558	.7	6.1	22	95	.6	7.5	38	194	1.0	5.2	40	158	1.0	6.4
WSTV-FM																				
SU '99	2	129	.1	.3	2	95	.1	.4	1	16		.4	5	44	.1	.7	4	16	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	667	3796	16.7		445	3272	11.2		273	836	6.8		679	1877	17.0		562	1463	14.1	
4-Book	668	3802	16.8		464	3350	11.7		310	989	7.8		737	2048	18.5		600	1617	15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	4	19	.1	1.0	4	30	.1	1.6	1	17	.2	1	12	.2						
4-Book	2	14	.1	.4	6	34	.2	2.4	3	32	.1	2	13	.1	.4	2	18	.1	.5	
WBEB-FM																				
SU '99	5	43	.1	1.2	16	57	.4	6.3	25	48	.6	4.9	6	38	.2	1.2	22	104	.6	6.2
4-Book	14	62	.4	2.8	18	58	.5	6.9	21	79	.5	4.1	13	51	.3	3.0	18	93	.5	5.5
WDAS-AM																				
SU '99	1	6		.2	13	29	.3	5.1	9	29	.2	1.8	1	6		.2	2	12	.1	.6
4-Book		2		.1	9	23	.2	3.3	7	23	.2	1.5		3		.1	2	8	.1	.6
WDAS-FM																				
SU '99	6	33	.2	1.5	19	49	.5	7.5	17	83	.4	3.4	21	62	.5	4.4	40	91	1.0	11.3
4-Book	24	62	.6	4.7	16	40	.4	6.3	19	58	.5	3.6	22	59	.6	4.7	32	68	.8	8.9
+WEJM-FM																				
WXXM-FM																				
SU '99	13	39	.3	3.2	2	11	.1	.8	21	38	.5	4.2	24	44	.6	5.0	10	43	.3	2.8
4-Book	24	126	.6	4.7	7	37	.2	2.7	20	105	.5	3.9	17	108	.4	4.0	11	73	.3	3.4
+WEMG-AM																				
SU '99																				
4-Book	4	14	.1	.7	1	4		.3	4	12	.1	.8	3	5	.1	.6				
+WEMG-FM																				
SU '99																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99																				
4-Book	1	6		.2					2	6	.1	.4		6						
WIOQ-FM																				
SU '99	97	384	2.4	23.7	27	145	.7	10.6	95	395	2.4	18.8	84	322	2.1	17.5	63	316	1.6	17.8
4-Book	78	374	2.0	16.2	33	150	.8	13.0	88	414	2.2	17.7	74	313	1.9	17.4	45	227	1.1	13.5
WIP-AM																				
SU '99																				
4-Book	1	8		.2					1	8		.1	2	8	.1	.3	2	17	.1	.6
WJZZ-FM																				
SU '99																				
4-Book	5	20	.1	1.2	2	11	.1	.8	2	20	.1	.4	2	17	.1	.4	1	4		.3
WMGK-FM																				
SU '99																				
4-Book	10	61	.3	2.4	4	26	.1	1.6	11	81	.3	2.2	9	65	.2	1.9	8	41	.2	2.3
WMMR-FM																				
SU '99																				
4-Book	7	41	.2	1.7	2	7	.1	.8	4	35	.1	.8	14	37	.4	2.9	10	28	.3	2.8
WNAP-AM																				
SU '99																				
4-Book	**	**	**	**	* **	3		.4	2	9	.1	.4	**	**	**	**	**	**	**	**
WDGL-FM																				
SU '99																				
4-Book	5	19	.1	.9	5	9	.1	2.0	2	15	.1	.4	2	15	.1	.4	3	15	.1	1.0
WPEN-AM																				
SU '99																				
4-Book		4		.1	1	1		.2		1			1		.1			2		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPFI-FM																				
SU '99	53	224	1.3	12.9	37	137	.9	14.5	28	130	.7	5.5	35	177	.9	7.3	16	123	.4	4.5
4-Book	66	274	1.7	13.1	28	108	.7	11.0	49	207	1.2	9.8	48	208	1.2	11.5	41	171	1.0	12.9
WPHT-AM																				
SU '99																				
4-Book																				
WPLY-FM																				
SU '99	20	117	.5	4.9	13	99	.3	5.1	62	304	1.6	12.3	64	266	1.6	13.3	46	187	1.2	13.0
4-Book	33	178	.8	6.7	16	91	.4	6.3	40	223	1.0	8.1	38	170	1.0	8.6	25	127	.7	7.7
WSSJ-AM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	80	320	2.0	19.5	51	170	1.3	20.0	87	321	2.2	17.2	87	264	2.2	18.1	60	202	1.5	17.0
4-Book	89	334	2.2	18.1	44	165	1.1	17.3	86	337	2.2	17.1	71	275	1.8	16.5	52	202	1.3	15.8
WVQB-AM																				
SU '99	**	**	**	**	*								*							
4-Book	**	**	**	**													**	**	**	**
WVDB-FM																				
SU '99					1	7	.1	.5	3	7	.1	.5	2	6	.1	.4				
4-Book													2	4	.1	.4	3			.1
WVJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	4	54	.1	1.0	4	8	.1	1.6	8	33	.2	1.6	5	18	.1	1.0	2	8	.1	.6
4-Book	10	44	.3	2.0	6	32	.1	2.2	10	47	.3	2.0	11	40	.3	2.6	7	30	.2	2.0
WYSP-FM																				
SU '99	12	57	.3	2.9	5	15	.1	2.0	7	40	.2	1.4	18	76	.5	3.7	4	41	.1	1.1
4-Book	15	66	.4	3.0	5	15	.1	2.0	14	57	.4	2.9	9	40	.3	2.2	9	38	.2	2.9
WYXR-FM																				
SU '99	18	102	.5	4.4	9	61	.2	3.5	26	104	.7	5.1	16	58	.4	3.3	13	88	.3	3.7
4-Book	28	121	.7	5.6	14	47	.3	5.3	26	141	.7	5.2	20	79	.5	4.8	23	92	.6	6.6
WJBR-FM																				
SU '99	1	17	.1	.2													1	9		
4-Book	3	15	.1	.5	1	5		.3	1	7		.2	1	6		.2	1	5		.2
WKXW-FM																				
SU '99	3	18	.1	.7									5	14	.1	1.0				
4-Book	5	21	.2	1.0	1	4		.4	3	10	.1	.6	3	9	.1	.6	1	3		.3
WNJO-FM																				
SU '99					3	6	.1	1.0	3	20	.1	.4	3	14	.1	.8	1	8		.3
4-Book		4		.1						14	.1	.6					1	7		.4
WPST-FM																				
SU '99	29	107	.7	7.1	16	61	.4	6.3	47	196	1.2	9.3	55	177	1.4	11.4	39	136	1.0	11.0
4-Book	27	133	.7	5.6	12	66	.3	4.7	30	168	.8	6.1	32	134	.8	7.1	23	108	.6	6.9
WSTW-FM																				
SU '99	2	24	.1	.5	1	10		.4	1	22		.2	1	7		.2		7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	410	1400	10.3		255	832	6.4		506	1604	12.7		481	1332	12.1		353	1228	8.8	
4-Book	495	1556	12.4		254	840	6.4		498	1586	12.5		432	1283	10.8		333	1117	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYV -AM																				
SU '99	18	765	.3	1.9	58	504	1.0	4.7	8	217	.1	.6	20	306	.4	1.7	4	119	.1	.8
SP '99	16	623	.3	1.7	50	430	.9	3.8	12	135	.2	.8	18	224	.3	1.5	3	109	.1	.6
WI '99	16	813	.3	1.7	51	504	.9	3.7	10	197	.2	.7	19	305	.3	1.5	6	156	.1	1.3
FA '98	16	691	.3	1.6	53	447	.9	3.9	10	199	.2	.7	13	252	.2	1.0	5	70	.1	.9
4-Book	17	723	.3	1.7	53	471	.9	4.0	10	187	.2	.7	18	272	.3	1.4	5	114	.1	.9
SU '98	15	748	.3	1.5	39	350	.7	3.0	8	181	.1	.5	13	206	.2	1.0	6	130	.1	1.0
WBEB-FM																				
SU '99	62	1124	1.1	6.6	68	536	1.2	5.5	134	588	2.4	9.9	75	557	1.3	6.4	28	383	.5	5.4
SP '99	91	1372	1.6	9.4	111	731	2.0	8.3	203	731	3.6	14.0	115	695	2.0	9.4	33	440	.6	6.8
WI '99	85	1112	1.5	8.8	105	580	1.8	7.6	154	575	2.7	11.1	94	548	1.7	7.7	35	394	.6	7.4
FA '98	81	1205	1.4	8.0	103	672	1.8	7.6	152	618	2.7	10.3	99	641	1.7	7.9	28	431	.5	5.2
4-Book	80	1203	1.4	8.2	97	630	1.7	7.3	161	628	2.9	11.3	96	610	1.7	7.9	31	412	.6	6.2
SU '98	89	1249	1.5	8.6	89	677	1.5	7.0	192	737	3.3	12.6	107	690	1.8	8.4	43	426	.7	7.0
WDAS-AM																				
SU '99	10	158	.2	1.1	16	60	.3	1.3	12	66	.2	.9	12	54	.2	1.0	3	22	.1	.6
SP '99	9	86	.2	.9	9	36	.2	.7	14	52	.2	1.0	10	29	.2	.8	6	36	.1	1.2
WI '99	15	170	.3	1.6	25	111	.4	1.8	15	53	.3	1.1	17	56	.3	1.4	9	71	.2	1.9
FA '98	10	145	.2	1.0	18	70	.3	1.3	12	50	.2	.8	9	59	.2	.7	3	28	.1	.6
4-Book	11	140	.2	1.2	17	69	.3	1.3	13	55	.2	1.0	12	50	.2	1.0	5	39	.1	1.1
SU '98	8	88	.1	.8	18	55	.3	1.4	14	25	.2	.9	1	8	.1	.1				
WDAS-FM																				
SU '99	74	855	1.3	7.8	77	447	1.4	6.2	95	419	1.7	7.0	76	425	1.3	6.5	62	460	1.1	11.9
SP '99	62	802	1.1	6.4	79	434	1.4	5.9	68	359	1.2	4.7	73	480	1.3	6.0	50	305	.9	10.3
WI '99	72	826	1.3	7.5	82	439	1.4	5.9	82	481	1.4	5.9	92	493	1.6	7.5	69	453	1.2	14.5
FA '98	95	962	1.7	9.3	124	568	2.2	9.1	112	473	2.0	7.6	98	500	1.7	7.8	91	524	1.6	16.9
4-Book	76	861	1.4	7.8	91	472	1.6	6.8	89	433	1.6	6.3	85	475	1.5	7.0	68	436	1.2	13.4
SU '98	82	1024	1.4	7.9	126	536	2.2	9.8	94	521	1.6	6.2	86	562	1.5	6.8	69	459	1.2	11.3
+WEJM-FM																				
VXXM-FM																				
SU '99	63	975	1.1	6.7	63	533	1.1	5.1	107	506	1.9	7.9	82	543	1.4	7.0	28	266	.5	5.4
SP '99	39	1109	.7	4.0	55	480	1.0	4.1	63	481	1.1	4.3	60	685	1.1	4.9	15	344	.3	3.1
WI '99	55	1377	1.0	5.7	55	760	1.7	6.9	60	598	1.1	4.3	77	901	1.4	6.3	21	526	.4	4.4
FA '98	59	1232	1.0	5.8	67	691	1.2	4.9	100	648	1.8	6.8	83	820	1.5	6.6	22	464	.4	4.1
4-Book	54	1173	1.0	5.6	70	616	1.3	5.3	83	558	1.5	5.8	76	737	1.4	6.2	22	400	.4	4.3
SU '98	63	1409	1.1	6.1	62	675	1.1	4.8	92	735	1.6	6.1	86	882	1.5	6.8	35	601	.6	5.7
+WEMG-AM																				
SU '99	3	66	.1	.3	4	33	.1	.3	3	23	.1	.2	2	32	.1	.2	2	16	.1	.4
SP '99	1	22	.1	.1					3	22	.1	.2	1	22	.1	.1				
WI '99	6	58	.1	.6	9	28	.2	.6	7	35	.1	.5	9	47	.2	.7	4	33	.1	.8
FA '98	12	94	.2	1.2	11	53	.2	.8	18	61	.3	1.2	19	60	.3	1.5	5	38	.1	.9
4-Book	6	60	.1	.6	6	29	.1	.4	8	35	.2	.5	8	40	.1	.6	3	22	.1	.5
SU '98	6	80	.1	.6	10	43	.2	.8	6	42	.1	.4	6	59	.1	.5	1	16	.1	.2
+WEMG-FM																				
SU '99	14	196	.2	1.5	15	80	.3	1.2	13	68	.2	1.0	25	147	.4	2.1	10	69	.2	1.9
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	1	20	.1	.1					1	10	.1	.1	1	10	.1	.1	1	9	.1	.2
FA '98	2	36	.2	.2					5	18	.1	.3	1	19	.1	.1		9	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		37								9				18				2		.3
WFIL-AM																				
SU '99	1	47	.1	.1	5	29	.1	.4					3	25	.1	.3		8		
SP '99	1	39	.1	.1	1	22	.1	.1		8			1	8	.1	.1	1	9	.1	.2
WI '99	1	34	.1	.1	1	27	.1	.1	1	18	.1	.1	1	16	.1	.1	2	16	.1	.4
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	59	.1	.1	3	20	.1	.2		15			3	37	.1	.2	1	16	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	4	32	.1	.4	5	10	.1	.4	8	16	.1	.6	2	12		.2	3	16	.1	.6
SP '99	1	25		.1	1	18		.1	1	7		.1								
WI '99	1	57		.1	1	11		.1	1	15		.1	1	19		.1				
FA '98	2	40		.2	5	16	.1	.4	3	12	.1	.2		12						
4-Book	2	39		.2	3	14	.1	.3	3	13	.1	.3	1	11		.1	1	4		.2
SU '98	3	60	.1	.3	4	23	.1	.3	1	23		.1	1	8		.1				
WIOQ-FM																				
SU '99	91	1930	1.6	9.6	98	841	1.7	7.9	130	984	2.3	9.6	123	1167	2.2	10.6	57	713	1.0	11.0
SP '99	107	2235	1.9	11.1	119	1213	2.1	8.9	174	1244	3.1	12.0	147	1389	2.6	12.1	40	866	.7	8.2
WI '99	81	1755	1.4	8.4	102	796	1.8	7.4	126	1064	2.2	9.1	106	1092	1.9	8.6	38	626	.7	8.0
FA '98	81	1747	1.4	8.0	101	892	1.8	7.4	127	1065	2.2	8.6	105	1091	1.8	8.4	33	641	.6	6.1
4-Book	90	1917	1.6	9.3	105	936	1.9	7.9	139	1089	2.5	9.8	120	1185	2.1	9.9	42	712	.8	8.3
SU '98	85	1812	1.5	8.2	93	784	1.6	7.3	146	1143	2.5	9.6	111	1112	1.9	8.7	37	651	.6	6.1
WIP-AM																				
SU '99	2	191		.2	4	90	.1	.3	1	45		.1	2	62		.2	2	48		.4
SP '99	2	84		.2	10	51	.2	.8					1	26		.1	1	17		.2
WI '99	3	160	.1	.3	6	80	.1	.4		9			5	50	.1	.4	2	42		.4
FA '98	4	202	.1	.4	4	29	.1	.3	1	44		.1	4	95	.1	.3	4	63	.1	.7
4-Book	3	159	.1	.3	6	63	.1	.5	1	25		.1	3	58	.1	.3	2	43		.4
SU '98	6	146	.1	.6	13	65	.2	1.0	9	41	.2	.6	6	38	.1	.5	1	40		.2
WJZ-FM																				
SU '99	26	460	.5	2.8	20	184	.4	1.6	37	215	.7	2.7	28	210	.5	2.4	20	217	.4	3.8
SP '99	35	453	.6	3.6	42	223	.7	3.2	72	222	1.3	5.0	43	246	.8	3.5	13	127	.2	2.7
WI '99	32	563	.6	3.3	30	231	.5	2.2	60	267	1.1	4.3	33	274	.6	2.7	23	201	.4	4.8
FA '98	32	517	.6	3.1	31	216	.5	2.3	45	214	.8	3.0	42	226	.7	3.4	22	197	.4	4.1
4-Book	31	498	.6	3.2	31	214	.5	2.3	54	230	1.0	3.8	37	239	.7	3.0	20	186	.4	3.9
SU '98	26	489	.4	2.5	20	188	.3	1.6	45	184	.8	3.0	31	226	.5	2.4	17	158	.3	2.8
WMGK-FM																				
SU '99	41	941	.7	4.3	41	445	.7	3.3	70	501	1.2	5.2	57	580	1.0	4.9	17	304	.3	3.3
SP '99	35	926	.6	3.6	40	385	.7	3.0	60	462	1.1	4.1	54	582	1.0	4.4	13	235	.2	2.7
WI '99	32	975	.6	3.3	32	389	.6	2.3	55	376	1.0	4.0	53	608	.9	4.3	12	237	.2	2.5
FA '98	44	897	.8	4.3	49	451	.9	3.6	76	421	1.3	5.1	69	551	1.2	5.5	14	178	.2	2.6
4-Book	38	935	.7	3.9	41	418	.7	3.1	65	440	1.2	4.6	58	580	1.0	4.8	14	239	.2	2.8
SU '98	63	1053	1.1	6.1	48	436	.8	3.8	117	630	2.0	7.7	93	724	1.6	7.3	22	303	.4	3.6
WMMR-FM																				
SU '99	23	847	.4	2.4	25	342	.4	2.0	35	241	.6	2.6	29	406	.5	2.5	11	319	.2	2.1
SP '99	30	858	.5	3.1	42	363	.7	3.2	57	345	1.0	3.9	31	399	.5	2.5	10	178	.2	2.1
WI '99	23	785	.4	2.4	29	341	.5	2.1	34	270	.6	2.5	28	376	.5	2.3	12	259	.2	2.5
FA '98	42	812	.7	4.1	52	324	.9	3.8	78	352	1.4	5.3	62	487	1.1	4.9	10	186	.2	1.9
4-Book	30	826	.5	3.0	37	343	.6	2.8	51	302	.9	3.6	38	417	.7	3.1	11	236	.2	2.2
SU '98	37	905	.6	3.6	46	296	.8	3.6	54	390	.9	3.6	41	468	.7	3.2	23	331	.4	3.8
WNAP-AM																				
SU '99	*	1	61	.1	*	2	15	.2	1	10		.1	1	24		.1				
SP '99	1	11		.1		3			1	11		.1					**	**	**	**
WI '99	4	59	.1	.4	6	24	.1	.4	5	30	.1	.4	4	19	.1	.3	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	44		.1	2	8		.2	1	8		.1	1	8		.1	**	**	**	**
VOGL-FM																				
SU '99	11	397	.2	1.2	13	181	.2	1.0	21	168	.4	1.6	9	153	.2	.8	5	95	.1	1.0
SP '99	20	537	.4	2.1	28	212	.5	2.1	33	191	.6	2.3	15	174	.3	1.2	11	128	.2	2.3
WI '99	14	462	.2	1.5	20	193	.4	1.4	19	170	.3	1.4	20	237	.4	1.6	4	128	.1	.8
FA '98	22	616	.4	2.2	21	259	.4	1.5	44	251	.8	3.0	26	245	.5	2.1	5	122	.1	.9
4-Book	17	503	.3	1.8	21	211	.4	1.5	29	195	.5	2.1	18	202	.4	1.4	6	118	.1	1.3
SU '98	22	578	.4	2.1	20	208	.3	1.6	37	244	.6	2.4	30	263	.5	2.4	11	137	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPEN-AM																					
SU '99	9	37	.2	1.0	10	20	.2	.8	16	20	.3	1.2	10	18	.2	.9	6	9	.1	1.2	
SP '99	2	43		.2	2	8		.2	2	18		.1	2	8		.2	1	17		.2	
WI '99	2	29		.2	2	29		.1	3	10		.2	1	20		.1		10			
FA '98		10																			
4-Book	3	30	.1	.4	4	14	.1	.3	5	12	.1	.4	3	12	.1	.3	2	9		.4	
SU '98	4	57	.1	.4	1	10	.1	.1	5	18	.1	.3	5	37	.1	.4	4	29	.1	.7	
WPHI-FM																					
SU '99	38	998	.7	4.0	31	415	.5	2.5	54	501	1.0	4.0	56	578	1.0	4.8	25	336	.4	4.8	
SP '99	43	1122	.8	4.5	45	522	.8	3.4	49	593	.9	3.4	62	631	1.1	5.1	26	432	.5	5.3	
WI '99	58	1038	1.0	6.0	60	502	1.1	4.3	68	573	1.2	4.9	76	680	1.3	6.2	58	557	1.0	12.2	
FA '98	55	1079	1.0	5.4	55	519	1.0	4.0	66	589	1.2	4.5	79	690	1.4	6.3	43	489	.8	8.0	
4-Book	49	1059	.9	5.0	48	490	.9	3.6	59	564	1.1	4.2	68	645	1.2	5.6	38	454	.7	7.6	
SU '98	63	1160	1.1	6.1	67	533	1.2	5.2	64	610	1.1	4.2	88	813	1.5	6.9	64	580	1.1	10.5	
WPHT-AM																					
SU '99	3	45	.1	.3	7	10	.1	.6					8	26	.1	.7		8			
SP '99	1	31		.1	1	5		.1					1	13		.1		1	16		.2
WI '99	1	45		.1	2	26		.1					5	10	.1	.4		1	19		.2
FA '98	1	49		.1	4	8		.1	.3	4			2	23		.2			9		
4-Book	2	43		.2	4	12		.1	.3	1			4	18		.1	.4	1	13		.1
SU '98	3	84	.1	.3	3	31	.1	.2	6	25	.1	.4	2	26		.2	2	20		.3	
WPLY-FM																					
SU '99	68	1589	1.2	7.2	77	721	1.4	6.2	96	807	1.7	7.1	100	1096	1.8	8.6	32	561	.6	6.2	
SP '99	68	1513	1.2	7.0	81	734	1.4	6.1	101	828	1.8	7.0	99	991	1.7	8.1	33	541	.6	6.8	
WI '99	46	1329	.8	4.8	69	683	1.2	5.0	52	617	.9	3.8	67	856	1.2	5.5	26	541	.5	5.5	
FA '98	41	1257	.7	4.0	48	609	.8	3.5	53	560	.9	3.6	68	884	1.2	5.4	20	464	.4	3.7	
4-Book	56	1422	1.0	5.8	69	687	1.2	5.2	76	703	1.3	5.4	84	957	1.5	6.9	28	527	.5	5.6	
SU '98	33	1324	.6	3.2	45	626	.8	3.5	36	586	.6	2.4	42	722	.7	3.3	19	440	.3	3.1	
WSSJ-AM																					
SU '99	4	61	.1	.4	11	43	.2	.9	2	16		.1	6	35	.1	.5	4	25	.1	.8	
SP '99	2	32		.2	3	7		.2	2	21		.1	4	21	.1	.3	1	7		.2	
WI '99	4	37	.1	.4	7	28	.1	.5	1	28		.1	2	15		.2	3	14	.1	.6	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																					
SU '99	81	1398	1.4	8.6	118	765	2.1	9.5	85	674	1.5	6.3	106	802	1.9	9.1	50	570	.9	9.6	
SP '99	82	1408	1.4	8.5	104	765	1.8	7.8	98	764	1.7	6.8	94	842	1.7	7.7	64	636	1.1	13.1	
WI '99	82	1347	1.4	8.5	138	692	2.4	10.0	94	745	1.7	6.8	99	748	1.7	8.1	50	592	.9	10.5	
FA '98	109	1567	1.9	10.7	150	851	2.6	11.0	139	836	2.4	9.4	118	916	2.1	9.4	75	653	1.3	13.9	
4-Book	89	1430	1.5	9.1	128	768	2.2	9.6	104	755	1.8	7.3	104	827	1.9	8.6	60	613	1.1	11.8	
SU '98	113	1483	2.0	10.9	121	784	2.1	9.5	129	836	2.2	8.5	127	907	2.2	10.0	102	767	1.8	16.7	
+WWDB-AM																					
SU '99	*	2		.2	*	6		.1	.5	2		.1	*	1		.1					
SP '99																		**	**	**	**
WI '99		6								6				1	6		.1	**	**	**	**
FA '98		9												1	9		.1	**	**	**	**
4-Book	1	8		.1	2	2		.1		1	4		1	6		.1	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																					
SU '99	10	275	.2	1.1	6	89	.1	.5	23	133	.4	1.7	7	41	.1	.6	6	66	.1	1.2	
SP '99	15	255	.3	1.6	16	118	.3	1.2	42	165	.7	2.9	12	109	.2	1.0	3	59	.1	.6	
WI '99	11	232	.2	1.1	8	78	.1	.6	31	127	.5	2.2	10	62	.2	.8	1	29		.2	
FA '98	8	307	.1	.8	9	99	.2	.7	12	100	.2	.8	5	78	.1	.4	4	46	.1	.7	
4-Book	11	267	.2	1.2	10	96	.2	.8	27	131	.5	1.9	9	73	.2	.7	4	50	.1	.7	
SU '98	12	245	.2	1.2	14	83	.2	1.1	20	108	.3	1.3	12	73	.2	.9	6	52	.1	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99																				
SP '99	1	8		.1				2	8		.1	2	8		.2					
WI '99		5																		
FA '98		8							8				8		.1			8		
4-Book		5						1	4			1	4		.1			2		
SU '98		18							9				9					9		
WXTU-FM																				
SU '99	28	478	.5	3.0	47	290	.8	3.8	44	309	.8	3.3	39	325	.7	3.3	7	150	.1	1.3
SP '99	36	524	.6	3.7	53	321	.9	4.0	48	245	.8	3.3	50	331	.9	4.1	17	219	.3	3.5
WI '99	29	423	.5	3.0	41	242	.7	3.0	43	185	.8	3.1	45	315	.8	3.7	4	124	.1	.8
FA '98	46	630	.8	4.5	59	374	1.0	4.3	65	370	1.1	4.4	67	441	1.2	5.3	16	207	.3	3.0
4-Book	35	514	.6	3.6	50	307	.9	3.8	50	277	.9	3.5	50	353	.9	4.1	11	175	.2	2.2
SU '98	37	623	.6	3.6	38	326	.7	3.0	59	342	1.0	3.9	59	407	1.0	4.6	16	221	.3	2.6
WYSP-FM																				
SU '99	50	1146	.9	5.3	159	743	2.8	12.8	55	477	1.0	4.1	27	338	.5	2.3	10	295	.2	1.9
SP '99	63	1247	1.1	6.5	178	826	3.1	13.4	67	459	1.2	4.6	48	429	.8	3.9	34	318	.6	7.0
WI '99	56	1288	1.0	5.8	183	904	3.2	13.2	55	599	1.0	4.0	43	485	.8	3.5	20	252	.4	4.2
FA '98	48	1116	.8	4.7	145	716	2.6	10.6	54	419	1.0	3.7	36	395	.6	2.9	11	232	.2	2.0
4-Book	54	1199	1.0	5.6	166	797	2.9	12.5	58	489	1.1	4.1	39	412	.7	3.2	19	274	.4	3.8
SU '98	54	1215	.9	5.2	141	736	2.4	11.0	61	528	1.1	4.0	51	457	.9	4.0	27	321	.5	4.4
WYXR-FM																				
SU '99	59	1319	1.0	6.2	69	641	1.2	5.6	110	632	1.9	8.2	69	744	1.2	5.9	23	454	.4	4.4
SP '99	55	1483	1.0	5.7	74	715	1.3	5.6	67	652	1.2	4.6	65	805	1.1	5.3	33	500	.6	6.8
WI '99	78	1628	1.4	8.1	88	744	1.6	6.3	152	740	2.7	11.0	108	840	1.9	8.8	31	456	.5	6.5
FA '98	72	1616	1.3	7.1	108	909	1.9	7.9	103	816	1.8	7.0	83	919	1.5	6.6	48	586	.8	8.9
4-Book	66	1512	1.2	6.8	85	752	1.5	6.4	108	710	1.9	7.7	81	827	1.4	6.7	34	499	.6	6.7
SU '98	69	1377	1.2	6.7	83	680	1.4	6.5	124	636	2.1	8.2	84	728	1.5	6.6	35	515	.6	5.7
WJBR-FM																				
SU '99	10	227	.2	1.1	13	93	.2	1.0	20	86	.4	1.5	11	74	.2	.9	7	81	.1	1.3
SP '99	6	195	.1	.6	3	52	.1	.2	4	66	.1	.3	14	104	.2	1.1	9	89	.2	1.8
WI '99	9	178	.2	.9	15	73	.3	1.1	17	64	.3	1.2	7	99	.1	.6	2	56		.4
FA '98	7	269	.1	.7	8	109	.1	.6	11	134	.2	.7	14	153	.2	1.1	4	73	.1	.7
4-Book	8	217	.2	.8	10	82	.2	.7	13	88	.3	.9	12	108	.2	.9	6	75	.1	1.1
SU '98	7	136	.1	.7	8	56	.1	.6	14	46	.2	.9	9	72	.2	.7	2	63		.3
WKXV-FM																				
SU '99	9	319	.2	1.0	10	159	.2	.8	18	116	.3	1.3	11	138	.2	.9	3	120	.1	.6
SP '99	12	196	.2	1.2	16	93	.3	1.2	18	86	.3	1.2	21	133	.4	1.7	6	68	.1	1.2
WI '99	8	252	.1	.8	8	93	.1	.6	13	93	.2	.9	21	176	.4	1.7	2	45		.4
FA '98	13	268	.2	1.3	9	67	.2	.7	23	125	.4	1.6	18	133	.3	1.4	10	80	.2	1.9
4-Book	11	259	.2	1.1	11	103	.2	.8	18	105	.3	1.3	18	145	.3	1.4	5	78	.1	1.0
SU '98	7	290	.1	.7	10	162	.2	.8	12	138	.2	.8	9	167	.2	.7	4	64	.1	.7
WNJO-FM																				
SU '99	3	117	.1	.3	5	67	.1	.4	6	78	.1	.4	2	45		.2	1	30		.2
SP '99	7	135	.1	.7	8	56	.1	.6	14	78	.2	1.0	7	59	.1	.6		26		
WI '99	7	129	.1	.7	7	54	.1	.5	13	63	.2	.9	7	54	.1	.6	2	37		.4
FA '98	3	58	.1	.3	2	38		.1	9	29	.2	.6	4	19	.1	.3				
4-Book	5	110	.1	.5	6	54	.1	.4	11	62	.2	.7	5	44	.1	.4	1	23		.2
SU '98	4	101	.1	.4	5	36	.1	.4	9	36	.2	.6	5	37	.1	.4				
WPST-FM																				
SU '99	27	906	.5	2.9	35	462	.6	2.8	35	399	.6	2.6	40	483	.7	3.4	18	352	.3	3.5
SP '99	35	1110	.6	3.6	47	538	.8	3.5	56	535	1.0	3.9	47	672	.8	3.9	16	346	.3	3.3
WI '99	30	994	.5	3.1	34	436	.6	2.5	50	462	.9	3.6	46	586	.8	3.7	13	282	.2	2.7
FA '98	30	925	.5	2.9	39	379	.7	2.9	43	378	.8	2.9	42	505	.7	3.4	12	207	.2	2.2
4-Book	31	984	.5	3.1	39	454	.7	2.9	46	444	.8	3.3	44	562	.8	3.6	15	297	.3	2.9
SU '98	32	913	.6	3.1	43	395	.7	3.4	47	469	.8	3.1	51	591	.9	4.0	13	275	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VSTV-FM																				
SU '99	11	318	.2	1.2	18	146	.3	1.5	10	93	.2	.7	13	185	.2	1.1	7	120	.1	1.3
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	8	277	.1	.8	14	111	.2	1.1	8	149	.1	.5	5	129	.1	.4	3	68	.1	.5
TOTALS																				
SU '99	945	5465	16.6		1240	4604	21.8		1349	4316	23.8		1165	4754	20.5		520	3742	9.2	
SP '99	966	5591	17.0		1331	4820	23.4		1451	4570	25.6		1219	4842	21.5		487	3567	8.6	
WI '99	964	5455	17.0		1386	4835	24.4		1382	4408	24.3		1228	4785	21.6		475	3582	8.4	
FA '98	1017	5519	17.9		1364	4800	24.0		1479	4378	26.1		1253	4745	22.1		540	3426	9.5	
4-Book	973	5508	17.1		1330	4765	23.4		1415	4418	25.0		1216	4782	21.4		506	3579	8.9	
SU '98	1034	5629	17.9		1280	4694	22.1		1520	4664	26.3		1274	4960	22.0		610	3822	10.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	27	672	.5	2.1	9	329	.2	1.3	18	98	.3	3.6	6	75	.1	.5	9	74	.2	1.0
4-Book	25	635	.4	1.9	8	265	.1	1.2	17	99	.3	3.4	8	51	.2	.7	5	42	.1	.5
WBEB-FM																				
SU '99	95	856	1.7	7.5	24	440	.4	3.6	15	53	.3	3.0	46	153	.8	4.1	32	87	.6	3.6
4-Book	121	986	2.1	9.1	38	515	.7	5.9	30	101	.6	6.0	68	187	1.2	6.1	42	129	.8	5.0
WDAS-AM																				
SU '99	13	100	.2	1.0	10	104	.2	1.5	14	22	.2	2.8	4	16	.1	.4	8	16	.1	.9
4-Book	14	101	.2	1.1	10	95	.2	1.6	9	17	.1	1.8	6	14	.1	.6	7	13	.1	.9
WDAS-FM																				
SU '99	84	658	1.5	6.7	65	553	1.1	9.7	43	85	.8	8.7	75	210	1.3	6.7	54	160	1.0	6.1
4-Book	89	708	1.6	6.7	58	507	1.0	8.9	36	90	.7	7.3	70	183	1.2	6.3	67	165	1.2	8.0
+WEJM-FM																				
WXXM-FM																				
SU '99	86	853	1.5	6.8	46	530	.8	6.8	36	111	.6	7.3	85	282	1.5	7.6	75	194	1.3	8.4
4-Book	77	1034	1.4	5.8	36	619	.6	5.4	27	129	.5	5.4	74	292	1.3	6.7	50	218	.9	5.9
+WEMG-AM																				
SU '99	3	55	.1	.2	3	29	.1	.4					10	29	.2	.9	4	9	.1	.4
4-Book	7	54	.1	.5	4	34	.1	.6	3	8	.1	.6	7	23	.1	.6	7	14	.2	.8
+WEMG-FM																				
SU '99	17	155	.3	1.4	9	148	.2	1.3	2	20		.4	20	65	.4	1.8	19	60	.3	2.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	3	37	.1	.2		10														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	5	22	.1	.4	4	26	.1	.6	10	10	.2	2.0	3	10	.1	.3	5	6	.1	.6
4-Book	3	28	.1	.2	3	22	.1	.4	3	5	.1	.7	1	3	.1	.1	2	3	.1	.3
WIOQ-FM																				
SU '99	118	1644	2.1	9.4	65	1087	1.1	9.7	40	162	.7	8.1	132	467	2.3	11.9	91	286	1.6	10.2
4-Book	123	1699	2.2	9.3	63	1072	1.1	9.7	50	203	.9	10.1	130	510	2.3	11.8	88	346	1.5	10.6
WIP -AM																				
SU '99	2	144		.2	2	62		.3	4	19	.1	.8	3	19	.1	.3	2	9		.2
4-Book	3	103	.1	.3	3	73	.1	.5	2	12		.4	4	23	.1	.3	2	9		.3
WJJZ-FM																				
SU '99	29	325	.5	2.3	25	277	.4	3.7	26	80	.5	5.2	57	113	1.0	5.1	36	73	.6	4.0
4-Book	42	366	.8	3.1	22	241	.4	3.3	23	54	.4	4.5	39	89	.7	3.5	30	71	.5	3.5
WMGK-FM																				
SU '99	57	807	1.0	4.5	27	404	.5	4.0	21	85	.4	4.2	44	146	.8	4.0	21	94	.4	2.4
4-Book	55	817	1.0	4.2	22	427	.4	3.4	18	81	.3	3.7	45	184	.8	4.1	32	131	.6	3.8
WMMR-FM																				
SU '99	30	629	.5	2.4	18	436	.3	2.7	11	46	.2	2.2	29	129	.5	2.6	34	140	.6	3.8
4-Book	43	641	.7	3.2	19	419	.3	2.8	9	56	.2	1.7	33	157	.6	3.0	29	120	.5	3.4
WNAP-AM																				
SU '99	* 2	41		.2	* 2	30		.3	* **	**	**	**	2	4		.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUOL-FM																				
SU '99	15	306	.3	1.2	7	156	.1	1.0					11	57	.2	1.0	12	54	.2	1.3
4-Book	23	377	.4	1.7	12	211	.2	1.8	8	40	.2	1.7	22	79	.4	2.0	14	67	.3	1.7
WPEN-AM																				
SU '99	13	29	.2	1.0	4	17	.1	.6	7	9	.1	1.4	9	9	.2	.8	9	9	.2	1.0
4-Book	4	21	.1	.3	3	17	.1	.4	5	7	.1	1.1	8	11	.2	.7	4	4	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-34

Target Listener Estimates

Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	47	883	.8	3.7	32	575	.6	4.8	20	75	.4	4.0	50	205	.9	4.5	68	198	1.2	7.6
4-Book	58	933	1.0	4.4	39	620	.7	5.9	28	121	.5	5.6	67	259	1.2	6.2	55	195	1.0	6.6
WPHT-AM																				
SU '99	5	26	.1	.4	2	29		.3	5	10	.1	1.0								
4-Book	2	22		.2	1	26		.2	2	4		.3								
WPLY-FM																				
SU '99	91	1444	1.6	7.2	52	948	.9	7.7	29	164	.5	5.8	93	410	1.6	8.4	76	297	1.3	8.5
4-Book	76	1287	1.4	5.7	40	769	.7	6.1	22	124	.4	4.3	78	362	1.4	7.0	56	246	1.0	6.7
WSSJ-AM																				
SU '99	6	54	.1	.5	2	24		.3	5	15	.1	1.0	7	24	.1	.6	4	9	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	102	1169	1.8	8.1	66	888	1.2	9.8	66	222	1.2	13.3	90	280	1.6	8.1	82	239	1.4	9.2
4-Book	112	1222	2.0	8.4	68	893	1.2	10.3	52	185	.9	10.5	102	353	1.8	9.2	90	275	1.6	10.9
WWDB-AM																				
SU '99	* 3	16	.1	.2	*				*								*			
4-Book	1	8		.1																
WWDB-FM																				
SU '99	13	168	.2	1.0	9	118	.2	1.3	7	18	.1	1.4					3	16	.1	.3
4-Book	16	190	.3	1.2	8	102	.1	1.1	4	13	.1	.8	3	9	.1	.3	2	6	.1	.2
WWJZ-AM																				
SU '99																				
4-Book		4				3		.1		1		.1								
WXTU-FM																				
SU '99	43	414	.8	3.4	15	290	.3	2.2	7	47	.1	1.4	26	127	.5	2.3	24	108	.4	2.7
4-Book	50	444	.9	3.8	24	321	.4	3.6	25	108	.4	5.0	36	164	.7	3.2	32	119	.6	3.8
WYSP-FM																				
SU '99	79	1015	1.4	6.3	25	450	.4	3.7	9	46	.2	1.8	41	156	.7	3.7	40	152	.7	4.5
4-Book	86	1080	1.5	6.5	23	430	.4	3.5	15	69	.3	3.0	41	175	.7	3.7	35	149	.6	4.1
WYXR-FM																				
SU '99	85	1074	1.5	6.8	39	633	.7	5.8	31	125	.5	6.3	82	281	1.4	7.4	35	185	.6	3.9
4-Book	93	1238	1.6	7.0	41	723	.7	6.3	27	122	.5	5.5	72	284	1.3	6.5	49	186	.9	6.0
WJBR-FM																				
SU '99	15	136	.3	1.2	3	73	.1	.4					3	10	.1	.3	1	9		.1
4-Book	12	161	.2	.9	3	76	.1	.5	3	9	.1	.6	6	21	.1	.6	6	22	.1	.7
WKXW-FM																				
SU '99	13	246	.2	1.0	4	90	.1	.6	1	8		.2	5	24	.1	.4	4	14	.1	.4
4-Book	16	208	.3	1.1	4	85	.1	.6	3	13		.5	6	26	.1	.5	2	8		.2
WNJO-FM																				
SU '99	4	106	.1	.3	2	45		.3	2	10		.4	5	19	.1	.4	2	16		.2
4-Book	7	89	.2	.5	4	47	.1	.6	1	6		.3	6	18	.1	.6	3	9		.4
WPST-FM																				
SU '99	36	774	.6	2.9	15	401	.3	2.2	14	75	.2	2.8	20	164	.4	1.8	22	128	.4	2.5
4-Book	43	861	.8	3.3	19	448	.4	2.9	16	78	.3	3.1	36	175	.7	3.2	30	141	.5	3.6
WSTW-FM																				
SU '99	13	246	.2	1.0	8	162	.1	1.2	7	29	.1	1.4	16	56	.3	1.4	7	35	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	1259	5354	22.2		672	4614	11.8		496	1406	8.7		1113	2828	19.6		892	2222	15.7	
4-Book	1328	5426	23.4		653	4599	11.5		495	1523	8.7		1104	2823	19.5		837	2233	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	8	64	.1	1.6	14	79	.2	3.8	9	65	.2	1.1	9	80	.2	1.3	3	31	.1	.6
4-Book	6	45	.1	1.0	17	75	.3	4.4	7	59	.1	.9	5	34	.1	.7	3	26	.1	.7
WBEB-FM																				
SU '99	18	90	.3	3.7	11	68	.2	3.0	24	84	.4	2.9	9	41	.2	1.3	28	114	.5	6.0
4-Book	27	109	.5	4.8	28	96	.5	6.8	46	156	.8	6.1	34	92	.6	6.0	27	100	.5	7.3
WDAS-AM																				
SU '99					27	55	.5	7.3	21	66	.4	2.6	4	12	.1	.6	5	16	.1	1.1
4-Book	2	3		.3	28	55	.5	6.7	22	61	.4	2.9	6	15	.1	1.0	5	17	.1	1.3
WDAS-FM																				
SU '99	52	182	.9	10.6	50	124	.9	13.6	68	224	1.2	8.3	63	141	1.1	9.4	105	190	1.8	22.5
4-Book	57	142	1.0	10.3	40	93	.7	10.3	51	160	.9	6.5	56	118	1.0	9.5	82	164	1.4	20.5
+WEJM-FM																				
WXXM-FM																				
SU '99	42	118	.7	8.6	16	63	.3	4.3	52	185	.9	6.3	50	177	.9	7.5	11	52	.2	2.4
4-Book	31	138	.5	5.6	12	69	.2	3.0	42	192	.8	5.4	33	158	.6	5.7	12	68	.2	3.1
+WEMG-AM																				
SU '99									5	9	.1	.6	4	9	.1	.6				
4-Book	2	9	.1	.4	1	4		.2	5	13	.1	.6	7	14	.1	1.1		2		.1
+WEMG-FM																				
SU '99	4	34	.1	.8	2	9		.5	15	34	.3	1.8					10	20	.2	2.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	10		.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	5	16	.1	1.0	3	10	.1	.8	4	16	.1	.5		6						
4-Book	1	4		.3	5	7	.1	1.1	3	14	.1	.4	1	4		.2	2	2		.5
WIOQ-FM																				
SU '99	53	214	.9	10.8	21	94	.4	5.7	66	317	1.2	8.0	64	273	1.1	9.6	46	235	.8	9.9
4-Book	58	251	1.0	10.4	23	110	.4	6.0	64	330	1.2	8.3	51	237	.9	8.7	31	160	.6	7.9
VIP -AM																				
SU '99	1	8		.2		1			2	8		.2	6	26	.1	.9	2	17		.4
4-Book	1	8		.2		1			5	16	.1	.5	6	25	.1	1.0	4	13	.1	1.1
WJJZ-FM																				
SU '99	31	96	.5	6.3	14	19	.2	3.8	13	67	.2	1.6	4	19	.1	.6	15	60	.3	3.2
4-Book	24	82	.4	4.4	10	28	.2	2.5	17	52	.3	2.1	14	40	.3	2.3	15	62	.3	3.8
WMGK-FM																				
SU '99	10	61	.2	2.0	16	54	.3	4.3	45	140	.8	5.5	37	111	.7	5.5	19	82	.3	4.1
4-Book	15	77	.3	2.7	8	37	.2	2.0	30	133	.5	3.9	20	86	.4	3.2	8	49	.1	2.0
WMMR-FM																				
SU '99	13	84	.2	2.6	1	16		.3	23	129	.4	2.8	28	111	.5	4.2	6	48	.1	1.3
4-Book	13	82	.2	2.3	6	24	.1	1.4	24	118	.4	3.1	25	97	.5	4.4	10	45	.2	2.5
WNAP-AM																				
SU '99					* 4	20	.1	1.1	3	18	.1	.4					**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	2	27		.4	14	28	.2	3.8	6	47	.1	.7	10	28	.2	1.5	2	10		.4
4-Book	8	37	.1	1.3	16	54	.3	4.1	14	68	.3	1.8	11	36	.2	2.0	4	16	.1	1.0
WPEN-AM																				
SU '99	6	9	.1	1.2									2	8		.3				
4-Book	2	6		.4									1	2		.1		2		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-34

Target Listener Estimates

Women 18-34																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPHI-FM	SU '99	31	150	.5	6.3	9	52	.2	2.4	22	89	.4	2.7	47	169	.8	7.0	13	85	.2	2.8
	4-Book	48	192	.8	8.3	12	62	.2	3.1	38	156	.7	5.0	32	137	.6	5.2	23	85	.4	6.1
WPHT-AM	SU '99					5	10	.1	1.4					1	9		.1	8	20	.1	1.7
	4-Book	1	2		.1	3	9	.1	.6	1	4		.1	1	4		.1	3	10	.1	.8
WPLY-FM	SU '99	21	101	.4	4.3	18	110	.3	4.9	66	311	1.2	8.0	69	313	1.2	10.3	41	170	.7	8.8
	4-Book	28	150	.5	5.0	18	91	.3	4.6	50	254	.9	6.5	42	196	.7	7.1	23	112	.4	5.4
WSSJ-AM	SU '99																				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	SU '99	56	228	1.0	11.4	62	174	1.1	16.8	73	258	1.3	8.9	54	162	1.0	8.1	42	155	.7	9.0
	4-Book	70	263	1.2	12.3	52	182	.9	13.3	80	280	1.4	10.3	52	178	.9	8.8	39	131	.7	9.8
+WVDB-AM	SU '99					*								*							
	4-Book	**	**	**	**													**	**	**	**
WVDB-FM	SU '99	2	16		.4	10	44	.2	2.7	42	92	.7	5.1	2	10		.3	3	9	.1	.6
	4-Book	3	16	.1	.6	8	35	.2	2.1	35	71	.6	4.5	2	7		.3	2	7	.1	.4
WVJZ-AM	SU '99													2	2		.3				
	4-Book																				
WXTU-FM	SU '99	12	92	.2	2.4	15	42	.3	4.1	20	100	.4	2.4	12	54	.2	1.8	5	26	.1	1.1
	4-Book	17	77	.3	2.9	21	81	.4	5.3	26	115	.5	3.3	25	80	.4	4.3	9	41	.2	2.3
WYSP-FM	SU '99	22	88	.4	4.5	2	17		.5	38	153	.7	4.6	36	128	.6	5.4	7	55	.1	1.5
	4-Book	22	94	.4	4.0	7	27	.1	1.6	29	126	.5	3.7	21	86	.4	3.6	10	55	.2	2.6
WYXR-FM	SU '99	20	105	.4	4.1	10	60	.2	2.7	61	261	1.1	7.4	39	124	.7	5.8	25	163	.4	5.4
	4-Book	38	159	.7	6.8	16	77	.3	4.1	54	238	1.0	7.0	38	159	.7	6.6	25	118	.4	6.2
WJBR-FM	SU '99	7	36	.1	1.4	1	10		.3	4	19	.1	.5	1	9		.1	4	18	.1	.9
	4-Book	4	24	.1	.7	1	10		.3	4	18	.1	.5	2	18		.3	1	10	.1	.3
WKXV-FM	SU '99	3	28	.1	.6	2	9		.5	10	36	.2	1.2	2	8		.3	4	10	.1	.9
	4-Book	5	23	.1	.9	2	10		.5	7	26	.1	.9	3	11	.1	.5	3	7	.1	.8
WNJO-FM	SU '99					2	10		.5	5	30	.1	.6	1	10		.1				
	4-Book	1	7		.2	3	7	.1	.7	9	22	.2	1.2	7	21	.1	1.2	1	5		.3
WPST-FM	SU '99	11	49	.2	2.2	3	17	.1	.8	17	112	.3	2.1	22	102	.4	3.3	13	63	.2	2.8
	4-Book	13	76	.2	2.2	7	48	.2	1.8	18	129	.3	2.4	21	100	.4	3.6	11	61	.2	2.9
VSTV-FM	SU '99	6	17	.1	1.2	1	10		.3	9	70	.2	1.1	8	19	.1	1.2	9	19	.2	1.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SU '99	491	1661	8.6		369	1114	6.5		821	2361	14.5		669	1700	11.8		467	1383	8.2	
	4-Book	561	1777	9.9		396	1197	7.0		775	2286	13.7		586	1648	10.3		399	1192	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.

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	71	2528	.6	3.7	203	1687	1.8	7.8	42	877	.4	1.5	84	1176	.7	3.6	28	489	.2	3.0
SP '99	58	2207	.5	2.9	164	1543	1.4	5.7	41	597	.4	1.4	71	971	.6	2.9	14	352	.1	1.6
WI '99	76	2494	.7	3.8	231	1741	2.0	7.6	49	730	.4	1.6	74	1088	.6	3.1	23	445	.2	2.6
FA '98	63	2204	.5	3.1	194	1496	1.7	6.8	41	678	.4	1.4	62	980	.5	2.5	18	352	.2	1.8
4-Book	67	2358	.6	3.4	198	1617	1.7	7.0	43	721	.4	1.5	73	1054	.6	3.0	21	410	.2	2.3
SU '98	68	2368	.6	3.3	183	1443	1.6	6.7	36	717	.3	1.2	71	915	.6	3.0	32	469	.3	3.0
WBEB-FM																				
SU '99	173	2543	1.5	9.0	218	1384	1.9	8.3	360	1549	3.1	12.8	211	1399	1.8	9.0	56	780	.5	6.1
SP '99	202	2800	1.7	10.1	267	1664	2.3	9.3	447	1577	3.9	14.7	252	1595	2.2	10.2	65	822	.6	7.3
WI '99	214	2794	1.8	10.7	285	1551	2.5	9.4	405	1599	3.5	13.4	232	1589	2.0	9.7	89	926	.8	10.3
FA '98	197	2678	1.7	9.7	268	1642	2.3	9.4	370	1467	3.2	12.6	235	1599	2.0	9.5	69	896	.6	7.1
4-Book	197	2704	1.7	9.9	260	1560	2.3	9.1	396	1548	3.4	13.4	233	1546	2.0	9.6	70	856	.6	7.7
SU '98	216	2700	1.8	10.6	260	1579	2.2	9.5	469	1655	4.0	15.6	267	1641	2.3	11.2	76	898	.7	7.2
WDAS-AM																				
SU '99	24	342	.2	1.2	42	155	.4	1.6	26	136	.2	.9	23	128	.2	1.0	10	101	.1	1.1
SP '99	17	253	.1	.8	26	119	.2	.9	18	89	.2	.6	15	78	.1	.6	7	45	.1	.8
WI '99	32	367	.3	1.6	52	215	.4	1.7	37	145	.3	1.2	31	136	.3	1.3	16	125	.1	1.8
FA '98	21	303	.2	1.0	35	162	.3	1.2	17	86	.1	.6	22	123	.2	.9	5	49	.1	.5
4-Book	24	316	.2	1.2	39	163	.3	1.4	25	114	.2	.8	23	116	.2	1.0	10	80	.1	1.1
SU '98	16	266	.1	.8	36	165	.3	1.3	19	108	.2	.6	7	34	.1	.3	4	55	.1	.4
WDAS-FM																				
SU '99	166	1802	1.4	8.6	217	1038	1.9	8.3	194	892	1.7	6.9	177	945	1.5	7.6	123	864	1.1	13.3
SP '99	170	1760	1.5	8.5	229	1106	2.0	7.9	196	880	1.7	6.5	209	1092	1.8	8.5	130	765	1.1	14.7
WI '99	192	1826	1.7	9.6	266	1110	2.3	8.8	222	971	1.9	7.4	214	1136	1.8	8.9	143	910	1.2	16.5
FA '98	190	1838	1.6	9.3	231	1120	2.0	8.1	226	961	2.0	7.7	214	1053	1.8	8.6	163	991	1.4	16.8
4-Book	180	1807	1.6	9.0	236	1094	2.1	8.3	210	926	1.8	7.1	204	1057	1.7	8.4	140	883	1.2	15.3
SU '98	200	1955	1.7	9.8	256	1136	2.2	9.3	249	1116	2.1	8.3	203	1158	1.7	8.5	168	955	1.4	15.9
+WEJM-FM																				
WXXM-FM																				
SU '99	120	2006	1.0	6.2	122	1023	1.1	4.7	184	1054	1.6	6.5	149	1260	1.3	6.4	60	585	.5	6.5
SP '99	74	1829	.6	3.7	103	858	.9	3.6	108	785	.9	3.6	104	1085	.9	4.2	32	524	.3	3.6
WI '99	74	1992	.6	3.7	121	1089	1.0	4.0	90	886	.8	3.0	108	1286	.9	4.5	28	679	.2	3.2
FA '98	78	1725	.7	3.8	89	953	.8	3.1	123	859	1.1	4.2	116	1106	1.0	4.7	35	584	.3	3.6
4-Book	87	1888	.7	4.4	109	981	1.0	3.9	126	896	1.1	4.3	119	1184	1.0	5.0	39	593	.3	4.2
SU '98	81	2003	.7	4.0	87	914	.7	3.2	118	996	1.0	3.9	113	1269	1.0	4.7	41	781	.4	3.9
+WEMG-AM																				
SU '99	7	103	.1	.4	11	52	.1	.4	5	34	.1	.4	6	45	.1	.3	8	27	.1	.9
SP '99	10	134	.1	.5	15	76	.1	.5	19	96	.2	.6	14	126	.1	.6	4	48	.1	.5
WI '99	12	88	.1	.6	16	52	.1	.5	14	59	.1	.5	16	77	.1	.7	8	58	.1	.9
FA '98	20	149	.2	1.0	21	108	.2	.7	33	111	.3	1.1	27	102	.2	1.1	7	47	.1	.7
4-Book	12	119	.1	.6	16	72	.1	.5	18	75	.2	.6	16	88	.1	.7	7	45	.1	.8
SU '98	17	148	.1	.8	18	93	.2	.7	17	101	.1	.6	22	112	.2	.9	9	51	.1	.9
+WEMG-FM																				
SU '99	20	282	.2	1.0	22	125	.2	.8	20	125	.2	.7	32	193	.3	1.4	14	94	.1	1.5
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	50	.1	.1	4	15	.1	.1	3	33	.1	.1	2	33	.1	.1	1	16	.1	.1
FA '98	2	63	.1	.1	6	9	.1	.1	6	26	.1	.2	2	37	.1	.1	1	27	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	70	.1	.1	8	8	.1	.1	1	17	.1	.1	1	51	.1	.1	2	9	.1	.2
WFIL-AM																				
SU '99	7	173	.1	.4	19	125	.2	.7	8	83	.1	.3	11	97	.1	.5	2	46	.1	.2
SP '99	9	128	.1	.4	16	75	.1	.6	19	69	.2	.6	10	66	.1	.4	3	30	.1	.3
WI '99	3	138	.1	.4	6	73	.1	.2	3	58	.1	.1	6	63	.1	.2	3	47	.1	.3
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	122	.1	.2	13	66	.1	.5	3	52	.1	.1	8	61	.1	.3	3	30	.1	.3

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHAT-AM																					
SU '99	10	88	.1	.5	13	30	.1	.5	17	35	.1	.6	10	39	.1	.4	6	34	.1	.7	
SP '99	6	100	.1	.3	11	51	.1	.4	4	40	.1	.1	6	20	.1	.2					
WI '99	8	159	.1	.4	13	81	.1	.4	11	77	.1	.4	9	48	.1	.4	5	36		.6	
FA '98	11	150	.1	.5	24	100	.2	.8	7	52	.1	.2	7	33	.1	.3	7	13	.1	.7	
4-Book	9	124	.1	.4	15	66	.1	.5	10	51	.1	.3	8	35	.1	.3	5	21	.1	.5	
SU '98	12	183	.1	.6	12	69	.1	.4	19	77	.2	.6	9	60	.1	.4	1	24		.1	
WIOG-FM																					
SU '99	125	2843	1.1	6.5	133	1192	1.1	5.1	176	1538	1.5	6.3	164	1595	1.4	7.0	70	940	.6	7.6	
SP '99	149	3328	1.3	7.4	173	1759	1.5	6.0	226	1749	2.0	7.4	197	1993	1.7	8.0	60	1160	.5	6.8	
WI '99	116	2646	1.0	5.8	160	1233	1.4	5.3	186	1523	1.6	6.2	146	1564	1.3	6.1	49	851	.4	5.6	
FA '98	123	2719	1.1	6.0	164	1334	1.4	5.8	193	1555	1.7	6.6	157	1601	1.4	6.3	46	892	.4	4.7	
4-Book	128	2884	1.1	6.4	158	1380	1.4	5.6	195	1591	1.7	6.6	166	1688	1.5	6.9	56	961	.5	6.2	
SU '98	133	2765	1.1	6.5	150	1178	1.3	5.5	217	1724	1.9	7.2	157	1697	1.3	6.6	60	911	.5	5.7	
WIP -AM																					
SU '99	7	381	.1	.4	16	197	.1	.6	5	90		.2	8	117	.1	.3	3	75		.3	
SP '99	7	323	.1	.3	24	142	.2	.8	2	36		.1	5	80		.2	3	70		.3	
WI '99	11	437	.1	.5	24	201	.2	.8	9	84	.1	.3	15	147	.1	.6	4	83		.5	
FA '98	16	443	.1	.8	30	174	.3	1.1	14	133	.1	.5	18	204	.2	.7	11	114	.1	1.1	
4-Book	10	396	.1	.5	24	179	.2	.8	8	86	.1	.3	12	137	.1	.5	5	86		.6	
SU '98	13	284	.1	.6	36	151	.3	1.3	12	90	.1	.4	12	84	.1	.5	4	57		.4	
WJZ-FM																					
SU '99	96	1288	.8	5.0	83	532	.7	3.2	180	671	1.6	6.4	121	659	1.0	5.2	59	503	.5	6.4	
SP '99	122	1502	1.1	6.1	141	759	1.2	4.9	236	809	2.0	7.8	153	889	1.3	6.2	42	416	.4	4.7	
WI '99	109	1594	.9	5.4	115	729	1.0	3.8	212	753	1.8	7.0	134	859	1.2	5.6	55	493	.5	6.3	
FA '98	92	1558	.8	4.5	106	700	.9	3.7	153	745	1.3	5.2	121	859	1.0	4.9	41	496	.4	4.2	
4-Book	105	1486	.9	5.3	111	680	1.0	3.9	195	745	1.7	6.6	132	817	1.1	5.5	49	477	.5	5.4	
SU '98	90	1394	.8	4.4	82	593	.7	3.0	142	626	1.2	4.7	116	815	1.0	4.9	58	418	.5	5.5	
WMGK-FM																					
SU '99	93	1954	.8	4.8	105	924	.9	4.0	161	1078	1.4	5.7	123	1155	1.1	5.3	33	513	.3	3.6	
SP '99	85	2054	.7	4.2	101	885	.9	3.5	151	978	1.3	5.0	123	1248	1.1	5.0	29	592	.3	3.3	
WI '99	84	2030	.7	4.2	94	893	.8	3.1	155	963	1.3	5.1	118	1236	1.0	4.9	23	461	.2	2.6	
FA '98	97	1858	.8	4.8	107	957	.9	3.8	193	940	1.7	6.6	143	1192	1.2	5.8	24	446	.2	2.5	
4-Book	90	1974	.8	4.5	102	915	.9	3.6	165	990	1.4	5.6	127	1208	1.1	5.3	27	503	.3	3.0	
SU '98	111	2037	1.0	5.4	103	885	.9	3.8	200	1187	1.7	6.7	158	1364	1.4	6.6	43	603	.4	4.1	
WMMR-FM																					
SU '99	56	1578	.5	2.9	76	697	.7	2.9	82	631	.7	2.9	60	791	.5	2.6	23	509	.2	2.5	
SP '99	59	1463	.5	2.9	80	641	.7	2.8	113	657	1.0	3.7	72	750	.6	2.9	16	316	.1	1.8	
WI '99	48	1431	.4	2.4	80	667	.7	2.6	70	562	.6	2.3	52	704	.4	2.2	18	345	.2	2.1	
FA '98	76	1462	.7	3.7	103	651	.9	3.6	128	656	1.1	4.4	116	965	1.0	4.7	18	341	.2	1.8	
4-Book	60	1484	.5	3.0	85	664	.8	3.0	98	627	.9	3.3	75	803	.6	3.1	19	378	.2	2.1	
SU '98	56	1571	.5	2.7	71	573	.6	2.6	80	680	.7	2.7	59	779	.5	2.5	29	492	.2	2.7	
WNAP-AM																					
SU '99	*	5	101	.3	* 5	35		.2	6	32	.1	.2	5	42		.2					
SP '99		2	37	.1		13			3	18		.1	1	7			**	**	**	**	
WI '99		7	103	.1	.3	7	28	.1	.2	9	67	.1	.3	7	39	.1	.3	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98		7	124	.1	.3	8	61	.1	.3	12	74	.1	.4	4	30		.2	**	**	**	**
WOGL-FM																					
SU '99	54	1386	.5	2.8	64	626	.6	2.4	92	611	.8	3.3	62	676	.5	2.7	20	358	.2	2.2	
SP '99	91	1930	.8	4.5	121	884	1.0	4.2	146	867	1.3	4.8	93	945	.8	3.8	34	422	.3	3.8	
WI '99	83	1706	.7	4.1	100	835	.9	3.3	129	729	1.1	4.3	106	933	.9	4.4	34	405	.3	3.9	
FA '98	103	2085	.9	5.1	129	974	1.1	4.5	149	937	1.3	5.1	112	1059	1.0	4.5	44	540	.4	4.5	
4-Book	83	1777	.7	4.1	104	830	.9	3.6	129	786	1.1	4.4	93	903	.8	3.9	33	431	.4	3.6	
SU '98	82	1770	.7	4.0	111	812	1.0	4.0	121	838	1.0	4.0	92	864	.8	3.9	30	518	.3	2.8	

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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.

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	14	125	.1	.7	21	79	.2	.8	23	70	.2	.8	17	69	.1	.7	7	31	.1	.8
SP '99	11	211	.1	.5	14	76	.1	.5	14	77	.1	.5	12	61	.1	.5	6	55	.1	.7
WI '99	12	166	.1	.6	19	84	.2	.6	22	91	.2	.7	10	86	.1	.4	1	26		.1
FA '98	4	131	.2	.2	7	46	.1	.2	3	46	.1	.2	2	39	.1	.1	1	16		.1
4-Book	10	158	.1	.5	15	71	.2	.5	16	71	.1	.5	10	64	.1	.4	4	32	.1	.4
SU '98	8	145	.1	.4	11	55	.1	.4	12	63	.1	.4	9	82	.1	.4	5	38		.5
WPHI-FM																				
SU '99	50	1249	.4	2.6	45	507	.4	1.7	73	608	.6	2.6	69	701	.6	3.0	28	406	.2	3.0
SP '99	54	1451	.5	2.7	58	679	.5	2.0	59	721	.5	1.9	75	756	.6	3.0	40	538	.3	4.5
WI '99	65	1295	.6	3.2	69	624	.6	2.3	75	641	.6	2.5	85	805	.7	3.5	63	619	.5	7.3
FA '98	70	1316	.6	3.4	72	594	.6	2.5	89	727	.8	3.0	97	809	.8	3.9	48	557	.4	4.9
4-Book	60	1328	.5	3.0	61	601	.5	2.1	74	674	.6	2.5	82	768	.7	3.4	45	530	.4	4.9
SU '98	78	1522	.7	3.8	83	655	.7	3.0	90	804	.8	3.0	104	1020	.9	4.4	69	663	.6	6.5
WPHT-AM																				
SU '99	8	220	.1	.4	13	46	.1	.5	3	45		.1	19	127	.2	.8	2	41		.2
SP '99	2	127		.1	1	5			1	20			3	50		.1	3	53		.3
WI '99	6	168	.1	.3	12	63	.1	.4	4	34		.1	10	52	.1	.4	5	36		.6
FA '98	13	218	.1	.6	21	83	.2	.7	18	91	.2	.6	18	100	.2	.7	8	55	.1	.8
4-Book	7	183	.1	.4	12	49	.1	.4	7	48	.1	.2	13	82	.1	.5	5	46		.5
SU '98	9	225	.1	.4	17	63	.1	.6	17	87	.1	.6	5	79		.2	4	59		.4
WPLY-FM																				
SU '99	91	2084	.8	4.7	114	965	1.0	4.4	135	1036	1.2	4.8	130	1378	1.1	5.6	36	699	.3	3.9
SP '99	90	2149	.8	4.5	106	990	.9	3.7	131	1090	1.1	4.3	128	1408	1.1	5.2	43	696	.4	4.9
WI '99	61	1799	.5	3.0	91	900	.8	3.0	75	827	.6	2.5	87	1150	.8	3.6	29	623	.3	3.3
FA '98	56	1673	.5	2.7	69	793	.6	2.4	73	739	.6	2.5	90	1146	.8	3.6	24	558	.2	2.5
4-Book	75	1926	.7	3.7	95	912	.8	3.4	104	923	.9	3.5	109	1271	1.0	4.5	33	644	.3	3.7
SU '98	48	1856	.4	2.4	57	783	.5	2.1	57	805	.5	1.9	62	1013	.5	2.6	24	602	.2	2.3
WSSJ-AM																				
SU '99	11	112	.1	.6	20	80	.2	.8	9	67	.1	.3	12	59	.1	.5	13	63	.1	1.4
SP '99	7	92	.1	.3	6	39	.1	.2	9	59	.1	.3	10	59	.1	.4	3	37		.3
WI '99	9	73	.1	.4	13	57	.1	.4	9	51	.1	.3	7	39	.1	.3	4	27		.5
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	113	1995	1.0	5.9	159	1020	1.4	6.1	124	921	1.1	4.4	142	1068	1.2	6.1	62	692	.5	6.7
SP '99	102	1896	.9	5.1	136	988	1.2	4.7	114	945	1.0	3.8	112	1040	1.0	4.5	78	757	.7	8.8
WI '99	125	1946	1.1	6.2	188	960	1.6	6.2	149	1005	1.3	4.9	146	1021	1.3	6.1	84	742	.7	9.7
FA '98	132	2058	1.1	6.5	190	1048	1.6	6.7	166	1039	1.4	5.7	134	1117	1.2	5.4	86	764	.7	8.8
4-Book	118	1974	1.0	5.9	168	1004	1.5	5.9	138	978	1.2	4.7	134	1062	1.2	5.5	78	739	.7	8.5
SU '98	142	2184	1.2	7.0	164	1079	1.4	6.0	169	1123	1.4	5.6	148	1176	1.3	6.2	116	936	1.0	11.0
+WVDB-AM																				
SU '99	* 7	82	.1	.4	* 13	22	.1	.5	10	43	.1	.4	* 3	37		.1				
SP '99	2	45		.1	4	23		.1	3	29		.1					**	**	**	**
WI '99	1	29			1	8			2	22		.1	1	6			**	**	**	**
FA '98	4	49		.2	1	18			9	23	.1	.3	2	14		.1	**	**	**	**
4-Book	4	51		.2	5	18		.2	6	29	.1	.2	2	14		.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	40	814	.3	2.1	40	331	.3	1.5	71	448	.6	2.5	42	201	.4	1.8	21	172	.2	2.3
SP '99	38	702	.3	1.9	52	327	.4	1.8	72	352	.6	2.4	30	276	.3	1.2	19	208	.2	2.1
WI '99	44	720	.4	2.2	49	366	.4	1.6	114	452	1.0	3.8	41	258	.4	1.7	7	112	.1	.8
FA '98	32	746	.3	1.6	41	306	.4	1.4	58	302	.5	2.0	16	241	.1	.6	14	182	.1	1.4
4-Book	39	746	.3	2.0	46	333	.4	1.6	79	389	.7	2.7	32	244	.3	1.3	15	169	.2	1.7
SU '98	32	755	.3	1.6	38	265	.3	1.4	53	376	.5	1.8	32	286	.3	1.3	15	180	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWJZ-AM																				
SU '99	1	23	.1	1	7				14							1	16	.1		
SP '99	1	15			7			2	15	.1		2	8	.1						
WI '99	1	28							7											
FA '98		25							8				8				8			
4-Book	1	23			4			1	11			1	4				6			
SU '98	1	43							18				9			1	25	.1		
WXTU-FM																				
SU '99	59	948	.5	3.1	90	578	.8	3.4	77	564	.7	2.7	82	678	.7	3.5	20	356	.2	2.2
SP '99	82	1132	.7	4.1	129	738	1.1	4.5	124	560	1.1	4.1	108	679	.9	4.4	26	377	.2	2.9
WI '99	68	908	.6	3.4	97	532	.8	3.2	110	445	1.0	3.6	84	568	.7	3.5	15	290	.1	1.7
FA '98	98	1207	.8	4.8	138	776	1.2	4.8	117	650	1.0	4.0	146	864	1.3	5.9	36	417	.3	3.7
4-Book	77	1049	.7	3.9	114	656	1.0	4.0	107	555	1.0	3.6	105	697	.9	4.3	24	360	.2	2.6
SU '98	76	1234	.7	3.7	85	682	.7	3.1	113	710	1.0	3.8	102	786	.9	4.3	31	461	.3	2.9
WYSP-FM																				
SU '99	75	1920	.6	3.9	242	1117	2.1	9.3	83	761	.7	2.9	45	539	.4	1.9	13	379	.1	1.4
SP '99	91	1896	.8	4.5	281	1282	2.4	9.7	94	641	.8	3.1	62	579	.5	2.5	41	384	.4	4.6
WI '99	79	1926	.7	3.9	263	1274	2.3	8.7	84	841	.7	2.8	57	731	.5	2.4	21	305	.2	2.4
FA '98	76	1872	.7	3.7	229	1164	2.0	8.0	74	711	.6	2.5	63	622	.5	2.5	22	306	.2	2.3
4-Book	80	1904	.7	4.0	254	1209	2.2	8.9	84	739	.7	2.8	57	618	.5	2.3	24	344	.2	2.7
SU '98	85	1949	.7	4.2	251	1165	2.1	9.1	94	781	.8	3.1	66	694	.6	2.8	30	440	.3	2.8
WYXR-FM																				
SU '99	96	2280	.8	5.0	122	1110	1.1	4.7	174	1144	1.5	6.2	114	1263	1.0	4.9	31	651	.3	3.4
SP '99	104	2465	.9	5.2	147	1269	1.3	5.1	156	1108	1.3	5.1	125	1404	1.1	5.1	44	713	.4	5.0
WI '99	141	2631	1.2	7.0	199	1395	1.7	6.6	279	1295	2.4	9.3	181	1443	1.6	7.5	44	715	.4	5.1
FA '98	123	2459	1.1	6.0	178	1408	1.5	6.2	186	1243	1.6	6.4	144	1388	1.2	5.8	71	749	.6	7.3
4-Book	116	2459	1.0	5.8	162	1296	1.4	5.7	199	1198	1.7	6.8	141	1375	1.2	5.8	48	707	.4	5.2
SU '98	116	2385	1.0	5.7	157	1164	1.3	5.7	180	1140	1.5	6.0	141	1319	1.2	5.9	57	817	.5	5.4
WJBR-FM																				
SU '99	17	347	.1	.9	26	151	.2	1.0	32	145	.3	1.1	16	136	.1	.7	13	133	.1	1.4
SP '99	14	337	.1	.7	17	123	.1	.6	22	158	.2	.7	18	155	.2	.7	11	124	.1	1.2
WI '99	17	325	.1	.8	32	155	.3	1.1	29	125	.3	1.0	17	173	.1	.7	5	90		.6
FA '98	16	437	.1	.8	15	189	.1	.5	28	227	.2	1.0	26	277	.2	1.1	6	123	.1	.6
4-Book	16	362	.1	.8	23	155	.2	.8	28	164	.3	1.0	19	185	.2	.8	9	118	.1	1.0
SU '98	16	283	.1	.8	16	105	.1	.6	34	112	.3	1.1	23	127	.2	1.0	8	110	.1	.8
WKXW-FM																				
SU '99	21	612	.2	1.1	26	261	.2	1.0	38	242	.3	1.4	34	304	.3	1.5	5	179		.5
SP '99	25	542	.2	1.2	40	280	.3	1.4	46	253	.4	1.5	40	298	.3	1.6	7	106	.1	.8
WI '99	21	519	.2	1.0	28	234	.2	.9	35	215	.3	1.2	38	339	.3	1.6	6	128	.1	.7
FA '98	27	590	.2	1.3	28	214	.2	1.0	44	286	.4	1.5	41	318	.4	1.7	16	161	.1	1.6
4-Book	24	566	.2	1.2	31	247	.2	1.1	41	249	.4	1.4	38	315	.3	1.6	9	144	.1	.9
SU '98	25	663	.2	1.2	38	334	.3	1.4	49	330	.4	1.6	36	430	.3	1.5	8	140	.1	.8
WNJO-FM																				
SU '99	20	416	.2	1.0	28	229	.2	1.1	32	247	.3	1.1	16	254	.1	.7	8	131	.1	.9
SP '99	16	375	.1	.8	20	147	.2	.7	29	207	.3	1.0	23	193	.2	.9	2	74		.2
WI '99	19	360	.2	.9	20	150	.2	.7	27	157	.2	.9	26	177	.2	1.1	7	111	.1	.8
FA '98	13	276	.1	.6	12	150	.1	.4	23	116	.2	.8	20	138	.2	.8	5	82		.5
4-Book	17	357	.2	.8	20	169	.2	.7	28	182	.3	1.0	21	191	.2	.9	6	100	.1	.6
SU '98	22	377	.2	1.1	34	221	.3	1.2	40	209	.3	1.3	21	188	.2	.9	9	65	.1	.9
WPST-FM																				
SU '99	50	1425	.4	2.6	58	719	.5	2.2	81	678	.7	2.9	75	762	.6	3.2	25	502	.2	2.7
SP '99	53	1500	.5	2.6	65	728	.6	2.3	84	707	.7	2.8	72	898	.6	2.9	22	464	.2	2.5
WI '99	43	1481	.4	2.1	57	675	.5	1.9	71	648	.6	2.4	60	827	.5	2.5	14	381	.1	1.6
FA '98	40	1364	.3	2.0	55	608	.5	1.9	54	551	.5	1.8	55	712	.5	2.2	15	306	.1	1.5
4-Book	47	1443	.4	2.3	59	683	.5	2.1	73	646	.6	2.5	66	800	.6	2.7	19	413	.2	2.1
SU '98	45	1372	.4	2.2	58	568	.5	2.1	65	671	.6	2.2	72	851	.6	3.0	21	427	.2	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.

Target Listener Trends

Target Listener Trends - Women 18-49

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WSTV-FM																				
SU '99	13	503	.1	.7	21	225	.2	.8	13	170	.1	.5	15	229	.1	.6	9	156	.1	1.0
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	13	421	.1	.6	24	154	.2	.9	18	223	.2	.6	10	200	.1	.4	4	130		.4
TOTALS																				
SU '99	1931	11238	16.7		2615	9659	22.6		2814	8949	24.3		2333	9685	20.2		923	6991	8.0	
SP '99	2002	11383	17.3		2886	10127	24.9		3034	9056	26.2		2464	9914	21.3		885	6631	7.6	
WI '99	2006	11229	17.3		3034	10138	26.2		3014	9025	26.1		2404	9776	20.8		868	6734	7.5	
FA '98	2038	11304	17.6		2849	9978	24.6		2926	8999	25.3		2476	9753	21.4		973	6704	8.4	
4-Book	1994	11289	17.2		2846	9976	24.6		2947	9007	25.5		2419	9782	20.9		912	6765	7.9	
SU '98	2040	11366	17.5		2745	9759	23.5		3006	9406	25.7		2384	9939	20.4		1056	7258	9.0	

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	105	2245	.9	4.0	38	1097	.3	2.7	76	417	.7	6.8	44	335	.4	1.9	19	141	.2	1.1
4-Book	100	2132	.9	3.6	39	1009	.3	2.9	89	447	.8	7.6	44	264	.4	2.0	27	167	.2	1.7
WBEB-FM																				
SU '99	270	2156	2.3	10.4	80	1142	.7	5.7	65	245	.6	5.8	158	478	1.4	6.8	95	318	.8	5.4
4-Book	304	2345	2.6	11.0	92	1229	.8	6.8	87	331	.8	7.5	168	521	1.5	7.5	110	368	1.0	6.6
WDAS-AM																				
SU '99	30	228	.3	1.2	23	216	.2	1.6	23	58	.2	2.0	15	51	.1	.6	15	39	.1	.8
4-Book	29	217	.3	1.1	25	229	.2	1.8	19	41	.2	1.6	19	46	.2	.9	12	27	.1	.7
WDAS-FM																				
SU '99	196	1459	1.7	7.5	141	1215	1.2	10.0	90	229	.8	8.0	186	510	1.6	8.1	130	344	1.1	7.3
4-Book	216	1531	1.9	7.8	142	1147	1.2	10.4	115	295	1.0	9.8	182	465	1.6	8.1	158	380	1.4	9.4
+VEJM-FM WXXM-FM																				
SU '99	154	1761	1.3	5.9	101	1185	.9	7.2	82	256	.7	7.3	194	564	1.7	8.4	134	371	1.2	7.6
4-Book	119	1647	1.0	4.3	62	1029	.5	4.5	47	212	.4	4.1	127	489	1.1	5.6	81	330	.7	4.7
+WEMG-AM																				
SU '99	7	74	.1	.3	7	65	.1	.5					19	57	.2	.8	5	14		.3
4-Book	16	106	.1	.6	8	71	.1	.6	5	17	.1	.5	17	52	.2	.8	16	34	.2	1.0
+WEMG-FM																				
SU '99	25	236	.2	1.0	16	195	.1	1.1	6	25	.1	.5	25	87	.2	1.1	25	71	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	12	163	.1	.5	1	54		.1	1	8		.1					3	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	14	57	.1	.5	7	62	.1	.5	12	18	.1	1.1	5	18		.2	5	6		.3
4-Book	11	90	.1	.4	8	84	.1	.6	10	24	.1	.9	5	14		.2	5	11		.3
WIOQ-FM																				
SU '99	159	2409	1.4	6.1	100	1570	.9	7.1	57	234	.5	5.1	204	676	1.8	8.8	138	479	1.2	7.8
4-Book	175	2521	1.5	6.4	94	1577	.8	6.9	67	282	.6	5.7	189	734	1.6	8.3	127	514	1.1	7.5
WIP -AM																				
SU '99	9	299	.1	.3	5	129		.4	12	42	.1	1.1	10	41	.1	.4	2	16		.1
4-Book	14	274	.1	.5	8	181	.1	.6	6	25	.1	.6	10	49	.1	.4	6	34	.1	.4
WJZZ-FM																				
SU '99	132	960	1.1	5.1	57	627	.5	4.1	59	132	.5	5.2	111	225	1.0	4.8	62	172	.5	3.5
4-Book	150	1171	1.3	5.5	62	746	.5	4.6	57	158	.5	5.0	102	277	.9	4.6	90	250	.8	5.4
WMGK-FM																				
SU '99	132	1695	1.1	5.1	66	951	.6	4.7	40	179	.3	3.6	110	346	1.0	4.8	93	309	.8	5.2
4-Book	134	1700	1.2	4.9	55	995	.5	4.0	38	195	.3	3.3	112	464	1.0	5.0	79	315	.7	4.7
WMMR-FM																				
SU '99	73	1266	.6	2.8	49	864	.4	3.5	41	155	.4	3.6	80	336	.7	3.5	69	273	.6	3.9
4-Book	87	1214	.8	3.2	40	774	.4	2.9	29	145	.3	2.5	67	317	.6	3.0	57	254	.5	3.4
WNAP-AM																				
SU '99	* 6	74	.1	.2	* 5	50		.4	* *	**	**	**	7	10	.1	.3	4	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	74	1079	.6	2.8	41	687	.4	2.9	31	114	.3	2.8	50	237	.4	2.2	71	240	.6	4.0
4-Book	110	1398	1.0	4.0	68	971	.6	5.0	59	221	.5	5.0	117	407	1.0	5.2	84	269	.7	5.0
WPEN-AM																				
SU '99	21	109	.2	.8	8	76	.1	.6	7	9	.1	.6	28	38	.2	1.2	13	31	.1	.7
4-Book	14	111	.1	.5	8	94	.1	.6	10	21	.1	.8	21	41	.2	.9	12	27	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	63	1091	.5	2.4	42	698	.4	3.0	30	106	.3	2.7	67	257	.6	2.9	83	235	.7	4.7
4-Book	72	1146	.6	2.6	47	736	.4	3.5	37	152	.3	3.2	82	306	.7	3.7	68	230	.6	4.1
WPHT-AM																				
SU '99	11	163	.1	.4	7	127	.1	.5	12	24	.1	1.1	5	29	.2		3	18	.2	
4-Book	10	124	.1	.4	5	89	.1	.4	5	12	.1	.4	3	18	.1		1	7	.1	
WPLY-FM																				
SU '99	127	1857	1.1	4.9	64	1222	.6	4.6	33	189	.3	2.9	110	513	1.0	4.8	101	397	.9	5.7
4-Book	103	1705	.9	3.8	53	1038	.5	3.9	31	168	.3	2.7	108	484	1.0	4.8	75	329	.7	4.5
WSSJ-AM																				
SU '99	13	105	.1	.5	6	68	.1	.4	9	26	.1	.8	17	42	.1	.7	5	16	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	140	1601	1.2	5.4	98	1216	.8	7.0	77	254	.7	6.8	142	432	1.2	6.1	130	341	1.1	7.3
4-Book	146	1625	1.3	5.3	96	1211	.8	7.0	69	236	.6	5.9	137	468	1.2	6.1	120	356	1.0	7.1
+WVDB-AM																				
SU '99	* 9	73	.1	.3	* 2	15	.1		* 1	6	.1		3	6	.1		*			
4-Book	4	45	.2		1	13	.1		1	6	.1		4	9	.2					
WVDB-FM																				
SU '99	53	589	.5	2.0	30	392	.3	2.1	33	123	.3	2.9	18	61	.2	.8	17	59	.1	1.0
4-Book	55	566	.5	2.0	26	332	.3	1.9	23	87	.2	1.9	18	59	.2	.8	9	33	.1	.6
WVJZ-AM																				
SU '99	1	14			1	14	.1		3	7	.3		1	7						
4-Book	1	11			1	15	.1		1	5	.1			2						
WXTU-FM																				
SU '99	82	839	.7	3.1	45	587	.4	3.2	39	145	.3	3.5	88	284	.8	3.8	67	230	.6	3.8
4-Book	109	904	.9	3.9	56	654	.5	4.1	61	213	.5	5.2	94	347	.8	4.1	72	239	.6	4.3
WYSP-FM																				
SU '99	120	1578	1.0	4.6	37	741	.3	2.6	17	75	.1	1.5	54	231	.5	2.3	51	199	.4	2.9
4-Book	128	1658	1.1	4.6	33	661	.3	2.4	23	90	.2	1.9	57	244	.5	2.5	48	211	.4	2.9
WYXR-FM																				
SU '99	139	1901	1.2	5.3	61	1023	.5	4.3	48	216	.4	4.3	111	449	1.0	4.8	57	285	.5	3.2
4-Book	170	2066	1.5	6.1	67	1153	.6	4.9	52	213	.5	4.4	119	469	1.1	5.3	90	343	.8	5.4
WJBR-FM																				
SU '99	25	234	.2	1.0	6	97	.1	.4					3	10	.1		6	16	.1	.3
4-Book	23	281	.2	.9	7	139	.1	.6	7	28	.1	.6	11	47	.1	.5	11	39	.1	.7
WKXW-FM																				
SU '99	33	500	.3	1.3	12	199	.1	.9	6	23	.1	.5	10	54	.1	.4	21	63	.2	1.2
4-Book	37	474	.3	1.4	10	191	.1	.8	8	36	.1	.7	11	61	.1	.5	9	40	.1	.5
WNJO-FM																				
SU '99	26	374	.2	1.0	16	203	.1	1.1	7	46	.1	.6	29	71	.3	1.3	34	108	.3	1.9
4-Book	23	289	.2	.9	14	180	.1	1.0	9	40	.1	.8	28	88	.3	1.3	20	67	.2	1.2
WPST-FM																				
SU '99	72	1226	.6	2.8	27	596	.2	1.9	19	110	.2	1.7	48	254	.4	2.1	44	202	.4	2.5
4-Book	66	1251	.6	2.4	30	660	.3	2.2	20	107	.2	1.7	59	268	.5	2.6	47	199	.4	2.8
WSTW-FM																				
SU '99	16	385	.1	.6	11	264	.1	.8	12	52	.1	1.1	19	79	.2	.8	11	76	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2605	11029	22.5		1403	9582	12.1		1125	3245	9.7		2309	5805	20.0		1772	4547	15.3	
4-Book	2754	11118	23.8		1362	9495	11.8		1167	3542	10.1		2262	5893	19.6		1685	4507	14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	28	191	.2	2.9	55	318	.5	6.2	41	237	.4	2.3	31	164	.3	2.2	17	131	.1	1.9
4-Book	16	117	.1	1.6	77	334	.7	7.9	35	204	.3	2.1	26	130	.2	2.1	13	109	.1	1.7
WBEB-FM																				
SU '99	35	191	.3	3.6	49	186	.4	5.5	115	375	1.0	6.5	63	220	.5	4.6	51	232	.4	5.6
4-Book	55	259	.5	5.4	61	241	.5	6.3	121	421	1.1	7.3	77	262	.7	6.3	47	204	.4	6.1
WDAS-AM																				
SU '99	4	14	.1	.4	63	116	.5	7.1	47	127	.4	2.7	12	40	.1	.9	12	35	.1	1.3
4-Book	6	10	.1	.5	65	148	.6	6.7	56	147	.5	3.4	13	36	.1	1.1	9	25	.1	1.1
WDAS-FM																				
SU '99	119	372	1.0	12.2	91	271	.8	10.2	124	385	1.1	7.0	127	291	1.1	9.2	238	481	2.1	26.4
4-Book	117	307	1.0	11.8	82	220	.7	8.6	120	351	1.0	7.1	133	309	1.2	10.8	211	389	1.8	27.0
+WEJM-FM																				
WXXM-FM																				
SU '99	70	260	.6	7.2	41	159	.4	4.6	127	416	1.1	7.2	122	360	1.1	8.8	34	161	.3	3.8
4-Book	44	211	.4	4.4	24	126	.2	2.6	75	329	.7	4.4	67	261	.6	5.3	26	128	.3	3.3
+WEMG-AM																				
SU '99	4	15	.1	.4	2	7	.1	.2	14	32	.1	.8	10	22	.1	.7	2	6	.1	.2
4-Book	4	15	.1	.4	2	7	.1	.2	8	22	.1	.5	10	24	.1	.8	1	6	.1	.1
+WEMG-FM																				
SU '99	9	52	.1	.9	6	14	.1	.7	24	47	.2	1.4	11	32	.1	.8	19	43	.2	2.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	10	.1	.1	4	16	.1	.4	1	8	.1	.1	1	8	.1	.1	1	6	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	5	16	.1	.5	12	30	.1	1.3	11	35	.1	.6	4	20	.1	.3	3	5	.1	.3
4-Book	5	13	.1	.5	18	39	.1	1.8	11	36	.1	.6	5	12	.1	.4	5	9	.1	.7
WIOO-FM																				
SU '99	86	300	.7	8.8	27	146	.2	3.0	93	469	.8	5.3	100	386	.9	7.2	77	342	.7	8.5
4-Book	81	355	.7	8.1	36	187	.3	3.7	103	508	.9	6.1	82	371	.7	6.7	51	241	.4	6.4
WIP -AM																				
SU '99	1	8	.1	.1	5	11	.1	.4	7	30	.1	.4	7	35	.1	.5	2	17	.1	.2
4-Book	5	31	.1	.5	5	11	.1	.4	10	43	.1	.6	11	47	.1	.9	7	28	.1	1.0
WJJZ-FM																				
SU '99	71	224	.6	7.3	45	84	.4	5.1	41	163	.4	2.3	29	97	.3	2.1	31	107	.3	3.4
4-Book	59	200	.5	6.0	39	111	.4	4.0	62	200	.5	3.7	51	153	.5	4.2	31	121	.3	3.9
WMGK-FM																				
SU '99	36	163	.3	3.7	21	84	.2	2.4	103	394	.9	5.8	77	229	.7	5.6	38	156	.3	4.2
4-Book	33	179	.3	3.3	18	91	.2	1.9	77	321	.7	4.6	53	196	.5	4.2	21	104	.2	2.6
WMMR-FM																				
SU '99	38	183	.3	3.9	13	63	.1	1.5	70	294	.6	4.0	62	214	.5	4.5	13	78	.1	1.4
4-Book	29	153	.3	2.9	18	74	.2	1.8	52	230	.5	3.1	46	173	.4	3.7	16	67	.1	2.1
WNAP-AM																				
SU '99	13	35	.1	1.5	7	31	.1	.4	1	6	.1	.1	1	6	.1	.1	1	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '99	27	172	.2	2.8	59	170	.5	6.6	37	159	.3	2.1	44	127	.4	3.2	20	67	.2	2.2
4-Book	47	183	.4	4.7	73	222	.6	7.4	69	270	.6	4.1	63	194	.6	5.2	36	118	.3	4.6
WPEN-AM																				
SU '99	6	18	.1	.6	3	7	.1	.3	6	23	.1	.4	1	7	.1	.4	1	7	.1	.1
4-Book	6	19	.1	.5	3	16	.1	.3	9	28	.1	.6	5	14	.1	.4	1	9	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	38	183	.3	3.9	19	75	.2	2.1	35	134	.3	2.0	52	189	.4	3.8	17	101	.1	1.9
4-Book	54	217	.5	5.4	17	79	.2	1.8	48	190	.4	2.9	38	155	.3	3.0	30	98	.3	3.9
WPHT-AM																				
SU '99					8	24	.1	.9	4	29	.2		2	17		.1	19	45	.2	2.1
4-Book	2	12		.2	7	25	.1	.8	4	23		.3	3	13		.2	12	34	.1	1.4
WPLY-FM																				
SU '99	32	163	.3	3.3	20	124	.2	2.2	82	386	.7	4.6	84	422	.7	6.1	45	203	.4	5.0
4-Book	36	194	.3	3.6	25	125	.2	2.6	65	336	.6	3.9	55	268	.5	4.4	25	133	.3	3.1
WSSJ-AM																				
SU '99													11	21	.1	.8	6	21	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	85	304	.7	8.7	103	272	.9	11.6	108	402	.9	6.1	77	234	.7	5.6	57	200	.5	6.3
4-Book	102	333	.9	10.2	93	290	.8	9.7	123	430	1.1	7.3	66	228	.6	5.3	49	163	.4	6.2
+WWDB-AM																				
SU '99					*	6			4	9		.2	*							
4-Book	**	**	**	**	1	4		.1	1	2		.1					**	**	**	**
WWDB-FM																				
SU '99	12	51	.1	1.2	29	118	.3	3.3	113	222	1.0	6.4	4	24		.3	9	37	.1	1.0
4-Book	10	41	.1	1.0	28	109	.3	2.9	100	187	.9	5.9	8	22	.1	.6	7	31	.1	.9
WWJZ-AM																				
SU '99						7			1	7		.1								
4-Book					2	8		.2	2	8		.2	2	2		.1				
WXTU-FM																				
SU '99	28	159	.2	2.9	32	103	.3	3.6	54	203	.5	3.1	37	128	.3	2.7	14	61	.1	1.6
4-Book	30	135	.3	3.0	49	163	.4	5.0	68	237	.6	4.1	58	171	.5	4.7	20	88	.2	2.6
WYSP-FM																				
SU '99	23	111	.2	2.4	3	31		.3	74	276	.6	4.2	60	218	.5	4.3	7	62	.1	.8
4-Book	27	124	.2	2.7	8	38	.1	.8	50	205	.4	2.9	36	144	.3	2.8	12	68	.1	1.6
WYXR-FM																				
SU '99	35	160	.3	3.6	22	121	.2	2.5	95	416	.8	5.4	60	217	.5	4.3	51	213	.4	5.6
4-Book	55	237	.5	5.6	32	139	.3	3.2	87	382	.8	5.2	55	236	.5	4.5	38	163	.3	4.7
WJBR-FM																				
SU '99	13	60	.1	1.3	1	10		.1	7	27	.1	.4	6	24	.1	.4	7	26	.1	.8
4-Book	9	39	.1	.9	3	19		.3	9	41	.1	.6	4	30		.3	3	19		.3
WKXW-FM																				
SU '99	8	52	.1	.8	6	17	.1	.7	14	73	.1	.8	16	48	.1	1.2	12	25	.1	1.3
4-Book	10	49	.1	1.0	8	27	.1	.8	15	52	.1	.9	12	32	.1	.9	7	20	.1	.8
WNJO-FM																				
SU '99	8	25	.1	.8	8	40	.1	.9	18	83	.2	1.0	19	84	.2	1.4	4	22		.4
4-Book	5	31	.1	.5	9	33	.1	.9	18	59	.2	1.1	15	58	.1	1.3	5	23		.6
WPST-FM																				
SU '99	12	64	.1	1.2	4	33		.4	29	186	.3	1.6	43	192	.4	3.1	15	93	.1	1.7
4-Book	18	108	.2	1.8	10	73	.1	1.1	35	208	.3	2.1	34	158	.3	2.8	13	80	.1	1.7
WSTW-FM																				
SU '99	7	24	.1	.7	2	17		.2	17	114	.1	1.0	9	34	.1	.7	11	27	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	973	3263	8.4		890	2662	7.7		1769	5000	15.3		1383	3586	12.0		903	2653	7.8	
4-Book	1000	3240	8.7		971	2939	8.4		1681	4836	14.6		1240	3450	10.7		787	2344	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SU '99	68	2375	.7	4.2	197	1605	2.1	8.8	41	826	.4	1.7	79	1130	.8	4.1	28	476	.3	4.0	
SP '99	55	2055	.6	3.3	154	1444	1.6	6.2	40	577	.4	1.6	69	943	.7	3.5	14	325	.1	2.2	
WI '99	74	2304	.8	4.4	223	1645	2.4	8.5	47	657	.5	1.8	72	1038	.8	3.6	21	406	.2	3.3	
FA '98	60	2067	.6	3.6	180	1393	1.9	7.5	40	648	.4	1.6	61	953	.6	3.0	18	346	.2	2.5	
4-Book	64	2200	.7	3.9	189	1522	2.0	7.8	42	677	.4	1.7	70	1016	.7	3.6	20	388	.2	3.0	
SU '98	65	2184	.7	3.9	178	1381	1.9	7.5	36	711	.4	1.5	69	859	.7	3.6	30	435	.3	3.9	
WBEB-FM																					
SU '99	155	2210	1.6	9.7	198	1228	2.1	8.9	321	1374	3.4	13.6	187	1230	2.0	9.7	47	667	.5	6.8	
SP '99	164	2267	1.7	10.0	228	1422	2.4	9.2	356	1247	3.8	14.0	192	1315	2.0	9.6	58	655	.6	9.1	
WI '99	182	2327	1.9	10.8	252	1340	2.7	9.6	340	1373	3.6	13.2	202	1391	2.1	10.0	70	739	.7	10.9	
FA '98	170	2291	1.8	10.2	241	1474	2.6	10.1	321	1227	3.4	13.2	201	1412	2.1	10.0	57	710	.6	8.1	
4-Book	168	2274	1.8	10.2	230	1366	2.5	9.5	335	1305	3.6	13.5	196	1337	2.1	9.8	58	693	.6	8.7	
SU '98	192	2306	2.0	11.6	238	1417	2.5	10.1	415	1452	4.3	16.8	240	1417	2.5	12.6	66	742	.7	8.6	
WDAS-AM																					
SU '99	21	278	.2	1.3	37	138	.4	1.7	22	101	.2	.9	17	105	.2	.9	9	89	.1	1.3	
SP '99	17	239	.2	1.0	26	119	.3	1.1	18	86	.2	.7	15	78	.2	.8	6	39	.1	.9	
WI '99	30	317	.3	1.8	50	190	.5	1.9	37	137	.4	1.4	31	126	.3	1.5	11	100	.1	1.7	
FA '98	19	270	.2	1.1	31	148	.3	1.3	14	65	.1	.6	21	102	.2	1.0	5	49	.1	.7	
4-Book	22	276	.2	1.3	36	149	.4	1.5	23	97	.2	.9	21	103	.2	1.1	8	69	.1	1.2	
SU '98	16	252	.2	1.0	35	151	.4	1.5	19	108	.2	.8	7	34	.1	.4	4	55	.1	.5	
WDAS-FM																					
SU '99	151	1540	1.6	9.4	199	931	2.1	8.9	183	801	1.9	7.8	166	840	1.8	8.6	105	717	1.1	15.1	
SP '99	151	1530	1.6	9.2	214	1019	2.3	8.7	174	780	1.8	6.8	181	979	1.9	9.1	109	652	1.2	17.2	
WI '99	177	1514	1.9	10.5	250	987	2.6	9.5	203	809	2.2	7.9	196	998	2.1	9.7	129	692	1.4	20.1	
FA '98	160	1495	1.7	9.6	204	957	2.2	8.5	197	819	2.1	8.1	187	910	2.0	9.3	125	783	1.3	17.7	
4-Book	160	1520	1.7	9.7	217	974	2.3	8.9	189	802	2.0	7.7	183	932	2.0	9.2	117	711	1.3	17.5	
SU '98	179	1655	1.9	10.8	232	1012	2.4	9.8	224	952	2.3	9.1	187	1026	2.0	9.8	139	819	1.5	18.2	
+WEJM-FM WXXM-FM																					
SU '99	110	1794	1.2	6.9	116	940	1.2	5.2	170	980	1.8	7.2	140	1165	1.5	7.3	56	538	.6	8.0	
SP '99	63	1404	.7	3.8	88	703	.9	3.6	100	622	1.1	3.9	85	846	.9	4.3	22	366	.2	3.5	
WI '99	58	1412	.6	3.4	95	796	1.0	3.6	78	677	.8	3.0	83	924	.9	4.1	18	434	.2	2.8	
FA '98	50	1169	.5	3.0	57	658	.6	2.4	75	550	.8	3.1	78	723	.8	3.9	21	332	.2	3.0	
4-Book	70	1445	.8	4.3	89	774	.9	3.7	106	707	1.1	4.3	97	915	1.0	4.9	29	418	.3	4.3	
SU '98	54	1351	.6	3.3	67	659	.7	2.8	78	585	.8	3.2	75	861	.8	3.9	21	434	.2	2.7	
+WEMG-AM																					
SU '99	7	95	.1	.4	11	52	.1	.5	5	34	.1	.2	6	38	.1	.3	7	20	.1	1.0	
SP '99	10	134	.1	.6	15	76	.2	.6	19	96	.2	.7	14	126	.1	.7	4	48	.1	.6	
WI '99	11	79	.1	.7	15	44	.2	.6	14	59	.1	.5	15	69	.2	.7	8	49	.1	1.2	
FA '98	11	91	.1	.7	15	76	.2	.6	23	67	.2	.9	12	68	.1	.6	1	16	.1	.1	
4-Book	10	100	.1	.6	14	62	.2	.6	15	64	.2	.6	12	75	.1	.6	5	33	.1	.7	
SU '98	15	125	.2	.9	17	76	.2	.7	15	83	.2	.6	21	95	.2	1.1	9	51	.1	1.2	
+WEMG-FM																					
SP '99	18	233	.2	1.1	17	108	.2	.8	20	118	.2	.8	29	168	.3	1.5	13	77	.1	1.9	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	50	.1	.1	4	15	.1	.2	3	33	.1	.1	2	33	.1	.1	1	16	.1	.2	
FA '98	2	54	.1	.1	9	9	.1	.1	6	26	.1	.2	2	27	.1	.1	1	27	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	1	61	.1	.1	8	8	.1	.1	1	17	.1	.1	1	42	.1	.1	2	9	.1	.3	
WFIL-AM																					
SU '99	7	173	.1	.4	19	125	.2	.9	8	83	.1	.3	11	97	.1	.6	2	46	.1	.3	
SP '99	9	119	.1	.5	16	75	.2	.6	19	69	.2	.7	10	66	.1	.5	3	21	.1	.5	
WI '99	3	138	.2	.2	6	73	.1	.2	3	58	.1	.1	6	63	.1	.3	3	47	.1	.5	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	116	.1	.3	13	66	.1	.6	3	47	.1	.1	8	55	.1	.4	2	24	.1	.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	9	76	.1	.6	13	30	.1	.6	16	29	.2	.7	8	28	.1	.4	5	28	.1	.7
SP '99	6	100	.1	.4	11	51	.1	.4	4	40	.2	.2	6	20	.1	.3				
WI '99	8	145	.1	.5	13	81	.1	.5	11	71	.1	.4	9	40	.1	.4	5	36	.1	.8
FA '98	11	150	.1	.7	24	100	.3	1.0	7	52	.1	.3	7	33	.1	.3	7	13	.1	1.0
4-Book	9	118	.1	.6	15	66	.2	.6	10	48	.1	.4	8	30	.1	.4	4	19	.1	.6
SU '98	12	163	.1	.7	12	69	.1	.5	19	77	.2	.8	9	60	.1	.5	1	24		.1
W100-FM																				
SU '99	74	1841	.8	4.6	90	770	1.0	4.0	112	1012	1.2	4.8	94	989	1.0	4.9	28	504	.3	4.0
SP '99	105	2283	1.1	6.4	125	1228	1.3	5.1	167	1126	1.8	6.6	138	1294	1.5	6.9	38	676	.4	6.0
WI '99	78	1768	.8	4.6	106	805	1.1	4.0	140	1048	1.5	5.4	102	1041	1.1	5.1	22	475	.2	3.4
FA '98	97	1985	1.0	5.8	134	990	1.4	5.6	160	1107	1.7	6.6	125	1150	1.3	6.2	29	559	.3	4.1
4-Book	89	1969	.9	5.4	114	948	1.2	4.7	145	1073	1.6	5.9	115	1119	1.2	5.8	29	554	.3	4.4
SU '98	87	1801	.9	5.2	104	796	1.1	4.4	137	1072	1.4	5.6	92	1133	1.0	4.8	37	514	.4	4.8
WIP-AM																				
SU '99	6	336	.1	.4	15	181	.2	.7	5	74	.1	.2	7	92	.1	.4	2	63		.3
SP '99	7	314	.1	.4	24	142	.3	1.0	2	36		.1	5	80	.1	.3	3	70		.5
WI '99	11	418	.1	.7	22	183	.2	.8	9	84	.1	.3	15	147	.2	.7	4	83		.6
FA '98	15	389	.2	.9	29	168	.3	1.2	14	123	.1	.6	16	188	.2	.8	8	77	.1	1.1
4-Book	10	364	.1	.6	23	169	.3	.9	8	79	.1	.3	11	127	.2	.6	4	73		.6
SU '98	13	275	.1	.8	36	151	.4	1.5	12	90	.1	.5	12	84	.1	.6	4	48		.5
WJZ-FM																				
SU '99	91	1207	1.0	5.7	76	474	.8	3.4	172	631	1.8	7.3	112	610	1.2	5.8	57	473	.6	8.2
SP '99	117	1408	1.2	7.1	137	734	1.5	5.6	224	770	2.4	8.8	151	850	1.6	7.6	42	396	.4	6.6
WI '99	102	1490	1.1	6.1	106	667	1.1	4.0	198	692	2.1	7.7	125	800	1.3	6.2	51	443	.5	7.9
FA '98	80	1438	.8	4.8	94	644	1.0	3.9	134	676	1.4	5.5	102	789	1.1	5.1	35	458	.4	4.9
4-Book	98	1386	1.0	5.9	103	630	1.1	4.2	182	692	1.9	7.3	123	762	1.3	6.2	46	443	.5	6.9
SU '98	84	1318	.9	5.1	78	550	.8	3.3	126	585	1.3	5.1	109	785	1.1	5.7	57	398	.6	7.5
WMGK-FM																				
SU '99	77	1723	.8	4.8	85	795	.9	3.8	127	952	1.3	5.4	105	1013	1.1	5.5	25	405	.3	3.6
SP '99	78	1801	.8	4.8	97	812	1.0	3.9	142	880	1.5	5.6	106	1120	1.1	5.3	26	548	.3	4.1
WI '99	77	1735	.8	4.6	86	750	.9	3.3	143	833	1.5	5.5	105	1036	1.1	5.2	19	373	.2	3.0
FA '98	87	1599	.9	5.2	91	814	1.0	3.8	174	828	1.8	7.2	128	1051	1.4	6.4	22	366	.2	3.1
4-Book	80	1715	.8	4.9	90	793	1.0	3.7	147	873	1.5	5.9	111	1055	1.2	5.6	23	423	.3	3.5
SU '98	97	1730	1.0	5.8	95	803	1.0	4.0	173	1015	1.8	7.0	130	1162	1.4	6.8	37	492	.4	4.8
WMMR-FM																				
SU '99	51	1353	.5	3.2	74	631	.8	3.3	78	600	.8	3.3	55	709	.6	2.9	18	399	.2	2.6
SP '99	51	1222	.5	3.1	69	569	.7	2.8	105	549	1.1	4.1	66	667	.7	3.3	8	241	.1	1.3
WI '99	39	1119	.4	2.3	67	578	.7	2.6	54	462	.6	2.1	42	545	.4	2.1	14	228	.1	2.2
FA '98	67	1239	.7	4.0	91	550	1.0	3.8	115	587	1.2	4.7	103	852	1.1	5.1	15	264	.2	2.1
4-Book	52	1233	.5	3.2	75	582	.8	3.1	88	550	.9	3.6	67	693	.7	3.4	14	283	.2	2.1
SU '98	43	1216	.5	2.6	56	462	.6	2.4	59	503	.6	2.4	44	585	.5	2.3	20	317	.2	2.6
WNAP-AM																				
SU '99	*	5	.1	.3	*	5	.1	.2	6	32	.1	.3	5	27	.1	.3				
SP '99		1				10			3	15		.1	1	7		.1	**	**	**	**
WI '99		7	.1	.4		6	.1	.2	9	67	.1	.3	7	39	.1	.3	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		7	.1	.4		8	.1	.3	12	74	.1	.5	4	30		.2	**	**	**	**
WOGF-FM																				
SU '99	49	1242	.5	3.1	57	536	.6	2.6	81	584	.9	3.4	58	621	.6	3.0	17	316	.2	2.4
SP '99	83	1699	.9	5.1	108	794	1.1	4.4	131	786	1.4	5.1	87	868	.9	4.4	32	380	.3	5.0
WI '99	81	1565	.9	4.8	95	779	1.0	3.6	125	701	1.3	4.8	103	894	1.1	5.1	33	366	.3	5.1
FA '98	96	1885	1.0	5.8	125	881	1.3	5.2	136	844	1.4	5.6	104	952	1.1	5.2	43	510	.5	6.1
4-Book	77	1598	.8	4.7	96	748	1.0	4.0	118	729	1.3	4.7	88	834	.9	4.4	31	393	.3	4.7
SU '98	72	1526	.8	4.3	105	726	1.1	4.5	105	726	1.1	4.3	75	738	.8	3.9	25	436	.3	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	13	114	.1	.8	17	68	.2	.8	17	59	.2	.7	17	69	.2	.9	7	31	.1	1.0
SP '99	10	184	.1	.6	14	76	.1	.6	14	67	.1	.6	12	61	.1	.6	5	38	.1	.8
WI '99	12	166	.1	.7	19	84	.2	.7	22	91	.2	.9	10	86	.1	.5	1	26		.2
FA '98	4	121	.1	.2	7	46	.1	.3	3	46	.1	.1	2	39	.1	.1	1	16		.1
4-Book	10	146	.1	.6	14	69	.2	.6	14	66	.1	.6	10	64	.1	.5	4	28	.1	.5
SU '98	8	145	.1	.5	11	55	.1	.5	12	63	.1	.5	9	82	.1	.5	5	38	.1	.7
WPHI-FM																				
SU '99	28	664	.3	1.7	26	305	.3	1.2	41	304	.4	1.7	34	339	.4	1.8	12	209	.1	1.7
SP '99	29	771	.3	1.8	28	350	.3	1.1	32	350	.3	1.3	41	406	.4	2.1	23	228	.2	3.6
WI '99	29	642	.3	1.7	34	308	.4	1.3	31	260	.3	1.2	42	363	.4	2.1	25	223	.3	3.9
FA '98	35	689	.4	2.1	39	253	.4	1.6	44	323	.5	1.8	49	367	.5	2.4	20	254	.2	2.8
4-Book	30	692	.3	1.8	32	304	.4	1.3	37	309	.4	1.5	42	369	.4	2.1	20	229	.2	3.0
SU '98	37	772	.4	2.2	40	302	.4	1.7	46	386	.5	1.9	48	466	.5	2.5	26	254	.3	3.4
WPHT-AM																				
SU '99	8	220	.1	.5	13	46	.1	.6	3	45		.1	19	127	.2	1.0	2	41		.3
SP '99	2	121		.1					1	20			3	45		.2	3	53		.5
WI '99	6	168	.1	.4	12	63	.1	.5	4	34		.2	10	52	.1	.5	5	36	.1	.8
FA '98	13	212	.1	.8	21	83	.2	.9	18	91	.2	.7	17	94	.2	.8	8	55	.1	1.1
4-Book	7	180	.1	.5	12	48	.1	.5	7	48	.1	.3	12	80	.1	.6	5	46	.1	.7
SU '98	8	218	.1	.5	17	63	.2	.7	13	80	.1	.5	5	73	.1	.3	4	59		.5
WPLY-FM																				
SU '99	53	1323	.6	3.3	75	618	.8	3.4	72	679	.8	3.1	75	831	.8	3.9	17	377	.2	2.4
SP '99	60	1462	.6	3.7	78	690	.8	3.2	88	736	.9	3.5	84	958	.9	4.2	23	354	.2	3.6
WI '99	37	1186	.4	2.2	54	522	.6	2.1	49	480	.5	1.9	53	736	.6	2.6	15	333	.2	2.3
FA '98	38	1043	.4	2.3	49	529	.5	2.0	52	466	.6	2.1	62	743	.7	3.1	13	319	.1	1.8
4-Book	47	1254	.5	2.9	64	590	.7	2.7	65	590	.7	2.7	69	817	.8	3.5	17	346	.2	2.5
SU '98	31	1170	.3	1.9	37	490	.4	1.6	35	438	.4	1.4	42	653	.4	2.2	12	317	.1	1.6
WSSJ-AM																				
SU '99	11	95	.1	.7	19	71	.2	.9	9	67	.1	.4	12	59	.1	.6	11	56	.1	1.6
SP '99	7	81	.1	.4	6	39	.1	.2	9	59	.1	.4	10	59	.1	.5	3	37		.5
WI '99	9	60	.1	.5	10	44	.1	.4	8	38	.1	.3	7	39	.1	.3	4	27		.6
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	65	1231	.7	4.1	103	660	1.1	4.6	68	514	.7	2.9	80	622	.8	4.2	26	330	.3	3.7
SP '99	63	1131	.7	3.8	97	609	1.0	3.9	71	534	.8	2.8	62	584	.7	3.1	39	373	.4	6.1
WI '99	87	1205	.9	5.2	136	618	1.4	5.2	108	645	1.1	4.2	100	564	1.1	5.0	51	377	.5	7.9
FA '98	82	1199	.9	4.9	125	597	1.3	5.2	116	550	1.2	4.8	79	573	.8	3.9	42	346	.4	5.9
4-Book	74	1192	.8	4.5	115	621	1.2	4.7	91	561	1.0	3.7	80	586	.9	4.1	40	357	.4	5.9
SU '98	82	1381	.9	4.9	112	687	1.2	4.7	102	667	1.1	4.1	76	647	.8	4.0	56	478	.6	7.3
+WWDB-AM																				
SU '99	* 7	82	.1	.4	* 13	22	.1	.6	10	43	.1	.4	* 3	37		.2				
SP '99	2	45		.1	4	23		.2	3	29		.1					**	**	**	**
WI '99	1	23		.1	1	8			1	16							**	**	**	**
FA '98	4	49		.2	1	18			9	23	.1	.4	2	14		.1	**	**	**	**
4-Book	4	50		.2	5	18		.2	6	28	.1	.2	1	13		.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWDB-FM																				
SU '99	38	780	.4	2.4	37	312	.4	1.7	65	421	.7	2.8	42	193	.4	2.2	21	165	.2	3.0
SP '99	37	655	.4	2.3	50	309	.5	2.0	69	323	.7	2.7	28	257	.3	1.4	19	198	.2	3.0
WI '99	43	676	.5	2.6	49	354	.5	1.9	109	418	1.2	4.2	41	239	.4	2.0	7	100	.1	1.1
FA '98	31	708	.3	1.9	41	306	.4	1.7	58	292	.6	2.4	16	241	.2	.8	13	163	.1	1.8
4-Book	37	705	.4	2.3	44	320	.5	1.8	75	364	.8	3.0	32	233	.3	1.6	15	157	.2	2.2
SU '98	31	742	.3	1.9	35	260	.4	1.5	52	371	.5	2.1	32	286	.3	1.7	15	180	.2	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.

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWJZ-AM																				
SU '99	1	23		.1	1	7				14							1	16		.1
SP '99	1	15		.1		7			2	15		.1	2	8		.1				
WI '99	1	28		.1						7										
FA '98		25								8			1	8				8		
4-Book	1	23		.1		4			1	11			1	4				6		
SU '98	1	43		.1						18				9			1	25		.1
WXTU-FM																				
SU '99	51	816	.5	3.2	77	463	.8	3.5	64	481	.7	2.7	68	582	.7	3.5	19	336	.2	2.7
SP '99	68	937	.7	4.1	103	601	1.1	4.2	108	470	1.1	4.2	89	561	.9	4.5	20	278	.2	3.1
WI '99	61	785	.6	3.6	89	486	.9	3.4	97	379	1.0	3.8	74	491	.8	3.7	13	269	.1	2.0
FA '98	80	1018	.8	4.8	117	663	1.2	4.9	84	509	.9	3.5	119	705	1.3	5.9	30	348	.3	4.2
4-Book	65	889	.7	3.9	97	553	1.0	4.0	88	460	.9	3.6	88	585	.9	4.4	21	308	.2	3.0
SU '98	64	1084	.7	3.9	72	599	.8	3.1	90	599	.9	3.6	85	704	.9	4.5	25	405	.3	3.3
WYSP-FM																				
SU '99	64	1515	.7	4.0	202	837	2.1	9.1	77	660	.8	3.3	39	406	.4	2.0	10	265	.1	1.4
SP '99	56	1394	.6	3.4	204	971	2.2	8.3	55	420	.6	2.2	32	422	.3	1.6	13	208	.1	2.0
WI '99	64	1442	.7	3.8	220	966	2.3	8.4	78	658	.8	3.0	42	535	.4	2.1	8	152	.1	1.2
FA '98	58	1454	.6	3.5	169	913	1.8	7.1	59	539	.6	2.4	51	468	.5	2.5	14	177	.1	2.0
4-Book	61	1451	.7	3.7	199	922	2.1	8.2	67	569	.7	2.7	41	458	.4	2.1	11	201	.1	1.7
SU '98	65	1450	.7	3.9	205	872	2.1	8.7	78	540	.8	3.2	43	480	.5	2.3	16	318	.2	2.1
WYXR-FM																				
SU '99	76	1808	.8	4.7	102	942	1.1	4.6	137	915	1.5	5.8	93	1010	1.0	4.8	20	492	.2	2.9
SP '99	84	1899	.9	5.1	137	1128	1.5	5.6	130	894	1.4	5.1	108	1190	1.1	5.4	21	416	.2	3.3
WI '99	118	2086	1.3	7.0	179	1180	1.9	6.8	232	1122	2.5	9.0	154	1230	1.6	7.6	28	504	.3	4.4
FA '98	103	1931	1.1	6.2	153	1170	1.6	6.4	163	1063	1.7	6.7	125	1149	1.3	6.2	42	491	.4	5.9
4-Book	95	1931	1.0	5.8	143	1105	1.5	5.9	166	999	1.8	6.7	120	1145	1.3	6.0	28	476	.3	4.1
SU '98	95	1842	1.0	5.7	142	956	1.5	6.0	147	926	1.5	6.0	122	1100	1.3	6.4	36	589	.4	4.7
WJBR-FM																				
SU '99	16	301	.2	1.0	25	143	.3	1.1	32	137	.3	1.4	16	117	.2	.8	8	106	.1	1.1
SP '99	13	290	.1	.8	17	123	.2	.7	22	151	.2	.9	13	130	.1	.7	9	99	.1	1.4
WI '99	16	280	.2	.9	31	145	.3	1.2	29	116	.3	1.1	16	156	.2	.8	5	69	.1	.8
FA '98	14	338	.1	.8	13	158	.1	.5	24	164	.3	1.0	24	224	.3	1.2	5	92	.1	.7
4-Book	15	302	.2	.9	22	142	.2	.9	27	142	.3	1.1	17	157	.2	.9	7	92	.1	1.0
SU '98	15	229	.2	.9	16	95	.2	.7	33	103	.3	1.3	23	118	.2	1.2	7	90	.1	.9
WKXW-FM																				
SU '99	19	568	.2	1.2	22	233	.2	1.0	32	214	.3	1.4	33	290	.3	1.7	5	179	.1	.7
SP '99	22	505	.2	1.3	40	263	.4	1.6	43	235	.5	1.7	37	290	.4	1.9	3	78	.1	.5
WI '99	20	450	.2	1.2	27	214	.3	1.0	35	204	.4	1.4	37	307	.4	1.8	5	119	.1	.8
FA '98	23	494	.2	1.4	25	204	.3	1.0	41	237	.4	1.7	38	281	.4	1.9	14	152	.1	2.0
4-Book	21	504	.2	1.3	29	229	.3	1.2	38	223	.4	1.6	36	292	.4	1.8	7	132	.1	1.0
SU '98	23	591	.2	1.4	35	308	.4	1.5	45	295	.5	1.8	33	358	.3	1.7	6	113	.1	.8
WNJO-FM																				
SU '99	18	357	.2	1.1	28	219	.3	1.3	28	219	.3	1.2	16	234	.2	.8	7	110	.1	1.0
SP '99	16	347	.2	1.0	18	129	.2	.7	29	188	.3	1.1	23	183	.2	1.2	2	65	.1	.3
WI '99	16	284	.2	.9	17	132	.2	.6	24	130	.3	.9	23	140	.2	1.1	5	74	.1	.8
FA '98	12	236	.1	.7	11	131	.1	.5	20	96	.2	.8	19	129	.2	.9	5	82	.1	.7
4-Book	16	306	.2	.9	19	153	.2	.8	25	158	.3	1.0	20	172	.2	1.0	5	83	.1	.7
SU '98	22	352	.2	1.3	33	212	.3	1.4	40	201	.4	1.6	21	179	.2	1.1	9	65	.1	1.2
WPST-FM																				
SU '99	33	980	.3	2.1	36	452	.4	1.6	62	466	.7	2.6	52	495	.6	2.7	10	279	.1	1.4
SP '99	39	991	.4	2.4	53	526	.6	2.1	64	440	.7	2.5	56	602	.6	2.8	12	283	.1	1.9
WI '99	25	1012	.3	1.5	39	461	.4	1.5	39	409	.4	1.5	33	540	.3	1.6	5	250	.1	.8
FA '98	22	889	.2	1.3	31	408	.3	1.3	31	370	.3	1.3	28	486	.3	1.4	5	176	.1	.7
4-Book	30	968	.3	1.8	40	462	.4	1.6	49	421	.5	2.0	42	531	.5	2.1	8	247	.1	1.2
SU '98	34	920	.4	2.0	43	404	.5	1.8	54	452	.6	2.2	55	539	.6	2.9	14	269	.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.

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VSTV-FM																				
SU '99	12	438	.1	.7	19	197	.2	.9	13	150	.1	.6	14	173	.1	.7	8	138	.1	1.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	13	356	.1	.8	24	154	.3	1.0	18	203	.2	.7	9	171	.1	.5	3	93		.4
TOTALS																				
SU '99	1601	9207	17.0		2227	8046	23.6		2355	7320	25.0		1922	7939	20.4		696	5516	7.4	
SP '99	1642	9283	17.4		2466	8416	26.1		2544	7377	27.0		1994	8118	21.1		635	5081	6.7	
WI '99	1685	9176	17.9		2622	8423	27.8		2580	7372	27.3		2014	8018	21.3		643	5187	6.8	
FA '98	1662	9233	17.6		2391	8236	25.3		2427	7354	25.7		2014	7964	21.3		708	5193	7.5	
4-Book	1648	9225	17.5		2427	8280	25.7		2477	7356	26.3		1986	8010	21.0		671	5244	7.1	
SU '98	1659	9287	17.4		2358	8093	24.7		2466	7620	25.8		1903	8088	19.9		765	5570	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	101	2121	1.1	4.6	37	1039	.4	3.2	73	404	.8	7.5	42	305	.4	2.2	19	141	.2	1.3
4-Book	96	1999	1.0	4.2	38	957	.4	3.4	87	432	.9	8.6	43	254	.5	2.4	26	164	.3	2.0
WBEB-FM																				
SU '99	242	1903	2.6	11.1	71	1026	.8	6.1	56	217	.6	5.7	134	444	1.4	7.0	93	307	1.0	6.3
4-Book	260	2006	2.8	11.3	78	1044	.9	7.0	74	291	.8	7.4	141	455	1.5	7.6	97	334	1.0	7.2
WDAS-AM																				
SU '99	25	182	.3	1.1	21	176	.2	1.8	20	53	.2	2.0	15	45	.2	.8	12	33	.1	.8
4-Book	26	190	.3	1.1	23	208	.3	2.1	18	40	.2	1.8	19	44	.2	1.1	12	26	.1	.9
WDAS-FM																				
SU '99	183	1287	1.9	8.4	125	1031	1.3	10.7	79	199	.8	8.1	166	444	1.8	8.6	124	324	1.3	8.3
4-Book	196	1327	2.1	8.5	124	991	1.3	11.1	101	267	1.1	9.9	161	410	1.7	8.7	139	335	1.5	10.3
+WEJM-FM																				
WXXM-FM																				
SU '99	144	1584	1.5	6.6	87	1077	.9	7.4	81	245	.9	8.3	171	503	1.8	8.9	113	339	1.2	7.6
4-Book	98	1266	1.0	4.3	50	796	.5	4.4	41	171	.5	4.1	99	384	1.0	5.3	64	251	.7	4.7
+WEMG-AM																				
SU '99	7	67	.1	.3	7	65	.1	.6					19	57	.2	1.0	5	14	.1	.3
4-Book	14	90	.2	.6	6	58	.1	.6	4	12		.4	14	42	.2	.8	13	30	.2	1.0
+WEMG-FM																				
SU '99	22	211	.2	1.0	14	147	.1	1.2	6	25	.1	.6	20	69	.2	1.0	22	64	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	12	163	.1	.5	1	54		.1	1	8		.1					3	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	13	45	.1	.6	6	56	.1	.5	12	18	.1	1.2	5	18	.1	.3				
4-Book	11	84	.1	.5	8	83	.1	.7	10	24	.1	1.0	5	14	.1	.3	4	10	.1	.3
W10Q-FM																				
SU '99	100	1582	1.1	4.6	59	974	.6	5.0	36	156	.4	3.7	117	421	1.2	6.1	75	317	.8	5.0
4-Book	126	1703	1.4	5.5	62	1045	.7	5.5	46	190	.5	4.5	133	500	1.4	7.2	77	331	.8	5.7
WIP -AM																				
SU '99	9	266	.1	.4	4	104		.3	12	42	.1	1.2	10	41	.1	.5	2	16		.1
4-Book	13	257	.2	.6	7	166	.1	.6	6	25	.1	.6	9	45	.1	.5	6	31	.1	.4
WJJZ-FM																				
SU '99	124	896	1.3	5.7	55	586	.6	4.7	54	120	.6	5.5	111	222	1.2	5.8	62	172	.7	4.2
4-Book	140	1088	1.5	6.0	58	705	.6	5.2	53	149	.6	5.3	97	268	1.0	5.3	86	238	.9	6.4
WMGK-FM																				
SU '99	107	1507	1.1	4.9	60	842	.6	5.1	32	148	.3	3.3	99	307	1.0	5.1	90	289	1.0	6.0
4-Book	118	1476	1.2	5.1	50	879	.5	4.4	33	168	.3	3.2	102	418	1.1	5.6	71	278	.8	5.2
WMMR-FM																				
SU '99	70	1127	.7	3.2	42	752	.4	3.6	36	134	.4	3.7	67	303	.7	3.5	54	232	.6	3.6
4-Book	78	1038	.8	3.4	34	633	.4	3.0	26	123	.3	2.6	56	257	.6	3.0	47	210	.5	3.5
WNAP-AM																				
SU '99	* 5	58	.1	.2	* 5	37	.1	.4	*				6	6	.1	.3	4	6		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQGL-FM																				
SU '99	66	960	.7	3.0	41	660	.4	3.5	31	114	.3	3.2	50	228	.5	2.6	71	240	.8	4.8
4-Book	102	1265	1.1	4.4	64	898	.7	5.7	56	207	.6	5.5	109	375	1.2	5.9	78	246	.8	5.9
WPEN-AM																				
SU '99	17	98	.2	.8	8	76	.1	.7	7	9	.1	.7	28	38	.3	1.5	13	31	.1	.9
4-Book	13	106	.1	.6	8	87	.1	.7	10	21	.1	.9	20	39	.2	1.1	12	27	.1	.9

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

Target Listener Estimates

Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	35	571	.4	1.6	27	354	.3	2.3	15	49	.2	1.5	37	134	.4	1.9	66	164	.7	4.4
4-Book	37	580	.4	1.6	26	350	.3	2.3	22	88	.3	2.2	37	137	.4	2.0	43	121	.4	3.1
WPHT-AM																				
SU '99	11	163	.1	.5	7	127	.1	.6	12	24	.1	1.2	5	29	.1	.3	3	18		.2
4-Book	10	121	.1	.4	5	88	.1	.4	4	10	.1	.4	3	18	.1	.2	1	7		.1
WPLY-FM																				
SU '99	74	1171	.8	3.4	40	723	.4	3.4	25	132	.3	2.6	73	293	.8	3.8	67	253	.7	4.5
4-Book	66	1090	.7	2.9	34	657	.4	3.0	22	109	.3	2.2	73	291	.8	4.0	49	204	.5	3.6
WSSJ-AM																				
SU '99	13	95	.1	.6	6	68	.1	.5	9	26	.1	.9	17	42	.2	.9	5	16	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	82	949	.9	3.8	61	736	.6	5.2	50	150	.5	5.1	104	292	1.1	5.4	84	203	.9	5.6
4-Book	95	944	1.0	4.1	61	715	.7	5.5	47	141	.5	4.7	85	267	.9	4.6	75	201	.8	5.6
+WWDB-AM																				
SU '99	* 9	73	.1	.4	* 2	15		.2	* 1	6		.1	3	6		.2	*			
4-Book	4	44	.1	.2	1	13		.1	1	6		.1	4	9		.2				
WWDB-FM																				
SU '99	49	555	.5	2.2	30	392	.3	2.6	33	123	.3	3.4	18	61	.2	.9	17	59	.2	1.1
4-Book	52	532	.5	2.3	25	325	.3	2.3	23	87	.2	2.3	18	57	.2	1.0	9	33	.1	.7
WWJZ-AM																				
SU '99	1	14			1	14		.1	3	7		.3	1	7		.1				
4-Book	1	11			1	15		.1	1	5		.1		2						
WXTU-FM																				
SU '99	70	716	.7	3.2	41	507	.4	3.5	39	145	.4	4.0	83	250	.9	4.3	63	194	.7	4.2
4-Book	91	762	1.0	3.9	49	558	.5	4.4	55	185	.6	5.4	87	308	1.0	4.7	61	195	.7	4.4
WYSP-FM																				
SU '99	104	1207	1.1	4.8	31	597	.3	2.6	12	54	.1	1.2	46	187	.5	2.4	37	139	.4	2.5
4-Book	100	1255	1.1	4.3	25	497	.3	2.2	17	59	.2	1.6	42	170	.5	2.3	35	149	.4	2.5
WYXR-FM																				
SU '99	113	1513	1.2	5.2	50	830	.5	4.3	46	179	.5	4.7	83	371	.9	4.3	43	210	.5	2.9
4-Book	145	1697	1.5	6.2	54	899	.6	4.9	49	193	.5	4.8	103	400	1.1	5.6	71	269	.8	5.3
WJBR-FM																				
SU '99	25	214	.3	1.1	5	80	.1	.4					3	10		.2	5	8	.1	.3
4-Book	23	243	.3	1.0	7	118	.1	.6	7	28	.1	.7	11	45	.1	.6	10	35	.1	.8
WXKW-FM																				
SU '99	29	466	.3	1.3	12	188	.1	1.0	6	23	.1	.6	10	54	.1	.5	21	63	.2	1.4
4-Book	34	434	.4	1.5	8	160	.1	.8	6	27	.1	.6	9	54	.1	.5	9	40	.1	.6
WNJO-FM																				
SU '99	24	326	.3	1.1	15	174	.2	1.3	7	46	.1	.7	27	62	.3	1.4	34	108	.4	2.3
4-Book	22	250	.3	.9	12	153	.1	1.1	9	40	.1	.9	25	76	.3	1.4	19	65	.2	1.4
WPST-FM																				
SU '99	51	830	.5	2.3	16	358	.2	1.4	8	54	.1	.8	38	189	.4	2.0	31	137	.3	2.1
4-Book	44	830	.5	1.9	19	429	.2	1.7	12	68	.1	1.2	42	186	.4	2.3	26	118	.3	1.9
WSTW-FM																				
SU '99	15	320	.2	.7	10	226	.1	.9	11	43	.1	1.1	16	59	.2	.8	8	67	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2182	9049	23.1	1171	7865	12.4	976	2795	10.3	1927	4826	20.4	1488	3824	15.8					
4-Book	2311	9096	24.5	1119	7750	11.9	1010	3032	10.7	1854	4833	19.7	1352	3637	14.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	24	172	.3	3.1	53	304	.6	6.9	41	231	.4	2.7	31	160	.3	2.7	16	128	.2	2.2
4-Book	14	105	.2	1.9	74	319	.8	8.6	33	191	.4	2.3	26	127	.3	2.5	12	101	.1	1.9
WBEB-FM																				
SU '99	33	172	.3	4.2	44	158	.5	5.7	100	348	1.1	6.7	61	206	.6	5.4	41	184	.4	5.7
4-Book	47	229	.5	6.3	49	203	.5	5.7	108	374	1.2	7.6	70	240	.7	6.8	36	153	.4	5.6
WDAS-AM																				
SU '99	4	14	.5	.5	55	105	.6	7.1	39	104	.4	2.6	12	34	.1	1.1	12	30	.1	1.7
4-Book	6	10	.1	.7	62	140	.7	7.3	51	133	.6	3.6	13	33	.1	1.3	9	21	.1	1.4
WDAS-FM																				
SU '99	113	339	1.2	14.5	74	240	.8	9.6	110	327	1.2	7.4	109	245	1.2	9.6	205	415	2.2	28.4
4-Book	100	262	1.1	13.5	72	200	.8	8.6	105	309	1.1	7.5	117	270	1.3	11.4	186	338	2.0	29.7
+WEJM-FM																				
WXXM-FM																				
SU '99	58	236	.6	7.4	39	148	.4	5.0	107	378	1.1	7.2	98	323	1.0	8.6	27	131	.3	3.7
4-Book	32	150	.3	4.1	21	103	.2	2.5	64	289	.7	4.5	54	196	.6	5.2	21	98	.2	3.2
+WEMG-AM																				
SU '99									14	32	.1	.9	10	22	.1	.9	2	6		.3
4-Book	3	7		.4	1	4		.1	7	17	.1	.5	7	20	.1	.6	1	6		.2
+WEMG-FM																				
SU '99	7	34	.1	.9	6	14	.1	.8	20	33	.2	1.3	11	32	.1	1.0	15	34	.2	2.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	10		.1	4	16		.5					1	8		.1	1	6		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	4	10		.5	12	30	.1	1.6	9	30	.1	.6	4	14		.4	3	5		.4
4-Book	5	12	.1	.6	18	39	.2	2.0	10	35	.1	.7	5	11	.1	.4	5	9		.9
W100-FM																				
SU '99	49	163	.5	6.3	22	104	.2	2.8	52	284	.6	3.5	61	208	.6	5.4	49	214	.5	6.8
4-Book	48	207	.5	6.5	26	139	.3	3.1	67	337	.7	4.8	54	235	.6	5.4	32	151	.3	5.0
WIP -AM																				
SU '99									7	30	.1	.5	4	18		.4				
4-Book	4	27		.6	5	11	.1	.5	9	38	.1	.7	10	41	.1	1.0	6	22	.1	1.0
WJJZ-FM																				
SU '99	68	212	.7	8.7	45	84	.5	5.8	39	143	.4	2.6	27	87	.3	2.4	30	103	.3	4.2
4-Book	56	187	.6	7.6	37	106	.4	4.4	59	189	.6	4.2	48	145	.5	4.8	30	112	.3	4.8
WMGK-FM																				
SU '99	30	134	.3	3.9	19	74	.2	2.5	97	344	1.0	6.5	72	187	.8	6.4	33	137	.3	4.6
4-Book	31	161	.3	4.1	17	83	.2	2.0	70	283	.7	4.9	49	173	.6	4.7	18	87	.2	2.8
WMMR-FM																				
SU '99	33	164	.3	4.2	13	63	.1	1.7	68	274	.7	4.6	53	192	.6	4.7	9	57	.1	1.2
4-Book	23	117	.2	3.1	17	71	.2	2.0	47	199	.5	3.3	39	150	.4	3.8	13	49	.2	2.1
WNAP-AM																				
SU '99					* 13	31	.1	1.7	5	21	.1	.3	1	6		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '99	27	172	.3	3.5	55	161	.6	7.1	36	151	.4	2.4	43	119	.5	3.8	20	67	.2	2.8
4-Book	45	171	.5	6.1	67	205	.7	7.8	63	249	.7	4.4	59	176	.6	5.8	35	115	.4	5.8
WPEN-AM																				
SU '99	6	18	.1	.8	3	7		.4					6	23	.1	.5	1	7		.1
4-Book	5	15	.1	.7	3	16		.4	9	28	.1	.7	5	14	.1	.5	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.

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	20	120	.2	2.6	12	39	.1	1.6	23	75	.2	1.5	35	80	.4	3.1	9	36	.1	1.2
4-Book	27	103	.3	3.6	11	45	.1	1.3	28	97	.3	2.0	24	70	.3	2.3	13	37	.2	2.1
WPHT-AM																				
SU '99					8	24	.1	1.0	4	29		.3	2	17		.2	19	45	.2	2.6
4-Book	2	12		.2	7	25	.1	.8	4	23	.1	.3	3	13		.3	12	34	.1	1.9
WPLY-FM																				
SU '99	26	117	.3	3.3	10	56	.1	1.3	47	203	.5	3.1	46	236	.5	4.1	23	104	.2	3.2
4-Book	18	97	.2	2.5	15	80	.2	1.8	44	219	.5	3.2	31	160	.3	3.0	14	70	.2	2.2
WSSJ-AM																				
SU '99													11	21	.1	1.0	6	21	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	51	157	.5	6.5	73	180	.8	9.4	61	254	.6	4.1	36	110	.4	3.2	29	108	.3	4.0
4-Book	63	170	.6	8.5	72	203	.8	8.5	80	275	.9	5.7	36	110	.4	3.6	29	81	.3	4.6
+WVDB-AM																				
SU '99					*	6			4	9		.3	*							
4-Book	**	**	**	**	1	4		.1	1	2		.1					**	**	**	**
WVDB-FM																				
SU '99	12	51	.1	1.5	29	118	.3	3.8	113	222	1.2	7.6	4	24		.4	9	37	.1	1.2
4-Book	10	41	.1	1.3	27	104	.3	3.2	97	182	1.0	6.9	6	20	.1	.6	7	29	.1	1.1
WVJZ-AM																				
SU '99						7			1	7		.1								
4-Book					2	8		.2	2	8		.2	2	2		.2				
WXTU-FM																				
SU '99	24	120	.3	3.1	28	95	.3	3.6	46	170	.5	3.1	32	110	.3	2.8	12	54	.1	1.7
4-Book	22	102	.3	2.9	44	135	.5	5.1	60	200	.7	4.2	52	144	.5	5.1	16	67	.2	2.7
WYSP-FM																				
SU '99	16	77	.2	2.1	3	31		.4	73	258	.8	4.9	51	170	.5	4.5	4	35		.6
4-Book	19	81	.2	2.5	5	28	.1	.6	42	167	.5	2.9	31	121	.3	2.9	7	42	.1	1.2
WYXR-FM																				
SU '99	27	118	.3	3.5	17	96	.2	2.2	80	357	.8	5.4	51	181	.5	4.5	43	152	.5	6.0
4-Book	36	155	.4	4.9	26	121	.3	3.0	72	300	.8	5.1	44	185	.5	4.3	26	114	.3	4.2
WJBR-FM																				
SU '99	11	43	.1	1.4	1	10		.1	7	27	.1	.5	6	24	.1	.5	7	17	.1	1.0
4-Book	7	27	.1	.9	2	14		.2	8	37	.1	.6	4	25	.1	.4	3	16		.4
WKXW-FM																				
SU '99	7	42	.1	.9	6	17	.1	.8	14	73	.1	.9	16	48	.2	1.4	12	25	.1	1.7
4-Book	7	34	.1	.9	7	24	.1	.8	12	42	.1	.8	10	27	.1	.9	6	18	.1	.9
WNJO-FM																				
SU '99	8	25	.1	1.0	8	40	.1	1.0	16	63	.2	1.1	19	84	.2	1.7	4	22		.6
4-Book	5	29	.1	.7	8	31	.1	.9	16	49	.2	1.1	12	46	.1	1.2	3	18		.6
WPST-FM																				
SU '99	2	33		.3	2	24		.3	15	100	.2	1.0	27	110	.3	2.4	3	47		.4
4-Book	8	56	.1	1.2	6	53	.1	.7	27	149	.3	1.9	22	101	.2	2.2	5	44	.1	.9
WSTV-FM																				
SU '99	7	24	.1	.9	1	7		.1	16	105	.2	1.1	9	34	.1	.8	11	27	.1	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	779	2603	8.3		773	2286	8.2		1494	4133	15.8		1133	2875	12.0		722	2055	7.7	
4-Book	742	2429	7.9		849	2558	9.0		1420	4028	15.0		1028	2814	10.9		627	1818	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.

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	97	2975	.9	5.2	267	2085	2.4	10.1	69	1108	.6	2.5	107	1434	1.0	4.8	37	667	.3	4.7
SP '99	71	2478	.6	3.7	203	1798	1.8	7.0	48	729	.4	1.6	89	1150	.8	3.9	19	403	.2	2.6
WI '99	103	2934	.9	5.3	291	2121	2.6	9.6	75	960	.7	2.5	98	1344	.9	4.2	32	541	.3	4.3
FA '98	87	2568	.8	4.5	247	1764	2.2	8.9	63	807	.6	2.2	87	1207	.8	3.7	24	421	.2	3.0
4-Book	90	2739	.8	4.7	252	1942	2.3	8.9	64	901	.6	2.2	95	1284	.9	4.2	28	508	.3	3.7
SU '98	87	2739	.8	4.5	242	1792	2.2	8.7	49	896	.4	1.7	93	1160	.8	4.2	39	588	.4	4.4
WBEB-FM																				
SU '99	182	2585	1.7	9.8	245	1454	2.2	9.2	376	1613	3.4	13.7	219	1441	2.0	9.8	54	768	.5	6.8
SP '99	207	2770	1.9	10.8	286	1734	2.6	9.9	438	1575	4.0	15.0	236	1632	2.1	10.2	74	822	.7	10.0
WI '99	224	2776	2.0	11.4	299	1614	2.7	9.8	431	1666	3.9	14.4	258	1665	2.3	11.0	80	868	.7	10.7
FA '98	205	2700	1.9	10.6	294	1744	2.7	10.5	385	1453	3.5	13.6	243	1656	2.2	10.4	66	828	.6	8.3
4-Book	205	2708	1.9	10.7	281	1637	2.6	9.9	408	1577	3.7	14.2	239	1599	2.2	10.4	69	822	.6	9.0
SU '98	224	2710	2.0	11.5	282	1692	2.5	10.2	470	1699	4.2	16.4	274	1680	2.5	12.4	76	854	.7	8.5
VDAS-AM																				
SU '99	27	350	.2	1.4	53	190	.5	2.0	29	143	.3	1.1	23	147	.2	1.0	10	103	.1	1.3
SP '99	22	331	.2	1.2	30	159	.3	1.0	20	116	.2	.7	20	99	.2	.9	12	76	.1	1.6
WI '99	43	401	.4	2.2	72	252	.7	2.4	54	210	.5	1.8	42	159	.4	1.8	12	111	.1	1.6
FA '98	21	317	.2	1.1	36	167	.3	1.3	14	81	.1	.5	23	123	.2	1.0	5	49	.1	.6
4-Book	28	350	.3	1.5	48	192	.5	1.7	29	138	.3	1.0	27	132	.3	1.2	10	85	.1	1.3
SU '98	22	341	.2	1.1	44	186	.4	1.6	27	142	.2	.9	12	67	.1	.5	5	71	.1	.6
VDAS-FM																				
SU '99	167	1695	1.5	9.0	223	1013	2.0	8.4	209	879	1.9	7.6	181	920	1.6	8.1	109	774	1.0	13.8
SP '99	166	1741	1.5	8.7	238	1140	2.2	8.2	184	863	1.7	6.3	191	1069	1.7	8.3	121	747	1.1	16.3
WI '99	196	1705	1.8	10.0	282	1107	2.6	9.3	224	926	2.0	7.5	215	1095	2.0	9.2	142	779	1.3	18.9
FA '98	182	1676	1.7	9.4	241	1070	2.2	8.6	221	895	2.0	7.8	212	1015	1.9	9.1	135	847	1.2	16.9
4-Book	178	1704	1.6	9.3	246	1083	2.3	8.6	210	891	1.9	7.3	200	1025	1.8	8.7	127	787	1.2	16.5
SU '98	197	1814	1.8	10.1	247	1092	2.2	8.9	247	1058	2.2	8.6	208	1126	1.9	9.4	157	893	1.4	17.6
+WEJM-FM																				
WXXM-FM																				
SU '99	119	1954	1.1	6.4	120	994	1.1	4.5	179	1092	1.6	6.5	155	1244	1.4	7.0	67	594	.6	8.5
SP '99	65	1456	.6	3.4	92	739	.8	3.2	101	653	.9	3.5	89	891	.8	3.9	23	380	.2	3.1
WI '99	58	1450	.5	3.0	95	803	.9	3.1	78	684	.7	2.6	84	955	.8	3.6	19	441	.2	2.5
FA '98	51	1196	.5	2.6	58	672	.5	2.1	76	570	.7	2.7	78	737	.7	3.3	21	332	.2	2.6
4-Book	73	1514	.7	3.9	91	802	.8	3.2	109	750	1.0	3.8	102	957	.9	4.5	33	437	.3	4.2
SU '98	56	1378	.5	2.9	72	673	.7	2.6	82	605	.7	2.9	75	876	.7	3.4	21	441	.2	2.3
+WEMG-AM																				
SU '99	9	127	.1	.5	13	76	.1	.5	9	50	.1	.3	7	54	.1	.3	8	36	.1	1.0
SP '99	16	164	.1	.8	26	106	.2	.9	28	126	.3	1.0	18	156	.2	.8	6	58	.1	.8
WI '99	14	103	.1	.7	21	53	.2	.7	15	73	.1	.5	18	81	.2	.8	8	62	.1	1.1
FA '98	12	96	.1	.6	18	81	.2	.6	24	71	.2	.8	12	68	.1	.5	1	16	.1	.1
4-Book	13	123	.1	.7	20	79	.2	.7	19	80	.2	.7	14	90	.2	.6	6	43	.1	.8
SU '98	19	148	.2	1.0	18	81	.2	.7	15	90	.1	.5	24	105	.2	1.1	13	61	.1	1.5
+WEMG-FM																				
SU '99	18	257	.2	1.0	18	124	.2	.7	20	124	.2	.7	29	175	.3	1.3	13	87	.1	1.6
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	80	.2	.2	6	23	.1	.2	8	41	.1	.3	3	48	.1	.1	1	24	.1	.1
FA '98	3	67	.2	.2	3	22	.1	.1	6	26	.1	.2	4	41	.2	.2	1	34	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	2	105	.1	.1	3	39	.1	.1	2	49	.1	.1	3	74	.1	.1	2	16	.1	.2
WFIL-AM																				
SU '99	8	209	.1	.4	21	138	.2	.8	8	83	.1	.3	12	111	.1	.5	3	61	.1	.4
SP '99	9	138	.1	.5	17	84	.2	.6	19	80	.2	.6	10	66	.1	.4	3	21	.1	.4
WI '99	4	163	.2	.2	7	98	.1	.2	3	66	.1	.1	10	72	.1	.4	3	55	.1	.4
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	5	131	.3	.3	14	81	.1	.5	3	54	.1	.1	8	55	.1	.4	3	32	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WHAT-AM																						
SU '99	11	123	.1	.6	17	42	.2	.6	16	41	.1	.6	8	34	.1	.4	5	34		.6		
SP '99	8	131	.1	.4	20	82	.2	.7	5	50		.2	7	30	.1	.3						
WI '99	9	201	.1	.5	15	103	.1	.5	12	93	.1	.4	9	40	.1	.4	5	36		.7		
FA '98	11	182	.1	.6	26	113	.2	.9	8	65	.1	.3	7	40	.1	.3	7	13	.1	.9		
4-Book	10	159	.1	.5	20	85	.2	.7	10	62	.1	.4	8	36	.1	.4	4	21		.6		
SU '98	13	218	.1	.7	14	86	.1	.5	20	104	.2	.7	10	73	.1	.5	2	27		.2		
W10Q-FM																						
SU '99	79	1982	.7	4.2	94	819	.9	3.5	121	1080	1.1	4.4	99	1055	.9	4.4	32	555	.3	4.1		
SP '99	111	2443	1.0	5.8	132	1318	1.2	4.6	177	1200	1.6	6.0	146	1403	1.3	6.3	40	702	.4	5.4		
WI '99	84	1877	.8	4.3	112	851	1.0	3.7	153	1128	1.4	5.1	109	1113	1.0	4.7	24	506	.2	3.2		
FA '98	101	2048	.9	5.2	143	1019	1.3	5.1	170	1142	1.5	6.0	128	1190	1.2	5.5	29	575	.3	3.6		
4-Book	94	2088	.9	4.9	120	1002	1.1	4.2	155	1138	1.4	5.4	121	1190	1.1	5.2	31	585	.3	4.1		
SU '98	90	1888	.8	4.6	107	851	1.0	3.9	138	1093	1.2	4.8	94	1174	.8	4.3	39	547	.4	4.4		
WIP -AM																						
SU '99	8	399	.1	.4	20	223	.2	.8	8	114	.1	.3	9	135	.1	.4	3	70		.4		
SP '99	9	390	.1	.5	29	190	.3	1.0	3	63		.1	7	113	.1	.3	3	83		.4		
WI '99	13	508	.1	.7	27	215	.2	.9	11	116	.1	.4	19	188	.2	.8	5	99		.7		
FA '98	16	445	.1	.8	33	191	.3	1.2	15	130	.1	.5	19	231	.2	.8	8	85	.1	1.0		
4-Book	12	436	.1	.6	27	205	.3	1.0	9	106	.1	.3	14	167	.2	.6	5	84		.6		
SU '98	15	348	.1	.8	47	199	.4	1.7	13	120	.1	.5	14	125	.1	.6	4	54		.4		
WJZ-FM																						
SU '99	103	1375	.9	5.5	87	545	.8	3.3	190	684	1.7	6.9	129	703	1.2	5.8	66	548	.6	8.4		
SP '99	145	1663	1.3	7.6	171	876	1.6	5.9	276	892	2.5	9.4	185	1016	1.7	8.0	49	457	.4	6.6		
WI '99	128	1756	1.2	6.5	144	828	1.3	4.7	240	830	2.2	8.0	154	955	1.4	6.6	56	513	.5	7.5		
FA '98	97	1625	.9	5.0	103	711	.9	3.7	167	769	1.5	5.9	130	901	1.2	5.6	37	496	.3	4.6		
4-Book	118	1605	1.1	6.2	126	740	1.2	4.4	218	794	2.0	7.6	150	894	1.4	6.5	52	504	.5	6.8		
SU '98	106	1573	1.0	5.4	98	689	.9	3.5	163	740	1.5	5.7	141	940	1.3	6.4	66	502	.6	7.4		
WMGK-FM																						
SU '99	89	1824	.8	4.8	99	870	.9	3.7	154	1004	1.4	5.6	120	1064	1.1	5.4	28	435	.3	3.5		
SP '99	85	1900	.8	4.5	109	869	1.0	3.8	161	910	1.5	5.5	114	1163	1.0	5.0	27	562	.2	3.6		
WI '99	80	1841	.7	4.1	89	797	.8	2.9	148	870	1.3	5.0	110	1081	1.0	4.7	20	412	.2	2.7		
FA '98	89	1687	.8	4.6	93	864	.8	3.3	179	870	1.6	6.3	131	1088	1.2	5.6	23	395	.2	2.9		
4-Book	86	1813	.8	4.5	98	850	.9	3.4	161	914	1.5	5.6	119	1099	1.1	5.2	25	451	.2	3.2		
SU '98	104	1823	.9	5.3	100	850	.9	3.6	183	1049	1.7	6.4	141	1244	1.3	6.4	41	553	.4	4.6		
WMMR-FM																						
SU '99	52	1416	.5	2.8	75	646	.7	2.8	79	616	.7	2.9	55	709	.5	2.5	18	399	.2	2.3		
SP '99	53	1281	.5	2.8	72	590	.7	2.5	107	557	1.0	3.7	68	688	.6	3.0	9	269	.1	1.2		
WI '99	41	1183	.4	2.1	69	592	.6	2.3	56	476	.5	1.9	46	577	.4	2.0	16	254	.1	2.1		
FA '98	69	1308	.6	3.6	96	592	.9	3.4	115	601	1.0	4.0	105	887	1.0	4.5	16	278	.1	2.0		
4-Book	54	1297	.5	2.8	78	605	.7	2.8	89	563	.8	3.1	69	715	.6	3.0	15	300	.1	1.9		
SU '98	45	1264	.4	2.3	58	489	.5	2.1	62	531	.6	2.2	46	613	.4	2.1	21	331	.2	2.3		
WNAP-AM																						
SU '99	*	7	109	.1	.4	*	6	46	.1	.2	8	50	.1	.3	5	40		.2				
SP '99		5	73		.3		3	20		.1	4	34		.1	8	28	.1	.3	**	**	**	**
WI '99		11	129	.1	.6		11	42	.1	.4	15	96	.1	.5	14	61	.1	.6	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '98	14	187	.1	.7	16	100	.1	.6	24	134	.2	.8	9	62	.1	.4	**	**	**	**		
WVGL-FM																						
SU '99	75	1712	.7	4.0	92	764	.8	3.5	116	814	1.1	4.2	85	894	.8	3.8	28	471	.3	3.5		
SP '99	117	2174	1.1	6.1	152	1072	1.4	5.3	185	1017	1.7	6.3	124	1179	1.1	5.4	43	523	.4	5.8		
WI '99	107	2041	1.0	5.5	127	1056	1.2	4.2	166	884	1.5	5.6	139	1178	1.3	5.9	44	484	.4	5.9		
FA '98	138	2410	1.3	7.1	173	1172	1.6	6.2	204	1167	1.9	7.2	149	1271	1.4	6.4	60	691	.5	7.5		
4-Book	109	2084	1.0	5.7	136	1016	1.3	4.8	168	971	1.6	5.8	124	1131	1.2	5.4	44	542	.4	5.7		
SU '98	102	2010	.9	5.2	145	985	1.3	5.2	152	1006	1.4	5.3	104	1019	.9	4.7	37	555	.3	4.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPEN-AM																				
SU '99	22	209	.2	1.2	31	142	.3	1.2	41	118	.4	1.5	28	112	.3	1.3	8	38	.1	1.0
SP '99	12	237	.1	.6	14	84	.1	.5	16	82	.1	.5	13	83	.1	.6	6	46	.1	.8
WI '99	18	262	.2	.9	31	148	.3	1.0	32	129	.3	1.1	16	115	.1	.7	4	50	.1	.5
FA '98	11	177	.1	.6	15	75	.1	.5	12	75	.1	.4	13	81	.1	.6	6	35	.1	.8
4-Book	16	221	.2	.8	23	112	.2	.8	25	101	.2	.9	18	98	.2	.8	6	42	.1	.8
SU '98	16	236	.1	.8	20	101	.2	.7	23	109	.2	.8	15	131	.1	.7	9	63	.1	1.0
WPFI-FM																				
SU '99	29	681	.3	1.6	30	311	.3	1.1	41	311	.4	1.5	34	339	.3	1.5	12	209	.1	1.5
SP '99	29	790	.3	1.5	28	350	.3	1.0	32	350	.3	1.1	41	416	.4	1.8	23	237	.2	3.1
WI '99	33	746	.3	1.7	38	335	.3	1.2	36	286	.3	1.2	46	414	.4	2.0	29	256	.3	3.9
FA '98	37	722	.3	1.9	40	267	.4	1.4	45	336	.4	1.6	50	387	.5	2.1	23	267	.2	2.9
4-Book	32	735	.3	1.7	34	316	.3	1.2	39	321	.4	1.4	43	389	.4	1.9	22	242	.2	2.9
SU '98	37	797	.3	1.9	41	307	.4	1.5	48	403	.4	1.7	48	472	.4	2.2	26	260	.2	2.9
WPHT-AM																				
SU '99	12	302	.1	.6	18	71	.2	.7	4	60	.1	.1	26	158	.2	1.2	5	71	.1	.6
SP '99	5	175	.1	.3	3	7	.1	.1	4	38	.1	.1	10	76	.1	.4	4	63	.1	.5
WI '99	7	209	.1	.4	13	79	.1	.4	5	50	.1	.2	11	61	.1	.5	6	51	.1	.8
FA '98	14	233	.1	.7	23	90	.2	.8	19	98	.2	.7	18	102	.2	.8	8	55	.1	1.0
4-Book	10	230	.1	.5	14	62	.1	.5	8	62	.1	.3	16	99	.2	.7	6	60	.1	.7
SU '98	12	299	.1	.6	22	84	.2	.8	14	101	.1	.5	12	124	.1	.5	7	95	.1	.8
WPLY-FM																				
SU '99	54	1400	.5	2.9	77	668	.7	2.9	73	702	.7	2.7	77	858	.7	3.5	17	377	.2	2.2
SP '99	61	1499	.6	3.2	78	705	.7	2.7	88	736	.8	3.0	85	973	.8	3.7	24	361	.2	3.2
WI '99	38	1251	.3	1.9	56	544	.5	1.8	49	480	.4	1.6	57	794	.5	2.4	15	355	.1	2.0
FA '98	40	1115	.4	2.1	51	551	.5	1.8	53	479	.5	1.9	65	764	.6	2.8	14	347	.1	1.8
4-Book	48	1316	.5	2.5	66	617	.6	2.3	66	599	.6	2.3	71	847	.7	3.1	18	360	.2	2.3
SU '98	31	1204	.3	1.6	37	490	.3	1.3	35	438	.3	1.2	42	660	.4	1.9	12	317	.1	1.3
WSSJ-AM																				
SU '99	16	118	.1	.9	25	88	.2	.9	13	83	.1	.5	19	75	.2	.9	15	72	.1	1.9
SP '99	8	101	.1	.4	6	48	.1	.2	9	68	.1	.3	10	59	.1	.4	4	57	.1	.5
WI '99	9	60	.1	.5	10	44	.1	.3	8	38	.1	.3	7	39	.1	.3	4	27	.1	.5
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	67	1304	.6	3.6	105	680	1.0	4.0	70	553	.6	2.6	83	646	.8	3.7	28	340	.3	3.5
SP '99	65	1206	.6	3.4	101	635	.9	3.5	72	550	.7	2.5	64	618	.6	2.8	40	394	.4	5.4
WI '99	88	1294	.8	4.5	137	642	1.2	4.5	109	666	1.0	3.7	102	605	.9	4.4	52	413	.5	6.9
FA '98	88	1318	.8	4.6	133	649	1.2	4.8	128	614	1.2	4.5	83	612	.8	3.6	43	372	.4	5.4
4-Book	77	1281	.7	4.0	119	652	1.1	4.2	95	596	.9	3.3	83	620	.8	3.6	41	380	.4	5.3
SU '98	85	1458	.8	4.4	115	727	1.0	4.2	104	691	.9	3.6	80	679	.7	3.6	57	497	.5	6.4
+WVDB-AM																				
SU '99	* 7	82	.1	.4	* 13	22	.1	.5	10	43	.1	.4	* 3	37	.1	.1	**	**	**	**
SP '99	3	67	.1	.2	5	37	.1	.2	4	43	.1	.1	1	7	.1	.1	**	**	**	**
WI '99	2	46	.1	.1	1	8	.1	.1	4	29	.1	.1					**	**	**	**
FA '98	4	56	.1	.2	1	25	.1	.1	9	23	.1	.3	2	14	.1	.1	**	**	**	**
4-Book	4	63	.1	.2	5	23	.1	.2	7	35	.1	.2	2	15	.1	.1	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	46	877	.4	2.5	49	360	.4	1.8	78	489	.7	2.8	52	248	.5	2.3	22	179	.2	2.8
SP '99	45	799	.4	2.4	58	367	.5	2.0	79	387	.7	2.7	32	294	.3	1.4	29	234	.3	3.9
WI '99	57	835	.5	2.9	66	451	.6	2.2	133	507	1.2	4.5	56	306	.5	2.4	18	140	.2	2.4
FA '98	42	897	.4	2.2	56	404	.5	2.0	79	383	.7	2.8	24	325	.2	1.0	17	218	.2	2.1
4-Book	48	852	.4	2.5	57	396	.5	2.0	92	442	.8	3.2	41	293	.4	1.8	22	193	.2	2.8
SU '98	49	940	.4	2.5	60	348	.5	2.2	80	463	.7	2.8	44	387	.4	2.0	26	265	.2	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWJZ-AM																				
SU '99	1	37	.1	1	7			1	21							1	16		.1	
SP '99	1	31	.1	3	22		.1	2	15		.1	2	16		.1					
WI '99	2	68	.1		8			4	23		.1	3	23		.1				8	
FA '98		25							8			1	8						8	
4-Book	1	40	.1	1	9			2	17		.1	2	12		.1				8	
SU '98	3	57	.2	3	13		.1	3	31		.1	4	22		.2	2	31		.2	
WXTU-FM																				
SU '99	66	1007	.6	3.5	113	599	1.0	4.3	79	543	.7	2.9	87	702	.8	3.9	20	363	.2	2.5
SP '99	79	1119	.7	4.1	129	730	1.2	4.5	124	547	1.1	4.2	98	660	.9	4.3	24	348	.2	3.2
WI '99	70	930	.6	3.6	103	558	.9	3.4	109	434	1.0	3.7	83	579	.8	3.5	20	334	.2	2.7
FA '98	92	1198	.8	4.8	136	781	1.2	4.9	96	607	.9	3.4	132	796	1.2	5.7	38	371	.3	4.8
4-Book	77	1064	.7	4.0	120	667	1.1	4.3	102	533	.9	3.6	100	684	.9	4.4	26	354	.2	3.3
SU '98	85	1305	.8	4.4	102	738	.9	3.7	123	753	1.1	4.3	106	840	1.0	4.8	32	467	.3	3.6
WYSP-FM																				
SU '99	66	1557	.6	3.5	213	863	1.9	8.0	78	676	.7	2.8	39	414	.4	1.8	10	265	.1	1.3
SP '99	59	1454	.5	3.1	218	1024	2.0	7.5	55	434	.5	1.9	33	436	.3	1.4	13	208	.1	1.8
WI '99	67	1513	.6	3.4	233	1029	2.1	7.6	80	667	.7	2.7	44	558	.4	1.9	8	152	.1	1.1
FA '98	59	1502	.5	3.1	172	935	1.6	6.2	60	546	.5	2.1	51	474	.5	2.2	14	177	.1	1.8
4-Book	63	1507	.6	3.3	209	963	1.9	7.3	68	581	.6	2.4	42	471	.4	1.8	11	201	.1	1.5
SU '98	67	1546	.6	3.4	214	925	1.9	7.7	79	574	.7	2.8	44	493	.4	2.0	16	325	.1	1.8
WYXR-FM																				
SU '99	79	1914	.7	4.2	105	997	1.0	4.0	141	958	1.3	5.1	96	1060	.9	4.3	21	527	.2	2.7
SP '99	97	2067	.9	5.1	156	1216	1.4	5.4	150	965	1.4	5.1	130	1319	1.2	5.6	25	481	.2	3.4
WI '99	122	2181	1.1	6.2	191	1235	1.7	6.3	233	1147	2.1	7.8	159	1262	1.4	6.8	29	527	.3	3.9
FA '98	110	2028	1.0	5.7	172	1232	1.6	6.2	173	1097	1.6	6.1	130	1204	1.2	5.6	44	525	.4	5.5
4-Book	102	2048	.9	5.3	156	1170	1.4	5.5	174	1042	1.6	6.0	129	1211	1.2	5.6	30	515	.3	3.9
SU '98	104	1960	.9	5.3	151	1002	1.4	5.5	167	983	1.5	5.8	133	1162	1.2	6.0	38	628	.3	4.3
WJBR-FM																				
SU '99	23	381	.2	1.2	34	173	.3	1.3	44	166	.4	1.6	24	153	.2	1.1	11	149	.1	1.4
SP '99	20	394	.2	1.0	26	185	.2	.9	36	234	.3	1.2	20	198	.2	.9	12	125	.1	1.6
WI '99	19	326	.2	1.0	36	160	.3	1.2	38	155	.3	1.3	19	178	.2	.8	5	69		.7
FA '98	18	412	.2	.9	18	201	.2	.6	35	202	.3	1.2	30	269	.3	1.3	6	101	.1	.8
4-Book	20	378	.2	1.0	29	180	.3	1.0	38	189	.3	1.3	23	200	.2	1.0	9	111	.1	1.1
SU '98	20	283	.2	1.0	21	121	.2	.8	39	123	.4	1.4	27	138	.2	1.2	14	119	.1	1.6
WKXV-FM																				
SU '99	23	648	.2	1.2	31	293	.3	1.2	34	239	.3	1.2	37	349	.3	1.7	5	193		.6
SP '99	28	630	.3	1.5	46	304	.4	1.6	49	285	.4	1.7	45	360	.4	2.0	4	106		.5
WI '99	22	494	.2	1.1	30	250	.3	1.0	37	233	.3	1.2	40	352	.4	1.7	6	141	.1	.8
FA '98	29	604	.3	1.5	27	237	.2	1.0	49	321	.4	1.7	51	349	.5	2.2	15	179	.1	1.9
4-Book	26	594	.3	1.3	34	271	.3	1.2	42	270	.4	1.5	43	353	.4	1.9	8	155	.1	1.0
SU '98	27	666	.2	1.4	41	370	.4	1.5	51	340	.5	1.8	37	404	.3	1.7	8	126	.1	.9
WNJO-FM																				
SU '99	21	414	.2	1.1	30	242	.3	1.1	32	240	.3	1.2	20	257	.2	.9	8	133	.1	1.0
SP '99	19	440	.2	1.0	21	164	.2	.7	31	216	.3	1.1	29	248	.3	1.3	4	87		.5
WI '99	19	378	.2	1.0	20	170	.2	.7	27	155	.2	.9	27	170	.2	1.2	6	97	.1	.8
FA '98	19	321	.2	1.0	21	172	.2	.8	38	151	.3	1.3	24	190	.2	1.0	6	104	.1	.8
4-Book	20	388	.2	1.0	23	187	.2	.8	32	191	.3	1.1	25	216	.2	1.1	6	105	.1	.8
SU '98	26	422	.2	1.3	41	244	.4	1.5	43	225	.4	1.5	25	211	.2	1.1	12	103	.1	1.3
WPST-FM																				
SU '99	39	1045	.4	2.1	46	487	.4	1.7	77	508	.7	2.8	60	530	.5	2.7	10	279	.1	1.3
SP '99	39	1034	.4	2.0	54	540	.5	1.9	65	455	.6	2.2	56	623	.5	2.4	12	283	.1	1.6
WI '99	26	1075	.2	1.3	39	470	.4	1.3	40	425	.4	1.3	34	578	.3	1.5	6	265	.1	.8
FA '98	22	923	.2	1.1	31	414	.3	1.1	31	370	.3	1.1	28	500	.3	1.2	5	176		.6
4-Book	32	1019	.3	1.6	43	478	.4	1.5	53	440	.5	1.9	45	558	.4	2.0	8	251	.1	1.1
SU '98	35	948	.3	1.8	45	417	.4	1.6	54	459	.5	1.9	56	552	.5	2.5	14	276	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WSTW-FM																				
SU '99	16	462	.1	.9	24	212	.2	.9	20	165	.2	.7	19	188	.2	.9	8	138	.1	1.0
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	13	356	.1	.7	24	154	.2	.9	18	203	.2	.6	9	171	.1	.4	3	93		.3
TOTALS																				
SU '99	1865	10734	16.9		2656	9436	24.1		2738	8500	24.9		2228	9190	20.2		790	6283	7.2	
SP '99	1910	10848	17.4		2890	9800	26.3		2926	8574	26.6		2303	9434	20.9		742	5925	6.7	
WI '99	1961	10661	17.8		3047	9788	27.7		2984	8527	27.1		2342	9321	21.3		751	6023	6.8	
FA '98	1931	10731	17.5		2787	9608	25.3		2841	8569	25.8		2332	9280	21.2		798	5892	7.3	
4-Book	1917	10744	17.4		2845	9658	25.9		2872	8543	26.1		2301	9306	20.9		770	6031	7.0	
SU '98	1946	10757	17.6		2766	9436	25.0		2867	8833	25.9		2211	9409	20.0		894	6458	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	142	2696	1.3	5.6	59	1397	.5	4.4	122	588	1.1	10.3	57	429	.5	2.5	28	206	.3	1.6
4-Book	132	2515	1.2	4.9	56	1248	.5	4.3	123	581	1.1	10.1	61	354	.5	2.9	36	220	.3	2.3
WBEB-FM																				
SU '99	287	2231	2.6	11.2	81	1212	.7	6.0	67	266	.6	5.6	154	511	1.4	6.9	105	364	1.0	6.2
4-Book	317	2380	2.9	11.8	96	1276	.9	7.4	96	374	.9	7.9	181	563	1.7	8.4	117	410	1.1	7.5
WDAS-AM																				
SU '99	35	243	.3	1.4	26	220	.2	1.9	32	70	.3	2.7	19	60	.2	.8	18	48	.2	1.1
4-Book	35	248	.3	1.3	30	270	.3	2.4	24	49	.2	2.0	24	55	.2	1.1	17	36	.2	1.1
WDAS-FM																				
SU '99	205	1409	1.9	8.0	138	1137	1.3	10.2	87	228	.8	7.3	185	488	1.7	8.3	135	356	1.2	7.9
4-Book	218	1477	2.0	8.1	141	1117	1.3	10.8	116	307	1.1	9.4	183	464	1.7	8.5	155	374	1.4	9.9
+WEJM-FM																				
WXXM-FM																				
SU '99	153	1738	1.4	6.0	94	1157	.9	6.9	84	266	.8	7.1	177	524	1.6	7.9	128	367	1.2	7.5
4-Book	101	1334	.9	3.8	52	829	.5	4.0	42	178	.4	3.5	101	393	.9	4.6	70	260	.7	4.4
+WEMG-AM																				
SU '99	10	90	.1	.4	7	90	.1	.5					19	57	.2	.8	5	14		.3
4-Book	18	108	.2	.7	9	75	.1	.7	6	16	.1	.5	19	49	.2	.8	16	36	.1	1.0
+WEMG-FM																				
SU '99	22	234	.2	.9	14	154	.1	1.0	6	25	.1	.5	20	69	.2	.9	22	71	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	13	183	.1	.5	2	71		.1	1	8		.1					3	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	14	64	.1	.5	10	84	.1	.7	12	18	.1	1.0	12	24	.1	.5	6	6	.1	.4
4-Book	12	108	.1	.5	10	106	.1	.7	12	27	.1	1.0	7	18	.1	.3	5	11		.3
WIOQ-FM																				
SU '99	106	1686	1.0	4.1	63	1070	.6	4.7	40	176	.4	3.4	122	467	1.1	5.4	81	331	.7	4.8
4-Book	134	1808	1.3	5.0	65	1105	.6	5.0	48	201	.5	3.9	141	537	1.3	6.5	81	342	.7	5.2
WIP -AM																				
SU '99	12	329	.1	.5	5	132		.4	16	63	.1	1.3	12	48	.1	.5	2	16		.1
4-Book	16	313	.2	.6	8	202	.1	.6	7	30	.1	.6	12	57	.1	.5	7	36	.1	.5
WJJZ-FM																				
SU '99	140	1023	1.3	5.5	61	681	.6	4.5	60	140	.5	5.1	127	280	1.2	5.7	72	196	.7	4.2
4-Book	169	1268	1.6	6.3	72	818	.7	5.6	68	186	.6	5.6	123	332	1.1	5.7	107	290	1.0	6.9
WMGK-FM																				
SU '99	126	1601	1.1	4.9	63	917	.6	4.7	34	155	.3	2.9	112	343	1.0	5.0	97	318	.9	5.7
4-Book	128	1552	1.2	4.8	52	924	.5	4.0	34	172	.3	2.7	110	439	1.0	5.1	77	295	.7	4.9
WMMR-FM																				
SU '99	70	1150	.6	2.7	43	800	.4	3.2	42	149	.4	3.5	70	319	.6	3.1	56	250	.5	3.3
4-Book	79	1076	.7	3.0	35	668	.4	2.7	29	129	.3	2.4	58	268	.5	2.7	50	225	.4	3.2
WNAP-AM																				
SU '99	* 7	81	.1	.3	* 8	48	.1	.6	* **	**	**	**	12	12	.1	.5	9	12	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOGL-FM																				
SU '99	99	1361	.9	3.9	63	943	.6	4.7	51	177	.5	4.3	88	343	.8	3.9	104	345	.9	6.1
4-Book	145	1675	1.3	5.4	91	1201	.8	7.0	80	293	.8	6.5	158	519	1.5	7.3	114	354	1.0	7.3
WPEN-AM																				
SU '99	34	186	.3	1.3	11	93	.1	.8	10	18	.1	.8	34	55	.3	1.5	20	48	.2	1.2
4-Book	22	166	.2	.8	11	114	.1	.9	12	29	.1	1.0	26	51	.3	1.2	17	39	.2	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SU '99	36	585	.3	1.4	28	371	.3	2.1	16	55	.1	1.3	41	140	.4	1.8	66	164	.6	3.9
4-Book	39	613	.4	1.4	27	373	.3	2.1	24	95	.2	1.9	41	157	.4	1.9	47	132	.4	3.0
WPHT-AM																				
SU '99	15	218	.1	.6	11	172	.1	.8	19	42	.2	1.6	12	45	.1	.5	9	25	.1	.5
4-Book	12	156	.1	.5	6	107	.1	.5	6	15	.1	.5	5	22	.1	.2	3	8	.1	.2
WPLY-FM																				
SU '99	76	1234	.7	3.0	42	765	.4	3.1	25	132	.2	2.1	75	306	.7	3.3	67	253	.6	3.9
4-Book	67	1139	.6	2.5	35	685	.3	2.7	24	114	.2	1.9	76	305	.7	3.5	52	217	.5	3.3
WSSJ-AM																				
SU '99	18	112	.2	.7	12	91	.1	.9	17	43	.2	1.4	27	58	.2	1.2	13	32	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	85	1008	.8	3.3	64	754	.6	4.7	50	150	.5	4.2	109	306	1.0	4.9	92	211	.8	5.4
4-Book	99	1006	.9	3.7	64	751	.6	4.9	48	145	.5	3.9	87	277	.8	4.0	79	209	.7	5.0
+WWDB-AM																				
SU '99	* 9	73	.1	.4	* 2	15	.1	.1	* 1	6	.1	.1	3	6	.1	.1	*			
4-Book	5	52	.1	.2	2	21	.1	.1	1	6	.1	.1	5	15	.1	.3				
WWDB-FM																				
SU '99	61	646	.6	2.4	34	419	.3	2.5	41	131	.4	3.5	24	75	.2	1.1	17	59	.2	1.0
4-Book	66	647	.6	2.4	33	397	.3	2.5	37	117	.3	3.0	25	77	.3	1.2	12	42	.1	.7
WWJZ-AM																				
SU '99	1	21			1	20		.1	3	7		.3	1	7						
4-Book	2	23		.1	2	23		.1	1	5		.1	2	6		.1	1	4		.1
WXTU-FM																				
SU '99	92	879	.8	3.6	52	636	.5	3.8	53	180	.5	4.5	105	314	1.0	4.7	71	221	.6	4.2
4-Book	107	912	1.0	4.0	58	667	.6	4.4	67	217	.6	5.5	102	354	.9	4.7	71	233	.6	4.5
WYSP-FM																				
SU '99	108	1241	1.0	4.2	31	612	.3	2.3	14	62	.1	1.2	46	187	.4	2.1	37	139	.3	2.2
4-Book	104	1304	1.0	3.8	26	512	.3	1.9	18	63	.2	1.4	43	177	.4	2.0	35	149	.3	2.2
WYXR-FM																				
SU '99	116	1605	1.1	4.5	51	860	.5	3.8	50	187	.5	4.2	85	394	.8	3.8	45	218	.4	2.6
4-Book	155	1795	1.4	5.7	57	951	.5	4.4	54	211	.5	4.4	109	426	1.0	5.1	76	284	.7	4.9
WJBR-FM																				
SU '99	35	266	.3	1.4	9	126	.1	.7	1	7		.1	11	33	.1	.5	13	32	.1	.8
4-Book	31	309	.3	1.1	9	147	.1	.7	8	33	.1	.7	16	60	.2	.8	13	45	.1	.8
WKXV-FM																				
SU '99	34	547	.3	1.3	14	223	.1	1.0	10	45	.1	.8	16	75	.1	.7	25	84	.2	1.5
4-Book	40	515	.4	1.5	11	198	.1	.9	9	41	.1	.7	14	68	.1	.7	13	56	.1	.8
WHJO-FM																				
SU '99	28	363	.3	1.1	19	217	.2	1.4	9	60	.1	.8	32	83	.3	1.4	40	144	.4	2.4
4-Book	27	312	.3	1.0	16	208	.2	1.2	11	48	.1	1.0	30	95	.3	1.4	25	90	.2	1.6
WPST-FM																				
SU '99	62	878	.6	2.4	18	396	.2	1.3	9	61	.1	.8	45	203	.4	2.0	33	145	.3	1.9
4-Book	47	872	.4	1.8	20	453	.2	1.5	12	74	.1	1.0	46	199	.4	2.1	27	125	.2	1.7
WSTW-FM																				
SU '99	21	335	.2	.8	12	243	.1	.9	11	43	.1	.9	24	76	.2	1.1	9	76	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2556	10561	23.2		1354	9079	12.3		1186	3386	10.8		2239	5598	20.3		1699	4410	15.4	
4-Book	2689	10602	24.4		1306	8992	11.9		1222	3632	11.1		2164	5623	19.6		1564	4217	14.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	39	256	.4	4.5	89	454	.8	9.2	68	341	.6	4.0	51	244	.5	4.0	31	200	.3	3.8
4-Book	27	157	.3	3.2	106	441	1.0	10.1	53	281	.5	3.2	41	191	.4	3.5	21	145	.2	2.8
WBEB-FM																				
SU '99	39	199	.4	4.5	53	188	.5	5.5	114	428	1.0	6.7	71	250	.6	5.6	41	190	.4	5.0
4-Book	56	271	.5	6.7	64	263	.6	6.1	126	453	1.1	7.6	84	292	.8	7.2	39	176	.4	5.4
WDAS-AM																				
SU '99	8	20	.1	.9	63	117	.6	6.5	43	129	.4	2.5	16	40	.1	1.3	13	38	.1	1.6
4-Book	8	17	.1	.9	79	178	.7	7.5	62	170	.6	3.7	23	56	.2	2.0	11	28	.1	1.5
WDAS-FM																				
SU '99	122	376	1.1	14.1	83	265	.8	8.6	123	370	1.1	7.2	124	270	1.1	9.8	222	446	2.0	27.1
4-Book	108	288	1.0	13.1	84	232	.8	8.2	120	355	1.1	7.3	133	302	1.2	11.3	211	379	1.9	29.3
+WEJM-FM																				
WXXM-FM																				
SU '99	64	245	.6	7.4	40	154	.4	4.1	107	385	1.0	6.3	114	367	1.0	9.0	35	144	.3	4.3
4-Book	33	154	.3	4.0	21	106	.2	2.1	65	296	.6	3.9	60	209	.5	5.1	23	102	.2	3.1
+WEMG-AM																				
SU '99									16	48	.1	.9	10	22	.1	.8	3	15		.4
4-Book	3	7		.3	4	12		.3	11	27	.1	.7	10	25	.1	.9	2	9		.2
+WEMG-FM																				
SU '99	7	34	.1	.8	6	14	.1	.6	20	33	.2	1.2	13	39	.1	1.0	15	34	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	10		.1	4	16		.4	2	9		.1	4	15		.3	2	15		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	7	16	.1	.8	24	51	.2	2.5	17	51	.2	1.0	4	14		.3	3	5		.4
4-Book	6	13	.1	.7	24	53	.2	2.3	16	52	.2	1.0	6	15	.1	.5	5	9		.8
WIOQ-FM																				
SU '99	49	172	.4	5.6	22	104	.2	2.3	61	336	.6	3.6	63	215	.6	5.0	56	230	.5	6.8
4-Book	50	219	.4	6.0	27	146	.2	2.6	71	358	.6	4.3	56	242	.5	4.8	34	157	.3	4.6
WIP -AM																				
SU '99									7	30	.1	.4	4	18		.3				
4-Book	5	31		.6	7	17	.1	.6	12	52	.1	.7	10	45	.1	.9	6	26	.1	.9
WJJZ-FM																				
SU '99	71	237	.6	8.2	48	91	.4	4.9	40	155	.4	2.3	31	101	.3	2.5	34	121	.3	4.1
4-Book	64	216	.6	7.7	45	132	.4	4.4	72	229	.7	4.4	58	174	.6	5.1	38	133	.3	5.3
WMGK-FM																				
SU '99	31	150	.3	3.6	20	81	.2	2.1	102	360	.9	5.0	72	187	.7	5.7	33	137	.3	4.0
4-Book	31	165	.3	3.7	18	88	.2	1.7	73	297	.6	4.4	50	176	.5	4.3	19	90	.2	2.5
WMMR-FM																				
SU '99	33	164	.3	3.8	14	70	.1	1.4	68	274	.6	4.0	53	192	.5	4.2	10	65	.1	1.2
4-Book	24	120	.2	2.8	17	75	.2	1.6	48	203	.4	2.9	41	161	.4	3.5	15	53	.1	2.1
WNAP-AM																				
SU '99					* 17	36	.2	1.8	10	26	.1	.6	3	11		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	37	214	.3	4.3	82	227	.7	8.5	63	244	.6	3.7	63	192	.6	5.0	28	110	.3	3.4
4-Book	62	237	.6	7.5	96	283	.9	9.1	91	344	.9	5.5	81	239	.8	6.9	47	168	.5	6.7
WPEN-AM																				
SU '99	6	18	.1	.7	6	15	.1	.6	3	9		.2	6	23	.1	.5	1	7		.1
4-Book	6	20	.1	.8	6	21	.1	.5	15	42	.1	.9	7	19	.1	.6	2	9		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPFI-FM																				
SU '99	20	120	.2	2.3	14	42	.1	1.4	23	79	.2	1.3	35	80	.3	2.8	9	43	.1	1.1
4-Book	27	103	.2	3.3	12	45	.1	1.1	28	98	.3	1.7	24	70	.2	2.0	13	39	.1	1.8
WPHT-AM																				
SU '99	1	7	.1		14	40	.1	1.4	7	36	.1	.4	4	24	.3		21	58	.2	2.6
4-Book	2	14	.2		11	33	.1	1.1	7	30	.1	.4	3	15	.3		14	41	.1	1.9
WPLY-FM																				
SU '99	26	117	.2	3.0	10	56	.1	1.0	52	238	.5	3.0	50	245	.5	4.0	24	110	.2	2.9
4-Book	19	100	.2	2.3	15	82	.1	1.5	47	233	.4	2.9	33	164	.3	2.8	14	75	.1	1.9
WSSJ-AM																				
SU '99					15	23	.1	1.5	7	17	.1	.4	11	21	.1	.9	6	21	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	53	160	.5	6.1	75	184	.7	7.7	62	257	.6	3.6	36	110	.3	2.9	32	112	.3	3.9
4-Book	64	174	.6	7.7	76	213	.7	7.4	84	285	.8	5.1	38	117	.3	3.2	30	84	.3	4.2
+WVDB-AM																				
SU '99						6			4	9		.2								
4-Book	**	**	**	**		4		.1	2	4		.1					**	**	**	**
WVDB-FM																				
SU '99	13	58	.1	1.5	30	125	.3	3.1	123	243	1.1	7.2	4	24	.3		13	44	.1	1.6
4-Book	11	46	.1	1.4	33	126	.3	3.1	118	218	1.1	7.1	9	25	.1	.7	10	38	.1	1.4
WWJZ-AM																				
SU '99					2	13		.2	1	7		.1								
4-Book					2	10		.2	4	12		.3	2	2		.2				
WXTU-FM																				
SU '99	24	120	.2	2.8	49	145	.4	5.1	68	212	.6	4.0	34	116	.3	2.7	13	67	.1	1.6
4-Book	22	106	.2	2.6	53	161	.5	5.0	76	247	.7	4.6	57	175	.5	4.9	18	74	.2	2.6
WYSP-FM																				
SU '99	16	77	.1	1.8	4	39		.4	73	258	.7	4.3	51	170	.5	4.0	6	50	.1	.7
4-Book	19	81	.2	2.2	6	32	.1	.6	43	172	.4	2.6	32	123	.3	2.6	8	46	.1	1.1
WYXR-FM																				
SU '99	29	132	.3	3.3	17	96	.2	1.8	82	363	.7	4.8	51	181	.5	4.0	43	152	.4	5.2
4-Book	38	164	.4	4.6	27	130	.3	2.6	74	311	.7	4.5	45	191	.4	3.8	28	117	.3	3.8
WJBR-FM																				
SU '99	13	51	.1	1.5	4	18		.4	10	42	.1	.6	6	24	.1	.5	9	26	.1	1.1
4-Book	8	31	.1	1.0	3	20		.3	11	46	.1	.7	4	27	.1	.4	4	21	.1	.6
WKXW-FM																				
SU '99	7	42	.1	.8	7	24	.1	.7	18	94	.2	1.1	17	62	.2	1.3	12	25	.1	1.5
4-Book	7	37	.1	.8	9	33	.1	.8	17	58	.2	1.1	13	38	.1	1.1	6	19	.1	.9
WNJO-FM																				
SU '99	9	40	.1	1.0	9	47	.1	.9	21	77	.2	1.2	25	107	.2	2.0	5	37		.6
4-Book	7	50	.1	.9	10	38	.1	.9	21	69	.2	1.3	15	57	.1	1.3	5	29		.7
WPST-FM																				
SU '99	4	42		.5	2	30		.2	17	114	.2	1.0	28	117	.3	2.2	3	47		.4
4-Book	9	60	.1	1.1	6	54	.1	.6	27	155	.3	1.7	23	103	.2	1.9	5	44		.8
WSTV-FM																				
SU '99	8	32	.1	.9	1	7		.1	20	113	.2	1.2	9	34	.1	.7	11	27	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	868	2996	7.9		970	2824	8.8		1710	4790	15.5		1261	3251	11.5		820	2346	7.5	
4-Book	833	2767	7.6		1041	3100	9.5		1653	4704	15.0		1175	3227	10.7		719	2091	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.

Target Listener Estimates - Women 25-54

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '99	120	3265	1.2	7.3	310	2287	3.2	12.9	87	1285	.9	3.6	116	1533	1.2	6.1	57	889	.6	8.4
SP '99	88	2819	.9	5.2	257	2068	2.6	10.0	58	966	.6	2.3	102	1325	1.0	5.2	22	487	.2	3.3
WI '99	142	3264	1.4	8.1	378	2427	3.8	14.0	115	1278	1.2	4.3	133	1601	1.4	6.7	43	624	.4	6.4
FA '98	116	2843	1.2	6.9	298	2009	3.0	12.0	93	986	.9	3.8	124	1469	1.3	6.3	41	579	.4	6.1
4-Book	117	3048	1.2	6.9	311	2198	3.2	12.2	88	1129	.9	3.5	119	1482	1.2	6.1	41	645	.4	6.1
SU '98	113	3042	1.2	6.7	316	2167	3.2	12.7	67	1047	.7	2.8	108	1369	1.1	6.0	51	767	.5	7.1
WBEB-FM																				
SU '99	172	2192	1.7	10.4	237	1287	2.4	9.9	339	1437	3.4	14.1	208	1280	2.1	10.9	55	630	.6	8.1
SP '99	205	2489	2.1	12.1	280	1573	2.8	10.9	417	1508	4.2	16.6	243	1566	2.5	12.4	68	682	.7	10.3
WI '99	215	2629	2.2	12.3	277	1510	2.8	10.2	407	1601	4.1	15.3	249	1656	2.5	12.6	83	829	.8	12.4
FA '98	186	2323	1.9	11.0	265	1453	2.7	10.7	365	1354	3.7	14.9	215	1440	2.2	11.0	57	676	.6	8.5
4-Book	195	2408	2.0	11.5	265	1456	2.7	10.4	382	1475	3.9	15.2	229	1486	2.3	11.7	66	704	.7	9.8
SU '98	193	2271	2.0	11.5	268	1437	2.8	10.8	389	1410	4.0	16.0	230	1470	2.4	12.8	51	708	.5	7.1
WDAS-AM																				
SU '99	35	450	.4	2.1	61	254	.6	2.5	32	197	.3	1.3	27	172	.3	1.4	15	152	.2	2.2
SP '99	32	427	.3	1.9	54	222	.5	2.1	24	129	.2	1.0	19	122	.2	1.0	16	86	.2	2.4
WI '99	39	385	.4	2.2	70	223	.7	2.6	43	212	.4	1.6	32	147	.3	1.6	8	77	.1	1.2
FA '98	32	360	.3	1.9	52	213	.5	2.1	30	145	.3	1.2	28	142	.3	1.4	8	67	.1	1.2
4-Book	35	406	.4	2.0	59	228	.6	2.3	32	171	.3	1.3	27	146	.3	1.4	12	96	.2	1.8
SU '98	25	388	.3	1.5	48	247	.5	1.9	29	186	.3	1.2	17	104	.2	.9	7	79	.1	1.0
WDAS-FM																				
SU '99	129	1355	1.3	7.8	197	825	2.0	8.2	147	706	1.5	6.1	135	739	1.4	7.1	77	559	.8	11.4
SP '99	138	1382	1.4	8.2	195	897	2.0	7.6	157	721	1.6	6.3	162	817	1.6	8.3	99	606	1.0	15.0
WI '99	156	1354	1.6	8.9	246	900	2.5	9.1	193	697	2.0	7.3	155	824	1.6	7.8	90	583	.9	13.4
FA '98	134	1253	1.4	7.9	160	746	1.6	6.4	158	679	1.6	6.4	160	760	1.6	8.2	94	565	1.0	14.0
4-Book	139	1336	1.4	8.2	200	842	2.0	7.8	164	701	1.7	6.5	153	785	1.6	7.9	90	578	.9	13.5
SU '98	151	1284	1.6	9.0	169	792	1.7	6.8	200	785	2.1	8.2	148	772	1.5	8.2	123	618	1.3	17.0
+WEJM-FM																				
WXXM-FM																				
SU '99	79	1373	.8	4.8	74	618	.8	3.1	112	748	1.1	4.7	93	889	.9	4.9	48	442	.5	7.1
SP '99	45	833	.5	2.7	58	442	.6	2.3	54	379	.5	2.2	54	471	.5	2.8	26	224	.3	3.9
WI '99	22	688	.2	1.3	27	354	.3	1.0	34	312	.3	1.3	34	432	.3	1.7	7	160	.1	1.0
FA '98	20	553	.2	1.2	23	294	.2	.9	28	242	.3	1.1	35	314	.4	1.8	13	120	.1	1.9
4-Book	42	862	.4	2.5	46	427	.5	1.8	57	420	.6	2.3	54	527	.5	2.8	24	237	.3	3.5
SU '98	21	643	.2	1.3	32	260	.3	1.3	31	297	.3	1.3	27	401	.3	1.5	6	187	.1	.8
+WEMG-AM																				
SU '99	10	80	.1	.6	12	54	.1	.5	16	39	.2	.7	11	41	.1	.6	9	39	.1	1.3
SP '99	16	151	.2	.9	31	114	.3	1.2	26	104	.3	1.0	20	142	.2	1.0	6	58	.1	.9
WI '99	8	53	.1	.5	12	33	.1	.4	9	38	.1	.3	10	42	.1	.5	5	37	.1	.7
FA '98	9	70	.1	.5	13	64	.1	.5	17	55	.2	.7	9	53	.1	.5	1	9	.1	.1
4-Book	11	89	.1	.6	17	66	.2	.7	17	59	.2	.7	13	70	.1	.7	5	36	.1	.8
SU '98	15	98	.2	.9	10	55	.1	.4	12	73	.1	.5	20	71	.2	1.1	13	52	.1	1.8
+WEMG-FM																				
SU '99	7	120	.1	.4	7	61	.1	.3	8	63	.1	.3	8	64	.1	.4	4	35	.1	.6
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	6	154	.1	.3	6	39	.1	.2	11	73	.1	.4	7	112	.1	.4	2	39	.1	.3
FA '98	6	162	.1	.4	11	55	.1	.4	5	70	.1	.2	7	96	.1	.4	3	59	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	6	163	.1	.4	4	63	.1	.2	6	71	.1	.2	8	104	.1	.4	5	40	.1	.7
WFIL-AM																				
SU '99	8	218	.1	.5	20	128	.2	.8	8	83	.1	.3	10	103	.1	.5	3	71	.1	.4
SP '99	14	163	.1	.8	22	87	.2	.9	27	126	.3	1.1	18	104	.2	.9	8	41	.1	1.2
WI '99	6	178	.1	.3	14	91	.1	.5	5	69	.1	.2	11	81	.1	.6	3	74	.1	.4
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	7	140	.1	.4	18	104	.2	.7	5	72	.1	.2	9	46	.1	.5	6	47	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHAT-AM																				
SU '99	15	202	.2	.9	23	73	.2	1.0	15	70	.2	.6	9	52	.1	.5	13	45	.1	1.9
SP '99	18	186	.2	1.1	40	144	.4	1.6	10	83	.1	.4	13	60	.1	.7	10	20	.1	1.5
WI '99	22	322	.2	1.3	32	157	.3	1.2	29	171	.3	1.1	23	98	.2	1.2	10	70	.1	1.5
FA '98	16	232	.2	.9	24	118	.2	1.0	17	95	.2	.7	11	63	.1	.6	9	38	.1	1.3
4-Book	18	236	.2	1.1	30	123	.3	1.2	18	105	.2	.7	14	68	.1	.8	11	43	.1	1.6
SU '98	23	269	.2	1.4	38	136	.4	1.5	35	153	.4	1.4	17	101	.2	.9	8	47	.1	1.1
W10Q-FM																				
SU '99	39	1084	.4	2.4	41	424	.4	1.7	57	637	.6	2.4	46	517	.5	2.4	16	285	.2	2.4
SP '99	50	1310	.5	3.0	65	664	.7	2.5	66	617	.7	2.6	63	741	.6	3.2	22	331	.2	3.3
WI '99	43	1108	.4	2.5	68	524	.7	2.5	75	589	.8	2.8	47	579	.5	2.4	14	288	.1	2.1
FA '98	51	1091	.5	3.0	80	490	.8	3.2	84	551	.9	3.4	59	592	.6	3.0	14	276	.1	2.1
4-Book	46	1148	.5	2.7	64	526	.7	2.5	71	599	.8	2.8	54	607	.6	2.8	17	295	.2	2.5
SU '98	54	1126	.6	3.2	68	490	.7	2.7	76	636	.8	3.1	50	664	.5	2.8	25	300	.3	3.5
W1P-AM																				
SU '99	12	362	.1	.7	25	218	.3	1.0	12	146	.1	.5	14	183	.1	.7	5	77	.1	.7
SP '99	11	430	.1	.7	27	185	.3	1.1	8	109	.1	.3	8	131	.1	.4	7	112	.1	1.1
WI '99	14	457	.1	.8	28	207	.3	1.0	14	152	.1	.5	20	165	.2	1.0	6	76	.1	.9
FA '98	16	391	.2	.9	36	227	.4	1.5	16	123	.2	.7	17	175	.2	.9	8	71	.1	1.2
4-Book	13	410	.1	.8	29	209	.3	1.2	13	133	.1	.5	15	164	.2	.8	7	84	.1	1.0
SU '98	12	298	.1	.7	37	166	.4	1.5	5	104	.1	.2	11	127	.1	.6	4	39	.1	.6
WJZ-FM																				
SU '99	109	1309	1.1	6.6	107	566	1.1	4.5	211	715	2.1	8.8	146	750	1.5	7.6	61	468	.6	9.0
SP '99	139	1622	1.4	8.2	161	847	1.6	6.3	253	926	2.6	10.1	177	995	1.8	9.1	44	404	.4	6.7
WI '99	136	1648	1.4	7.8	152	806	1.5	5.6	250	855	2.5	9.4	179	994	1.8	9.1	58	507	.6	8.7
FA '98	95	1540	1.0	5.6	97	638	1.0	3.9	170	787	1.7	6.9	131	904	1.3	6.7	34	422	.3	5.1
4-Book	120	1530	1.2	7.1	129	714	1.3	5.1	221	821	2.2	8.8	158	911	1.6	8.1	49	450	.5	7.4
SU '98	105	1499	1.1	6.3	102	649	1.0	4.1	160	786	1.6	6.6	148	975	1.5	8.2	55	466	.6	7.6
WMGK-FM																				
SU '99	68	1223	.7	4.1	82	588	.8	3.4	123	672	1.3	5.1	86	671	.9	4.5	21	262	.2	3.1
SP '99	61	1267	.6	3.6	77	582	.8	3.0	116	571	1.2	4.6	81	743	.8	4.1	18	379	.2	2.7
WI '99	58	1231	.6	3.3	67	582	.7	2.5	109	667	1.1	4.1	74	728	.8	3.7	12	263	.1	1.8
FA '98	57	1084	.6	3.4	61	556	.6	2.5	122	580	1.2	5.0	77	678	.8	3.9	12	304	.1	1.8
4-Book	61	1201	.6	3.6	72	577	.7	2.9	118	623	1.2	4.7	80	705	.8	4.1	16	302	.2	2.4
SU '98	59	1117	.6	3.5	67	512	.7	2.7	102	622	1.0	4.2	77	746	.8	4.3	25	360	.3	3.5
WMMR-FM																				
SU '99	35	871	.4	2.1	52	384	.5	2.2	49	432	.5	2.0	32	399	.3	1.7	12	200	.1	1.8
SP '99	35	731	.4	2.1	44	328	.4	1.7	67	358	.7	2.7	47	409	.5	2.4	7	175	.1	1.1
WI '99	28	739	.3	1.6	55	351	.6	2.0	39	323	.4	1.5	30	389	.3	1.5	9	112	.1	1.3
FA '98	37	754	.4	2.2	61	385	.6	2.5	51	325	.5	2.1	56	521	.6	2.9	8	169	.1	1.2
4-Book	34	774	.4	2.0	53	362	.5	2.1	52	360	.5	2.1	41	430	.4	2.1	9	164	.1	1.4
SU '98	22	768	.2	1.3	28	342	.3	1.1	32	347	.3	1.3	21	354	.2	1.2	8	190	.1	1.1
WNAP-AM																				
SU '99	* 10	94	.1	.6	* 6	38	.1	.2	14	55	.1	.6	8	47	.1	.4				
SP '99	7	86	.1	.4	4	30	.1	.2	5	36	.1	.2	13	38	.1	.7	**	**	**	**
WI '99	14	130	.1	.8	12	44	.1	.4	19	106	.2	.7	15	60	.2	.8	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	16	188	.2	1.0	19	110	.2	.8	24	141	.2	1.0	9	77	.1	.5	**	**	**	**
WGL-FM																				
SU '99	96	1952	1.0	5.8	121	881	1.2	5.0	142	916	1.4	5.9	113	1051	1.1	5.9	37	546	.4	5.5
SP '99	131	2341	1.3	7.7	161	1161	1.6	6.3	207	1192	2.1	8.3	143	1347	1.5	7.3	39	542	.4	5.9
WI '99	123	2235	1.3	7.0	143	1156	1.5	5.3	185	1050	1.9	6.9	152	1213	1.5	7.7	48	495	.5	7.2
FA '98	146	2447	1.5	8.6	181	1236	1.8	7.3	211	1271	2.1	8.6	156	1371	1.6	8.0	61	708	.6	9.1
4-Book	124	2244	1.3	7.3	152	1109	1.5	6.0	186	1107	1.9	7.4	141	1246	1.4	7.2	46	573	.5	6.9
SU '98	120	2085	1.2	7.2	164	1069	1.7	6.6	170	1085	1.7	7.0	127	1115	1.3	7.1	41	610	.4	5.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPEN-AM																				
SU '99	50	556	.5	3.0	71	337	.7	3.0	82	338	.8	3.4	61	343	.6	3.2	18	160	.2	2.7
SP '99	29	484	.3	1.7	41	259	.4	1.6	50	239	.5	2.0	28	187	.3	1.4	11	83	.1	1.7
WI '99	46	504	.5	2.6	73	282	.7	2.7	78	317	.8	2.9	49	258	.5	2.5	13	104	.1	1.9
FA '98	34	479	.3	2.0	47	252	.5	1.9	48	282	.5	2.0	40	271	.4	2.0	11	85	.1	1.6
4-Book	40	506	.4	2.3	58	283	.6	2.3	65	294	.7	2.6	45	265	.5	2.3	13	108	.1	2.0
SU '98	38	540	.4	2.3	60	280	.6	2.4	61	287	.6	2.5	44	316	.5	2.4	12	130	.1	1.7
WPHI-FM																				
SU '99	13	299	.1	.8	17	98	.2	.7	20	114	.2	.8	14	133	.1	.7	5	91	.1	.7
SP '99	12	392	.1	.7	15	184	.2	.6	10	138	.1	.4	14	155	.1	.7	14	115	.1	2.1
WI '99	14	399	.1	.8	21	157	.2	.8	21	103	.2	.8	16	191	.2	.8	9	95	.1	1.3
FA '98	18	308	.2	1.1	19	90	.2	.8	28	174	.3	1.1	20	153	.2	1.0	13	106	.1	1.9
4-Book	14	350	.1	.9	18	132	.2	.7	20	132	.2	.8	16	158	.2	.8	10	102	.1	1.5
SU '98	17	407	.2	1.0	17	132	.2	.7	27	216	.3	1.1	19	229	.2	1.1	6	100	.1	.8
WPHT-AM																				
SU '99	19	413	.2	1.2	38	138	.4	1.6	13	113	.1	.5	23	168	.2	1.2	13	107	.1	1.9
SP '99	14	279	.1	.8	27	72	.3	1.1	11	78	.1	.4	18	103	.2	.9	14	82	.1	2.1
WI '99	11	313	.1	.6	25	125	.3	.9	12	114	.1	.5	7	86	.1	.4	11	70	.1	1.6
FA '98	19	310	.2	1.1	30	135	.3	1.2	22	108	.2	.9	25	139	.3	1.3	8	70	.1	1.2
4-Book	16	329	.2	.9	30	118	.3	1.2	15	103	.1	.6	18	124	.2	1.0	12	82	.1	1.7
SU '98	15	355	.2	.9	32	101	.3	1.3	14	115	.1	.6	17	152	.2	.9	8	91	.1	1.1
WPLY-FM																				
SU '99	29	654	.3	1.8	47	340	.5	2.0	48	280	.5	2.0	36	353	.4	1.9	7	173	.1	1.0
SP '99	25	717	.3	1.5	26	297	.3	1.0	36	297	.4	1.4	34	449	.3	1.7	12	171	.1	1.8
WI '99	19	579	.2	1.1	25	256	.3	.9	29	237	.3	1.1	29	371	.3	1.5	4	112	.1	.6
FA '98	18	509	.2	1.1	24	215	.2	1.0	21	193	.2	.9	26	296	.3	1.3	6	121	.1	.9
4-Book	23	615	.3	1.4	31	277	.3	1.2	34	252	.4	1.4	31	367	.3	1.6	7	144	.1	1.1
SU '98	16	586	.2	1.0	13	163	.1	.5	22	220	.2	.9	21	303	.2	1.2	5	162	.1	.7
WSSJ-AM																				
SU '99	20	86	.2	1.2	28	67	.3	1.2	24	80	.2	1.0	26	53	.3	1.4	12	55	.1	1.8
SP '99	5	80	.1	.3	3	41	.1	.1	7	47	.1	.3	6	38	.1	.3	3	50	.1	.5
WI '99	14	67	.1	.8	8	37	.1	.3	21	55	.2	.8	18	46	.2	.9	1	13	.1	.1
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	38	770	.4	2.3	46	306	.5	1.9	43	322	.4	1.8	47	339	.5	2.5	14	141	.1	2.1
SP '99	26	659	.3	1.5	40	285	.4	1.6	24	217	.2	1.0	29	298	.3	1.5	18	187	.2	2.7
WI '99	50	803	.5	2.9	60	337	.6	2.2	63	327	.6	2.4	54	366	.5	2.7	39	224	.4	5.8
FA '98	35	732	.4	2.1	53	293	.5	2.1	43	312	.4	1.8	30	278	.3	1.5	16	182	.2	2.4
4-Book	37	741	.4	2.2	50	305	.5	2.0	43	295	.4	1.8	40	320	.4	2.1	22	184	.2	3.3
SU '98	36	872	.4	2.1	50	360	.5	2.0	45	323	.5	1.9	29	337	.3	1.6	19	209	.2	2.6
+WVDB-AM																				
SU '99	* 9	112	.1	.5	* 15	50	.2	.6	15	72	.2	.6	* 3	38	.2	.2				
SP '99	7	93	.1	.4	12	54	.1	.5	12	68	.1	.5	2	16	.1	.1	**	**	**	**
WI '99	2	82	.1	.1	1	27	.1	.1	5	56	.1	.2					**	**	**	**
FA '98	11	118	.1	.7	8	64	.1	.3	21	81	.2	.9	5	38	.1	.3	**	**	**	**
4-Book	7	101	.1	.4	9	49	.1	.4	13	69	.2	.6	3	23	.2	.2	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																				
SU '99	65	1086	.7	3.9	75	514	.8	3.1	109	613	1.1	4.5	83	425	.8	4.3	25	241	.3	3.7
SP '99	58	993	.6	3.4	78	444	.8	3.0	85	526	.9	3.4	36	365	.4	1.8	39	295	.4	5.9
WI '99	78	1030	.8	4.5	98	561	1.0	3.6	161	657	1.6	6.0	62	386	.6	3.1	41	251	.4	6.1
FA '98	71	1064	.7	4.2	100	567	1.0	4.0	119	539	1.2	4.9	52	434	.5	2.7	33	289	.3	4.9
4-Book	68	1043	.7	4.0	88	522	.9	3.4	119	584	1.2	4.7	58	403	.6	3.0	35	269	.4	5.2
SU '98	68	1100	.7	4.1	85	483	.9	3.4	112	622	1.2	4.6	47	440	.5	2.6	39	335	.4	5.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVJZ-AM																				
SU '99	2	62	.1		1	16			1	30			2	8	.1		2	24	.3	
SP '99	3	57	.2		5	40	.1	.2	4	7			7	25	.1	.4	1	26	.2	
WI '99	3	100	.2		3	36		.1	4	23		.2	3	23		.2		8		
FA '98	1	57	.1		3	31		.1	2	18		.1		9						
4-Book	2	69	.2		3	31	.1		2	20	.1		3	16	.2		1	15	.1	
SU '98	9	69	.1	.5	9	20	.1	.4	9	29	.1	.4	10	20	.1	.6	6	29	.1	.8
WXTU-FM																				
SU '99	72	960	.7	4.4	117	588	1.2	4.9	86	474	.9	3.6	87	628	.9	4.5	20	358	.2	3.0
SP '99	76	1072	.8	4.5	121	670	1.2	4.7	116	587	1.2	4.6	87	631	.9	4.5	21	328	.2	3.2
WI '99	69	951	.7	3.9	103	526	1.0	3.8	105	495	1.1	3.9	76	544	.8	3.8	25	363	.3	3.7
FA '98	96	1062	1.0	5.7	151	731	1.5	6.1	117	548	1.2	4.8	120	722	1.2	6.1	41	307	.4	6.1
4-Book	78	1011	.8	4.6	123	629	1.2	4.9	106	526	1.1	4.2	93	631	1.0	4.7	27	339	.3	4.0
SU '98	97	1231	1.0	5.8	131	746	1.3	5.3	142	777	1.5	5.9	107	797	1.1	5.9	36	454	.4	5.0
WVSP-FM																				
SU '99	29	891	.3	1.8	102	444	1.0	4.2	29	316	.3	1.2	18	216	.2	.9	4	84	.6	
SP '99	34	798	.3	2.0	130	573	1.3	5.1	34	250	.3	1.4	16	180	.2	.8	6	67	.1	.9
WI '99	25	736	.3	1.4	95	460	1.0	3.5	32	277	.3	1.2	16	269	.2	.8	1	52	.1	
FA '98	33	882	.3	2.0	104	526	1.1	4.2	23	318	.2	.9	27	243	.3	1.4	10	74	.1	1.5
4-Book	30	827	.3	1.8	108	501	1.1	4.3	30	290	.3	1.2	19	227	.2	1.0	5	69	.1	.8
SU '98	34	908	.3	2.0	129	539	1.3	5.2	35	287	.4	1.4	17	257	.2	.9	3	126	.4	
WYXR-FM																				
SU '99	42	1175	.4	2.5	61	578	.6	2.5	74	601	.8	3.1	52	623	.5	2.7	10	252	.1	1.5
SP '99	62	1193	.6	3.7	92	659	.9	3.6	111	546	1.1	4.4	83	754	.8	4.2	15	288	.2	2.3
WI '99	72	1240	.7	4.1	125	759	1.3	4.6	137	650	1.4	5.1	84	671	.9	4.3	15	306	.2	2.2
FA '98	69	1102	.7	4.1	109	646	1.1	4.4	122	555	1.2	5.0	74	605	.8	3.8	25	224	.3	3.7
4-Book	61	1178	.6	3.6	97	661	1.0	3.8	111	588	1.1	4.4	73	663	.8	3.8	16	268	.2	2.4
SU '98	61	1261	.6	3.6	86	568	.9	3.5	83	627	.9	3.4	73	691	.8	4.1	25	364	.3	3.5
WJBR-FM																				
SU '99	17	287	.2	1.0	30	132	.3	1.2	26	131	.3	1.1	19	169	.2	1.0	10	120	.1	1.5
SP '99	22	316	.2	1.3	35	158	.4	1.4	44	208	.4	1.8	16	160	.2	.8	5	61	.1	.8
WI '99	14	271	.1	.8	25	142	.3	.9	28	128	.3	1.1	17	134	.2	.9	4	57	.6	
FA '98	13	270	.1	.8	12	122	.1	.5	30	159	.3	1.2	19	186	.2	1.0	3	59	.4	
4-Book	17	286	.2	1.0	26	139	.3	1.0	32	157	.3	1.3	18	162	.2	.9	6	74	.1	.8
SU '98	18	248	.2	1.1	24	105	.2	1.0	38	119	.4	1.6	20	84	.2	1.1	13	84	.1	1.8
VKXV-FM																				
SU '99	22	554	.2	1.3	29	228	.3	1.2	37	260	.4	1.5	39	329	.4	2.0	5	109	.1	.7
SP '99	25	551	.3	1.5	38	281	.4	1.5	42	242	.4	1.7	33	287	.3	1.7	5	102	.1	.8
WI '99	24	452	.2	1.4	38	282	.4	1.4	43	262	.4	1.6	33	297	.3	1.7	7	138	.1	1.0
FA '98	23	511	.2	1.4	32	239	.3	1.3	37	269	.4	1.5	38	273	.4	1.9	9	134	.1	1.3
4-Book	24	517	.2	1.4	34	258	.4	1.4	40	258	.4	1.6	36	297	.4	1.8	7	121	.1	1.0
SU '98	26	560	.3	1.6	36	258	.4	1.5	52	295	.5	2.1	36	366	.4	2.0	7	137	.1	1.0
VNJO-FM																				
SU '99	24	400	.2	1.5	29	200	.3	1.2	42	226	.4	1.8	26	276	.3	1.4	9	150	.1	1.3
SP '99	19	462	.2	1.1	18	164	.2	.7	28	240	.3	1.1	30	262	.3	1.5	4	86	.6	
WI '99	21	397	.2	1.2	20	162	.2	.7	37	174	.4	1.4	28	190	.3	1.4	6	97	.1	.9
FA '98	20	366	.2	1.2	23	161	.2	.9	38	172	.4	1.5	23	197	.2	1.2	6	112	.1	.9
4-Book	21	406	.2	1.3	23	172	.2	.9	36	203	.4	1.5	27	231	.3	1.4	6	111	.1	.9
SU '98	27	420	.3	1.6	42	259	.4	1.7	43	241	.4	1.8	25	232	.3	1.4	13	124	.1	1.8
WPST-FM																				
SU '99	30	629	.3	1.8	33	299	.3	1.4	62	335	.6	2.6	43	313	.4	2.2	7	168	.1	1.0
SP '99	19	487	.2	1.1	19	221	.2	.7	31	213	.3	1.2	26	257	.3	1.3	7	128	.1	1.1
WI '99	14	568	.1	.8	23	257	.2	.8	22	203	.2	.8	16	288	.2	.8	2	114	.3	
FA '98	11	482	.1	.7	17	245	.2	.7	11	183	.1	.4	13	220	.1	.7	3	99	.4	
4-Book	19	542	.2	1.1	23	256	.2	.9	32	234	.3	1.3	25	270	.3	1.3	5	127	.1	.7
SU '98	16	504	.2	1.0	20	194	.2	.8	18	217	.2	.7	25	292	.3	1.4	8	159	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WSTV-FM																			
SU '99	6	226	.1	.4	8	103	.1	.3	10	101	.1	.4	8	60	.1	.4	1	36	.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	8	167	.1	.5	16	58	.2	.6	16	89	.2	.7	8	86	.1	.4	1	70	.1
TOTALS																			
SU '99	1652	9601	16.8		2402	8402	24.4		2397	7640	24.4		1914	8062	19.5		676	5374	6.9
SP '99	1692	9608	17.2		2559	8685	26.0		2508	7538	25.5		1953	8251	19.8		661	4943	6.7
WI '99	1749	9550	17.8		2707	8658	27.5		2662	7717	27.1		1975	8209	20.1		670	5148	6.8
FA '98	1692	9518	17.2		2482	8585	25.2		2453	7672	24.9		1960	8163	19.9		673	5017	6.8
4-Book	1696	9569	17.3		2538	8583	25.8		2505	7642	25.5		1951	8171	19.8		670	5121	6.8
SU '98	1675	9413	17.2		2482	8380	25.5		2425	7754	24.9		1799	8047	18.5		722	5519	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYV -AM																				
SU '99	165	2932	1.7	7.3	82	1641	.8	6.6	176	756	1.8	14.4	87	506	.9	4.2	34	196	.3	2.4
4-Book	166	2806	1.7	7.1	80	1552	.8	6.6	188	780	1.9	15.0	85	446	.9	4.3	53	263	.5	3.8
WBEB-FM																				
SU '99	267	1980	2.7	11.9	80	1075	.8	6.5	72	293	.7	5.9	164	505	1.7	8.0	96	341	1.0	6.8
4-Book	299	2144	3.0	12.7	95	1193	1.0	7.9	101	386	1.0	8.0	189	579	1.9	9.5	122	415	1.3	8.8
WDAS-AM																				
SU '99	39	335	.4	1.7	40	302	.4	3.2	34	86	.3	2.8	26	66	.3	1.3	14	44	.1	1.0
4-Book	39	292	.4	1.7	42	321	.4	3.5	32	67	.3	2.5	34	82	.4	1.7	16	39	.2	1.2
WDAS-FM																				
SU '99	159	1135	1.6	7.1	111	939	1.1	9.0	72	211	.7	5.9	167	432	1.7	8.1	103	257	1.0	7.2
4-Book	171	1150	1.7	7.3	115	888	1.2	9.4	110	286	1.1	8.6	161	394	1.6	8.1	124	288	1.3	8.9
+WEJM-FM																				
WXXM-FM																				
SU '99	94	1207	1.0	4.2	72	810	.7	5.8	49	166	.5	4.0	120	320	1.2	5.8	82	243	.8	5.8
4-Book	53	745	.6	2.3	34	475	.3	2.8	23	97	.3	1.9	59	219	.6	2.9	43	141	.4	3.1
+WEMG-AM																				
SU '99	13	54	.1	.6	6	73	.1	.5	1	11	.1	.1	20	40	.2	1.0	5	17	.1	.4
4-Book	16	78	.2	.7	7	57	.1	.6	4	16	.1	.4	17	39	.2	.9	13	30	.2	.9
+WEMG-FM																				
SU '99	7	115	.1	.3	7	55	.1	.6	4	5	.3	.3	5	22	.1	.2	7	18	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	12	182	.1	.5	5	108	.1	.4	4	16	.3	.3	5	18	.1	.2	12	32	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	16	132	.2	.7	15	106	.2	1.2	2	8	.2	.2	15	24	.2	.7	17	17	.2	1.2
4-Book	21	165	.2	.9	18	161	.2	1.5	15	37	.2	1.2	14	32	.2	.7	10	23	.1	.8
W100-FM																				
SU '99	49	900	.5	2.2	39	594	.4	3.2	20	92	.2	1.6	79	261	.8	3.8	55	222	.6	3.9
4-Book	63	982	.7	2.7	35	591	.4	2.9	19	93	.2	1.5	70	275	.7	3.5	44	190	.5	3.2
WIP -AM																				
SU '99	17	319	.2	.8	8	155	.1	.6	13	52	.1	1.1	15	63	.2	.7	7	32	.1	.5
4-Book	19	309	.2	.8	9	196	.1	.7	7	27	.1	.5	14	61	.2	.7	8	40	.1	.6
WJJZ-FM																				
SU '99	159	1029	1.6	7.1	51	596	.5	4.1	44	97	.4	3.6	88	222	.9	4.3	52	154	.5	3.7
4-Book	173	1263	1.8	7.4	72	801	.7	5.9	65	190	.7	5.1	118	333	1.2	5.9	98	281	1.0	7.2
WMGK-FM																				
SU '99	99	1052	1.0	4.4	44	673	.4	3.6	25	125	.3	2.1	83	256	.8	4.0	82	261	.8	5.8
4-Book	92	1007	.9	3.9	36	639	.4	3.0	23	125	.3	1.8	78	316	.8	3.9	56	210	.6	4.0
WMMR-FM																				
SU '99	45	692	.5	2.0	34	518	.3	2.8	39	142	.4	3.2	59	231	.6	2.9	42	167	.4	3.0
4-Book	49	641	.5	2.1	24	419	.2	1.9	25	103	.3	2.0	41	188	.4	2.0	32	156	.3	2.3
WNAP-AM																				
SU '99	* 10	70	.1	.4	* 11	51	.1	.9	* 2	7	.2	.2	21	25	.2	1.0	13	19	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '99	127	1532	1.3	5.6	82	1121	.8	6.6	69	236	.7	5.7	115	417	1.2	5.6	128	412	1.3	9.0
4-Book	162	1817	1.7	6.9	111	1386	1.1	9.1	97	347	1.0	7.6	195	631	2.0	9.8	139	426	1.4	10.0
WPEN-AM																				
SU '99	72	498	.7	3.2	32	387	.3	2.6	36	98	.4	3.0	99	234	1.0	4.8	50	117	.5	3.5
4-Book	56	411	.6	2.4	28	324	.3	2.3	33	108	.4	2.7	67	160	.7	3.3	39	93	.4	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 35-64

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	17	232	.2	.8	11	140	.1	.9	12	37	.1	1.0	21	58	.2	1.0	16	37	.2	1.1
4-Book	18	267	.2	.8	11	153	.1	.9	11	38	.1	.8	19	71	.2	1.0	17	49	.2	1.2
WPHT-AM																				
SU '99	23	304	.2	1.0	17	214	.2	1.4	21	48	.2	1.7	27	79	.3	1.3	14	50	.1	1.0
4-Book	20	235	.2	.9	11	147	.1	.9	11	36	.1	.9	13	37	.1	.6	8	24	.1	.6
WPLY-FM																				
SU '99	44	548	.4	2.0	18	343	.2	1.5	17	43	.2	1.4	24	134	.2	1.2	27	118	.3	1.9
4-Book	32	508	.3	1.4	17	315	.2	1.4	15	54	.2	1.1	36	145	.4	1.8	25	109	.3	1.8
WSSJ-AM																				
SU '99	26	80	.3	1.2	15	80	.2	1.2	25	41	.3	2.1	30	47	.3	1.5	9	24	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SU '99	45	574	.5	2.0	40	402	.4	3.2	17	42	.2	1.4	59	177	.6	2.9	74	146	.8	5.2
4-Book	44	549	.5	1.9	36	414	.4	2.9	24	71	.3	1.9	44	145	.5	2.2	42	106	.4	3.0
+WWDB-AM																				
SU '99	* 12	103	.1	.5	* 2	15	.2	.2	* 1	6	.1	.1	3	6	.1	.1	*			
4-Book	10	91	.1	.4	2	25	.2	.2	1	6	.1	.1	5	15	.3	.3				
WWDB-FM																				
SU '99	90	874	.9	4.0	48	551	.5	3.9	62	165	.6	5.1	64	180	.7	3.1	22	68	.2	1.5
4-Book	90	822	.9	3.9	51	562	.5	4.2	63	196	.7	5.0	60	171	.6	3.0	26	86	.3	1.9
WWJZ-AM																				
SU '99	1	38			5	46	.1	.4	9	16	.1	.7	13	24	.1	.6	10	26	.1	.7
4-Book	3	44		.1	3	42		.3	3	10		.2	6	15	.1	.3	5	15		.4
WXTU-FM																				
SU '99	96	816	1.0	4.3	66	646	.7	5.3	76	209	.8	6.2	137	351	1.4	6.7	74	229	.8	5.2
4-Book	107	871	1.1	4.6	62	642	.7	5.1	74	212	.8	5.8	111	329	1.1	5.5	74	243	.8	5.3
WYSP-FM																				
SU '99	48	648	.5	2.1	13	332	.1	1.1	10	36	.1	.8	13	84	.1	.6	12	55	.1	.8
4-Book	50	678	.5	2.2	12	269	.1	1.0	9	25	.1	.7	18	79	.2	.9	15	68	.2	1.1
WYXR-FM																				
SU '99	63	1019	.6	2.8	25	457	.3	2.0	27	109	.3	2.2	33	201	.3	1.6	23	107	.2	1.6
4-Book	95	1019	1.0	4.0	32	530	.3	2.6	34	120	.4	2.6	61	236	.6	3.1	47	181	.5	3.4
WJBR-FM																				
SU '99	25	237	.3	1.1	8	114	.1	.6	10	33	.1	.8	10	41	.1	.5	13	32	.1	.9
4-Book	26	241	.3	1.1	9	130	.1	.7	10	35	.1	.8	16	59	.2	.8	10	36	.1	.7
WKXW-FM																				
SU '99	35	478	.4	1.6	11	197	.1	.9	9	37	.1	.7	14	85	.1	.7	22	79	.2	1.5
4-Book	37	452	.4	1.6	12	185	.1	1.0	11	47	.1	.9	17	70	.2	.8	14	58	.1	1.0
WNJO-FM																				
SU '99	33	349	.3	1.5	20	237	.2	1.6	7	50	.1	.6	30	82	.3	1.5	38	128	.4	2.7
4-Book	29	321	.3	1.3	16	232	.2	1.3	11	46	.1	.9	31	104	.3	1.6	23	87	.2	1.7
WPST-FM																				
SU '99	47	515	.5	2.1	15	261	.2	1.2	7	53	.1	.6	38	112	.4	1.9	34	112	.3	2.4
4-Book	27	452	.3	1.2	13	256	.2	1.0	5	37	.1	.4	29	114	.3	1.5	20	76	.2	1.4
WSTW-FM																				
SU '99	9	162	.1	.4	5	136	.1	.4	5	24	.1	.4	11	40	.1	.5	5	51	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	2251	9414	22.9		1236	8127	12.6		1219	3403	12.4		2053	5118	20.9		1421	3841	14.4	
4-Book	2346	9429	23.9		1219	8041	12.4		1263	3673	12.9		1999	5134	20.3		1386	3734	14.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	47	289	.5	6.3	137	604	1.4	12.6	83	403	.8	5.4	56	248	.6	5.2	50	273	.5	7.2
4-Book	30	175	.3	4.4	153	608	1.6	13.5	71	358	.7	4.6	52	222	.6	4.8	35	200	.3	5.4
WBEB-FM																				
SU '99	39	184	.4	5.2	55	175	.6	5.1	113	407	1.1	7.4	67	240	.7	6.2	29	161	.3	4.2
4-Book	50	241	.5	7.2	66	265	.7	5.8	127	430	1.3	8.2	74	274	.8	7.0	30	172	.3	4.9
WDAS-AM																				
SU '99	12	36	.1	1.6	120	178	1.2	11.0	74	199	.8	4.8	31	68	.3	2.9	21	45	.2	3.0
4-Book	11	25	.1	1.6	116	229	1.2	10.3	84	206	.9	5.4	39	87	.4	3.6	15	27	.2	2.4
WDAS-FM																				
SU '99	96	272	1.0	12.8	55	186	.6	5.1	96	267	1.0	6.3	87	199	.9	8.1	188	385	1.9	27.1
4-Book	76	211	.8	11.0	61	178	.6	5.5	100	274	1.0	6.4	103	248	1.1	9.7	170	298	1.7	27.3
+WEJM-FM																				
WXXM-FM																				
SU '99	53	192	.5	7.1	28	110	.3	2.6	94	293	1.0	6.1	100	246	1.0	9.3	47	152	.5	6.8
4-Book	24	97	.3	3.4	15	66	.2	1.4	41	161	.4	2.6	44	124	.5	4.2	21	74	.2	3.3
+WEMG-AM																				
SU '99	2	6	.3		3	11	.3		10	39	.1	.7	5	13	.1	.5	3	15	.4	
4-Book									7	18	.1	.5	6	15	.1	.6	2	7	.2	
+WEMG-FM																				
SU '99	6	18	.1	.8	4	5	.4		9	13	.1	.6	13	39	.1	1.2	9	23	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99					12	35	.1	1.1	3	18	.2		4	15	.4		2	15	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	17	27	.2	2.3	28	62	.3	2.6	21	73	.2	1.4	17	35	.2	1.6	3	5	.4	
4-Book	12	23	.1	1.7	35	87	.4	3.1	29	88	.3	1.9	21	46	.2	2.0	9	17	.1	1.5
WIOQ-FM																				
SU '99	34	94	.3	4.5	6	52	.1	.6	35	211	.4	2.3	37	128	.4	3.4	37	122	.4	5.3
4-Book	25	118	.3	3.6	16	88	.2	1.4	44	210	.5	2.8	34	147	.4	3.3	22	89	.2	3.5
WIP -AM																				
SU '99					9	18	.1	.8	8	47	.1	.5	9	32	.1	.8	2	8	.3	
4-Book	5	29	.1	.8	9	23	.1	.8	10	57	.1	.6	11	45	.1	1.0	6	26	.1	1.0
WJJZ-FM																				
SU '99	46	163	.5	6.1	42	108	.4	3.9	54	190	.5	3.5	51	146	.5	4.7	30	100	.3	4.3
4-Book	57	193	.6	8.3	48	145	.5	4.2	82	261	.8	5.3	71	195	.7	6.7	37	120	.4	6.0
WMGK-FM																				
SU '99	28	118	.3	3.7	7	45	.1	.6	64	270	.7	4.2	40	117	.4	3.7	19	74	.2	2.7
4-Book	20	110	.2	2.8	12	61	.1	1.0	51	204	.5	3.2	35	115	.4	3.3	13	59	.1	2.0
WMMR-FM																				
SU '99	26	107	.3	3.5	14	62	.1	1.3	48	173	.5	3.1	35	102	.4	3.2	10	45	.1	1.4
4-Book	17	81	.2	2.5	13	56	.1	1.1	31	124	.3	2.0	22	91	.3	2.1	9	31	.1	1.5
WNAP-AM																				
SU '99					* 13	19	.1	1.2	14	31	.1	.9	3	11	.3					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99	47	240	.5	6.3	112	314	1.1	10.3	87	328	.9	5.7	73	231	.7	6.8	40	145	.4	5.8
4-Book	69	260	.7	10.2	125	355	1.3	11.0	120	427	1.2	7.7	86	269	.9	8.1	57	192	.6	9.3
WPEN-AM																				
SU '99	10	70	.1	1.3	13	43	.1	1.2	21	68	.2	1.4	12	47	.1	1.1	8	40	.1	1.2
4-Book	10	43	.1	1.4	13	46	.1	1.2	37	101	.4	2.4	21	53	.2	2.0	6	33	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																			
SU '99	8	33	.1	1.1	12	27	.1	1.1	14	49	.1	.9	5	20	.1	.5	4	23	.6
4-Book	8	31	.1	1.2	6	19	.1	.6	10	35	.1	.7	8	23	.1	.7	6	18	1.1
WPHT-AM																			
SU '99	9	34	.1	1.2	13	39	.1	1.2	20	88	.2	1.3	16	68	.2	1.5	13	39	1.9
4-Book	7	28	.1	1.0	15	44	.2	1.3	15	49	.1	.9	8	33	.1	.8	11	37	1.8
WPLY-FM																			
SU '99	11	70	.1	1.5	6	22	.1	.6	26	120	.3	1.7	27	127	.3	2.5	6	40	.9
4-Book	9	54	.1	1.4	9	42	.1	.8	21	105	.2	1.4	16	83	.2	1.5	4	26	.6
WSSJ-AM																			
SU '99					28	35	.3	2.6	12	29	.1	.8	11	21	.1	1.0	6	21	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SU '99	38	106	.4	5.1	46	113	.5	4.2	39	166	.4	2.5	28	83	.3	2.6	17	48	2.5
4-Book	37	87	.4	5.5	50	134	.5	4.4	54	186	.6	3.4	21	69	.2	2.0	13	39	2.0
+WWDB-AM																			
SU '99					*	6			4	9			*						
4-Book	**	**	**	**	2	6		.2	3	6		.2					**	**	**
WWDB-FM																			
SU '99	28	82	.3	3.7	41	123	.4	3.8	129	252	1.3	8.4	5	31	.1	.5	19	90	2.7
4-Book	24	84	.3	3.5	46	172	.5	4.1	143	273	1.5	9.1	19	51	.2	1.8	20	73	3.2
WWJZ-AM																			
SU '99					7	22	.1	.6	3	16		.2							
4-Book					4	13	.1	.3	6	21	.1	.4	2	7		.2			
WXTU-FM																			
SU '99	25	102	.3	3.3	66	188	.7	6.1	80	231	.8	5.2	50	148	.5	4.6	18	102	2.6
4-Book	21	93	.3	3.0	60	178	.6	5.3	86	252	.9	5.5	59	181	.6	5.5	17	85	2.8
WYSP-FM																			
SU '99	2	23		.3	2	22		.2	37	123	.4	2.4	24	98	.2	2.2	2	22	.3
4-Book	6	32	.1	.9	2	15		.2	24	91	.3	1.6	17	67	.2	1.5	3	18	.5
WYXR-FM																			
SU '99	17	69	.2	2.3	12	61	.1	1.1	38	189	.4	2.5	21	93	.2	1.9	26	50	3.8
4-Book	21	93	.2	3.1	19	81	.2	1.6	37	166	.4	2.4	21	91	.2	2.0	15	47	2.3
WJBR-FM																			
SU '99	8	41	.1	1.1	4	17		.4	6	31	.1	.4	5	16	.1	.5	6	24	.9
4-Book	6	21	.1	1.0	5	21	.1	.5	12	48	.1	.8	4	19	.1	.4	3	19	.5
WKXW-FM																			
SU '99	6	33	.1	.8	5	22	.1	.5	8	58	.1	.5	17	63	.2	1.6	8	15	1.2
4-Book	6	34	.1	.9	9	34	.1	.8	18	52	.2	1.1	16	40	.2	1.5	5	24	.8
WNJO-FM																			
SU '99	10	48	.1	1.3	10	46	.1	.9	32	94	.3	2.1	28	114	.3	2.6	5	37	.7
4-Book	8	54	.1	1.1	9	39	.1	.8	24	83	.3	1.6	16	60	.2	1.6	5	31	.8
WPST-FM																			
SU '99	3	24		.4	1	23		.1	14	88	.1	.9	22	97	.2	2.0	2	30	.3
4-Book	6	39	.1	1.0	3	27		.3	18	90	.2	1.2	14	64	.2	1.3	2	19	.3
WSTW-FM																			
SU '99	2	15		.3	1	7		.1	13	61	.1	.8	2	23		.2	2	7	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SU '99	750	2546	7.6		1088	2964	11.1		1536	4351	15.6		1077	2879	10.9		693	2056	7.0
4-Book	686	2329	7.0		1131	3215	11.5		1564	4330	15.9		1065	2868	10.8		623	1882	6.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SU '99	5	323	.1	1.2	14	167	.4	4.1	3	78	.1	.7	2	67	.1	.4	2	31	.1	.5	
SP '99	5	290	.1	1.3	12	167	.3	3.1	4	30	.1	2.0	5	86	.1	.9	2	41	.1	.5	
WI '99	3	262	.1	.7	9	180	.2	1.9	1	17	.5		3	75	.1	.5	2	43	.1	.4	
FA '98	4	273	.1	1.0	17	215	.4	4.1	1	40	.6		1	22	.2						
4-Book	4	287	.1	1.1	13	182	.3	3.3	2	41	.1	1.0	3	63	.1	.5	2	29	.1	.4	
SU '98	8	293	.2	1.6	19	160	.5	4.7	3	56	.1	.6	5	53	.1	.9	3	39	.1	.6	
WBEB-FM																					
SU '99	12	495	.3	2.8	11	130	.3	3.2	11	162	.3	2.4	12	122	.3	2.3	15	165	.4	3.5	
SP '99	10	445	.3	2.7	11	174	.3	2.8	2	55	.1	1.0	18	200	.5	3.2	12	188	.3	2.9	
WI '99	9	472	.2	2.2	8	157	.2	1.7	4	78	.1	2.2	9	148	.2	1.5	12	185	.3	2.6	
FA '98	9	442	.2	2.2	11	169	.3	2.6	4	72	.1	2.3	12	162	.3	2.0	14	214	.4	2.9	
4-Book	10	464	.3	2.5	10	158	.3	2.6	5	92	.2	2.0	13	158	.3	2.3	13	188	.4	3.0	
SU '98	14	433	.4	2.9	8	121	.2	2.0	12	155	.3	2.2	13	151	.3	2.2	21	200	.5	4.4	
WDAS-AM																					
SU '99	1	72		.2		13			1	20		.2		7				1	17		.2
SP '99	1	51		.3		6				7											
WI '99	2	84	.1	.5	3	49	.1	.6	1	14	.5		2	13	.1	.3	2	21	.1	.4	
FA '98	1	59		.2	1	8		.2		6											
4-Book	1	67		.3	1	19		.2	1	12		.2	1	5		.1	1	10		.2	
SU '98	1	27		.2		14				5											
WDAS-FM																					
SU '99	7	321	.2	1.6	6	92	.2	1.8	10	141	.3	2.2	9	169	.2	1.7	4	103	.1	.9	
SP '99	11	283	.3	2.9	12	107	.3	3.1	3	57	.1	1.5	8	81	.2	1.4	8	78	.2	1.9	
WI '99	7	233	.2	1.7	5	80	.1	1.1	2	25	.1	1.1	9	74	.2	1.5	13	107	.3	2.8	
FA '98	10	286	.3	2.5	6	94	.2	1.4	3	50	.1	1.7	17	144	.4	2.9	16	170	.4	3.3	
4-Book	9	281	.3	2.2	7	93	.2	1.9	5	68	.2	1.6	11	117	.3	1.9	10	115	.3	2.2	
SU '98	8	257	.2	1.6	6	69	.2	1.5	10	59	.3	1.9	11	94	.3	1.9	6	119	.2	1.2	
+WEJM-FM WXXM-FM																					
SU '99	2	150	.1	.5	2	41	.1	.6	1	52		.2	3	56	.1	.6	1	36		.2	
SP '99	9	430	.2	2.4	11	168	.3	2.8	2	48	.1	1.0	18	283	.5	3.2	8	145	.2	1.9	
WI '99	16	744	.4	3.9	25	331	.7	5.3	6	143	.2	3.2	20	402	.5	3.4	15	396	.4	3.2	
FA '98	24	916	.6	5.9	31	416	.8	7.4	6	178	.2	3.4	37	485	1.0	6.2	30	397	.8	6.1	
4-Book	13	560	.3	3.2	17	239	.5	4.0	4	105	.1	2.0	20	307	.5	3.4	14	244	.4	2.9	
SU '98	22	795	.6	4.5	16	264	.4	3.9	23	372	.6	4.3	30	453	.8	5.1	16	255	.4	3.3	
+WEMG-AM																					
SU '99	1	32		.2					2	32	.1	.4		9							
SP '99	3	74	.1	.8	2	10	.1	.5	2	19	.1	1.0	4	44	.1	.7	4	45	.1	1.0	
WI '99	1	35		.2		10							2	19	.1	.3		6			
FA '98	1	27		.2					2	19	.1	1.1	1	17		.2					
4-Book	2	42		.4	1	5		.1	2	18	.1	.6	2	22	.1	.3	1	13		.3	
SU '98	2	12	.1	.4	6	9	.2	1.5		3			2	9	.1	.3					
+WEMG-FM																					
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	19	6			1	10		.2		1	6		.6					9			
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	17								1	9		.2									
WFIL-AM																					
SU '99	1	28		.2	1	13		.3	1	6		.2	1	6		.2		14			
SP '99		15				5												9			
WI '99																					
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	4								4												

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																						
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID						
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr			
WHAT-AM																						
SU '99	15			6				1	6	.2		6				6						
SP '99	19			5																		
WI '99																						
FA '98	4			4																		
4-Book	10			4					2				2					2				
SU '98	18			11				11		.1												
W100-FM																						
SU '99	75	1608	2.0	17.6	46	654	1.2	13.5	94	939	2.5	20.4	89	956	2.3	17.0	72	904	1.9	16.7		
SP '99	60	1603	1.6	15.9	61	619	1.6	15.6	26	491	.7	13.0	95	1097	2.5	16.7	78	809	2.1	18.8		
WI '99	64	1434	1.7	15.6	71	722	1.9	14.9	28	392	.7	15.1	100	932	2.6	16.9	74	851	1.9	15.7		
FA '98	62	1424	1.6	15.3	55	760	1.4	13.2	25	393	.7	14.2	107	881	2.8	18.0	71	798	1.9	14.5		
4-Book	65	1517	1.7	16.1	58	689	1.5	14.3	43	554	1.2	15.7	98	967	2.6	17.2	74	841	2.0	16.4		
SU '98	71	1385	1.9	14.5	57	555	1.5	14.0	84	791	2.2	15.6	95	794	2.5	16.2	66	626	1.7	13.7		
WIP -AM																						
SU '99	5	132	.1	1.2	15	86	.4	4.4	4	26	.1	.9	1	30	.2		7	48	.2	1.6		
SP '99	5	173	.1	1.3	9	81	.2	2.3	1	16		5	3	42	.1	.5	4	61	.1	1.0		
WI '99	3	199	.1	.7	4	44	.1	.8		18			2	71	.1	.3	9	110	.2	1.9		
FA '98	5	181	.1	1.2	6	66	.2	1.4	3	27	.1	1.7	8	58	.2	1.3	6	73	.2	1.2		
4-Book	5	171	.1	1.1	9	69	.2	2.2	2	22	.1	.8	4	50	.1	.6	7	73	.2	1.4		
SU '98	2	104	.1	.4	5	38	.1	1.2	2	30	.1	.4	1	30	.2		3	46	.1	.6		
WJJZ-FM																						
SU '99	4	251	.1	.9	3	51	.1	.9	4	78	.1	.9	7	121	.2	1.3	4	73	.1	.9		
SP '99	4	150	.1	1.1	2	35	.1	.5	3	43	.1	1.5	3	40	.1	.5	5	41	.1	1.2		
WI '99	7	161	.2	1.7	6	58	.2	1.3	5	48	.1	2.7	11	42	.3	1.9	4	55	.1	.9		
FA '98	3	155	.1	.7	4	46	.1	1.0	1	23		.6	3	46	.1	.5	2	29	.1	.4		
4-Book	5	179	.1	1.1	4	48	.1	.9	3	48	.1	1.4	6	62	.2	1.1	4	50	.1	.9		
SU '98	4	78	.1	.8		9			10	52	.3	1.9	3	31	.1	.5	1	8		.2		
WMGK-FM																						
SU '99	7	309	.2	1.6	5	75	.1	1.5	11	138	.3	2.4	12	128	.3	2.3	2	92	.1	.5		
SP '99	6	215	.2	1.6	3	56	.1	.8	1	31		.5	13	121	.3	2.3	7	85	.2	1.7		
WI '99	4	216	.1	1.0	4	82	.1	.8	2	50	.1	1.1	9	119	.2	1.5	3	65	.1	.6		
FA '98	8	292	.2	2.0	12	157	.3	2.9	5	91	.1	2.8	12	114	.3	2.0	7	63	.2	1.4		
4-Book	6	258	.2	1.6	6	93	.2	1.5	5	78	.1	1.7	12	121	.3	2.0	5	76	.2	1.1		
SU '98	10	344	.3	2.0	8	105	.2	2.0	14	157	.4	2.6	7	119	.2	1.2	6	104	.2	1.2		
WMMR-FM																						
SU '99	12	418	.3	2.8	8	88	.2	2.3	16	186	.4	3.5	20	236	.5	3.8	12	142	.3	2.8		
SP '99	6	346	.2	1.6	4	60	.1	1.0	7	102	.2	3.5	9	150	.2	1.6	5	105	.1	1.2		
WI '99	5	300	.1	1.2	10	112	.3	2.1	5	40	.1	2.7	8	152	.2	1.4	3	71	.1	.6		
FA '98	6	300	.2	1.5	4	77	.1	1.0	3	76	.1	1.7	11	157	.3	1.9	6	86	.2	1.2		
4-Book	7	341	.2	1.8	7	84	.2	1.6	8	101	.2	2.9	12	174	.3	2.2	7	101	.2	1.5		
SU '98	10	394	.3	2.0	2	52	.1	.5	14	146	.4	2.6	10	179	.3	1.7	12	167	.3	2.5		
WNAP-AM																						
SU '99	*	11			*	11												**	**	**	**	
SP '99																			**	**	**	**
WI '99		7								7									**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	2	30	.1	.4	3	14	.1	.7	3	30	.1	.6	1	7		.2	**	**	**	**		
WGL-FM																						
SU '99	4	290	.1	.9	5	89	.1	1.5	4	107	.1	.9	6	117	.2	1.1	2	50	.1	.5		
SP '99	4	248	.1	1.1	2	59	.1	.5	4	66	.1	2.0	5	90	.1	.9	4	74	.1	1.0		
WI '99	4	193	.1	1.0	6	61	.2	1.3	5	47	.1	2.7	5	78	.1	.8	4	63	.1	.9		
FA '98	6	290	.2	1.5	5	86	.1	1.2	2	33	.1	1.1	9	107	.2	1.5	6	84	.2	1.2		
4-Book	5	255	.1	1.1	5	74	.1	1.1	4	63	.1	1.7	6	98	.2	1.1	4	68	.1	.9		
SU '98	9	307	.2	1.8	3	51	.1	.7	10	136	.3	1.9	16	135	.4	2.7	8	106	.2	1.7		

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPEN-AM																					
SU '99		10			1	10		.3													
SP '99		9							9												
WI '99		12			1	12		.2									5				
FA '98		8																			
4-Book		10			1	6		.1		2							1				
SU '98		17																			
WPHI-FM																					
SU '99	51	994	1.3	12.0	33	391	.9	9.7	50	559	1.3	10.9	77	611	2.0	14.7	46	510	1.2	10.7	
SP '99	62	1281	1.6	16.4	62	657	1.6	15.8	41	516	1.1	20.5	86	850	2.3	15.1	64	737	1.7	15.5	
WI '99	63	1379	1.7	15.3	69	737	1.8	14.5	26	449	.7	14.1	98	856	2.6	16.6	65	718	1.7	13.8	
FA '98	70	1259	1.8	17.2	54	594	1.4	12.9	32	482	.8	18.2	107	819	2.8	18.0	83	745	2.2	16.9	
4-Book	62	1228	1.6	15.2	55	595	1.4	13.2	37	502	1.0	15.9	92	784	2.4	16.1	65	678	1.7	14.2	
SU '98	75	1334	2.0	15.3	45	487	1.2	11.1	84	807	2.2	15.6	100	761	2.6	17.1	83	752	2.2	17.2	
WPHT-AM																					
SU '99	1	44		.2		9							1	18		.2	2	26	.1	.5	
SP '99		9												9				9			
WI '99		9												8							
FA '98		19				11								8							
4-Book		20		.1		5								9		.1	1	9		.1	
SU '98		15												5			1	9		.2	
WPLY-FM																					
SU '99	38	1047	1.0	8.9	30	342	.8	8.8	43	530	1.1	9.3	49	581	1.3	9.3	39	491	1.0	9.1	
SP '99	34	999	.9	9.0	35	400	.9	8.9	19	363	.5	9.5	58	677	1.5	10.2	38	528	1.0	9.2	
WI '99	30	991	.8	7.3	28	466	.7	5.9	16	327	.4	8.6	50	612	1.3	8.5	35	464	.9	7.4	
FA '98	29	928	.8	7.1	29	419	.8	7.0	11	255	.3	6.3	51	620	1.3	8.6	33	544	.9	6.7	
4-Book	33	991	.9	8.1	31	407	.8	7.7	22	369	.6	8.4	52	623	1.4	9.2	36	507	1.0	8.1	
SU '98	46	1133	1.2	9.4	44	534	1.1	10.8	48	660	1.3	8.9	58	628	1.5	9.9	48	473	1.3	10.0	
WSSJ-AM																					
SU '99		19			1	10		.3		10				9				9			
SP '99		5				5															
WI '99																					
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
SU '99	83	1338	2.2	19.5	70	566	1.8	20.5	86	794	2.3	18.7	102	823	2.7	19.4	96	784	2.5	22.3	
SP '99	83	1451	2.2	22.0	91	790	2.4	23.2	45	559	1.2	22.5	131	917	3.4	23.1	98	808	2.6	23.7	
WI '99	92	1618	2.4	22.4	114	913	3.0	24.0	37	564	1.0	20.0	136	1044	3.6	23.1	110	875	2.9	23.4	
FA '98	80	1490	2.1	19.7	100	827	2.6	24.0	38	513	1.0	21.6	114	908	3.0	19.2	103	868	2.7	21.0	
4-Book	85	1474	2.2	20.9	94	774	2.5	22.9	52	608	1.4	20.7	121	923	3.2	21.2	102	834	2.7	22.6	
SU '98	82	1427	2.1	16.8	67	601	1.7	16.5	89	858	2.3	16.5	106	856	2.8	18.1	84	775	2.2	17.4	
+WVDB-AM																					
SU '99	*				*								*								
SP '99		10																**	**	**	**
WI '99																		**	**	**	**
FA '98																		**	**	**	**
4-Book		3																**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVDB-FM																					
SU '99	1	46		.2	2	16	.1	.6	2	32	.1	.4	1	8		.2					
SP '99		46			1	13		.3	2	28	.1	1.0		9							
WI '99	1	21		.2		7				6			2	6	.1	.3					
FA '98		46			1	20		.2		19							1	17		.2	
4-Book	1	40		.1	1	14		.3	1	21	.1	.4	1	6		.1		4		.1	
SU '98		31				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.

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWJZ-AM																					
SU '99																					
SP '99																					
WI '99																					
FA '98																					
4-Book																					
SU '98		7																7			
WXTU-FM																					
SU '99	1	108	.2		1	31	.3		2	39	.1	.4	2	38	.1	.4	1	26	.2		
SP '99	4	121	.1	1.1	5	59	.1	1.3	5	40	.1	2.5	5	66	.1	.9	6	54	.2	1.4	
WI '99	7	120	.2	1.7	6	49	.2	1.3	7	45	.2	3.8	10	77	.3	1.7	7	61	.2	1.5	
FA '98	9	171	.2	2.2	7	79	.2	1.7	5	35	.1	2.8	8	52	.2	1.3	7	67	.2	1.4	
4-Book	5	130	.1	1.3	5	55	.1	1.2	5	40	.1	2.4	6	58	.2	1.1	5	52	.2	1.1	
SU '98	14	174	.4	2.9	15	93	.4	3.7	17	89	.4	3.1	17	118	.4	2.9	12	87	.3	2.5	
WYSP-FM																					
SU '99	22	596	.6	5.2	21	181	.6	6.2	21	291	.6	4.6	24	285	.6	4.6	18	210	.5	4.2	
SP '99	16	445	.4	4.2	18	192	.5	4.6	9	100	.2	4.5	26	242	.7	4.6	15	212	.4	3.6	
WI '99	23	539	.6	5.6	32	249	.8	6.7	11	188	.3	5.9	29	331	.8	4.9	26	232	.7	5.5	
FA '98	12	413	.3	3.0	18	210	.5	4.3	6	86	.2	3.4	12	153	.3	2.0	14	166	.4	2.9	
4-Book	18	498	.5	4.5	22	208	.6	5.5	12	166	.3	4.6	23	253	.6	4.0	18	205	.5	4.1	
SU '98	25	589	.7	5.1	43	282	1.1	10.6	26	271	.7	4.8	22	229	.6	3.8	22	218	.6	4.6	
WYXR-FM																					
SU '99	15	469	.4	3.5	9	95	.2	2.6	18	170	.5	3.9	13	200	.3	2.5	17	188	.4	4.0	
SP '99	8	399	.2	2.1	8	135	.2	2.0	3	54	.1	1.5	12	109	.3	2.1	10	150	.3	2.4	
WI '99	14	511	.4	3.4	16	200	.4	3.4	6	103	.2	3.2	11	207	.3	1.9	20	180	.5	4.3	
FA '98	13	515	.3	3.2	7	128	.2	1.7	3	56	.1	1.7	16	186	.4	2.7	27	248	.7	5.5	
4-Book	13	474	.3	3.1	10	140	.3	2.4	8	96	.2	2.6	13	176	.3	2.3	19	192	.5	4.1	
SU '98	16	441	.4	3.3	7	92	.2	1.7	17	159	.4	3.1	18	174	.5	3.1	22	218	.6	4.6	
WJBR-FM																					
SU '99		8																1	8	.2	
SP '99	2	60	.1	.5	1	17	.3		2	17	.1	1.0	4	31	.1	.7	1	22	.2		
WI '99	1	47	.2			8			1	21	.5		1	18	.2			8			
FA '98	1	63	.2		1	21	.2		1	14	.6		2	41	.1	.3	2	27	.1	.4	
4-Book	1	45	.2		1	12	.1		1	13	.5		2	23	.1	.3	1	16	.2		
SU '98	1	30	.2		1	26	.2		1	9	.2		2	9			3	14	.1	.6	
WKXW-FM																					
SU '99	1	36	.2						1	8	.2		1	16	.2						
SP '99	1	27	.3			6							4	14	.1	.7					
WI '99	1	54	.2			5				5			2	36	.1	.3	2	14	.1	.4	
FA '98	1	28	.2		2	11	.1	.5					1	8			1	7	.2		
4-Book	1	36	.2		1	6	.1			3	.1		2	19	.1	.3	1	5	.2		
SU '98	1	60	.2			28				19			1	20	.2			9			
WNJO-FM																					
SU '99	2	112	.1	.5	3	32	.1	.9	2	65	.1	.4	1	41	.2		1	38	.2		
SP '99	2	59	.1	.5	1	17	.3			8			3	17	.1	.5	2	44	.1	.5	
WI '99	1	57	.2			10			1	19	.5		1	39	.2			14			
FA '98	2	60	.1	.5	1	25	.2			7	.2	1.2	7	15	.2	1.2	3	25	.1	.6	
4-Book	2	72	.1	.4	1	21	.4		1	23	.2		3	28	.1	.5	2	30	.1	.3	
SU '98	1	46	.2						1	37	.2		1	7	.2		1	8	.2		
WPST-FM																					
SU '99	42	910	1.1	9.9	33	338	.9	9.7	40	464	1.1	8.7	51	545	1.3	9.7	51	539	1.3	11.9	
SP '99	19	695	.5	5.0	24	289	.6	6.1	4	130	.1	2.0	33	390	.9	5.8	19	346	.5	4.6	
WI '99	25	845	.7	6.1	27	381	.7	5.7	6	177	.2	3.2	33	505	.9	5.6	37	484	1.0	7.9	
FA '98	24	721	.6	5.9	21	327	.6	5.0	9	187	.2	5.1	33	405	.9	5.6	34	409	.9	6.9	
4-Book	28	793	.7	6.7	26	334	.7	6.6	15	240	.4	4.8	38	461	1.0	6.7	35	445	.9	7.8	
SU '98	26	849	.7	5.3	18	273	.5	4.4	28	386	.7	5.2	28	424	.7	4.8	32	441	.8	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.

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VSTV-FM																				
SU '99	2	161	.1	.5	1	16	.3	1	38	.2	4	84	.1	.8	2	62	.1	.5		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '98	4	107	.1	.8	7	41	.2	1.7	2	34	.1	.4	2	27	.1	.3	4	41	.1	.8
TOTALS																				
SU '99	426	3623	11.2	341	2331	9.0	460	2703	12.1	525	3026	13.8	430	2722	11.3					
SP '99	377	3648	9.9	392	2656	10.3	200	1774	5.3	568	3039	15.0	414	2680	10.9					
WI '99	411	3655	10.8	475	2880	12.5	185	1695	4.9	590	3062	15.5	470	2819	12.4					
FA '98	406	3630	10.7	417	2821	11.0	176	1744	4.6	594	2899	15.6	490	2832	12.9					
4-Book	405	3639	10.7	406	2672	10.7	255	1979	6.7	569	3007	15.0	451	2763	11.9					
SU '98	489	3580	12.8	407	2442	10.6	540	2807	14.1	585	2942	15.3	482	2685	12.6					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	6	234	.2	1.4	4	134	.1	1.0	7	35	.2	3.3	8	65	.2	1.4	4	39	.1	.8
4-Book	6	222	.2	1.5	3	117	.1	.8	8	32	.2	3.2	5	35	.1	.9	3	17	.1	.5
WBEB-FM																				
SU '99	11	293	.3	2.5	13	252	.3	3.3	5	14	.1	2.3	14	53	.4	2.4	15	74	.4	2.9
4-Book	9	299	.3	2.4	10	212	.3	2.7	7	28	.2	2.6	17	63	.5	2.8	11	48	.3	2.2
WDAS-AM																				
SU '99		25			2	43	.1	.5		6			2	13	.1	.3				
4-Book	1	27		.1	2	42	.1	.6	2	6	.1	.7	1	4		.1	1	1		.1
WDAS-FM																				
SU '99	9	248	.2	2.0	5	114	.1	1.3	1	11		.5	10	20	.3	1.7	7	26	.2	1.4
4-Book	7	191	.2	1.8	11	146	.3	2.9	6	25	.2	2.6	13	43	.4	2.3	17	36	.5	3.8
+WEJM-FM																				
WXXM-FM																				
SU '99	2	112	.1	.5	2	67	.1	.5	2	14	.1	.9	3	13	.1	.5	1	8		.2
4-Book	13	432	.4	3.3	12	313	.3	3.0	9	50	.3	3.6	16	102	.4	2.8	16	71	.4	3.4
+WEMG-AM																				
SU '99	1	32		.2	2	32	.1	.5					8	32	.2	1.4				
4-Book	2	33		.4	1	25	.1	.4		1		.1	4	13	.1	.7	1	4		.2
+WEMG-FM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	1	13		.2		13												7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99		6			1	15		.3					2	8	.1	.3				
4-Book		4				7		.1					1	2		.1				
WIOQ-FM																				
SU '99	78	1376	2.1	17.6	73	983	1.9	18.6	49	156	1.3	22.9	121	450	3.2	20.9	108	319	2.8	21.1
4-Book	65	1294	1.7	16.2	60	1011	1.6	15.6	38	156	1.0	15.1	101	457	2.7	17.4	74	316	2.0	15.6
WIP -AM																				
SU '99	6	116	.2	1.4	2	59	.1	.5	3	26	.1	1.4	6	17	.2	1.0	2	7	.1	.4
4-Book	4	112	.1	1.1	4	92	.1	.9	3	22	.1	1.3	8	28	.2	1.3	7	19	.2	1.5
WJJZ-FM																				
SU '99	5	168	.1	1.1	4	105	.1	1.0	8	14	.2	3.7	8	21	.2	1.4	1	10		.2
4-Book	5	118	.1	1.1	5	90	.1	1.4	8	19	.2	3.2	10	25	.3	1.8	5	11	.1	1.1
WMGK-FM																				
SU '99	10	202	.3	2.3	7	130	.2	1.8	3	9	.1	1.4	9	43	.2	1.6	2	8	.1	.4
4-Book	7	197	.2	1.8	5	103	.2	1.3	3	10	.1	1.1	5	24	.1	.8	4	19	.1	.8
WMMR-FM																				
SU '99	15	338	.4	3.4	9	172	.2	2.3	3	9	.1	1.4	7	42	.2	1.2	4	33	.1	.8
4-Book	9	252	.3	2.2	6	157	.2	1.6	3	11	.1	1.2	11	56	.3	1.9	5	33	.1	1.1
WNAP-AM																				
SU '99	*	**	**	**	*	1	11	.3	*				1	11		.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '99	5	233	.1	1.1	3	107	.1	.8	3	24	.1	1.4	4	17	.1	.7	2	16	.1	.4
4-Book	5	178	.1	1.2	5	114	.1	1.2	3	19	.1	1.2	7	28	.2	1.3	5	21	.1	1.0
WPEN-AM																				
SU '99		10																		
4-Book		8				7		.1	1	3		.4		1			1	2		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AOH 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	AQH (00)	Cume (00)	AOH Rtg	AQH Shr	
WPHT-FM SU '99 4-Book	53 60	892 1075	1.4 1.6	12.0 15.1	50 63	615 785	1.3 1.7	12.8 16.4	28 40	97 157	.7 1.1	13.1 15.7	92 101	225 337	2.4 2.7	15.9 17.4	78 86	246 281	2.1 2.3	15.2 18.2
WPHT-AM SU '99 4-Book		27 14			1	9 5		.3 .1												
WPLY-FM SU '99 4-Book	41 34	897 849	1.1 .9	9.3 8.6	33 29	642 579	.9 .8	8.4 7.5	4 13	28 58	.1 .4	1.9 4.8	50 44	274 238	1.3 1.2	8.7 7.6	42 36	183 181	1.1 1.0	8.2 7.6
WSSJ-AM SU '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM SU '99 4-Book	86 86	1180 1269	2.3 2.3	19.4 21.7	68 71	783 896	1.8 1.9	17.3 18.3	30 46	115 169	.8 1.2	14.0 17.8	86 100	275 365	2.3 2.6	14.9 17.2	94 100	255 316	2.5 2.6	18.4 21.3
+WVDB-AM SU '99 4-Book	*				*	1	3	.2	*	3	.1	.3	2	3	.1	.3	*			
WVDB-FM SU '99 4-Book	2 1	32 30	.1 .3	.5 .3	1 1	23 13	.3 .2										3 1	8 2	.1 .2	.6 .2
WWJZ-AM SU '99 4-Book																				
WXTU-FM SU '99 4-Book	2 6	83 89	.1 .2	.5 1.4	1 6	40 79	.3 .2	.3 1.5	4	16	.1	1.4	8	24	.2	1.4	1	8	.1	.2
WYSP-FM SU '99 4-Book	22 18	473 407	.6 .5	5.0 4.6	24 18	338 267	.6 .5	6.1 4.6	11 10	44 42	.3 .3	5.1 3.9	28 23	119 110	.7 .6	4.8 3.9	36 17	122 76	.9 .4	7.0 3.5
WYXR-FM SU '99 4-Book	14 10	307 306	.4 .3	3.2 2.4	15 13	247 235	.4 .3	3.8 3.3	5 8	29 28	.1 .2	2.3 3.0	29 17	94 57	.8 .5	5.0 2.8	27 13	63 38	.7 .3	5.3 2.7
WJBR-FM SU '99 4-Book	1	35		.3	1	11	.1	.4					3	7	.1	.5	3	6	.1	.7
WKXV-FM SU '99 4-Book	1 1	16 21		.2 .3	1 1	27 18		.3 .2	1	3		.3	1 2	8 8		.2 .3	2 1	6 4	.1 .1	.4 .2
WNJD-FM SU '99 4-Book	2 2	89 49	.1 .1	.5 .4	1 2	35 32	.3 .1	.3 .4	2	4		.6	2 5	18 26	.1 .2	.3 .9	2 2	8 10	.1 .1	.4 .5
WPST-FM SU '99 4-Book	41 25	786 652	1.1 .7	9.3 6.3	36 26	491 489	.9 .7	9.2 6.6	32 18	76 82	.8 .5	15.0 7.5	40 35	153 164	1.1 1.0	6.9 6.1	27 24	105 112	.7 .6	5.3 5.0
WSTW-FM SU '99 4-Book	1 **	107 **		.2 **	2 **	92 **		.5 **	1 **	7 **		.5 **	4 **	41 **	.1 **	.7 **	1 **	7 **		.2 **
TOTALS SU '99 4-Book	443 398	3515 3496	11.7 10.5		392 385	3002 3033	10.3 10.2		214 256	660 841	5.6 6.7		578 581	1655 1759	15.2 15.3		512 470	1410 1344	13.5 12.4	

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

Target Listener Estimates

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '99	2	18	.1	.5	5	31	.1	2.1	1	18	.2	3	24	.1	.7	1	7	.4	.4	
4-Book	1	9		.3	4	27	.1	1.9	2	23	.1	2	14	.1	.4	2	14	.1	.5	
WBEB-FM																				
SU '99	8	47	.2	2.1	17	51	.4	7.1	25	97	.7	5.3	5	40	.1	1.2	15	87	.4	5.5
4-Book	9	51	.3	2.3	7	26	.2	3.0	13	58	.4	3.0	8	44	.2	2.0	11	60	.3	3.7
WDAS-AM																				
SU '99	3	13	.1	.8	9	24	.2	3.8	4	20	.1	.8				1	6	.4	.4	
4-Book	1	3		.2	11	32	.3	5.4	4	19	.1	1.0	2		.1	2	5	.1	.5	
WDAS-FM																				
SU '99	2	11	.1	.5	3	24	.1	1.3	7	53	.2	1.5	3	16	.1	.7	6	25	.2	2.2
4-Book	14	32	.4	3.6	8	28	.2	3.8	8	36	.2	2.1	10	37	.3	2.5	11	27	.3	3.5
+WEJM-FM																				
WXXM-FM																				
SU '99	2	26	.1	.5					2	8	.1	.4		6			2	13	.1	.7
4-Book	14	86	.4	3.4	5	30	.1	2.2	13	94	.4	3.2	11	68	.3	2.6	9	71	.2	2.8
+WEMG-AM																				
SU '99					3	22	.1	1.3	2	22	.1	.4								
4-Book	2	7	.1	.5	1	7		.3	3	13	.1	.7								
+WEMG-FM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	1	6		.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '99	2	8	.1	.5	1	6		.4	1	6		.2								
4-Book	1	2		.1	2		.1		1	5		.2								
W100-FM																				
SU '99	75	307	2.0	19.4	25	120	.7	10.5	82	333	2.2	17.2	69	221	1.8	16.4	47	237	1.2	17.3
4-Book	61	308	1.6	15.1	31	140	.8	14.7	72	346	1.9	17.2	62	247	1.6	15.6	36	189	1.0	12.3
WIP -AM																				
SU '99	1	7		.3	1	17		.4					1	8		.2				
4-Book	4	23	.1	1.1	4		.1		1	9		.1	1	9		.3	5	28	.1	1.5
WJZ-FM																				
SU '99	2	8	.1	.5	3	18	.1	1.3	2	10	.1	.4	8	35	.2	1.9	3	27	.1	1.1
4-Book	6	19	.2	1.7	3	14	.1	1.4	3	14	.1	.7	4	16	.1	1.0	3	15	.1	1.0
WMGK-FM																				
SU '99	4	32	.1	1.0	3	25	.1	1.3	15	48	.4	3.2	17	48	.4	4.0	3	21	.1	1.1
4-Book	5	30	.2	1.3	2	12	.1	.8	8	38	.2	1.8	8	27	.2	1.7	4	23	.1	1.4
WMMR-FM																				
SU '99	5	47	.1	1.3	13	40	.3	5.5	17	48	.4	3.6	10	42	.3	2.4	10	17	.3	3.7
4-Book	8	43	.2	1.8	3	10	.1	1.4	6	29	.2	1.4	6	19	.2	1.4	6	19	.2	1.9
WNAP-AM																				
SU '99	**	**	**	**	* 8	11	.2	3.4	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '99					3	18	.1	1.3	4	23	.1	.8	4	18	.1	.9	5	27	.1	1.8
4-Book	3	12	.1	.7	4	18	.1	1.7	5	21	.2	1.3	5	15	.2	1.1	5	24	.1	1.5
WPEN-AM																				
SU '99																				
4-Book					1	1		.2		1				1		.1		2		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPHI-FM																				
SU '99	53	227	1.4	13.7	37	120	1.0	15.5	43	161	1.1	9.0	42	142	1.1	10.0	22	105	.6	8.1
4-Book	71	280	1.9	17.1	33	114	.9	15.7	55	211	1.5	13.4	60	199	1.6	15.1	51	190	1.4	16.8
WPHT-AM																				
SU '99									4	9	.1	.8	1	9	.2					
4-Book									1	2	.2	.2	1	5	.2					
WPLY-FM																				
SU '99	29	147	.8	7.5	16	58	.4	6.7	43	217	1.1	9.0	40	155	1.1	9.5	35	121	.9	12.9
4-Book	33	167	.9	8.1	13	70	.3	6.1	36	196	.9	8.5	31	136	.8	7.7	21	101	.6	7.3
WSSJ-AM																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
SU '99	92	304	2.4	23.8	38	145	1.0	16.0	76	299	2.0	16.0	73	229	1.9	17.3	49	176	1.3	18.1
4-Book	83	289	2.2	20.6	37	138	1.0	17.3	73	287	1.9	17.4	70	249	1.8	17.6	51	190	1.4	17.1
+WWDB-AM																				
SU '99	**	**	**	**	*								*					**	**	**
4-Book	**	**	**	**														**	**	**
WWDB-FM																				
SU '99					1	8		.4					2	6	.1	.5				
4-Book					1	4		.3		1	4		.1	1	2	.1	.1		3	.1
WWJZ-AM																				
SU '99																				
4-Book																				
WXTU-FM																				
SU '99	1	16		.3					2	16	.1	.4	1	8		.2		8		
4-Book	5	22	.1	1.1	3	11	.1	1.4	6	24	.2	1.3	9	23	.2	2.0	6	19	.2	2.0
WYSP-FM																				
SU '99	29	79	.8	7.5	10	37	.3	4.2	27	74	.7	5.7	37	110	1.0	8.8	17	67	.4	6.3
4-Book	21	69	.6	5.1	7	27	.2	3.1	22	72	.6	5.3	27	78	.7	6.6	16	61	.4	5.2
WYXR-FM																				
SU '99	13	78	.3	3.4	6	45	.2	2.5	20	87	.5	4.2	15	65	.4	3.6	6	35	.2	2.2
4-Book	10	49	.3	2.4	12	48	.3	5.6	19	90	.5	4.5	13	51	.4	3.3	13	51	.3	4.2
WJBR-FM																				
SU '99																				
4-Book	1	3		.2						3				2		.1		1	2	.3
WKXW-FM																				
SU '99	2	8	.1	.5									5	14	.1	1.2				
4-Book	2	7	.1	.4		1		.2					1	4		.3				
WNJO-FM																				
SU '99									2	19	.1	.4						1	8	.4
4-Book					1	4		.7	1	9	.1	.3		2		.1		2	2	.1
WPST-FM																				
SU '99	33	125	.9	8.5	15	85	.4	6.3	50	186	1.3	10.5	52	137	1.4	12.3	35	132	.9	12.9
4-Book	28	135	.8	6.9	9	63	.2	4.3	34	153	.9	8.0	29	115	.8	7.2	22	112	.6	7.6
WSTW-FM																				
SU '99	2	24	.1	.5					3	21	.1	.6	3	25	.1	.7		7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '99	387	1298	10.2		238	830	6.3		476	1461	12.5		422	1158	11.1		271	999	7.1	
4-Book	404	1314	10.7		212	773	5.6		418	1386	11.0		399	1139	10.5		298	1022	7.8	

** 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.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	457	5	238	5	23	46	58	51	55	215	2	15	29	53	37	78
(%)	100	1	52	1	5	10	13	11	12	47	1	3	6	12	8	17
Rating	1.1	.1	1.4	.2	.7	1.2	1.8	2.4	2.1	1.1	.1	.4	.7	1.6	1.6	1.9
Share	6.8	1.2	7.8	1.4	3.5	6.7	9.5	14.5	13.9	6.6	.6	2.4	4.4	8.9	9.2	12.3
WBEB-FM	385	12	121	7	25	21	38	22	9	252	19	43	70	69	32	19
(%)	100	3	31	2	6	5	10	6	2	65	5	11	18	18	8	5
Rating	.9	.3	.7	.3	.7	.5	1.2	1.0	.3	1.3	.9	1.2	1.7	2.0	1.3	.5
Share	5.7	2.8	4.0	2.0	3.8	3.1	6.2	6.3	2.3	7.8	5.8	7.0	10.7	11.6	7.9	3.0
WDAS-AM	92	1	14	1	2	4	2	2	2	77	3	7	7	13	14	32
(%)	100	1	15	1	2	4	3	3	3	84	4	7	8	14	16	35
Rating	.2	.1	.1	.1	.1	.1	.1	.1	.1	.4	.1	.2	.2	.4	.6	.8
Share	1.4	.2	.5	.3	.3	.6	.3	.6	.5	2.4	.9	1.1	1.1	2.2	3.5	5.0
WDAS-FM	372	7	149	7	39	48	36	10	9	216	15	59	73	35	21	13
(%)	100	2	40	2	11	13	10	3	2	58	4	16	20	9	6	4
Rating	.9	.2	.9	.3	1.1	1.3	1.1	.5	.3	1.1	.7	1.7	1.8	1.0	.9	.3
Share	5.5	1.6	4.9	2.0	6.0	7.0	5.9	2.8	2.3	6.7	4.5	9.6	11.1	5.9	5.2	2.0
+WEJM-FM																
VXXM-FM	253	2	106	7	33	32	28	5	3	145	10	53	46	21	12	4
(%)	100	1	42	3	13	12	11	2	1	57	4	21	18	8	5	1
Rating	.6	.1	.6	.3	.9	.8	.9	.2	.1	.7	.5	1.5	1.1	.6	.5	.1
Share	3.8	.5	3.5	2.0	5.0	4.7	4.6	1.4	.8	4.5	3.0	8.6	7.0	3.5	3.0	.6
WEMG-AM	20	1	6	1		2	3			13		3	2	4	4	
(%)	100	4	31	5	1	7	16		1	65	1	13	11	19	21	
Rating						.1	.1			.1		.1		.1	.2	
Share	.3	.2	.2	.3		.3	.5			.4		.5	.3	.7	1.0	
WEMG-FM	29		8		5	3	1			20	2	11	1	6		
(%)	100		29		18	9	2			71	8	39	4	20		
Rating	.1		.1		.1	.1				.1	.1	.3		.2		
Share	.4		.3		.8	.4	.2			.6	.6	1.8	.2	1.0		
WFIL-AM	27	1	16			10	2	2	2	11		1	3	4	2	1
(%)	100	2	59	2	1	35	8	8	6	39		5	10	13	7	3
Rating	.1		.1			.3	.1	.1	.1	.1		.1	.1	.1	.1	.1
Share	.4	.2	.5			1.5	.3	.6	.5	.3		.2	.5	.7	.5	.2
WHAT-AM	64		33	3	6	6	4	11	3	31	1	3	6	3	7	12
(%)	100	1	51	5	10	9	6	17	5	48	2	5	9	4	10	19
Rating	.2		.2	.1	.2	.2	.1	.5	.1	.2		.1	.1	.1	.3	.3
Share	1.0		1.1	.9	.9	.9	.7	3.1	.8	1.0	.3	.5	.9	.5	1.7	1.9
WIOO-FM	280	75	72	27	22	14	9			132	51	40	25	14	1	2
(%)	100	27	26	9	8	5	3			47	18	14	9	5		1
Rating	.7	2.0	.4	1.3	.6	.4	.3			.7	2.4	1.1	.6	.4		.1
Share	4.2	17.6	2.4	7.8	3.4	2.0	1.5	.3		4.1	15.5	6.5	3.8	2.4	.2	.3
WIP -AM	167	5	141	6	34	34	40	12	15	21	1	2	2	4	5	7
(%)	100	3	84	4	20	20	24	7	9	13		1	1	3	3	4
Rating	.4	.1	.8	.3	1.0	.9	1.3	.6	.6	.1		.1	.1	.1	.2	.2
Share	2.5	1.2	4.6	1.7	5.2	4.9	6.6	3.4	3.8	.6	.3	.3	.3	.7	1.2	1.1
WJJZ-FM	297	4	142	9	15	28	42	29	19	151	5	21	49	32	27	16
(%)	100	2	48	3	5	10	14	10	6	51	2	7	17	11	9	5
Rating	.7	.1	.8	.4	.4	.7	1.3	1.4	.7	.8	.2	.6	1.2	.9	1.1	.4
Share	4.4	.9	4.7	2.6	2.3	4.1	6.9	8.2	4.8	4.7	1.5	3.4	7.5	5.4	6.7	2.5
WMGK-FM	232	7	116	10	37	36	28	4		109	16	24	44	21	3	1
(%)	100	3	50	4	16	16	12	2		47	7	11	19	9	1	
Rating	.6	.2	.7	.5	1.1	.9	.9	.2		.6	.8	.7	1.1	.6	.1	
Share	3.5	1.6	3.8	2.9	5.6	5.2	4.6	1.1		3.4	4.8	3.9	6.7	3.5	.7	.2
WMMR-FM	227	12	156	24	36	66	27	3	1	59	5	18	26	8	1	
(%)	100	5	69	11	16	29	12	1		26	2	8	11	3	1	
Rating	.6	.3	.9	1.1	1.0	1.7	.9	.1		.3	.2	.5	.6	.2	.1	
Share	3.4	2.8	5.1	6.9	5.5	9.6	4.4	.9	.3	1.8	1.5	2.9	4.0	1.3	.2	

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	11443	323	5616	178	788	1218	1309	942	1180	5504	153	612	1123	1241	901	1474
(%)	100	3	49	2	7	11	11	8	10	48	1	5	10	11	8	13
Rating	28.1	8.5	32.4	8.4	22.4	31.8	41.6	44.3	45.7	28.2	7.2	17.3	27.7	36.4	37.9	36.8
WBEB-FM	6057	495	1918	179	374	459	464	299	142	3645	333	791	975	818	399	328
(%)	100	8	32	3	6	8	8	5	2	60	5	13	16	14	7	5
Rating	14.9	13.0	11.1	8.4	10.6	12.0	14.7	14.1	5.5	18.7	15.6	22.3	24.1	24.0	16.8	8.2
WDAS-AM	1241	72	307	31	51	74	53	23	75	861	64	94	103	153	194	253
(%)	100	6	25	2	4	6	4	2	6	69	5	8	8	12	16	20
Rating	3.1	1.9	1.8	1.5	1.4	1.9	1.7	1.1	2.9	4.4	3.0	2.7	2.5	4.5	8.2	6.3
WDAS-FM	4367	321	1664	207	399	457	357	158	85	2383	262	593	683	418	254	172
(%)	100	7	38	5	9	10	8	4	2	55	6	14	16	10	6	4
Rating	10.7	8.4	9.6	9.7	11.3	11.9	11.3	7.4	3.3	12.2	12.3	16.7	16.9	12.3	10.7	4.3
+WEJM-FM																
WXXM-FM	4412	150	1864	169	515	593	448	96	44	2398	213	763	783	409	181	50
(%)	100	3	42	4	12	13	10	2	1	54	5	17	18	9	4	1
Rating	10.9	3.9	10.8	7.9	14.6	15.5	14.2	4.5	1.7	12.3	10.0	21.5	19.3	12.0	7.6	1.2
WEMG-AM	282	32	104	23	8	51	11		11	146	7	59	14	55	11	
(%)	100	11	37	8	3	18	4		4	52	3	21	5	20	4	
Rating	.7	.8	.6	1.1	.2	1.3	.3		.4	.7	.3	1.7	.3	1.6	.5	
WEMG-FM	488		173		79	56	38			316	48	147	45	65	10	
(%)	100		35		16	11	8			65	10	30	9	13	2	
Rating	1.2		1.0		2.2	1.5	1.2			1.6	2.3	4.1	1.1	1.9	.4	
WFIL-AM	611	28	273	9	10	107	56	32	59	310		47	55	107	56	45
(%)	100	5	45	1	2	17	9	5	10	51		8	9	18	9	7
Rating	1.5	.7	1.6	.4	.3	2.8	1.8	1.5	2.3	1.6		1.3	1.4	3.1	2.4	1.1
WHAT-AM	868	15	388	12	55	120	85	39	77	465	12	20	28	74	99	231
(%)	100	2	45	1	6	14	10	4	9	54	1	2	3	9	11	27
Rating	2.1	.4	2.2	.6	1.6	3.1	2.7	1.8	3.0	2.4	.6	.6	.7	2.2	4.2	5.8
WIOQ-FM	6661	1608	1958	635	688	414	184	37		3095	1002	929	695	358	31	81
(%)	100	24	29	10	10	6	3	1		46	15	14	10	5		1
Rating	16.4	42.3	11.3	29.8	19.6	10.8	5.8	1.7		15.9	47.0	26.2	17.2	10.5	1.3	2.0
VIP -AM	3583	132	2708	133	664	672	644	310	286	742	45	146	113	141	109	190
(%)	100	4	76	4	19	19	18	9	8	21	1	4	3	4	3	5
Rating	8.8	3.5	15.6	6.2	18.9	17.5	20.5	14.6	11.1	3.8	2.1	4.1	2.8	4.1	4.6	4.7
WJJZ-FM	4243	251	1919	206	205	434	548	277	250	2073	82	378	545	452	313	304
(%)	100	6	45	5	5	10	13	7	6	49	2	9	13	11	7	7
Rating	10.4	6.6	11.1	9.7	5.8	11.3	17.4	13.0	9.7	10.6	3.8	10.7	13.5	13.3	13.2	7.6
WMGK-FM	4634	309	2137	226	578	774	472	67	21	2188	232	709	782	333	108	24
(%)	100	7	46	5	12	17	10	1		47	5	15	17	7	2	1
Rating	11.4	8.1	12.3	10.6	16.4	20.2	15.0	3.1	.8	11.2	10.9	20.0	19.3	9.8	4.5	.6
WMMR-FM	4922	418	2753	501	858	950	378	36	30	1751	226	622	567	228	76	32
(%)	100	8	56	10	17	19	8	1	1	36	5	13	12	5	2	1
Rating	12.1	11.0	15.9	23.5	24.4	24.8	12.0	1.7	1.2	9.0	10.6	17.6	14.0	6.7	3.2	.8

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
*WNAP-AM	21		6		1		3	1	1	15		1	1	5	4	3
(%)	100	2	28		5		15	3	5	70		6	6	22	20	15
Rating	.1						.1			.1				.1	.2	.1
Share	.3		.2		.2		.5	.3	.3	.5		.2	.2	.8	1.0	.5
WOGL-FM	253	4	126	4	5	23	48	33	12	124	5	6	20	50	27	17
(%)	100	1	50	2	2	9	19	13	5	49	2	2	8	20	11	7
Rating	.6	.1	.7	.2	.1	.6	1.5	1.6	.5	.6	.2	.2	.5	1.5	1.1	.4
Share	3.8	.9	4.1	1.2	.8	3.3	7.9	9.4	3.0	3.8	1.5	1.0	3.0	8.4	6.7	2.7
WPEN-AM	272		98			2	2	27	66	175	2	7	1	14	34	116
(%)	100		36			1	1	10	24	64	1	3		5	13	43
Rating	.7		.6			.1	.1	1.3	2.6	.9	.1	.2		.4	1.4	2.9
Share	4.1		3.2			.3	.3	7.7	16.7	5.4	.6	1.1	.2	2.4	8.4	18.2
WPHI-FM	172	51	70	32	26	7	2	2	1	52	22	16	11	2	1	
(%)	100	29	41	18	15	4	1	1		30	13	9	6	1		
Rating	.4	1.3	.4	1.5	.7	.2	.1	.1		.3	1.0	.5	.3	.1		
Share	2.6	12.0	2.3	9.2	4.0	1.0	.3	.6	.3	1.6	6.7	2.6	1.7	.3	.2	
WPHT-AM	112	1	72	1	8	19	18	12	15	40		3	3	6	11	17
(%)	100	1	64	1	7	17	16	10	14	35		3	3	5	10	15
Rating	.3		.4		.2	.5	.6	.6	.6	.2		.1	.1	.2	.5	.4
Share	1.7	.2	2.4	.3	1.2	2.8	3.0	3.4	3.8	1.2		.5	.5	1.0	2.7	2.7
WPLY-FM	233	38	97	36	41	15	4		2	98	38	30	20	4	5	1
(%)	100	16	42	15	18	6	2		1	42	16	13	8	2	2	1
Rating	.6	1.0	.6	1.7	1.2	.4	.1		.1	.5	1.8	.8	.5	.1	.2	
Share	3.5	8.9	3.2	10.4	6.3	2.2	.7		.5	3.0	11.5	4.9	3.0	.7	1.2	.2
WSSJ-AM	33		7	2	1	1	3			26		4	4	8	8	2
(%)	100		20	7	3	2	8			80		12	13	23	24	6
Rating	.1		.1		.1	.1	.1			.1		.1	.1	.2	.3	
Share	.5		.2	.6	.2	.1	.5			.8		.6	.6	1.3	2.0	.3
WUSL-FM	338	83	134	54	49	15	9	1	6	121	48	34	20	14	4	3
(%)	100	25	40	16	15	4	3		2	36	14	10	6	4	1	1
Rating	.8	2.2	.8	2.5	1.4	.4	.3		.2	.6	2.3	1.0	.5	.4	.2	.1
Share	5.0	19.5	4.4	15.6	7.5	2.2	1.5	.3	1.5	3.7	14.5	5.5	3.0	2.4	1.0	.5
*WVDB-AM	48		24	5	4	2	4	2	8	24		2	1	4	4	13
(%)	100		50	11	9	3	8	3	16	50		4	1	9	8	27
Rating	.1		.1	.2	.1	.1	.1	.1	.3	.1		.1		.1	.2	.3
Share	.7		.8	1.4	.6	.3	.7	.6	2.0	.7		.3	.2	.7	1.0	2.0
WVDB-FM	241	1	103	1	13	18	15	17	40	137	2	9	13	24	29	61
(%)	100		43		5	7	6	7	17	57	1	4	5	10	12	25
Rating	.6		.6		.4	.5	.5	.8	1.5	.7	.1	.3	.3	.7	1.2	1.5
Share	3.6	.2	3.4	.3	2.0	2.6	2.5	4.8	10.1	4.2	.6	1.5	2.0	4.0	7.2	9.6
WVJZ-AM	27		12					3	9	15				1	2	13
(%)	100		44					10	34	56				2	6	47
Rating	.1		.1					.1	.3	.1				.1	.1	.3
Share	.4		.4					.9	2.3	.5				.2	.5	2.0
WXTU-FM	215	1	94	3	12	18	22	23	15	120	8	20	21	26	26	20
(%)	100	1	44	1	6	8	10	11	7	56	4	9	10	12	12	9
Rating	.5		.5	.1	.3	.5	.7	1.1	.6	.6	.4	.6	.5	.8	1.1	.5
Share	3.2	.2	3.1	.9	1.8	2.6	3.6	6.5	3.8	3.7	2.4	3.2	3.2	4.4	6.5	3.1
WYSP-FM	391	22	287	58	128	73	22	1	5	82	11	39	21	7	2	3
(%)	100	6	74	15	33	19	6		1	21	3	10	5	2	1	1
Rating	1.0	.6	1.7	2.7	3.6	1.9	.7		.2	.4	.5	1.1	.5	.2	.1	.1
Share	5.8	5.2	9.4	16.8	19.5	10.6	3.6	.3	1.3	2.5	3.3	6.3	3.2	1.2	.5	.5
WYXR-FM	165	15	48	6	17	17	7	2		102	19	40	27	11	3	1
(%)	100	9	29	3	10	10	4	1		62	12	24	16	7	2	1
Rating	.4	.4	.3	.3	.5	.4	.2	.1		.5	.9	1.1	.7	.3	.1	.1
Share	2.5	3.5	1.6	1.7	2.6	2.5	1.1	.6		3.2	5.8	6.5	4.1	1.9	.7	.2

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
*WNAP-AM	292	11	58		29		14	7	8	223	19	42	26	40	28	67
(%)	100	4	20		10		5	3	3	76	7	14	9	14	10	23
Rating	.7	.3	.3		.8		.4	.3	.3	1.1	.9	1.2	.6	1.2	1.2	1.7
WQGL-FM	5404	290	2490	168	215	494	761	621	231	2624	144	253	558	901	493	275
(%)	100	5	46	3	4	9	14	11	4	49	3	5	10	17	9	5
Rating	13.3	7.6	14.4	7.9	6.1	12.9	24.2	29.2	8.9	13.4	6.8	7.1	13.8	26.4	20.7	6.9
WPEN-AM	3024	10	1178		9	82	66	234	787	1836	11	26	39	144	373	1243
(%)	100		39			3	2	8	26	61		1	1	5	12	41
Rating	7.4	.3	6.8		.3	2.1	2.1	11.0	30.5	9.4	.5	.7	1.0	4.2	15.7	31.0
WPHI-FM	3628	994	1314	565	439	228	51	19	11	1320	585	413	219	49	32	22
(%)	100	27	36	16	12	6	1	1		36	16	11	6	1	1	1
Rating	8.9	26.2	7.6	26.5	12.5	6.0	1.6	.9	.4	6.8	27.4	11.7	5.4	1.4	1.3	.5
WPHT-AM	2430	44	1533	26	210	363	364	233	337	854		45	104	154	156	396
(%)	100	2	63	1	9	15	15	10	14	35		2	4	6	6	16
Rating	6.0	1.2	8.8	1.2	6.0	9.5	11.6	11.0	13.0	4.4		1.3	2.6	4.5	6.6	9.9
WPLY-FM	5439	1047	2132	669	875	407	153		28	2260	761	828	354	219	81	18
(%)	100	19	39	12	16	7	3		1	42	14	15	7	4	1	
Rating	13.4	27.6	12.3	31.4	24.9	10.6	4.9		1.1	11.6	35.7	23.4	8.7	6.4	3.4	.4
WSSJ-AM	272		102	14	31	29	15		11	170	17	45	33	40	13	23
(%)	100		37	5	12	11	6		4	63	6	16	12	15	5	8
Rating	.7		.6	.7	.9	.8	.5		.4	.9	.8	1.3	.8	1.2	.5	.6
WUSL-FM	5398	1338	1840	699	619	310	121	43	47	2220	765	633	437	234	99	53
(%)	100	25	34	13	11	6	2	1	1	41	14	12	8	4	2	1
Rating	13.3	35.2	10.6	32.8	17.6	8.1	3.8	2.0	1.8	11.4	35.9	17.9	10.8	6.9	4.2	1.3
*WWDB-AM	664		269	16	39	26	40	38	111	395		16	31	34	46	267
(%)	100		41	2	6	4	6	6	17	59		2	5	5	7	40
Rating	1.6		1.6	.8	1.1	.7	1.3	1.8	4.3	2.0		5	.8	1.0	1.9	6.7
WWDB-FM	4149	46	1904	58	216	378	380	315	557	2199	34	241	328	308	449	838
(%)	100	1	46	1	5	9	9	8	13	53	1	6	8	7	11	20
Rating	10.2	1.2	11.0	2.7	6.1	9.9	12.1	14.8	21.6	11.3	1.6	6.8	8.1	9.0	18.9	20.9
WJZ-AM	453		239		9	8	8	31	182	215			9	28	26	153
(%)	100		53		2	2	2	7	40	47			2	6	6	34
Rating	1.1		1.4		.3	.2	.3	1.5	7.0	1.1			.2	.8	1.1	3.8
WXTU-FM	3419	108	1520	89	224	289	309	348	261	1791	132	346	310	352	298	353
(%)	100	3	44	3	7	8	9	10	8	52	4	10	9	10	9	10
Rating	8.4	2.8	8.8	4.2	6.4	7.5	9.8	16.4	10.1	9.2	6.2	9.8	7.7	10.3	12.5	8.8
WYSP-FM	6809	596	4105	825	1496	1136	468	84	95	2109	405	742	593	222	76	71
(%)	100	9	60	12	22	17	7	1	1	31	6	11	9	3	1	1
Rating	16.7	15.7	23.7	38.7	42.5	29.7	14.9	3.9	3.7	10.8	19.0	20.9	14.6	6.5	3.2	1.8
WYXR-FM	4442	469	1376	210	429	435	208	59	35	2597	472	848	727	339	109	103
(%)	100	11	31	5	10	10	5	1	1	58	11	19	16	8	2	2
Rating	10.9	12.3	7.9	9.9	12.2	11.4	6.6	2.8	1.4	13.3	22.1	23.9	18.0	9.9	4.6	2.6

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WJBR-FM	47		14	3	1	2	5	3		33	1	9	4	10	3	6
(%)	100		30	6	2	4	10	7		70	3	18	8	21	7	13
Rating	.1		.1	.1	.1	.1	.2	.1		.2	.3	.3	.1	.3	.1	.1
Share	.7		.5	.9	.2	.3	.8	.9		1.0	.3	1.5	.6	1.7	.7	.9
WKXV-FM	68	1	33	1	2	14	10	3	3	34	2	7	9	7	6	3
(%)	100	1	49	2	4	20	15	5	4	50	3	10	13	10	9	5
Rating	.2		.2		.1	.4	.3	.1	.1	.2	.1	.2	.2	.2	.3	.1
Share	1.0	.2	1.1	.3	.3	2.0	1.6	.9	.8	1.1	.6	1.1	1.4	1.2	1.5	.5
WNJO-FM	66	2	35	4		9	15	5	1	29	1	2	14	6	5	2
(%)	100	2	53	6	1	14	23	8	1	45	2	3	21	9	8	3
Rating	.2	.1	.2	.2		.2	.5	.2		.1		.1	.3	.2	.2	
Share	1.0	.5	1.1	1.2		1.3	2.5	1.4	.3	.9	.3	.3	2.1	1.0	1.2	.3
WPST-FM	122	42	24	5	7	10	2			57	17	10	14	15	1	
(%)	100	34	19	4	5	8	2			47	14	8	12	12	1	
Rating	.3	1.1	.1	.2	.2	.3	.1			.3	.8	.3	.3	.4		
Share	1.8	9.9	.8	1.4	1.1	1.5	.3			1.8	5.2	1.6	2.1	2.5	.2	
WSTW-FM	37	2	14	2	4	7	2			21	1	10	2	4		4
(%)	100	4	39	4	11	19	5			57	3	26	6	11		11
Rating	.1	.1	.1	.1	.1	.2	.1			.1		.3		.1		.1
Share	.6	.5	.5	.6	.6	1.0	.3			.6	.3	1.6	.3	.7		.6
TOTALS	6705	426	3046	346	655	687	610	352	395	3234	330	616	656	594	403	636
(%)	100	6	45	5	10	10	9	5	6	48	5	9	10	9	6	9
Rating	16.5	11.2	17.6	16.2	18.6	17.9	19.4	16.5	15.3	16.6	15.5	17.4	16.2	17.4	16.9	15.9

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WJBR-FM	852	8	291	41	36	55	67	93		553	47	180	65	135	87	39
(%)	100	1	34	5	4	6	8	11		65	5	21	8	16	10	5
Rating	2.1	.2	1.7	1.9	1.0	1.4	2.1	4.4		2.8	2.2	5.1	1.6	4.0	3.7	1.0
WKXV-FM	1735	36	740	33	99	237	149	137	85	959	44	274	223	151	180	86
(%)	100	2	43	2	6	14	9	8	5	55	3	16	13	9	10	5
Rating	4.3	.9	4.3	1.5	2.8	6.2	4.7	6.4	3.3	4.9	2.1	7.7	5.5	4.4	7.6	2.1
WNJO-FM	1372	112	678	60	30	222	254	91	20	582	59	58	200	156	44	65
(%)	100	8	49	4	2	16	19	7	1	42	4	4	15	11	3	5
Rating	3.4	2.9	3.9	2.8	.9	5.8	8.1	4.3	.8	3.0	2.8	1.6	4.9	4.6	1.8	1.6
WPST-FM	3455	910	1010	270	372	231	116	11	11	1535	445	461	350	235	45	
(%)	100	26	29	8	11	7	3			44	13	13	10	7	1	
Rating	8.5	24.0	5.8	12.7	10.6	6.0	3.7	.5	.4	7.9	20.9	13.0	8.6	6.9	1.9	
WSTW-FM	1118	161	390	63	128	106	76	17		567	65	252	137	72	17	23
(%)	100	14	35	6	11	9	7	2		51	6	23	12	6	2	2
Rating	2.7	4.2	2.2	3.0	3.6	2.8	2.4	.8		2.9	3.0	7.1	3.4	2.1	.7	.6
TOTALS	38941	3623	16631	2020	3401	3700	3105	2011	2394	18687	2031	3435	3958	3341	2302	3621
(%)	100	9	43	5	9	10	8	5	6	48	5	9	10	9	6	9
Rating	95.8	95.4	95.9	94.8	96.6	96.6	98.7	94.5	92.7	95.7	95.2	96.9	97.8	97.9	96.8	90.4

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KYW -AM (%)	441 56	299 38	44 6	3 3	157 37	182 43	84 20	4 1	137 53	114 44	6 2	2 1	253 56	165 36	32 7	3 1
WBEB-FM (%)	130 27	121 26	220 46	3 1	120 17	90 13	490 69	7 1	134 52	81 31	39 15	3 1	107 29	81 22	181 48	4 1
WDAS-AM (%)	89 74	22 18	9 8	1 1	78 72	13 12	16 14	2 2	70 85	12 15			71 78	13 14	7 7	1 1
WDAS-FM (%)	174 39	122 27	142 32	9 2	94 21	61 14	272 62	11 3	203 61	87 26	31 9	13 4	164 45	77 21	113 31	11 3
+WEJM-FM WXXM-FM (%)	58 21	98 35	118 42	7 2	77 20	72 18	241 62	2 2	150 55	68 25	49 18	6 2	73 29	66 26	105 42	8 3
WEMG-AM (%)	14 64	5 25	2 8	1 3	23 79	2 9	4 13		10 43	12 52		1 6	13 66	4 22	1 7	1 5
WEMG-FM (%)	15 36	19 47	5 12	2 5	7 26	10 38	10 35	2 2	21 57	13 35		3 8	12 42	12 41	4 12	1 5
WFIL-AM (%)	22 50	11 26	10 23	1 1	8 23	6 19	18 57		14 87	2 13			13 47	6 24	8 29	1 1
WHAT-AM (%)	59 72	12 14	10 12	1 2	46 56	16 19	16 20	4 5	48 85	7 12	1 2	1 1	47 74	9 13	7 11	1 2
WIOQ-FM (%)	70 30	101 43	55 24	7 3	76 25	73 24	140 47	11 4	100 46	86 40	20 9	10 5	70 34	71 35	52 26	11 5
WIP -AM (%)	81 30	152 56	37 14	2 1	60 25	90 38	84 35	4 2	32 40	41 52	5 7	1 1	52 32	79 49	30 19	1 1
WJJZ-FM (%)	83 25	72 22	167 51	8 2	83 16	69 13	351 68	14 3	101 44	69 30	53 23	8 3	85 29	59 20	139 47	10 3
WMGK-FM (%)	47 17	89 32	134 48	8 3	40 10	61 16	282 72	6 2	67 33	79 39	34 17	25 12	42 19	62 27	111 49	10 4
WMMR-FM (%)	39 14	112 41	115 43	4 1	46 12	59 16	254 69	8 2	81 42	75 39	27 14	10 5	42 20	71 33	95 44	6 3
WNAP-AM (%)	10 56	5 31	2 13		16 67	4 18	4 16		21 78	5 19	1 4		14 67	5 23	2 10	
WUGL-FM (%)	94 31	117 39	87 29	4 1	71 20	93 26	185 52	6 2	127 46	100 36	27 10	24 9	85 34	85 34	72 29	7 3
WPEN-AM (%)	258 73	64 18	26 7	4 1	254 64	73 18	67 17	6 1	224 76	55 19	8 3	7 2	196 72	49 18	23 9	4 1
WPHI-FM (%)	65 48	44 32	20 15	8 6	63 38	35 21	63 38	6 4	63 47	43 33	8 6	18 14	56 46	35 29	23 19	9 7
WPHT-AM (%)	71 45	53 33	32 20	2 1	36 42	18 21	32 37		60 64	30 32	1 1	3 3	61 55	32 28	17 16	2 1
WPLY-FM (%)	49 19	129 50	79 30	4 1	33 12	67 24	170 62	4 1	70 37	91 47	22 11	8 4	42 22	80 41	69 35	4 2
WSSJ-AM (%)	22 48	10 22	12 26	2 5	14 45	6 20	11 34		26 79	2 6	1 2	4 13	19 58	5 16	6 20	2 6
WUSL-FM (%)	120 38	96 31	84 27	13 4	80 26	59 19	150 50	14 5	131 49	78 29	39 15	18 7	106 42	67 26	68 27	14 6
WWDB-AM (%)	23 55	12 27	7 17		36 40	21 23	32 36		11 89	1 11			24 49	11 24	13 26	1 1
WWDB-FM (%)	145 56	77 30	37 14	1 1	210 47	136 31	96 22	1 1	149 71	54 26	4 2	2 1	143 59	64 27	33 14	1 1

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WWJZ-AM (%)	17 62	8 29	2 6	1 3	21 46	16 36	4 10	4 8	23 69	10 30			17 61	8 30	1 5	1 4
WXTU-FM (%)	91 32	139 49	54 19	3 1	113 36	82 26	113 36	8 2	117 51	95 42	11 5	6 3	80 37	85 40	43 20	5 2
WYSP-FM (%)	196 28	246 36	235 34	16 2	73 16	86 19	288 62	18 4	86 39	83 38	42 19	8 4	97 26	117 32	143 39	12 3
WYXR-FM (%)	34 18	77 41	71 38	5 3	41 16	48 19	167 65	3 1	46 34	60 45	16 12	11 8	33 22	51 34	61 41	4 3
WJBR-FM (%)	12 22	16 29	26 48		16 21	9 12	51 67		20 52	14 36	5 12		14 31	12 26	20 42	1 2
WKXW-FM (%)	28 30	43 46	22 24		20 17	40 34	58 48	1 1	15 40	14 38	8 22		18 27	28 41	21 32	
WNJO-FM (%)	17 22	20 27	37 49	1 1	16 13	23 18	87 69		33 55	22 37	4 7		17 26	17 26	30 47	1 1
WPST-FM (%)	17 17	53 52	30 29	2 2	18 13	37 27	76 57	3 2	31 41	35 47	5 7	4 5	17 21	35 43	26 32	3 3
WSTV-FM (%)	9 20	21 49	13 31	1	16 28	11 20	30 51	1 1	19 53	14 40		2 7	11 31	13 38	10 29	1 2
TOTALS (%)	3157 38	2842 34	2151 26	149 2	2571 28	1961 22	4336 48	185 2	3044 54	1839 33	502 9	260 5	2559 41	1827 29	1721 27	172 3

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYW -AM										
SU '99	5:00	3:15	4:30	5:15	3:45	4:45	5:30	3:00	4:15	4:30
SP '99	4:45	3:15	4:00	4:30	3:15	4:15	5:00	3:15	3:30	4:00
WI '99	5:45	3:15	4:15	5:00	3:45	4:15	4:45	2:30	4:30	5:30
FA '98	5:15	2:45	4:15	5:15	2:30	4:15	5:15	2:45	4:15	5:15
4-Book	5:15	3:15	4:15	5:00	3:15	4:30	5:15	3:00	4:15	4:45
SU '98	5:15	3:00	4:15	4:45	3:30	4:15	4:45	2:30	4:00	4:45
WBEB-FM										
SU '99	8:00	7:00	8:30	9:15	7:15	8:00	8:15	7:00	8:45	9:45
SP '99	8:45	8:45	9:30	9:45	9:30	9:15	9:00	8:15	9:30	10:30
WI '99	8:30	9:15	9:15	9:30	8:15	7:15	7:45	9:30	10:15	10:15
FA '98	8:15	8:15	9:15	9:30	8:00	8:30	8:15	8:30	9:30	10:00
4-Book	8:30	8:15	9:15	9:30	8:15	8:15	8:15	8:15	9:30	10:15
SU '98	9:00	8:00	9:15	9:45	5:15	7:00	8:00	9:00	10:30	10:45
WDAS-AM										
SU '99	9:15	6:45	8:15	9:00	4:15	5:30	7:00	8:15	9:45	9:45
SP '99	9:15	12:30	7:15	8:45	9:00	5:00	7:15	14:00	8:15	9:30
WI '99	8:45	8:45	11:00	10:45	3:15	5:15	5:45	11:15	13:30	12:45
FA '98	9:30	7:45	7:30	9:30	5:15	5:00	5:30	9:00	8:30	11:15
4-Book	9:15	9:00	8:30	9:30	5:30	5:15	6:30	10:45	10:00	10:45
SU '98	9:45	11:45	7:45	7:00	12:30	7:00	3:45	11:30	8:00	8:00
WDAS-FM										
SU '99	10:45	10:15	12:30	12:00	9:30	12:45	12:15	11:00	12:30	12:00
SP '99	11:00	9:45	12:15	13:00	9:45	12:45	13:15	9:45	12:00	12:30
WI '99	12:30	12:00	14:30	14:15	13:30	14:45	13:45	11:00	14:30	14:30
FA '98	12:00	12:15	13:45	13:15	11:45	13:45	13:00	12:30	13:45	13:30
4-Book	11:30	11:00	13:15	13:15	11:15	13:30	13:00	11:00	13:15	13:15
SU '98	12:00	9:45	13:30	14:45	9:00	13:30	14:30	10:00	13:45	14:45
+WEJM-FM										
WXXM-FM										
SU '99	7:15	7:45	7:30	7:15	7:15	7:30	7:00	8:15	7:45	7:15
SP '99	4:45	4:45	5:45	5:45	5:00	6:00	4:30	4:30	5:45	6:45
WI '99	4:30	5:30	5:00	3:45	5:45	4:45	3:45	5:00	5:00	4:00
FA '98	4:30	5:15	4:45	4:30	4:00	4:00	4:15	6:00	5:15	4:45
4-Book	5:15	5:45	5:45	5:15	5:30	5:30	5:00	6:00	6:00	5:45
SU '98	4:45	5:45	5:00	3:30	6:00	4:45	3:00	5:30	5:00	4:00
+WEMG-AM										
SU '99	9:00	5:15	8:45	13:30	5:00	9:00	9:45	5:15	8:30	16:15
SP '99	11:30	7:15	12:00	15:15	7:45	11:30	18:15	5:45	12:30	13:45
WI '99	12:30	15:45	15:00	15:15	19:45	10:30	5:15	13:00	17:00	20:00
FA '98	13:15	13:00	12:30	15:15	8:45	8:45	14:45	15:30	16:00	16:00
4-Book	11:30	10:15	12:00	14:45	10:15	10:00	12:00	10:00	13:30	16:30
SU '98	11:15	11:00	13:30	12:00	14:45	10:30	6:00	9:00	15:45	18:45
+WEMG-FM										
SU '99	7:30	8:30	7:45	6:00	8:00	6:00	4:30	8:45	8:45	7:00
SP '99	**	**	**	**	**	**	**	**	**	**
WI '99	4:30	3:15	5:15	4:00	2:30	4:45	3:15	3:30	5:45	5:00
FA '98	5:30	4:45	5:15	5:45	3:15	4:15	7:00	5:45	6:00	4:30
4-Book	**	**	**	**	**	**	**	**	**	**
SU '98	5:00	1:15	2:45	4:45	0:45	3:00	4:30	1:30	2:30	4:45
WFIL-AM										
SU '99	5:30	4:00	6:30	6:45	4:00	8:45	9:00	3:45	4:45	4:45
SP '99	7:00	2:30	6:00	7:30	3:00	3:30	4:00	1:45	8:15	10:45
WI '99	5:00	3:15	4:45	5:15	3:30	6:30	6:30	3:00	3:30	4:30
FA '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '98	6:00	3:15	6:00	6:30	3:30	6:15	6:45	3:00	5:15	6:30
WHAT-AM										
SU '99	9:15	17:00	9:00	10:00	17:15	7:45	10:45	16:45	11:30	9:15
SP '99	13:15	2:00	11:15	13:45	1:00	16:45	16:15	3:15	7:45	12:15
WI '99	14:00	2:15	8:15	10:45	3:00	12:00	14:30	2:00	5:45	8:45
FA '98	9:30	7:00	7:30	9:00	8:00	7:00	9:30	6:45	8:00	8:30
4-Book	11:30	7:00	9:00	11:00	7:15	11:00	12:45	7:15	8:15	9:45
SU '98	13:00	5:45	8:30	11:00	6:00	9:30	11:00	5:15	7:30	11:00

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
W100-FM										
SU '99	5:15	5:30	4:45	4:45	4:30	4:15	4:45	6:00	5:00	4:30
SP '99	5:30	6:15	6:00	4:45	6:30	6:30	4:45	6:00	5:45	4:45
WI '99	5:30	5:45	5:15	5:00	5:45	4:30	5:00	5:45	5:45	4:45
FA '98	6:00	5:45	6:45	6:45	5:45	7:30	8:15	5:45	6:15	5:45
4-Book	5:30	5:45	5:45	5:15	5:45	5:45	5:45	6:00	5:45	5:00
SU '98	6:00	6:00	6:00	5:30	6:30	6:00	4:15	6:00	6:00	6:00
VIP -AM										
SU '99	6:00	5:30	6:15	6:15	6:15	6:45	6:45	1:30	2:30	4:00
SP '99	7:00	7:30	7:00	6:45	8:00	8:00	7:30	3:15	2:45	3:15
WI '99	7:00	6:30	7:15	7:15	7:15	8:00	8:00	2:30	3:15	4:00
FA '98	6:30	6:45	7:15	7:00	7:45	7:45	7:30	2:30	4:45	5:15
4-Book	6:45	6:30	7:00	6:45	7:15	7:45	7:30	2:30	3:15	4:15
SU '98	7:30	7:00	7:30	8:15	7:30	8:00	9:00	4:45	5:30	5:00
WJJZ-FM										
SU '99	8:45	7:15	9:15	10:15	7:15	9:00	9:45	7:15	9:30	10:30
SP '99	10:15	7:30	10:30	10:45	4:45	9:45	11:00	9:45	11:00	10:45
WI '99	9:30	7:00	8:45	10:15	6:45	8:15	10:00	7:15	9:15	10:30
FA '98	8:15	8:30	8:15	8:45	9:15	9:15	9:45	7:45	7:30	7:45
4-Book	9:15	7:30	9:15	10:00	7:00	9:00	10:15	8:00	9:15	10:00
SU '98	8:30	7:00	9:00	9:15	7:15	9:30	9:45	6:45	8:30	8:45
WMGK-FM										
SU '99	6:15	6:15	6:30	6:45	7:15	7:00	6:30	5:30	6:15	7:00
SP '99	7:00	6:45	7:30	7:45	9:00	9:30	9:15	4:45	5:45	6:00
WI '99	6:15	4:45	6:45	7:30	5:15	7:45	9:00	4:15	5:30	6:00
FA '98	7:15	7:45	7:45	7:30	9:15	8:45	8:00	6:00	6:45	6:30
4-Book	6:45	6:30	7:15	7:30	7:45	8:15	8:15	5:15	6:00	6:30
SU '98	7:45	8:30	8:00	7:30	9:30	9:00	8:15	7:30	7:15	6:30
WMMR-FM										
SU '99	5:45	4:45	6:15	7:15	5:30	7:30	8:45	3:30	4:45	5:00
SP '99	6:30	5:45	7:15	8:00	6:45	8:15	9:15	4:30	5:15	6:00
WI '99	6:15	5:45	7:00	7:30	7:00	8:30	9:15	3:45	4:30	4:45
FA '98	6:45	7:45	7:15	6:30	8:30	7:30	6:45	6:30	6:45	6:15
4-Book	6:15	6:00	7:00	7:15	7:00	8:00	8:30	4:30	5:15	5:30
SU '98	6:30	7:00	6:45	6:45	7:45	8:00	8:45	5:15	4:30	3:45
*WNAP-AM										
SU '99	6:15	2:30	6:45	10:30	3:30	9:00	15:15	2:15	5:45	9:30
SP '99	6:30	3:45	4:30	8:00	1:30	2:15	8:15	4:45	5:45	7:45
WI '99	6:15	4:00	5:30	7:45	2:15	4:00	9:45	5:00	6:00	7:30
FA '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '98	7:30	6:15	8:00	8:15	10:00	11:15	9:15	2:45	6:45	7:45
WGL-FM										
SU '99	6:00	3:15	6:00	6:45	3:00	6:30	7:00	3:30	5:30	6:15
SP '99	6:30	6:00	6:30	7:00	7:30	6:15	6:45	4:30	6:45	7:00
WI '99	7:30	6:30	6:45	7:45	9:00	7:00	8:45	3:45	6:30	7:00
FA '98	7:30	5:15	8:00	8:30	6:30	9:30	9:30	4:30	7:15	7:30
4-Book	7:00	5:15	6:45	7:30	6:30	7:15	8:00	4:00	6:30	7:00
SU '98	7:15	5:00	7:00	8:00	5:30	7:30	8:30	4:45	6:30	7:15
WPEN-AM										
SU '99	11:15	24:30	9:15	11:00	2:30	3:45	10:30	30:15	13:15	11:15
SP '99	11:15	6:45	5:30	6:45	7:00	4:15	5:30	6:30	6:15	7:45
WI '99	10:45	7:30	7:15	10:15	7:30	5:45	8:30	7:30	8:45	11:30
FA '98	12:30	1:00	10:15	10:30	1:00	13:15	12:30	0:15	7:45	9:00
4-Book	11:30	10:00	8:00	9:45	4:30	6:45	9:15	11:15	9:00	10:00
SU '98	10:45	4:45	6:45	8:45	1:00	4:15	8:15	8:00	8:15	9:00
WPHI-FM										
SU '99	6:00	6:00	5:45	5:00	7:15	6:15	4:30	4:45	5:15	5:30
SP '99	5:45	6:15	5:15	4:00	7:30	5:45	3:45	4:45	4:45	4:00
WI '99	6:30	7:30	6:30	5:30	7:45	7:30	7:00	7:00	5:30	4:30
FA '98	7:00	7:30	6:30	6:15	8:30	6:30	5:15	6:30	6:30	7:15
4-Book	6:15	6:45	6:00	5:15	7:45	6:30	5:15	5:45	5:30	5:15
SU '98	7:15	7:15	6:30	6:45	8:00	7:45	9:30	6:45	5:45	5:15

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WPHT-AM										
SU '99	5:45	5:15	5:45	6:15	4:30	6:00	6:15	8:45	5:00	6:00
SP '99	5:00	1:45	3:45	6:00	1:30	3:45	5:45	2:15	3:30	6:30
WI '99	5:30	5:00	5:30	5:15	5:15	6:00	5:45	4:15	4:00	4:15
FA '98	6:00	6:15	5:30	6:45	8:30	4:15	6:00	3:30	7:30	7:45
4-Book	5:30	4:30	5:15	6:00	5:00	5:00	6:00	4:45	5:00	6:15
SU '98	5:15	3:15	5:00	5:45	3:00	5:00	6:00	3:45	4:45	5:15
WPLY-FM										
SU '99	5:30	5:45	5:00	5:00	6:15	5:15	4:15	5:30	5:00	5:30
SP '99	5:15	5:45	5:15	4:30	5:45	5:30	4:45	5:45	5:00	4:30
WI '99	5:00	5:15	5:00	5:15	6:15	6:15	7:00	4:30	3:45	4:00
FA '98	4:00	4:15	4:00	4:00	4:15	3:45	3:15	4:00	4:30	4:30
4-Book	5:00	5:15	4:45	4:45	5:45	5:15	4:45	5:00	4:30	4:45
SU '98	4:15	3:30	4:00	5:00	4:00	5:00	6:45	3:15	3:15	3:30
WSSJ-AM										
SU '99	15:15	9:00	13:15	22:15	9:00	7:15	9:15	9:15	17:00	29:00
SP '99	15:15	9:30	17:00	17:30	0:00	29:00	29:00	9:30	9:30	8:30
WI '99	16:15	8:15	12:15	20:00	2:45	5:30	7:30	12:45	18:15	26:00
FA '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**
WUSL-FM										
SU '99	8:00	8:30	7:30	6:15	9:45	8:45	6:45	7:15	6:30	6:15
SP '99	7:15	8:00	7:15	5:45	8:45	7:45	7:00	7:30	6:45	5:00
WI '99	7:45	8:45	8:45	7:15	10:00	8:45	6:00	7:45	8:30	8:00
FA '98	7:45	9:00	8:45	6:45	9:15	9:00	7:30	8:45	8:30	6:00
4-Book	7:45	8:30	8:00	6:30	9:30	8:30	6:45	7:45	7:30	6:15
SU '98	7:30	9:00	7:15	5:30	8:00	7:15	6:00	9:30	7:15	5:15
&WDB-AM										
SU '99	6:00	13:45	7:30	6:00	14:45	7:45	5:30	10:00	7:00	6:45
SP '99	5:15	1:30	5:15	6:45	1:30	6:00	6:30	0:00	4:15	7:00
WI '99	5:15	4:00	3:45	2:45	0:00	4:00	3:15	4:00	3:00	2:15
FA '98	5:00	4:15	3:30	4:45	6:00	2:45	3:30	0:30	5:00	6:15
4-Book	5:30	6:00	5:00	5:00	5:30	5:15	4:45	3:45	4:45	5:30
SU '98	**	**	**	**	**	**	**	**	**	**
WDB-FM										
SU '99	7:15	5:45	6:15	6:45	6:30	6:00	5:45	4:45	6:30	7:30
SP '99	8:00	6:15	6:45	7:15	4:45	6:30	7:15	7:45	7:00	7:15
WI '99	9:30	6:15	8:00	8:45	6:30	7:30	8:00	6:00	8:30	9:30
FA '98	9:00	4:45	6:45	8:00	6:45	7:15	7:45	3:00	6:00	8:15
4-Book	8:30	5:45	7:00	7:45	6:15	6:45	7:15	5:30	7:00	8:15
SU '98	9:45	5:45	6:30	7:30	5:30	6:30	7:15	6:00	6:30	7:45
WWJZ-AM										
SU '99	7:30	0:15	1:45	6:15	0:15	0:45	7:45	0:00	2:30	5:00
SP '99	11:00	14:00	4:45	8:00	0:00	1:30	11:00	14:00	5:45	6:00
WI '99	6:15	1:00	4:15	4:45	0:00	2:15	7:30	1:00	4:30	3:45
FA '98	6:45	3:15	2:00	3:00	3:00	3:00	4:15	3:30	1:45	2:30
4-Book	8:00	4:45	3:15	5:30	0:45	2:00	7:45	4:45	3:45	4:15
SU '98	10:15	1:30	7:45	13:30	2:15	9:45	10:45	1:00	6:15	17:00
WXTU-FM										
SU '99	8:00	7:00	8:15	9:00	6:00	8:00	8:30	7:30	8:15	9:30
SP '99	8:45	8:45	8:45	8:45	9:00	8:30	8:45	8:30	9:00	9:00
WI '99	9:15	9:15	9:30	9:00	10:00	9:30	9:00	8:45	9:30	9:00
FA '98	9:15	8:30	9:15	10:30	7:30	9:00	9:45	9:15	9:30	11:15
4-Book	8:45	8:30	9:00	9:15	8:15	8:45	9:00	8:30	9:00	9:45
SU '98	10:00	8:15	9:30	11:15	9:00	11:00	12:30	7:30	8:15	10:00
WYSP-FM										
SU '99	7:15	8:30	7:45	6:15	10:00	9:00	7:15	5:30	5:15	4:15
SP '99	8:15	9:30	8:15	7:15	11:00	9:45	8:15	6:30	5:00	5:15
WI '99	8:00	9:00	8:15	7:00	11:00	9:45	8:30	5:30	5:30	4:15
FA '98	7:15	8:45	7:00	6:00	10:15	8:00	6:30	5:30	5:00	4:45
4-Book	7:45	9:00	7:45	6:45	10:30	9:15	7:45	5:45	5:15	4:45
SU '98	7:15	7:45	7:30	7:00	9:00	8:30	8:30	5:45	5:30	4:45

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WYXR-FM										
SU '99	4:45	5:15	5:00	4:30	4:30	4:45	4:30	5:45	5:15	4:30
SP '99	5:30	5:00	6:00	6:45	5:45	5:45	6:45	4:45	6:00	6:30
WI '99	5:45	5:45	6:15	6:30	5:00	5:00	4:30	6:00	7:00	7:15
FA '98	5:45	5:30	6:15	6:45	5:15	5:15	5:00	5:30	6:45	8:00
4-Book	5:30	5:30	6:00	6:15	5:15	5:15	5:15	5:30	6:15	6:30
SU '98	6:15	6:30	7:00	6:15	6:30	7:15	6:45	6:15	6:45	6:00
WJBR-FM										
SU '99	7:00	5:45	7:15	6:45	6:30	6:15	5:45	5:30	7:30	7:30
SP '99	6:15	3:15	5:30	7:15	2:00	3:30	3:30	3:45	6:15	8:45
WI '99	5:30	5:00	6:00	6:30	3:00	4:00	6:15	6:30	7:30	6:30
FA '98	5:15	2:45	6:30	7:45	0:45	8:30	9:30	3:15	5:30	6:15
4-Book	6:00	4:15	6:15	7:00	3:00	5:30	6:15	4:45	6:45	7:15
SU '98	7:00	6:30	7:45	8:15	7:00	5:45	6:00	6:15	8:45	9:15
WKXW-FM										
SU '99	5:00	3:30	5:30	5:45	3:15	6:45	6:30	3:30	4:30	5:00
SP '99	6:30	7:45	6:30	6:30	8:45	8:15	7:45	7:30	5:30	5:45
WI '99	6:30	3:45	5:30	7:30	3:15	5:30	8:30	4:00	5:30	6:30
FA '98	6:30	8:45	6:45	5:45	12:15	8:00	5:45	6:00	6:00	5:45
4-Book	6:15	6:00	6:00	6:30	7:00	7:15	7:15	5:15	5:30	5:45
SU '98	5:30	3:45	5:45	6:45	4:45	6:45	8:15	3:00	5:00	5:45
WNJD-FM										
SU '99	6:00	4:15	6:15	7:00	5:30	6:15	6:30	3:15	6:30	7:45
SP '99	6:15	6:00	6:45	6:30	5:15	8:30	8:30	6:30	5:30	5:00
WI '99	6:45	4:30	6:15	7:15	1:45	6:00	8:00	7:15	6:30	6:30
FA '98	5:45	5:45	6:00	6:00	5:30	5:00	5:15	6:00	7:30	6:45
4-Book	6:15	5:15	6:15	6:45	4:30	6:30	7:00	5:45	6:30	6:30
SU '98	8:15	7:30	8:30	9:15	10:00	9:15	10:15	4:45	7:45	8:15
WPST-FM										
SU '99	4:30	3:15	4:00	5:15	2:15	3:15	4:00	3:45	4:45	6:00
SP '99	3:45	3:45	4:15	3:45	3:15	3:15	2:15	4:00	4:45	4:45
WI '99	3:15	3:15	3:00	3:00	2:30	3:00	3:15	3:45	3:00	3:00
FA '98	3:45	4:15	3:15	2:45	4:30	4:00	3:00	4:00	3:00	2:45
4-Book	3:45	3:45	3:45	3:45	3:15	3:30	3:15	4:00	4:00	4:15
SU '98	4:00	4:15	4:15	3:45	4:15	3:45	3:30	4:15	4:45	3:45
WSTV-FM										
SU '99	4:00	4:00	4:30	4:30	3:30	5:00	5:30	4:15	4:15	3:30
SP '99	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '98	4:15	4:00	3:45	4:30	4:45	2:45	2:45	3:45	4:30	6:00

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WEJM-FM	WEMG-AM	WEMG-FM	WFIL-AM	WHAT-AM	WIOQ-FM	WIP-AM	WJZ-FM	WMGK-FM	WMMR-FM	WNAP-AM	WUOL-FM	WPEN-AM	WPHI-FM	WPHT-AM	WPLY-FM	WSSJ-AM
Cume Pers. (00)	11443	6657	1241	4367	4412	282	488	611	868	6661	3583	4243	4634	4922	292	5404	3024	3628	2430	5439	272
KYW-AM	100	28	36	25	33	29	30	52	46	17	44	34	30	26	47	32	45	10	59	19	27
WBEB-FM	15	100	5	7	21	31	27	8	7	25	14	16	23	14	5	26	12	11	16	15	21
WDAS-AM	4	1	100	12	3	3		12	30	1	3	5	1		55	1	1	5	1		
WDAS-FM	10	5	41	100	21		7	16	38	7	9	35	5	3	29	5	2	35	3	2	2
+WEJM-FM	13	15	10	21	100	8	6	11	10	15	14	19	19	19	1	17	3	16	9	15	
WEMG-AM	1	1	1			100	10	1		2								1			34
WEMG-FM	1	2		1	1	18	100			2		1	1			1	1	3			44
WFIL-AM	3	1	6	2	2	3		100	11		2	1	1	1	5		3		2	1	
WHAT-AM	3	1	21	8	2			15	100		5	5		1	13	2	3	2	4		
WIOQ-FM	10	27	4	11	23	36	32	1	2	100	11	12	22	20	1	17	2	33	4	36	20
WIP-AM	14	8	8	8	12	4	4	12	19	6	100	11	13	14	3	11	10	5	30	12	
WJZ-FM	13	11	18	34	18	4	11	10	22	8	13	100	8	8	18	9	6	14	11	5	
WMGK-FM	12	17	3	6	19	3	6	8	3	16	16	8	100	33	2	18	2	7	11	19	3
WMMR-FM	11	11		3	21		3	7	3	15	19	9	35	100		14	3	6	13	31	
WNAP-AM	1		13	2				2	4			1			100			1			
WUOL-FM	15	23	4	6	21	8	15	1	10	14	17	11	21	15		100	18	7	15	13	2
WPEN-AM	12	5	2	2	2	4	4	15	11	1	8	4	1	2		10	100		17	1	4
WPHI-FM	3	5	14	29	13	15	21	1	8	18	5	12	5	5	12	4		100	1	9	17
WPHT-AM	12	5	1	2	5	2		8	12	2	21	6	6	7	2	7	14	1	100	4	
WPLY-FM	9	14	1	2	19		2	5		29	18	6	23	34	2	13	3	14	8	100	
WSSJ-AM	1	1				33	25			1								1			100
WUSL-FM	6	9	22	47	16	11	27	9	18	25	6	20	8	5	29	6		78	1	11	10
WWDB-AM	3			1	1			8	5		3	1	1	1		2	7	1	9	1	4
WWDB-FM	15	11		5	12	6		16	14	4	14	11	9	7	5	17	27	3	27	6	4
WJZ-AM	2				1			1	6		2	2				1	6		3		
WXTU-FM	8	11	1	1	7		2	6	6	7	8	6	8	11		14	8	1	9	7	
WYSP-FM	15	13	1	3	26		10	8	2	24	32	10	33	57	1	17	4	12	19	45	6
WYXR-FM	10	28	2	8	19	3	9	5	1	25	8	13	24	15	3	14	3	11	8	20	10
WJBR-FM	2	6	1	2	3		4			3	2	2	3	2	3	5	1	1	2	3	
WKXW-FM	4	9		1	7		5	4		3	4	3	6	5	2	8	3	1	6	4	2
WNJO-FM	3	7	2	1	5	5	1	3	2	3	5	2	7	5		12	2	1	5	3	
WPST-FM	5	12	1	3	13		4	2	1	25	8	5	15	14		10	1	11	5	29	
WSTW-FM	2	5		1	6			4		5	3	2	7	10		3		1	1	9	

+ 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

Persons 12+

Monday-Sunday 6AM-MID

	WUSL-FM	WWDB-AM	WWDB-FM	WWJZ-AM	WXTU-FM	WYSP-FM	WYXR-FM	WJBR-FM	WKXW-FM	WNJO-FM	WPST-FM	WSTW-FM								
Cume Pers. (00)	5398	664	4149	453	3419	6809	4442	852	1735	1372	3455	1118								
KYW -AM	13	49	41	48	28	25	26	28	28	25	17	23								
WBEB-FM	10	10	16	8	19	12	38	45	32	29	21	25								
VDAS-AM	5						1	1		1										
VDAS-FM	38	4	6		1	2	8	8	4	3	4	5								
+WEJM-FM	13	9	12	11	9	17	19	16	17	17	17	23								
WEMG-AM	1									1										
WEMG-FM	2					1	1	2	1		1									
WFIL-AM	1	7	2	2	1	1	1		1	1		2								
WHAT-AM	3	6	3	11	1					2										
WIOQ-FM	30	3	7		13	23	38	24	13	16	49	30								
WIP -AM	4	18	12	14	8	17	6	9	9	12	8	9								
WJZ-FM	15	5	11	21	7	6	13	10	8	7	6	8								
WMGK-FM	6	6	10		11	23	25	17	17	22	21	31								
WMMR-FM	5	7	9	2	16	42	17	11	14	17	20	44								
WNAP-AM	2						1													
WVGL-FM	6	16	22	16	22	13	17	31	25	46	16	16								
VPEN-AM		33	20	41	7	2	2	4	5	5	1									
WPHI-FM	52	3	2		1	7	9	5	2	2	12	5								
WPHT-AM	1	34	16	14	6	7	4	4	9	8	3	3								
WPLY-FM	11	5	8	3	11	36	24	19	12	12	46	44								
VSSJ-AM	1	2					1													
WUSL-FM	100	6	3		2	8	11	6	4	5	16	6								
WWDB-AM	1	100	11	3	1	2	1		2	1		1								
WWDB-FM	3	69	100	17	11	10	8	17	21	9	5	8								
WWJZ-AM		2	2	100	1			1	1	2										
WXTU-FM	1	4	9	8	100	9	9	16	8	18	8	17								
WYSP-FM	10	16	16	4	17	100	21	13	21	26	31	40								
WYXR-FM	9	5	9	2	12	14	100	25	21	22	27	33								
WJBR-FM	1		3	2	4	2	5	100	9	2	3	11								
WKXV-FM	1	6	9	5	4	5	8	18	100	9	6	6								
WNJO-FM	1	2	3	7	7	5	7	4	7	100	8	6								
WPST-FM	11	1	4	1	8	16	21	12	12	20	100	26								
WSTW-FM	1	1	2		6	7	8	14	4	5	9	100								

Cume Duplication Percent

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

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

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		
	KYW -AM	749	7	169	2677		11769	WJJZ-FM	222	5	92		690	4302	WWDB-AM	12	2		
WBEB-FM	421	7	44	697	6151	WMGK-FM	185	4	25	420	4634	WWDB-FM	118	3	106	633	4220		
WDAS-AM	133	11	22	230	1250	WMMR-FM	123	3	28	609	4971	WWJZ-AM	9	2	7	29	453		
WDAS-FM	378	9	87	1079	4427	WNAP-AM	14	5			292	WXTU-FM	349	10	36	526	3457		
+WEJM-FM						WUGL-FM	444	8	35	579	5459	WYSP-FM	227	3	23	697	6845		
WXXM-FM	106	2	27	501	4433	WPEN-AM	454	15	45	377	3051	WYXR-FM	92	2	16	368	4481		
WEMG-AM	69	25	3	62	290	WPHI-FM	115	3	51	748	3671	WJBR-FM	45	5	1	106	860		
WEMG-FM	41	8	1	48	488	WPHT-AM	74	3	36	306	2463	WKXW-FM	60	3	5	183	1750		
WFIL-AM	9	2	7	77	611	WPLY-FM	204	4	36	662	5486	WNJO-FM	46	3	8	191	1403		
WHAT-AM	51	6	14	160	887	WSSJ-AM	33	12	6	58	272	WPST-FM	74	2	21	408	3464		
WIOO-FM	358	5	31	710	6661	WUSL-FM	391	7	107	1431	5446	WSTW-FM	28	3	7	120	1156		
WIP -AM	68	2	35	559	3641														
						TOTALS													
														1260		12365		38992	

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

Exclusive & Overnight Listening

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KYV -AM							*WNAP-AM						
Total	457	100	1.1	11443	100	28.1	Total	21	100	.1	292	100	.7
Black	90	20	1.2	1854	16	24.2	Black	19	90	.2	255	88	3.3
Hispanic	16	3	1.0	288	3	17.2	Hispanic		1		9	3	.5
WBEB-FM							WOGL-FM						
Total	385	100	.9	6057	100	14.9	Total	253	100	.6	5404	100	13.3
Black	13	3	.2	340	6	4.4	Black	17	7	.2	342	6	4.5
Hispanic	15	4	.9	294	5	17.5	Hispanic	7	3	.4	137	3	8.2
WDAS-AM							WPEN-AM						
Total	92	100	.2	1241	100	3.1	Total	272	100	.7	3024	100	7.4
Black	86	94	1.1	1164	94	15.2	Black	13	5	.2	110	4	1.4
Hispanic	2	3	.1	13	1	.8	Hispanic	6	2	.4	60	2	3.6
WDAS-FM							WPHI-FM						
Total	372	100	.9	4367	100	10.7	Total	172	100	.4	3628	100	8.9
Black	341	92	4.4	3734	86	48.7	Black	116	67	1.5	2077	57	27.1
Hispanic	5	1	.3	103	2	6.1	Hispanic	17	10	1.0	344	9	20.5
+WEJM-FM							WPHT-AM						
WXXM-FM							Total	112	100	.3	2430	100	6.0
Total	253	100	.6	4412	100	10.9	Black	4	3	.1	133	5	1.7
Black	90	35	1.2	1118	25	14.6	Hispanic	1	1	.1	18	1	1.1
Hispanic	3	1	.2	53	1	3.2	WPLY-FM						
WEMG-AM							Total	233	100	.6	5439	100	13.4
Total	20	100		282	100	.7	Black	5	2	.1	86	2	1.1
Black		1		20	7	.3	Hispanic	3	1	.2	43	1	2.6
Hispanic	20	98	1.2	240	85	14.3	WSSJ-AM						
WEMG-FM							Total	33	100	.1	272	100	.7
Total	29	100	.1	488	100	1.2	Black	1	2		27	10	.4
Black		1		18	4	.2	Hispanic	31	96	1.8	232	85	13.8
Hispanic	27	93	1.6	406	83	24.2	WUSL-FM						
WFIL-AM							Total	338	100	.8	5398	100	13.3
Total	27	100	.1	611	100	1.5	Black	257	76	3.4	3276	61	42.7
Black	7	24	.1	193	32	2.5	Hispanic	19	6	1.1	417	8	24.8
Hispanic	4	16	.2	42	7	2.5	*WVDB-AM						
WHAT-AM							Total	48	100	.1	664	100	1.6
Total	64	100	.2	868	100	2.1	Black		1		24	4	.3
Black	55	86	.7	691	80	9.0	Hispanic	2	4	.1	19	3	1.1
Hispanic							WVDB-FM						
WIOQ-FM							Total	241	100	.6	4149	100	10.2
Total	280	100	.7	6661	100	16.4	Black	11	5	.1	232	6	3.0
Black	20	7	.3	581	9	7.6	Hispanic	3	1	.2	36	1	2.1
Hispanic	22	8	1.3	465	7	27.7	WVJZ-AM						
WIP -AM							Total	27	100	.1	453	100	1.1
Total	167	100	.4	3583	100	8.8	Black		1		11	3	.1
Black	19	12	.2	446	12	5.8	Hispanic						
Hispanic	1	1	.1	29	1	1.7	WXTU-FM						
WJZ-FM							Total	215	100	.5	3419	100	8.4
Total	297	100	.7	4243	100	10.4	Black	2	1		36	1	.5
Black	135	46	1.8	1915	45	25.0	Hispanic	2	1	.1	64	2	3.8
Hispanic	14	5	.8	159	4	9.5	WYSP-FM						
WMGK-FM							Total	391	100	1.0	6809	100	16.7
Total	232	100	.6	4634	100	11.4	Black	6	2	.1	152	2	2.0
Black	6	3	.1	206	4	2.7	Hispanic	9	2	.5	118	2	7.0
Hispanic	4	2	.2	85	2	5.1	WYXR-FM						
WMMR-FM							Total	165	100	.4	4442	100	10.9
Total	227	100	.6	4922	100	12.1	Black	6	4	.1	264	6	3.4
Black	3	1		95	2	1.2	Hispanic	3	2	.2	89	2	5.3
Hispanic	4	2	.2	64	1	3.8							

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WJBR-FM							WPST-FM						
Total	47	100	.1	852	100	2.1	Total	122	100	.3	3455	100	8.5
Black	1	3		62	7	.8	Black	7	5	.1	145	4	1.9
Hispanic				17	2	1.0	Hispanic	1	1	.1	71	2	4.2
WKXW-FM							WSTV-FM						
Total	68	100	.2	1735	100	4.3	Total	37	100	.1	1118	100	2.7
Black	5	7	.1	149	9	1.5	Black	1	3		27	2	.4
Hispanic	4	6	.2	63	4	3.8	Hispanic	1	2	.1	17	2	1.0
WNJO-FM													
Total	66	100	.2	1372	100	3.4							
Black	1	1		37	3	.5							
Hispanic				11	1	.7							
							TOTALS						
							Total	6705	100	16.5	38941	100	95.8
							Black	1465	22	19.1	7365	19	96.1
							Hispanic	278	4	16.6	1557	4	92.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Notations

Notations

Arbitron Radio Reliability Tables

Table A																			
RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.78
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.88	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

Instructions

Estimating the Reliability of Audience Ratings Estimates

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

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

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 2.9 rating is 16.78. Table A values represent the square root of (the rating x |100 - the rating|); therefore, Table A values are constant across all markets and surveys.

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

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 25-54, Mon-Fri 6AM-7PM might be 93.14.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $16.78 \div 93.14 = 0.18$.

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, 2.9 ± 0.18 yields a confidence interval of 2.72 to 3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $2.9 \pm (1.64 \times 0.18)$ yields a confidence interval of 2.61 to 3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

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

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

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

Estimating Effective Sample Base (ESB) Sizes/

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14 would be 93.14 squared, or 8675. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

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

Limitations

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

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A Sat 3P-7P		Sat 10A-3P Sat 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
		Sun 6A-10A Sun 3P-7P	Weekend 10A-7P	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
Persons 12+	55.75	83.82	102.17	82.96	104.02	105.00	122.85	123.14	114.39	126.71	132.09
Persons 18+	*****	*****	97.75	*****	*****	96.81	*****	118.07	*****	*****	126.65
Men											
18+	40.33	*****	*****	*****	*****	*****	*****	*****	*****	*****	97.58
18-24	14.44	*****	*****	*****	*****	*****	*****	*****	*****	*****	42.12
25-34	17.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.51
35-44	18.76	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.12
45-54	19.00	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.07
55-64	14.45	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.99
65+	16.49	*****	*****	*****	*****	*****	*****	*****	*****	*****	35.96
12-24	20.64	36.35	*****	35.38	45.82	43.16	53.70	*****	48.38	*****	57.86
18-34	23.30	36.54	44.76	35.27	47.68	44.72	54.13	54.07	52.47	*****	61.32
18-49	32.47	50.39	58.81	48.82	63.89	58.59	71.12	71.04	68.94	*****	80.56
25-49	29.56	44.77	*****	44.12	56.40	52.13	66.37	*****	57.84	*****	71.33
25-54	32.11	47.97	58.80	47.67	60.72	55.85	71.11	66.09	61.97	*****	76.42
35-64	30.45	44.50	56.20	45.44	57.72	53.54	67.96	63.16	59.23	*****	73.04
Women											
18+	45.09	*****	*****	*****	*****	*****	*****	*****	*****	*****	103.66
18-24	15.35	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.61
25-34	19.21	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.22
35-44	21.73	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.03
45-54	21.21	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.35
55-64	16.46	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.30
65+	20.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.56
12-24	21.81	35.74	*****	35.33	43.72	44.44	53.60	*****	47.65	*****	55.81
18-34	24.84	38.28	47.26	36.97	48.35	46.83	57.40	53.66	51.33	*****	62.28
18-49	35.32	54.15	65.26	52.90	67.51	64.76	79.26	74.09	70.88	*****	86.00
25-49	33.06	49.07	*****	48.96	62.21	59.19	73.54	*****	67.40	*****	79.44
25-54	36.04	52.91	65.09	52.85	67.25	63.28	79.04	75.78	72.45	*****	85.39
35-64	34.82	50.43	60.99	50.50	63.49	60.59	74.06	71.00	67.88	*****	80.01
Persons											
12-24	28.39	46.38	*****	45.75	57.51	55.81	67.91	*****	62.78	*****	73.02
18-34	31.93	49.28	61.26	47.68	62.83	60.72	73.82	74.00	68.24	*****	79.37
18-49	44.44	67.79	82.45	65.98	84.52	80.06	99.35	99.59	91.85	*****	106.83
25-49	40.23	60.31	*****	59.78	75.72	71.53	88.97	*****	82.25	*****	95.66
25-54	43.59	64.58	79.88	64.41	81.45	76.82	96.25	96.48	88.98	*****	103.49
35-64	42.01	60.65	75.75	61.31	77.73	74.02	91.27	91.49	84.38	*****	98.14
Teens 12-17	20.04	32.82	*****	33.45	44.87	49.60	51.00	*****	54.25	*****	59.16
Black P12+	24.57	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.22
Hispanic P12+	10.72	*****	*****	*****	*****	*****	*****	*****	*****	*****	25.41

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

Description of Methodology

Introduction

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

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) A geographic split county is defined as one or more zip codes within a county and is 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. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

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. Additionally, Arbitron may consider 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 will be considered by Arbitron upon receipt of a formal request from at least 75 percent of subscribing station owners. If there are fewer than four subscribing station owners in a market, the request must be made by all subscribing station owners for Arbitron to proceed.

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and listenership data for existing Metro counties and any county contiguous to the current Metro.

NOTE: All existing Metro counties and all counties adjacent to existing Metro counties are subject to the Metro evaluation. The two criteria that determine whether evaluated counties are included in the Metro definition are: (i) at least 55.0 percent of listening quarter-hours from the county must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county must be into the existing Metro. **Metro evaluation results are final — and automatic.** This rule applies even if the evaluation finds that one or more counties should be removed from the existing Metro. Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

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 county equivalents) that 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 counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or county equivalent 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 Survey Sampling, Inc. (SSI). These qualifying hundred blocks comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. 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 seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals

12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, which include a three-part language preference question, are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary.

Premiums of varying monetary amounts are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/Initial contact with listed sample households is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Generally, 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; gain consent for participation in the survey; determine the number of Persons 12+ living in the household at the time of the placement call; and, where applicable, 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; assist members of the household in understanding the diaries' purpose; answer any questions; remind the diarykeepers to return their diaries after the survey week; and 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 that are unusable are diaries that Arbitron determines: are incomplete; are post-marked and/or arrive before or after established dates; or that 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 Diary Processing Radio Edit Training Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascription procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

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

b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

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

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

d. Computing 4-Book and 2-Book Averages

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

e. Rounding of Calculations

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

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for a 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

time(s) during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time(s) 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.

h. Stations on the Air Less Than 12 Weeks

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

Criteria for Reporting Stations

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

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

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 Minimum Reporting Standards (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. Audience estimates for a station that does not meet 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. However, individual audience estimates for commercial stations that do

not meet MRS for this report and noncommercial stations may be obtained through other Arbitron services for which the stations qualify.

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station that 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 in-tab 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 daypart for the current survey of the market.

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

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 that is licensed to a city located within the Metro of a market, or that 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 that is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

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

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

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

Statistical Reliability

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

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

estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

Limitations

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

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing ten or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Survey Sampling, Inc. 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, or at any time thereafter.

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, because independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that 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 that differ from other persons.

g. The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

h. Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations that are inherent in Arbitron estimates based thereon.

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

j. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.

l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

m. Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

n. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.

o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately programmed, 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, diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

Special Notices

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

Reservation of Rights

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

Disclaimer of Warranties

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

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Summer 1999, 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.

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 for the total 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, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) 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 whoissent 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 that 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 published in telephone directories.

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 or 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 that 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.

Response Rate/The ratio of in-tab diaries to the Estimated Persons in Usable Households, generally expressed as a percentage.

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 or county equivalent (e.g., geographic or ethnic 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 (or county equivalents).

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be 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).

Metro Market Profile Sources

PRIZM®

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers and profile markets and audiences by lifestyle. Claritas analyzes key demographic characteristics from the U.S. Census and hundreds of millions of actual consumer purchase records to classify each neighborhood in the U.S. into one of 62 distinct PRIZM clusters. Among the characteristics analyzed are income, value and type of housing, marital status, presence and ages of children in a household, ethnicity, urban-suburban-town-rural location, age, sex, occupation, level of education, as well as new car registrations, magazine subscriptions, real estate transactions, and financial data. Claritas updates PRIZM annually.

The 62 unique PRIZM clusters are organized into 15 broader social groups. Each group is identified by a group code which denotes a basic neighborhood type. (U1-U3 groups are Metro Urban; C1-C3 groups are 2nd City; S1-S3 groups are Metro Suburb; T1-T3 groups are Small Town; and R1-R3 groups are Rural.) When linked to market and radio measurement data, this geodemographic model produces descriptive audience information.

Each PRIZM group's composition in this Metro for Persons 12+ is compared to the group's national composition. The Index of Concentration compares the Metro's composition with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. An index of 200 means that the Metro's composition is twice that of the nation.

For more information about PRIZM, please call (703) 812-2700. PRIZM is a registered trademark of Claritas, Inc.

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Summer 1999 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 1/1/99.

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 Census-based, updated to 1/1/99).

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 1/1/99.

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 data are distributed into four Car Ownership categories. Percentages are based on total 1/1/99 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 1999, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 1999, 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 are listed in Metro 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.

Methodology: Arbitron 1999 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 99	SPRING 99	FALL 99	METRO RANK	MARKET	WINTER 99	SPRING 99	FALL 99	METRO RANK	MARKET	WINTER 99	SPRING 99	FALL 99
227	Abilene, TX	■	■	■	259	Grand Forks, ND-MN	■	■	■	222	Parkersburg-Marietta, WV-OH	■	■	■
68	Akron	■	■	■	251	Grand Junction, CO	■	■	■	121	Pensacola	■	■	■
248	Albany, GA	■	■	■	66	Grand Rapids	■	■	■	134	Peoria	■	■	■
59	Albany-Schenectady-Troy	■	■	■	266	Great Falls, MT	■	■	■	5	Philadelphia	■	■	■
71	Albuquerque	■	■	■	182	Green Bay	■	■	■	15	Phoenix	■	■	■
202	Alexandria, LA	■	■	■	42	Greensboro-Winston Salem-High Point	■	■	■	21	Pittsburgh	■	■	■
67	Allentown-Bethlehem	■	■	■	81	Greenville-New Bern-Jacksonville	■	■	■	160	Portland, ME	■	■	■
241	Altoona	■	■	■	58	Greenville-Spartanburg	■	■	■	25	Portland, OR	■	■	■
188	Amarillo, TX	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■
171	Anchorage	■	■	■	76	Harrisburg-Lebanon-Carlisle	■	■	■	157	Poughkeepsie, NY	■	■	■
145	Ann Arbor	■	■	■	255	Harrisonburg, VA	■	■	■	33	Providence-Warwick-Pawtucket	■	■	■
135	Appleton-Oshkosh	■	■	■	45	Hartford-New Britain-Middletown	■	■	■	240	Pueblo	■	■	■
179	Asheville	■	■	■	60	Honolulu	■	■	■	13	Puerto Rico	■	■	■
12	Atlanta	■	■	■	10	Houston-Galveston	■	■	■	132	Quad Cities (Davenport-Rock Island-Moline)	■	■	■
136	Atlantic City-Cape May	■	■	■	143	Huntington-Ashland	■	■	■	48	Raleigh-Durham	■	■	■
110	Augusta, GA	■	■	■	115	Huntsville	■	■	■	253	Rapid City, SD	■	■	■
248	Augusta-Waterloo, ME	■	■	■	38	Indianapolis	■	■	■	131	Reading, PA	■	■	■
49	Austin	■	■	■	258	Ithaca, NY	■	■	■	218	Redding, CA	■	■	■
84	Bakersfield	■	■	■	119	Jackson, MS	■	■	■	127	Reno	■	■	■
20	Baltimore	■	■	■	264	Jackson, TN	■	■	■	57	Richmond	■	■	■
263	Bangor, ME	■	■	■	52	Jacksonville	■	■	■	29	Riverside-San Bernardino	■	■	■
82	Baton Rouge	■	■	■	95	Johnson City-Kingsport-Bristol	■	■	■	105	Roanoke-Lynchburg	■	■	■
236	Battle Creek, MI	■	■	■	168	Johnstown	■	■	■	50	Rochester, NY	■	■	■
130	Beaumont-Port Arthur, TX	■	■	■	226	Joplin, MO	■	■	■	148	Rockford	■	■	■
265	Beckley, WV	■	■	■	174	Kalamazoo	■	■	■	28	Sacramento	■	■	■
244	Billings, MT	■	■	■	30	Kansas City	■	■	■	124	Saginaw-Bay City-Midland	■	■	■
137	Biloxi-Gulfport-Pascagoula, MS	■	■	■	149	Killeen-Temple, TX	■	■	■	216	St. Cloud, MN	■	■	■
166	Binghamton	■	■	■	69	Knoxville	■	■	■	19	St. Louis	■	■	■
56	Birmingham	■	■	■	231	Lafayette, IN	■	■	■	152	Salisbury-Ocean City	■	■	■
262	Bismarck, ND	■	■	■	98	Lafayette, LA	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■
215	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	205	Lake Charles, LA	■	■	■	256	San Angelo, TX	■	■	■
230	Bloomington	■	■	■	97	Lakeland-Winter Haven	■	■	■	32	San Antonio	■	■	■
250	Bluefield, WV	■	■	■	111	Lancaster	■	■	■	16	San Diego	■	■	■
126	Boise	■	■	■	114	Lansing-East Lansing	■	■	■	4	San Francisco	■	■	■
8	Boston	■	■	■	208	Laredo, TX	■	■	■	27	San Jose	■	■	■
108	Bridgeport	■	■	■	40	Las Vegas	■	■	■	167	San Luis Obispo, CA	■	■	■
269	Brunswick, GA	■	■	■	209	Laurel-Hattiesburg, MS	■	■	■	186	Santa Barbara, CA	■	■	■
239	Bryan-College Station, TX	■	■	■	253	Lawton, OK	■	■	■	235	Santa Fe, NM	■	■	■
43	Buffalo-Niagara Falls	■	■	■	257	Lewiston-Auburn, ME	■	■	■	197	Santa Maria-Lompoc, CA	■	■	■
224	Burlington, VT	■	■	■	107	Lexington-Fayette	■	■	■	113	Santa Rosa	■	■	■
123	Canton	■	■	■	225	Lima, OH	■	■	■	79	Sarasota-Bradenton	■	■	■
184	Cape Cod, MA	■	■	■	172	Lincoln	■	■	■	153	Savannah	■	■	■
270	Casper, WY	■	■	■	83	Little Rock	■	■	■	14	Seattle-Tacoma	■	■	■
201	Cedar Rapids	■	■	■	2	Los Angeles	■	■	■	129	Shreveport	■	■	■
204	Champaign, IL	■	■	■	53	Louisville	■	■	■	245	Sioux City, IA	■	■	■
104	Charleston, SC	■	■	■	175	Lubbock	■	■	■	210	Sioux Falls	■	■	■
162	Charleston, WV	■	■	■	147	Macon	■	■	■	159	South Bend	■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	120	Madison	■	■	■	88	Spokane	■	■	■
223	Charlottesville, VA	■	■	■	185	Manchester	■	■	■	194	Springfield, IL	■	■	■
102	Chattanooga	■	■	■	212	Marion-Carbondale (Southern Illinois)	■	■	■	80	Springfield, MA	■	■	■
267	Cheyenne, WY	■	■	■	62	McAllen-Brownsville-Harlingen	■	■	■	146	Springfield, MO	■	■	■
3	Chicago	■	■	■	206	Medford-Ashland, OR	■	■	■	138	Stamford-Norwalk, CT	■	■	■
192	Chico, CA	■	■	■	96	Melbourne-Titusville-Cocoa	■	■	■	238	State College, PA	■	■	■
26	Cincinnati	■	■	■	46	Memphis	■	■	■	85	Stockton	■	■	■
24	Cleveland	■	■	■	195	Merced, CA	■	■	■	234	Sussex, NJ	■	■	■
94	Colorado Springs	■	■	■	268	Meridian, MS	■	■	■	73	Syracuse	■	■	■
241	Columbia, MO	■	■	■	11	Miami-Ft. Lauderdale-Hollywood	■	■	■	163	Tallahassee	■	■	■
89	Columbia, SC	■	■	■	31	Milwaukee-Racine	■	■	■	22	Tampa-St. Petersburg-Clearwater	■	■	■
169	Columbus, GA	■	■	■	18	Minneapolis-St. Paul	■	■	■	190	Terre Haute	■	■	■
34	Columbus, OH	■	■	■	86	Mobile	■	■	■	243	Texarkana, TX-AR	■	■	■
260	Cookeville, TN	■	■	■	122	Modesto	■	■	■	78	Toledo	■	■	■
128	Corpus Christi	■	■	■	47	Monmouth-Ocean	■	■	■	180	Topeka	■	■	■
7	Dallas-Ft. Worth	■	■	■	233	Monroe, LA	■	■	■	139	Trenton, NJ	■	■	■
189	Danbury, CT	■	■	■	77	Monterey-Salinas-Santa Cruz	■	■	■	207	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■
55	Dayton	■	■	■	141	Montgomery	■	■	■	61	Tucson	■	■	■
92	Daytona Beach	■	■	■	187	Morgantown-Clarksburg-Fairmont, WV	■	■	■	63	Tulsa	■	■	■
247	Decatur, IL	■	■	■	99	Morristown, NJ	■	■	■	178	Tupelo, MS	■	■	■
23	Denver-Boulder	■	■	■	217	Muskegon, MI	■	■	■	214	Tuscaloosa, AL	■	■	■
91	Des Moines	■	■	■	173	Myrtle Beach, SC	■	■	■	140	Tyler-Longview, TX	■	■	■
6	Detroit	■	■	■	44	Nashville	■	■	■	150	Utica-Rome	■	■	■
182	Dothan, AL	■	■	■	17	Nassau-Suffolk (Long Island)	■	■	■	109	Visalia-Tulare-Hanford	■	■	■
220	Dubuque, IA	■	■	■	165	New Bedford-Fall River, MA	■	■	■	191	Waco, TX	■	■	■
213	Duluth-Superior	■	■	■	100	New Haven	■	■	■	9	Washington, DC	■	■	■
232	Eau Claire, WI	■	■	■	164	New London, CT	■	■	■	181	Waterbury, CT	■	■	■
199	Elmira-Corning, NY	■	■	■	1	New Orleans	■	■	■	229	Waterloo-Cedar Falls	■	■	■
70	El Paso	■	■	■	41	New York	■	■	■	252	Watertown, NY	■	■	■
155	Erie	■	■	■	141	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	158	Wausau-Stevens Point, WI (Central WI)	■	■	■
144	Eugene-Springfield	■	■	■	36	Norfolk-Virginia Beach-Newport News	■	■	■	51	West Palm Beach-Boca Raton	■	■	■
151	Evansville	■	■	■	196	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	221	Wheeling	■	■	■
211	Fargo-Moorhead	■	■	■	176	Odessa-Midland, TX	■	■	■	90	Wichita	■	■	■
125	Fayetteville, NC	■	■	■	54	Oklahoma City	■	■	■	237	Wichita Falls, TX	■	■	■
156	Fayetteville (Northwest Arkansas)	■	■	■	72	Omaha-Council Bluffs	■	■	■	64	Wilkes Barre-Scranton	■	■	■
116	Flint	■	■	■	39	Orlando	■	■	■	246	Williamsport, PA	■	■	■
198	Florence, SC	■	■	■	261	Owensboro, KY	■	■	■	75	Wilmington, DE	■	■	■
133	Ft. Collins-Greeley, CO	■	■	■	106	Oxnard-Ventura	■	■	■	177	Wilmington, NC	■	■	■
74	Ft. Myers-Naples-Marco Island	■	■	■	154	Palm Springs, CA	■	■	■	219	Winchester, VA	■	■	■
118	Ft. Pierce-Stuart-Vero Beach	■	■	■	228	Panama City, FL	■	■	■	112	Worcester	■	■	■
170	Ft. Smith, AR	■	■	■						193	Yakima, WA	■	■	■
203	Ft. Walton Beach, FL	■	■	■						103	York	■	■	■
100	Ft. Wayne	■	■	■						93	Youngstown-Warren	■	■	■
200	Frederick, MD	■	■	■										
65	Fresno	■	■	■										
87	Gainesville-Ocala	■	■	■										

NOTE/Metro ranks listed above are based on Summer 1999 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report



Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ for the 48 contiguous states of the United States. 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.

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 the data and estimates in this report; or the data and estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at user's own risk.

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Arbitron 1999 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		MaximiSer®/ Media Professional™		TAPSCAN®	Market Report	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Date	Mail Date	
Abilene, TX							Feb 07	1:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Akron	Nov 18	1:00PM LMT	Dec 16	1:00PM	Jan 18	1:00PM	Jan 18	4:00PM	Jan 20	1:00PM	Jan 21	Jan 21	Jan 24
Albany, GA							Feb 07	4:00PM	Feb 09	10:00AM	Feb 10	Feb 10	Feb 11
Albany-Schenectady-Troy	Dec 01	11:30AM LMT	Dec 28	11:30AM	Jan 27	11:30AM	Jan 27	2:30PM	Jan 31	11:30AM	Feb 01	Feb 01	Feb 02
Albuquerque	Dec 06	11:00AM LMT	Jan 03	11:00AM	Feb 01	11:00AM	Feb 01	2:00PM	Feb 03	11:00AM	Feb 04	Feb 04	Feb 07
Alexandria, LA							Feb 08	12:00PM	Feb 10	9:00AM	Feb 11	Feb 11	Feb 14
Allentown-Bethlehem	Nov 16	1:00PM LMT	Dec 14	1:00PM	Jan 13	1:00PM	Jan 13	4:00PM	Jan 17	1:00PM	Jan 18	Jan 18	Jan 19
Altoona							Jan 21	10:00AM	Jan 25	10:00AM	Jan 26	Jan 26	Jan 27
Amarillo, TX							Feb 07	1:30PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Anchorage							Feb 08	12:00PM	Feb 10	6:00AM	Feb 11	Feb 11	Feb 14
Ann Arbor							Jan 18	10:00AM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
Appleton-Oshkosh							Feb 07	11:30AM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Asheville							Jan 31	10:30AM	Feb 02	10:00AM	Feb 03	Feb 03	Feb 04
Atlanta	Nov 23	10:00AM LMT	Dec 21	10:00AM	Jan 21	1:00PM	Jan 21	4:00PM	Jan 25	1:00PM	Jan 26	Jan 26	Jan 27
Atlantic City-Cape May							Jan 13	10:00AM	Jan 17	10:00AM	Jan 18	Jan 18	Jan 19
Augusta, GA							Feb 04	3:00PM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Augusta-Waterville, ME							Feb 07	10:00AM	Feb 09	10:00AM	Feb 10	Feb 10	Feb 11
Austin	Nov 30	1:30PM LMT	Dec 27	1:30PM	Jan 27	10:30AM	Jan 27	1:30PM	Jan 31	10:30AM	Feb 01	Feb 01	Feb 02
Bakersfield	Nov 16	10:00AM LMT	Dec 14	10:00AM	Jan 13	10:00AM	Jan 13	1:00PM	Jan 17	10:00AM	Jan 18	Jan 18	Jan 19
Baltimore	Nov 18	11:30AM LMT	Dec 16	11:30AM	Jan 18	11:30AM	Jan 18	2:30PM	Jan 20	11:30AM	Jan 21	Jan 21	Jan 24
Bangor, ME							Feb 04	12:30PM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Baton Rouge	Dec 06	10:30AM LMT	Jan 03	10:30AM	Feb 01	10:30AM	Feb 01	1:30PM	Feb 03	10:30AM	Feb 04	Feb 04	Feb 07
Battle Creek, MI							Jan 28	3:00PM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Beaumont-Port Arthur, TX							Feb 01	10:30AM	Feb 03	9:00AM	Feb 04	Feb 04	Feb 07
Beckley, WV							Feb 04	10:00AM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Billings, MT							Feb 08	9:00AM	Feb 10	8:00AM	Feb 11	Feb 11	Feb 14
Biloxi-Gulfport-Pascagoula,MS							Jan 28	9:30AM	Feb 01	9:00AM	Feb 02	Feb 02	Feb 03
Binghamton							Feb 02	11:30AM	Feb 04	10:00AM	Feb 07	Feb 07	Feb 08
Birmingham	Nov 29	1:30PM LMT	Dec 23	1:30PM	Jan 26	9:00AM	Jan 26	12:00PM	Jan 28	9:00AM	Jan 31	Jan 31	Feb 01
Bismarck, ND							Feb 08	9:30AM	Feb 10	9:00AM	Feb 11	Feb 11	Feb 14
Blksbrg-Chrstnbg-Rdfrd-Piski,VA							Feb 01	10:30AM	Feb 03	10:00AM	Feb 04	Feb 04	Feb 07
Bloomington							Jan 14	10:30AM	Jan 18	9:00AM	Jan 19	Jan 19	Jan 20
Bluefield, WV							Feb 07	10:30AM	Feb 09	10:00AM	Feb 10	Feb 10	Feb 11
Boise							Feb 07	11:30AM	Feb 09	8:00AM	Feb 10	Feb 10	Feb 11
Boston	Nov 17	10:00AM LMT	Dec 15	10:00AM	Jan 14	10:00AM	Jan 14	1:00PM	Jan 18	10:00AM	Jan 19	Jan 19	Jan 20
Bridgeport							Jan 11	10:00AM	Jan 13	10:00AM	Jan 14	Jan 14	Jan 17
Brunswick, GA							Jan 27	10:00AM	Jan 31	10:00AM	Feb 01	Feb 01	Feb 02
Bryan-College Station, TX							Jan 21	10:30AM	Jan 25	9:00AM	Jan 26	Jan 26	Jan 27
Buffalo-Niagara Falls	Nov 22	10:00AM LMT	Dec 20	10:00AM	Jan 20	1:00PM	Jan 20	4:00PM	Jan 24	1:00PM	Jan 25	Jan 25	Jan 26
Burlington, VT							Feb 04	11:00AM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Canton							Jan 20	10:30AM	Jan 24	10:00AM	Jan 25	Jan 25	Jan 26
Cape Cod, MA							Jan 18	1:00PM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
Casper, WY							Feb 08	10:30AM	Feb 10	8:00AM	Feb 11	Feb 11	Feb 14
Cedar Rapids							Feb 01	9:30AM	Feb 03	9:00AM	Feb 04	Feb 04	Feb 07
Champaign, IL							Jan 14	9:30AM	Jan 18	9:00AM	Jan 19	Jan 19	Jan 20
Charleston, SC	Dec 06	10:00AM LMT	Jan 03	10:00AM	Feb 01	10:00AM	Feb 01	1:00PM	Feb 03	10:00AM	Feb 04	Feb 04	Feb 07
Charleston, WV							Jan 31	11:00AM	Feb 02	10:00AM	Feb 03	Feb 03	Feb 04
Charlotte-Gastonia-Rock Hill	Nov 23	11:30AM LMT	Dec 21	11:30AM	Jan 20	1:00PM	Jan 20	4:00PM	Jan 24	1:00PM	Jan 25	Jan 25	Jan 26
Charlottesville, VA							Feb 04	10:30AM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Chattanooga	Dec 03	10:00AM LMT	Dec 30	10:00AM	Jan 31	10:00AM	Jan 31	1:00PM	Feb 02	10:00AM	Feb 03	Feb 03	Feb 04
Cheyenne, WY							Jan 25	10:00AM	Jan 27	8:00AM	Jan 28	Jan 28	Jan 31
Chicago	Nov 15	9:00AM LMT	Dec 13	9:00AM	Jan 12	9:00AM	Jan 12	12:00PM	Jan 14	9:00AM	Jan 17	Jan 17	Jan 18
Chico, CA							Jan 18	9:30AM	Jan 20	7:00AM	Jan 21	Jan 21	Jan 24
Cincinnati	Nov 19	11:30AM LMT	Dec 17	11:30AM	Jan 20	10:00AM	Jan 20	1:00PM	Jan 24	10:00AM	Jan 25	Jan 25	Jan 26
Cleveland	Nov 18	1:00PM LMT	Dec 16	1:00PM	Jan 18	1:00PM	Jan 18	4:00PM	Jan 20	1:00PM	Jan 21	Jan 21	Jan 24

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** All times indicate START of Market calling.

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Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		TAPSCAN®	Market Report	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Date	Mail Date	
Colorado Springs	Nov 24	9:30AM LMT	Dec 22	9:30AM	Jan 24	2:00PM	Jan 24	5:00PM	Jan 26	2:00PM	Jan 27	Jan 27	Jan 28
Columbia, MO	Dec 03	10:00AM LMT	Dec 30	10:00AM	Jan 31	11:30AM	Jan 27	9:30AM	Jan 31	9:00AM	Feb 01	Feb 01	Feb 02
Columbia, SC							Jan 31	2:30PM	Feb 02	11:30AM	Feb 03	Feb 03	Feb 04
Columbus, GA							Feb 04	4:00PM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Columbus, OH							Jan 24	4:00PM	Jan 26	1:00PM	Jan 27	Jan 27	Jan 28
Columbus-Starkville-West Point, MS	Nov 24	10:00AM LMT	Dec 22	10:00AM	Jan 24	1:00PM	Feb 07	11:00AM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Cookeville, TN							Jan 31	9:30AM	Feb 02	9:00AM	Feb 03	Feb 03	Feb 04
Corpus Christi							Feb 01	10:00AM	Feb 03	9:00AM	Feb 04	Feb 04	Feb 07
Dallas-Ft. Worth							Jan 20	4:30PM	Jan 24	1:30PM	Jan 25	Jan 25	Jan 26
Danbury, CT	Dec 01	10:00AM LMT	Dec 28	10:00AM	Jan 27	10:00AM	Jan 12	11:00AM	Jan 14	10:00AM	Jan 17	Jan 17	Jan 18
Dayton							Jan 27	1:00PM	Jan 31	10:00AM	Feb 01	Feb 01	Feb 02
Daytona Beach							Jan 24	11:00AM	Jan 26	10:00AM	Jan 27	Jan 27	Jan 28
Decatur, IL							Jan 14	11:00AM	Jan 18	9:00AM	Jan 19	Jan 19	Jan 20
Denver-Boulder	Nov 24	12:30PM LMT	Dec 22	12:30PM	Jan 21	12:30PM	Jan 21	3:30PM	Jan 25	12:30PM	Jan 26	Jan 26	Jan 27
Des Moines	Dec 03	12:00PM LMT	Dec 30	12:00PM	Jan 31	12:00PM	Jan 31	3:00PM	Feb 02	12:00PM	Feb 03	Feb 03	Feb 04
Detroit	Nov 16	11:30AM LMT	Dec 14	11:30AM	Jan 13	11:30AM	Jan 13	2:30PM	Jan 17	11:30AM	Jan 18	Jan 18	Jan 19
Dothan, AL							Feb 02	12:00PM	Feb 04	9:00AM	Feb 07	Feb 07	Feb 08
Dubuque, IA	Dec 06	11:00AM LMT	Jan 03	11:00AM	Feb 01	11:00AM	Feb 03	9:30AM	Feb 07	9:00AM	Feb 08	Feb 08	Feb 09
Duluth-Superior							Feb 04	2:30PM	Feb 08	9:00AM	Feb 09	Feb 09	Feb 10
Eau Claire, WI							Feb 02	11:30AM	Feb 04	9:00AM	Feb 07	Feb 07	Feb 08
El Paso							Feb 01	2:00PM	Feb 03	11:00AM	Feb 04	Feb 04	Feb 07
Elmira-Corning, NY	Feb 04	10:30AM	Feb 02	10:30AM	Feb 08	10:00AM	Feb 04	10:30AM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Erie							Feb 02	10:30AM	Feb 04	10:00AM	Feb 07	Feb 07	Feb 08
Eugene-Springfield							Jan 28	9:00AM	Feb 01	7:00AM	Feb 02	Feb 02	Feb 03
Evansville							Feb 02	11:00AM	Feb 04	9:00AM	Feb 07	Feb 07	Feb 08
Fargo-Moorhead	Feb 07	1:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 07	1:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Fayetteville (NW Arkansas)							Feb 08	9:00AM	Feb 10	9:00AM	Feb 11	Feb 11	Feb 14
Fayetteville, NC							Feb 07	4:30PM	Feb 09	10:00AM	Feb 10	Feb 10	Feb 11
Flint							Jan 19	10:00AM	Jan 21	10:00AM	Jan 24	Jan 24	Jan 25
Florence, SC	Feb 01	11:30AM	Feb 03	9:00AM	Feb 07	9:00AM	Feb 01	11:30AM	Feb 03	10:00AM	Feb 04	Feb 04	Feb 07
Florence-Muscle Shoals, AL							Feb 03	9:00AM	Feb 07	9:00AM	Feb 08	Feb 08	Feb 09
Frederick, MD							Jan 18	2:30PM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
Fresno							Jan 25	2:30PM	Jan 27	11:30AM	Jan 28	Jan 28	Jan 31
Ft. Collins-Greeley, CO	Nov 29	11:30AM LMT	Dec 23	11:30AM	Jan 25	11:30AM	Jan 26	9:30AM	Jan 28	8:00AM	Jan 31	Jan 31	Feb 01
Ft. Myers-Naples-Marco Island							Jan 25	10:30AM	Jan 27	10:00AM	Jan 28	Jan 28	Jan 31
Ft. Pierce-Stuart-Vero Beach							Jan 25	10:30AM	Jan 27	10:00AM	Jan 28	Jan 28	Jan 31
Ft. Smith, AR							Feb 08	9:30AM	Feb 10	9:00AM	Feb 11	Feb 11	Feb 14
Ft. Walton Beach, FL	Jan 28	9:00AM	Feb 01	9:00AM	Feb 02	Feb 02	Jan 28	9:00AM	Feb 01	9:00AM	Feb 02	Feb 02	Feb 03
Ft. Wayne							Jan 28	11:00AM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Gainesville-Ocala							Jan 27	10:00AM	Jan 31	10:00AM	Feb 01	Feb 01	Feb 02
Grand Forks, ND-MN							Feb 07	9:00AM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Grand Junction, CO	Dec 02	10:00AM LMT	Dec 29	10:00AM	Jan 28	11:30AM	Feb 08	9:30AM	Feb 10	8:00AM	Feb 11	Feb 11	Feb 14
Grand Rapids							Jan 28	2:30PM	Feb 01	11:30AM	Feb 02	Feb 02	Feb 03
Great Falls, MT							Feb 08	9:00AM	Feb 10	8:00AM	Feb 11	Feb 11	Feb 14
Green Bay							Feb 07	2:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Greensboro-Winston Salem-High Point	Dec 02	11:30AM LMT	Dec 29	11:30AM	Jan 28	1:00PM	Jan 28	4:00PM	Feb 01	1:00PM	Feb 02	Feb 02	Feb 03
Greenville-New Bern-Jacksonville	Dec 06	10:00AM LMT	Jan 03	10:00AM	Feb 01	10:00AM	Feb 01	1:00PM	Feb 03	10:00AM	Feb 04	Feb 04	Feb 07
Greenville-Spartanburg	Dec 03	11:30AM LMT	Dec 30	11:30AM	Jan 31	11:30AM	Jan 31	2:30PM	Feb 02	11:30AM	Feb 03	Feb 03	Feb 04
Hagerstn-Chambersg-Waynsb, MD-PA							Jan 20	10:00AM	Jan 24	10:00AM	Jan 25	Jan 25	Jan 26
Harrisburg-Lebanon-Carlisle	Dec 01	2:30PM LMT	Dec 28	2:30PM	Jan 28	10:00AM	Jan 28	1:00PM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Harrisonburg, VA							Feb 04	11:30AM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Hartford-New Britain-Middletown	Nov 18	2:30PM LMT	Dec 16	2:30PM	Jan 19	10:00AM	Jan 19	1:00PM	Jan 21	10:00AM	Jan 24	Jan 24	Jan 25
Honolulu	Nov 30	11:00AM LMT	Dec 27	11:00AM	Jan 26	11:00AM	Jan 26	2:00PM	Jan 28	11:00AM	Jan 31	Jan 31	Feb 01
Houston-Galveston	Nov 22	3:00PM LMT	Dec 20	3:00PM	Jan 20	10:30AM	Jan 20	1:30PM	Jan 24	10:30AM	Jan 25	Jan 25	Jan 26

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Arbitron 1999 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		TAPSCAN®	Market Report	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Date	Mail Date	
Huntington-Ashland							Jan 31	11:30AM	Feb 02	10:00AM	Feb 03	Feb 03	Feb 04
Huntsville	Dec 06	10:30AM LMT	Jan 03	10:30AM	Feb 01	10:30AM	Feb 01	1:30PM	Feb 03	10:30AM	Feb 04	Feb 04	Feb 07
Indianapolis	Nov 29	10:00AM LMT	Dec 23	10:00AM	Jan 25	11:30AM	Jan 25	2:30PM	Jan 27	11:30AM	Jan 28	Jan 28	Jan 31
Ithaca, NY							Jan 21	10:00AM	Jan 25	10:00AM	Jan 26	Jan 26	Jan 27
Jackson, MS	Dec 03	12:00PM LMT	Dec 30	12:00PM	Jan 31	12:00PM	Jan 31	3:00PM	Feb 02	12:00PM	Feb 03	Feb 03	Feb 04
Jackson, TN							Jan 28	10:00AM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Jacksonville	Nov 30	10:00AM LMT	Dec 27	10:00AM	Jan 26	11:30AM	Jan 26	2:30PM	Jan 28	11:30AM	Jan 31	Jan 31	Feb 01
Johnson City-Kingsport-Bristol	Dec 06	10:00AM LMT	Jan 03	10:00AM	Feb 01	10:00AM	Feb 01	1:00PM	Feb 03	10:00AM	Feb 04	Feb 04	Feb 07
Johnstown							Jan 21	12:00PM	Jan 25	10:00AM	Jan 26	Jan 26	Jan 27
Jonesboro, AR							Jan 31	11:00AM	Feb 02	9:00AM	Feb 03	Feb 03	Feb 04
Joplin, MO							Feb 07	12:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Kalamazoo							Jan 28	3:00PM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Kansas City	Nov 24	12:00PM LMT	Dec 22	12:00PM	Jan 24	1:30PM	Jan 24	4:30PM	Jan 26	1:30PM	Jan 27	Jan 27	Jan 28
Killeen-Temple, TX							Jan 25	9:00AM	Jan 27	9:00AM	Jan 28	Jan 28	Jan 31
Knoxville	Dec 02	10:00AM LMT	Dec 29	10:00AM	Jan 28	11:30AM	Jan 28	2:30PM	Feb 01	11:30AM	Feb 02	Feb 02	Feb 03
Lafayette, IN							Jan 24	12:30PM	Jan 26	10:00AM	Jan 27	Jan 27	Jan 28
Lafayette, LA							Feb 03	9:30AM	Feb 07	9:00AM	Feb 08	Feb 08	Feb 09
Lake Charles, LA							Feb 02	12:30PM	Feb 04	9:00AM	Feb 07	Feb 07	Feb 08
Lakeland-Winter Haven							Jan 21	1:00PM	Jan 25	10:00AM	Jan 26	Jan 26	Jan 27
Lancaster							Jan 28	1:30PM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Lansing-East Lansing	Dec 02	1:00PM LMT	Dec 29	1:00PM	Jan 28	1:00PM	Jan 28	4:00PM	Feb 01	1:00PM	Feb 02	Feb 02	Feb 03
Laredo, TX							Jan 27	9:00AM	Jan 31	9:00AM	Feb 01	Feb 01	Feb 02
Las Vegas	Nov 29	1:00PM LMT	Dec 23	1:00PM	Jan 25	1:00PM	Jan 25	4:00PM	Jan 27	1:00PM	Jan 28	Jan 28	Jan 31
Laurel-Hattiesburg, MS							Jan 28	9:30AM	Feb 01	9:00AM	Feb 02	Feb 02	Feb 03
Lawton, OK							Jan 28	9:00AM	Feb 01	9:00AM	Feb 02	Feb 02	Feb 03
Lewiston-Auburn, ME							Feb 03	11:00AM	Feb 07	10:00AM	Feb 08	Feb 08	Feb 09
Lexington-Fayette							Feb 02	1:30PM	Feb 04	10:00AM	Feb 07	Feb 07	Feb 08
Lima, OH							Jan 28	11:30AM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Lincoln							Feb 07	12:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Little Rock	Dec 03	10:30AM LMT	Dec 30	10:30AM	Jan 27	1:30PM	Jan 27	4:30PM	Jan 31	1:30PM	Feb 01	Feb 01	Feb 02
Los Angeles	Nov 15	10:00AM LMT	Dec 13	10:00AM	Jan 12	11:30AM	Jan 12	2:30PM	Jan 14	11:30AM	Jan 17	Jan 17	Jan 18
Louisville	Nov 29	11:30AM LMT	Dec 23	11:30AM	Jan 25	10:00AM	Jan 25	1:00PM	Jan 27	10:00AM	Jan 28	Jan 28	Jan 31
Lubbock							Feb 03	10:30AM	Feb 07	9:00AM	Feb 08	Feb 08	Feb 09
Macon							Feb 02	10:00AM	Feb 04	10:00AM	Feb 07	Feb 07	Feb 08
Madison	Dec 06	10:30AM LMT	Jan 03	10:30AM	Feb 01	10:30AM	Feb 01	1:30PM	Feb 03	10:30AM	Feb 04	Feb 04	Feb 07
Manchester							Jan 18	11:00AM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
Mankato-New Ulm-St. Peter, MN							Jan 24	9:30AM	Jan 26	9:00AM	Jan 27	Jan 27	Jan 28
Marion-Carbondale (Southern IL)							Jan 25	10:00AM	Jan 27	9:00AM	Jan 28	Jan 28	Jan 31
Mason City, IA							Feb 07	9:30AM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
McAllen-Brownsville-Harlingen							Feb 01	9:00AM	Feb 03	9:00AM	Feb 04	Feb 04	Feb 07
Medford-Ashland, OR							Feb 08	9:00AM	Feb 10	7:00AM	Feb 11	Feb 11	Feb 14
Melbourne-Titusville-Cocoa							Jan 24	10:00AM	Jan 26	10:00AM	Jan 27	Jan 27	Jan 28
Memphis	Dec 02	9:00AM LMT	Dec 29	9:00AM	Jan 26	1:30PM	Jan 26	4:30PM	Jan 28	1:30PM	Jan 31	Jan 31	Feb 01
Merced, CA							Jan 18	9:30AM	Jan 20	7:00AM	Jan 21	Jan 21	Jan 24
Meridian, MS							Feb 08	10:30AM	Feb 10	9:00AM	Feb 11	Feb 11	Feb 14
Miami-Ft. Lauderdale-Hollywood	Nov 23	2:30PM LMT	Dec 21	2:30PM	Jan 24	11:30AM	Jan 24	2:30PM	Jan 26	11:30AM	Jan 27	Jan 27	Jan 28
Milwaukee-Racine	Nov 29	10:30AM LMT	Dec 23	10:30AM	Jan 25	1:30PM	Jan 25	4:30PM	Jan 27	1:30PM	Jan 28	Jan 28	Jan 31
Minneapolis-St. Paul	Nov 22	1:30PM LMT	Dec 20	1:30PM	Jan 21	10:30AM	Jan 21	1:30PM	Jan 25	10:30AM	Jan 26	Jan 26	Jan 27
Mobile	Nov 30	12:00PM LMT	Dec 27	12:00PM	Jan 26	1:30PM	Jan 26	4:30PM	Jan 28	1:30PM	Jan 31	Jan 31	Feb 01
Modesto							Jan 14	11:00AM	Jan 18	7:00AM	Jan 19	Jan 19	Jan 20
Monmouth-Ocean							Jan 11	10:30AM	Jan 13	10:00AM	Jan 14	Jan 14	Jan 17
Monroe, LA							Feb 08	12:00PM	Feb 10	9:00AM	Feb 11	Feb 11	Feb 14
Monterey-Salinas-Santa Cruz	Nov 17	11:30AM LMT	Dec 15	11:30AM	Jan 14	10:00AM	Jan 14	1:00PM	Jan 18	10:00AM	Jan 19	Jan 19	Jan 20
Montgomery							Feb 02	11:30AM	Feb 04	9:00AM	Feb 07	Feb 07	Feb 08

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	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Date	Mail Date	
Morgantown-Clarks-Fairmont, WV							Feb 01	11:00AM	Feb 03	10:00AM	Feb 04	Feb 04	Feb 07
Morristown, NJ							Jan 11	10:00AM	Jan 13	10:00AM	Jan 14	Jan 14	Jan 17
Muskegon, MI							Feb 04	3:30PM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Myrtle Beach, SC							Feb 04	12:00PM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Nashville	Dec 01	1:30PM LMT	Dec 28	1:30PM	Jan 27	1:30PM	Jan 27	4:30PM	Jan 31	1:30PM	Feb 01	Feb 01	Feb 02
Nassau-Suffolk (Long Island)							Jan 11	2:30PM	Jan 13	11:30AM	Jan 14	Jan 14	Jan 17
New Bedford-Fall River, MA							Jan 14	10:30AM	Jan 18	10:00AM	Jan 19	Jan 19	Jan 20
New Haven							Jan 19	1:00PM	Jan 21	10:00AM	Jan 24	Jan 24	Jan 25
New London, CT							Jan 18	11:30AM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
New Orleans	Nov 30	10:30AM LMT	Dec 27	10:30AM	Jan 26	12:00PM	Jan 26	3:00PM	Jan 28	12:00PM	Jan 31	Jan 31	Feb 01
New York	Nov 12	10:00AM LMT	Dec 10	10:00AM	Jan 11	10:00AM	Jan 11	1:00PM	Jan 13	10:00AM	Jan 14	Jan 14	Jan 17
Newburgh-Middletown, NY(Md-Hud Vly)							Jan 14	11:30AM	Jan 18	10:00AM	Jan 19	Jan 19	Jan 20
Norfolk-Virginia Beach-Newport News	Nov 30	10:00AM LMT	Dec 27	10:00AM	Jan 26	10:00AM	Jan 26	1:00PM	Jan 28	10:00AM	Jan 31	Jan 31	Feb 01
Northwest Michigan, MI							Feb 04	3:30PM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Odessa-Midland, TX							Feb 07	2:30PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Oklahoma City	Dec 02	12:00PM LMT	Dec 29	12:00PM	Jan 27	1:30PM	Jan 27	4:30PM	Jan 31	1:30PM	Feb 01	Feb 01	Feb 02
Omaha-Council Bluffs	Dec 02	1:30PM LMT	Dec 29	1:30PM	Jan 31	9:00AM	Jan 31	12:00PM	Feb 02	9:00AM	Feb 03	Feb 03	Feb 04
Orlando	Nov 23	1:00PM LMT	Dec 21	1:00PM	Jan 24	10:00AM	Jan 24	1:00PM	Jan 26	10:00AM	Jan 27	Jan 27	Jan 28
Owensboro, KY							Feb 03	9:00AM	Feb 07	9:00AM	Feb 08	Feb 08	Feb 09
Oxnard-Ventura							Jan 14	9:30AM	Jan 18	7:00AM	Jan 19	Jan 19	Jan 20
Palm Springs, CA							Jan 13	9:30AM	Jan 17	7:00AM	Jan 18	Jan 18	Jan 19
Panama City, FL							Feb 07	1:00PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Parkersburg-Marietta, WV-OH							Feb 04	10:00AM	Feb 08	10:00AM	Feb 09	Feb 09	Feb 10
Pensacola							Jan 26	10:30AM	Jan 28	9:00AM	Jan 31	Jan 31	Feb 01
Peoria							Jan 14	10:00AM	Jan 18	9:00AM	Jan 19	Jan 19	Jan 20
Philadelphia	Nov 16	10:00AM LMT	Dec 14	10:00AM	Jan 13	10:00AM	Jan 13	1:00PM	Jan 17	10:00AM	Jan 18	Jan 18	Jan 19
Phoenix	Nov 18	2:00PM LMT	Dec 16	2:00PM	Jan 19	9:30AM	Jan 19	12:30PM	Jan 21	9:30AM	Jan 24	Jan 24	Jan 25
Pittsburgh	Nov 19	10:00AM LMT	Dec 17	10:00AM	Jan 19	1:00PM	Jan 19	4:00PM	Jan 21	1:00PM	Jan 24	Jan 24	Jan 25
Portland, ME							Feb 02	11:00AM	Feb 04	10:00AM	Feb 07	Feb 07	Feb 08
Portland, OR	Nov 29	10:00AM LMT	Dec 23	10:00AM	Jan 25	10:00AM	Jan 25	1:00PM	Jan 27	10:00AM	Jan 28	Jan 28	Jan 31
Portsmouth-Dover-Rochester							Jan 21	10:30AM	Jan 25	10:00AM	Jan 26	Jan 26	Jan 27
Poughkeepsie, NY							Jan 13	10:30AM	Jan 17	10:00AM	Jan 18	Jan 18	Jan 19
Providence-Warwick-Pawtucket	Nov 17	11:30AM LMT	Dec 15	11:30AM	Jan 14	11:30AM	Jan 14	2:30PM	Jan 18	11:30AM	Jan 19	Jan 19	Jan 20
Pueblo							Jan 25	9:00AM	Jan 27	8:00AM	Jan 28	Jan 28	Jan 31
Puerto Rico	Nov 30	12:30PM LMT	Dec 27	12:30PM	Jan 25	2:00PM	Jan 25	5:00PM	Jan 27	2:00PM	Jan 28	Jan 28	Jan 31
Quad Cities							Jan 12	9:30AM	Jan 14	9:00AM	Jan 17	Jan 17	Jan 18
Raleigh-Orham	Dec 01	1:00PM LMT	Dec 28	1:00PM	Jan 28	10:00AM	Jan 28	1:00PM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Rapid City, SD							Feb 08	9:00AM	Feb 10	8:00AM	Feb 11	Feb 11	Feb 14
Reading, PA							Jan 18	10:30AM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
Redding, CA							Jan 19	9:00AM	Jan 21	7:00AM	Jan 24	Jan 24	Jan 25
Reno							Feb 07	9:00AM	Feb 09	7:00AM	Feb 10	Feb 10	Feb 11
Richmond	Nov 29	10:00AM LMT	Dec 23	10:00AM	Jan 25	11:30AM	Jan 25	2:30PM	Jan 27	11:30AM	Jan 28	Jan 28	Jan 31
Riverside-San Bernardino	Nov 12	10:00AM LMT	Dec 10	10:00AM	Jan 12	10:00AM	Jan 12	1:00PM	Jan 14	10:00AM	Jan 17	Jan 17	Jan 18
Roanoke-Lynchburg							Feb 02	2:00PM	Feb 04	10:00AM	Feb 07	Feb 07	Feb 08
Rochester, MN							Feb 07	9:00AM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
Rochester, NY	Dec 01	11:30AM LMT	Dec 28	11:30AM	Jan 27	1:00PM	Jan 27	4:00PM	Jan 31	1:00PM	Feb 01	Feb 01	Feb 02
Rockford							Jan 12	9:00AM	Jan 14	9:00AM	Jan 17	Jan 17	Jan 18
Sacramento	Nov 17	1:00PM LMT	Dec 15	1:00PM	Jan 14	11:30AM	Jan 14	2:30PM	Jan 18	11:30AM	Jan 19	Jan 19	Jan 20
Saginaw-Bay City-Midland	Nov 19	10:00AM LMT	Dec 17	10:00AM	Jan 19	1:00PM	Jan 19	4:00PM	Jan 21	1:00PM	Jan 24	Jan 24	Jan 25
Salisbury-Ocean City							Jan 24	11:00AM	Jan 26	10:00AM	Jan 27	Jan 27	Jan 28
Salt Lake City-Ogden-Provo	Nov 30	9:30AM LMT	Dec 27	9:30AM	Jan 26	9:30AM	Jan 26	12:30PM	Jan 28	9:30AM	Jan 31	Jan 31	Feb 01
San Angelo, TX							Feb 07	1:30PM	Feb 09	9:00AM	Feb 10	Feb 10	Feb 11
San Antonio	Nov 30	12:00PM LMT	Dec 27	12:00PM	Jan 26	12:00PM	Jan 26	3:00PM	Jan 28	12:00PM	Jan 31	Jan 31	Feb 01
San Diego	Nov 16	11:30AM LMT	Dec 14	11:30AM	Jan 13	11:30AM	Jan 13	2:30PM	Jan 17	11:30AM	Jan 18	Jan 18	Jan 19

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Arbitron 1999 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		TAPSCAN®	Market Report
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Date	Mail Date
San Francisco	Nov 17	10:00AM LMT	Dec 15	10:00AM	Jan 14	1:00PM	Jan 14	4:00PM	Jan 18	1:00PM	Jan 19	Jan 20
San Jose	Nov 17	11:30AM LMT	Dec 15	11:30AM	Jan 14	10:00AM	Jan 14	1:00PM	Jan 18	10:00AM	Jan 19	Jan 20
San Luis Obispo, CA							Jan 18	9:00AM	Jan 20	7:00AM	Jan 21	Jan 24
Santa Barbara, CA							Jan 13	9:00AM	Jan 17	7:00AM	Jan 18	Jan 19
Santa Fe, NM							Feb 03	9:00AM	Feb 07	8:00AM	Feb 08	Feb 09
Santa Maria-Lompoc, CA							Jan 18	9:00AM	Jan 20	7:00AM	Jan 21	Jan 24
Santa Rosa							Jan 14	9:00AM	Jan 18	7:00AM	Jan 19	Jan 20
Sarasota-Bradenton							Jan 21	10:30AM	Jan 25	10:00AM	Jan 26	Jan 27
Savannah							Feb 04	4:30PM	Feb 08	10:00AM	Feb 09	Feb 09
Seattle-Tacoma	Nov 24	1:00PM LMT	Dec 22	1:00PM	Jan 24	1:00PM	Jan 24	4:00PM	Jan 26	1:00PM	Jan 27	Feb 10
Shreveport	Dec 02	1:30PM LMT	Dec 29	1:30PM	Jan 28	12:00PM	Jan 28	3:00PM	Feb 01	12:00PM	Feb 02	Feb 03
Sioux City, IA							Feb 08	9:00AM	Feb 10	9:00AM	Feb 11	Feb 14
Sioux Falls							Feb 07	9:30AM	Feb 09	9:00AM	Feb 10	Feb 11
South Bend							Jan 14	11:00AM	Jan 18	10:00AM	Jan 19	Jan 20
Spokane	Dec 06	1:00PM LMT	Jan 03	1:00PM	Feb 01	11:30AM	Feb 01	2:30PM	Feb 03	11:30AM	Feb 04	Feb 07
Springfield, IL							Jan 21	10:30AM	Jan 25	9:00AM	Jan 26	Jan 27
Springfield, MA	Nov 19	1:00PM LMT	Dec 17	1:00PM	Jan 19	10:00AM	Jan 19	1:00PM	Jan 21	10:00AM	Jan 24	Jan 25
Springfield, MO							Feb 04	10:00AM	Feb 08	9:00AM	Feb 09	Feb 10
St. Cloud, MN							Jan 24	11:00AM	Jan 26	9:00AM	Jan 27	Jan 28
St. Louis	Nov 19	1:30PM LMT	Dec 17	1:30PM	Jan 19	1:30PM	Jan 19	4:30PM	Jan 21	1:30PM	Jan 24	Jan 25
Stamford-Norwalk, CT							Jan 11	10:30AM	Jan 13	10:00AM	Jan 14	Jan 17
State College, PA							Jan 21	12:00PM	Jan 25	10:00AM	Jan 26	Jan 27
Stockton							Jan 14	11:30AM	Jan 18	7:00AM	Jan 19	Jan 20
Sussex, NJ							Jan 14	10:00AM	Jan 18	10:00AM	Jan 19	Jan 20
Syracuse	Dec 01	1:00PM LMT	Dec 28	1:00PM	Jan 27	1:00PM	Jan 27	4:00PM	Jan 31	1:00PM	Feb 01	Feb 02
Tallahassee							Feb 04	2:30PM	Feb 08	10:00AM	Feb 09	Feb 09
Tampa-St. Petersburg-Clearwater	Nov 22	11:30AM LMT	Dec 20	11:30AM	Jan 21	10:00AM	Jan 21	1:00PM	Jan 25	10:00AM	Jan 26	Jan 27
Terre Haute							Feb 07	2:30PM	Feb 09	10:00AM	Feb 10	Feb 11
Texarkana, TX-AR							Jan 31	11:00AM	Feb 02	9:00AM	Feb 03	Feb 04
Toledo	Nov 24	10:00AM LMT	Dec 22	10:00AM	Jan 24	1:00PM	Jan 24	4:00PM	Jan 26	1:00PM	Jan 27	Jan 28
Topeka							Feb 03	10:30AM	Feb 07	9:00AM	Feb 08	Feb 09
Trenton, NJ							Jan 12	11:30AM	Jan 14	10:00AM	Jan 17	Jan 18
Tri-Cities, WA							Feb 08	9:00AM	Feb 10	7:00AM	Feb 11	Feb 14
Tucson	Dec 02	9:30AM LMT	Dec 29	9:30AM	Jan 26	2:00PM	Jan 26	5:00PM	Jan 28	2:00PM	Jan 31	Feb 01
Tulsa	Nov 30	1:30PM LMT	Dec 27	1:30PM	Jan 26	1:30PM	Jan 26	4:30PM	Jan 28	1:30PM	Jan 31	Feb 01
Tupelo, MS							Feb 07	3:00PM	Feb 09	9:00AM	Feb 10	Feb 11
Tuscaloosa, AL							Jan 26	10:00AM	Jan 28	9:00AM	Jan 31	Jan 31
Tyler-Longview, TX							Jan 24	11:30AM	Jan 26	9:00AM	Jan 27	Jan 28
Utica-Rome							Feb 04	2:00PM	Feb 08	10:00AM	Feb 09	Feb 10
Visalia-Tulare-Hanford							Jan 25	9:00AM	Jan 27	7:00AM	Jan 28	Jan 31
Waco, TX							Jan 24	9:30AM	Jan 26	9:00AM	Jan 27	Jan 28
Washington, DC	Nov 18	10:00AM LMT	Dec 16	10:00AM	Jan 18	10:00AM	Jan 18	1:00PM	Jan 20	10:00AM	Jan 21	Jan 24
Waterbury, CT							Jan 13	10:00AM	Jan 17	10:00AM	Jan 18	Jan 19
Waterloo-Cedar Falls							Feb 07	11:30AM	Feb 09	9:00AM	Feb 10	Feb 11
Watertown, NY							Jan 31	10:00AM	Feb 02	10:00AM	Feb 03	Feb 04
Wausau-Stevens Point, WI							Feb 02	12:00PM	Feb 04	9:00AM	Feb 07	Feb 08
West Palm Beach-Boca Raton	Nov 24	11:30AM LMT	Dec 22	11:30AM	Jan 25	10:00AM	Jan 25	1:00PM	Jan 27	10:00AM	Jan 28	Jan 31
Wheeling							Jan 31	11:00AM	Feb 02	10:00AM	Feb 03	Feb 04
Wichita	Dec 03	9:00AM LMT	Dec 30	9:00AM	Jan 31	9:00AM	Jan 31	12:00PM	Feb 02	9:00AM	Feb 03	Feb 04
Wichita Falls, TX							Jan 28	11:00AM	Feb 01	9:00AM	Feb 02	Feb 03
Wilkes Barre-Scranton	Dec 02	1:00PM LMT	Dec 29	1:00PM	Jan 28	11:30AM	Jan 28	2:30PM	Feb 01	11:30AM	Feb 02	Feb 03
Williamsport, PA							Jan 31	10:00AM	Feb 02	10:00AM	Feb 03	Feb 04
Wilmington, DE							Jan 18	1:30PM	Jan 20	10:00AM	Jan 21	Jan 24
Wilmington, NC							Feb 04	1:30PM	Feb 08	10:00AM	Feb 09	Feb 10

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Arbitron 1999 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		TAPSCAN®	Market Report	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	AJE	Mail	Date	Mail Date	
Winchester, VA							Jan 21	10:00AM	Jan 25	10:00AM	Jan 26	Jan 26	Jan 27
Worcester							Jan 18	10:30AM	Jan 20	10:00AM	Jan 21	Jan 21	Jan 24
Yakima, WA							Feb 08	9:30AM	Feb 10	7:00AM	Feb 11	Feb 11	Feb 14
York	Dec 01	10:00AM LMT	Dec 28	10:00AM	Jan 28	10:00AM	Jan 28	1:00PM	Feb 01	10:00AM	Feb 02	Feb 02	Feb 03
Youngstown-Warren							Jan 27	10:30AM	Jan 31	10:00AM	Feb 01	Feb 01	Feb 02

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

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1999-2000 Radio Survey Schedule

Who to Call at Arbitron

SUMMER SURVEY

July 1 - September 22, 1999

JULY						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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

FALL SURVEY

September 23 - December 15, 1999

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

OCTOBER						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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

DECEMBER						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

WINTER SURVEY

January 6 - March 29, 2000

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	29				

MARCH						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SPRING SURVEY

March 30 - June 21, 2000

MARCH						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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

MAY						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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

New York

142 West 57th Street/10019
Fax: (212) 887-1535

Radio Station Services:

Tom D'Sullivan, Mgr. (212) 887-1368
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Malou Watterson (212) 887-1371
Scarborough Training Specialist:
Lis Perry (212) 887-1367
Training Specialist:
Brendan Kane (212) 887-1310

Group Services:

Les Tolchin, Sr. VP, National Sales
(212) 887-1302
Laura Ivey, Mgr., National Radio Sales
(212) 887-1326

Rep/Network Services:

Alan Tobkes, VP (212) 887-1354
Sr. Client Service Representative:
Michael Powderly (212) 887-1376

Broadcast Market Analyst:
Donna Pollifrone (212) 887-1582

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
Margaret Bustell, Mgr. (212) 887-1502
Britt Alexander (212) 887-1343
Susan Carmichael (212) 887-1398
Richard Salazar (212) 887-1356
Project Development Executive:
Charmaine Eleazar (212) 887-1308

TAPSCAN Worldwide (Northeast):

Bill Garcia (508) 767-0221

Chicago

311 South Wacker Dr., Suite 1600/60606
Fax: (312) 913-6221

Radio Station Services:

John Basila, Mgr. (312) 913-6235
Bethanie Buckingham (312) 913-6232
Melissa Fischer (312) 913-6231
Trish Kallembach (312) 913-6236
Patrick Pendergast (312) 913-6239

Training Specialists:

Tony Hereau (312) 913-6233
Karen Yo jng (312) 913-6240

Advertiser/Agency Services:

James Tobolski, Mgr. (312) 913-6226
Cory Flahaven (312) 913-6229
Michael Hopkins (312) 913-6228
Kirsten Valenta (312) 913-6227
Training Specialist:
Dveda Brown (312) 913-6222

Atlanta

9000 Central Parkway, Suite 300/30328
Fax: (770) 551-1401

Radio Station Services:

Lisa Segal, Mgr. (770) 551-1403
Jerry Wiese (770) 551-1422
Pete Winston (770) 551-1420

Urban Radio Marketing Services:

Julian Davis, Dir. & Sr. AE, (770) 551-1419

Scarborough Training Specialist:

Jacqui Berry (770) 551-1445

Training Specialists:

Felicia Clem (770) 551-1405
Judy McDowell (205) 560-0895

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
Kevin Bennett (770) 551-1410
Spencer Wilson (770) 551-1404
Kevin Hathcock (AAS Training, TAPSCAN)
(205) 987-7456

Los Angeles

10877 Wilshire Blvd., Suite 1600/90024
Fax: (310) 824-6666

Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601
Paul LeFort (310) 824-6606
Jim Remeny (310) 824-6608
Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

Scarborough Training Specialist:

David Oglevee (310) 824-6607

Training Specialists:

Gabriela Selva (310) 824-6605
Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

George Brady, Mgr. (310) 824-6615
John Hegelmeyer (310) 824-6621
Debbie Lahm (310) 824-6622

Training Specialist:

Stacie De Armas (310) 824-6613

Network & Syndication Radio:

Jacqueline Noel, National Mgr. (310) 824-6616

Advertiser Services:

Alisa Joseph, Director (310) 824-6620

TAPSCAN Worldwide (West):

Randi Lee (310) 824-6603

Dallas

One Galleria Tower
13355 Noel Road, Suite 1120/75240
Fax: (972) 385-5377

Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386
Harry Clark (972) 385-5392
Chris Kiske (972) 385-5398
Maryanne Maguire (972) 385-5383

Scarborough Training Specialist:

Jennifer Thompson (972) 385-5391

Training Specialist:

Joanna Cammack (972) 385-5394

Latin American Marketing:

Clara Cameiro, VP (972) 385-5384

Client Service Representative:

Patricia Jinich (972) 385-5385

Radio Programming Services:

Bob Michaels, Mgr. (972) 385-5357
Gary Marince (412) 859-3740

Advertiser/Agency Services:

Becky Burkett, Mgr. (972) 385-5387
Anne Baron (972) 385-5389

Training Specialist:

Kelly McLean (972) 385-5364

TAPSCAN Worldwide (Dallas):

P. J. McCarthy (435) 783-8469

Washington/Baltimore

9705 Paluxent Woods Drive
Columbia, Maryland 21046
Fax: (410) 312-8622

Radio Station Services:

Frank Stanitski, VP, Group Marketing
(410) 312-8528

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Fred Hannasch (410) 312-8595

Laura Hill (410) 312-8530

Group Services:

Brad Kelly, Mgr., National Radio Sales
(757) 336-1192

John Snyder, Mgr. National Radio Sales
(410) 312-8532

Rep/Network Services:

Bruce Supovitz, VP, National Radio Services
(410) 312-8391

Scarborough Training Specialist:

Sarah Liddie (410) 312-8546

Training Specialist:

Christian Meinhardt (410) 312-8588

Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

NOTE/The survey dates are subject to change.

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